

IFFD Information 2023





FAMILY ENRICHMENT: ACTIVITIES PLANNED FOR 2023

1. IFFD Innovation and Transformation process.

In 2019, IFFD began a digital transformation process that seeks to renew the foundation's objectives and structure in order to connect with users and better respond to their needs by offering innovative content and updated pedagogical methodologies. It is also about making the most of the extensive network of volunteers around the world who collaborate with IFFD (around 7,000 people), making their work more efficient by incorporating technological tools, as well as promoting the abundant talent that exists among them.

This digital transformation project was initially scheduled to last three years, but it was extended by two years in the stage of scaling to the entire organization. During the first half of 2019, the IFFD work teams were trained with support from companies specializing in design thinking and 'Agile' methodologies. In the second half of that year, four pilot prototyping projects were started with international multidisciplinary teams.

In 2020, the consolidation stage began, creating a network of international multidisciplinary teams to work on various transformation and innovation projects. Throughout 2020, 13 teams were launched with a total of 148 members from 35 countries on all continents. A total of 18 people were trained to coordinate these teams.

With the aim of professionalizing IFFD through a collaborative work system that promotes integrating IFFD members in decision-making, making the most of talent and connecting with our users, we devised a structure of permanent teams that we call change teams. These structural teams are supported by innovation teams that work in a timely manner on a specific project. All these teams are made up of IFFD volunteers who are professionals from various sectors and of various nationalities.

In 2021, the process of consolidating the modernization and innovation project continued during the first half of the year. Throughout the second half of the year, we managed to start "scaling"; that is, extending this process to the whole organization.

The change teams that make up the structure that advises the core teams of IFFD are: TALENT team, R&D pedagogical innovation team, TECHNOLOGICAL innovation team, COMMUNICATION team and BUSINESS MODEL team. The YOUTH team, initially planned as an innovation team, was integrated into this structure to take into account our users to whom it is necessary to apply a different strategic vision. Therefore, there are six permanent teams involved. All change and innovation teams undergo a training program in methodologies for innovation and collaborative work.

The main tasks that these teams will undertake in 2023 are the following:

- **Second edition of the Digital Congress (LoveTalks):** Like the first edition, this second edition will address a topic of general interest for youth and families, and will begin in April 2023.

In June 2022, IFFD launched its first digital training event, titled "LoveTalks, Emotion and Sexuality." It consisted of 45 15-25 minute talks by subject matter experts that offered practical answers for young people, couples, parents and grandparents to the most important questions on this topic. All sessions were offered in English and Spanish (original language + subtitles) during the two days of the congress, with the possibility of later access. Some 80 people from all over the world, belonging to nine change and innovation teams, were involved in the preparation of this congress.

LoveTalks is being offered in English and Spanish at the moment, but has also sparked the interest of other linguistic communities; therefore, some working groups will allow us to offer the talks with subtitles in French, Polish and Chinese. Portuguese and Italian may also be added.

- **Digital platform** to host the training for 'LoveTalks - Emotion and Sexuality' permanently and in various languages. This platform will be enriched with the content generated by successive editions of LoveTalks, in addition to other content that will add value for personal and family training.

Other tasks that our change and innovation teams will undertake in 2023 are:

- Throughout 2023, the **COMMUNICATION team** will be in charge of designing and implementing communication plans, both a general plan and one specifically designed for the Digital Congress LoveTalks. It will also coordinate the application of our new branding in local entities, as well as updating our corporate image in communication tools and graphic materials.
- The **TECH team** will focus on enabling the platform and technical services for the digital congress.
- The **BUSINESS MODEL team** will continue working on a business model development for LoveTalks, tailoring it to various target audiences.
- The **PEDAGOGICAL team** will continue exploring the possibility of introducing new resources and methods in IFFD programs.

Within the framework of pedagogical innovation, a new project has emerged, which we call **AGORA**, focused on studying how to improve the emotional and sexual formation of children and teenagers. This topic is a constant and growing concern for parents and teachers. The first IFFD Digital Congress, LoveTalks - Emotion and Sexuality, was a first step toward responding to these concerns. However, the subject requires a deeper approach with methods in which parents get actively involved in acquiring not only information, but also skills to talk to their children about these issues.

