

Appeal 2004

 International Federation
of Red Cross and Red Crescent Societies

East Asia Regional Programmes

Appeal no. 01.70/2004

The International Federation's mission is to improve the lives of vulnerable people by mobilizing the power of humanity. The Federation is the world's largest humanitarian organisation, and its millions of volunteers are active in over 180 countries. All international assistance to support vulnerable communities seeks to adhere to the Code of Conduct and the Humanitarian Charter and Minimum Standards in Disaster Response, according to the SPHERE Project.

This document reflects a range of programmes and activities to be implemented in 2004, and the related funding requirements. These are based upon the broader, multi-year framework of the Federation's Project Planning Process (PPP). The PPP products can be requested through the respective regional department. For further information concerning programmes or operations in this or other countries or regions, please also access the Federation website at <http://www.ifrc.org>

Programme title	2004 in CHF
Strengthening the National Societies	
Health and Care	230,374
Disaster Management	248,128
Humanitarian Values	206,096
Representation, Management and Implementation	459,358
Total	1,143,957¹

¹ USD 857,968 or EUR 732,132

Regional Context

The East Asia region is one of the most populous in the world. It includes the People's Republic of China, with a population of some 1.3 billion, as well as Japan, the Democratic People's Republic of Korea, the Republic of Korea and Mongolia. It is characterised by the very great diversity in the political, social and economic systems of its countries. It is also a region that is extremely prone to almost all types of natural disasters including floods, drought, earthquakes, volcanic eruptions, snowfall, typhoons and cyclones and environmental disasters including air pollution, soil erosion and forest fires.

Several events in East Asia during 2003 are likely to have far-reaching effects on the geo-political and economic environment in which the Red Cross/Red Crescent will be operating in the years to come. The past year has seen the North Korea nuclear crisis emerging as the latest phase in the final unsettled business of the Cold War that poses a security risk with global implications. The latest round of negotiations, the six-party talks in September 2003, proved to be inconclusive and it is quite probable that the current impasse may well continue without resolution for a considerable period of time. A significant aspect in this crisis has been China's role as a balancing force able to bring all sides to the negotiating table. This may well signal that China is now seeking to position itself as a force on the diplomatic stage, mirroring its emergence as a coming major player on the economic front.

In economic terms, the region is a key player for future progress in the world economy. The Japanese economy, easily the world's second largest after the United States, continues to falter as does that of South Korea. China's, however, is currently by far the world's most dynamic with an annual growth rate of some 8.9 per cent. This is leading to increasing tensions with the United States because of its massive trade surplus, leading in turn to mounting concerns about the need to revalue the Chinese Yuan. It is likely that China will be able to withstand these pressures at least in the medium-term, and its economy will continue to serve as the powerhouse for stimulating trade and investment in the region and beyond. China's overall economic performance, however, hides the fact that there are large parts of the country that lag far behind and where deprivation and human needs are still very great.

The other major event in the past year has been the outbreak of severe acute respiratory syndrome (SARS) affecting primarily China, but also other countries in east and Southeast Asia. Whilst at the time of writing the crisis has waned in the region, the strong advice from WHO is to maintain a high degree of caution. Although the overall economic impact of the disease may not be so severe as first feared, (except on certain sectors such as tourism and the airline industry), what will be particularly interesting to observe will be the implications for the Chinese government's policy on public health and its willingness to address issues of public concern more openly. So far SARS has not affected DPRK which is undoubtedly a great relief given the poor state of the country's health facilities. There is certainly an opportunity for the national societies to reflect on what might be their future role in public health given that one of the clear messages from this crisis has been the importance of strengthening health education and disease prevention programmes, particularly in rural areas.

Red Cross/Red Crescent Priorities

Movement Context

The Federation's East Asia regional delegation covers the national societies of China, Japan, the Democratic Republic of Korea (DPRK), the Republic of Korea (RoK) and Mongolia. These societies are nearly as diverse as their countries themselves, and this necessitates the design of a strategy that is flexible and responsive to the very differing needs and realities of each.

The East Asia regional delegation was formally opened in February 2000. Following extensive negotiations with the Red Cross Society of China (RCSC) and the Government of China, the delegation was established as a functioning entity in March 2001. During its first phase good progress was made in building an understanding of the capacities and needs of East Asia's national societies. A particular priority was given to building working relations and good cooperation with the RCSC. The delegation was strengthened in mid 2002 by the arrival of regional delegates for

health-HIV/AIDS and information. Since the start of 2003, the delegation has taken on overall management responsibility for the Federation's country delegations in Mongolia and DPRK.

The arrival of a new head of regional delegation in the first half of 2003 has provided the opportunity to build on what has been achieved so far in the Federation's work in the region. In particular this involves putting into practice the main themes of the Federation's *Strategy for Change*. Thus while there will continue to be a focus on strengthening national society programmes, increased emphasis will be given to promoting more effective coordination and cooperation between all Movement partners, and carrying out representation and advocacy work amongst regional and international organisations on issues of interest for national societies and their beneficiaries.

