

www.ifrc.org  
Saving lives,  
changing minds.

# Southeast Asia Annual Report 2012

 International Federation  
of Red Cross and Red Crescent Societies

**MAA51001**

**30 April 2013**

**This report covers the period  
1 January 2012  
to 31 December 2012**

Cambodian Red Cross youth volunteers  
serve as role models in their own  
communities by wearing helmets while  
conducting "motorcycle caravans" to raise  
awareness.  
Photo: Cambodian Red Cross



## Overview

Southeast Asia is a key part of the current global power shift towards Asia. Its economic and financial strength contributes to the region's political leverage internationally as its influence grows throughout the globe. In terms of vulnerability to natural hazards and disasters, the UN Office for Disaster Risk Reduction (UNISDR) documented that in 2012, fewer people died as a result of natural disasters in Asia than in previous years. However, natural disasters still claimed more lives in the region than anywhere else in the world.

In 2012, the national societies of Southeast Asia – as well as the region itself – continued to change rapidly. Among the trends observed were: a growing ambition and capacity among the vast majority of host national societies; a willingness to see models of partner engagement evolving according to the changes, a community of humanitarian/development actors that is more diverse than ever before (with an increasing prominence of emerging economies as donors) but also continued vulnerability to disaster; significant flows of migration (both legal and illegal); rapid urbanization; significant community adaptation to climate change; and vulnerability to established and emerging health threats (dengue in terms of the former, and the rise of non-communicable disease and H1N1 in terms of the latter).

The regional office must adapt to this changing context in order to remain relevant and, as such, is considering new ways of working together to achieve our Red Cross Red Crescent common goals, supporting national societies in the region to be increasingly at the centre of their development and humanitarian response by:

- being closer and more in touch with communities and their vulnerabilities so that their safety and resilience is enhanced; reducing the current gap between needs and response.
- adapting to evolving patterns of volunteering and better utilizing their unique auxiliary role; and,

- delivering on their own strategic plans under the umbrella of the IFRC-wide Strategy 2020, with the support of their various partners.

It is encouraging to report that national society regional mechanisms took significant steps forward. The organizational development forum nominated a standing chair (secretary general of Brunei Darussalam Red Crescent) that aimed to better manage preparation for, running of, and follow-up to the forum. The regional disaster management committee (RDMC) also nominated a standing chairperson (director of Thai Red Cross relief and community health bureau) and agreed to aim for country-level integration of programming by 2014. Based on analysis of performance in 2011 and 2012, the work of organizational development and youth steering committees was reactivated with new plans, designs and a decision to hold the first joint organizational development and youth forum in 2013. Overall, regional networking mechanisms mentioned above have contributed to an increasing ownership and accountability of the membership, with national societies in the chair's role of the networks, and, importantly, becoming more committed to supporting one another and linking up with other networks in developing and implementing cross-border activities.

National societies in Southeast Asia (SEA) continue to engage on migration issues for effective outcomes that affirm the rights of all migrants. One of the notable achievements of 2012 was a commitment of national societies to establish an Asia Pacific migration network expressed during the Asia Pacific (AP) Migration Forum. This will help to strengthen national society coordination, joint programming and resources through the Asia Pacific migration network and practical advocacy tools. *(To access the report on the Asia Pacific Migration Forum outcomes, please click [here](#).)*

The Southeast Asia regional delegation (SEARD) has been successfully continuing the "Building safer and resilient communities in Southeast Asia" project, with the support of the European Commission's Humanitarian Aid and Civil Protection department's (ECHO) disaster preparedness programme (DiPECHO). The activities of this project support consolidation of learning and progress of the two previous DiPECHO projects. Under this project, the community safety and resilience unit (CSRU) delivers thematic seminars on cross-sectoral integration; and supports strengthening of regional networks such as RDMC and ASEAN with particular focus on the AADMER<sup>1</sup> partnership group (APG) and AHA<sup>2</sup> centre among other disaster risk reduction (DRR) activities.

To share knowledge and expertise in 2012, SEARD launched a user-friendly online sharing platform that allows to access more than 400 different documents related to disaster risk reduction and resilience building in Southeast Asia and facilitates feedback and knowledge sharing as well as ensures institutional memory. *(To access the library please click [here](#).)*

The regional delegation continued to work through the six country offices of the International Federation of Red Cross and Red Crescent Societies (IFRC) - Cambodia, Indonesia, Myanmar, the Philippines, Timor-Leste, and Viet Nam - to support those respective national societies. The regional delegation acts as a de facto country delegation for Thailand and Lao PDR, and also liaises directly with the national society leadership and management of Brunei, Malaysia, and Singapore in terms of its support. The Bangkok team also plays a leading role in coordinating the support of international Red Cross Red Crescent actors, including partner national societies and the International Committee of the Red Cross (ICRC). In 2012, new heads of country offices were appointed in Cambodia and in Myanmar.

However, SEARD representation and assistance goes far beyond technical expertise for ongoing programmes. Partnership development and coordination, support to grant applications and assistance in identifying funding opportunities and new partnerships, humanitarian diplomacy and supplementary services to national societies without IFRC in-country presence have also been at the centre of attention. In 2012, Southeast Asian national societies have received various types of consultancy support, such as on the revision of statutes, strategic planning, monitoring and evaluation, finance, beneficiary communications and volunteer development. On top of that, SEARD support stretches as far as East Asia, South Asia and the Pacific. A number of disaster risk reduction (DRR)/field sessions have been organized targeting Southeast Asia, East Asia and South Asia to strengthen the integrated planning process at national society level. In

---

<sup>1</sup> Agreement on Disaster Management and Emergency Response (AADMER)

<sup>2</sup> ASEAN Humanitarian Assistance Centre (AHA)

addition, the regional health team provided expertise in preparation for climate change and health-related sessions during the regional disaster risk reduction/field session in China. SEARD provided input in drafting tailored curriculum and related session plans for RDRT<sup>3</sup>-induction training for Singapore Red Cross. In reference to non-communicable diseases, the SEARD health team played a leading role in the IFRC global working group on non-communicable diseases (NCD) during the development of modules and tools which will be used globally.

In 2013 and beyond, the IFRC Southeast Asia regional delegation will continue to work with an integrated approach to programming. The delegation will remain focused on maintaining an open dialogue with the national societies, being more responsive to their needs and working together with strong leadership, in order to draw on the strengths of the Red Cross Red Crescent Movement for the benefit of the most vulnerable in the region.

## Working in partnership

Strategically located in one of the humanitarian hubs for Asia Pacific, partnership is a key aspect to the work of the IFRC Southeast Asia regional delegation. From the ASEAN Secretariat and its coordinating centre for humanitarian assistance on disaster management (AHA Centre), to humanitarian partners such as the United Nations Office for the Coordination of Humanitarian Affairs (OCHA), UNESCAP, emerging donors and the private sector, the regional delegation aims to maximize opportunities for the work of national societies in the region. The current focus is to promote sustainable development solutions beyond 2015, including advocacy on improved legal and institutional frameworks for disaster risk reduction.

