

Final report



International Federation
of Red Cross and Red Crescent Societies

MEXICO: FLOODS

Emergency Appeal N° MDRMX002
GLIDE n° FL-2007-000200- MEX
Final Report
2 February 2010

Period covered by this Final Report: 6 November 2007 to 30 August 2009.
Appeal target: CHF 1,898,880 (USD 1,778,062 or EUR 1,231,672)

Final Appeal coverage: 100%; [click here to go directly to the final financial report, or here to view the contact details](#)

Appeal history:

- **Disaster Relief Emergency Fund (DREF):** CHF 200,000 (USD 173,563 or EUR 119,546) was allocated from the Federation's DREF to jump start the National Society's response.
- An Emergency Appeal was initially launched on a preliminary basis on 6 November 2007 for CHF 1,208,000 (USD 1,042,278 or EUR 722,056) for 4 months to assist 40,000 beneficiaries.
- The appeal budget was revised on 20 November 2007 to include additional income and allowed for an objective to be included in early recovery.
- The appeal was revised on 4 July 2008 to CHF 1,904,884 (USD 1,814,175 or EUR 1,170,795) in cash, kind or services to support the Mexican Red Cross (MRC) to assist 44,380 beneficiaries for 8 months (January to August). The Revised Emergency Appeal responded to a request from the MRC and the affected communities. This includes support for longer-term recovery needs such as disaster preparedness programmes, rehabilitation of livelihoods and strengthening of the National Society.
- The operations update n° 4 featured a Revised Emergency Appeal budget of CHF 1,898,880 (USD 1,778,062 or EUR 1,231,672) reflecting the decrease of contributions due to the change in exchange rates, when outstanding donor contributions were paid in October.
- The operations update n° 5 featured an extension of the appeal timeframe until 30 August 2009, due to delays experienced in the implementation of planned activities when the Mexican Red Cross had to focus its efforts on responding to the Influenza A(H1N1) outbreak.



A community member and a volunteer from the Mexican Red Cross check the water distributed by the water wells, Tabasco. Source: Mexican Red Cross

Summary:

Phase I of the emergency operation finished at the end of January 2008, after a three-month humanitarian relief effort to assist the affected families. Assistance provided in this appeal by the Federation and its partners has supported the wider Mexican Red Cross (MRC) relief operation and has met all planned targets. A total of 61,491 people have received assistance; of which 8,000 families have received standard relief kits, 5,000 families have received cleaning kits, 6,491 children have received school kits and 3,000 families have received agricultural tool kits to assist in their recovery from the emergency.

The MRC with support from the Federation, Partner National Societies (PNS), governmental and non-governmental organizations (NGOs), the private sector and the general public, has conducted a highly successful operation delivering approximately 16,000 tonnes of humanitarian relief items benefiting an estimated 1.5 million people.

As the emergency phase of the operation met the basic needs of the affected population, the second phase focused on meeting their longer-term needs. The activities concentrated in the Macuspana municipality in the state of Tabasco, which was identified by the Mexican Red Cross as one of the most affected. After evaluations, the MRC identified deficiencies and socio-economic vulnerabilities in this region and decided to revise the existing Plan of Action (PoA) for Macuspana. The PoA aimed to reach an additional 876 families with disaster preparedness programmes and restoration of livelihoods in 13 communities in the municipality.

The operation was planned to end during April 2009; however, the outbreak of the influenza A(H1N1) in Mexico forced the suspension of the MRC activities and concentrated its priorities on responding to the influenza. Little by little the situation became more manageable and the authorities from the Mexican Red Cross resumed the few activities of the project that were pending, once the health authorities approved travel to the project zones.

The only two pending activities were the workshop on the module Protected School from the "Better Be Prepared" series; and the lessons learnt workshop; diagnosis process and results. Both activities have been completed, reaching 100 per cent of the expected results of this appeal.

On behalf of Mexican Red Cross, the International Federation would like to express its gratitude for the generous support of the PNSs and external assistance from a broad range of governmental, non-governmental, private sector and individual actors, whose contributions have supported the implementation of the planned objectives.

