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# Annual report East Asia

 International Federation  
of Red Cross and Red Crescent Societies

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**This report covers the  
period**  
**1 January to 31 December  
2011**

## **In brief**

The IFRC's East Asia regional office serves to support and build capacities within the national societies of the East Asia region. The region includes China, Mongolia, the Democratic People's Republic of Korea (DPRK), the Republic of Korea (ROK), and Japan. The IFRC has annual programmes that support the national societies in China, Mongolia, and the DPRK.



Japan earthquake and tsunami recovery operation - A community gathering was organized in the pre-fabricated housing clusters in Tagajyo, Miyagi, as part of the JRCS psychosocial support programme. The elderly were especially encouraged to come out to meet and greet their new neighbours, since they tend to withdraw into their own apartments. Hand massages were also given to provide comfort and bring out the smiles they had hidden away since the disaster on 11 March. Photo by JRCS

**Japan** – Earthquake and Tsunami – The IFRC has been supporting the Japanese Red Cross Society (JRCS) since the earthquake and tsunami struck Japan on 11 March. While the recovery is gradually picking up speed, survivors are still in much need of psychosocial and long-term recovery support.

In the past months, the IFRC has continued to provide human resource support in communications, reporting, logistics, finance and other areas through frequent visits from the East Asia regional delegation and Asia Pacific zone office as well as from the Secretariat in Geneva.

**China** – In 2011, China was hit by various disasters including several floods and earthquakes. With the support of IFRC regional delegation, the Red Cross Society of China (RCSC) responded swiftly to the serious disasters with relief items and other assistance.

In the past months, the IFRC has been supporting the RCSC in strengthening their capacities for disaster response, especially in the establishment and training of emergency response teams. Community-based programmes are also expanding both in disaster risk reduction, community-based health and first aid, and integrated approaches to addressing needs.

**DPRK** – Consecutive floods caused by heavy rainfall and strong winds, together with the impact of typhoon Muifa which struck in early August, resulted in the destruction or severe damage of over 9,500 houses, rendering more than 25,000 people homeless between 23 June and 9 August, according to data provided by the DPRK government.

As an immediate response, the DPRK Red Cross Society (DPRK RCS) in cooperation with IFRC, distributed emergency relief kits, including family hygiene kits and water purification tablets to 6,876 flood-affected families who lost their homes and belongings. The IFRC launched an Emergency Appeal (CHF 3.49 million), focusing on providing support to the most vulnerable groups among the flood-affected population.

**Mongolia** – No major disasters happened in the country in the year. The IFRC continues to support Mongolian Red Cross Society (MRCS) on annual programmes. Training for a national disaster response team was held and strategic planning of the disaster management team for both emergency and community-based work was supported by the IFRC disaster management teams in Beijing and Kuala Lumpur.

**Korea** – The IFRC sent a high-level delegation to the international Organization for Economic Co-operation and Development (OECD) conference in Busan on high-level aid effectiveness. The Under Secretary General, Mukesh Kapila gave a key speech at the plenary – emphasizing the position of the IFRC also as a development organization. The regional head of delegation along with others from the zone and Geneva met with the new president of the ROK Red Cross and government officials.

### Financial situation

The total 2011 budget is CHF 969,576, of which CHF 919,772 (95 per cent) is covered during the reporting period. Overall expenditure during the reporting period was CHF 565,002 (58 per cent) of the budget.

**Click here to go directly to the financial report.**

### No. of people we have reached

During this reporting period, headquarters and branches of the Mongolian, Chinese and DPRK Red Cross societies directly benefited through the support of the IFRC's initiatives. Indirect beneficiaries include the branch staff, volunteers and communities that gain further knowledge and better services through the workshops and trainings that were held at the regional level. Furthermore, through support from the regional office, the national societies were better able to reduce risks in the communities they serve both from disasters and public health concerns.

### Our partners

The IFRC's East Asia regional office works closely with the national societies in the region, their governments, and local communities. Other partners include the American Red Cross, Australian Red Cross/Australian government, British Red Cross/British government, Canadian Red Cross/Canadian government, Danish Red Cross/Danish government, Finnish Red Cross/Finnish government, German Red Cross/German government, Japanese Red Cross, Netherlands Red Cross/Netherlands government, Norwegian Red Cross/Norwegian government, Spanish and Swedish Red Cross/Swedish government. The United Kingdom Department of International Development (DFID) is also a supporter in the region. Close coordination with other Movement partners, such as the International Committee of the Red Cross (ICRC) and the Asian Red Cross Red Crescent Network on HIV (ART) is a key element of our work. Maintaining and building relations within the United Nations system continues to be important, especially with partners such as World Health Organization (WHO), United Nations Children's Fund (UNICEF), The Joint United Nations Programme on HIV/AIDS (UNAIDS), United Nations Fund for Population Activities (UNFPA) and other international and non-government organizations. Furthermore, the regional office works with international media agencies and other partners to promote the work of the Red Cross national societies in the region. The national societies in the region have many Red Cross partners engaged in both bilateral and multilateral projects. The IFRC supports the national societies in their coordination with partner national societies, specifically the CAS established in DPRK and the initiation of the process in Mongolia and the Global Alliance on HIV in both Mongolia and China.