Within this general framework, an overall strategy for the region is in the process of being developed and finalised. It has been elaborated through contacts and consultations with the national societies of the region and their main supporters. This strategy has three main themes: providing support to the priority programmes of all societies in the region; facilitating regional cooperation; and promoting the international engagement of East Asia's national societies.

Given the very great differences in the contexts in which the societies of the region work, programme development will be focused on designing support tailored to the needs of individual societies at the national level. The plans for 2004 are presented in the separate country appeals for China, DPRK and Mongolia which take into account the assistance being planned by partner national societies (PNS) on a bilateral basis and that of the ICRC. These Federation country programmes will be complemented by "slim" regional programmes that are set out below. These focus mainly on promoting exchange of experience and best practice from current programmes and will also seek to involve Japan and ROK as active participants in relevant areas.

In terms of regional cooperation, the main objective will be to support the national societies of the region to carry out their commitments made in the final declaration of the 2002 Asia Pacific regional conference held in Manila. This called for collaborative efforts to strengthen performance in the fields of health, population and disaster management. There is already a considerable degree of contact and exchange visits between national societies in the region, and opportunities will be sought to strengthen these and build on the experience being gained.

Finally the regional strategy will aim to support East Asian societies to play a more active role as members of the International Federation. This will involve, for example, identifying opportunities to increase the activities and international profile of the societies of the region, recruiting delegates from the national societies' staff to take part in international assignments and helping societies increase the funding they are able to mobilise for humanitarian work in other parts of the world. In this context, support as needed will also be provided to the members of the Federation's Governing Board and other statutory bodies.

Strengthening National Societies

1. Health and Care

Background

This regional health programme is new, reflecting the regional strategy outlined above. The national societies of China, DPRK, and Mongolia have well-established health activities, and planned programmes to augment these through Federation or bilateral support are outlined in the relevant country appeals. This regional programme aims to complement country-based work by supporting HIV/AIDS programmes in DPRK and Mongolia, including cross border initiatives, by promoting knowledge and sharing experience in health education campaigns about epidemic disease prevention, blood donor recruitment, etc., and by advocating for and making Red Cross health programmes better known to international organisations and other agencies.

The HIV/AIDS situation in the East Asian region mirrors the variety among the countries themselves. China has the largest documented epidemic, Mongolia has a few reported cases (WHO estimates there are fewer than one hundred people living with HIV/AIDS), and DPRK has reported no cases among its own citizens.

Despite the few recorded cases of HIV infection in Mongolia, health authorities consider the country to be vulnerable to a serious HIV/AIDS epidemic. The following factors may lead to a massive epidemic in near future:

- 50 per cent of the population is under 23 years old;
- high rates of sexually transmissible infections (STI);
- casual sex among youth;
- lack of reproductive health care service appropriate for the young generation;
- prevalence of high risk behavior in the population;
- cross-border mobility between Mongolia and Russia and between Mongolia and China. Both China and Russia have large numbers of HIV -infected people; and
- limited resources to test for HIV in rural areas.

Since 2002 the Australian Red Cross has funded an HIV/AIDS Prevention Youth Peer Education programme in Mongolia, and the Federation's country delegation is proposing to further support those activities in 2004. The East Asia Regional health delegate-HIV/AIDS coordinator provides technical assistance to Mongolia Red Cross Society (MRCS) youth peer education activities. In addition to peer education and in collaboration with the railway authorities, MRCS has implemented three HIV prevention campaigns on trains running from Ulaan Baatar to the border with China. The train campaigns aim to educate passengers and the residents of the towns along the rail line about HIV/AIDS prevention. The Yunnan branch of RCSC has conducted similar train campaigns in western China, and has curriculum and materials to support such activities.

The Mongolian Red Cross and RCSC both take full advantage of World Red Cross Day and World AIDS Day to increase HIV/AIDS awareness among the public.

The DPRK Red Cross's Federation-supported health promotion activities include community-based first aid and health promotion relating to the prevention of malaria, rational drug use, waterborne diseases, acute respiratory infections and breast feeding /safe delivery. A review team, led by an independent consultant who is accompanied by representatives of the Federation and PNSs is part of an ongoing annual review process of the society which commenced a few years ago. Following the team's most recent visit, workshops for HIV/AIDS awareness and prevention of other communicable diseases were recommended and are now planned for 2004. To this end DPRK RC proposes to train 200 household doctors on HIV/AIDS control in 2004.

The Federation's regional and country delegations will continue to promote the involvement of national society (NS) and Federation in international fora such as UNAIDS Theme Groups and Global Fund Country Coordinating Mechanisms.

Overall Goal

National societies in the East Asia region will contribute to the prevention/care of HIV/AIDS.

Programme Objective

The national societies and the communities they serve will have improved awareness of HIV/AIDS and knowledge of transmission and prevention.

