

**Confidential:** The following concept has been forwarded to the affiliates & global partners of SICU, and to an amount of carefully selected professionals around the world in order to get feedback - supporting ideas and constructive comments. The final concept will be presented to IFRC (International Federation of Red Cross and Red Crescent), keeping in mind the national Red Cross societies operating in 185 countries. The process will be started immediately after the concept has been approved by Red Cross.

Copyright 2007: Tom Merilahti (SICU)  
Helsinki 15.10.2007

## *Principles in Action*



### **Safe Water Saves Life**

### *Principles in Action, Principles in Art*

This is the first draft of the original idea and concept, which aims to function as the base for idea generation and project development. The driving objective is to organize Principles in Art Exhibitions in major cities and countries all over the world, with the seven fundamental principles and humanitarian values of Red Cross as the starting point. The central theme is "Safe Water Saves Life", which may even support the Global Water & Sanitation Initiative (GWSI), which has been launched by IFRC ([www.ifrc.org](http://www.ifrc.org)).

The seven Fundamental Principles of Red Cross are; humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

#### **The starting points**

- Mr. Timo Haekkinen has operated 23 years as a strategic partner of the Finnish Red Cross. His company has made a cooperation agreement with IFRC about a collection of membership and fundraising items, to be distributed all over the world, as the first and only company in the world.

A couple of weeks ago Mr. Haekkinen asked Tom Merilahti how he could add value and create new opportunities to be utilized in the cooperation in question.



- Tom is a marketing integrator & communication coordinator with 25 years of professional experience within marketing communication and project management. He is the founder of SICU (Synergy Integrated–Connects the Unconnected) representing a marketing and project management agency, and the SICU Synergy Solutions Group – a globally active virtual organization. Tom has been assigned to create marketing & sponsorship programs and multilateral collaboration concepts for several national and international art exhibitions among many other operations where he has also worked as a project manager ([http://www.synergialaitos.com/sicu\\_ssg\\_&\\_mmc.htm](http://www.synergialaitos.com/sicu_ssg_&_mmc.htm)).
- Morbidity and mortality are linked to loss of productivity and poor or non-existent water and sanitation facilities as well poor hygiene practices must be addressed in order to contribute to fighting world poverty.

## Objectives

- To improve the lives of vulnerable people in Finland and internationally by mobilizing the power of humanity
- To create, develop and organize an exceptional fundraising project, which can be utilized both in Finland and internationally in order to create Attention, (media) Interest, Desire and Action to support the Global Water & Sanitation Initiative (GWSI) of Red Cross both “glocally” and globally.
- To launch the Principles in Action collection internationally in order to support Red Cross, GWSI and the Principles in Action project.

The Principles in Action is a brand, and a product collection, which is specially designed for the International Federation of Red Cross and the Red Crescent Societies to support the mission of Red Cross in 185 countries.

By buying Principles in Action products you support the National Society of Red Cross in your own country.

The seven fundamental principles of Red Cross are printed in the products in 73 languages (= the language of arts) [www.principlesinaction.org](http://www.principlesinaction.org).



"...When I first saw the goods I was amazed at the quality. Everything was of the highest standard. The packaging of the scarves and ties was so very 'retro' and clearly would appeal to the consumer, especially younger people. To coin the Australian phrase, 'I knew we were on a winner'. And we were!

The merchandise was proudly displayed as the key attraction in the trade display area at the conference. It looked stunning with the strong emphasis on black, red and white. The delegates could not believe their eyes. Immediately they recognized the unique design and style of everything. E.g. the T-Shirts are of the highest quality and not matched anywhere else. On the day we sold about \$4000 Aus (abt. USD 3600) of merchandise and have taken many orders since. The ties lasted about 15 minutes and the blankets have all sold out. The shopping bags have been a huge seller because of the price (\$6 Aus)... "

- David Clark, Murray Riverina, Regional Manager, Australian Red Cross

## A new art exhibition concept and event format

The idea is all about creating a strong art exhibition concept and a "Principles in Action" charity project & event format, which can be utilized anywhere in the world as single art events (local or regional) and/or as a series of art events, "Principles in Art on Tour".