Lessons learnt:**At the community level:**

- Participatory damage and needs assessments that were carried out in coordination with the local community leaders were a highly effective way to obtain an accurate list of affected people and their needs in a disaster.
- The community actions such as practical activities and trainings have been an effective methodology to promote the active involvement of women and youth in the communities in both activities and the decision-making process. These practical activities in the context of the operation refer to the construction of water wells, the cultivation of family gardens and training preparation.
- The communities expressed their satisfaction with the transfer of knowledge and skills which helped them to increase their sources of food intake and income which has reduced their vulnerability and increased their resilience.
- Community organization and preparedness for disasters is a fundamental activity that facilitates an efficient and effective intervention when an emergency or disaster strikes.

At the level of volunteering:

- The community education in disaster preparedness component of this operation has given an opportunity for the Mexican Red Cross to recruit new volunteers from diverse backgrounds. This is imperative, especially as the National Society is usually thought of as principally as a provider of "ambulance services"; therefore this expands the image of the Red Cross, demonstrating its capacity in other diverse areas of work.

- The VCA methodology and the “Better Be Ready” series gave insight into new volunteer actions and interventions at the community level, according high priority to preventive actions and to community mobilization for disaster preparedness and response.

At the institutional level of the Mexican Red Cross:

- The VCA will continue to be used as a tool in each of the plans of action, especially to identify recovery actions in the event of disasters.
- The National Disaster Response Plan of the Mexican Red Cross should be revised and updated, incorporating preparedness and recovery actions.
- The work on community mobilization and preparedness has helped the Mexican Red Cross to be more visible and acknowledged by communities.
- Actions at the community level also offer the MRC opportunities to collaborate with new potential donors in the country, and with international organizations as well as with PNSs.

In addition, this operation has started an increased dialogue within the National Society in their work with communities, increasing their focus to include disaster risk reduction and not only disaster response.

The Mexican Red Cross and the International Federation's Regional Representation for Central America and Mexico conducted a case study after the close of the operation through the regional plan. This document is currently under revision and will be available on the regional website shortly.

The situation

At the end of October 2007, heavy rain caused by two cold fronts and the effects of Tropical Storm Noel proved the vulnerability of the region during the 2007 hurricane season, especially in the states of Tabasco and Chiapas in Mexico. In Tabasco, severe flooding caused 80 per cent of the state to be completely under water. Thousands of people from rural areas were isolated and 126,581 people were displaced according to the National System of Civil Protection (Sistema Nacional de Protección Civil – SNPC). Over one million people were affected by the emergency and the floods caused immeasurable losses and damages to personal and private property, agricultural crops and infrastructure. According to the government of Tabasco the



Eighty per cent of the state of Tabasco was completely under water after the heavy rains during October 2007. Source: MRC

damages added up to an estimate of USD five billion. Some 164,089 houses lost basic services during the flooding; of this total, 150,911 houses suffered structural damages.

The Tabasco Institute of Housing (Instituto de Vivienda de Tabasco – INVITAB) estimated that the rehabilitation of damaged houses would cost an approximate USD 752.8 million. In addition, Tabasco is the country's leading cocoa producer and accounts for 40 per cent of the country's banana production. The harvests of these crops were completely destroyed with the floods; damages to these crops alone reached some USD 480 million. Other main crops such as corn and plantains were also damaged.

The federal government allocated some USD 650 million from its National Fund for Natural Disasters (Fondo Nacional para los Desastres Naturales – FONDEN) in order to reconstruct and rehabilitate the destroyed areas; it also provided a tax extension for affected businesses and residences until June 2008. The

government supported the repair of damaged main roads and completed all the cleaning activities. In addition, a health campaign reaching 1 million inhabitants from 14 municipalities was supported, along with several international organizations. No outbreaks were reported as a result of the implementation of this contingency health campaign. Additional activities were conducted in the month following the disaster; these included approximately 1,000 environmental sanitation visits, the fumigation of over 100,000 hectares of land, vector control in schools and provision of 500,000 vaccinations.

The educational sector also sustained damages; early reports indicated 2,500 schools were affected, but subsequent damage assessments indicated that 20 per cent of schools suffered major damages while the remainder had major loss of basic materials. The Secretariat of Public Education allocated USD 11 million to rebuild 600 of the most damaged schools and provide these with new materials. The government completed its three-month emergency operation on 30 January 2008.

The federal and state government started significant mitigation works in the first quarter of 2009, reinforcing dikes in rivers bordering Villa Hermosa, the capital city of Tabasco State.