Expected Results

East Asia: Health and Care			
Expected Results	Indicators	Risks & Assumptions	Summary of Planned Activities
Train passengers Beijing-Ulaan Baatar understand HIV/AIDS transmission and prevention	Train campaigns are held.	<p>National societies of DPRK, Mongolia and China remain committed to promoting HIV/AIDS awareness</p> <p>Relevant governments support RC activities</p> <p>National disasters and/or communicable diseases (e.g., SARS) do not interfere with Red Cross activities</p> <p>Railway ministries of China and Mongolia permit Red Cross activity</p> <p>Passengers are receptive to HIV education</p>	<p>Design joint China-Mongolia programme for train passengers and train volunteers to implement programme</p> <p>Schedule and implement train activity Beijing-Ulaan Bataar</p>
200 household doctors in DPRK improve knowledge of HIV/AIDS transmission and prevention and express decreased stigma towards people living with HIV/AIDS.	Ten trainings held.	Household doctors are receptive to HIV education	Design and provide a two-day workshop for household doctors in DPRK
Public awareness of HIV/AIDS in China, Mongolia, and DPRK increased.	Mass education events held in three countries. Knowledge and awareness of HIV/AIDS, and RC role in prevention and care, increased in east Asia.		Plan/implement mass World AIDS Day/World RC Day events in the region.
Increased collaboration among all five national societies in east Asia Region.		No travel restrictions are imposed due to communicable diseases (e.g., SARS).	Explore potential for collaborations among Federation regional delegation and each of the five national societies.

2. Disaster Management

Background

The Federation's East Asia regional delegation's disaster management programming seeks to provide a solid foundation for country level capacity building activities and emergency response.

During 2002-2003 the Federation has launched four major relief operations in East Asia. Major challenges to improving the efficiency of these operations have been twofold. Firstly, the Federation's and the national societies' disaster management procedures and strategies, as they stand, do not fully support fast and timely interventions. Secondly, the donor response has been unpredictable, and in some cases too slow to meet the urgent needs of the beneficiaries. The regional disaster management (DM) programme will address both of these challenges by focusing on four key areas:

1. developing new and innovative ways of working;
2. developing disaster management strategies;
3. improving DM procedures;
4. actively engaging donors in the region's disaster management planning.

Developing new and innovative ways of working

In China new and innovative ways of working have been introduced through the Integrated Community Vulnerability Reduction (ICVR) project, which presents a new approach towards addressing vulnerabilities in China, a project described in more detail in the China appeal. This project will be thoroughly evaluated in 2004, and will serve as a model for integrated interventions in other provinces in China, as well as in other countries in the region. It is the objective of the regional disaster management programme to further develop and explore possibilities of addressing vulnerabilities in new ways that will meet the needs of the beneficiaries and attract longer-term donors.

Developing disaster management strategies and improving DM procedures

During 2002-2003, the East Asia regional disaster management programme undertook evaluations of relief operations implemented by national societies in co-operation with the Federation in Mongolia, China and DPRK. The Federation has followed up on the three evaluations by working with each of the three national societies to build upon the evaluation reports' recommendations by developing the most relevant points and incorporating them into the plans of action for relief operations and the framework for future national society/Federation cooperation. The reviews in Mongolia, China and DPRK have created the foundation for strategic and procedural changes, improving the way the societies prepare for, and respond to natural disasters. The East Asia regional delegation has built up a stronger foundation for supporting East Asia's national societies' disaster management capacities after having been closely involved with the reviews in the past two years, and through direct involvement with two of the relief operations. In all three of the national societies, processes have been initiated which have already demonstrated positive short- and long-term consequences.

Actively engaging donors in the region's disaster management planning

The four emergency appeals launched over the last year and a half have received varying support from the donors. A number of the contributions came through several months into the operations, which made planning very difficult. It is therefore part of the regional disaster management strategy to develop a network of active key donors, which will be involved at the very early stages of the development of emergency appeals to ensure timely donor response and to increase the likelihood of full coverage of the appeals.

The main focus of the Federation's work in East Asia will be on country-level work, while regional disaster management programming will essentially aim at identifying opportunities for making linkages from concrete country-level experience.

Mongolia: Improving MRCS's capacity in logistics and disaster response

Early in 2003 Mongolia faced a *dzud* (droughts in the summer followed by harsh winters). In January MRCS and the Federation launched an appeal in response to the *dzud*. The 2003 *dzud* response operation was planned incorporating recommendations made by the independent review carried out in late 2002 of MRCS programmes and previous relief operations.

The review found that both appeals (2000 and 2001), and their two extensions (2000 and 2002) contained accurate analyses of the needs, considered the capacities of the government and other actors, and identified realistic and appropriate actions in response to the disasters. The review created the basis for a better and, in the initial stages, faster 2003 relief operation.

The 2003 *dzud* appeal targeted vulnerable groups affected by the *dzud* mainly in rural, but also for the first time, urban areas. It also included pilot components on branch development and volunteer involvement as part of the relief operation. The regional disaster management delegate and the logistics coordinator from the Federation delegation in DPRK spent January in Mongolia assisting the MRCS with the first phase of the launch and implementation of the operation.

The review identified logistics as being one of the major challenges for MRCS and the Federation in terms of running effective relief operations. The MRCS did not in the beginning of 2003 have a strong logistics capacity, and had no staff trained in Federation logistics procedures and standards. The review identified a need for the Federation to provide support for MRCS in this area. Accordingly a logistics/disaster management workshop was held in June for MRCS staff at both selected provincial (*aimag*) and headquarters levels. The workshop was initially intended to be a regional workshop, but due to travel restrictions imposed by SARS, this workshop was solely for MRCS staff. One of the key priorities for the MRCS in 2004 will be to improve the society's logistics system.

