



# CASQUES ROUGES

HUMANITARIAN EMERGENCY SOLUTIONS

# PLEA FOR HUMANITARIAN ACTION



**Nicole Guedj**  
*Former Minister*  
*President of the Red Helmets*

“ In 2009, the Red Helmets intend on innovating to promote more and more performing solutions for victims.

Since the creation of the Emergesat satellite container with the partnership of CNES (French Spatial Agency) and Thales Alenia Space, we have wished to direct our attention to the Web to develop our relief – charity work.

Deeply convinced of the strength of this improving tool for the organization of humanitarian aid, we focused on the development of participative and interactive plans.

That is why we mobilized the most important Web actors to widen the french “Amber Alert” on the Internet. Few weeks later, within the framework of the “Challenge Humanitech”, students met to create new technologic means facilitating of humanitarian aid.

Nowadays, we are working on the creation of a world humanitarian Web site for missing people and a humanitarian social media to promote the sharing of news between the worldwide humanitarian community.

Nevertheless, we may not forget that these innovations are to be used by the “Red Helmets” of the UN, and that is what I call for. The growing number of natural disasters touching our planet, the global warming hastening the hurricanes movement in the Tropics and the growing floods in Europe, consistently bring us back to the urgent need of creating this “international humanitarian task force” acting in the emergency.

Under the auspices of the UN, the humanitarian brothers of the Blue Helmets will be spread on the site of disasters to coordinate the deployment of actors in the field and carry out the rescue of the victims.

We want to make a plea and make this project come true by publishing our *Manifesto for the Red Helmets of the UN*.

Mr Abdou Diouf, former President of the Republic of Senegal, General secretary of the International Organisation of the French-Speaking world and Professor Elie Wiesel, Nobel Price of Peace, godfather of the Red Helmets, have accepted to support us.

Only the tenacity of a large and unified mobilization will steer humanitarian action into a new era : the era of professionalization and optimization of resources.”

A handwritten signature in black ink that reads "Nicole Guedj". The signature is written in a cursive style and is underlined with a single horizontal stroke.

# THE YEAR 2008-2009 IN PICTURES



# THE RED HELMETS FROM THE UN TO THE MEDITERRANEE

Every year, major humanitarian crises happen all over the world, caused by natural (tsunami, hurricanes, earthquake...), industrial, epidemiological, and environmental disasters, or terrorist attacks.

We must acknowledge that despite their devotion, independent NGOs cannot face the logistic and technological needs resulting from such crises. Recently, the management of disasters such as the Tsunami in South East Asia or the cyclone Nargis in Burma, has highlighted two different issues : the lack of aid coordination and the relief work governance.

This is the reason we plead for an imminent creation within the UN, as an "international humanitarian task force", called "Red Helmets".



Made of a permanent commandment and an operational additional force, able to be summoned at any time, the Red Helmets would be able to spread within 24 hours on the site of a disaster.

This interworking would happen thanks to their inherent awareness, their anticipation to identify risks and needs, and their ability to take a stand early in the decision making process, in regards to logistics and emergency warning.

Lawfully created by the UN Member states, the Red Helmets will aspire to be organized around the ideas of rescue, ethics, respect of beliefs and opinions, as well as local factors.

This structure will be managed by experts in emergency intervention and logistics who will focus on uniting skills and available human and material means, in order to consolidate governmental and non-governmental organizations' deployment force.

***“ This project was proposed in 2006,  
by the French President, in the name of France,  
to Kofi Annan, who accepted it ”***

Furthermore, in order to optimize the organisation of relief work, regional centres of the Red Helmets are to be created on each continent. Thus, the UN could rely on decentralized structures with identified resources and operational staff trained to play a part and cooperate.

The right to humanitarian assistance must be taken into account as one of the fundamental principles of the UN. Only a humanitarian task force of the Red Helmets will grant the legitimacy our actors need to intervene in any crisis theatre, thanks to prior negotiations with all the member states.

Within the framework of the Union for the Mediterranean (UFM), launched in July 2008 by the French president Nicolas Sarkozy, we suggested that the Red Helmets of the Mediterranean be part of non-governmental plans.

The Mediterranean area is indeed frequently hit by fires, storms, floods or earthquakes.

Deprived of sufficient logistic and human means, the countries of the Mediterranean circumference are not able to manage the consequences engendered by these disasters and have to wait for the arrival of distant help, to proceed to effective rescue of the victims.

