



Red Cross volunteers were quickly at the scene after the terrorist attack on Drottninggatan in Stockholm, Friday 7 of April 2017.

Photo: Niklas Björling/Röda Korset

A compassionate Sweden in a sustainable world



A team of recruiters enrolling monthly donors in Gothenburg 2018.

Photo: Marie Sparréus/Röda Korset

The Red Cross is more important than ever

For more than 150 years, the Swedish Red Cross has been a crucial organisation for people in vulnerable situations.

With Strategic Direction 2024 - 2030 we strengthen our organisation by involving more people and increase our diversity. This will make us the leading crisis and disaster relief organisation in both Sweden and the world.

In a changing world, we need to stand strong

We see more people in acute vulnerable situations. Humanitarian needs are increasing worldwide. Inequalities are continuing to grow with increased polarisation and insecurity as a result. The humanitarian consequences of climate-related crises are becoming greater and intensified political tensions are having unpredictable effects on people.

Together, we need to continue standing up for compassion and forging ahead in our work as a crisis and disaster relief organisation. By becoming stronger as an organisation, we can continue contributing to more equal living conditions and reduced vulnerability. This will strengthen people and communities. With our local presence and global capacity, we can not only handle immediate humanitarian challenges, but also work preventively and contribute to long-term solutions.

In all our work, we act on the basis of our seven fundamental principles. We want to involve people from all parts of society, motivate and engage them to strengthen their ability to drive change for themselves, the communities in which they live and the world around them. To answer needs and support people in vulnerable situations, the Red Cross is a front-line force before, during and after crises and disasters.

14 million volunteers

The Swedish Red Cross is a member-led organisation and part of the International Red Cross and Red Crescent Movement. With 192 national societies and 14 million volunteers, the Movement is the world's largest humanitarian network.

Demolished area in Burgos of Siargao Island in the Philippines on December 29, 2021.



Photo: IFRC/Alecs Ongcal

Our mission is to prevent and alleviate human suffering whenever and wherever it arises

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e protect life and health. We also ensure that every person's value as a human is respected, especially in armed conflicts and other emergencies.

We are always ready to provide assistance in solidarity with those in need of the Movement's protection and support. We work to prevent disease, promote health and social welfare, and encourage voluntary service.

In the humanitarian field, we have an auxiliary role to the public authorities, established in the Geneva Conventions and on decisions taken by the International Red Cross and Red Crescent Movement. This unique mandate is confirmed by national legislation and our statutes.

Vision

**A
compassionate
Sweden in
a sustainable
world**

We are aiming at 2030...



Red Cross Cycling School in Malmö 2019 where Adwoa Duku cycled for the first time in her life.

Photo: Johanna Wallin

... to be a humanitarian force that strengthens people and communities

The Swedish Red Cross is present in places and situations with great humanitarian needs and lack of access to health care. Through compassion and involvement, we strengthen people and communities' abilities to withstand and recover from unrest and crises. As an organisation, we come together to carry out relevant operations based on local needs, and rapidly react to changes and unforeseen events.

We work in a preventative manner, promoting health and social inclusion as well as responding to the basic needs of people. We trace and reunite families, support people on the move and carry out activities to overcome involuntary isolation. Across our operations, we work to protect people from violations of their rights and ensure their safety. Internationally, we develop our work in disaster risk reduction, health, water, sanitation, and hygiene.



In Färila outside of Ljusdal, Red Cross volunteers worked in shifts, 24 hours a day, when the forest burned in 2018.

Photo: Marie Sparréus

... to act rapidly in crises, locally, nationally and internationally

As a part of the world's largest humanitarian network, we act before, during and after a disaster. Through our flexible ways of working, tools, and collaborations, we can efficiently assist those affected by local, national and international humanitarian crises. We have a high level of preparedness throughout the country, that is based on trained volunteers who can quickly adapt to a crisis situation.

To ensure collaboration within civil society, we act with strong leadership. In accordance with International Humanitarian Law, when needed, we coordinate volunteers and take our role in total defence in both peace and conflict situations. Internationally, we strengthen the Red Cross and Red Crescent Movement's joint capacity to manage crises, disasters, and armed conflicts; through personnel, technical and financial assistance. In our work, we continue to provide direct support to our partner National Societies within the Movement.

We focus on...

Diversity and inclusion



Red Cross volunteers were quickly at the scene after the terrorist attack at Drottninggatan in Stockholm, Friday 7 of April 2017. Photo: Niklas Björling/Röda Korset

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e are an organisation that works for diversity and inclusion. This is so that we act on the basis of local needs and set up relevant operations. We apply our fundamental principles through brave leadership, with a focus on diversity, equality and inclusion. Our different backgrounds and experiences gives us credibility and decisiveness, and also steer us towards greater commitment, innovation and participation in our mission. We work preventively and act clearly in situations of discrimination or abuse within the organisation.

By...

- ensuring wide diversity in our own organisation.
- promoting an inclusive culture that influences how we recruit, develop and retain volunteers, elected officials and employees.
- involving our target groups in the planning and implementation of our operations
- always communicating inclusively, both internally and externally.