Improving the MRCS's logistics system, as well as the logistics capacity for the entire region's national societies, will not occur by simply reviewing and improving upon the national society's means of operating but by also reviewing the Federation's ways of operating. Such a review should result in the development of a system that guarantees the meeting of Federation expected standards while providing flexibility and a realistic approach to permit a rapid and effective response at the national and local level to meet the needs of the beneficiaries in the time and manner that rapid-onset emergencies demand.

MRCS, the Federation delegation and the regional disaster management delegate, will be involved with developing a longer term disaster management strategy for the national society based on the 2002 review of the relief operations and a vulnerability and capacity (VCA) carried out earlier in 2002.

China: Improving RCSC's capacity for disaster response.

An independent review of the China Floods Operation 2002 was carried out during March 2003 to evaluate the timeliness, efficiency and relevance of the operation and the extent to which RCSC/International Federation have incorporated earlier recommendations from the 1999 and 2000 flood evaluations. The review also covered recommendations for the future scope of RCSC/Federation co-operation in the area of disaster response based on these findings, and the recent developments related to the *Strategy for Change*.

The review highlighted a number of areas requiring improvement that have already resulted in changes in both organisations. The comprehensive review document is recognized by both RCSC and the Federation as an important document that will shape the future cooperation between the two organisations. Recommendations from the review were used to create a draft appeal for the RCSC in the event of floods, which was then used for the 2003 flood relief operation when large-scale floods once again hit China. At the same time the review's recommendations are being incorporated into a joint plan of action for disaster management which is being developed by the RCSC and the Federation to address short- and long-term disaster management strategy and procedures. This activity is also being developed within the Federation's appeal for China.

DPRK: improving the effectiveness, efficiency and impact of the DPRK Red Cross disaster preparedness programme.

The regional disaster management delegate participated in the 2002 review of the disaster preparedness/disaster response programme in DPRK headed by an independent consultant. The purpose of the review was to evaluate progress and assess, where possible, the effectiveness, efficiency and impact of the DPRK Red Cross disaster preparedness programme and to make recommendations for the development and future direction of the disaster preparedness programme.

In overall terms the review team concluded that the 2000-2002 the regional disaster preparedness/disaster response (DP/DR) programme had made a significant contribution to the capacity of the DPRK Red Cross to respond to disasters. The programme has been successful in defining a clear role for DPRK Red Cross in disaster preparedness and response which is both acknowledged and appreciated by the government and the main international humanitarian actors in the country. The DPRK Red Cross is considered to be the leading agency in this field, concentrating on clearly defined competencies, including search and rescue, first aid and non-food aid assistance, all of which complement the role of government authorities during times of emergency.

The review team also found that the objectives and activities of the society's DP/DR programme were generally appropriate and well designed in terms of achieving the stated programme goal with the exception of one or two activities which are being addressed as part of the ongoing DP/DR programme.

All three of the national societies involved with the review process are starting to take steps to meet the significant challenge of improving the abilities of communities at risk to cope with disasters. In each country, however, there are very differing challenges. One of the key objectives of the Federation's regional disaster management programming is to introduce innovative approaches to disaster management to each of the national societies which will help them to overcome these challenges while establishing a comprehensive disaster management strategy and approach for the region.

Overall Goal

National societies in East Asia and the Federation are better prepared for disasters and are improving the ability of communities at risk to cope with disasters.

Programme objective

Existing systems are refined and new innovative ways of working are introduced ensuring that both the national societies and the Federation have improved capacities to respond to disasters.

Expected Results

East Asia Disaster Management Project 1: Explore new and innovative approaches			
Expected Results	Indicators	Risks/Assumptions	Summary of Planned Activities
MRCS with Federation support has established a visible programme with combined hardware and software components, which can function as an entry point for the development of integrated programmes.	Dialogue between the MRCS, Federation and the donors occurs on a regular basis. Discussions identify areas for action, and outcomes are acted upon by all three parties.	Donors are open to assuming a more pro-active role in developing programming.	Engage MRCS, the Federation delegation and donors in discussions aiming to develop new programmes, drawing upon the experiences in China, DPRK and with other Asian NSs.
RCSC has further developed and secured funding for the Integrated Community Vulnerability Reduction	At least one group of key donors has visited the programme areas. Focus group expanded and	No further travel restrictions are imposed due to SARS.	Arrange visits for potential bilateral and multilateral donors to the programme sites. Continue to work with RCSC focus

(ICVR) programme by actively engaging both multinational and bilateral donors.	meeting on a regular basis. Promotion materials developed and agreed upon by RCSC and Federation.		group for the ICVR programme. Develop promotion materials and project proposals for potential donors.
DPRK RC has learned from and modified parts of the ICVR programme implemented in China.	Number of exchange visits arranged. Review performed with the participation of DPRK delegates.	No further travel restrictions are imposed due to SARS.	Arrange exchange visits involving both national staff and Federation delegates. DPRK delegates involved with the review of the ICVR programme in China.