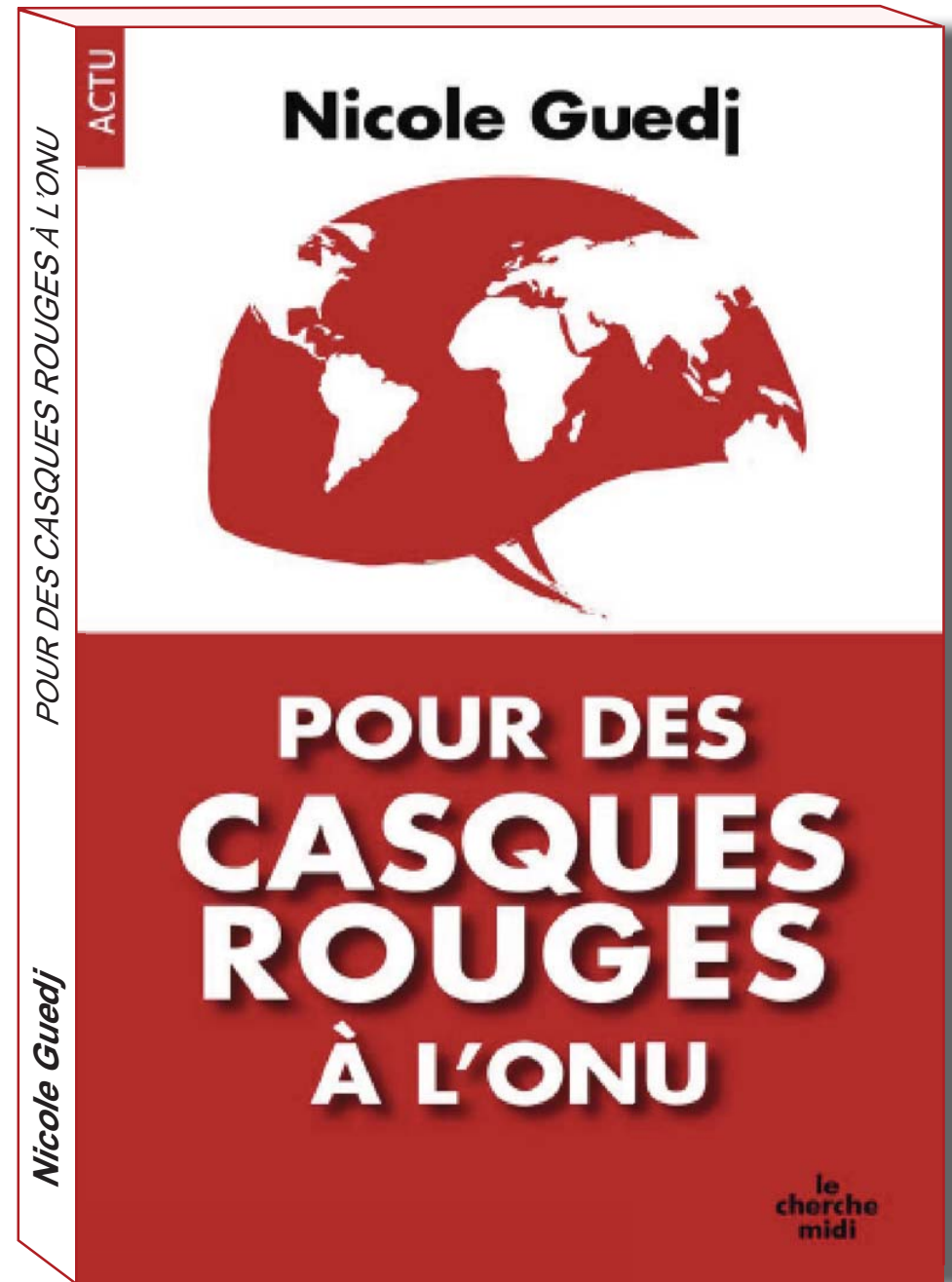


The Mediterranean Red Helmets could be the foreshadowing of experimentation of the UN project in the Mediterranean basin. So, the Mediterranean Red Helmets would become the referent organ in disaster, emergency services and in assistance to stricken people, particularly by combining the human and logistic resources of every member State and the coordinating emergency deployment within 24 hours.

