

Plan 2009-2010

 International Federation
of Red Cross and Red Crescent Societies

Asia Pacific zone

Executive summary

Comprising 45 countries in South Asia, East Asia, Southeast Asia and the Pacific, the region is home to more than half of the world's population, the majority of whom are poor and among the most disadvantaged in the world. Some 600 million women, men and children in the region live below the USD 1 a day poverty line, while 1.8 billion survive on less than USD 2 a day. Compounding the situation, the region is also highly disaster-prone. The diversity, scale and frequency of natural disasters in the region are daunting. Set along numerous fault lines, many countries in the region are often hit by major earthquakes. The entire region is also plagued by seasonal typhoons and floods, which kill thousands of people, and cause billions of dollars in damage and severe hardship to millions of people each year. Public health is also a major issue with the continued prevalence of diseases like tuberculosis, malaria, dengue fever, cholera and other communicable diseases. Added to this, the region is increasingly being threatened by newer and emerging infectious diseases, such as HIV, and avian and human influenza. The whole situation is expected to worsen in the future due to the effects of climate change.



Symbol of hope: In the aftermath of the Sichuan earthquake in China, the resilience of these children reasserts itself, aided by the response and efforts of the Red Cross Red Crescent Movement in the Asia Pacific zone.

It is within this context that the 37 national Red Cross and Red Crescent societies in the Asia Pacific region work to help the most vulnerable groups in their respective countries who are most affected by disasters and socio-economic and health crises. With their widespread network of grassroots members and volunteers, they seek to address the needs of the most vulnerable people in disaster and non-disaster situations.

The main tasks of the International Federation Asia Pacific zone are to assist the national societies in the region to deliver timely and effective services to the populations in most need, and to coordinate international assistance to help them achieve this. The zone comprises the zone office in Kuala Lumpur, four regional offices and 15 country offices, adopting a "best-positioned" strategy to support these tasks.

This zone plan includes membership and programme services for the national societies of Asia Pacific to complement and give direction to the work of the country and regional offices. Support is sought for the programming part of the zone office's activities, specifically in the areas of disaster management, health and care, organizational development and humanitarian values. The total budget to cover this work is CHF 1,605,117 (USD 1,467,200 or EUR 1,022,367) for 2009; and CHF 1,683,619 (USD 1,538,957 or EUR 1,072,369) for 2010. The zone office is supported by CHF 4.1 million from core International Federation secretariat funds, which is sufficient to cover all core staff positions and the running costs of the zone office, as well as part of the costs of the four regional offices. [<Click here for the budget summary.>](#)

Context

Socio-economic

The Asia Pacific region, home to more than half of the world's population, is a region of great socio-economic contrasts as well as cultural and political diversity. While parts of the region have witnessed significant improvements in achieving some of the Millennium Development Goals, others have performed poorly. Some 600 million women, men and children in the region live below the USD 1 per day poverty line, while 1.8 billion survive on less than USD 2 per day. This poverty is found not only in poorer under-developed countries, but also in significant segments of the emerging middle-income countries.

All the South Asian countries are generally poor performers in the rankings of the UN Human Development Index. The region suffers from some of the highest levels of poverty in the world and of the 1.5 billion people in the region; approximately 400 million live below the average poverty line¹. About 15 per cent of the region's population does not survive beyond the age of 40.

In East and Southeast Asia, a wide disparity in economic wealth exists between and within countries. While Japan and South Korea are listed among the OECD countries, the World Bank estimates that 552 million of the world's 1.1 billion poor are living in East Asia. For China, a fast emerging economy with an economic growth rate of over 10 per cent per year in the last decade, at least 16 per cent of the population still live on less than USD 1 per day. In Cambodia 34 per cent of people live on less than USD 1 per day, while in Mongolia, the figure is 27 per cent.

The Pacific region is mostly made up of countries with poor socio-economic development. Most efforts to raise standards of living and achieve balanced growth are complicated by their isolation created by huge distances as a result of their location. These pose major challenges to the island states of the Pacific to achieve the Millennium Development Goals.

A number of countries in the Asia Pacific region, particularly in South Asia, are also faced with wide socio-political tensions and armed insurgencies. Also, in some parts of the wider region, some groups still experience systematic discrimination based on their gender, ethnicity, or religious beliefs, perpetuating their chronic poverty and exclusion. In such situations, there is a need to implement programmes to promote tolerance, respect for diversity and the reduction of discrimination.

Disasters

The Asia Pacific region is also the most disaster-prone region on earth, accounting for over 60 per cent of the world's disasters. The diversity, scale and frequency of natural disasters are daunting, including earthquakes and seasonal typhoons and floods, which kill thousands of people and cause billions of dollars of damage and severe hardship to millions of people each year.

The Indian Ocean tsunami at the end of 2004 killed over 225,000 people across the region. In Southeast Asia, Cyclone Nargis, which struck Myanmar in May 2008, killed more than 100,000 people, while nearly 70,000 people perished in the Sichuan earthquake in China. The East Asia region accounted for more than 63 per cent of Asia's reported disaster casualties (mostly due to the massive floods in China) and 64 per cent of Asia's disaster-related economic losses in 2007.

South Asia is highly prone to both seismic and hydro-meteorological hazards such as floods and cyclones. During the last century, more than 100 million people in the region were killed by natural disasters alone². Over the past decade, the disasters in the region have included: the Orissa super-cyclone (India, 2005); earthquakes in Gujarat (India, 2001), Nahrine (Afghanistan, 2002) and Pakistan in 2005; the floods across the region in 2004 and 2007; and Cyclone Sidr in Bangladesh in 2007.

The Pacific island countries are highly vulnerable to a range of hydrological and meteorological hazards including tropical cyclones, flooding, drought, storm surges, earthquakes, volcanoes and tsunamis. In addition, the Pacific has limited land resources and the region's relatively small population of 8.5 million and its developing industries are concentrated mainly in low-lying coastal regions threatened by rising ocean temperatures and sea levels. The latest findings from the UN Intergovernmental Panel on Climate Change (IPCC) confirm that climate change is one of the most important challenges to the social, economic and environmental well-being of Pacific Island

¹ World Bank: http://siteresources.worldbank.org/SOUTHASIAEXT/Resources/South_Asia_growth_June_2006.pdf

² Centre for Research on the Epidemiology of Disasters:

<http://www.emdat.be/Documents/Publications/Annual%20Disaster%20Statistical%20Review%202007.pdf>

Countries (PICs)³. For many PICs, the impact of climate change upon the Pacific, recognized by the IPCC's fourth Assessment Report are already being felt and are expected to worsen in the coming decades.

Public health

Despite recent economic and development gains, major public health concerns remain in many parts of the Asia Pacific region. Communicable diseases, which are have been prevented and treated in many countries, continue to unnecessarily kill millions, while re-emerging and emerging infections further challenge overstretched national public health systems.

Acute respiratory infections and gastro-intestinal diseases continue to kill millions of people, while diseases such as tuberculosis, malaria and dengue continue to be heavy disease burdens in many countries in the region. Millions of mothers, infants and children also continue to die due to absence of basic health services, compounded by low social status and education of women. Water and sanitation facilities are urgent concerns in many communities. While reduction of prevalence and reversal of the epidemic have been recorded in the region, the HIV epidemic continues to grow at alarming rates in many countries in the region, particularly in China, India and Indonesia. The region is also the epicentre of the current threat of avian and human influenza – globally, it accounts for 80 per cent of human cases and 86 per cent of human deaths caused by the virus which has set foot in over 60 countries and feared to be the trigger of the next potential pandemic.