Humanitarian consequences of climate change

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hose already in the most vulnerable situations are those hardest hit by the effects of climate change. Without countermeasures,

climate change may have catastrophic repercussions for people all over the world. We work preventively to highlight the consequences of the climate crisis, its risks and humanitarian repercussions.

In our daily work we: assess environmental and climate risks; contribute to reducing these risks; and, make our initiatives more climate sustainable. We accept our responsibility for reducing our own climate footprint by: travelling and consuming conscientiously; and, through our reuse and second-hand activities, contributing to circular and sustainable consumption in society.



Major floods in Bangladesh in 2022.

Photo: Bangladesh Red Crescent Society

By...

- being a leading voice in asserting that climate change is a humanitarian crisis.
- minimising our own negative climate and environmental impact with the goal of being climate neutral.
- working to strengthen people's and communities' ability to prevent and handle climate-related crises.

More people involved

The Red Cross is rooted in volunteering, both in everyday life and during crises. Together, we work to uphold humanity, and we need more people to help us fulfill our mission and realize our vision. To remain an attractive and relevant organization, we are reviewing and enhancing our involvement models. Our goal is to ensure that anyone who wants to contribute to the Swedish Red Cross—regardless of their time, resources, or personal circumstances—can seamlessly transition between various forms of involvement.



Volunteers at Red Cross Second Hand in Örebro 2021.

Photo: Pavel Koubek

By...

- fostering broad participation, where our target groups contribute actively and co-create our operations.
- developing vibrant democratic processes that encourages more participation.
- adapting and developing our organizational structures based on local needs, engagement, and geographic flexibility.
- significantly increase the number of people involved with the Swedish Red Cross.

Collaborations that make us strong

Through collaborations inside and outside the International Red Cross and Red Crescent Movement, we are creating involvement and reaching more people who need our support. As an organisation, we are stepping up our internal collaborations and creating opportunities to exchange learnings between branches, employees, the Swedish Red Cross Youth, the Red Cross Folk High School and the Swedish Red Cross University.

Externally, we are increasing our local and national collaborations with public sector, civil society organisations and the business world. We are also contributing to a stronger International Red Cross and Red Crescent Movement. This adds value to both our national and international operations.



Red Cross volunteers in Nora deliver food to the elderly during the Covid-19 pandemic in 2020.

Photo: Pavel Koubek

By...

- stepping up our collaboration with the Swedish Red Cross Youth.
- developing our role in civil society and increasing our collaborations with external bodies.
- being an active member of the International Red Cross and Red Crescent Movement to influence decisions and reinforce solidarity with the Movement.
- strengthening our field presence and contributing to increased collaboration and partnership inside and outside the Movement.

Public opinion and advocacy

We are the voice of compassion. We stand by our fundamental principles and explain and discuss them in the public debate, through public opinion and advocacy work. Working in a coordinated manner locally and nationally, we aim to achieve a greater impact. We are confident that long-term objectives for policy change are best reached through dialogue and direct interaction with decision makers, what we call Humanitarian Diplomacy. Through this approach, we aim to influence decision makers locally, nationally and internationally to act in the best interest of people living in vulnerability.

Our public opinion and advocacy work is based on experiences and expertise, with examples from our own operations. To reinforce the effect of our work, we collaborate with other organisations and take an active role within the International Red Cross and Red Crescent Movement.



The Swedish Red Cross visiting Mozambique in 2019.

Photo: Saara Mansikkamäki, Finnish Red Cross

By...

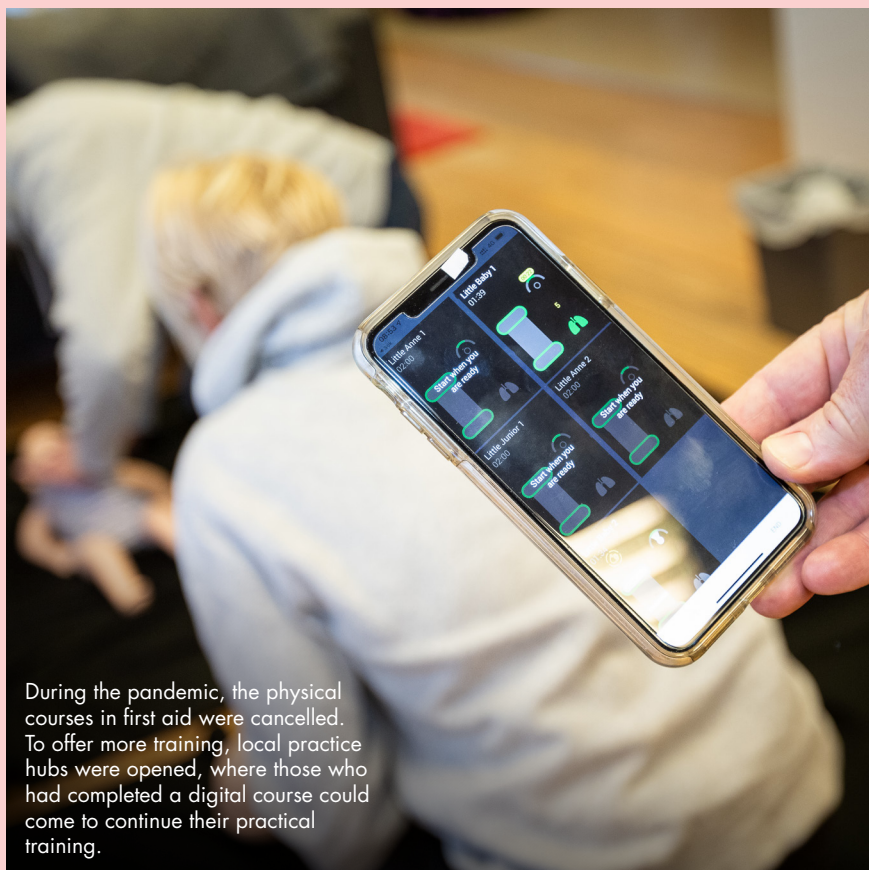
- laying the groundwork for people who are engaged across the country to be a voice that matters.
- locally conducting public opinion and advocacy work, as best as one can and with the support of other branches and national campaigns.
- being a leading advocacy actor in the humanitarian field, acting for and with people in vulnerable situations, in Sweden and globally.