Moreover the Red Helmets would be the perfect embodiment of the peace initiative represented by the Union for the Mediterranean, by allowing this Union to carry out by the solidarity the euro-Mediterranean countries would put in place.



The first initiative of the Red Helmets, was to gather on November 19th 2008 in the Hotel Marigny, the ambassadors of the euro-Mediterranean countries to set out the importance of the humanitarian part and the public – private partnerships, in the construction of the Union for Mediterranean.



Publication on september 2009

# THE “CHALLENGE HUMANITECH”



**Organized by the Red Helmets and sponsored by Valérie Pécresse, Minister for Higher Education and Research, the “Challenge Humanitech” gives the opportunity to the students of French universities and graduate schools, to develop technological innovative tools able to facilitate humanitarian action.**

Divided in teams from four to six persons, almost 120 students from all over France participated in this first student contest of the humanitarian invention, at the Cantine, in Paris.

On April 24th 2009, during the Working Day of the “Challenge Humanitech”, the candidates had the opportunity to discuss with innovation and humanitarian action’s experts, who agreed for the day to immerse themselves in the context of humanitarian emergency relief work to help students to carry out their projects.

The candidates met themselves on May 28th 2009 to support their invention in front of the final jury.



Yannick d’Escatha, President of the French Spatial Agency, Yves le Mouël, Chief executive officer of the French Federation of the Telecom, Pierre Aliphat, General Secretary of the French Conference of “Grandes Ecoles”, Gilles Pennequin, Director of Sustainable development of the Union for the Mediterranean’s Mission, Julien Roitman, President of the Association of Supélec, Vice-president Founder of France Competitivité, Stephane Distinguin, President of Silicon Sentier, Philippe Boissat, President of 3i3s, Johanna Naon, General Manager of Campus Mag, Cedric Errero, Director of the *Green Team*, Pierre Camy, Red Helmets and Corinne Dubel, dietician, all underlined the quality, the shrewdness and the inventiveness of the projects presented to them.



Valérie Péresse join us to the awards ceremony where the name of the prize-winner and its prize were given. For the first edition of the Challenge Humanitech, the members of the jury chose to approve by a large majority the purifier of brackish water with solar distillation presented by the IUT Grenoble team.

Two other particularly innovative projects caught the attention of the members of the jury and will be followed by the “Red Helmets”. These projects are “Humanidrone”, carried out by the ESIEA students and “Generation Humanitaire”, a social network putting associations and volunteers in touch.

Nicole Guedj was delighted about the success of this event and has already announced that the Challenge Humanitech will be repeated next year, with always more students and fantastic projects in the service of humanitarian aid.

**More information :** [www.challenge-humanitech.com](http://www.challenge-humanitech.com)



## EXPERTS' OPINION



**Cedric ERRERO**  
*Green Team Manager*

### **What do you think about the “Challenge Humanitech” ?**

It is an indisputable challenge for students ! First, it means facing the issues of innovation and its development. But, overall, students have to question the double meaning of their innovation : their professional choice and the sign given to the other. Humanitarian emergency consists in restoring quickly the vital flux abruptly interrupted, which is far from being easy. To bring their plans to a successful conclusion, they had to go past their dreamy state of mind to reach the stubborn one.

### **What is your opinion about the winning project ?**

As far as I am concerned, the prize-winner showed the whole characteristics required : technological innovation and in the same time simplicity, sturdiness, easy to deploy and to use, search for lower costs even to finalize the process, efficiency. And obviously, the service engendered by the system, i.e : facilitate the access to the drinking water in developing countries, one of the 8 UN Millennium Development Goals...

**More information :** [www.lagreenteam.fr](http://www.lagreenteam.fr)



**Olivier MAUREL**  
*Social Innovation Animation Manager*  
*Danone Communities*

### **Why did you wish to participate to the “Challenge Humanitech” ?**

3 reasons explain my choice. First, my taste for innovation in a break with tradition, that is to say: start from nothing and encourage students to be creative on challenges. Then, the open-mindedness proposed by this challenge thanks to the melting pot of students from different educations, from all over the country, finally working together. This challenge was pragmatic : students were asked to develop a real project with the help of experts, professionals or companies, which allowed them to be directed towards concrete and feasible ideas.

### **How was the working day?**

The atmosphere was study, open-minded and enthusiastic. Study because the meeting consist mainly in work session. Open-minded as everybody was listening to one another and ready for debate. Finally, enthusiastic because of the energy and the will to go on and develop one's project.