Throughout 2023, we will continue working on professionalizing this team, providing it with human and material resources which will allow a more agile development of training proposals for parents and teachers on this topic. During 2023 we will test the training prototypes for parents and teachers developed in 2022 to fine-tune those training programs, which will be offered globally starting in the school year 2023-24.

- The **MARKETING team** will continue improving the presentation of IFFD programs and promoting our courses.
- The **YOUTH team** plans to launch new editions of the course International Digital Personal Project. In addition, it will continue training moderators for this program.
- The **TALENT team** has the goal of implementing improvements in the organization and in the relationship between IFFD and its associated centers. At the end of 2021, this team activated an internal communication space (Slack) to streamline communication between IFFD and its members, and among members. During 2022, the team held a campaign which encouraged IFFD collaborators to communicate quickly in this common forum with the ultimate goal of strengthening the community. During the first quarter of 2023, this team will intensify the search within the IFFD community for key talents that can be incorporated to collaborate on various projects.

2. Coordination of training courses in five continents: Africa, America, Asia, Oceania and Europe.

In 2023, IFFD will continue to support local teams by providing training materials, offering advice to member countries for implementing the programs, training coordinators and moderators, and providing support in organizing the courses by coordinating the exchange of trainers between countries.

IFFD programs pursue the following objectives:

- Provide attendees with in-depth knowledge about the stages of personal and family development.
- Promote both the individual and joint responsibility of parents in the education of their children.
- Provide training in parenting and educational skills so that attendees can design their own family project.
- Offer communication and problem solving skills that favor a harmonious family environment.

During 2021 and a good part of 2022, courses were held mainly online due to the pandemic, although they were also carried out in person when circumstances allowed it. In 2022, the challenge was to resume face-to-face courses as much as possible, as well as to make progress towards recovering pre-pandemic activity levels. This process was very uneven between countries. While in some places the combination of face-to-face and virtual learning allowed for growth in the number of people reached with our training, in others there is still a long way to go to recover the usual level of activity.

In 2022, around 600 courses were organized following the IFFD participatory methodology. Around 20,000 people participated in these courses, in about 60 countries. These global figures were lower than our pre-pandemic figures, which

we intend to recover in 2023. An important and positive fact is that the training aimed at young professionals through the Personal Project programs had a significant growth last year.

3. Training activities for moderators and program coordinators.

The training activities for coordinators and moderators of our programs were equally affected by the pandemic in 2021 and 2022, because of the difficulties of organizing face-to-face training sessions. The moderator training programs had to be adjusted to an online format. Nevertheless, this made it possible to organize international sessions and reach countries that we would not have been able to reach with in-person sessions. In 2022 it was possible to resume much of the training activity for moderators in person, so several training courses originally planned as international online events were held in person and locally. Throughout 2023, the goal is to promote the training of moderators.

4. Support given to national conventions for the promotion of parent training programs.

Among the activities planned each year, an important point is to provide support in designing and organizing national conventions held in various countries. These events provide a very valuable opportunity in each of those countries to exchange experiences and give impetus to the training activity that is carried out through our courses. Due to pandemic restrictions, these events were postponed in 2020 and 2021. In 2022, they were resumed in several countries. During 2023, support will be given to various national conventions.

5. Coordination of technical committees and expert work groups to update IFFD programs.

These work groups have the goal of updating the materials used in each course, as well as creating new materials and adapting materials to new formats.

The Synergia teams are responsible for updating the programs in Spanish. The translation and linguistic/cultural adjustment of the programs for each country is carried out by the following technical committees:

- **English Technical Committee:** made up of experts from Australia, Canada, the United States, Great Britain and Ireland. In 2023 they will continue working on revising, translating and updating IFFD programs in English, as well as on the country-specific linguistic and cultural adjustments for the revised programs created by the Synergia teams.
- **French Technical Committee:** made up of experts from Belgium, Canada, Ivory Coast, France and Lebanon. During 2020 and 2021, this team reviewed nearly all IFFD programs and translated the programs that had not been translated previously. In 2022, they began reviewing the materials for coordinators and moderators. They will finish this work in 2023.