In 2012, IFRC renewed its memorandum of understanding (MoU) with the World Health Organization (WHO) regional offices in Southeast Asia and the Western Pacific Region (WPR). Detailed work plans for each region were intended to be developed jointly. However, due to the change of focal points at the WHO offices, this has been postponed to 2013. SEARD continues to coordinate and collaborate with institutes, including the Asian Institute of Technology, Asian Disaster Preparedness Centre (ADPC), Thai Nursing College and other higher education institutions through provision of technical expertise and lectures on request. This cooperation will continue and possibly scale up in 2013.

In relation to the Tsunami Residual Funds (TRF) application, SEARD supported Malaysian Red Crescent (MRCS) in the development of their TRF proposal and coordinated with both the Myanmar and Indonesia offices, the completion of the respective proposals. Meanwhile, the Thai Red Cross (TRC) application has been submitted and approved, and the project is expected to begin in the first quarter of 2013.

The Malaysian Red Crescent has provided three concept notes to SEARD to reactivate its volunteer network through integration of volunteers into activities. These programmes could include community-based disaster risk reduction, social care for the elderly, and the MRCS community ambulance service.

The regional PSS<sup>4</sup> delegate, supported by Danish Red Cross in partnership with the Psychosocial Support Reference Centre joined SEARD to support Myanmar Red Cross in systematizing support for the people in a crisis situation in Myanmar's Rakhine province, as well as to enhance the capacity of national societies of the region, particularly in psychosocial services. The delegate supported a start-up of PSS activities in Rakhine as well as assessed the PSS needs of internally displaced persons (IDP) in all camps and conducted emergency PSS training for MRCS volunteers and PSS focal points.

In early December, the PSS delegate supported the development of a concept paper on prevention of violence against children. The concept note proposes that Myanmar Red Cross (MRCS), Department of Social Welfare and the NGO Myanmar Literacy Resource Centre implement school-based child resilience workshops for children aged 10-12 and Youth as Agents of Behavioural Change (YABC) activities for youth volunteers and children. If accepted, the programme will strengthen the capacity of MRCS to promote a culture of non-violence and strengthen its child protection profile and work in Myanmar. This concept paper complements a

---

<sup>3</sup> Regional Disaster Response Team (RDRT)

<sup>4</sup> Psychosocial Support (PSS)

regional concept note, focusing on a programme for youth to fight violence against children and encouraging cross-border activities. PSS expertise will be further shared with the Lao and Cambodian Red Cross societies.

Cooperation between ADPC, French Red Cross and IFRC on the development of a common CBDRM<sup>5</sup> Framework for Myanmar Red Cross continued in 2012. These efforts centre on a longer-term programmatic approach towards the standardization of CBDRM to ensure that the commonly agreed tools and methodologies are solidly embedded into the ongoing and future CBDRM activities by MRCS. ADPC will bring its expertise of CBDRM but focus on the Red Cross model and act as a facilitator to build capacities within MRCS during the adaptation process as well as assist MRCS in implementing it in the future. A disaster management working group was established in December between IFRC, MRCS and French Red Cross, to facilitate the first phase of cooperation and to harmonize CBDRM interventions with MRCS.

Relations with the European Union/ECHO remain good with the ongoing positive partnership experience in terms of their support of the Thai floods response/recovery operation of Thai Red Cross, through the regional delegation. In 2012, Viet Nam Red Cross (VNRC) was granted a NSA<sup>6</sup> contract with EU for a community-based health and first aid (CBHFA) for a three-year period, from 2013 to 2015. IFRC and French Red Cross will continue to provide technical support for VNRC in the implementation.

Overall, in light of increasing bilateralism and diversification of partners, national societies and IFRC need to adjust to new ways of working. For IFRC, it means an increased complexity and the need for extra flexibility in coordination, while for national societies, it means demonstrating greater accountability. New ways of working and partnership are also illustrated in the growing link with national societies and the IFRC secretariat to the Australian Volunteers for International Development programme. Australian Red Cross is a core partner of this Australian government initiative.

SEARD is grateful to all partners who provide support to the implementation of programmes in all 11 Southeast Asia national societies.

<b>Host national societies:</b>
Brunei Red Crescent, Cambodian Red Cross, Indonesian Red Cross, Lao Red Cross, Malaysia Red Crescent, Myanmar Red Cross, Philippines Red Cross, Singapore Red Cross, Thai Red Cross, Timor-Leste Red Cross, Viet Nam Red Cross
<b>Partner national societies</b>
American Red Cross, Australian Red Cross, Austrian Red Cross, Canadian Red Cross, Danish Red Cross, Finnish Red Cross, French Red Cross, German Red Cross, Hong Kong branch of Red Cross Society of China, Italian Red Cross, Japanese Red Cross Society, Netherlands Red Cross, Norwegian Red Cross, Spanish Red Cross, Swedish Red Cross, Swiss Red Cross, Taiwan Red Cross Organization
<b>Other partner organizations</b>
ASEAN Secretariat, AHA Centre, Mekong River Basin Commission, UK Department for International Development (DFID), European Commission Humanitarian Aid and Civil Protection (DG ECHO), AusAID, United Nations Office for the Coordination of Humanitarian Affairs (UN OCHA) through the Inter-Agency Standing Committee, United Nations Economic and Social Commission for Asia and Pacific (UNESCAP), Brazilian Government, AVON, DOW Chemical, EMC Corporation, PerkinElmer Foundation, BNY Mellon, Fishman & Tobin Inc, Li Fung, Tides Foundation, World Health Organization (WHO) and several United Nations agencies are important partners in addition to non-governmental organizations, such as Asian Disaster Preparedness Centre (ADPC), Asian Institute of technology (AIT), CARE, Global Road Safety Programme (GRSP) and Oxfam.

<sup>5</sup> Community based disaster risk management

<sup>6</sup> Non State Actor

## Progress towards outcomes

The year 2012 resulted in a solid progress against the four-year planning framework for the IFRC Southeast Asia regional delegation. (To access the Long-Term Planning Framework 2012-2015, please click [here](#)). The delegation continues to strengthen regional networking, improving its effectiveness and sustainability, developing its knowledge and information management system, and reinforcing a stronger presence and visibility among key stakeholders.