Red Cross and Red Crescent action

Achievements against objectives

Overview

Since the beginning of the emergency, the MRC worked arduously to meet the needs of those affected by the floods. Phase I of this operation focused on evacuation and rescue, provision of medical assistance, transportation of patients to hospitals, mobilization of external support, collection of donated goods and distribution of food parcels, bottled water, clothing and other basic relief items. Once water levels receded, the MRC focused on damage and needs assessments and distribution of basic relief items. Additionally, the MRC coordinated the operation through the National Relief Unit with support from the International Federation.

A total of 10,000 volunteers participated in the MRC operation performing a range of duties that included the provision of first aid, reception, storage and distribution of relief items, evaluation of damages and needs, and the gathering of data regarding the whereabouts of those affected to support the Family Links service. Approximately 6,000 volunteers were mobilized to work in the collection of donations at the national level.

At the regional level, approximately 600 volunteers were mobilized from 18 regional branches to work in the affected areas. In addition to the deployments mentioned in the section on Coordination and Partnerships, a Regional Intervention Team (RIT) member specializing in logistics was deployed to support the local procurement of relief items for a one month period. In February 2008, a reporting officer was deployed to Mexico in order to obtain detailed information on the progress of the operation. Moreover, an International Federation delegate specializing in agriculture from the Pan American Disaster Response Unit (PADRU) was sent in March and July to Tabasco to coordinate the recovery activities included in the revised appeal.

Objectives included in the appeal focused on the provision of emergency non-relief items and support in the early recovery and recovery of small farmers to complement the broader MRC response operation. Red Cross efforts have mostly focused on the department of Tabasco, given the extent of damages and needs in this department.

The Mexican Red Cross coordinated the activities of the Plan of Action jointly with the local branch in Tabasco. At the national level, the MRC established contacts with agencies and national institutions to coordinate the implementation of these activities.

During Phase I of this Appeal (relief distributions and early recovery), the following objectives were accomplished:

Relief distributions (food and basic non-food items)

Objective 1: 8,000 families (40,000 beneficiaries) affected by the current flooding who have not yet been assisted will receive the needed relief items. Procurement will also replenish MRC relief stocks, therefore strengthening and re-establishing their response capacity for future relief operations.

Under the appeal, 8,000 families (40,000 people) benefited from a standard relief kit consisting of 2 hygiene kits, 1 kitchen set, 2 jerry cans and 2 buckets. A further 7,998 families received 2 mosquito nets each from the municipality of Nacajuca in Tabasco. Generous contributions were made to the appeal from the Government of the United States via the Office of U.S. Foreign Disaster Assistance (OFDA) and through the American Red Cross. These institutions provided 4,000 hygiene kits, 2,000 kitchen sets, 4,000 jerry cans, 4,000 buckets and 10,000 mosquito nets, which were made available from pre-positioned American Red Cross stocks in the Regional Logistics Unit (RLU) in Panama and sent immediately for distribution in Mexico.

The delivery of emergency relief items clearly has had a major impact on the lives of those affected by the floods. Damages to personal property were vast, and the items assisted families in their recovery and in the fulfilment of basic daily routines vital to a dignified existence.

Objective 2: 7,000 families will receive cleaning kits and 10,000 children will receive school kits in order to initiate their schooling in the state of Tabasco.

5,000 cleaning kits were distributed to families and 6,491 school kits were distributed to children.

The distribution of cleaning kits to affected communities has proved vital in their recovery from the floods. Stagnant water and mud damaged people's homes and personal property, leaving everything damp and in need of cleaning. As mountains of flood-damaged furniture and personal belongings accumulated in the period following the emergency, these kits were essential to assist people in the effort required to clean up after the floods. To complement the shortfall in relation to the quantity of cleaning kits required under this objective, bilateral assistance was provided by the Swiss Red Cross (SRC) with the donation of 2,000 cleaning kits, and by the American Red Cross with the donation of an additional 7,000 cleaning kits.

The distribution of school kits coincided with the start of the school year when parents usually have many demands placed on them. The provision of the school kits helped vulnerable families in their recovery from the emergency, as distributions targeted schools located in vulnerable, rural communities where parents' economic means are limited. The children also clearly benefited from the materials provided; whilst many schools were left with limited materials (text books, etc.) the students benefited from basic items necessary for their education. Additional bilateral donations were made by PNSs directly to the MRC, with the SRC providing 14,400 school kits and the American Red Cross providing over 21,000 school kits. Additional cash donations by the private sector and the general public enabled the MRC to provide school kits to a total of 134,000 students.

