

Appeal 2008-2009



International Federation
of Red Cross and Red Crescent Societies

Asia-Pacific

Appeal No: MAA50001

21 December 2007

This appeal seeks CHF **2,019,827** (USD 1.8 million or EUR 1.22 million) to fund the planned programmes to be implemented in 2008-2009. [Click here for budget summary.](#) This amount will be supplemented by CHF 8.2 million from the core budget to give an overall budget of CHF **10,219,826** (USD 9.14 million or EUR 6.19 million).

This appeal document briefly covers the main outcomes the programmes seek to achieve over the next two years. More detailed information is provided in the [2008-2009 Plan](#) and [Summary Matrix](#).



Bangladesh Red Crescent Society staff and volunteers discuss the development of an effective volunteer management system at a workshop facilitated by the Asia Pacific zone organizational development unit. Federation/Virginia Laino.

[Click here for map of Asia Pacific region](#)

In a world of global challenges, continued poverty, inequity, and increasing vulnerability to disasters and disease, the International Federation with its global network, works to accomplish its Global Agenda, partnering with local community and civil society to prevent and alleviate human suffering from disasters, diseases and public health emergencies.

Current context

Home to over 60% of the world's population, Asia Pacific (AP) is a region of great diversity in terms of culture, politics, socio-economic development, demography and geography. In socio-economic development, while a few countries in the region enjoy strong growth and a high standard of living, many others are listed among the most disadvantaged in the world. Despite the scientific and technological advances of the modern world, the uneven effects of globalisation have led to uneven development, increased poverty, under-development and socio-economic polarisation in many parts of the AP region. This is increasing the number of marginalised and disadvantaged communities, creating specific unhealthy environments and perpetuating public health issues. HIV/AIDS, water-related diseases and the threat of human influenza represent major challenges, along with new, emerging and re-emerging diseases.

Compounding the poor economic-economic conditions, the AP region is also the most disaster-prone region on earth, accounting for over 60% of the world's disasters on record. The types, scale and frequencies of natural disasters in the region are daunting, and they are to a certain extent, unique in each of the different sub-regions of South Asia, South-east Asia, East Asia and the Pacific, due to their different geography, demography and status of socio-economic development. Set along numerous fault lines, the entire region is often hit with earthquakes, some of which have been the worst in history. In the last 10-20 years, the list of major disasters have included: the 2004 tsunami which affected a number of countries and killed several

hundred thousand people; the 2003 BAM earthquake in Iran and the 2005 earthquake in Pakistan. The region is also plagued by seasonal floods and landslides in countries like India, Bangladesh, Vietnam, Philippines, Nepal and China, which kill thousands of people and cause billions of dollars in damage and severe hardships to millions of people in these countries each year. The situation is expected to worsen in the future due to the effects of climate change.

This is the situation facing the 37 Red Cross Red Crescent national societies (NSs) in the region, which currently provide a wide range of humanitarian relief assistance to poor vulnerable communities and those affected by public health emergencies and natural disasters. But there is an increasing need for the Red Cross to strengthen its capacity to mobilise its resources more effectively and efficiently at the national and regional levels, by working with national governments as well as other aid organisations, to reduce the vulnerability of the general population to natural and human-induced disasters.

This 2008-09 Appeal seeks partial funding support for the Federation's Asia Pacific Zone office's programmes which collectively aim to ensure that the Federation and national societies have adequate capacity to effectively improve the lives of vulnerable people and reduce the impact of disasters on those affected in the AP region. The programmes will facilitate the building of capacity as well as partnerships, collaboration and cross-sharing at national and regional levels.

Programme summary

Global Agenda Goal 1: Disaster management

Purpose: Promote and facilitate the building of structures, processes and mechanisms for adequate and timely disaster response in the AP region.

In line with the 2006 Singapore Declaration and the 2005 Hyogo Framework for Action, the AP zone disaster management (DM) initiatives will focus on:

- developing regional coordination mechanisms in disaster preparedness, contingency planning and response;
- promoting better awareness, development and implementation of International Disaster Response Laws, Rules and Principles (IDRL) among governments and other partners;
- advocating the prevention and mitigation of the impact of disasters as a high priority for NSs in the region; and
- ensuring effective and transparent disaster management and response, aligned with the new International Federation Performance and Accountability Framework (Accountability Framework).

