

IFFD Information 2024



iffd 
International Federation
for Family Development


IFFD FOUNDATION



TRAINING: ACTIVITIES PLANNED FOR 2024

1. Digital transformation project (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 better use of the extensive network of volunteers who collaborate with IFFD around the world (around 7,000 people), making their work more efficient by incorporating technological tools, as well as enhancing the abundant talent that exists among them.

This digital transformation project initially had a planned duration of three years, but it was extended two years in the stage of scaling to the entire organization. During the first half of 2019, the IFFD work teams were trained with advice from companies specializing in design thinking and "Agile" methodologies. In the second half of the year, 4 pilot prototyping projects were launched with international multidisciplinary teams.

In 2020, the consolidation stage began, and the foundation created 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 on specific projects with deadlines. 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. This is currently still underway.

The change teams that make up the structure that advises the core teams of IFFD are:

- **TALENT team** is dedicated to locating specific talents among IFFD collaborators. This team is about enhancing and making the most of individual talents to put them at the service of our global projects. This team also deals with communication and internal collaboration.



- Pedagogical innovation R&D team explores the possibility of introducing new resources and dynamics into the IFFD courses. This team is also responsible for compiling and approving proposals for course content updates.
- **TECHNOLOGICAL Innovation team** provides technical support at IFFD events and explores the incorporation of technical resources to improve the learning experience in IFFD courses.
- **COMMUNICATION team** deals with the design and implementation of communication plans, both general and for specific events. This team also coordinates the application of our new branding in local entities, as well as updating our image in communication tools and graphic materials.
- **BUSINESS MODEL team** explores ways to expand the reach of IFFD's courses and works on designing a long-term economic sustainability plan.
- **The YOUTH team**, initially planned as an innovation team, has also been integrated into this structure, because it is necessary to apply a different strategic vision to youth.

In total, there are six permanent teams that advise IFFD.

All change and innovation teams have undergone a training program in methodologies for innovation and collaboration.

The year 2022 was focused on the development and first testing of prototypes designed by the above teams. Some prototypes were offered as a pilot experience to end users. During the year 2023, we continued to offer new pilot experiences and apply improvements with the feedback collected. The teams also started some new projects which are currently underway.

The following are the INNOVATION PROJECTS that have been developed out of collaborations among the change teams. They remain in progress and are expected to build new momentum throughout 2024.

- **LOVE TALKS – Digital Training.** 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. Sessions were offered in English and Spanish (original language + subtitles) during the two days of the congress, with the possibility of later access. Around 80 people from all over the world, belonging to 9 change and innovation teams, were involved in the preparation of this congress.

In April 2023, the second edition of LoveTalks took place. This edition focused on work-family balance. Under the title LoveTalks – Balanced Life, 20 pre-recorded talks were offered on this topic. This second edition added the possibility of accessing the talks from the first edition, which increased users' interest in joining.

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

- As a result of creating these two editions of LoveTalks, a new project emerged in 2023 which we call **INSPIRING FAMILIES** and which aims to turn IFFD into a reference for family training content. This project is still in its initial stages, exploring various avenues. One of these is the creation of its own content platform to host the “LoveTalks” training permanently and in various languages. The content generated by the successive editions of “LoveTalks” will be added to this platform, in addition to other content that adds value to this personal and family training. New content has begun to be generated and the platform will be developed during 2024.
- **AGORA** is a team of collaborators focused on studying how to improve the emotional-sexual education of children and adolescents, a topic which 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.

During 2022, the Ágora team generated training content for parents, educators, young people and children. It also launched the first pilot courses, listed below, which allowed the team members to improve and expand the range of specialized training programs throughout 2023:

- ‘With Love, please’. Training for mothers, fathers and others who are dedicated to the education of young people and adolescents.

- ‘With Love, please’. Training for adolescents from High School, with their parents.

-‘1+1’. Training for young couples, couples who want to get to know each other and love themselves better.

-‘Put words to what happens to you’. Training for adolescents, mothers and fathers, educators and youths. Training aimed at reinforcing personal identity and learning about affective language.

-‘Tapas’. Training aimed at fathers and mothers on the emotional and sexual education of boys and girls.

- ‘Pro lovers’. Training in emotion and sexuality to help couples to have happy marriages.

During 2024, there will be a special focus on programs for educators, with the aim of training and adding collaborators who will help the project expand.

