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Saving lives,
changing minds.

Long Term Planning Framework 2012-2015

Southeast Asia Regional Office

 International Federation
of Red Cross and Red Crescent Societies



Building as a team: the Southeast Asia regional plan focuses on supporting national societies in their ever-growing ambitions to be the lead humanitarian agencies in their respective countries.

1. Who are we?

The International Federation of Red Cross and Red Crescent Societies' (IFRC) seeks to save lives and change minds under its Strategy 2020. This ambition guides the IFRC regional delegation for Southeast Asia, in its support to 11 national Red Cross Red Crescent societies: Brunei; Cambodia; Indonesia; Laos; Malaysia; Myanmar; Philippines; Singapore; Timor Leste; Thailand; and Vietnam. The regional delegation is part of the Asia Pacific zone which is one of the nine business groups of the IFRC secretariat.

The regional delegation works through relatively small IFRC offices in six countries: Cambodia (also covering Laos); Indonesia; Myanmar; Philippines; Timor Leste and Vietnam. The regional delegation has a direct relationship with the four national societies without IFRC country representation: Brunei; Malaysia; Singapore; and Thailand.

In addition to serving the host national societies of Southeast Asia, the Bangkok office supports partner national societies active or with an interest in the region. This includes four partner national societies who are currently integrated in the Bangkok office, namely: American Red Cross; Australian Red Cross; Danish Red Cross; French Red Cross; as well as the Global Road Safety Partnership (a hosted IFRC programme). For

those partners with no permanent presence the regional delegation provides regular updates and represents their interest in the region. The regional delegation also coordinates follow-up of Movement initiatives with the regional office of ICRC (also located in Bangkok).

In line with the changing minds agenda, the regional office represents all member national societies at appropriate regional, zonal, and global forums hosted in Bangkok: the world's third largest humanitarian hub after New York and Geneva.

The Bangkok office has a small programme team with competence in community and organisational development, including various aspects of disaster management, health and communications.

2. What is our mission?

The vision of our Strategy 2020 (S2020) 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.

Our mission is to promote and facilitate the development of strong Southeast Asia national societies with quality organisational and community development programmes addressing priority humanitarian needs in their respective countries in line with S2020.

Three strategic aims (what we do) feed into this: first, to save lives, protect livelihoods, & strengthen recovery from disasters/crises; second, to enable healthy & safe living; and third, to promote social inclusion & a culture of non-violence and peace.

Three enabling actions (how we deliver) support delivery on the above: first, to support the building of strong national societies; second, to pursue humanitarian diplomacy to prevent & reduce vulnerability; and third to function effectively as an International Federation.

3. Where have we come from and what have we done so far?

The Southeast Asia regional delegation was set up in 1991 and is the most established such structure in IFRC. Since 1999 it has been based in Bangkok.

In recent years, the Southeast Asia regional delegation has supported:

- Strategic planning in line with S2020 in Cambodia, Laos, Philippines, Timor Leste & Vietnam,
- Community safety and resilience initiatives in disaster management & health throughout the region, including extensive water and sanitation work in Lao PDR,
- A better understanding of the unique role of the International RCRC Movement, including in times of conflict (with ICRC), with Thai RCS among others.
- Epidemic preparedness planning in several countries including Lao PDR, Cambodia, Timor-Leste and Vietnam,
- The learning of lessons from several emergencies, including the massive Cyclone Nargis in Myanmar as well as floods in Vietnam,
- The development of regional response capacity drawing from personnel in all Southeast Asian national societies,
- Regional approaches in community safety & resilience issues (including DM & health) via steering committees of national society managers
- Regional and global policy development on various community safety & resilience issues, including preparation for the 2011 International Conference
- Progress towards a stronger legal base & statutes revision in the likes of Cambodia, Philippines & Malaysia
- Better approaches to finance management in Myanmar, Timor Leste, Philippines and Vietnam; and volunteer development in Brunei & Thailand; and youth development in Cambodia & Laos

- Ongoing mentoring of Timor Leste Red Cross since its recognition in 2002 as well as support in change management in more established national societies, such as Cambodia (decentralisation) and Vietnam (partner coordination).

Despite the above achievements, the national societies of Southeast Asia – as well as the region itself – continue to change rapidly. Among the trends observed are: a growing ambition and capacity among the majority of host national societies; changing models of partner engagement; continued vulnerability to disaster, particularly the maritime countries; significant flows of migration (both legal and illegal); (related) rapid urbanisation; significant community adaptation to climate change; and vulnerability to established and emerging health threats (dengue in terms of the former and the rise of non-communicable disease & H1N1 in terms of the latter).

The regional delegation needs to keep pace to remain relevant and useful and, as such, will seek to help national societies to:

- be closer and more in touch with communities and their vulnerabilities so that their safety and resilience is enhanced;
- adapt to evolving patterns of volunteering;
- better utilize their unique auxiliary role;
- deliver on their own strategic plans under the umbrella of the IFRC-wide S2020, with the support of their various partners.