East Asia Disaster Management Project 2: Refine east Asia Disaster Management Strategies

Expected Results		Risks/Assumptions	Summary of Planned Activities
2.1 The national societies in the region have a clearer and better-defined role in disaster management.	Draft DM strategies developed Well prepared national societies (WPNS) approach discussed with NS in the region. A long-term Federation strategy developed and agreed upon. Draft appeals developed for recurring emergencies in China, Mongolia and DPRK.	The national societies are open to change in strategic directions, WPNS and integrating new ideas into their operating systems.	Continue discussions with the NS in the region on strategic directions for disaster response. WPNS questionnaire has been introduced to the NS in the region. Develop a clear and well-communicated long-term Federation approach to NS in the region, in cooperation with the relevant departments in Geneva and the donors. Draft appeals have been created for recurring emergencies such as floods and snowfalls in advance based on NS DM strategies and the NS role in emergencies vis-a-vis the government and other actors.
2.2 Learning reviews have resulted in improved DM strategies.	Terms of reference developed and agreed upon by all involved parties.	The national societies are open to change in strategic directions, WPNS and integrating new ideas into their operating systems.	Develop terms of reference for reviews in cooperation with the NS and the relevant departments in Geneva.
2.3 Closer relationships and partnerships with national and regional DM research organisations are established.	At least one new organisation involved in policy/strategy discussions with one of the NS in the region.	The national societies are open to change in strategic directions, WPNS and integrating new ideas into their operating systems.	Ensure the formation of focus groups responsible for the follow-up of the reviews. Establish contacts and initiate cooperation with other sectors both inside and outside the Movement.

East Asia Disaster Management Project 3: Refine and establish regional DM procedures			
Expected Results	Indicators	Risks/Assumptions	Summary of Planned Activities
3.1 Federation and the NS logistics and finance procedures have incorporated feedback from east Asia experience, and have been adjusted to facilitate quicker and more efficient action in the field.	The average speed of relief operations in the region is improved. Reviews conducted. Plan of action developed based on the reviews of the two flood operations.	The Federation Secretariat recognises and acts upon the need for improved relief procedures. That NS headquarters are able to pass on learning to operating branches.	Involve the relevant departments in Geneva and the Regional Finance Unit in Kuala Lumpur in finding solutions to procedural challenges. Mongolia: Conduct a review of the Federation's and MRCS's logistics procedures. China: Conduct a follow up of the 2002 review and the 2003 floods operations.
3.2 Better contingency planning results in clear roles and responsibilities between the NSs, country delegations, the regional delegation and the Federation Secretariat.	First draft contingency plan developed involving all the relevant parties.	Those involved are committed to acting on these initiatives.	Initiate coordinated contingency planning for disasters in east Asia between the NSs, the Federation's east Asia regional and country delegations, Disaster Management and Coordination Unit in Geneva and donors.
East Asia Disaster Management Project 4: Engage donors more actively in improving east Asia's DM systems			
Expected Results	Indicators	Risks/Assumptions	Summary of Planned Activities
Donors are actively involved in long-term support of both disaster response and disaster preparedness programmes.	At least one key donor involved in developing draft appeals. Donor mapping exercise completed. Informal donor group established. At least one key donor actively engaged in developing DM programmes in the region.	Donors are willing to take a pro-active role in east Asia disaster management.	Increase donor reliability by engaging key donors in developing draft appeals. Donor mapping exercise conducted to identify expected donor support in times of disasters. Actively engage traditional and new donors in improving Federation supported disaster management in the region.

3. Humanitarian Values

Background

The region's national societies have long recognized the need to promote the humanitarian work, principles and image of the Red Cross/Red Crescent. This commitment was confirmed at the 1998 Asia Pacific regional conference in Hanoi, and since that time the Federation has assisted the national societies in these efforts, notably through the programme covering south and east Asia overseen by the Bangkok regional delegation and, more recently, through the work of the east Asia regional information delegate who commenced in mid-2002.

As part of efforts to reinforce communications within societies in Asia Pacific, the Federation commissioned in August/September 2003 a review of its overall performance in information and publicity as a follow up to the communications strategy for the region developed in mid-2001. Following an extensive dialogue with national societies, a report was produced entitled *To Create a Culture of Communications*. The report's recommendations clearly indicated a need to refine the current information activities and approach as one key component of the support being provided to the region's national societies and their partners.

The findings of this report were discussed at a meeting of regional information specialists held in Kuala Lumpur in September 2003 and a revised regional communication strategy was developed and subsequently adopted. Under this latest version of the communications strategy, the focus of the Red Cross/Red Crescent is on improving visibility. Visibility is seen as central to improving the effectiveness of programmes and facilitates both the development of national societies and sustained media coverage and public advocacy.

The strategy recognizes that in many cases the national societies are regarded as effective and competitive players in the field of humanitarian issues and disaster management, and that the national societies can use this reputation for positioning themselves as a primary credible source of information. Improved visibility of the public advocacy role of the national societies will depend on the emphasis placed on issues-based and country-specific actions.