Countries also have to increasingly face the burden of lifestyle-related diseases such as cardiovascular diseases, diabetes and road accidents. The public health impact of climate change, natural disasters and urbanization also needs to be addressed.

Red Cross Red Crescent action

Within this context, the Red Cross Red Crescent national societies in the region seek to provide humanitarian assistance to vulnerable populations in their respective countries through their extensive networks of branches and volunteers. Through partnerships within the Red Cross Red Crescent Movement and with various international organizations, societies implement a growing number of community-based disaster management and health programmes that address underlying causes and risk factors. At the same time, local communities are being increasingly empowered to play an active role and take eventual ownership of these programmes in order to ensure a longer term and more sustainable impact.

However, the majority of national societies in the region are not fully independent and self-reliant, and still need support to help them build on existing success and strengthen the overall impact of their work on the lives of vulnerable people. The needs of these national societies are broadly similar, but they face different challenges based on local and regional conditions. Measures to strengthen societies' capacity to scale-up programme delivery include modernizing organizational structures, revision of statutes and professionalising human resource development and in-country fundraising. Similarly, continuous skill development is needed in the areas of planning, monitoring and evaluation, reporting, finance and communications to ensure that programmes achieve sustainable results and the high level of performance and accountability sought by the international community. It is also important that national societies have the capacity to incorporate fully the Movement's Fundamental Principles and humanitarian values in their programming.

The International Federation zone office guides and works with its regional and country offices, as well as partners within and outside the Movement, to determine who is best positioned to assist Asia Pacific national societies' capacity to carry out effective programming. Support will also be provided, as needed, to help societies form partnerships with government agencies and other organizations to raise resources for their work.

Priorities and current work with partners

The work of the International Federation Asia Pacific zone office is guided by the Global Agenda Goals. Towards this end, the priorities of the zone office are to:

- Provide services to member national societies in the region to ensure they have the capacity to scale up and deliver high quality programmes to vulnerable people;
- Put adequate mechanisms and networks in place to ensure fast and well-coordinated response to emergency situations;
- Cooperate with other key humanitarian organizations and promote the work and values of the Red Cross Red Crescent;

³ IPCC's Forth Assessment Report (AR4), 2007. Small Islands Chapter.

- Improve the mobilization of financial and human resources for the region; and,
- Ensure a high level of accountability within all Red Cross Red Crescent programmes.

As part of the effort to address these priorities, the zone office will implement measures specified in the Framework for Action under the Federation of the Future process. This will support national societies in the region to address regional concerns highlighted in the 2006 Singapore Declaration in relation to disaster management, health and care, as well as resource and capacity building.

The following partners currently work with and support the Asia Pacific zone office and programmes: American Red Cross, Australian Red Cross, British Red Cross, Canadian Red Cross, Danish Red Cross Finnish Red Cross, Japanese Red Cross, New Zealand Red Cross, Spanish Red Cross, Swedish Red Cross, and the International Committee of the Red Cross (ICRC). External partners include the UN Office for the Coordination of Humanitarian Affairs (UN OCHA), Asian Disaster Preparedness Centre, (ADPC), and UN International Strategy for Disaster Reduction (UNISDR)

During 2009-10, the Asia Pacific zone office will seek the following outcomes, as part of its contribution towards the Global Agenda goals and the Federation of the Future process, as well as the regional concerns highlighted in the 2006 Singapore Declaration:

Global Agenda Goal	Outcomes
Goal 1: Reduce the number of deaths, injuries and impact from disasters.	National society mechanisms for the efficient delivery of disaster management assistance are strengthened
	National society capacity to support community preparedness and mitigation is strengthened and harmonized across Asia Pacific
	Sharing of best practices through peer national society support and engagement with all Movement components and relevant external humanitarian organizations in Asia Pacific
Goal 2: Reduce the number of deaths, illnesses and impact from diseases and public health emergencies.	Effective support to national society public health activities in Asia Pacific
	Increased capacity of national societies in responding to public health emergencies
	Asia Pacific national societies have scaled up the quality and reach of their HIV programming in line with the Federation's HIV and related policies
	Sharing of best practices through peer national society support and engagement with all Movement components and relevant external humanitarian organizations in Asia Pacific
Goal 3: Increase local community, civil society and Red Cross Red Crescent capacity to address the most urgent situations of vulnerability.	Organizational performance issues addressed in individual national societies through tailor-made organizational development and capacity building initiatives
	Increased integration of organizational development and capacity building aspects within health, principles and values, and disaster management programmes
	Sharing of best practices through peer national society support and engagement with all Movement components and relevant external humanitarian organizations in Asia Pacific
	National societies have access to strategic and technical support (including peer-to-peer support) and resources on volunteering development work
Goal 4: Promote respect for diversity and human dignity, and reduce intolerance, discrimination and social exclusion	National societies are supported to disseminate Red Cross Red Crescent principles and values, and to strengthen their efforts to promote tolerance, respect for diversity and the reduction of discrimination.

Framework for Action	Outcomes
Setting a shared vision and direction for the future (Actions 1, 2,3)	1. National societies incorporate the dissemination of the Movement's Fundamental Principles and the International Federation's vision, mission and values in their country plans
	2. National societies have a better understanding of International Federation governance and policy decisions related to all aspects of a well-functioning national society. These are adopted into their own national plans which are in turn supported by Movement partners
	3. Enhanced visibility of Red Cross Red Crescent humanitarian activities and advocacy through implementation of the Asia Pacific communications strategy
Improving planning, performance and accountability (Actions 4, 5)	4. Quality analyses of the social, economic and humanitarian environment and progress towards achieving the Millennium Development Goals are provided as a regular part of Asia Pacific zone reports and studies
	5. Systems have been developed within the Asia Pacific zone to report on Federation-wide implementation of the Global Agenda. This will be backed up by a high standard of reporting and financial management of International Federation secretariat-supported programmes
Delivering effective programmes and services (Actions 6,7,8)	6. National societies have increasingly adopted an integrated programming approach which is supported by Movement partners.
	7. The Asia Pacific zone has facilitated effective learning and knowledge sharing between national societies in the Strategy 2010 four core areas that has helped achieve more sustainable programmes and capacity
	8. New cooperation mechanisms such as global and operational alliances are being implemented in the Asia Pacific zone to complement cooperation agreement strategy (CAS) processes
Mobilizing resources to support our work (Actions 9,10)	9. A Federation human resource strategy in Asia Pacific has been developed including support to recruit and train high quality staff for international assignments. Asia Pacific national societies have adopted an integrated approach to volunteering development
	10. A well-coordinated Federation-wide resource mobilization strategy is in place, including increased contributions of financial resources for international assistance from within the Asia Pacific region

Secretariat programme in 2009-2010

Logical frameworks are available on FedNet⁴ or [upon request](#).

Disaster Management

a) The purpose and components of the programme

Programme purpose
Asia Pacific national societies will provide timely assistance, and build resilience amongst communities to prepare for and recover from disasters.

The zone disaster management programme budget for 2009 is CHF 399,091 and for 2010 is CHF 487,861.

The programme is guided by the International Federation's Global Agenda Goal 1 (reduce the number of deaths, injuries and impact from disasters), disaster management policies and strategies. It will build upon and link regional and country level planning to support national societies in addressing the increasing humanitarian needs related to natural and man-made hazards within the Asia Pacific region.