### **Business line 2: “To grow Red Cross Red Crescent services for vulnerable people”**

Indicators	Baseline	LTPF 4-year target	Annual Target	Year to Date Actual	Achievement
<b>Outcome 1:</b> Strengthened institutional and technical capacity of national societies on preparedness for response, response, and risk reduction (CBDRR and CBHFA) to successfully deliver relevant service to community in need.					
<b>Output 1.1:</b> Increased capacity of Southeast Asia Red Cross (Red Cross Red Crescent) National Societies to promote community safety and resilience (DRR and Health) issues at national level.					
11 <a href="#">National societies have completed DRR resource mapping</a>	DRR Mapping exercise -2011		11	11	100%
<a href="#">Video footage</a> and a case study on disaster risk reduction (DRR) Field Session was published.	SEARD inventory list of IEC <sup>7</sup> materials		1	1	100%
Regional IEC materials mapping exercises is completed.	Same as above		1	1	100%
Three different <a href="#">IEC materials</a> reproduced to improve DRR initiative at National Society level.	Same as above		3	3	100%
<b>Output 1.2:</b> Red Cross Red Crescent responses plans, SOPs, logistics capacity, contingency planning, guidelines & response systems at all level for are in place and functioning in support of community safety & resilience.					
Three <a href="#">National societies have updated their response mechanism</a> . (Cambodia, Lao PDR and Myanmar Red Cross)	WPNS <sup>8</sup> Checklist 2010		3	3	100%
One <a href="#">RDRT</a> - Relief (Induction) has been conducted.	RDRT Date base in SEARD-2011		1	1	100%
Improved cooperation among <a href="#">Mekong countries</a> on disaster risk reduction (DRR)	RDMC meeting Report		1	1	100%
<b>Output 1.3:</b> Thai Red Cross has been supported to implement relief and recovery operation to assist those communities most affected by flood-2011 and increase TRC's capacities for future response					
Planned number of people received the relief and recovery support from the <a href="#">Thai Red Cross</a> .	Post emergency report/beneficiary lists		1,421,037	1,421,037	100%

<sup>7</sup> Information, education and communications

<sup>8</sup> The “well prepared national society” (WPNS) checklist is used to further enhance national societies' capacity.

**Comments on progress towards outcome 1**

All 11 national societies have completed the disaster management resources (disaster risk reduction) mapping exercise. DRR mapping is now adopted as baseline data for developing various proposals, evaluations and will help to identify gaps for effective implementation of DRR initiatives.

Video footage titled “Building resilience in Asia and the Pacific” has been finalized in June 2012 and distributed within the region. The video is now available at <http://ifrc.org/news-and-media/meetings-and-events/rio-20/> and in DVD format to better reach national society managers, practitioners and volunteers.

To have a larger impact, the DRR animated games have been translated into various local languages (Bahasa - Indonesia, Khmer, Lao, Myanmar, Tetum - Timor-Leste, Thai, Vietnamese and English) and aired online at <http://ifrcdr.org/>. In addition, Thai Red Cross distributed a children's disaster risk reduction comic book named “Be prepared for natural disaster with Mr. Radar” in consideration of school-going children as primary target groups. This comic book has been translated into English and will be shared with other national societies of the region for their consideration for translation in their own local languages and further dissemination.

Thai Red Cross also finalized a detailed plan of action for the post-emergency/preparedness operation. An agreement defining roles and responsibilities between SEARD and Thai Red Cross for post-emergency/preparedness operations has been finalized and awaiting for an official signature ceremony by the senior management.

An analysis of three national societies, Cambodia, Lao PDR and Myanmar, has helped to build a picture of the strengths and challenges witnessed over the past five years of internationally supported emergency operations (both disasters and health crises). The work feeds into efforts to enhance response tools, such as national disaster response teams, contingency plans and standard operating procedures (SOPs). A two-day seminar on enhancing the response preparedness capacity of Lao Red Cross for staff and partners drew on the lessons of the 2011 floods and the various challenges related to communications, logistics, volunteer management, health programming and various disaster management issues.

In October 2012, Singapore Red Cross (SRC) hosted a regional disaster response team (RDRT) induction training for 16 participants. Post training evaluation indicated that the training has boosted knowledge and awareness of team work in the field, especially in times of disaster. This training has further strengthened the response capacity of Singapore Red Cross which ultimately contributes to enhance bilateral operation of SRC within and beyond region along with multilateral operation.

The first of its kind, this coordination and cooperation workshop for key stakeholders involved in the Mekong River Basin (MRB) cooperation was organized by SEARD. The workshop served as a tool to strengthen cooperation and coordination among MRB national societies and key strategic partners including government representatives and the ADPC. In addition, it helped to develop the understanding of the consequences of climate change and of the overall risk factors, which in turn could promote collective efforts for integrated risk reduction and preparedness measures by national societies and communities in the region. The main outcome of the workshop was a joint action plan that will be used as the basis for prioritization of support needed for the Mekong Cooperation. The workshop complements the RDMC Road Map 2012-2015 which clearly indicates the need to strengthen the cooperation and coordination among countries and other stakeholders outside the Red Cross Red Crescent Movement to ensure adequate resources are in place, and initiatives to build safer and resilient communities are discussed and executed. *To access the full report on MRB cooperation meeting, please click [Mekong River Basin Cooperation](#).*

The relief intervention was successfully implemented by Thai Red Cross further contributing towards increased accountability and image of the national society not only in but also outside the country and region. *To access the report on “Thai Floods: lessons learned workshop”, please click [here](#).*

**Business line 3: “To strengthen the specific Red Cross Red Crescent contribution to development”**

Indicators	Baseline	LTPF 4-year target	Annual Target	Year to Date Actual	Achievement
<b>Outcome 1: Red Cross Red Crescent contributes to building of community safety and resilience incorporating gender, climate change and other key cross-cutting issues.</b>					
<b>Output 1.1: National Society capacity to support and promote the ownership and implementation of community-based disaster risk reduction programmes is increased.</b>					
Three National Societies have updated their <a href="#">CBDRR</a> framework and guidelines. (Lao, Cambodia and Myanmar Red Cross)	Southeast Asia DRR mapping exercise 2012		3	0	0%
One National Society has implemented an <a href="#">integrated community-based programme</a> using participatory method focusing healthy behaviours (Thai Red Cross)	Southeast Asia DRR Mapping exercise-2011		1	1	100%
Seven National Societies trained on <a href="#">PMER</a> for community based programme	n/a		7	10	143%
<b>Output 1.2: Increased knowledge and skill of targeted communities, local authorities to implement community driven disaster preparedness, response and risk reduction interventions (CBDRR and CBHFA) using community empowerment approach.</b>					
<a href="#">VCA</a> tools have been intensified further at least in three National Societies of the region. (Lao, Myanmar, Thai RC)	DRR Mapping exercise-2011		3	3	100%
Four <a href="#">DRR/field school</a> sessions have been completed to intensify VCA tools and integrated planning process at National Society level.	WPNS-2010		4	4	100%
Two National Societies have started community-based initiatives with focus on <a href="#">Early Warning System</a> . (Thai RC and PMI)	DRR Mapping exercise-2011		2	2	100%
<b>Output 1.3: Identified risks and vulnerabilities in community have been reduced through implementation of relevant, effective, community-driven disaster risk reduction measures contained in the community disaster risk reduction (DRR) plan toward building more safer and resilient community</b>					
<a href="#">One National Society of the region has facilitated community to develop CBDRR plan</a> while implementing CBDRR initiatives. (Thai Red Cross)	DRR Mapping exercise-2011		1	1	100%

**Comments on progress towards outcome 1**

Initially the Cambodia, Lao, and Myanmar Red Cross societies were targeted to review and update community-based disaster risk reduction (CBDRR) frameworks this year to strengthen multi-sectoral assessment and integrated planning while designing community-based initiatives. However, this task was not completed due to different issues within the national societies and localized disasters during the target period. The revision process will continue in 2013 with inclusion of Thai Red Cross.