The DM programme will consist of the following components and outcomes:

Programme Component	Outcomes
Disaster risk reduction	Disaster risk reduction (DRR) is incorporated as an integral part of national DM strategies by NSs in the Asia Pacific.
Disaster response	Timely and effective disaster response and support to disasters in the region
Logistics response	Timely and effective logistics response and support to disasters in the region
Disaster coordination	Effective coordination between the Federation, NSs, other humanitarian agencies and national authorities in the AP region.

The Zone office will work very closely with the Asia Pacific Disaster Management Unit based in Kuala Lumpur to implement the activities in this programme.

Target population

The AP zone office will target NSs in the region for capacity building. It will also work with the NSs, national governments and other humanitarian aid organizations to ensure an effective and efficient response to national and regional disasters. The final beneficiaries are the vulnerable communities in the AP region.

Global Agenda Goal 2: Health and care

Purpose: Promote and facilitate the building of structures, processes and mechanisms for adequate and timely support to public health emergencies in the AP region.

The Federation's AP zone health and care programme will be aligned in general with the Global Health & Care programme strategic directions, the Singapore Declaration, as well as the priorities of The Manila Conference (2002) and the Federation of the Future. The programme will focus on the following areas:

- Public health in emergencies and public health emergencies such as SARS and Avian Flu (preparedness and response);
- Establishing capacity to support partnership and alliance actions at regional, national and local levels;
- Improving local, regional and international capacity to respond to disasters and public health emergencies; and
- Scaling-up our actions with vulnerable communities in health promotion, disease prevention and disaster risk reduction.

The regional health programme for 2008-09 will consist of the following component and outcomes:

Programme Component	Outcomes
Public health in emergencies	1. Timely and effective response and support to public health emergencies in Asia Pacific.
	2. Increased institutional capacity of NSs to coordinate and respond to public health emergencies.

Target population:

The AP zone office will target NSs in the AP region for capacity building. It will also work with the NSs, national governments and other humanitarian aid organizations to ensure an effective and efficient response to national and regional disasters. The final beneficiaries are the vulnerable communities in the AP region

Global Agenda Goal 3: Organizational & Volunteering Development

Purpose: A more coherent approach to capacity building across the RC/RC Movement in the AP region.

The AP OD and Volunteering Development programme will build on the practical mechanisms and region-wide Movement OD architecture developed in the earlier first phase of the programme. This second phase, from 2008 – 2009, aims to contribute to the delivery of the Federation's Global Agenda and scale up the implementation of Strategy 2010 with more measurable targets and a stronger focus on impact.

The programme will focus on strengthening NSs' and the Secretariat's field structure capacities by implementing the Federation's Framework for Action. In capacity development, the programme will focus on an Asia Pacific approach linked to the delivery of global operational alliances, core membership services and intensified capacity building initiatives within the regional context.

Programme Component	Outcomes
Organisational development (OD)	Strategic OD and CB support to selected country/regional representations and NSs to enhance their capacity to deliver effective programmes and services
Capacity building	A more coherent approach to capacity building across the RC/RC Movement in the Asia Pacific region
Volunteer development	An integrated approach to volunteering development in NSs

Target population:

The programme will facilitate linkages on capacity building, OD and volunteering work across RC/RC Movement in the AP region, and extend its strategic reach to all other core programme counterparts to ensure the delivery of an ever more coherent capacity building approach. The intended target audiences of the programme are the personnel of all Movement components, especially the volunteers, members and staff of NSs in the region, and ultimately the vulnerable populations of the region who are the final beneficiaries.

Global Agenda Goal 4: Humanitarian values

Purpose: Humanitarian values are promoted in the AP region.

Special efforts are needed to reduce discrimination, intolerance and social exclusion in societies. National societies in the region, which are well-respected and very much a part of the local community set-up, have a clear role to play to reiterate the Fundamental Principles as a basis for change at the community level. To promote this change, the Federation and NSs will first need to assimilate the Principles within their own

structure and make-up and practice these Principles by integrating humanitarian values into all its programmes and services.

Programme Component	Outcome
Promoting humanitarian values	An integrated approach to promote humanitarian values in the region

Target population

The target population will include the AP zone Federation leadership and programme managers at all levels, NSs and their volunteers, targeted beneficiaries, Movement partners and the mass media.