### Context

**Japan** – Earthquake and Tsunami – The earthquake of magnitude 9.0 and tsunami that struck Japan on 11 Mar 2011 has posed severe loss of lives and humanitarian consequences. As of 17 November, the number of confirmed dead is 15,839, while 3,642 were still missing or unaccounted for. Eight months had passed since the disaster struck, and while immediate physical recovery is gradually picking up speed, survivors were still in much need of support such as psychosocial and long-term recovery. The Fukushima Daiichi nuclear plant accident has also created much uneasiness among the public, not only in Fukushima but throughout the nation as the evacuation zone is still seriously contaminated and may remain uninhabitable for decades. (Details on recovery operation can be found at JRCS website: <http://www.jrc.or.jp/eq-japan2011/operations-update/index.html>).

Collaboration within the Movement commenced almost immediately after the catastrophe, and JRCS invited the IFRC to bring in a high level support/liason mission. From the onset of the disaster, IFRC had provided human resource support in communications, reporting, logistics, finance and other areas through frequent

visits from the East Asia Regional Delegation and Asia/Pacific Zone Office as well as from the Secretariat in Geneva.

**DPRK** – The DPRK government's request for food aid to multiple donor countries at the beginning of the year raised concerns about the deteriorating food security within the country. Insufficient evidence to substantiate the gravity of the situation caused doubts with many donors. IFRC believes it is crucial to continue supporting the DPRK, as large parts of the population are chronically malnourished, with poor coping mechanisms in areas of obtaining food, water, healthcare and disaster preparation and recovery.

The DPRK's official KCNA news agency reported that the country's leader, Kim Jong Il, died on 17 December 2011 from a heart attack. The late Kim Jong Il has been succeeded by his son Kim Jong Un.

Consecutive floods caused by heavy rainfall and strong winds, together with the impact of typhoon Muifa which struck in early August, resulted in the destruction or severe damage of over 9,500 houses, rendering more than 25,000 people homeless between 23 June and 9 August, according to data provided by the DPRK government. While flood damage was reported throughout the country, south and north Hwanghae provinces have been the worst hit by the repeated flooding, leaving an already vulnerable population in a critical condition.

As an immediate response, the DPRK RCS in cooperation with IFRC distributed emergency relief kits, including family hygiene kits and water purification tablets to 6,876 flood-affected families who lost their homes and belongings. Due to chronic food shortages and lack of resources, the needs in food supplies and shelter materials of the affected areas have exceeded the capacity of the usual DPRK government response in disaster situations. The IFRC launched an Emergency Appeal (CHF 3.49 million) which focused on providing support to the most vulnerable groups among the flood-affected population in the following sectors: relief distribution of food and non-food items, shelter, health and care, and water and sanitation. (For details please see the Operation Updates on IFRC website: <http://www.ifrc.org/en/publications-and-reports/appeals/?ac=&at=&c=&co=KP&f=&r=&t=&ti=>).

**Mongolia** - The winter of 2010-2011 and the following spring was comparatively mild, with no major loss of livestock in Mongolia.

**China** – In recent years, China had been continuously plagued by multiple serious disasters in a cyclical pattern: floods occurred from June to August, with droughts from the end of year to the first half of the following year, followed by earthquakes and other disasters. In the first half of 2011, the country continued to follow this cycle of disasters.

Various natural disasters in 2011 had left 1,126 people dead or missing in China, 430 million people affected and created over 310 billion yuan (approx. 49 billion dollars) in direct economic losses.<sup>1</sup> With the support of IFRC regional delegation, the Red Cross Society of China (RCSC) responded swiftly to the serious disasters with relief items and other assistance needed.



The Hubei branch of the Red Cross Society of China (RCSC) delivered family kits to flood-affected population. Photo by RCSC

In September, the executive vice president retired and agreed to become a high-level advisor for the National Society as a part-time vice president thereafter. A new executive vice president, Dr. Zhao Baige was immediately appointed and has been at the forefront of RCSC activities for the past few months and is undertaking a plan of reform and growth over the coming years.

While responding to the natural disasters of the summer, the RCSC also had to deal with a significant reputational crisis. This was triggered by claims from a female blogger that she had amassed considerable wealth as head of a non-existent Red Cross

affiliated company. An investigation was jointly conducted by five parties including the Ministry of Supervision, the RCSC and the China General Chamber of Commerce in July. The results of the investigation showed no connection between this microblogger and the RCSC. This unfortunate event has spurred the National

<sup>1</sup> Source: Ministry of Civil Affairs and the National Disaster Reduction Committee January 11, 2012

Society to carefully review its relations with subordinate organizations throughout the country and enhance its transparency and accountability under the new leadership of Dr Zhao.

*Sichuan earthquake recovery programmes* - The earthquake appeal has been officially closed by the end of 2011. The programmes that need extension will be included in the China annual plan and will continue to be implemented in line with the original plans. The final report for the operation can be found [here](#).

