



RED NOSES International

Strategy Overview 2021-2025

REVIEW 2023



The power of humour in a turbulent world

The importance of mental health services and the need to integrate psychosocial interventions into the daily routine of medical and social institutions has been getting a lot of recognition by medical professionals for the past couple of years. It became evident that humour is a powerful and an indispensable tool for strengthening resilience in the face of stress or trauma. This in return created an even greater demand on the services of RED NOSES; not only for the various groups within the healthcare environment, but also among other vulnerable groups in other sectors.

Providing a wide range of artistic programmes and formats, RED NOSES is the biggest Healthcare Clowning organisation worldwide reaching out to hospitalised children, senior citizens, medical staff, aid workers, refugees, as well as children and youth with disabilities. With more than 430 professional healthcare clowns in the field, RED NOSES contributes on daily basis to the concept of health promotion.





Strategic objectives

2021 - 2025

We stand now together as a group with another 4 years in front of us where we would like to move forward collectively and expand our mission to reach more people in need. We are ready to create an optimistic future where RED NOSES is actively taking a leading role in growing the Healthcare Clowning Movement, where our work in the healthcare sector becomes truly indispensable and where RED NOSES is bringing itself into a position to boost the change that we want to see in the world!

Therefore, over the next 4 years, we wish to develop and expand our programmes to better understand and meet the needs of our beneficiaries on the individual, the institutional and the systemic level. We want to strengthen our international organisation and develop our artistic quality further in order to reach more beneficiaries in an even deeper quality. We also would like to advance our knowledge and evidence base as well as advocate for the healthcare clowning profession.



Grow and anchor our programme work



Empower our international organisation as a springboard future development and growth



Grow healthcare clowning

The impact of our work

Our Framework of Change identifies the need we see in the world and describes our goal of how we want the world to look instead. These two poles – the NEED and our GOAL – together create the ‘why’ that drives all of our programs and growth. By meeting the needs of our target groups on the individual, institutional and systemic level, we can achieve our impact goals: higher emotional well-being, greater social inclusion and more supportive environments. Our framework also acknowledges our stakeholders, as the essential partners in reaching our goals. For the upcoming years, this framework of change is the foundation for our work and specifies our target groups. If you are interested in learning more about our Framework of Change, please follow this link: <https://www.rednoses.eu/who-we-are/our-theory-of-change>



Strategic objective 1

Grow and anchor our programme work

1.1

Improve and deepen our work in the Healthcare sector

Working closely and together with medical professionals to make healthcare clowning an integrated and indispensable part of the daily hospital routine.

- Stable presence in hospitals through regular bedside services.
- Expand clown interventions around essential hospital procedures.
- Expand humour workshops for healthcare professionals.

1.2

Innovate ways to connect for inclusion

Exploring innovative ways to include older adults and people with disabilities.

- Gather knowledge about the impact of humour on these vulnerable groups.
- Enrich our programmes for older adults and people with disabilities by integrating learnings.
- Support self-empowerment and more inclusion for vulnerable groups.

1.3

Expand our work in the Humanitarian Aid sector

Increase the impact of our crisis intervention programme Emergency Smile

- Consolidate the rapid growth in Emergency Smile contexts.
- Improve and strengthen the internal systems to support Emergency Smile visits
- Expand strategic partnerships with humanitarian players.



Strategic objective 2

Empower our international organisation as a springboard for future development and growth

2.1

Consolidate and grow our artistic quality

Grow the team of professionally educated healthcare clowns.

- › Optimizing recruitment mechanisms by broadening our artistic networks.
- › Grow the artistic RED NOSES education into a holistic system.
- › Maintain and further develop our artistic quality.

2.2

Embrace our common RED NOSES identity

Grow stronger as an international group.

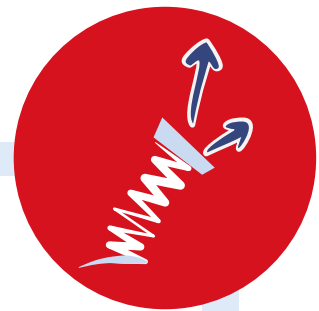
- › Strengthen the brand identity.
- › Promote a common spirit.
- › Exploit the power of our many diverse perspectives.

2.3

Boost our resilience & agility

Empower RN organization to collaborate and use common resources effectively.

- › Build a strong culture for constant learning.
- › Create resilient systems and procedures.
- › Increase financial resilience.



Strategic objective 3

Grow healthcare clowning

3.1

Advance knowledge of the impact of healthcare clowning

Collect scientific evidence to learn more about our impact.

- › Impact of arts on emotional well-being, social inclusion and supportive environments.
- › Research in Healthcare Clowning.
- › Sharing our knowledge on the impact of healthcare clowning

3.2

Mobilise support for healthcare clowning

Promote the benefits of healthcare clowning on mental health and well-being.

- › Identify areas of leverage.
- › Sharpen the advocacy messages.
- › Promote high-level advocacy.



RED NOSES

is an artistic organisation bringing humour and laughter to people in need of joy

The founders' vision

- › We believe in the beauty of human emotions and strive to help people rediscover moments of happiness, especially in times and places of crisis and hardship
- › We envision the creation of a healthier and more humane world by contributing to the wellbeing of all human beings
- › With the art of philosophy of professional clowning we support society in reconnecting with joy, happiness and optimism
- › A healthy society knows how to laugh and play; people living in a healthy society are connected to each other
- › RED NOSES is a global movement with a clear focus on encouraging more joy and happiness in the world

Monica Culen (CEO & Founder) & Giora Seeliger (Artistic Director & Founder)





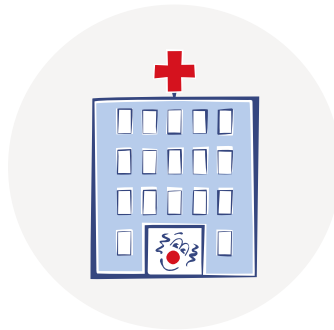
Facts and Figures

RED NOSES has gradually evolved into one of the leading groups in its field of work, not only setting benchmarks in both artistic performances and professional structure, but also by reaching the greatest number of beneficiaries.



566,661

young and elderly
patients



729

medical and social
institutions



11

countries
of operation



19,199

clown visits



476

professionally
trained clowns



25+

years of
expertise

Photos:

CRVENI NOSOVI Klaunovidoktori;
ROTE NASEN Deutschland e.V. -
Gregor Zielke; RED NOSES Palestine;
ROTE NASEN Clowndoctors -
Sebastian Philipp; ČERVENÝ NOS -
Jaroslava Kreškóciová

RED NOSES is an artistic organisation bringing humour and laughter to people in need of joy.

For 25 years, RED NOSES has been making a difference for patients, families and medical staff in countless health and care facilities in Europe and beyond.

RED NOSES International empowers vulnerable audiences, such as children in hospitals, people in geriatric centres, patients in rehabilitation centres, youth with mental and multiple disabilities, refugees and other displaced persons.

The figure of the clown is extremely human and touches individuals deeply by bringing them relief and hope in moments where they cannot connect to their positive emotions.

RED NOSES International is based in Vienna, Austria, and is the headquarters for the largest clown doctor group in the world.

RED NOSES International

Non-Profit Foundation

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RED NOSES
In Laughter there is Hope