The programme has been designed to address the needs of vulnerable communities and avoid duplication in the use of the zone's overall disaster management expertise and resources. The three strategic objectives are the advancement of institutional disaster preparedness, disaster risk reduction, and Federation-wide quality and accountability. Working collectively as one zone disaster management team (Kuala Lumpur zone and regional

⁴ FedNet is an intranet and available to Movement members only

offices), the best-positioned technical staff will identify and promote best practices, standardization of approaches, development of key resource materials in order to maximize the support to national societies in their programming. The programme will draw upon the Federation’s Global Alliance on disaster risk reduction and commitment to the priorities outlined in the Hyogo Framework for Action and the Millennium Development Goals.

At the Kuala Lumpur zone office, the zone disaster management coordinator and the Asia Pacific disaster management unit (APDMU) will work together to support the advancement of disaster management capacities across the zone. This will involve joint analyses, planning and technical inputs which are aligned with national society and regional office strategic objectives. The zone disaster management coordinator and APDMU will develop strategic approaches and zone perspectives on emerging issues, such as practical engagement with military bodies and regional governmental organizations. In addition, the zone disaster management coordinator and APDMU will lead the Asia Pacific zone disaster management team (Kuala Lumpur and regional representatives) in implementing the Asia Pacific disaster management strategy and achieving its goal to ‘deliver quality disaster management programming to significantly reduce the impact of disasters in the region.

Programme component 1 : Disaster preparedness

Outcome: National society mechanisms for the efficient delivery of disaster management assistance are strengthened

Key activities:

- In agreement with the regional disaster management teams, support three national societies in the development of disaster management-related policies, strategic and contingency plans.
- Work with regional offices to develop standard support materials for establishing regional contingency/disaster response plans (Southeast Asia, Pacific) which build on and support national level contingency planning (in China, Fiji, Mongolia, Myanmar).
- Support two national societies in development of operational alliances for scaling up their disaster management actions.
- With the Asia Pacific international disaster response laws (IDRL) programme, continue work to advocate for and adoption of the IDRL guidelines with eight national societies and their governments.
- Build on the well prepared national society and vulnerability and capacity assessment tools, analyze the humanitarian needs and capacities of national societies across the region to enhance the provision of targeted technical assistance.
- Promote and raise awareness of national societies’ roles in community-level early warning systems and development/support the development of guidelines.
- Support ongoing standardization and development of capacity for the regional disaster response team tool within the Asia Pacific region.
- Raise awareness and understanding of the International Federation’s commitment to the global cluster system, including the support to inter-agency standing committee (IASC) contingency planning (in four countries) and the convening of the emergency shelter cluster.
- Engage in the global disaster management policy review process to ensure appropriate representation from and incorporation of issues relevant to the zone.



Relief supplies at an airport in Malaysia await loading. Logistics at Asia Pacific zone office coordinated up to 3,100 tonnes of relief items to Myanmar in response to the Cyclone Nargis operations.

Programme component 2 : Disaster risk reduction

Outcome: National society capacity to support community preparedness and mitigation is strengthened and harmonized across Asia Pacific

Key activities:

- Support the implementation of the International Federation’s Disaster Risk Reduction Global Alliance – the zone budget includes support for Nepal, Bangladesh, Cambodia, Cook Islands and Tonga; and the UN ISDR Global Facility on disaster risk reduction (with World Bank funding).
- Increase understanding of disaster risk reduction methodologies in a coherent way across the zone.
- Provide technical input into national society disaster risk reduction programmes in the areas of advocacy and awareness.

- Continue support to national society disaster risk reduction programming incorporation of impact of climate change through technical input and development of focused project activities together with regional offices, and the Red Cross Red Crescent Climate Centre.
- Guide the incorporation of cross-cutting issues, such as gender, into national society disaster risk reduction programming.
- In collaboration with organizational development and health teams, support the integration of health, volunteer and organizational development into national society and regional disaster management programming and emergency operations.

Programme component 3: Information sharing, knowledge management, coordination and cooperation

Outcome: Sharing of best practices through peer national society support and engagement with all Movement components and relevant external humanitarian organizations in Asia Pacific

Key activities:

- Assist regional offices in their dialogue with national societies (China, Fiji, Mongolia, Myanmar, Vietnam) to define further their auxiliary role in disaster management.
- Develop and disseminate five new technical guides and best practice outlines through narrative and visual media per year on disaster management work.
- With APDMU, ensure real-time midterm and post reviews of emergency operations for the identification and capture of key learning (China, Indonesia Myanmar and Pakistan).
- Review and update the Asia Pacific disaster management strategy to reflect the enhanced capacity of national societies and humanitarian needs resulting from natural and man-made hazards across the Asia Pacific.
- Develop a monitoring system for reporting national society progress against the Asia Pacific disaster management Strategy and Federation global disaster management strategies.
- Strategic support for Asia Pacific regional networks and promotion of cross-regional network lessons learned and best practices.
- Provide guidance and support to national societies in their engagement with national disaster management platforms and promote national society roles through the ISDR Asia Partnership.
- Identify and develop joint programme activities with ICRC including mechanisms for greater cooperation in disaster response and preparedness.
- Continue the development of relationships with regional governmental bodies, UN agencies, International NGOs and development banks in the area of disaster management.

b) Profile of target beneficiaries

The target beneficiaries of the disaster management programme are principally disaster management staff, members and volunteers in the national societies, and regional and country offices across the Asia Pacific zone. In consultation with regional offices, disaster management departments in national societies will receive support and technical input for the development of their capacities, preparedness and overall risk reduction, particularly through community-based programming. Regional and country office disaster management staff will also be supported in enhancing programming, interpreting global policies, strategies and programmes. Overall, the entire zone disaster management team will work towards the scaling up of the quality and the reach of disaster management programming in national societies.

c) Potential risks and challenges

The Asia Pacific region is the most disaster-prone region, accounting for on average over 60 per cent of the world's disasters annually. The diversity scale and frequency of natural disasters across the region are increasing and have varied impacts in each of the different sub-regions, due to geographical, demographical and socio-economic status. In addition to the mega-disasters, the region experiences high numbers of recurring and smaller scale disaster events, all of which pose threats to the ability of the zone office to realize the aims of the disaster management programme. In an effort to be better prepared for this inevitable situation, the zone disaster management team will draw on the 'best-positioned recourse' to tap assistance from the regional offices to enable uninterrupted implementation of the programme.

Asia Pacific Disaster Management unit

(Refer to global disaster management plan for details)

a) The purpose and components of the programme

Programme purpose

Asia Pacific national societies and the International Federation secretariat are well prepared to respond to disasters collectively, and capable of strategically mobilizing regional resources and requesting global resources when required.

From 2009-2010, the Asia Pacific Disaster Management Unit (APDMU) aims to strengthen its capacity to provide leadership for emergency response, preparedness for response and early recovery. The unit also aims to strengthen its capacity to provide human resource support to emerging and ongoing operations in Asia Pacific, and further efforts to standardize, improve the delivery in the field and achieve a sustainable disaster management capacity.

The APDMU works collectively and closely with the Asia Pacific zone leadership, disaster management coordinator, and all zone units, regional offices and national societies, to significantly reduce the impact of disasters and health emergencies in Asia Pacific and globally.

Programme component 1: Disaster response

Outcome: The capacity and coordination of zone response to disasters and health emergencies are strengthened to effectively mitigate the impact of disasters through rapid provision of assistance or intervention during and/or immediately after a disaster or health emergency.