The DiPECHO-supported resilience initiative has been progressing well in four national societies – Cambodia, Lao PDR, Myanmar and Timor-Leste. CSRU rolled out the epidemic control for volunteers (ECV) tool in Cambodia. A Khmer version of the tool was translated by Danish Red Cross in Cambodia for the DRR project and shared again with Cambodian Red Cross (CRC).

To enhance the PMER performance of CBHFA practitioners from seven Southeast Asia national societies, a workshop, in conjunction with a regional health meeting was organized. Ten, instead of seven planned, national societies in the region participated and shared their PMER experiences and lessons learned on top of PMER training given by a regional monitoring and evaluation advisor.

Vulnerability and capacity assessment (VCA) guidelines remain the vital tool of national societies for community assessment. A practical step-by-step VCA guide has been reproduced and distributed to targeted national societies to further support community assessment and improve the quality of CSR initiatives. Similarly two other materials have been reproduced and distributed to improve the knowledge and skills on early warning systems (EWS) on disasters among school-going children in Lao PDR and Thailand.

Four DRR/field schools to strengthen the integrated planning process at national society level have been held across Asia Pacific and facilitated by the regional office. Up to 100 disaster management, health, water and sanitation professionals (including 38 women) from various national societies benefited from these school sessions. A six-minute video - *Building resilience in Asia and the Pacific* – has been produced as a result. It will be a good advocacy tool for national societies to promote the multi-sector assessment approach and methodology among vulnerable communities. These sessions were well-received and served as an excellent “learning by doing” platform, both for participants and participating communities.

A research-based project ‘*Linking Disaster Risk Reduction and Climate Change Adaptation: Building Community Resilience through Early Warning Systems*’ has been revised considering the Thai Red Cross CBDRR and existing early warning practices as well as Indonesian Red Cross’ integrated community-based risk reduction (ICBRR) and early warning practices. The goal of the project remains the same but implementation will have more direct involvement of the national societies and the IFRC secretariat in the region.

Thai Red Cross has been implementing the CBDRR programme in 20 communities of four provinces. Trained professionals and volunteers have been involved in awareness campaigns against identified risk factors, and mitigation initiatives as well as development of community-based disaster risk reduction (CBDRR) plan. By the end of 2012, most of the communities under this project reached the CBDRR process Step 5: vulnerability capacity analysis and development of community-based risk reduction plan. The overall work plan was revised by the project team, working closely with communities to familiarize them with the revised plan of action as well as facilitating development of the community-based risk reduction plan.

Indicators	Baseline	LTPF 4-year target	Annual Target	Year to Date Actual	Achievement
<b>Outcome 2: Increased national society health risk reduction capacities to enable healthier and safer living contributing to increased resilience at community level.</b>					
<b>Output 2.1: Increased National Society engagement in road safety</b>					
At least two National Societies are implementing <a href="#">road safety programmes with measurable impact</a> , including integration of road safety into existing DRR programming. (Cambodia and Viet Nam Red Cross)	WPNS-2010		2	2	100%
<b>Output 2.2: National Society capacity to deliver first aid services during both emergencies and non-emergency times is increased</b>					
Two National Societies increased their <a href="#">first aid</a> services. (CVTL and Singapore Red Cross)	DRR Mapping exercise-2011		2	2	100%

<b>Output 2.3:</b> <i>Vulnerability to HIV and its impacts is decreased through the prevention of further infection, expanding care, treatment and support, and reducing stigma and discrimination</i>					
Two National Societies implemented <a href="#">HIV</a> interventions, focusing on key affected population. (Lao Red Cross)	Global CBHFA mapping 2011		2	1	50%
<b>Output 2.4:</b> <i>Community behaviour is influenced for the better in terms of healthy practices including awareness raising through community-based health activities</i>					
Three National Societies in the region have included <a href="#">health components</a> into their DRR initiative. (Cambodia, Myanmar and Thai Red Cross)	DRR Mapping exercise-2011		3	3	100%
Eight National Societies raised the awareness on NCD issue and committed for <a href="#">NCD (non-communicable diseases)</a> prevention	WHO 2008-2013 Action Plan on NCDs		8	8	100%
One National Society initiated community-based interventions to prevent <a href="#">non-communicable diseases</a>	WHO 2008-2013 Action Plan on NCDs		1	0	0%
<b>Output 2.5:</b> <i>Increased National Society contribution to achieve 100 per cent VNRBD by 2020</i>					
Six National Societies increased the proportion of <a href="#">VNRBD</a> among blood donors	VNRBD country progress mapping 2012		6	5	83%

### Comments on progress towards outcome 2

Together with the GRSP (Global Road Safety Programme), Cambodian and Viet Nam Red Cross continued to carry out road safety activities. With the support of Australian Red Cross, Cambodian Red Cross has integrated disability into road safety programmes. Young people with disabilities (often as the result of road accidents) are actively involved in designing and implementing project activities, rather than being the target audience of the project. SEARD documented one good practice regarding the helmet-wearing campaign of Cambodia Red Cross. A case study was shared with the National Societies of the region. *To access the case study, please click [Cambodian youth volunteers champion road safety](#).*

World First Aid Day was marked across the region. In Timor-Leste, first aid was linked to community vulnerability including the issue of disability, in particular, deafness. First aid training was given at a rehabilitation centre specializing in children with hearing problems. This was an important milestone for Timor-Leste Red Cross (CVTL) as it develops a more sophisticated analysis of vulnerability and how it can better link with core Red Cross Red Crescent work and expertise. CVTL is also progressing in its development of a business plan for commercial first aid. More broadly, in terms of income generation, CVTL's first donation box was placed in the airport departure area; three more are planned. A local fundraising event also prompted a donation from foreign armed services. Meanwhile, in 2012, Singapore Red Cross has also improved its commercial first aid services.

The Federation's Southeast Asia regional office continued to support Lao Red Cross' People Living with HIV (PLHIV) care and support project both technically and financially. In 2012, this project reached 228 PLHIVs (including 124 women) and provided them transportation costs to reach anti-retroviral drugs distributing centres. Furthermore, the technical team also helped Lao Red Cross' health team to develop a proposal for next two years. In addition, to strengthen regional networking and cooperation, SEARD provided support to the Asian Red Cross and Red Crescent HIV Network (ART) by facilitating the discussion on its direction with the health directors during the regional health meetings. In early 2013, SEARD is planning to map out HIV activities and guide the network towards a strategic direction at its annual meeting. SEARD planned support to one more national society did not materialize due to the lack of funding.