In terms of developing the capacity of national societies in the communications sector, the strategy now encourages more mentoring and on-the-job training for staff as the next stage to follow up on the series of workshops that were organised over the past few years. An effective communications department will know how to work with the media, and how the media works and can highlight the strengths of the Red Cross/Red Crescent Movement which is more easily learned through practical experience.

Improving the visibility of the national societies and the Federation is the top priority over the next two years and has been incorporated into every Federation information delegate/manager position description. The Federation's regional information delegates and officers have been charged with positioning the Red Cross/Red Crescent as a primary, credible source of information on humanitarian issues and disasters in the Asia Pacific region, by building the organisation's image and profile at all levels through developing a strong media presence in the region and by generating a regular flow of publicity materials.

In 2003, the presence of a regional information delegate in Beijing contributed to increasing the visibility of the Movement in the international and national media, particularly in regard to relief operations carried out by national societies. The region was again exposed to a wide range of disasters, and the Federation launched three emergency appeals during the course of the year. Two were launched respectively in January and July to support the *dzud* and flood-affected populations in Mongolia and China. In May, the Federation launched a regional appeal to support RCSC, DPRK and Mongolia Red Cross, as well as several Southeast Asian societies with their response to the severe acute respiratory syndrome (SARS). In addition, there was considerable publicity generated for RCSC relief operations in response to different earthquakes in Xinjiang and Yunnan provinces for which no international appeals were launched.

Numerous interviews were given to international media on these operations, in addition to stories written for the Federation website. Video material was also produced and distributed to all international media. Additional communications initiatives have included: the provision of information material and special briefings to governments, diplomatic missions, media and international organisations; and contributions to the Federation's website on the International Water Conference and Harm Reduction Conference.

A number of regional capacity-building initiatives were undertaken in China and DPRK. With RCSC, the Federation's role has been in support of the significant and positive change of the society through training and technical support. A major development in 2002 was the creation of the website and intranet of the RCSC. This has already improved communication flows within the national society and will contribute to enhance the profile of the RCSC in China and internationally. The RCSC has a press service which publishes a monthly Red Cross magazine and a weekly newspaper in the Mandarin language. In 2002, the RCSC started to publish its magazine in English. In 2003, the circulation was increased to a bi-monthly edition.

In the latter part of 2003, a strategy was developed to publicise and raise funds to expand the water and sanitation and health education project in southern China. It included a brochure in English and Chinese, a technical newsletter, and an article in the Red Cross/Red Crescent magazine.

During a visit to DPRK early in the year, it was agreed to develop advocacy material as well as to continue to strengthen the communications department. With the financial and technical support of the Danish Red Cross, a 'preparatory workshop' is scheduled for the end of 2003 prior to a 2-3 day workshop in the spring of 2004. Several audio-visual presentations were produced to better present the Movement and its challenges to donors, media and other groups.

Overall Goal

The Red Cross is seen as a primary, credible source of information on humanitarian issues and disasters in the East Asia region. The awareness and application of humanitarian values is enhanced across the region.

Programme Objective

The degree of visibility, cooperation and support for the Red Cross in East Asia, through communications and advocacy has increased.

East Asia Humanitarian Values Project 1: Positioning the Federation and national societies			
Expected Result	Indicators	Risks/Assumptions	Summary of Planned Activities
<p>RCSC The Federation and national societies in the region are seen by national and international media as a primary source of information.</p>	<p>Press conferences attended by major international and national media representatives.</p> <p>Provide disaster information to international media within 12 hours.</p> <p>Degree of RC coverage in national and int'l TV and print media.</p>	<p>Planned activities will not be disrupted by large-scale disasters.</p> <p>NS leadership is committed to increasing RC visibility in international media.</p> <p>Sufficient human and technical resources available.</p>	<p>The NS uses the World Disaster Report (WDR) as an advocacy tool.</p> <p>Promote World Red Cross Day and World AIDS Day.</p> <p>Increase awareness of media value/priorities among NS leadership at HQ and provincial levels.</p> <p>Identify communication vehicles to promote advocacy initiatives in four core areas.</p> <p>Cover ongoing disasters and new emergencies.</p>
<p>MRCS , DPRKRC The Federation and national societies in the region are seen by national and international media as a primary source of information.</p>	<p>Provide disaster information to international media within 12 hours.</p> <p>Degree of RC coverage in national and int'l TV and print media.</p>		<p>Support of World Red Cross Day and World AIDS Day through communications.</p> <p>Cover ongoing emergencies and disasters.</p>
<p>ROK RC, JRCS The Federation and national societies in the region are seen by national and international media as a primary source of information.</p>	<p>Provide disaster information to international media within 12 hours.</p> <p>Degree of RC coverage in national and int'l TV and print media.</p>		<p>Discuss needs and explore opportunities for providing Federation support.</p>