4. Who are our stakeholders?

The prime focus is the 11 national societies of Southeast Asia. In addition, we provide services and support to all active Red Cross Red Crescent partners in the region, including ICRC. The regional office – in line with S2020 – also has an increased focus on the external world, i.e. ASEAN, UN forums and mechanisms (both inter-government and inter-agency), international NGOs, and the private sector.

Current support from partners to the Southeast Asia Regional office

Partners	Disaster Response	DRR	Health	Watsan	OD	Comms	HD	IDRL	RM/ PMER
Multilateral partner National Societies through IFRC:									
Australian RC		✓	✓						
Austrian RC			✓						
Canadian RC		✓							
Finnish RC		✓	✓						
Japanese RC		✓	✓		✓	✓			
Netherlands RC		✓							
Norwegian RC			✓						
Spanish RC		✓							
Swedish RC		✓			✓	✓			
Other multilateral partners through IFRC:									
DFID			✓		✓	✓			
ECHO	✓								
ICRC	✓								
AusAID		✓							
USAID	✓								
ADPC			✓						

5. Where are we going and how are we going to get there?

Over the next four years, the Bangkok regional delegation aims to:

- Manage strategic and programmatic relationships with the region's national societies
- Act as a resource centre and broker for technical assistance to support country level initiatives
- Assist RCRC partners active and with an interest in Southeast Asia
- Promote joint learning and knowledge exchange within the region & act as the institutional memory of the region
- Lead and coordinate support to the organisational development of national societies and building their capacity in community programming to reduce risk and strengthen resilience
- Represent national societies & the IFRC in key regional and international relationships, including with ASEAN

The outcomes & outputs of all IFRC secretariat support to national societies, including that of the regional delegation, are framed within five business lines as described below:

Business Line 2: "To grow Red Cross Red Crescent services for vulnerable people"

Outcome 1: Increased community & national society preparedness capacity for response
<p>Output 1.1: Communities are supported to be better prepared through prepositioning and effective community based early warning system EWS</p> <p><i>Target by 2015:</i> All communities under the community-based disaster risk reduction programmes being implemented by NS are better prepared through pre-positioning & effective community based EWS.</p>
<p>Output 1.2: RCRC response plans, SOPs, contingency planning, guidelines & response systems are strengthened at all levels & are in place & functioning in support of community safety & resilience.</p> <p><i>Target by 2015:</i> Eight NS have updated appropriately their disaster response mechanisms</p>
Outcome 2: The Thai RCS is supported to assist those communities most affected by the flooding and be better prepared for future disasters
<p>Output 2.1: Thai RCS is supported in the replenishment of its depleted stocks & equipment.</p> <p><i>Target by 2015:</i></p> <ul style="list-style-type: none"> • Thai RCS readiness for future medium to large scale disasters is at least at its pre-June 2011 level, i.e. before the floods crisis

Business Line 3: "To strengthen the specific Red Cross Red Crescent contribution to development"

Outcome 1: Red Cross Red Crescent contributes to building of community safety & resilience with gender focus as a cross-cutting issue
<p>Output 1.1: NS capacity to support and promote the ownership and implementation of community based programmes is increased.</p> <p><i>Target by 2015:</i></p> <ul style="list-style-type: none"> • Eight NS have the capacity to support & promote the ownership & implementation of community based programmes.
<p>Output 1.2: Increased NS engagement in road safety initiatives.</p> <p><i>Target by 2015:</i></p>

- *All NS are implementing focused road safety programmes four of which have had a measurable impact.*

Outcome 2: Increased national society capacity to enable healthier & safer living

Output 2.1: National society capacity to deliver first aid services during both emergencies and non-crisis times is increased

Target by 2015:

- *All NS have increased their capacity to deliver first aid services & three new NS have improved commercial first aid.*

Output 2.2: Vulnerability to HIV and its impact is decreased through the prevention of further infection, expanding care, treatment and support, and reducing stigma and discrimination

Target by 2015:

- *All NS active in HIV are implementing comprehensive programmes focusing on one or several of the high risk groups (men who have sex with men, intravenous drug users, & commercial sex workers), people living with HIV & their dependents.*

Output 2.3: Community behaviour is influenced for the better in terms of healthy practices including awareness raising for non-communicable diseases

Target by 2015:

- *All NS have increased awareness and long-term programmes using participatory approaches focusing on healthy behaviour in the targeted communities*

Output 2.4: As auxiliaries to their governments in advocating voluntary non-remunerated blood donation. NS contribute to safer blood supplies.

Target by 2015:

- *NS active in blood donor recruitment programmes have increased the number of voluntary non-remunerated blood donors, aiming at reaching the 100 per cent goal by 2020*
- *All NS involved in blood donor recruitment programming have established youth donor clubs promoting healthy lifestyle & voluntary non-remunerated blood donations.*

Outcome 3: National societies strengthen their organisational capacity to extend the reach & quality of their services

Output 3.1: National societies are strengthened as a result of a portfolio of support in various aspects of organisational development.