- **INTERNATIONAL CONFERENCES and face-to-face work sessions** in Cebu, Philippines. On February 24 and 25, IFFD celebrates the 21st Inter-Congress National Family Enrichment and, in parallel, the II International Congress of Personal Project for young professionals. Participation is expected to exceed 2,000 participants of around 50 nationalities. With the title “Family Life and New Technologies,” the objective of these events, as in previous world congresses, is to try to shed light on the issues most relevant to families. We



believe that the strength of any society depends on the strength of its families. Therefore, by bringing together a unique group of experts from around the world, we want to help young people and families navigate the complex, yet exciting, world of new technologies.

- The day before the congress, **two parallel work sessions** will be held. One will be with the directors of IFFD's worldwide collaboration centers and another will be with the young promoters of Personal Project. Additionally, 3 moderator training courses will be taught.

Below is a list of other projects that the change and innovation teams will tackle in 2024:

- **The COMMUNICATION team** will be in charge of the design and implementation of the communication plan, both for general communication and for international congresses. This team gives support and advice to the Inspiring Families project with the help of a company specializing in social media.
- **The TECH team** will be focused on enabling the platform and technical services for the digital congress.
- **The BUSINESS MODEL team** will continue working on the development of the LoveTalks – Inspiring Families model for various target audiences.
- **The PEDAGOGICAL team** will continue to explore the possibility of introducing new resources and dynamics into the IFFD programs.

Within the framework of pedagogical innovation, IFFD has had a team of collaborators in recent years which we call Synergia Innovation. They are responsible for enriching the experiences of the IFFD base courses, which provide great support for parents in their educational work, but are in need of a format update.

Throughout 2024 we will continue working on the professionalization of this team, providing it with more human and material resources, which will allow for development of more adaptable proposals to improve our training programs for parents and teachers

- **The YOUTH team** has the challenge of generating content for the education of boys and girls of university age and also to expand the training programs offered for young single adults.
- **The TALENT team** has the mission of implementing improvements in the organization and the relationship between IFFD and its associated centers. This team will design the work sessions with IFFD collaborators that will be held in Cebu prior to the congress.

2. Coordination of training courses on 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:

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

In 2022, around 600 complete courses were organized which followed the IFFD participatory methodology. Around 20,000 people were trained with them in about 60 countries. These global figures are lower than our pre-pandemic figures. As of the closing date of this document (November 2023), there is no data available on the number of courses taught in 2023.

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, due to 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.

2023 has been the year of reinstating face-to-face training, but without ceasing to put energy into online training. During the year, **6 online training sessions were organized for moderators** from various countries and others have been scheduled up until the end of the year. Considering the good results they are having, in 2024 the number of online training sessions could be increased, with a special focus on countries with little IFFD activity.

The recovery from the pandemic has also made it possible to hold **Family Enrichment Holidays (FEH)**, a 10-day in-person event that brings together training with family vacations. The 2023 edition was the largest of all, with a total participation of 18 families. In 2024 the event will be repeated in the first weeks of July.

IFFD is also working on offering more specialized training for moderators. For some years now an innovation team has been working on a project to this end that they have called **ÍTACA**. They have designed a phased structure for the training program: initial training in basic anthropology, creative experience, and training in moderation. After that first general training the moderator could choose a module for their specialization from among the 7 modules of transversal themes. During 2022 and 2023, ÍTACA organized several pilot courses. During 2024, they plan to extend the training from Spain to other Spanish-speaking countries.

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

Among the activities planned each year is providing 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 was provided to The Philippines, Hong Kong, Argentina, Chile, Paraguay, El Salvador, Canada and Poland with trips taken by members of the board of directors.

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:** currently made up of experts from Australia, Canada and the United States. In 2024 they will continue reviewing, translating and updating the IFFD programs in English.
- **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, which they have continued throughout 2023. In 2024 they will continue with this work.



- **German technical committee:** made up of experts from the three countries that offer training in this language: Germany, Austria and Switzerland. In 2024 they will continue working on translating training programs and support materials for moderators into German.
- **Work teams in various languages:** In addition to the international teams mentioned above, volunteers from various countries are working on the translation of the programs into their respective native languages (Italian, Croatian, Chinese, Korean, Tagalog, etc.).

ADVOCACY: MAIN LINES OF ACTION

1. Resolution of the General Assembly in 2024.

- **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 often translates into recommendations regarding the family-related social policies contained in the United Nations Family Resolution.