## Progress towards outcomes

### Disaster management

#### Outcome(s)

Programme component	Component outcome
Disaster management planning and organizational preparedness	National society disaster management strategies and contingency plans are developed and implemented, promoting national societies as respected humanitarian organizations with effective disaster management capacity in their country.
	Capacity of the three national societies in the region to respond to disasters is strengthened.
Community preparedness/disaster risk reduction	The capacity of East Asia national societies is strengthened to support hazard-prone communities in reducing the impact of disaster through increased awareness and preparedness activities.
Coordination and cooperation	The East Asia disaster management programme is supported through the effective coordination and cooperation with international and external groups.

#### Achievements

The regional disaster management programme continued to support the national societies in the region in developing their disaster response and preparedness capacities both institutionally and within the communities.

#### Disaster Management: Planning and Organizational Preparedness

During this reporting period, the regional disaster management programme continued to support the national societies in the region in developing their organizational preparedness capacity through contingency planning processes. The regional disaster management programme also followed up with a pre-disaster meeting with MRCS, DPRK RCS, and RCSC. Additionally, the team also continued to work on the process of organizing pre-disaster meetings with the ROK Red Cross and JRCS respectively. Through the pre-disaster meetings, the national societies in the region reviewed their current response plans and capacities, and identified gaps in order to improve their response capacity. As a result of these meetings, plans of action were developed to meet respective needs, particularly focusing on improving the national disaster response teams and developing specialized emergency response teams within the national societies.

The regional disaster management programme also continued to facilitate a number of training opportunities for the national societies' staff in the region. Staff members from JRCS, MRCS, DPRK RCS, and RCSC have participated in trainings for field assessment and coordination team (FACT), emergency response unit, and regional disaster response team (RDRT); all of which have improved the coordination mechanism and surge capacity of the region and enabled them to provide better support during disasters. A representative from the RCSC and the IFRC Mongolia delegation was sent to Hong Kong for the regional disaster response team (RDRT) training during 8-16 October 2011. The training greatly enhanced the technical capacity of effective disaster response in the region, and served as an important platform for experienced candidates to share their experiences during the course.

In **Mongolia**, a MRCS national disaster response team (NDRT) training was held in Ulaanbaatar, which was facilitated by the East Asia disaster management team and Asia Pacific zone operations coordinator. The head of the relief and health department from RCSC was invited to share the RCSC's unique experiences in relief operations during the magnitude 8.0 earthquake that struck Sichuan in 2008. The training covered important topics such as assessment, planning, implementation and coordination in the field; which are main functions of the NDRT. The five-day course was designed with classroom teachings complemented by

simulation. The presence of an RCSC representative in the training also provided a platform for knowledge and experience exchange between the two neighbouring national societies

A study tour visit to DPRK on 14-18 May 2011 for the head of disaster management of MRCS was arranged, focusing on disaster relief and community-based disaster reduction.

In **China**, after the Sichuan earthquake, the RCSC has shifted from its traditional stance on relief; which focused more on response and reconstruction, to a more comprehensive disaster response approach, including recovery and disaster risk reduction. The RCSC developed a five-year development plan to enhance their response capacity in areas of relief, emergency water and sanitation, psychosocial support programme (PSP), and search and rescue teams. The regional disaster management team is supporting RCSC to develop an emergency water and sanitation strategy, as well as providing technical resources and equipment to help RCSC increase response capacity.

RCSC's development in emergency response teams gained momentum during this reporting period. The standard operating procedures (SOP) of the water and sanitation emergency response teams were reviewed by the East Asia disaster management programme, and training based on the SOP was conducted by IFRC specialists from the Asia Pacific zone and Spanish Red Cross for the Yunnan and Hubei provincial branches from 23 May to 4 June.

The RCSC put forward a strategic focus in developing seven types of national emergency response teams to face the increasing complexities of disasters and meeting the needs of those affected by the disasters. The seven types include relief, search and rescue, water rescue, health, water and sanitation, and psychosocial support. The regional disaster management programme continued to support RCSC in increasing their national disaster response capacity through providing technical support and facilitations in national water and sanitation ERT and relief ERT trainings and development. Towards the end of the year, both parties had reached an understanding on the NDRT development structure, which was an important milestone towards establishing coordinated and effective disaster response.

In **DPRK**, with support from the East Asia regional office and the disaster management programme of the Asia Pacific zone office, the second part of the pre-disaster meeting was conducted from 19-20 May 2011. A detailed work plan to refine their national disaster response team (NDRT) has been developed, and the current DPRK RCS' contingency plan has been updated.

### Community Preparedness and Disaster Risk Reduction

The regional disaster management programme worked with the disaster management delegate from the DMU from 11-14 January on community-based disaster risk reduction development. A meeting with the RCSC Project Management Office (PMO) on 13 January enabled discussions on key issues, including supporting plans for the National Society. The current community-based disaster risk reduction model in China was reviewed, and it was agreed that further exploration on the possibility for a more integrated approach is underway, and in the second half of the year, the regional disaster management programme will continue to work towards an integrated framework model of the community-based programme. The integrated model will cover elements including disaster preparedness, health, livelihood, and water and sanitation based on the needs identified in the vulnerability and capacity assessments (VCA). An integrated programme would also have a strong focus on building up the local RCSC branches' capacity throughout the process.