Early Recovery

Objective 1: 3,000 affected families (15,000 persons) from rural areas benefit from the distribution of tools, contributing to the initiation of agricultural activities.

A total of 3,000 families were provided with tool kits. The distribution of necessary tools has had a relatively quick impact in supporting farmers' food security and livelihoods, enabling them to sow, tend and in the not-too-distant future harvest their crops.

The MRC, during the relief distributions in the communities in the municipality of Macuspana, identified the region as being extremely vulnerable and with socio-economic deficiencies. Consequently, the MRC chose this municipality to implement the social rehabilitation project.

In March 2008, the MRC coordinated the implementation of a Vulnerability and Capacity Analysis (VCA) with its local branch in Tabasco with support from the Regional Centre of Reference in Community Based Disaster Preparedness in Costa Rica (CRREC). After completing the VCA, the MRC concluded that the majority of the communities in Macuspana are surrounded by rivers, creeks and lakes posing a great threat of future flooding. Therefore Phase II of this operation was focused on this area.

General Objective of Phase II:

Phase II of this operation was to restore and improve the lives, livelihoods and basic living conditions of 884 families in the communities of Macuspana that were affected by the floods by providing better opportunities through disaster preparedness programmes and rehabilitation of livelihoods.

The following chart indicates the number of benefited families per community:

Community	Number of Families
Bitzal 1	59
Bitzal 2	57
Bitzal 3	24
Bitzal 4	38
Bitzal 5	102
Bitzal 6	107
Bitzal 7	110
Lazaro Cardenas 1	96
Lazaro Cardenas 2	90
Los Guiros	40
Venaditos	50
Naranjos 1	48
Naranjos 2	63
TOTAL	884

The following table describes the estimated number of people reached through the different activities per gender and age groups (*Figures in this table have been rounded up)

Female	2,300
Male	1,950
Children within the ages of 0 and 9	1,275
Youth between the ages of 10 and 18	850
Adults (19-59 years old)	1,700
Elderly (60 years old and more)	425
Total	4,250

The Red Cross actions under this Emergency Appeal were completed by August 2009. However since then the Mexican Red Cross has initiated community education activities on disaster preparedness focusing on the schools of the City of Villa Hermosa, Tabasco, through its regular programming.

As a result of the Tabasco operation the National Society has made an internal analysis of its intervention model, and now it is prioritizing disaster risk reduction and capacity-building at the branch and community level. After this analysis, the Mexican Red Cross as a parallel action carried out the Well Prepared National Society diagnosis in 32 branches. Such an analysis has allowed it to further enhance its national response plan.

Progress towards objectives

The four objectives are accomplished in sequence; therefore, the implementation of objective two did not start until objective one was completed. The activities planned for the four objectives were based on the results of the VCA diagnosis carried out during the first phase of this operation by the Tabasco branch and the CRREC.

Community disaster preparedness	
Objective 1: The most vulnerable disaster-affected families in Macuspana will be better prepared to respond to future emergencies, through the development of an efficient disaster management and response structure.	
Expected results	Activities planned
13 communities are provided (through the Red Cross) with tools for disaster preparedness in order to increase their disaster response capacity.	<ul style="list-style-type: none"> Conduct 3 courses on first aid for communities and a course on floods for 24 volunteers. The 24 volunteers hold 13 community talks to the people. Distribution of 900 family manuals. Purchase and delivery of one boat and rescue equipment to the

	<p>MRC's local branch in Tabasco for the use of the community.</p> <ul style="list-style-type: none"> • Development of a system for the use of the community emergency boat. • First aid training and equipment for 26 members from 13 communities. • Workshops on lessons learnt in community work: diagnosis, processes and results.
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Impact:

In August, the MRC with the support of the Regional Centre of Reference for Institutional Disaster Preparedness (Centro de Referencia en Preparación para Desastres – CREPD) trained 24 volunteers in the use of the Better Be Prepared series; specifically in the modules: Prepared Family, Floods and Community First Aid.

All 13 projected communities were trained. The training sessions were conducted by MRC volunteers and focused on the topics: Prepared Family, Floods and Community First Aid. Due to the remote location of the communities, an advanced first aid course was carried out in February. For this session, two members per community, already trained in community first aid, were selected to participate.