The psychosocial support (PSS) component of the community-based health programme is being strengthened in Cambodia and Myanmar. Thus, Myanmar Red Cross, with the support of the regional PSS delegate, is developing a standardized PSS component to use in emergency and development settings. Standardized PSS community and family kit lists were developed in cooperation with MRCS and will be used by partners supporting internally displaced persons (IDPs) in Rakhine, Myanmar. Meanwhile IFRC pamphlets on stress and coping have been translated and will be distributed in IDP camps in Rakhine and to MRCS staff and volunteers. Cambodian Red Cross is developing questionnaires on mental health, PSS and gender-based violence to be incorporated into community-based health programming. Thai Red Cross included health-related IEC materials in DRR programme distribution to raise awareness on public health and hygiene.

An NCD workshop was conducted which was attended by 16 participants from eight national societies and who subsequently disseminated the importance of NCD to their respective national societies. After the non-communicable diseases (NCD) workshop in May, many national societies showed interest in incorporating the NCD component into CBHFA, but the development of a generic NCD module, which is a precondition for NCD piloting, took longer than anticipated. Its launch has been postponed to mid-2013 and integration of NCD in CBHFA and its roll-out will take place in 2013.

Six National Societies in the region have worked hard towards achieving 100 per cent of voluntary and non-remunerated blood donation (VNRBD). Singapore, Lao PDR Capital and Thailand Capital reached 100 per cent VNRBD, and during an annual workshop on VNRBD in December in Nepal, a majority of participating national societies reported an increase in such blood donors. Thai Red Cross, however, experienced difficulties in mobilizing the donors at province level and could not reach their intended annual target. Natural disasters also pose problems for maintaining the level of VNRBD and, therefore, require disaster management plans to include sustainability of volunteer blood donors and safe blood supply.

In reference to regional networking, it is worth mentioning that health representatives from Southeast Asia national societies regularly take part in several health forums such as regional health meetings, the ART annual meeting, the Asia Pacific community-based health and first aid (CBHFA) and voluntary non-remunerated blood donation (VNRBD) workshops to discuss capacity building of National Societies, to share lessons learnt and mechanisms for collaboration and coordination.

During the Southeast Asia Leadership Meeting in Myanmar, 2012, National Society leaders raised the concern that many health networks and workshops are being organized annually, thus emphasizing the need to streamline regional health-related activities. Following up on recommendations from the above-mentioned leaders, the terms of reference for a regional health working group was developed and will be shared with the health directors of National Societies. In addition, health representatives agreed to attend Regional Disaster Management Committee (RDMC) meetings in order to further enhance the communication, collaboration and cross-sectoral integrated planning with Disaster Management Department.

Indicators	Baseline	LTPF 4-year target	Annual target	Year to Date Actual	Achievement
<b>Outcome 3: National societies strengthen their organizational capacity to extend the reach and quality of their services.</b>					
<b>Output 3.1: National societies are strengthened as a result of a portfolio of support in various aspects of organizational development</b>					
Two <a href="#">National Societies have volunteer recruitment, training and management policies and procedures in place approved by the respective</a> governing boards. (Myanmar, Philippine, and Viet Nam Red Cross)	Emerging OCAC <sup>9</sup> process in Southeast Asia		2	3	150%
Two National Societies have reviewed their organizational structure and the <a href="#">human resource policy</a> and procedure encompassing its roles, responsibilities and compensation, which is approved by its governing board. (Myanmar and Viet Nam Red Cross)			2	2	100%
Two National Societies review their policy for youth members to strengthen their role including their representation in governance.	Past well-functioning National Society assessment		2	2	100%
Two National Societies review their existing accounting policies, budget procedures and <a href="#">guidelines</a> in place including for effective and efficient management of financial resources with full transparency and accountability. (Myanmar and Philippine Red Cross)			2	2	100%
Two National Societies have implemented <a href="#">Navision</a> or other appropriate accounting software that enables them to strengthen financial management systems as well as produce timely financial reporting to its stakeholders. (Myanmar and Philippine Red Cross)		2006 baseline survey of National Society strengths and weakness		2	2
Two National Societies are able to apply participatory <a href="#">monitoring, evaluating and learning approaches</a> and systems to both development and emergency responses. (Lao Red Cross)			2	1	In progress

### Comments on progress towards outcome 3

Three National Societies, instead of the planned two, have achieved set targets. Viet Nam Red Cross undertook a revision of their volunteer management policies and procedures which are now ready for Board approval. Myanmar Red Cross and Philippine Red Cross are upgrading their volunteer database systems through Resource Management System (RMS). In these National Societies, the process entailed they update their volunteering procedures.

Viet Nam Red Cross has initiated a revision of their human resource (HR) systems through a draft terms of reference and a study of HR reform processes. Myanmar Red Cross is upgrading their HR through external consultancy.

After a review of existing accounting policies and procedures, an updated finance manual has been developed by

<sup>9</sup> Organizational capacity assessment and certification (OCAC)

Philippine Red Cross. The manual is now awaiting approval by PRC's board. Myanmar Red Cross could not take up the review of the finance manual this year and the activity is postponed to 2013. At the same time, Indonesian Red Cross reviewed and developed new financial standard operating procedures (though, not under LTPF targets).

Philippine Red Cross implemented the finance module of Navision software in the National Society's headquarters and its roll-out to chapters will be carried out gradually in 2013. Navision software implementation in Myanmar Red Cross was delayed due to the engagement of the National Society in the Rakhine relief operation and a delayed selection of service provider. It is expected that the National Society will complete implementation in mid-2013.

The objective set under this target is too broad to see measureable improvement within a one-year period. Thus applying a zero per cent value would be misleading. To enable more accurate measurement against this, indicator targets for the Development Operational Plan 2013 have been modified. At the same time in 2012, the SEARD monitoring and evaluation advisor undertook the PMER situational overview process with the Lao Red Cross and their partners. A situational overview report on Lao Red Cross concerns and issues is drafted and will serve as a basis to inform PMER coordination discussions between Red Cross Red Crescent members in Lao as well as to develop tailored PMER technical assistance in the form of training. Both the Cambodian Red Cross and the IFRC country office in Viet Nam have requested postponement of the situational overview process until 2013, due to other pressing concerns.