Community members helped in the construction of a stream embankment to reduce the impact of flooding in Dongyang ri, Yangdok county, south Phyongan province. Photo by Kim Kwang Son, IFRC/DPRK

During the second half of the year, the regional team coordinated technical support from Asia Pacific zone and Red Cross Red Crescent Climate Centre for various community-based programmes and model development, especially in China and Mongolia.

In **China**, as part of the 2008 China earthquake recovery operations, community-based disaster preparedness (CBDP) programmes were being implemented in 30 villages of Shaanxi and Gansu provinces. In Shaanxi province, all mitigation measures and training in the 15 villages of the three selected counties had reached completion. In Gansu province, 12 out of 15 villages in the two selected counties (Qinan and

Tanchang) had finished their mitigation measures and trainings. The other three villages in Qinan County had applied to change the programmes in their villages.

These measures were designed together with the communities, according to the needs resulting from the vulnerability and capacity assessment as well as the planning process at the beginning of the programme. Measures included the construction of evacuation roads, dams, irrigation systems that complement trainings on disaster preparedness knowledge, personal hygiene and public health, and first aid. Each of the villages established a voluntary village committee composed of 10-15 members. The programme helped the voluntary village committees to increase capacity in project management, resource mobilization, as well as taking a leading role in the establishment of an early warning system. A village contingency plan was developed to integrate local government resources, the villager's capacity, and Red Cross volunteer roles according to individual village context.

In order to ensure gender equality, 40 per cent of the selected voluntary village committee members were female in order to balance the representation in the project's selection and planning processes.

In **Mongolia**, the MRCS disaster management team worked with the regional disaster management programme team in July. The focus was on community-based programme strategy planning, developing a working framework, and helping define the roles and responsibilities of the MRCS headquarter, Aimag Red Cross branches, and Soum Red Cross. A follow-up training was hosted for the MRCS disaster management team, and one MRCS officer was invited to work with the regional disaster management team in Beijing on developing a curriculum and teaching materials for VCA trainings in Mongolia. Formal VCA trainings were held during 14-18 November in Dornod, Mongolia. The regional disaster management programme team and the MRCS disaster management team co-facilitated the training. About 15 local managers from two MRCS branches were trained on how to use the participatory approach in working with communities, prioritizing needs, and drafting community plans of action. A five-day training was conducted towards the end of November, in which another 20 local managers were trained by the MRCS in managing integrated community-based programmes.

### **Coordination and Cooperation**

During this reporting period, the East Asia regional disaster management programme worked closely with the Asia Pacific disaster management unit, and other regional offices to coordinate and share activity experience and conduct cross regional learning.

### **Constraints or Challenges**

The scope of the region, in terms of size and vulnerabilities to various disasters, places pressure on the meeting the different needs of the region in IFRC's current capacity.

## **Health and care**

### **Outcomes**

<b>Programme component</b>	<b>Component outcome</b>
HIV prevention	Capacity of national societies to design, implement, monitor and evaluate effective HIV programmes has increased
Health and water and sanitation in emergencies	Capacity of national societies to respond to public health and water sanitation issues in emergencies has increased.
Blood donor recruitment	Capacity of national societies to manage non-remunerated voluntary blood donor recruitment programmes has increased.
Community-based health and first aid	Capacity of national societies to provide quality community-based health and first aid services has increased.

### **Achievements**

#### **HIV Prevention**

In close collaboration with the Republic of Korea Red Cross and the ART network, IFRC made preparations to host an interactive booth and a series of supplementary events for the 10th International Congress on AIDS in Asia and the Pacific (ICAAP), which was held in August in Busan, Republic of Korea. The East Asia regional office contributed to this planning by coordinating the participation of Red Cross representatives from East Asia and supporting the submission of abstracts by the national societies to this conference. All together, a total of twelve abstracts were submitted by the regional delegation, one abstract submitted by MRCS and ten abstracts submitted by the RCSC.

Nine regional participants (five from RCSC, one from MRCS, one from JRCS, one from KNRC and one from IFRC regional delegation) attended the International AIDS Conference on Asia Pacific (ICAAP) and the 23rd ART meeting held in Busan, ROK, in August. The participants made poster and oral presentations at the conference, featuring their Red Cross HIV programme experiences from the region.

The regional health team participated in the steering committee meeting of the MRCS and RCSC's cross-border HIV prevention project. The two national societies planned to organize a joint border exchange visit in June to the western border of Mongolia and China. The regional health team, the MRCS, and the RCSC participated in the second international HIV and sex work conference organized by the UNFPA in Beijing in June, during which the MRCS and RCSC presented their experience from their joint cross-border project.

In order to strengthen the HIV/STI prevention in border areas both in Mongolia and China, the second phase of the Mongolia-China cross border-HIV prevention project proposal has been submitted to the Grand Duchy of Luxembourg. This new phase of the project will focus on sustainable health services for the youth in general, and most at-risk young populations, including female sex workers and their clients.