**More information :** [www.danonecommunities.com](http://www.danonecommunities.com)



# L'E-@LERTE ENLÈVEMENT

In 2004, after a kidnapping, Nicole Guedj, Secretary of State for victims' rights, decided to bring, in France, the American concept «Amber Alert». Since its creation in 2006, Alerte enlèvement has been activated eight times and has saved nine lives.

Thanks to the broadcasting of banners, headbands and others videos on the Web or Wap pages of each of our partners, the e-@lertenlevement will be able to reach out to 15 millions internet users around in the same time.



Because the three first hours that followed a child kidnapping are the most important, the Red Helmets have wished to extend this system to the web in order to gather all chances to help the victims.

Orange, Free, SFR, Google, Yahoo!, Microsoft, Dailymotion, BlogSpirit, l'ASIC (Communities internet services association) and Silicon Sentier agreed to be associated in the collective "e-@lertenlevement" to reveal systematically the description of the disappeared child.



***“We are very proud and glad to be able to lead the most important web actors around a same citizen initiative and we call for the support of the numerical community to act together to save lives”***



May 12nd 2009

## EXPERTS' OPINION



**Didier Lombard**  
*France Télécom Orange Chief Executive Officer*

“We are happy to take part in this new march of the “Alerte Enlèvement”- plan and to be contributing to its expansion for web and mobile phones. As a global telecommunication operator, this commitment is central to the company’s responsibility. We therefore hope that a larger part of the population will be informed in case of alert, and that the system’s efficiency will be increased- although its effectiveness has already been demonstrated. Orange will also relay the alerts on its TV network, in particular through channels and services the company produces.”



**Mats Carduner**  
*Google Southern Europe Manager*

“We are happy that our devices benefit the “Alerte Enlèvement”- plan. Internet naturally fosters increased information and the development of solidarity. It is our duty to make this transaction the most smooth and effective as possible”.



**Brigitte Cantaloube**  
*Yahoo! France Chief Executive Officer*

“Nowadays, Internet is essential to communicate, entertain oneself and keep oneself informed. Thanks to its reactivity and its power, Internet is the most important media to broadcast quickly and to a lot of people, information allowing the maximization of chances to find a kidnapped child. In France like in other countries, Yahoo! has already transmitted alerts on its webpages when kidnapping happened. Nowadays we are proud to sign this charter with other web actors and to confirm our commitment to support such causes.”



**Olivier Marcheteau**  
*General Manager of General public and Internet of Microsoft France*

“When a life is at stake, the quickness of the information comes first. Thanks to not less than 25 millions of users of both Windows Live Messenger and MSN, we are able contact the public immediately and to complete efficiently the current process. Posted on our social network MSN and our instant messenger Windows Live Messenger, thus “e-@lertenlevement” benefits from the power of an increase in mobilization.”

# FLASH ACTU

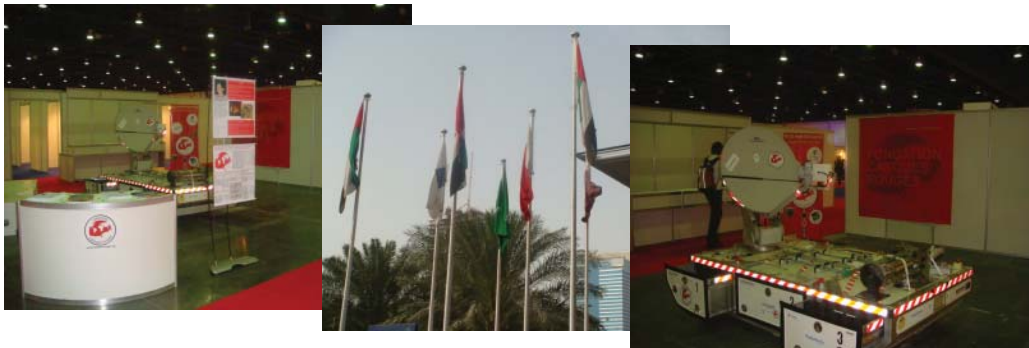
## DUBAÏ INTERNATIONAL HUMANITARIAN AID & DEVELOPMENT EXHIBITION (DIHAD)

Organized under the high patronage of Sheikh Mohammed Bin Rashid Al Maktoum and with the support of the United Nations, the DIHAD gathers every year all the UN's agencies and the main manufacturers to discuss about the new challenges of the humanitarian aid.