#### Business line 4: "To heighten Red Cross Red Crescent influence and support for our work"

Indicators	Baseline	LTPF 4-year target	Annual Target	Year to Date Actual	Achievement
<b>Outcome 1: IFRC and National Societies are sufficiently respected and positioned to promote principles, values, policies and legislation in support of humanitarian action and voice support for the needs and aspirations of vulnerable communities.</b>					
<b>Output 1.1: IFRC and national societies strengthen their auxiliary partnership to secure greater support from governments and other partners for improved humanitarian work including commitments resulting from the International Conference.</b>					
Two National Societies are supported to engage in targeted advocacy with parliamentarians and other key actors, designed to foster better understanding of and appreciation of the auxiliary role. (Myanmar Red Cross and CVTL)			2	2	100%
<b>Output 1.2: <a href="#">Red Cross Red Crescent is the primary reference for key media in times of natural disasters</a> resulting in prominent and positive visibility that supports operational and humanitarian diplomacy.</b>					
Three Southeast Asian national societies have clearly developed and readily activated emergency communication plans in place that are linked to such IFRC/Movement plans, policies and procedures.	Press clipping and media monitoring of Red Cross Red Crescent coverage		3	1	33%
<b>Output 1.3: Using targeted and strategic advocacy, Southeast Asian national societies are better able to engage with policymakers, opinion leaders, media to heighten their influence and address key humanitarian issues that affect the most vulnerable and marginalized and ensure critical access to humanitarian space.</b>					
At <a href="#">least one National Society has designed and implemented country-specific advocacy/ public Comms campaign</a> . (Thai Red Cross)	HD mapping 2009		1	1	100%
A <a href="#">regional/ zone/ global comms campaign</a> has received the active support of at least three Southeast Asian National Societies. (Myanmar Red Cross, CVTL and Thai Red Cross)			3	3	100%

<b>Output 1.4:</b> <i>IFRC and national societies are able to promote a culture of social inclusion, non-violence and peace, and ensure better integration of minorities, ethnic groups and disadvantaged people through mainstreaming of gender, diversity, tolerance and anti-discrimination.</i>					
At least one national society engages in the promotion of a culture of non-violence and peace in which all groups of the community, including the marginalized or disenfranchised groups, are involved.(Myanmar Red Cross)			1	1	100%
<b>Output 1.5:</b> The IFRC and national societies, through the use and development of knowledge management tools, are better able to capture and capitalize on institutional knowledge.					
Seven national societies are supported to adapt IFRC <a href="#">KIM</a> tools (e.g. Google sites)	Pre-KIM 2010 – no systemized approach		7	7	100%
<b>Output 1.6:</b> <i>A wider culture of communications through the development and <a href="#">strengthening of national societies' communications capacity</a>, including a stronger culture of campaigning and advocacy.</i>					
Three Southeast Asia National Societies have updated communication policies/strategies that specifically include emergency communications, advocacy and campaigning, as well as new/social media (if appropriate) (Viet Nam Red Cross)	Audit of National Society communications plans		3	1	33%
At least eight Southeast Asia National Societies take part in the 2012 <a href="#">Asia Pacific Communications forum</a>			8	8	100%
At least five Southeast Asia National Societies are actively engaging with FedNet communications community of practice			5	5	100%
<b>Output 1.7:</b> <i>IFRC and <a href="#">National Societies strengthen their auxiliary partnership</a> to secure greater support from governments and other partners in moving the disaster risk reduction agenda forward in support of resilience approach.</i>					
Southeast Asia National Societies engaged in targeted DRR advocacy with respective government ministries and through various ASEAN disaster management bodies such as AHA centre, ACDM, APG including National Disaster Management Authorities in Southeast Asia.			11	11	100%
RDMC has come up with Road Map-2014.	RDMC meeting Report		1	1	100%

### Comments on progress towards outcome 1

Despite the fact that in 2012, all 11 national societies in Southeast Asia were approached and offered assistance to build capacity in communications, emergency communications and advocacy, this endeavour has been successful only in Viet Nam Red Cross. The emergency communications training had an immediate impact, as training participants were able to apply the training to the hand, foot and mouth disease (HFMD) outbreak. Improved imagery and better messaging provided for good local coverage of the situation which was enhanced by a media release issued to the international media from Bangkok. This material can readily be used within other national societies. Overall, in relation to communications and advocacy, certain specific outputs have not been met due to the change in the SEARD communications unit management, staff turnover and some internal issues in the national societies. Thus, Philippine Red Cross and Indonesian Red Cross were unable to receive SEARD support due to internal complications with communications staff.

At the same time, the Communications and Advocacy unit has been working with Thai Red Cross to pilot a

beneficiary communications project, which accompanied distribution of relief packs during the last floods. The project was initiated with the heads of the public relations bureau, international relations bureau, and relief and community health bureau. This cross-cutting approach to communications and advocacy is an example of the strategy that the unit will take in the coming years (also aligned with the SEARD approach), which is integration and strengthening of programmes into existing national societies activities.

SEARD remains the primary point of contact for international media. This connection has been well-established since the Thai Floods emergency of late 2011, followed up with the hand foot and mouth disease crisis in March in Viet Nam and Typhoon Bopha relief operation in Philippines. Several prominent news articles were published to highlight the response to Typhoon Bopha in the Philippines. (*click to read*)

- ✓ [Typhoon Bopha in the Philippines: from one mother to another](#)
- ✓ [Relief for Typhoon Bopha survivors reaches remote communities in Mindanao](#)
- ✓ [A new home for the New Year, but more assistance is needed](#)

In addition, the SEARD Communications Unit undertook media training for the Global Road Safety Partnership and built a library of evidence-based materials for use in beneficiary communications activities.

- ✓ For Beneficiary communication infographic please click [here](#)
- ✓ For Beneficiary communication animation please click [here](#)
- ✓ For the case study for PMI on beneficiary communications during earthquake in 2012 please click [here](#)

All national societies participated in World Red Cross Red Crescent Day. Three specific examples include:

Thai Red Cross held a public open day at its blood centre including concert and day-long activities;

Cambodian Red Cross held a fundraising reception attended by about 5,000 people;

Singapore Red Cross held an event on May 26 featuring the Youth Volunteers On Wheels first aid programme.

Similarly, World AIDS Day and World First Aid Day were marked with significant efforts and events by many of the region's national societies. SEARD also worked on increasing visibility for the national societies and the SEARD through preparations (with the Indonesian country office) for the IFRC secretary general to participate in the global launch of the World Disasters Report in Brussels, several stories for the IFRC public website, updating advocacy materials for SEARD, mapping of beneficiary communications activities in the region, and preparations to build the capacity of national societies in communications – specifically in Myanmar, Thailand and Timor-Leste.

The Asia Pacific communications forum and the Asia Pacific migration workshop, which was linked to the regional launch of the World Disasters Report 2012 brought together all 11 National Societies. A panel discussion involving external experts (from UN OCHA, Al-Jazeera, Thomson Reuters and Internews) touched on the dazzling pace of change via the use of smart phones and social media.