To mark World AIDS Day, various activities were conducted by the Red Cross at all levels across the country. These events focused on HIV prevention among the younger generations and care support to HIV positive patients. Over the previous months, Red Cross volunteers were mobilized to provide service and care to HIV/AIDS patients and their families. The health officer of IFRC East Asia regional delegation attended the U+Humanity workshop for Red Cross youth members, organized by the Hong Kong Red Cross, (HKRC) and joined the experience sharing platform by Hong Kong AIDS community organizations.

### **Health, Water and Sanitation in Emergencies**

In response to the Japanese mega-earthquake and tsunami, the regional health delegate provided medical advice to the regional delegation's staff who were deployed to the affected areas in Japan, and coordinated closely with the zone health unit. In addition, the regional health delegate co-facilitated a two-day training in Hong Kong, hosted by the HKRC, for medical volunteers and staff in the physical and social rehabilitation 2008 Sichuan earthquake programme.

On behalf of the zone health unit, the senior health officer participated in the WHO regional meeting on Reviewing and Strengthening Pandemic Influenza Preparedness and Response in Beijing, in March. The meeting documented experiences from Western Pacific Region Organization (WPRO) countries on pandemic preparedness planning, alert, and response systems for the 2009 influenza A (H1N1) pandemic. It also identified priority areas and strategies for strengthening capacities to further refine pandemic planning, as well as develop a regional work plan.

The CBHFA/PSP delegate participated in the World Congress on Disaster and Emergency Medicine held in June in Beijing. The Red Cross representation at this event included the IFRC Geneva senior health officer, as well as representatives from the Norwegian Red Cross and HKRC.

Six regional participants (two from HKRC, two from RCSC, one from MRCS, and one from JRCS) attended the emergency health training workshop in Manila organized jointly by the IFRC and the Philippines Red Cross. The IFRC East Asia senior health officer supported and coordinated with the participants in this workshop.

In response to the outbreak of hand, foot, and mouth disease in Vietnam, the RCSC and MRCS shared their experiences and IEC materials from past responses to the disease with the Vietnam Red Cross, with support from the East Asia regional programme.

The delegation provided technical feedback on a new project proposal on earthquake preparedness in Ulaanbaatar, submitted by the Mongolian Red Cross/IFRC to the USAID.

### **Community-based Health and First Aid (CBHFA)**

Together with the RCSC, the regional health unit hosted a CBHFA study tour visit for the DPRK Red Cross in Beijing. The team visited the RCSC headquarter and Beijing Red Cross to share their experiences, and learn from the experiences of the RCSC in areas of CBHFA, blood donor recruitment, first aid, and emergency health. Additionally, in May, the CBHFA and PSP projects in Sichuan hosted a study tour for a high-level delegation from the DPRK RCS, who also attended the Sichuan Earthquake 3rd Anniversary commemorative activities hosted by the RCSC.



Through the community-based health and first aid project, more than 8,000 Mongolian schools have increased knowledge, awareness, disease prevention practices; along with positive health behaviours, first aid, disaster preparedness and response through school-based activities. Photo:IFRC

In order to more effectively support hygiene promotion and community-based water and sanitation activities, the regional delegation sought to increase its internal understanding of various community-based water and sanitation tools used by the RCSC context; such as PHAST (Participatory Hygiene and Sanitation Transformation) and CHAST (Children Hygiene and Sanitation Transformation). The IFRC health delegate and health officer have attended a PHAST training held in Vietnam in April to better understand this context.

The IFRC country office in DPRK and Finnish Red Cross have conducted a review of the DPRK RCS health rehabilitation project, as well as a community-based first aid and health programme in May. The review was commissioned by the European Union, who is a major donor for these programmes. The regional health delegate acted as a review team member. This experience provided an opportunity for the regional delegate to check the progress of the CBHFA programme in DPRK

since her last participation in the 2009 review, and outline how to better support the country delegation’s future needs.

In 2011, a new health delegate for the IFRC Mongolia office was integrated into the MRCS health team at the headquarters level. This delegate comes as a staff on loan from another East Asia national society, and supported by the generous contributions of partners who support us in East Asia. The delegate has focused his attention on community based and health initiatives, with special attention on CBHFA. This arrangement has provided good opportunities for sharing of experiences between East Asia national societies.

## Organizational development

### Outcomes

Programme component	Component outcome
Tailor-made organizational development and capacity building initiatives	Organizational issues have been addressed in individual national societies through tailor-made organizational development and capacity building initiatives.
Integration with health, disaster management and principles and values	Increased integration of organizational development and capacity building aspects within health and disaster management programmes.
Information sharing and knowledge management	Lessons learned and best practices shared and peer support provided by skilled national society practitioners in organizational development and capacity building across all Movement components in Asia Pacific.

### Achievements

#### Tailor-made organizational development and capacity building initiatives

The IFRC embarked with the national societies on long term planning for the next four years. This process enabled a joined up approach to strategic planning, aligned with Strategy 2020, and revitalized priorities and joint objectives for the coming years.

There were significant changes in Red Cross leadership in East Asia national societies this past year. The MRCS, RCSC and KRCS all have newly appointed leaders, some of whom were first time attendants to the Red Cross statutory meetings in Geneva in November.