For this year's version of the conference, a particular attention was granted to the use of new technologies for humanitarian aid. In this context, the Red Helmets had the opportunity to present its EMERGESAT container device.

During a later plenary session conference, supervised by the DIHAD, Nicole Guedj expressed her opinion about the international cooperation question with the manager of the OCHA in Geneva and the representative of Ericsson.



## THE SOLIDARITY'S FORUM 08



The Red Helmets has presented its activities at the "Parc Floral" of Paris, during the second version of the Solidarity's Forum.

At the opening ceremony, Nicole Guedj spoke with Jean-Paul Huchon, President of the Regional Council of Île-de-France, Pierre Schapira, Deputy mayor of Paris, in charge of International Affairs, Jérôme Pasquier, Vice General Director of the International Cooperation and Development of the French Foreign Ministry.



She advanced the important idea that all humanitarian actors should merge their human and material means to improve the organization and the coordination of rescue teams, in case of disaster.

## WATER ACADEMY



On June 25th 2008, Nicole Guedj participated to the Debate-Conference “Supply of drinking-water and access to sanitation for populations in need”, in the presence of Mrs Roselyne Bachelot, French minister of Health and Sports.

Nicole Guedj underlined the Red Helmets’ growing commitment to emergency-policies expansion, which raises the issue of a better access to drinkable water for populations subject to humanitarian disasters.

## THE CHAMPS ELYSÉES WELCOMES EMERGESAT FOR THE FRENCH AERONAUTICS AND SPACE INDUSTRY 100TH ANNIVERSARY

The Red Helmets attended the French aeronautics and space industry 100th anniversary that was celebrated, on the Champs Elysées, by the GIFAS. On the occasion of the “Open-Air” exhibition, the enquiring minds had the opportunity to meet the leaders of this huge industry.



One of them, Thales Alenia Space Group, presented the Emergesat container, a totally innovative device for humanitarian crisis management which was conceptualized by the Red Helmets and produced in partnership with the French Spatial Agency (CNES).

## THE MILLENIUM DEVELOPMENT GOALS



Nicole Guedj and MP Philippe Vitel, also President of the “Action Humanitaire” study group at the French Parliament, participated in a breakfast- debate led by the French journalist Philippe Lefait, where “The Millenium’s goals” were discussed.

The United Nations member States made a commitment to reach the following targets by 2015 :

1. Eradicate extreme poverty and hunger
2. Achieve universal primary education
3. Promote gender equality and empower women
4. Reduce child mortality
5. Improve maternal health
6. Combat HIV/AIDS, malaria, and other diseases
7. Ensure environmental sustainability
8. Develop a global partnership for development

## SIXTY YEARS AFTERWARDS : THE UNIVERSAL DECLARATION OF HUMAN RIGHTS IN DANGER

Nicole Guedj was invited as the Superior School of Management’s (ESG) Fourth Talks, which event was placed under the High Patronage of Rama Yade, former French State Secretary for Human Rights.

At a round-table conference articulated around the topic: “Human rights against realpolitik”, alongside the philosopher André Glucksman , the S.O.S Racism’s President, Dominique Sopo, and the writer Mohamed Sifaoui, the Red Helmets’ President discussed the project of creating an international humanitarian entity, capable of a rapid reaction force, neutral, apolitical and secular that would stand under the United Nation’s aegis and be able to guarantee to the world’s populations the right to be rescued.

## PUBLIC SAFETY COMMUNICATION EUROPE FORUM



Supported by the European Commission, the PSC Europe Forum frequently gathers researchers, technological companies, NGOs and public safety actors from all over the world, for workshops about R&D and management disasters issues.

In the 2008's version, The Red Helmets presented their projects aimed at optimizing information transmission and coordinating relief work.

## SEMINARY ON CLIMATE CHANGE AND THE MANAGEMENT OF THE NATURAL DISASTERS

The Red Helmets has participated in the conference, organized by the French Ministry of Environment and sustainable Development, that tackled climate change and the natural disasters management.

Seisms, tsunamis, scorching heats... these natural phenomena have always existed and often provoked disasters with human, material and economical consequences. These largely exceeded our boundaries and expectations and must therefore be reframed within the dynamics of globalization.



The concerns over these natural disasters, climate change, and the risks that they engender for human health, economy and for the planet, have reached an unequalled level in Human History.