During the 16<sup>th</sup> RDMC (Southeast Asia Disaster Management Network) meeting in June, 2012, one of the sessions focused on sensitization and advocacy regarding the resilience approach. This session provoked interactive discussions among the RDMC members and in their Road Map for 2012-2015. In addition, and for the first time ever, as an external participant, the Executive Director of the Association of South East Asian Nations (ASEAN) Agency for Humanitarian Assistance - AHA Centre joined in – reaching a total of 37 participants. The meeting discussed and finalized the Road Map for the RDMC for the period from 2012 to 2015. The Road Map has defined the ways forward with clear roles and responsibilities for each RDMC member, including IFRC and SEARD. *To access all 16<sup>th</sup> RDMC documents and the Road map, please click [16th RDMC Meeting and the Road Map 2012-2015](#)*

Knowledge and information management (KIM) in the Resilience Unit supports a sharing site: <https://sites.google.com/site/drrtoolsinsoutheastasia/> which acts as institutional memory for the region. KIM's responsibility is to maintain and update the sharing site, which is similar to a small specialized online library. KIM also supports mapping exercises for disaster risk reduction (DRR) field sessions; DRR capacity and expenditure and regional disaster response teams; where all mapping exercises will be used to produce baselines and consolidated for relevant use. KIM also works with regional case studies for the Resilience Unit. KIM's tools are free and can be duplicated at any time for any National Society upon request.

**Business line 5: "To deepen our tradition of togetherness through joint working and accountability"**

Indicators	Baseline	LTPF 4-year target	Annual Target	Year to date actual	Achievement
<b>Outcome 1: The Red Cross Red Crescent Movement utilizes effective cooperation mechanisms and tools that build greater collective responsibility and trust.</b>					
<b>Output 1.1: The regional office has strengthened the various forums for cooperation within Southeast Asia and deepened the links between these currently rather separate initiatives so that they mutually reinforce each other to improve humanitarian thinking and action.</b>					
A cooperation framework between ASEAN and the national societies of Southeast Asia, reinforced by an Memorandum of Understanding between the National Society and the IFRC secretariat is signed.			1	1	In progress
The Southeast Asia leadership collective clarifies and institutionalizes its coordination mechanism.	Leadership Meeting minutes and action points.		1	1	100%
The organizational development forum, regional disaster management committee, regional health team meetings, youth forum, and finance directors forum each have National Society and IFRC attendees from different programme departments.			4	1	25%
The external Red Cross Red Crescent partners' forum is institutionalized as a biennial forum with rotating chairperson from each component of the Movement.			2	2	100%
One example of joint planning between IFRC and ICRC on a National Society capacity building initiative.			1	0	In progress
Completed the joint workplan with WHO/SEARD			1	0	0%
Established at least one new partnership with non-traditional partners.			1	1	100%
<b>Outcome 2: National societies strengthen their strategic planning and partnership particular with respect to their governments.</b>					
<b>Output 2.1: Southeast Asian National Societies have formulated their strategic plans in alignment with S2020</b>					
Two or more National Societies have formulated their strategic plans for a minimum of the next five years in alignment with S2020 (Myanmar Red Cross and Philippine Red Cross)	Assessment of pre-S2020 National Society strategic plans		2	2	100%
<b>Output 2.2: National societies are better positioned as auxiliaries to their respective governments</b>					
Two National Societies have reviewed their statutes in accordance with the conditions stipulated in statutes of the Movement. (Brunei Darussalam Red Crescent and Myanmar Red Cross)	OCAC process		2	2	100%

### Comments on progress towards outcome 1 and 2

Dialogue with the ASEAN Secretariat and its Coordinating Centre for Humanitarian Assistance on disaster management continued. Discussions were held during the 5<sup>th</sup> Asian Ministerial Conference for Disaster Risk Reduction in October in Yogyakarta regarding the signing of the Cooperation Framework between the two institutions. The ASEAN Secretariat plans to raise the discussion with its state members at the next meeting. *To access the IFRC press release, please click [5<sup>th</sup> AMCDRR: IFRC calls for greater investment in local level disaster risk reduction efforts](#).*

During the Leadership Meetings in Myanmar and Thailand, partnership was a key element of discussions that included a robust dialogue on appropriate International Movement engagement during conflict situations as well as a growing commitment to migration programmes. The forum clarified its own terms of reference and strengthened its working relationship with the regional delegation, which acts as the forum's secretariat. The region's national societies are looking more to peers and intra-region support as they evolve; the Southeast Asia leadership collective is increasing its ambition and looking more "in-house" for the way ahead.

In December, the President of the Indonesian Red Cross and members of Qatar Red Crescent recently met with the President of Myanmar as part of a visiting Organization of Islamic Cooperation (OIC) delegation and expressed their willingness to provide emergency aid. PMI is developing a framework agreement with Myanmar Red Cross with a view towards providing assistance in the future.

## Stakeholder participation and feedback

### Community participation and feedback mechanism

All SEARD-supported programmes promote inclusive and participatory processes. For example, thanks to a significant addition to the Southeast Asia team – a beneficiary communications delegate – SEARD has made laudable progress in helping national societies in the region to strengthen their systems of stakeholder participation and feedback mechanisms on the ground in communities. Most importantly, beneficiaries participate in the process of improving their situation. Beneficiary communication or two-way communication engages communities in dialogue, by managing the information both sent to and received from beneficiaries and integrating beneficiary feedback into the decision-making process and programming

Beneficiary communications has been successfully piloted by Thai Red Cross and Philippine Red Cross during the Floods and Typhoon Bopha relief operations respectively.

In relation to VCA guidelines mentioned above, a practical step-by-step VCA guide has been reproduced and distributed to targeted national societies to further support community assessment and improve the quality of CSR initiatives through effective participation of target communities.

The Southeast Asia regional delegation continued to work closely with Southeast Asia National Societies in building monitoring and evaluation (M&E) capacity and with partner national societies in facilitating and coordinating monitoring and evaluation approaches in national society contexts. The IFRC's orientation in this process is 'consultation, coordination and technical support', working to assist national societies build their capacity to sustainably perform quality monitoring and evaluation in their programming.

### Engagement with National Society Leaders, partner national societies and other relevant stakeholders

In 2012, the regional delegation continued to engage more with the leadership of the national societies of Southeast Asia, partly in response to their demand to be more involved with their regional delegation and also partly because the IFRC secretariat realizes that a 'business as usual' approach is not appropriate in such a dynamic region.

The leaders of the regions' national societies gathered twice last year - in Thailand in April, and Myanmar in July - to discuss issues of pressing concern, to strengthen links between the national societies and to increase effectiveness of regional cooperation.

Similarly, engagement with the managers of the regional technical forums has intensified in each of the traditional programme areas: disaster management, health and organizational development. In all these discussions, the move towards integration has been apparent in the content and 'mood' of the discussions.