Individual support was given to East Asia national societies in preparation for the statutory meetings in November. This was especially relevant for some of the new leaders of national societies who just recently joined the Red Cross.

Support to new leadership in the region was provided by the head of regional delegation, heads of delegation and other team members to ensure deepened understanding of the role of the Red Cross, the role of the IFRC, and discussion on priorities of the national society and how IFRC can support.

Following the media controversy in China, very specific support to the RCSC was provided by the regional head of delegation, programme coordinator and communications delegate, as well as partner national society representatives, such as American Red Cross. Discussions and presentations on various issues, such as building strong corporate partnerships, were provided as needed during the past months.

The IFRC supported and organized an extensive review of the first six months of the Great East Japan Earthquake and Tsunami operation of the JRCS. The findings were presented at the General Assembly in November.

The IFRC is working closely with the RCSC and ICRC to develop a leadership induction course designed specifically for the RCSC context. At the same time, the IFRC attended and gave key note speeches at the RCSC youth conference, dissemination conference, and national General Assembly, with intention to include these important topics in the induction course as modules. In collaboration with the ICRC, the IFRC has been working on the launch of WORC<sup>2</sup> in Chinese.

### **Integration with health, disaster management and principles and values**

IFRC and partner national society programmes in East Asia all focused on strengthening Red Cross branch and headquarters capacity during the project implementation period. Many of these examples can be seen in the programme-specific updates in the disaster management and health sections.

The pilot project with the RCSC to build branch capacity while addressing real needs of communities kicked off in the second half of 2011. This integrated community-based programme focuses on strengthening the branch by providing training on Red Cross leadership, resource mobilization, project management, volunteer management and other aspects.

The RCSC's Intensified Capacity Building (ICB) programme was showcased in the General Assembly by the executive vice president. A review in 2012 will enable RCSC to capture all the lessons learned and best practice to be shared with other branches and national societies.

### **Information sharing and knowledge management**

In July, the East Asia leadership meeting brought together leaders of each national society with IFRC representatives from Geneva, zone, region and country level. The discussions focused on preparations for the statutory meetings in November.

Partner meetings were held in September for the DPRK CAS partners and partners of the MRCS. The two events enabled the national societies to highlight their current plans and challenges while also discussing mutual areas of concern with partners.

Programme managers arranged for various visits and exchanges, as well as supported participation of East Asia national societies in global or regional events.

### **Constraints or Challenges**

There is much work to do on strengthening many aspects of organizational development in East Asia, but support is limited due to a lack of funding in recent years for this component of our work. A commitment on all sides through the planning process has outlined clear initiatives that will be taken forward to give stronger support in the coming years.

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<sup>2</sup> The World of Red Cross online training course

## Humanitarian values

### Outcomes

Programme component	Component outcome
Promotion of humanitarian values and Fundamental Principles	The Red Cross Red Crescent Movement in the region is recognized by national and international media as a primary source of information on disasters and humanitarian response.
	All national societies in the region have increased the capacity of their information departments.

### Achievements

The earthquake and tsunami in Japan on March 11 was a key focus for the communications delegate in the early months of this year. The delegate travelled to Tokyo immediately after the disaster to support JRCS under a plan implemented as agreed in the event of a major disaster.

Supporting JRCS public relations department, the communications delegate handled a heavy flow of international media interviews in the immediate aftermath of the disaster. Positive feedback on the handling of communications was received from a number of different stakeholders – within the media, members of the public, partner national society and IFRC Secretariat.

The delegate's role included working closely with the JRCS public relations department, with as much joint web content as possible, and helping the National Society to manage the flow of media requests through: clearer identification of media outlets and programmes within multi-programme outlets and negotiating with media for pre-recorded interviews.

An important element included facilitating a team from Euronews to travel with JRCS to the disaster area in a trip that marked an introductory joint effort in what is to become a significant partnership between IFRC and the pan-European broadcaster.

The communications delegate continues to be a focal point for support to the JRCS communications work and travelled to Japan in late June and again in August to coordinate with the National Society on plans for coverage, looking ahead to the six-month and one-year milestones.

Another key focus of activity in the first few months of 2011 was preparation for the events marking the three-year anniversary of the Sichuan Earthquake.

Planning work began in January on a film, "Looking to the Future," which was made to outline the achievements of the IFRC-supported programmes<sup>3</sup>. The communications delegate also provided support to the RCSC for the events and to the Secretariat, supporting the participation of IFRC President Konoe in the ceremonies. As part of the media package distributed to partner for the anniversary, a collection of photos was also presented.

Elsewhere in the region, contacts between the IFRC, the DPRK RCS and Associated Press TV News (APTN) Pyongyang bureau had finally yielded concrete results in the form of an APTN report in April about the Red Cross tree planting in DPRK. This was broadcasted on CCTV in China and other international networks and it is hoped that it will be a prelude to further coverage from APTN of the National Society's activities.

Emergency communications in connection with the August emergency appeal for DPRK flooding had been an important priority. The communications delegate conducted media relations to pitch interviews by the head of delegation in Pyongyang on the situation in South Hwanghae province, resulting in interviews and usage of IFRC images by BBC, CNN and Al Jazeera International. Several stories were published on IFRC website, with another series of four reports, together with photographs and a three-minute video resulting from a mission by the communications delegate to DPRK in October.