- **German Technical Committee:** made up of experts from the three countries that offer training in this language: Germany, Austria and Switzerland. In 2023 they will continue working on the German translation of training programs and support materials for moderators.
- **Other translation work teams:** In addition to the aforementioned international teams, people from various countries are working on translating IFFD programs into their respective native languages: Italian, Croatian, Chinese, Korean, Tagalog, etc.

ADVOCACY: MAIN LINES OF ACTION

1. Resolution of the General Assembly in 2023.

- **Objectives.** The main activity of IFFD in the United Nations consists of advising member countries, the United Nations system, and other non-governmental organizations on family policies and parenting education. This work is often translated into recommendations regarding the family-related social policies contained in the United Nations Family Resolution.

Throughout 2023, our work will continue along these lines. We will try to continue making progress on some points particularly relevant which are contained in previous years' resolutions:

- Promote the design, implementation and evaluation of social policies which impact the family unit.
 - Encourage governments to support family activities through state funds, tax benefits and other types of aid.
 - Emphasize the need to prepare an annual report by The United Nations on the situation of social policies aimed at family development.
 - Highlight the contribution of the family unit and encourage proposals for social policies which would strengthen their role as an essential means for sustainable development.
 - Encourage governments to invest in parenting education as a means of improving child welfare.
- **Activities.**
 - **Commission for Social Development (February).** IFFD's priority for its international impact activity in the United Nations is to participate in the Social Development Commission.

Every year, while this Commission is being held, the staff of IFFD organizes the IFFD Briefing as an occasion to address international issues. In the 2023 edition, IFFD plans to organize an event on employment and youth transitions, in addition to awarding prizes to private and public sector entities.

Moreover, IFFD usually submits a written statement and an oral statement in said Commission with various recommendations for improving the situation of families.

- **Commission on the Status of Women (March).** In this Commission, IFFD usually submits a written statement and an oral statement with various recommendations for improving the situation of families.
- **Population and Development Commission (April).** In this commission, IFFD also usually presents a written statement and an oral statement with various recommendations for improving the situation of families.
- **International Family Day (May).** IFFD, together with the Division of Inclusive Social Development at the Department of Economic Affairs and Organizations of the United Nations, organizes an event every year to celebrate United Nations Family Day. The event usually reflects on the situation of families in the world and offers solutions and recommendations to member states and legislators.

2. Towards 2024 and Beyond.

- **Objective.** Prepare for the celebration of the International Year of the Family's 30th Anniversary and collaborate with the United Nations in developing objectives for the International Year of the Family 2024.
- **Activities:**
 - **Civil Society Declaration.** IFFD, along with other global organizations, will be promoting the final version of the Civil Society Declaration throughout 2023. In addition to the perspectives of family organizations, the Declaration is being enriched with political recommendations from regional and global initiatives to deepen the objectives of the International Year of the Family and address the megatrends proposed by the United Nations: New Technologies, Climate Action, Urbanization and International Migration, and Demographic Change.
 - **Expert Group Meetings in 2022-2024.** IFFD is coordinating the organization of global and regional expert meetings to support the social policy recommendations proposed for the International Year of the Family in 2024. In 2022, a meeting of global experts was held at the United Nations headquarters in New York, where IFFD was represented by two experts and contributed to the selection of others. In addition, IFFD participated in the regional expert meeting at the Arab League headquarters in Cairo, Egypt. In 2023, there will be a meeting of regional experts in South Africa, and most likely others in America, Europe, the Middle East and North Africa, and Southeast Asia.

3. Inclusive Cities for Sustainable Families.

- **Objective.** Contribute to the resilience and strength of modern cities so that families can find a suitable place to live in them.