Implementing the Framework for Action

In working towards the Global Agenda goals, the AP zone secretariat will also focus its resources to achieve the following outcomes under the Framework for Action areas of the Federation of the Future:

A. Setting a shared vision and direction for the future (Actions 1, 2, 3)

Outcome 1: NSs incorporate the dissemination of the Movement's fundamental principles and the Federation's vision, mission and values in their country plans

Outcome 2: Enhanced NS capacity in communications and advocacy (in accordance with the AP Communications Strategy)

B. Improving planning, performance and accountability (Actions 4, 5)

Outcome 1: Timely and effective appeals for, and reporting and profiling of the Federation's programme and services to the vulnerable in the AP.

Outcome 2: High standard of financial management and accountability in the Asia Pacific

C. Delivering effective programmes and services (Actions 6, 7, 8)

Outcome 1: Knowledge sharing within Federation is enhanced

Outcome 2: Sustainable IT and telecommunications capacities and preparedness in delegations and national societies in Asia Pacific.

D. Mobilizing resources to support our work (Actions 9, 10)

Outcome 1: Integrated approach to volunteering development in the NSs in Asia Pacific. This will be achieved through the AP OD and Volunteering Development Programme

Outcome 2: Coherent HR strategy and development for the Federation and NSs in the Asia Pacific including support to recruit and train high quality staff for international assignments

Outcome 3: Well-coordinated implementation of Federation-wide resource mobilization strategy

Outcome 4: Increased contribution of financial resources for international assistance from within the AP region

Needs

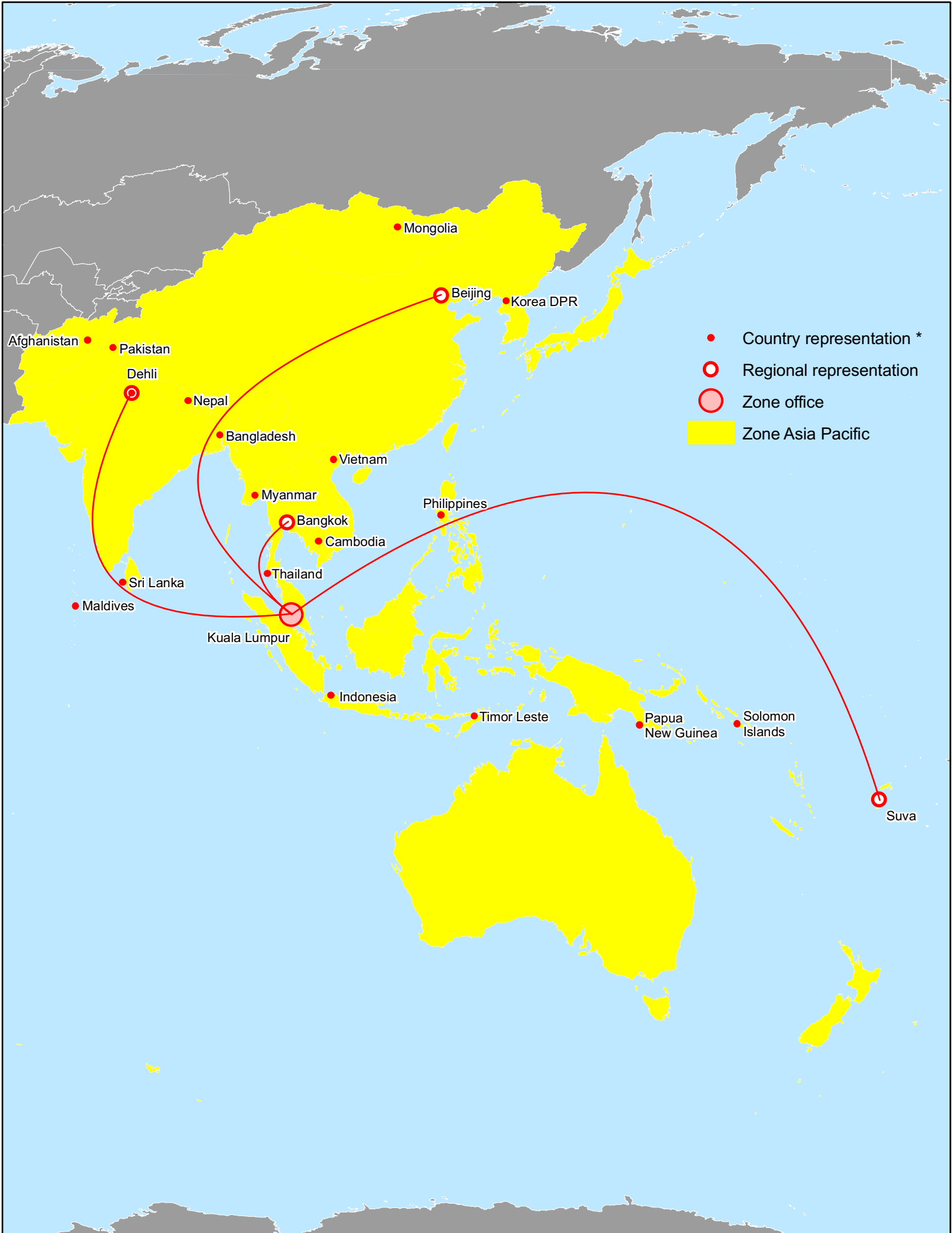
Programmes	2008 budget in CHF		2009 budget in CHF		Total budget in CHF	
	Total Budget	Required	Total Budget	Required	Total Budget	Required
Goal 1: Disaster Management	545,649	-	546,937	-	1,092,586	-
Goal 2: Health and Care	826,741	272,150	827,195	272,150	1,653,936	544,300
Goal 3: Capacity Development	1,171,918	617,327	1,128,639	573,594	2,300,557	1,190,921
Goal 4: Humanitarian Values	510,412	-	495,257	-	1,005,669	-
Framework for Action	2,088,563	153,805	2,078,517	130,800	4,167,080	284,605
Total	5,143,282	1,043,282	5,076,544	976,544	10,219,826	2,019,827