<sup>3</sup> Link of the film: <http://www.youtube.com/watch?v=ToDnC98VJVM>

This visit also included a communications workshop in Pyongyang for members of DPRK RCS headquarters staff, conducted by the East Asia regional communications delegate and the Asia Pacific zone communications manager.

Further support is planned in the production of audio visual material highlighting DPRK Red Cross' work on food security/livelihoods over the coming year.

The East Asia regional communications delegate played a key role in preparing communications tools ahead of the high-level forum on "Aid Effectiveness" in Busan, South Korea from 29 November to 1 December. This forum was attended by the head of regional delegation as well as a high-level team from Asia Pacific zone. It provided an opportunity both to highlight IFRC's position as a key advocate for a more coordinated approach to integrating emergency and development aid, based on resilience and also for profiling the Korean Red Cross's work internationally and domestically.

In Mongolia, the communications delegate was involved in coordinating a visit by Euronews to make a film on climate change and also in successfully pitching to BBC the images by photographer Palani Mohan on a trip to Mongolia in late 2011, of which they made an online photo gallery. Significant communications support is likely to be needed in the country, following the resignation of both communications and marketing department staff in MRCS over recent months.

## Working in partnership

The IFRC East Asia regional delegation kept in close touch with the Asia Pacific zone office to receive technical support to further aid RCSC's capacity development. For example, the East Asia regional office invited delegates from zone office to visit three provinces in China to discuss the water and sanitation ERT plan for 2011-2012, and invited facilitators from the zone office to help with the relief ERT trainings in China.

Furthermore, the IFRC East Asia regional office had also been working with partners including the village committees, local town government, and other governmental organizations such as the Water Bureau of the selected projected sites in order to better facilitate the implementation of CDBP programmes and ERT development programmes.

Through joining the CCM of the Global Fund for AIDS, Tuberculosis, and Malaria, the IFRC regional delegation has developed an active collaboration with other organizations active in tuberculosis and HIV response in China.

## Contributing to longer-term impact

During the planning process of the CDBP programmes, it was intended that disaster risk reduction measures were to be integrated with poverty reduction strategies. For example, trainings for villagers not only covered disaster preparedness knowledge and first aid, but also included livelihood skills such as horticulture. Poverty and disasters are interlinked with each other; therefore, more income can increase resilience and better prepare the villagers for disasters.

Through providing in-cash and in-kind support to the development of the RCSC water and sanitation ERTs, the IFRC assisted the RCSC in increasing its disaster response capacity, as well as their knowledge on programme management, e.g. assessment, planning, monitoring and evaluation.

By working closely with the RCSC to highlight its experiences from various community-based health programmes in China, the regional delegation aimed to influence health-related national-level policies and guidelines in China, with the purpose of advocating for greater recognition of the RCSC's role in community-based health work and existing health vulnerabilities.

## Looking ahead

The regional disaster management programme will continue to support the RCSC in developing their emergency response capacity by supporting the development of national ERTs and an NDRT. On the level of community preparedness, the regional disaster management team will continue to explore an integrated approach of disaster risk reduction and climate change adaptation programming for the rural vulnerable populations.

During 2011, the RCSC has adopted the CBHFA approach as a key approach in conducting community-based health work in four Sichuan earthquake-affected provinces. Taking further, the RCSC plans to further

integrate this approach with their other disease-specific or thematic components such as HIV and tuberculosis, and also plan to integrate closely with other community-based approaches such as community-based disaster risk reduction.

## How we work

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

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



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

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

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

## Contact information

**For further information specifically related to this operation please contact:**

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## Development Programme Financial Report

MAA54001 - East Asia region

Annual Report 2011

Selected Parameters	
Reporting Timeframe	2011/1-2011/9998
Budget Timeframe	2011/1-2011/12
Programme	MAA54001
Budget	APPROVED

All figures are in Swiss Francs (CHF)

### I. Funding

	Disaster Management	Health and Social Services	National Society Development	Principles and Values	Coordination	TOTAL	Deferred Income
<b>A. Budget</b>	224,076	164,117		86,159	495,225	969,576	
<b>B. Opening Balance</b>	44,507	47,001	0	33,273	299,099	423,880	
<b>Income</b>							
<u>Cash contributions</u>							
<i>Australian Red Cross (from Australian Government)</i>	44,548					44,548	
<i>DFID Partnership grant</i>	7,412	0				7,412	199,477
<i>Finnish Red Cross</i>					182,838	182,838	
<i>German Red Cross</i>					14,800	14,800	
<i>Japanese Red Cross Society</i>	63,992	31,996				95,989	
<i>Red Cross Society of China (from Chinese Government)</i>				27,245	27,245	54,491	
<b>C1. Cash contributions</b>	<b>115,953</b>	<b>31,996</b>		<b>27,245</b>	<b>224,883</b>	<b>400,078</b>	<b>199,477</b>
<u>Other Income</u>							
<i>Services Fees</i>					95,814	95,814	
<b>C4. Other Income</b>					<b>95,814</b>	<b>95,814</b>	
<b>C. Total Income = SUM(C1..C4)</b>	<b>115,953</b>	<b>31,996</b>		<b>27,245</b>	<b>320,697</b>	<b>495,892</b>	<b>199,477</b>
<b>D. Total Funding = B + C</b>	<b>160,459</b>	<b>78,998</b>	<b>0</b>	<b>60,519</b>	<b>619,796</b>	<b>919,772</b>	<b>199,477</b>
<b>Coverage = D / A</b>	<b>72%</b>	<b>48%</b>		<b>70%</b>	<b>125%</b>	<b>95%</b>	