Programme component 2: Disaster response preparedness and early recovery

Outcome: The capacity and coordination of zone response preparedness resources are strengthened to effectively reduce the impact of disasters and health emergencies. Assistance to restore or improve pre-disaster living conditions is strengthened and the risk of future disasters is reduced.

Programme component 3: Information sharing, knowledge management, coordination and cooperation

Outcome: There is active engagement with all Movement and external partners within Asia Pacific and globally which is effectively utilized to benefit from shared experiences, capacities, learning, and agreed on value contributions.

International Disaster Response Laws, Rules and Principles

(refer to global IDRL plan for details)

Programme purpose

The International Federation's International Disaster Response Laws, Rules and Principles (IDRL) Programme seeks to reduce human vulnerability by promoting legal preparedness for disasters.

The IDRL Asia Pacific Programme, in accordance with the global programme objectives will act in three main areas:

- Cooperating with national societies to provide technical assistance to governments on implementing the Guidelines, through country-level technical assistance projects and the development of a detailed handbook and model legislation;
- Building the capacity of national societies, International Federation staff and humanitarian partners to promote and use the Guidelines and related international instruments through the finalization of an advocacy manual, training workshops and other materials; and
- Disseminating and promoting the Guidelines and related instruments with governments, humanitarian partners, and inter-governmental organizations as well as fostering new collaborative research on domestic legislative issues in disaster management designed to strengthen the Movement's approach to disaster risk reduction in applicable law.

Programme component 1: Technical assistance to governments
Outcome: Policy-makers understand and make use of the IDRL Guidelines to strengthen legal and policy frameworks for disaster response
Programme component 2: Training and capacity building
Outcome: Interested national societies and humanitarian partners are empowered to advocate for strengthened legal frameworks for disaster response
Programme component 3: Dissemination, advocacy and research
Outcome: The IDRL Guidelines are well known, partnerships are developed and the knowledge base of the Movement on legal issues in disaster response is deepened

Health and Care

a) The purpose and components of the programme

Programme purpose
National societies in Asia Pacific have strengthened capacity to deliver effective and sustainable health and care programmes that respond to national public health priorities.

The zone health and care programme budget for 2009 is CHF 450,000 and for 2010 is CHF 450,000.

The zone health and care programme is based on the strategic directions set by the International Federation's global health and care programme and the Singapore Declaration. The programme will focus on the following areas:

- Public health in emergencies such as avian influenza (preparedness and response), health aspects of disaster response, etc;
- Establishing capacity to support Global Alliance on HIV actions at regional, national and local levels; and
- Scaling up activities with vulnerable communities in health promotion, disease prevention and disaster risk reduction.

Programme component 1 : Public health in emergencies
Outcome 1: Effective support to national society public health activities in Asia Pacific
Outcome 2: Increased capacity of national societies in responding to public health emergencies.
Public health in emergencies is covered by the public health in emergencies delegate in the zone disaster management unit.

Programme component 2 : HIV
Outcome 1: Asia Pacific national societies have scaled up the quality and reach of their HIV programming in line with the Federation's HIV and related policies
Outcome 2: Strong and active alliances are functioning in all four Asia Pacific regions as part of the Federation's global alliance on HIV
All four regions of Asia Pacific have launched HIV programmes under the framework of the global alliance on HIV in 2008. Support to national societies is provided by the four regional health coordinators, as well as a regional HIV delegate in southeast Asia, and a country HIV delegate in China.

Programme component 3 : Community based first aid/community health
Outcome 1: Sharing of best practices through peer national society support and engagement with all Movement components and relevant external humanitarian organizations in Asia Pacific
National societies have community based first aid programmes that address the most pressing health needs of local communities in their countries
Outcome 2: Health activities of national societies are valued and recognized by the health authorities as contributing to national health strategy
Support to national societies in their community-based first aid/community health work is provided by respective health teams of the four regional sub-regions, and through networks of Red Cross Red Crescent community-

based first aid practitioners in the Asia Pacific region.

Programme component 4 : Avian and human influenza preparedness

Outcome 1: National societies implement health activities that enable vulnerable communities to prepare for and respond to the impact of avian and human influenza.

A zone avian and human influenza coordinator, working at the zone office in Kuala Lumpur and with health teams of the four regions, will lead and coordinate support to national societies in their community-based avian and human influenza prevention and preparedness work. The zone programme budget includes support for Afghanistan, Indonesia, Cambodia, Mongolia and Vietnam.

To achieve these outcomes, the Asia Pacific zone will coordinate regional health teams to action the following:

- Ensure International Federation health and care policies and strategies are well-disseminated and understood by Asia Pacific national societies.
- Provide technical support and training to ensure the quality of national society health programmes in the region.
- Support national societies in building partnerships and in advocacy with other organizations working in the health sector in Asia Pacific.

b) Profile of target beneficiaries

The Asia Pacific zone health programming will target national society staff and volunteers in the region for skills training and capacity building. It will also work with the national societies, national governments and other humanitarian organizations to ensure a good understanding of the role of the Red Cross Red Crescent in health. The final beneficiaries are the individuals and communities in the Asia Pacific region who benefit from national society health programmes.

c) Potential risks and challenges

Countries in Asia Pacific are diverse and continuously experiencing changes. These continue to pose enormous challenges to the capacity of national societies in order to be abreast of these changes and be able to respond to their impact on public health. National societies are also challenged by the need to match their capacity with the growing demand for services in an environment where resources are becoming scarce and actors are increasing.

Sustaining national society capacity in health is a challenge due to high staff turnover and lack of organizational mechanisms to retain qualified human resources. Investments in strengthening human resources are to be carefully thought through and integrated in the broader organizational development effort.

Organizational Development

The 2009-10 plan of the zone organizational development and volunteering unit builds on the outcomes of the 2008-2009 plan and will focus on: improving internal Federation team building and collective target setting within the wider zone organizational development regional teams; improving integrated approaches with health and disaster management programmes; ensuring increased practical approaches to organizational development and capacity building objectives in emergency relief and recovery; mainstreaming volunteering development in selected national societies; and consolidating the collection and dissemination of best practices in capacity building and organizational development to an expanding set of Movement counterparts across the zone.

This 2009-10 plan includes some new elements in the areas of mainstreaming gender, and principles and values perspectives into disaster management programming contexts (which will be extended later to health programmes); establishment of a network of national society gender practitioners to encourage mainstreaming gender perspectives in national society programmes and institutional structures; improving an Asia Pacific zone-wide strategy of shared knowledge and practices on successful resource mobilization techniques between national societies; developing good practice guidelines on “organizational development in emergencies” and “communications development” for national societies, based on reviews and collated best practices; and the introduction of a pilot scheme to offer selected national society secretaries-general a tailor-made senior executive management coaching and mentoring programme.

a) The purpose and components of the programme

Programme purpose

Increase local community, civil society and Red Cross Red Crescent capacity to address the most pressing situations of vulnerability

The zone organizational development programme budget for 2009 is CHF 423,914 and for 2010 is CHF 402,310.

The zone organizational development programme, staffed by one zone coordinator and a volunteering development manager based in Kuala Lumpur, works closely with regional organizational development teams to provide one zone team approach. This zone team meets regularly to connect country and regional level organizational development and volunteering work into a single support plan to avoid duplication of technical, human and financial resources, and to maximize best-positioned support and funding resources for the 37 country environments of the zone.