Throughout 2024, our work will continue along these lines, in order to advance some points of special importance 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 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.
 - Encourage governments, as an effective means for personal well-being and societal harmony, to dedicate adequate resources to support parents in positive parenting and co-responsibility in the care of all members of the family unit.
- **Activities.**
 - **Commission for Social Development (February).** One of IFFD's priorities 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 Family Perspective organizes the IFFD Briefing as an occasion to address issues of international significance. In the 2024 edition, IFFD plans to organize an event on new families and climate change, in addition to awarding prizes to private and public sector entities.

- Written and oral statement. 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 usually presents a written statement and an oral statement with various recommendations for improving the situation of families, in addition to celebrate an side event.
- **International Family Day (May).** IFFD, together with the Division of Inclusive Social Development at the United Nations Department of Economic Affairs and Organizations, organizes an event every year to celebrate United Nations Family Day. The event usually reflects on the situation of families in the world, as well as providing solutions and recommendations to member states and legislators.
- **The year 2024 will have special relevance** as it commemorates the thirtieth Anniversary of the International Year of the Family. IFFD has been working since 2019 to prepare for this anniversary, as elaborated below.

2. Towards 2024 and Beyond.

- **Objective.** Prepare for the celebration of the 30th Anniversary of the International Year of the Family and collaborate with the United Nations in the development of the 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.** Throughout the last few years, IFFD has coordinated the organization of global and regional expert meetings to support and provide content for the social policy recommendations to be proposed for the International Year of the Family in 2024.

Below is a list of the global and regional meetings of experts that IFFD has taken part in either as organizer or co-organizer:

- **September 7-8, 2022.** Global Expert Group Meeting on Megatrends and Families: Focus on Digital Technologies, Migration and Urbanization.

- **June 2-5, 2022.** Regional Expert Group Meeting on Technological Change and Family in the Arab Region.
- **January 23-25, 2023.** Regional Expert Group Meeting on Demographic Change and Family Wellbeing in Africa.
- **May 29-30, 2023.** Regional Expert Group Meeting on Population Ageing and Family Wellbeing in Europe. Torun, Poland
- **October 26-27, 2023.** Regional Expert Group Meeting on Mega-trends & Families: Focus on Demographic Changes in Latin America. Mexico City, Mexico.

The following meetings are scheduled to take place throughout 2024:

- **February 27-29, 2024.** Regional Expert Group Meeting on Families, Urbanization and Migration with discussion of Demographic Shifts, New Technologies and Climate Change in Asia. Kuala Lumpur, Malaysia.
- **September de 2024.** Global Expert Group Meeting on 30th Anniversary of the International Year of the Family. United Nations Headquarters, New York, USA

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.** The objective of this meeting is to bring together the experiences of technicians from city and regional councils to share and enhance with good practices the main indications 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, the third was held in Torun, Poland in June 2023, and the fourth meeting is scheduled to be held in Brasilia in 2024.
 - **World Cities Day observance.** 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. Since 2017, IFFD has had the support of the Inclusive Social Development Division of the United Nations Economic and Social Department and UN-Habitat.

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.

- **Regional meetings.** Since 2021, IFFD has contributed to the organization and content of regional meetings in signatory cities of the project ‘Inclusive Cities for Sustainable Families.’ In October 2023, the 3rd Meeting of Family Sustainable Cities of Mexico was held in San Luis Potosí. Two technical meetings are planned for the project in 2024: one in Venice and another in Mexico.
- **Academic projects.** In order to improve the public perception and impact of the Venice Declaration and provide a student perspective on it, there are several academic projects underway with the following academic centers: Rotterdam University of Applied Sciences (Holland), UNINOVE (Brazil), and IPC (France).
- **Good practices platform.** With the aim of sharing the good practices in family-focused social policies promoted by signatories of the project, a platform of good practices is being created. The platform helps to show the positive and decisive impact of the family in the SDGs and the Urban Agenda. The platform was presented on World Cities Day at the United Nations on October 31st, 2023 and will serve as a guide to expand and enrich the resolution of the family in the United Nations in the year 2024, in addition to promoting better family policies in urban areas. Furthermore, a global meeting of signatories of the Inclusive Cities project for Sustainable Families is planned for March 2024 in Brasilia.

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 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; 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 private sector entities.



- **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 different activities that are organized.
- **Locations.** In recent years, the International Advocacy Workshop has been held in Madrid, Budapest, Mexico City, and Paris. In 2024, the event will be held in a city in Europe or the United States.



2024 ECONOMIC FORECAST (IN 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

2024 ECONOMIC FORECAST FOR THE FOUNDATION (IN 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.



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