East Asia Humanitarian Values Project 2: Increasing capacity of national societies			
Expected Result	Indicators	Risks/Assumptions	Summary of Planned Activities
China All NS in the region have increased the capacity of their information departments	East Asia's national societies share experiences and information through regional information flow. Information officers apply their new communications skills in their daily work.	Federation provides information from Asia Pacific (AP) NSs to be used in internal publications and newspapers.	Hold monthly meetings with the RCSC's communications department Provide information from AP NS to be used in 20 issues of RCSC newspapers and magazines distributed to all branches. Assist in developing communications training package.
Mongolia NS has increased the capacity of their information departments.			100% of NS staff and volunteers upgrade their knowledge on Red Cross activities in the AP region. Two field trips carried out to build up counterpart relationship. Information officers are involved when traveling to affected areas.
DPRK NS has increased the capacity of their information departments.			100% of NS staff and volunteer upgrade their knowledge on Red Cross activities in the AP. Two field trips carried out to build up counterpart relationships. Information officers are involved when traveling to affected areas. Five communicators from HQ and selected branches attend a three-day communications workshop.
ROK, Japan NS has increased the capacity of their information departments.			Discuss needs and explore opportunities
East Asia Humanitarian Values Project 3: Strengthening internal relationships			
Expected results	Indicators	Risks/Assumptions	Summary of Planned Activities
Relationships between all partners, i.e., Federation, local national society and partner national society are strengthened.	Stories used by PNS in their own publications and website. Feedback from stakeholders on cooperation.		Encourage and develop knowledge sharing through regional information flows. Promote awareness of PNS programmes throughout east Asia.

East Asia Humanitarian Values Project 4: Strengthening external relationships			
Expected Result	Indicators	Risks/Assumptions	Summary of Planned Activities
Professional non-RC/RC information resources and allies have been identified and used to support Federation information work in the region.	Time taken to disseminate information about disaster response activities.		Identify local information resources in the field of printing, editing, cameramen, video editing, etc. Identify PNS/Federation backup ready to travel to affected areas during emergencies.

4. Implementation and management

Coordination, Cooperation and International Representation

Background

As outlined in the section on Red Cross Red Crescent priorities at the start of this appeal, promoting good coordination and cooperation amongst all Movement partners in East Asia is a key part of the Federation's strategy for the region. Based on active lobbying led by the regional desk in Geneva over the past two years, a momentum has been built up in which PNS are increasingly willing to share ideas and experience and to work together and with the Federation Secretariat to help societies in the region strengthen their programmes and organisational structures. The Netherlands Red Cross for example is expanding its involvement in the region and has based a delegate within the regional delegation in Beijing to develop its programming in a collaborative way in China, Mongolia and DPRK.

This process is now being actively taken forward by the regional delegation. The former head of the regional delegation who had built up the delegation since its inception three years ago, finished his mission in April, and has been replaced by an experienced Secretariat staff member. Contacts have been established with all the PNS working in the region, and work is underway to collect and analyse information on past programmes and future plans. Furthermore the delegation now has the capacity and experience to be able to offer advice and guidance to PNS that want to develop programmes with NS in areas such as HIV/AIDS, disaster management and information/communications. The regional delegates have also established good contacts and working relations with a number of international and national organisations as well as with donor country embassies based in Beijing, which further enhances the opportunities for mobilising well-planned and coordinated assistance to national society programmes in the region.

This increased momentum is most evident in China, where there is a mix of PNS that have been collaborating directly and actively with RCSC for several years being joined by some PNS that are re-launching or expanding previous cooperation activities. These include Australia, Britain, Canada, Japan, Netherlands, Norway, Sweden, Switzerland, the United States, as well as the ICRC which supports a three year dissemination programme. RCSC itself is keen to expand its cooperation with sister societies and has signalled this year that it would appreciate the Federation paying an active coordination role in view of the large number of PNS that are now working in the country.

Elsewhere in the region, the Federation has commissioned several comprehensive programmatic reviews in Mongolia and DPRK which have been shared and discussed over the past 2 -3 years with interested PNS in an approach designed to ensure that a common understanding is built up around the key issues, opportunities and challenges. This is helping build the basis for working in a more strategic and collaborative way to support the programmes and organisational development needs of the societies in question.

Another important aspect of this programme is to foster regional cooperation amongst the societies of the region and to increase the engagement and profile of the region in the international activities of the Federation. A meeting held in November 2003 brought together leaders from all five societies to share current experiences and explore ideas for the future. Opportunities considered included follow-up to the 2002 Manila regional conference action plan and the

International Conference and other statutory meetings to be held in Geneva at the end of the year. In this context, support as needed will also be provided in the course of the coming year to the members of the Federation's Governing Board and other statutory bodies. The Federation will also aim to increase the number of delegates recruited from the region and explore possibilities to mobilise increased resources for humanitarian work in other parts of the world.

In terms of international representation, the regional delegation participates as an active member of the regular UN coordination meetings held in Beijing. These cover disaster management and health, especially HIV/AIDS. Although they focus mainly on China-related issues, they serve as a useful forum to highlight the Federation's work in other countries of the region. In the course of the coming year it is planned to build on initial contacts that have been established in the region with organisations such as UNICEF, WHO, UNDP, the Asian Development Bank, the UN University in Tokyo and the Asian Disaster Reduction Centre in Kobe.

Finally, the delegation will be responsive to opportunities for profiling issues of importance and concern to the Federation and its member societies that arise through relevant regional or international meetings to be organised in the region in 2004. Themes relating to HIV/AIDS and other health issues will be covered as part of the regional health programme appeal, and this programme will cover more general opportunities such as the meeting of ESCAP scheduled to be held in Shanghai in April. Where possible, societies from the region will be encouraged to participate, such as the example of ROK Red Cross that represented the Federation at a meeting on migration and people trafficking in Seoul in September 2003.