The zone plan should therefore be seen as a complementary aspect of the four sub-regional organizational development plans. In total, the organizational development work described in all such plans ensure the delivery of best-positioned support to meet the needs for national societies' branch capacity development, in areas such as human resources and financial management, strategic planning, resource mobilization, legal base development, and change management support. While the zone plans address all these issues in totality, the specific targets under each category at sub-regional level are based on national society-identified needs through a comprehensive mapping which is undertaken each year.

This zone organizational development plan also ensures alignment of appropriate support to enable national societies in the Asia Pacific region to address their own as well as those organizational development/capacity building priorities identified in the Singapore Declaration for 2006-10. The Federation's Framework for Action will also be fully addressed to ensure the delivery of appropriate support from all parts of the zone organizational development team. The following programme components are included in all zone and regional organizational development team plans to ensure a consistent and harmonized set of programme components against one common programme purpose. The activities included under each component give the zone organizational development team the ability to plan lead roles to take forward country-level work at regional and zone levels to avoid duplication.

a) Organizational development

Programme component 1: Tailor-made organizational development and capacity building initiatives

Outcome: Organizational performance issues addressed in individual national societies through tailor-made organizational development and capacity building initiatives

Key activity areas:

- Support for three new national society strategic and operational plans with harmonized Movement support plans
- Federation Integrity Policy implementation process in three national societies with Movement support plan
- Legal base development support in two national societies plus two national societies in formation (Tuvalu and Bhutan)
- Outsourced senior executive coaching for five selected secretaries-general per year using external executive coaching consultancies
- Implementation of Asia Pacific Resource Mobilization support plan (see Programme component 2, outcome 2 below) by consultancy support to three national societies
- Implementation of agreed "Commitment to sustainable programming" framework in eight national societies with harmonized Movement plan

Programme component 2: Integration with health, disaster management, and principles and values

Outcome 1: Increased integration of organizational development and capacity building aspects within health, principles and values, and disaster management programmes

Key activity areas:

- Review with zone disaster management unit four major relief and recovery operations (Myanmar, China, Pakistan, Indonesia) from an "organizational development in emergencies" perspective to develop and advocate best practices through guidelines for future operations and their impact on the host national societies

<ul style="list-style-type: none"> • Develop and disseminate with the disaster management zone unit and DMU, an “OD in emergencies” training module (to complement the “Volunteering in emergencies” module already existing) to incorporate into mainstream field assessment coordination team (FACT), emergency response unit (ERU), regional disaster response team (RDRT) and national disaster response team (NDRT) training through the disaster management zone team • Develop and share guidelines with zone health and disaster management units on successful examples of integrated programming in emergency and development contexts to advocate for strengthened approaches in planning and implementation of national society programmes through health and disaster management teams • Identify with zone international disaster response laws (IDRL) unit, selected country environments in which IDRL advocacy and implementation work converges with ongoing national society legal base strengthening work to formulate most effective legal base strengthening strategies
<p>Outcome 2: Increased integration with zone planning, monitoring, evaluation and reporting (PMER) and resource mobilization (RM)</p> <p>Key activity areas:</p> <ul style="list-style-type: none"> • Ensure organizational development support for new national society strategic plans is followed up by PMER support to develop operational plans with monitoring and evaluation, and quality and accountability targets at national society level in three national societies per year • Develop Asia Pacific resource mobilization development strategy for national societies with organizational development leading documentation of best practices, development of best practice guidelines, and peer national society and consultancy support, while the resource mobilization and PMER unit links these experiences to planning an Asia Pacific zone skill-share forum utilizing these materials
<p>Outcome 3: Increased integration with zone human resources</p> <p>Key activity areas</p> <ul style="list-style-type: none"> • Link organizational development strategy to deliver human resource development consultancy support to three national societies per year to work with the zone human resource unit to identify and develop a database of skilled national society peer practitioners in human resources to offer peer support to other national societies. • Organizational development lead work on ensuring documentation and dissemination of best human resource practices, tools, manuals to be jointly undertaken with zone human resource unit to ensure quality perspectives on best practices • Organizational development unit work on gender and diversity (<i>see programme component outcome 4 below</i>) to be used by zone human resource unit to promote best gender and diversity practices in ongoing human resource work in national societies and International Federation • Joint organizational development and human resource units’ learning on the impact of outsourced coaching and mentoring models (<i>e.g. see programme component 1 on secretaries-general’ mentoring scheme</i>) to be evaluated and replicated for other aspects of Federation and national society leadership development approaches
<p>Outcome 4: Increased integration with global secretariat principles and values department</p> <p>Key activity areas</p> <ul style="list-style-type: none"> • Documentation and dissemination of examples of existing principles and values perspectives in ongoing national society programmes in six selected contexts of health and disaster management programmes • Documentation of three case studies of examples of national society work with marginalized groups addressing discrimination and various aspects of social violence in their lives which do not fall within health and disaster management contexts • Asia Pacific zone national society forum for 15 selected national societies on principles and values to reflect on the said case studies and best practices to advocate for integration of clearer perspectives, as well as improved communications and advocacy on these issues in future programming to achieve Global Agenda goal 4
<p>Outcome 5: Increased integration with zone communications and knowledge sharing</p> <p>Key activity areas</p> <ul style="list-style-type: none"> • Continue to develop user-friendly and sometimes web-enabled knowledge sharing mechanisms to facilitate national society exchange of best practices

- Development of a national society communications development training and orientation module to improve national society visibility and positioning within and outside the Movement
- Development of skilled national society peer practitioners in communications work to provide peer support
- Develop and maintain an Asia Pacific “institutional memory” site with annual national society and International Federation key documents per year backdated as far as possible and updated by skilled national society practitioners in future

Outcome 6: Increased integration with zone security

Key activity areas

- Link country level security assessments to integrated aspects of national society Strategic Plans and contingency plans
- Document and disseminate best practices in national society contingency plans which incorporate security perspectives and seek experienced national society practitioners to offer peer support training
- Agree upon strategy with ICRC at Asia Pacific zone level for integrated “Safer Access” training in relation to national society strategic and branch development plans that contain work plans in conflict-sensitive areas
- Introduce national societies to the International Federation's security management framework and provide security management training and technical advice to assist in development of a national society's own security framework, to improve overall safety and security of domestic operations and allow integration into Federation operations and other national societies (bilateral operations) when needed

Programme component 3: Information sharing and knowledge management

Outcome: Sharing of best practices through peer national society support and engagement with all Movement components and relevant external humanitarian organizations in Asia Pacific

Key activity areas

- Functioning systems to facilitate 12 national society peer support missions per year (four in human resource development, four in youth participation and governance practices, and four in resource mobilization)
- Annual updates of national society-generated capacity building fact sheets and Asia Pacific organizational development CD-ROM of best practice organizational development and capacity building tools
- Development of six new DVDs on best practices in organizational development and capacity building
- Consultation and finalization of an Asia Pacific zone Youth Strategy to promote youth governance and leadership network at Asia Pacific level
- Creation of zone organizational development team shared document library of organizational development and capacity building resources and evaluations

b) Volunteering Development

Volunteering development is a major component of this programme. In line with Global Agenda Goal 3, the volunteering component will strive to achieve the following outcome:

“National societies demonstrate improvement in volunteering aspects in programmes and emergency operations that lead to better services provided to vulnerable people as well as higher rates of retention and satisfaction of volunteers.”