- **Activities.**

- **Technical meeting of signatories (March).** The objective of this meeting is to bring together the experiences of practitioners from city and regional councils from various countries to share and enhance with good practices the main points of the Venice Declaration. The conclusions of the meeting will give rise to recommendations for improving the situation of families in cities and regions. The first meeting took place in Curitiba in 2019, the second was held in Brussels in 2022, and the third is scheduled to take place in Torun (Poland) in 2023.
- **World Cities Day observance (October).** IFFD organizes the celebration of World Cities Day every year. The goal of the event is to highlight the importance of family policies in cities and regions. This event is an opportunity to incorporate new signatories of the Venice Declaration and to share the main advances in specific aspects of the project.
- **Delegates from Brazil, Europe, Mexico, Poland, Italy and Peru.** To facilitate the management and expansion of the Inclusive Cities for Sustainable Families Project, regional delegates of Civil Society and Private Sector organizations have been designated in a number of countries.
- **Academic projects.** In order to improve the public perception and impact of the Venice Declaration and to provide an academic perspective on it, there are several academic projects underway with the following institutions: Rotterdam University of Applied Sciences (Holland), Universidad Panamericana (Mexico), UNINOVE (Brazil), IPC (France), and University of La Sabana (Colombia).

4. Collaboration with UNICEF.

- **Objective.** To contribute a perspective of family and parenting education in UNICEF activities and objectives.
- **Activities.**
 - **UNICEF Board of Directors.** IFFD has been an advisory member since 2018 and participates in various meetings, promoting the idea of caring for children through supporting the tasks of parents at home.
 - **UNICEF NGO Committee.** IFFD is co-chair —along with SOS Children's Village—of the UNICEF NGO Committee. This constitutes a civil society leadership role in the UNICEF system.
 - **Family-friendly policies.** IFFD collaborates with UNICEF in the initiative “Redesigning the workplace to be family-friendly: what governments and businesses can do.”

5. International Advocacy training.

- **Objective.** Critically evaluate the field of international human rights and development promotion– its institutions, strategies and key actors; explore how national, regional and global policy strategies are set; and promote debate on various challenges that family advocates face. All this work will be done alongside a variety of stakeholders, including governments, international institutions and the private sector.
- **Activities**
 - International Advocacy Workshop. This event is held annually and is aimed at young leaders from around the world who are interested in developing their professional careers in the field of multilateral institutions.
 - Continuous training. The workshop continues throughout the year with the participation of young attendees in the different activities that are organized.
- **Locations.** In recent years, the International Advocacy Workshop has been held in Madrid, Budapest and Mexico. In 2023, the event will be held in the United States or France.

2023 INCOME AND EXPENDITURE BUDGET (EUROS)

	FAMILY ENRICHMENT			ADVOCACY	TOTAL
	COURSES	PROJECT 'AGORA'	DIGITAL PLATFORM AND EVENTS		
INCOME	170,000	95,000	393,000	130,000	788,000
IFFD Foundation	30,000			30,000	60,000
Foundation 'Barcelona y Familia'	45,000			100,000	145,000
Contributions from member countries	70,000				70,000
Other contributions	25,000				25,000
Fees from the digital congress			383,000		383,000
Project 'Agora'		95,000			95,000
Fees from the digital platform			10,000		10,000
EXPENSES	176,300	152,000	259,700	200,000	788,000
Staff salaries	80,000	44,000	59,000	160,000	343,000
Operating expenses	7,500				7,500
Legal advisory fees	12,000				12,000
Elaboration of training material	1,800	11,000			12,800
Corporate image and communication			21,200		21,200
Independent professionals	60,000	21,000	107,000		188,000
Travelling expenses	15,000		10,700	40,000	65,700
Innovation team			4,200		4,200
Organization of the congress			37,000		37,000
Project 'Agora': elaboration of training material		76,000			76,000
Digital platform			20,600		20,600
	-6,300	-57,000	133,300	-70,000	0

2023 EXPENDITURE BUDGET FOR THE FOUNDATION (EUROS)

EXPENSES (*)

- Management and legal advice	10,000
- Communication	15,000
- Trips	20,000
- Organization of the New York Summit	8,000
- Various expenses	2,000
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	55,000

(*) The foundation has no contracted workers. The expenses of management and legal advice are high because Spanish legislation establishes very strict control for foundations, both from an accounting perspective and from a legal and administrative perspective. The rest of the expenses that appear in this list are associated with the fundraising activity carried out by the foundation.



IFFD FOUNDATION

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