Working in partnership

The AP zone secretariat will seek to build or enhance relationships with other actors and partners at all levels to improve coordination, synergise resources, and ensure a more efficient and effective humanitarian programme and service delivery to vulnerable communities, particularly in times of emergencies. This will be done through regular communications, meetings and exchange of information. The zone secretariat will promote the major and unique role of the Red Cross as a leading humanitarian organization, and improve and extend its information-sharing network with governments in the region, inter-governmental organizations, diplomatic missions, academic institutions, NGOs and mass media organizations such as Reuters.

How we work	
<p>All International Federation assistance seeks to adhere to the Code of Conduct and is committed to the Humanitarian Charter and Minimum Standards in Disaster Response (Sphere) in delivering quality and accountable assistance to the most vulnerable. For support to or for further information concerning Federation programmes or operations in this or other countries, or for a full description of the national society profile, please access the Federation's website at http://www.ifrc.org</p>	
<p>The International Federation's activities are aligned with its Global Agenda, which sets out four broad goals to meet the Federation's mission to "improve the lives of vulnerable people by mobilizing the power of humanity".</p>	<p>Global Agenda Goals:</p> <ul style="list-style-type: none"> • Reduce the numbers of deaths, injuries and impact from disasters. • Reduce the number of deaths, illnesses and impact from diseases and public health emergencies. • Increase local community, civil society and Red Cross Red Crescent capacity to address the most urgent situations of vulnerability. • Reduce intolerance, discrimination and social exclusion and promote respect for diversity and human dignity.
Contact information	
<p>For further information specifically related to this Appeal, please contact:</p> <ul style="list-style-type: none"> • Kuala Lumpur: Alistair Henley, Head of Zone, email: alistair.henley@ifrc.org; phone: + 60 3 216 108 92; fax: + 60 3 2161 1210 • Kuala Lumpur: Jagan Chapagain, Deputy Head of Zone, email: jagan.chapagain@ifrc.org; phone: + 60 3 2161 0892; fax: + 60 3 2161 1210 	

[Map of Asia Pacific region below](#)



The maps used do not imply the expression of any opinion on the part of the International Federation of the Red Cross and Red Crescent Societies or National Societies concerning the legal status of a territory or of its authorities. Map sources: ESRI, Federation

* Country representations are short-term or mid-term locations based on needs/demands and funding availability. They are the delivery point for time-limited, tailor-made support to one national society.