Programme component 1: Tailor-made initiatives

Outcome: National society have access to consistent strategic and technical support (including peer-to-peer support) and resources on volunteering development work

Key activities:

- Annually update a zone baseline of national societies volunteering development progress
- Tailor-made support to six selected national societies in developing and implementing plans for volunteering development, taking into consideration: volunteer management systems, volunteering policies, legislatures
- Support three national societies in establishing accident insurance coverage for volunteers
- Establish a peer-to-peer support function in line with the organizational development programme that gives consistent strategic support in volunteering development to national societies in improving their volunteer management capacity
- Support national societies and the International Federation to increase their efforts towards the celebration and recognition of the achievements of volunteers

- Support the regional and country offices to access technical resources for volunteering development

Programme component 2: Integration with health, disaster management and humanitarian values

Outcome: Integration of volunteering within health, principles and values and disaster management programmes

Key activities:

- In collaboration with the organizational development programme, integrate “organizational development in emergencies” together with “volunteering in emergencies”
- Identify and capture key learning from recent emergency situations like China, Indonesia, Pakistan and Myanmar
- Incorporate agreed volunteering in emergencies standards in core disaster management training at zone, regional and country levels
- The standard module on general volunteering is incorporated into various standard Red Cross Red Crescent training such as basic training course (BTC), field assessment coordination team (FACT), regional disaster response team (RDRT), etc
- National disaster management emergency contingency and “health in emergencies” contingency plans include a section on volunteering in emergencies (guidelines on volunteer financial compensation in response and recovery operations have been incorporated)
- Support and provide technical advice to zone, regional and country-based core programme colleagues on volunteering development
- Find a common approach in volunteer database development which integrates with disaster management and health programmes at country and/or regional level

Programme component 3: Information sharing and knowledge management

Outcome: Volunteering development knowledge management

Key activities:

- Update best practice documentation in collaboration with organizational development programme on organizational development CD-ROMs, fact sheets and DVD initiative from within the region
- Incorporate standard volunteering sensitization module/session into orientation courses for programme managers, International Federation country office staff and delegates
- Support national societies in preparing for and engaging in the International Year of Volunteers 2001 + 10

Programme component 4: Global volunteering

Outcome: Global volunteering development

Key activities:

- Actively support, contribute to and take part in the International Federation’s collective (global) volunteering development efforts
- Coordinate and align the volunteering development efforts of the zone with global volunteering development initiatives
- Actively contribute to the global and cross-zone volunteering development, learning and sharing
- Provide support in the revision process of the International Federation’s volunteering policy adopted in 1999 to be reported at the General Assembly in 2011 with a progress update in 2009
- Spearhead a development initiative in volunteering development in coordination with the global volunteering development programme

b) Profile of target beneficiaries

The zone organizational development unit focuses its work on support of a range of stakeholders on the basis of requests. These include national societies of the Asia Pacific zone, International Federation regional and country offices, as well as partner national societies and ICRC regional and country delegations. As part of the integrated approach to ensure linkages between organizational development and health, disaster management, and principles and values programmes, support is also given to other core programme delegates in their work to achieve integrated outcomes at programming level.

Red Cross and Red Crescent volunteers are at the heart of an effective humanitarian assistance for millions of vulnerable people. A harmonized approach is to be adopted in working with Movement members and they should have access to knowledge, experiences and support.

Other target groups are partner organizations and governments. In particular, this relates to establishing volunteer-friendly environments in countries. The International Federation is currently working with partners such as United Nations Volunteers to encourage and support national societies to work for the establishment and adoption of legal frameworks that promote volunteerism.



Youth volunteers from the Indonesian Red Cross (Palang Merah Indonesia/PMI) participate in a radio broadcast programme. The development of volunteers and volunteer initiatives continues to be a priority in the work of the Asia Pacific zone office.

c) Potential risks and challenges

An ongoing challenge is building a healthy relationship with national societies and finding the right moment to offer and provide organizational development services or interventions. It is also vital to develop and maintain good relationships with Movement members to achieve a coordinated and common approach for developing the capacities of national societies.

Efforts have therefore been strengthened to work as a collective zone organizational development team with other regional organizational development teams to deliver best-positioned support at country level wherever requests are made. The outcomes of the zone organizational development mapping of national society targets has once again highlighted the need for new enhanced mechanisms of non-delegate support such as national society peer practitioner and coaching models, as well as effective databases of external consultants and resource persons with recognized track records in assisting national societies to achieve excellence in specific technical fields.

It will be important to adopt appropriate strategies on a case-by-case basis to support national societies in the implementation of core Federation policies such as the Integrity Policy, and to develop a zone-wide strategy to enable leadership meetings to maintain a consistent approach to sharing information on collective national society progress in these issues.

Another challenge is to be innovative in order to be able to secure funding from sources other than the traditional donors such as the Swedish Red Cross, Australian Red Cross and Japanese Red Cross.

Principles and Values

a) The purpose and components of the programme

Programme purpose
Global Agenda Goal 4: Reduce intolerance, discrimination and social exclusion and promote respect for diversity and human dignity.

The zone principles and values programme budget for 2009 is CHF 10,695 and for 2010 is CHF 16,043.

The Asia Pacific region is a region of great cultural, ethnic and religious diversity. It is also a disaster-prone region, with wide socio-economic disparities between and within countries, while many countries are politically unstable. A number of countries are experiencing armed conflicts due to ethnic, ideological and/or religious differences. Thus, while the citizens in some countries enjoy a relatively high standard and quality of life, there are

increasing socio-political tensions and instability in a number of other societies, fuelling increasing intolerance and discriminatory practices based mainly on social standing, gender, ethnicity and religion.

Discrimination, intolerance, exclusion, and violence form part of the lives of the majority of vulnerable communities across the region. The realities of voluntary and involuntary population movements and migration, including those resulting from climate-change, the widening gap between rich and poor, and increased food insecurity push the tolerance level and ability of communities to peacefully live together. But the Red Cross Red Crescent Movement stands for more. It remains a potential agent of change, influencing behaviour in society, being a bridge maker, advocating for respect for human beings, and promoting non-discrimination, mutual understanding, and lasting peace amongst all people. The Federation of the Future highlights the key values underpinning our Fundamental Principles as diversity, leadership and innovation.

Within this context, it is evident there is a need for more intensive and wider dissemination of the International Federation's Fundamental Principles, which stress non-discrimination and promote humanitarian values to build peaceful and harmonious societies. The task, however, is a daunting one. Special efforts are needed to reduce discrimination, intolerance and social exclusion. National societies in the region, which are well-respected and very much a part of their local communities, have a clear role to play to reiterate the Fundamental Principles as a basis for change at the community level.

It is anticipated that increased attention and resources will be allocated at zone level to enable more systematic collection of existing best practices as an entry point to strengthening this dimension of programming work. This work will follow the three programme guidance areas of the global principles and values priorities: (1) to document and promote best practices in dissemination and advocacy work on humanitarian values, (2) integrated approaches to International Federation principles and values in existing health and disaster management programmes, and (3) the identification of specific programmes targeted at improving the respect, dignity, and services provided to vulnerable groups who do not always fall under the health and disaster management programmes.

The programme will adopt an integrated approach to promote principles and values within the International Federation and national societies. For the health and care core programme, a key aspect of the HIV work will be the implementation of awareness activities to reduce discrimination against people living with HIV in the region. In disaster management, the focus will be on advocacy of the SPHERE Standards, the Humanitarian Charter and Code of Conduct, and an initial exercise piloted by the zone organizational development and disaster management units to enhance the gender perspectives of all future disaster management work starting in late 2008. It is planned for this to be mainstreamed in health programming later in 2009 onwards as well. To widen the impact of these initiatives, the Asia Pacific zone will support national societies in their advocacy work with beneficiaries, Movement partners, the media and civil society.