A total of 876 of 900 manuals were distributed to families of 13 communities; Bitzal 1 (59 families), Bitzal 2 (57 families), Bitzal 3 (24 families), Bitzal 4 (38 families), Bitzal 5 (102 families), Bitzal 6 (107 families), Lazaro Cardenas 1 (96 families), Lazaro Cardenas 2 (90 families), Los Guiros (40 families), Venaditos (50 families), Naranjos 1 (40 families). The modules of the Better Be Prepared series distributed were: Floods, Community First Aid and Prepared Family.

The boat and rescue equipment were purchased and delivered to the Mexican Red Cross State Branch in Tabasco.



Community members and Red Cross volunteers carried out a simulation exercise in April 2009. Source: Mexican Red Cross

In order to test the disaster management and response structure within the communities, a simulation exercise was carried out with all 13 communities. This simulation exercise, held in April 2009, helped to evaluate the use of the boats and carry out evacuation exercises of affected people and test first aid knowledge of the community members. The simulation also helped to measure and control the time it takes communities to evacuate to safer areas with the use of the boats. In addition, local authorities (including community delegates) with the support of 16 MRC volunteers participated in the activity. The community members felt comfortable with the exercise and acknowledged that the previous trainings carried out in community first aid, floods and prepared family were effective.

Water, sanitation and hygiene promotion

Objective 2: The risk of waterborne and water related diseases will be reduced through the provision of safe water by constructing water wells.	
Expected results	Activities planned
The affected communities are provided with safe water for human consumption.	<ul style="list-style-type: none"> • On 30-31 May identification of areas to perforate water wells and invite the communities to assist in the construction of the wells. • Registration of land where 12 community wells will be built • Construction of water wells.

Impact:

The water wells territory was registered for the collective use and benefit of the communities, even though the registration of the land proved to be a more complicated legal procedure than expected. Another issue that delayed the construction of wells was the heavy rains during the months August through December 2008. Nonetheless, the construction of the 12 water wells was completed by March. After this the construction company, with the supervision of MRC personnel, trained all the communities in the appropriate use of water and the sump pump. Between five and seven persons from the community received training in early April.

Through the completion of these activities the affected communities were provided with adequate access to safe drinking water, decreasing the risk of waterborne and water related diseases.

**Rehabilitation of livelihoods**

Objective 3: The most vulnerable disaster-affected families in Macuspana will have their livelihoods restored improving their standard of living.

Expected results	Activities planned
The affected communities are provided with quality supplies for the production of food for their own consumption and/or sale.	<ul style="list-style-type: none"> • Distribution of vaccinated chickens (broilers and layers) and poultry food for two months. • Distribution of two different types of vegetable seeds most commonly used in the area. • Trainings on how to maintain a chicken pen and a vegetable garden and distribution of their respective manuals. • Purchase and deliveries of nine community boats. • Delivery of an ice machine to support fishing activities.

Impact:

Through this objective, families from the 13 communities received chickens, feed and seeds. The MRC has also provided training on how to care for the chickens and gardens. The impact of this activity was seen in 2009, where community members were able to raise the chickens which provided them with a source of food as there was scarcity of fish during year. Ninety per cent of the families were able to cultivate quality sweet chillies and tomatoes in the gardens. Also, families have planted the remaining seeds from the previous sowing season. This has had a positive impact on the families as they were able to obtain their food intake and save money by not having to purchase additional seeds. The families increased their capacities through the trainings provided to adequately sow and care for their gardens.

The Mexican Red Cross bought and delivered nine boats to the communities with their corresponding legal documents in February 2009.

The fishermen will no longer need to buy ice since they now have their own ice machines. Due to the currency exchange difference from USD to Mexican pesos it was possible to purchase two ice machines. One cooperative was formed from members from different communities, and they are in charge of the administration and operation of the ice machines. In the constitution process of the cooperative, special attention was taken to balance gender and the representation from the 13 communities. Among the recommendations from the Mexican Red Cross to the communities was the inclusion of new members from

the communities in the work commissions as well as opening opportunities for women to participate in decision-making processes in the community's interests.

Particularly in these communities, several male leaders admitted the women are better administrators than they are. Therefore, there was openness and support for the participation of women in the cooperative board of directors that will manage the ice machines and also for ensuring inclusion of representatives from all the communities.

Strengthening of the National Society

Objective 4: The MRC is better prepared to respond to this and future emergencies, through the training of volunteers.