Innovation and digitalisation

Throughout the entire organisation, we need to strengthen our ability to work innovatively and benefit from the rapid development in digitalisation. We use technology and digital tools that enable our operations and our organization to work in a smarter manner and monitor the impact of our work. Our common needs and capacities are the basis for the development of our operations and new ways of working.

By...

- working more innovatively and testing and developing new solutions for reaching our goals.
- developing digital tools that reach new target groups and make it easy to get involved.
- expanding digitalisation and innovation collaborations inside and outside the International Red Cross and Red Crescent Movement.



During the pandemic, the physical courses in first aid were cancelled. To offer more training, local practice hubs were opened, where those who had completed a digital course could come to continue their practical training.

Photo: Tomas Årlemo

We are facing major humanitarian challenges and the Red Cross is more important than ever. With Strategic Direction 2024-2030, we are strengthening our organisation by involving more people and widening our diversity. We will be the leading crisis and disaster relief organisation in both Sweden and the world.

Vision

A compassionate Sweden in a sustainable world

**We are a humanitarian force
that strengthens people and
communities**

**We act rapidly in crises,
locally, nationally and
internationally**

Focus on 2030

Diversity and inclusion

More people involved

Public opinion
and advocacy

Humanitarian consequences
of climate change

Collaborations that make us strong

Innovation and digitalisation

Fundamental principles

Humanity • Impartiality • Neutrality
Independence • Voluntary service
Unity • Universality

Mission

Our mission is to prevent and
alleviate human suffering whenever
and wherever it arises

We are guided by our fundamental principles

Humanity

The work of the Red Cross is based on compassion. At all times, we work to prevent and alleviate human suffering. The Red Cross promotes mutual understanding, collaboration and lasting peace. As Red Crossers, we act as fellow human beings in our mission and always with respect for every person's value as a human.

Impartiality

The Red Cross distances itself from all forms of discrimination. In meeting people, we make no distinctions on the basis of gender, transgender identity or expression, nationality, race, language, religion or other belief, disability, sexual orientation or age. Prejudices or personal preferences play no part in any of our actions or decisions. We believe that diversity enriches society and is essential for realising our mission.

Neutrality

In the Red Cross, we take a neutral stance. We refrain from taking sides in religious, ethnic or political conflicts where this would prejudice the carrying out of our mission to assist our fellow human beings. However, in debates, this does not prevent us taking a clear humanitarian position based on our own values and with the aim of promoting respect for every person's value as a human.

Independence

The Red Cross is independent. Political, economic, social, religious, financial or public pressures do not influence our positions or operations. We provide states with humanitarian assistance but retain our independence. This is so that we can act in accordance with our fundamental principles and maintain trust and freedom of action.

Voluntary service

The mission of the Red Cross is primarily carried out by volunteers who contribute compassionately and generously to realising said mission locally. Accepting or refusing the help of the Red Cross is also voluntary. The Red Cross is a non-profit organisation. A large part of the work of the Red Cross is financed by voluntary contributions (for example from individuals, companies and public authorities).

Unity

In each country, there can only be one National Society. The National Society must be open to all, everyone are welcome to get involved and contribute. The National Society's operations should actively encompass the entire country. The unity principle means that, based on confidence and trust, coherence must prevail throughout the entire National Society.

Universality

There are National Red Cross and Red Crescent Societies all around the world. Together, we form the International Red Cross and Red Crescent Movement. All National Societies are equal and have the same rights and the same obligations. The International Red Cross and Red Crescent Movement is a democratic organisation. Regardless of size, each and every National Society has a vote in the Movement's decisions. All National Societies have equal responsibilities and duties in helping each other and to collaborate.