Programme component 1: Promotion of tolerance and respect for diversity
<p>Outcome 1: Enhancing understanding and sharing of best practices</p> <ul style="list-style-type: none"> • Collect and share best practices in innovative training emphasising behavioural change and skills development • Promote new policy and guideline developments in the national society network at leadership meetings, using materials such as the case study on Nepal Red Cross's non-discrimination campaign, and examples such as the South Africa national society's policies on Gender and Diversity and on non-discrimination • Disseminate the global principles and values and gender e-newsletter highlighting recent Red Cross Red Crescent national societies', secretariat (Geneva and zone) activities and materials, as well as external developments
<p>Outcome 2: Capacity-building in principles and values/gender of national societies staff and volunteers</p> <ul style="list-style-type: none"> • Distribute global modules to improve existing dissemination and training of staff, volunteers, youth, governance • Ensure the Federation and national societies first assimilate the Principles into their own structure and practice these Principles by integrating humanitarian values into all their programmes and services using orientation modules and best practice examples
<p>Outcome 3: Raising public awareness with a view to changing behaviour in society</p> <ul style="list-style-type: none"> • Disseminate materials, best practice guidelines and case studies generated globally and within the Asia Pacific zone to strengthen existing humanitarian values sensitization and campaign materials for use by national societies
<p>Outcome 4: Advocacy and international representation</p> <ul style="list-style-type: none"> • Conduct humanitarian advocacy and communications work to influence decision makers to take into consideration the interests of the vulnerable

Programme component 2: Integration of humanitarian values and gender into operational disaster management and health programming

Outcome 1: Further development of gender into programming

- Establish under the zone organizational development programme a zone gender network of practitioners from national societies to collect good practices and develop a strategic approach to mainstreaming gender perspectives in all national societies programmes and institutional structures (2009)
- Disseminate global gender into programming guidelines and a checklist (2009)
- Form a pool of trainers in a position to coach other partner national societies seeking to enhance capacity.

Programme component 3: Anti-discrimination and violence prevention/reduction programmes

Outcome 1

Mapping of national society programmes which target discrimination, marginalisation or exclusion of communities who fall outside the traditional health and disaster management programme areas

- Promote more effective programmes aimed at prevention/response to discrimination/violence, empowerment of vulnerable groups, and changing external environments that promote social cohesion and sustainable lives for discriminated groups (eg. Nepal Red Cross projects addressing social discrimination; Mongolia social care programme to empower vulnerable people and advocating for changes in policies and practices of other institutions to recognise their needs for registration and citizenship rights; Cambodian Red Cross work on human trafficking)
- Facilitate exchange of information and identification of good practices between national societies

c) Potential risks and challenges

The biggest challenge is the difficulty to secure appropriate and continuous funding for the principles and values activities which are not covered by the core money available. It is hoped to expand a donor base to support this highly important aspect of programme work across such an identity and diversity sensitive zone, and to tap into other programmes (disaster management/health/organizational development) for funding and integrated approaches, especially initially with the pilot approach with emphasis on principles and values and gender integration within disaster management contexts.

A second challenge is the lack of a principles and values zone focal point or coordinator. However, following the 2008 planning meetings, the Asia Pacific zone has expressed clear commitments to undertake the work within existing resources as far as possible, and to seek donor funding as a creative way of taking this work forwards in order to have adequate principles and values representation in the field. Through working with networks of national societies, identified in close collaboration with the zone, the global principles and values department will also be a key supporter to the Asia Pacific zone work to ensure that its work continues to be relevant for the field and its vulnerable populations.

For many activities of this plan, it is difficult to measure the actual impact in the community simply in quantitative terms and qualitative assessments are required. In order to enable to better measure impact, a performance framework specifically designed for projects to reduce discrimination and violence in the community, as well as to tackle gender inequalities will be set-up, including a range of indicators which should facilitate the monitoring.

The Asia Pacific zone aims to continue to contribute to global development of work in this area by linking zone wide initiatives to the larger global work on this, for example through the establishment of any membership driven networks, linking to the proposed global online principles and values / gender database, profiling successful work in the Asia Pacific zone in the quarterly global principles and values / gender e-newsletter, and ensuring information, lessons learned and good practices are shared outside the zone as well.

Role of the Secretariat

a) Technical programme support

The set up of the Asia Pacific zone teams in each core programme and support service area is intended to enable the International Federation secretariat to deliver on its strategic objectives in an efficient and cost-effective manner across the entire Asia Pacific region.

The zone coordination budget for 2009 is CHF 321,416 and for 2010 is CHF 327,405.

The primary focus is on ensuring that national societies at the country level benefit from well-planned and coordinated International Federation support to scale up their activities in line with the Global Agenda. A number of zone units have developed modalities of working which ensure that harmonized and collective planning at country, regional and zone levels offer a range of national society "best-positioned support". Where needed, this will involve International Federation technical programme delegates working directly with individual national society counterparts from either the country or regional level.

Promoting effective coordination with a range of partner society and ICRC colleagues is another critical function and, depending on the situation, this may be best achieved at the country, regional or zone level. A similar situation applies when it comes to networking with other international or regional humanitarian organizations and other bodies. The above plans in this document outline how the respective zone units will lead and guide these activities and ensure that clear lead responsibilities are assigned to the most appropriate group of resource persons.

A new dimension of additional support is planned to be made available in 2009 through a more systematic approach to deploying national society peer practitioners to undertake coaching and mentoring of colleagues in sister national societies seeking expertise in specific technical areas. This includes plans (led by the organizational development unit) to finalize and make public a database of accredited external consultants with proven track records in assisting national societies to improve certain technical areas of their work (eg in human resources, resource mobilization, etc). The sharing of these categories of resource persons will be made available through an enhanced Asia Pacific FedNet site.

The zone office through its various units will focus on improving the performance and impact of Red Cross and Red Crescent programmes in Asia Pacific zone. Major priority areas for the Federation secretariat technical support to the members and its own structures in the zone are described below:

Resource Mobilization: A top priority for the Asia Pacific zone will be to ensure that the International Federation-supported programmes in Asia Pacific (annual plans and emergency appeals) are well-resourced. Efforts will be made to increase and enhance partnerships within the Red Cross Red Crescent Movement and with external organizations, providing increased resource mobilization opportunities. Support will be provided to national societies to enhance their capacities in resource mobilization.

Planning, monitoring, evaluation and reporting: Special attention will be given to ensure that the International Federation appeals, plans and reports meet required quality standards and requirements, and are developed and shared in a timely manner with key stakeholders. International Federation and national society will be adequately equipped with PMER knowledge and skills, and national societies will be supported to have well-established and functioning PMER systems. PMER practice within the Red Cross Red Crescent Movement in Asia Pacific will be strengthened through mutual sharing and learning, and a more harmonized and integrated approach towards PMER will be established.