Expected results	Activities planned
<p>MRC volunteers are able to efficiently promote hygiene practices and safe water management during an emergency.</p> <p>MRC volunteers improve their response capacity in an emergency during a food crisis situation.</p> <p>25 MRC volunteers will improve the quality of the humanitarian assistance they provide in an emergency operation.</p>	<ul style="list-style-type: none"> • A water and sanitation course for 25 MRC volunteers. • SPHERE Workshop. <p>Activities planned (June-November 2008)</p> <ul style="list-style-type: none"> • Period of planning and budget process of the activities representing the region. • Capacity-building workshop on food security – 4 days. • Consultancy on the region's food situation, for which a consultant will be hired. • Plan 2009/2010 – Food Security from the activity planning. • Workshop – National response plan on food security. • Workshop – Protected School / Villahermosa Tabasco • Strengthening of the Emergency Operations Centre of the MRC through provision of computer equipment. • Workshop – Lessons learnt in community work; Diagnosis, Processes, Results.

Impact:

The Water and Sanitation course was carried out for 25 MRC volunteers with the support of PADRU personnel. After the completion of this workshop, the 25 MRC volunteers were able to: a) make sure the water and sanitation equipment installed during the emergency is used correctly; b) make sure all measures are taken in order to reduce health risks because of contaminated water; and c) make sure field workers are informed on hygiene promotion during the emergency.

Two SPHERE workshops were completed in December 2009 and February 2009, 30 attendees took part in each workshop with volunteers from all the Mexican States. In these workshops the attendees gained knowledge concerning the Humanitarian Charter and the minimum standards in humanitarian aid during disasters.



Mexican Red Cross volunteers and staff enhanced their knowledge on the Humanitarian Charter and the minimum standards in humanitarian aid during disasters. Source: Mexican Red Cross

Regarding the topic of food security, two high level representatives from the Mexican Red Cross attended the regional meeting on food security. This meeting took place in Panama in the month of July.

The activity planned on mitigation micro-projects stated in the revised appeal was omitted from this objective because these micro-projects (construction of wells, distribution of seeds, chickens and ice machine) were included in the water, sanitation and hygiene protection, and rehabilitation of livelihoods objectives.

The Mexican Red Cross with the financial support of the American Red Cross redesigned its Emergency Operations Centre (Centro de Operaciones de Emergencia – COE). In addition, with the International Federation's support through this Appeal, it was possible to upgrade the computer equipment of the COE that will be used by the MRC during future emergency response operations. It is important to highlight that this cooperation between the Mexican Red Cross, the American Red Cross and the International Federation has had a positive impact, and now the National Society is working towards updating its National Response Plan.

The A(H1N1) outbreak in Mexico obliged the MRC to postpone the Protected School workshop until sanitary conditions improved. The MRC worked hard in the prevention of the A(H1N1) influenza throughout the country. In each state the MRC distributed and provided information to the public.

The federal and state governments took strict preventive measures, banning concerts and events where people could congregate in public. In addition, classes in schools were suspended for a week. Gradually, students returned to school, but under very strict sanitary and safety measures.

The workshop was finally held at the end of July 2009 at the Technical High School N° 28 (Escuela Secundaria Tecnica N° 28), located in Colonia Gaviotas Norte in Villa Hermosa City. This school was one of the education centres that sustained the most damage during the floods. The workshop addressed teachers and students from the school and volunteers from the Mexican Red Cross branches in Comalcalco, Cardenas, Villahermosa, Emiliano Zapata and Tenosique as well as the Tabasco State branch.

At the end of July 2009, a workshop on lessons learnt was conducted with the participation of 15 volunteers of the MRC and 7 community leaders. This was the last activity carried out under this Appeal.

Communications	
Objective 5: The elaboration and distribution of a documentary based on the Tabasco Floods of 2007: a preview of how Climate Change will re-shape humanitarian action.	
Expected results	Activities planned
<p>The elaboration of a 30-35 minute documentary that portrays the importance of climate change and how it is shaping Humanitarian Action.</p> <p>This documentary will also present the factors that created such unprecedented disaster and relate these to the new challenges that humanitarians are facing in order to identify lessons learned from this.</p>	<ul style="list-style-type: none"> • Elaboration of a script that complies elements provided by the scientific as well as academic communities (European and Latin American), the humanitarian operators, government officials, community members directly affected by the Tabasco floods and key Red Cross Red Crescent staff and volunteers. • Pre-production, production and post-production of a film that follows the script developed with the collaboration of the Climate Centre in the Netherlands.