Natural disasters ? Environmental disasters ? What influence did climate change have over their incidence?

## IS THERE A SPECIFICALLY FRENCH NGO

Nicole Guedj expressed her ideas within the framework of a round-table conference dealing with the French NGOs, alongside the former Secretary of State for Human Rights, Rama Yade, Philippe Vitel Deputy of Var, Vice-president of the Commission of the Defence, President of the Group "Humanitarian Aid", Marie-Dominique Aeschlimann, Regional councillor of "Ile-de-France", François Grunewald, Chief executive officer and scientist of the Group URD and Benoît Gallet, President of the association TULIPE.



All the guests insisted on the necessity to work towards an increased professionalization of humanitarian action in order to reinforce the NGOs' abilities to intervene during fieldwork.

In this spirit, Nicole Guedj advocated her Red Helmets project aiming at a better organization of rescue.

# ON THE WEB...

## TECHCRUNCH SUPPORTS THE "RED HELMETS"

Techcrunch, the leading blog about new technologies on the web, gave to the "Red Helmets" the whole amount of money raised during the TechCrunch Party 2 in Paris, which gathered more than 250 people, on September 23rd 2008.



*"I like to think that the Web and its technology can be of use to persons endangered and save lives. The Red Helmets was created, in 2006, by Nicole Guedj, former minister and current councillor of State. The association is really active on the web, especially with its site, its videos on DailyMotion and its Facebook group. I really appreciate this project and consider helping them a bit"* declared Ouriel Ohayon, former chief redactor of Techcrunch France.

**More information :** [www.techcrunch.fr](http://www.techcrunch.fr)

## THE RED HELMETS SUBSCRIBE TO SILICON SENTIER

The Red Helmets decided to subscribe to Silicon Sentier and therefore to associate themselves to the 250 innovating small and medium-sized companies already members, after the successful press conference promoting the e-@lertenlevement and the Challenge Humanitech in the Cantine.

Silicon Sentier provides a platform of visibility and debate to the Young and innovating companies and encourages experimentation and crossed fertilization of projects.

**More information :** [www.siliconsentier.org](http://www.siliconsentier.org)

## THE EXPERTS' OPINION



**Marie-Vorgan Le Barzic**  
*General representative of La Cantine  
by Silicon Sentier*

### Which critical look at the Red Helmets do you take?

It is a dynamic and influential foundation which immediately made me feel that they wanted to resolve important problems.

The Red Helmets consider a new approach of the humanitarian issue.

The preconception is interesting.

On the one hand, there are major technological evolutions, resources and means; on the other hand, there is the humanitarian issue which does not stop growing.

This main issue is adamantly taken into account by the Red Helmets.

How do we manage to make the technological evolutions resolve a side of the humanitarian problematic?

It is a nice bet !

### On the long view, what kind of partnership would you like to settle with the Red Helmets?

We believe that we are a major collaborator of the Red Helmets, for this association not only has an important network and pragmatic perception of humanitarian intervention, but also serves as a junction between a technological, an innovating and a specialized environment.

# THE PRESS REVIEW



Campus Mag (April 09)



La Voix du Nord (The 13rd of may 2009)



Premier Secours Mag (autumn 2008)



France Info – Nouveau monde (The 12nd of may)



Revue parlementaire (n°896)



Europe 1 – Le grand direct de l'info (The 12nd of may 2009)



Presidency Key Brief (April 2008)



France Inter – Le Journal (the 13rd of may 2009)



Libération (the 21st of may 2008)



France 3 12/13 (The 12nd of may 2009)



Le Meilleur des mondes (October 2008)



I-télé (The 12nd of may 2009)



France 3 – En 3 mots (the 10th of june 2008)



Canal + - L'édition spéciale (The 12nd of may 2009)



France Magazine (November 2008)



France 3 19/20 (The 12nd of may 2009)



Le Figaro Eco (The 15th of may 2009)



BFM 360° (The 12nd of may 2009)



Le Figaro (The 13rd of may 2009)



LCI (The 12nd of may 2009)



Direct Matin (The 13rd of may 2009)



Le Figaro Magazine (The 27th of may 2009)



L'Est Republicain (The 13rd of may 2009)



France 24 (The 23rd of may 2009)



Le buzz.media Orange Le Figaro (15th of may)



01NET.com (The 12nd of may 2009)

# ACKNOWLEDGMENTS



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