Communications, Advocacy and Knowledge Sharing: Priority will be given to enhance Red Cross and Red Crescent programme impact and effectiveness through expanded national society domestic visibility and increased global International Federation brand identity. One of the main objectives will be to work towards developing national societies and the International Federation as the leaders in providing accurate and timely information to domestic and international press during major disasters. Efforts will be made to increase programme awareness at the donor and beneficiary/end user level. Support will be provided for successful resource mobilization through enhanced communications, planning and implementation. Knowledge and experience will be expanded at the zone, regional/country office and national society level in successful communications and media programme planning and implementation in support of global and localized priorities. Efforts will be made to increase input to knowledge sharing systems by Red Cross Red Crescent partners and increase usage of those systems by key customers/audiences

Security Management: Coordination of effective security processes and procedures that aim to further improve the International Federation's overall security management in the zone, regional and country offices, as well as the national societies working or operating under the International Federation's security umbrella will be a priority. Timely and effective response and support to critical situations, including disasters will be ensured. Regional and country offices in the zone will be supported to achieve the International Federation's minimum security requirements. Events and situations in the Asia Pacific zone will be effectively monitored and analyzed.

Logistics Management: Efforts will continue to increase Red Cross Red Crescent logistics capacity in terms of disaster preparedness, response and recovery through higher quality logistics services, including human resources, systems, tools and procedures, in order to be able to provide adequate response and support to all

International Federation activities in the Asia Pacific zone. This will be achieved through development of sustainable logistics networks across the zone, development of an adequate and well-functioning sub-regional warehouse network and development of a comprehensive suppliers' data base and regional framework agreements (*please refer to Global Logistics plan for details*)

Finance Management: Professional and technical support will be provided to the International Federation offices in improving the standard of financial management in the region. Technical support to field finance staff in ensuring timeliness and accuracy of monthly returns will be made available. Strong and regular monitoring will be carried out to ensure compliance with financial procedures. Financial management information and support to technical managers periodically and on an ad-hoc basis will be provided. Efforts will continue to raise the level of financial awareness in the Asia Pacific region and support the financial management of Asia Pacific operations that have no International Federation presence.

Human Resources Management: Establishment and implementation of effective human resources systems and procedures to ensure effective planning, development and deployment of good quality human resources will be a zone priority. Special attention will be paid to promote diversity of staff and adequate staff welfare mechanisms. Human resource zone processes and structures will be further streamlined to allow adequate access to human resources at short notice for emergency relief operations. Efforts will be made to support national societies in the zone to strengthen their human resource processes and structures.

Information Systems: The information systems unit in the zone will work towards increasing Red Cross Red Crescent information technology and telecommunications capacity to provide adequate support to all International Federation activities, including disaster situations. Customized IT and telecoms service support will be provided for increased productivity and efficiency of International Federation field secretariat offices and operations, and improved response time for solving all information systems problems. Information sharing and knowledge management will be a priority for sharing of lessons learned and best practices in providing peer support across Asia Pacific and more efficient teamwork across the seven zones and Geneva to provide better services.

Administration: It will be ensured that that the International Federation zone, regional and country offices in the Asia Pacific region are well-administered in accordance with Federation policies and procedures. Comprehensive administrative support and assistance will be provided to all at the Asia Pacific zone, regional and country offices, as well as partner national societies in the zone. International Federation zone, regional and country offices administrative staff will be supported to gain required administrative knowledge and skills, and so they are well-informed on Federation policies, procedures and best practices. Regular communication and coordination with Geneva administration department will be maintained on administrative matters/issues to improve overall administrative performance within the International Federation.

b) Partnership development and coordination

The zone office will continue to promote more effective partnership approaches and advocate for longer term strategic cooperation between national societies, partner national societies, and non-Movement partners in the Asia Pacific. These include supporting and facilitating, where requested, operational and global alliance processes. They also include new commitments to ensure host national society ownership over previously "parallel programming", partnership exit strategies developed at the beginning of programmes, and longer term partnership commitments with clear capacity building components. Best practices will be documented and shared across the zone to encourage similar processes elsewhere, as was done in 2008 by working collaboratively with ICRC to develop the "Harmonized Movement support plan" template piloted in Afghanistan to deliver coordinated support to the Afghan Red Crescent's strategic and operational plans.

c) Representation and Advocacy

The zone organizational development and communications units have agreed upon coordinated approaches to ensuring the documentation and dissemination of best national society practices in representation and advocacy work. It is intended that this work will lead to clearer minimum guidelines on best practice development for the national societies, as well as a revision of the existing Asia Pacific communications strategy.

The zone organizational development and communications units with their inbuilt knowledge sharing component will also develop communications training materials to support national society capacity building. These will focus on the areas of internal and external communications management and advocacy planning to improve the visibility and profile of national societies and their emergency and development work.

Promoting gender equity and diversity

The Asia Pacific zone works to ensure that at all levels, and in all Red Cross and Red Crescent programmes in Asia Pacific, that gender equity and diversity are promoted.

The zone organizational development and volunteering unit will co-host, with the zone disaster management unit, an initial national society forum on gender in disaster management at the end of 2008. It is anticipated that this will lead to a number of key outputs to be actively followed up in 2009 and 2010. One of these will be the emergence of an Asia Pacific zone gender network of experienced persons from national societies to support each other and mainstream gender perspectives in all programmes and services, beginning with disaster management. Another key output will be the development of best practice minimum guidelines to integrate gender and other diversity concerns into all disaster management programmes (later to be extended and mainstreamed in health programmes as well).

Under principles and values, it is anticipated that the recruitment of a specific zone focal person in 2009 will enable the systematic collection of existing best practices. This work will follow the three programme guidance areas of the global principles and values priorities: (1) to document and promote best practices in dissemination and advocacy work on humanitarian values, (2) integrated approaches to International Federation principles and values in existing health and disaster management programmes, and (3) the identification of specific programmes targeted at improving the respect, dignity, and services provided to vulnerable groups who do not always fall under the health and disaster management programmes.

These initial steps at zone level will increase the understanding and practical application of gender, diversity and wider principles and values work, and be the mechanisms to document, disseminate, and mainstream existing best practices in all programmes across the zone in a more systematic and managed manner.

Quality, accountability and learning

The zone planning, monitoring, evaluation and reporting (PMER), and organizational development units, working together with regional and country offices, have agreed joint strategies to ensure that all support to national societies will have enhanced approaches to monitoring, evaluation and quality components in a systematic process of training of trainers during 2009 and 2010. The zone organizational development unit will include this perspective in all organizational development support initiatives for national society strategic planning development. In a coordinated manner, the zone PMER unit will complement this by promoting an agreed minimum standard on this issue in all operational and programme planning support at regional, country and national society level.

New attention will be given to mainstreaming the learning on community involvement and beneficiary participation in programme design, implementation and monitoring generated by both tsunami recovery programming as well as other long-term development programmes (e.g. the social care programme of Mongolia Red Cross). The zone organizational development and PMER units will play active and coordinated roles to also document and disseminate best practices to guide national societies in learning from new approaches to community development and feedback mechanisms to improve quality and accountability which have been pioneered in a number of country environments.

The zone organizational development, health, disaster management and PMER coordinators will work in an integrated way to promote, with regional and country International Federation counterparts, the mainstreaming of improved local level quality and accountability frameworks and indicators in supporting national society strategic and operational planning processes. Advantage will be taken to support national societies who are in the process of mid-term reviews of existing strategic plans, or in the development of new strategic plans, to integrate these quality and accountability perspectives in their programme development objectives under each Global Agenda Goal.

The zone organizational development unit has planned to network actively with a range of external international and national NGOs and institutes to exchange and share lessons learned in civil society capacity building and accountability focused work undertaken. It will encourage and facilitate interested national societies to undertake similar initiatives to ensure that national societies benefit from recent learning in this field which will enable them to contribute in a more strategic way to the achievement of Global Agenda Goal 3.

[<Click here for a map of the Asia Pacific zone>](#)

How we work	
<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.

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