Impact:

In a previous consultation with the MRC, the company Signal Studio was identified and hired for the production of three videos. The three videos (a one-minute video, five-minute video and another one of 24 minutes) have received feedback and were subsequently adjusted. The MRC presented these during its National Convention held in November 2008.

These videos show the relevance of the work carried out by the local branch of Tabasco on recovery, rehabilitation and adaptation to climate change. The operation has been one of the first experiences in these areas, since previous actions were focused on emergency response only. The video also shows the joint

work carried out with the communities. During the National Convention in November 2008, experiences on the operation were shared with other branches, thus helping to strengthen National Society's capacities.

The Climate Centre and the Regional Representation for Central America and Mexico have revised the three videos and provided observations and interviews.

After the presentation of the videos during the National Convention, final feedback from the National Society was incorporated. The final product was completed by 15 December 2008.

The video has been distributed within the MRC, and it has been shown at fund-raising events. It has also been used to raise awareness among the general public concerning the effects of climate change and its relation to disasters through airings on TV. The Mexican Red Cross has showed the video to new volunteers joining the National Society and its partners. It is expected that the video will also be presented during the celebration of centenary of the Mexican Red Cross (February 2010) where 5,000 volunteers will be present.

**[<Final financial report below and contact details below;
click here to return to the title page>](#)**

How we work

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

The International Federation'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.

The International Federation'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 non-violence and peace.

Contact information

For further information specifically related to this operation please contact:

- **In Mexico:** Isaac Oxenhaut Gruuzco, Relief Director, Mexican Red Cross; email: desastres@crozrojamexicana.org.mx; phone: (52) 55 36 27 08 94.
- **In Panama:** Mauricio Bustamante, Acting Head of Pan American Disaster Response Unit; email: mauricio.bustamante@ifrc.org; phone: (507) 316 1001; fax: (507) 316 1082.
- **In Panama:** Fabricio López, Regional Representative for Central America and Mexico; email: fabricio.lopez@ifrc.org; phone: (507) 380 0250; fax: (507) 317 1304.
- **In Panama:** Maria Alcázar, Resource Mobilization Coordinator for the Americas; email: maria.alcazar@ifrc.org; phone: (507) 380 0250; fax: (507)317 1304.
- **In Geneva:** Pablo Medina, Operations Coordinator for the Americas; email: pablo.medina@ifrc.org; phone: (41) 22 730 4300.

International Federation of Red Cross and Red Crescent Societies

MDRMX002 - Mexico - Floods

Final Financial Report

Selected Parameters	
Reporting Timeframe	2007/1-2009/12
Budget Timeframe	2007/1-2009/12
Appeal	MDRMX002
Budget	APPEAL

All figures are in Swiss Francs (CHF)

I. Consolidated Response to Appeal

	Goal 1: Disaster Management	Goal 2: Health and Care	Goal 3: Capacity Building	Goal 4: Principles and Values	Coordination	TOTAL
A. Budget	1,898,880					1,898,880
B. Opening Balance	0					0
Income						
<u>Cash contributions</u>						
American Red Cross	193,642					193,642
Belgium Red Cross (Flanders)	-0					-0
Belgium Red Cross (Flanders) (from Belgian Federal Government)	112,570					112,570
Belgium Red Cross (Flanders) (from Belgian Govt (Flanders))	191,162					191,162
British Red Cross	115,500					115,500
British Red Cross (from DFID - British Government)	103,950					103,950
Canadian Red Cross	121,500					121,500
Canadian Red Cross (from Canadian Government)	121,500					121,500
China RC, Hong Kong branch	184					184
Irish Government	412,500					412,500
Irish Red Cross	2,510					2,510
Italian Govt Bilateral Emergency Fund	83,650					83,650
Japanese Red Cross	38,459					38,459
Liechtenstein Red Cross	20,000					20,000
Luxembourg Red Cross	83,000					83,000
Monaco Red Cross	8,315					8,315
Netherlands - Private Donors	1,244					1,244
New York Office (from Alcatel Lucent)	10,800					10,800
New York Office (from United States - Private Donors)	322					322
New Zealand Red Cross (from New Zealand Government)	40,942					40,942
On Line donations	5,718					5,718
United States - Private Donors	56					56
C1. Cash contributions	1,667,525					1,667,525
<u>Outstanding pledges (Revalued)</u>						
New York Office (from United States - Private Donors)	416					416
C2. Outstanding pledges (Revalued)	416					416
<u>Inkind Goods & Transport</u>						
American Red Cross	231,324					231,324
C3. Inkind Goods & Transport	231,324					231,324
<u>Other Income</u>						
Services	-540					-540
C5. Other Income	-540					-540
C. Total Income = SUM(C1..C5)	1,898,724					1,898,724
D. Total Funding = B + C	1,898,724					1,898,724
Appeal Coverage	100%					100%