## Flexibility

The concept will be adjustable in order to offer single exhibition organizers and coordinators an option to choose the date, event venue, size and the duration of each single exhibition.

### ***Think global, Act local***

The project will be managed and coordinated by the undersigned in and from Helsinki in cooperation with a management team of this multi-dimensional project. Each regional event organizer & coordinator may build-up a jury to choose the best art work of the "Principles in Art Exhibition".

The best art works from each event will be invited to a national and finally to an international art exhibition, which might start even an international tour.



### ***Principles of artist's, principles in art works***

We're striving to find international, national and regional sponsors to support the project including single artists. Referring to the fifth principle (voluntary service) the objective is that the artists participate in the exhibition at least to a part on their own cost. The artist's have the opportunity to sell their art works during the exhibition and/or in an auction to be organized after each exhibition.

### ***Creative fundraising***

A major percentage of the exhibition income will be forwarded through each national Red Cross organization to support GWSI. The expected funds will represent a percentage of entrance fees, sponsors, Principles in Action products, and from the "Principles in Art Auction".

### ***Lake of ideas***

Whether you're one of the 97 million Red Cross members & volunteers or not, think of an idea as a stone dropped into a lake of ideas. Each 'stone' produces concentric ripples which spread out and intersect with other ripples, creating complex patterns of interference - which might be called chaos. It is the resonation of ideas with each other that interests us most of all. It is in the spaces in-between that excitement lies!



### ***Original idea > idea generation > project development > final concept***

This original idea and concept is the first step in the process of idea generation and project development. Now we would like to ask for your spontaneous feedback in order to develop and finalize the concept to be presented to IFRC and to the national Red Cross societies. Together, the National Societies have 97 million members and volunteers, and 300,000 employees, assisting some 233 million beneficiaries each year.



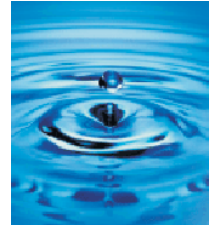
**International Federation  
of Red Cross and Red Crescent Societies**

What we need is an approval from IFRC or at least from one national Red Cross society to be able to start the project, which will most likely be the Finnish Red Cross. This would offer us the opportunity to develop the concept even in concrete, and to organize a pilot project in Helsinki and/or any other city or country to start with.



Please answer the following questions and e-mail your answers to [Tom@Sicusynergy.org](mailto:Tom@Sicusynergy.org).

1. Are you one of the 97 million Red Cross members & volunteers?
2. Do you think this idea and concept is realizable?
3. Which part of the concept is good / bad?
4. How would you like to develop the idea & concept?
5. Is this a project you would like to realize in your home town / country?
6. Would you be interested to become a project manager and coordinator in your country?



If you are interested to get involved, Connect-to-Tom-to-be-Connected and tell us how you would like to contribute. If you are, please send your biography, motivations and arguments to [Tom@Sicusynergy.org](mailto:Tom@Sicusynergy.org).



***Think the Unthinkable, Move the Immovable and Connect the Unconnected***

We are looking for artists, organizers, coordinators, creative's, activators, motivators, experts, professionals, work groups, think tanks, service cluster teams, organizers, marketers, communicators, matchmakers, pathfinders, innovators, collaboration partners, sponsors, volunteers, and Commercial & Non-Profit Organizations, institutions and governments who have the Guts to bump their Heads Out-of-the-Box, and who are prepared to stand behind the seven Principles of Red Cross!

***For more information, please contact:***

Tom Merilahti \* E-mail: [Tom@Sicusynergy.org](mailto:Tom@Sicusynergy.org) \* Web-site: [www.Sicusynergy.org](http://www.Sicusynergy.org) \* SICU Synergy Solutions Group  
Network: <http://sicusynergynetwork.ning.com/profile/synergia> \* Mobile head office: +358 (0- ) 40 825 5053  
SKYPE: tom.merilahti \* MSN: [synergjalaitos@hotmail.com](mailto:synergjalaitos@hotmail.com)