Goal

The International Federation is a widely known and respected partner in the humanitarian field in East Asia.

Programme Objective

Strong coordinated and diversified partnerships with long-term stakeholders have led to sustainable and cost-effective national society programmes targeted at those most in need of assistance.

Expected Results	Indicators	Risks/Assumptions	Summary of Planned Activities
The quality of international assistance delivered to NS in the region is enhanced through more active collaboration and mutual knowledge-sharing between all PNS, ICRC and Federation staff working in the region.	<p>Level of satisfaction expressed by NS of the region.</p> <p>Results and follow-up given by partners to the bilateral PNS and partnership meetings.</p> <p>Availability of mapping analysis report and good quality case studies.</p>	<p>Concerned NS and PNS continue to seek, and see value, in coordinated assistance.</p> <p>Concerned NS and PNS are willing and able to adapt their programming based on results of knowledge-sharing.</p>	<p>Map and analyse information on programme experience between all partners.</p> <p>Organise one workshop with bilateral PNS to share experiences and develop common programmatic strategies.</p> <p>Organise one partnership meeting.</p> <p>Encourage NS and PNS to document and publicise case studies.</p>
Regional cooperation between NS of the region has increased, and they are playing a more prominent role in the international activities of the Federation.	<p>Results and follow-up to NS leaders' meeting and exchange visits.</p> <p>Increased number of Federation and ICRC delegates recruited from the region.</p>	<p>NS are able to devote time and resources to increasing regional cooperation activities, and to play a greater international role.</p>	<p>Organise one meeting of RC/RC leaders in the region.</p> <p>Facilitate exchange visits between NSs HQs and branches.</p> <p>Organise one regional basic training course.</p>

There is a heightened awareness amongst international organisations and donor country embassies of the role and value of the Federation and its member NS in the region.	Number of visits and meetings attended and the resulting outcomes.		Carry out visits to relevant organisations. Participate in relevant national/regional meetings.
New funding partnerships have been established with donor organisations based in the region leading to increased funding for NS programmes in the region.	Level of new funding raised.	Organisations willing to, and have funding mechanisms suitable for funding NS and/or Federation programmes	Explore resource mobilisation opportunities with NS and locally-based donor organisations.
Members of the Federation Governing Board (China and Japan) have been effectively supported to carry out their responsibilities.			Facilitate dialogue between Governing Board members and other NS in the region.

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BUDGET 2004

PROGRAMME BUDGETS SUMMARY

Appeal no.: 01.70/2004

Name: East Asia Regional Programmes

PROGRAMME:

	Health & Care	Disaster Management	Humanitarian Values	Organisational Development	Coordination & Implementation	Emergency	Total
	CHF	CHF	CHF	CHF	CHF	CHF	CHF
Shelter & construction	0	0	0	0	0	0	0
Clothing & textiles	0	0	0	0	0	0	0
Food	0	0	0	0	0	0	0
Seeds & plants	0	0	0	0	0	0	0
Water & Sanitation	0	0	0	0	0	0	0
Medical & first aid	0	0	0	0	0	0	0
Teaching materials	0	0	0	0	0	0	0
Utensils & tools	0	0	0	0	0	0	0
Other relief supplies	0	0	0	0	0	0	0
SUPPLIES	0	0	0	0	0	0	0
Land & Buildings	0	0	0	0	0	0	0
Vehicles	0	0	0	0	0	0	0
Computers & telecom	5,000	0	2,300	0	11,500	0	18,800
Medical equipment	0	0	0	0	0	0	0
Other capital exp.	0	0	0	0	0	0	0
CAPITAL EXPENSES	5,000	0	2,300	0	11,500	0	18,800
Warehouse & Distribution	0	0	0	0	0	0	0
Transport & Vehicules	0	0	0	0	24,000	0	24,000
TRANSPORT & STORAGE	0	0	0	0	24,000	0	24,000
Programme Support	14,974	16,128	13,396	0	29,858	0	74,357
PROGRAMME SUPPORT	14,974	16,128	13,396	0	29,858	0	74,357
Personnel-delegates	144,000	144,000	144,000	0	144,000	0	576,000
Personnel-national staff	0	18,000	12,000	0	52,000	0	82,000
Consultants	0	0	9,000	0	0	0	9,000
PERSONNEL	144,000	162,000	165,000	0	196,000	0	667,000
W/shops & Training	10,000	0	0	0	70,000	0	80,000
WORKSHOPS & TRAINING	10,000	0	0	0	70,000	0	80,000
Travel & related expenses	6,000	10,000	15,600	0	36,000	0	67,600
Information	42,000	0	5,000	0	16,000	0	63,000
Other General costs	8,400	60,000	4,800	0	76,000	0	149,200
GENERAL EXPENSES	56,400	70,000	25,400	0	128,000	0	279,800
TOTAL BUDGET:	230,374	248,128	206,096	0	459,358	0	1,143,957