The traditionally strong relations with Movement partners active or with an interest in the region continued. Two partner national society dialogue meetings in Kuala Lumpur in January and in Bangkok in September brought together Movement partners for two days of spirited discussions. It is worth mentioning, that the partner national society dialogue meeting in Bangkok comprised not only of Movement partners present in the region but also heads of delegation of six country offices. It was an opportunity for the Movement partners to have a good understanding of constraints and challenges of Southeast Asian National Societies, thus to explore gaps where they can further assist. The meeting also ensured partners and IFRC have a better understanding of what is working well in cooperation and what can be improved so that more vulnerable people can be reached.

On the whole, to promote a coherent and unified response, the SEARD facilitates coordination of activities for the Red Cross Red Crescent Movement including Southeast Asian national societies, partner national societies, and the International Committee of the Red Cross, and externally with key operational agencies or organizations, i.e ASEAN, UN agencies, and other international organizations.

### Key Risks or Positive Factors

Key risks or Positive Factors	Priority <sup>10</sup>	Recommended Action
Maintain trusting relationships with national society leadership committed to change	H	Relations are good and the Leaders meetings in Myanmar and Thailand proved the resilience of the existing relationship
Maintain relationships and effective communication with partner national societies	H	SEARD has established strong partnerships with a number of national societies supporting or with an interest in supporting Southeast Asia national societies. SEARD will continue organizing partner national society meetings as a platform to discuss concerns of partner national societies.
Explore new non-traditional partners and fine-tune long-term strategic fundraising approaches.	H	This is an ongoing priority that is showing some progress. With the support of the Asia Pacific zone resource mobilization unit, SEARD is exploring opportunities of engaging with potential partners from the Gulf states, China, Hong Kong, Taiwan, Singapore, etc.
Continue adaptation of a more integrated approach to community safety and resilience and national society development.	H	In 2012, significant effort has been made to further the integrated approach in all Red Cross interventions. This work will be continued in 2013.
Enhanced regional cooperation and networking	M	An analysis of effectiveness and sustainability of regional networks (RDMC and its subgroups, regional organizational development and Youth Forums) needs to be undertaken. Based on that, SEARD can tailor its support to specific needs and capacities of the networks.

<sup>10</sup> High (H), Medium (M), Low (L)

Effective beneficiary communications and feedback	H	The pilot beneficiary communications project was a laudable achievement of 2012. SEARD will continue to integrate this component into all programmes to ensure empowering beneficiaries by giving them a voice to participate in their own recovery and to improve the quality of assistance offered.
Embed psychological support (PSP), communications and other cross-cutting issues (migration, violence, gender, urban risk reduction, school safety) within programme planning.	M	The longer-term approach to planning has certainly improved this element of the regional programme in 2012 and will be further strengthened during the mid-term revision of LTPF in 2013. Support and guidance to membership in mainstreaming and further strengthening aspects of gender and violence in PSP work will also be a focus.
Growing potential of Bangkok as a regional hub for cooperation, networking and fundraising opportunities	M	There is a growing number of regional and international forums, high-level meetings and other events organized in Bangkok where SEARD can endeavour its representative and advocacy functions in search of new partnerships and funding possibilities.

## Lessons learned and looking ahead

In 2012, all planned activities have been progressing well within a four-year planning framework. The overall direction is positive; there is a shift to empower and better link up regional networking, to further improve knowledge management and reporting, and a more coherent and stronger presence on the international scene on key issues as evidenced by common pledges.

Significant work has been devoted to developing a key partnership with ASEAN. A Cooperation Framework is awaiting signature. This will cement what are already excellent operational relations with a stronger strategic base in terms of disaster management and pandemic preparedness.

Following the successful participation of the Executive Director of ASEAN AHA Centre at the 16th RDMC meeting, the RDMC expressed its interest in becoming more involved with ASEAN disaster management bodies including the AADMER Partnership Group (APG). SEARD will continue to provide its support to the development of such cooperation in order to facilitate and secure better positioning and more involvement for national societies in the region with regard to the implementation of the AADMER programme which would further contribute toward the signing of the above-mentioned Cooperation Framework.

In 2013, SEARD will intensify its efforts in seeking diversified funding sources and securing long-term funds from traditional and non-traditional partners. New partnerships with corporate and academic institutions will be further explored as well as existing relations strengthened to ensure long-term sustainable support to Southeast Asian National Societies.

Community engagement will be further promoted in 2013. This is not a new approach, but there is the exciting new dimension of beneficiary communications that brings new momentum and opportunities. This will help the Red Cross Red Crescent put power into the hands of the people it helps.

The regional delegation is addressing the challenge of remaining relevant to national societies. At country level, there is growing capacity, strengthening ambition and more importance placed on self-reliance as well as intra-regional self-help. The regional delegation has to adapt to remain a key partner so that gaps between how a national society *wants* to work with the IFRC secretariat and how the IFRC secretariat *could* work with a national society are avoided. To do so, the regional delegation will remain focused on maintaining an open dialogue with the National Societies, looking at being more responsive to their needs, working together with strong leadership, in order to draw on the strengths as a Red Cross Red Crescent Movement for the benefit of the most vulnerable in the region.

## Financial situation

[Click here to go directly to the financial report.](#)

---

## How we work

All IFRC assistance seeks to adhere to the [Code of Conduct for the International Red Cross and Red Crescent Movement and Non-Governmental Organizations \(NGOs\) in Disaster Relief](#) and the [Humanitarian Charter and Minimum Standards in Disaster Response \(Sphere\)](#) in delivering assistance to the most vulnerable.

IFRC's vision is to inspire, encourage, facilitate and promote at all times all forms of humanitarian activities by National Societies, with a view to preventing and alleviating human suffering, and thereby contributing to the maintenance and promotion of human dignity and peace in the world.

[www.ifrc.org](http://www.ifrc.org)  
Saving lives, changing minds.



IFRC's work is guided by Strategy 2020 which puts forward three strategic aims:

1. Save lives, protect livelihoods, and strengthen recovery from disaster and crises.
2. Enable healthy and safe living.
3. Promote social inclusion and a culture of nonviolence and peace.

Find out more on [www.ifrc.org](http://www.ifrc.org)

---

## Contact information

For further information specifically related to this report, please contact:

- **IFRC Southeast Asia regional office, Bangkok**
  - Anne E. Leclerc, head of regional delegation; email: [anne.leclerc@ifrc.org](mailto:anne.leclerc@ifrc.org); phone + 662 661 8201; fax: +662 661 9322
- **Asia Pacific zone office, Kuala Lumpur**
  - Jagan Chapagain, director of zone, email: [jagan.chapagain@ifrc.org](mailto:jagan.chapagain@ifrc.org); phone + 603 9207 5700; fax: +603 2161 0670
  - Alan Bradbury, head of resource mobilization and PMER, email: [alan.bradbury@ifrc.org](mailto:alan.bradbury@ifrc.org); phone + 603 9207 5775, fax: +603 2161 0670