International Federation of Red Cross and Red Crescent Societies

MDRMX002 - Mexico - Floods

Final Financial Report

Selected Parameters	
Reporting Timeframe	2007/1-2009/12
Budget Timeframe	2007/1-2009/12
Appeal	MDRMX002
Budget	APPEAL

All figures are in Swiss Francs (CHF)

II. Balance of Funds

	Goal 1: Disaster Management	Goal 2: Health and Care	Goal 3: Capacity Building	Goal 4: Principles and Values	Coordination	TOTAL
B. Opening Balance	0					0
C. Income	1,898,724					1,898,724
E. Expenditure	-1,898,021					-1,898,021
F. Closing Balance = (B + C + E)	703					703

International Federation of Red Cross and Red Crescent Societies

MDRMX002 - Mexico - Floods

Final Financial Report

Selected Parameters	
Reporting Timeframe	2007/1-2009/12
Budget Timeframe	2007/1-2009/12
Appeal	MDRMX002
Budget	APPEAL

All figures are in Swiss Francs (CHF)

III. Budget Analysis / Breakdown of Expenditure

Account Groups	Budget	Expenditure					TOTAL	Variance
		Goal 1: Disaster Management	Goal 2: Health and Care	Goal 3: Capacity Building	Goal 4: Principles and Values	Coordination		
A							B	A - B
BUDGET (C)		1,898,880					1,898,880	
Supplies								
Clothing & textiles	52,483	52,483					52,483	0
Seeds,Plants	75,075	45,232					45,232	29,843
Water & Sanitation	8,820	20,785					20,785	-11,965
Medical & First Aid	1,365	1,432					1,432	-67
Teaching Materials	47,680	47,672					47,672	8
Utensils & Tools	509,159	509,102					509,102	57
Other Supplies & Services	473,740	471,665					471,665	2,075
Total Supplies	1,168,322	1,148,371					1,148,371	19,951
Land, vehicles & equipment								
Computers & Telecom		28,282					28,282	-28,282
Others Machinery & Equipment	71,400	111,743					111,743	-40,343
Total Land, vehicles & equipment	71,400	140,025					140,025	-68,625
Transport & Storage								
Storage	377	377					377	0
Distribution & Monitoring	84,518	84,518					84,518	0
Transport & Vehicle Costs	12,740	12,021					12,021	719
Total Transport & Storage	97,634	96,916					96,916	719
Personnel								
International Staff	9,427	24,773					24,773	-15,346
Regionally Deployed Staff	17,816	20,310					20,310	-2,494
National Staff	27,618	27,999					27,999	-381
National Society Staff	8,045	8,104					8,104	-59
Consultants	52,500	52,608					52,608	-108
Total Personnel	115,406	133,795					133,795	-18,389
Workshops & Training								
Workshops & Training	119,583	131,061					131,061	-11,478
Total Workshops & Training	119,583	131,061					131,061	-11,478
General Expenditure								
Travel	66,334	42,955					42,955	23,379
Information & Public Relation	3,581	2,152					2,152	1,429
Office Costs	13,895	13,554					13,554	341
Communications	11,018	11,395					11,395	-376
Professional Fees	44,730	6,171					6,171	38,559
Financial Charges	12,337	28,904					28,904	-16,567
Other General Expenses	16,369	49					49	16,320
Total General Expenditure	168,264	105,179					105,179	63,085
Programme Support								
Program Support	158,271	105,948					105,948	52,323
Total Programme Support	158,271	105,948					105,948	52,323
Services								
Services & Recoveries		36,726					36,726	-36,726
Total Services		36,726					36,726	-36,726
TOTAL EXPENDITURE (D)	1,898,880	1,898,021					1,898,021	859
VARIANCE (C - D)		859					859	