### II. Movement of Funds

	Disaster Management	Health and Social Services	National Society Development	Principles and Values	Coordination	TOTAL	Deferred Income
<b>B. Opening Balance</b>	44,507	47,001	0	33,273	299,099	423,880	
<b>C. Income</b>	115,953	31,996		27,245	320,697	495,892	199,477
<b>E. Expenditure</b>	-60,897	-62,055		-12,939	-429,111	-565,002	
<b>F. Closing Balance = (B + C + E)</b>	<b>99,563</b>	<b>16,943</b>	<b>0</b>	<b>47,579</b>	<b>190,685</b>	<b>354,770</b>	<b>199,477</b>

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Budget	APPROVED

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### III. Expenditure

Account Groups	Budget	Expenditure					TOTAL	Variance
		Disaster Management	Health and Social Services	National Society Development	Principles and Values	Coordination		
A							B	A - B
<b>BUDGET (C)</b>		<b>224,076</b>	<b>164,117</b>		<b>86,159</b>	<b>495,225</b>	<b>969,576</b>	
<b>Land, vehicles &amp; equipment</b>								
Computers & Telecom			997				997	-997
<b>Total Land, vehicles &amp; equipment</b>			<b>997</b>				<b>997</b>	<b>-997</b>
<b>Logistics, Transport &amp; Storage</b>								
Transport & Vehicles Costs		79				149	229	-229
<b>Total Logistics, Transport &amp; Storage</b>		<b>79</b>				<b>149</b>	<b>229</b>	<b>-229</b>
<b>Personnel</b>								
International Staff	267,000	32,706	39,952		180	109,954	182,792	84,208
National Staff	142,000	6,098	7,114			101,301	114,513	27,487
<b>Total Personnel</b>	<b>409,000</b>	<b>38,804</b>	<b>47,066</b>		<b>180</b>	<b>211,254</b>	<b>297,305</b>	<b>111,695</b>
<b>Consultants &amp; Professional Fees</b>								
Professional Fees	180,000		-250			175,000	174,750	5,250
<b>Total Consultants &amp; Professional Fe</b>	<b>180,000</b>		<b>-250</b>			<b>175,000</b>	<b>174,750</b>	<b>5,250</b>
<b>Workshops &amp; Training</b>								
Workshops & Training	178,000	4,590	3,827		1,356	9,895	19,669	158,331
<b>Total Workshops &amp; Training</b>	<b>178,000</b>	<b>4,590</b>	<b>3,827</b>		<b>1,356</b>	<b>9,895</b>	<b>19,669</b>	<b>158,331</b>
<b>General Expenditure</b>								
Travel	79,000	12,616	3,570		6,189	23,908	46,283	32,717
Information & Public Relations	25,000	68	983		4,270	568	5,889	19,111
Office Costs	24,200		9			4,642	4,651	19,549
Communications	15,200	237	973		115	3,825	5,150	10,050
Financial Charges		-4	38		39	423	496	-496
Other General Expenses		44	9			-28,968	-28,915	28,915
<b>Total General Expenditure</b>	<b>143,400</b>	<b>12,961</b>	<b>5,582</b>		<b>10,613</b>	<b>4,397</b>	<b>33,554</b>	<b>109,846</b>
<b>Contributions &amp; Transfers</b>								
Cash Transfers National Societies			250				250	-250
<b>Total Contributions &amp; Transfers</b>			<b>250</b>				<b>250</b>	<b>-250</b>
<b>Indirect Costs</b>								
Programme & Services Support Recov	59,176	3,668	3,736		790	26,045	34,239	24,937
<b>Total Indirect Costs</b>	<b>59,176</b>	<b>3,668</b>	<b>3,736</b>		<b>790</b>	<b>26,045</b>	<b>34,239</b>	<b>24,937</b>
<b>Pledge Specific Costs</b>								
Pledge Earmarking Fee		560	575			1,975	3,110	-3,110
Pledge Reporting Fees		233	272			394	900	-900
<b>Total Pledge Specific Costs</b>		<b>793</b>	<b>847</b>			<b>2,369</b>	<b>4,010</b>	<b>-4,010</b>
<b>TOTAL EXPENDITURE (D)</b>	<b>969,576</b>	<b>60,897</b>	<b>62,055</b>		<b>12,939</b>	<b>429,111</b>	<b>565,002</b>	<b>404,574</b>
<b>VARIANCE (C - D)</b>		<b>163,179</b>	<b>102,062</b>		<b>73,219</b>	<b>66,114</b>	<b>404,574</b>	