Target by 2015:

- *8 NSs have volunteer recruitment, training and management policies and procedures in place approved by their respective governing boards.*
- *2 national societies have reviewed their organizational structure and the human resource policy and procedure encompassing their roles, responsibilities and compensation is approved by their respective governing board.*
- *8 national societies have policy and procedures for youth members including their representation in governance.*
- *8 national societies have accounting policies, financial and budget procedures and guidelines in place for effective and efficient management of financial resources with full transparency and accountability.*
- *8 national societies have appropriate accounting software that enables them to keep books of accounts as per the legal regulations of the State and NS and as such appropriate financial reports to all stakeholders are done accurately and on time*
- *8 national societies progress towards achieving the cash transfer system from the present working advance system.*
- *2 national societies have established a M & E system that supports better quality programming and learning of lessons.*

Business Line 4: “To heighten Red Cross Red Crescent influence and support for our work”

Outcome 1: IFRC & NS are sufficiently respected & positioned to promote principles, values, policies & legislation in support of humanitarian action & voice support for the needs & aspirations of vulnerable communities.

Output 1.1: IFRC & national societies strengthen their auxiliary partnership to secure greater support from governments & other partners for improved humanitarian work including commitments resulting from the 2011 International Conference.

Target by 2015:

- *Four NS have been supported to engage in targeted advocacy with parliamentarians and other key partners, designed to foster better understanding of and appreciation for the auxiliary role*

Output 1.2: RCRC is the primary reference for key media in times of natural disasters resulting in prominent and positive visibility that supports operational & humanitarian diplomacy.

Target by 2015:

- *All Southeast Asian national societies have clearly developed and readily activated emergency communication plans in place that are linked to such IFRC/Movement plans, policies & procedures.*
- *Standard understanding of roles and responsibilities in disaster response (NS, country delegations, regional delegation and zone)*

Output 1.3: Using targeted & strategic advocacy, Southeast Asian national societies are better able to engage with policymakers, opinion leaders, and media to heighten their influence & address key humanitarian issues that affect the most vulnerable and marginalised & ensure critical access to humanitarian space.

Target by 2015:

- *Four National Societies have designed and implemented at least 1 country-specific advocacy/public communication campaign*
- *A regional/ zonal/ global communications campaign has received the active support of at least three Southeast Asian NS*

Output 1.4: IFRC & national societies are able to promote a culture of social inclusion, non-violence & peace, & ensure better integration of minorities, ethnic groups & disadvantaged people through mainstreaming of gender, diversity, tolerance & anti-discrimination.

Target by 2015:

- *At least three national societies engage in the promotion of a culture of non-violence and peace in which all groups of the community, including the marginalised or disenfranchised groups, are involved.*

Output 1.5: The IFRC & national societies, through the use & development of knowledge management (KM) tools, are better able to capture and capitalise on institutional knowledge.

Target by 2015:

- *All IFRC offices in Southeast Asia are actively using existing KM tools (FedNet, KIM, etc)*
- *7 NS supported to adapt Federation KM tools (e.g. FedNet, etc) have these tools as an integral part of their approach to KM*
- *Southeast Asia regional office and all country delegations are actively contributing to FedNet (with each office having a recognised focal point)*

Output 1.6: A wider culture of communications through the development and strengthening of national societies' communications capacity, including a stronger culture of campaigning and advocacy.

Target by 2015:

- *All Southeast Asia NS will have updated communication policies/strategies that specifically include emergency communications, advocacy and campaigning, as well as new/social media (if appropriate)*
- *All Southeast Asia NS are taking part in Asia Pacific Communications forum*

- *All Southeast Asia NS are actively engaging with FedNet communications community of practice*

Business Line 5: “To deepen our tradition of togetherness through joint working and accountability”

Outcome 1: The Red Cross Red Crescent Movement utilises effective cooperation mechanisms & tools that build greater collective responsibility & trust.

Output 1.1: The regional delegation has strengthened the various forums for cooperation within Southeast Asia and deepened the links between these currently rather separate initiatives so that they mutually reinforce each other to improve humanitarian thinking & action.

Target by 2015:

- *The cooperation framework between ASEAN & the national societies of Southeast Asia, reinforced by a signed MoU between the NS & the IFRC secretariat has protected & projected the role & work of the RCRC in disaster management & emergency health.*
- *A coordinator mechanism is well established for the Southeast Asia leadership collective so that the forum improves preparation for, content of, & follow up to annual meetings where key decisions are made.*
- *The OD forum, regional disaster management committee, regional health team meetings, youth forum, & finance directors forum are organised less in isolation & are better linked up to reflect a more integrative approach to development & programming.*
- *The biennial external RCRC partners forum has evolved from a gathering that shares information, builds confidence & forges better relations to one that also has a role in joint Movement planning over the next four-year cycle.*
- *The current good links with ICRC regionally are evolved to a more substantive relationship of joint approaches in contingency planning, capacity building, increased awareness of the emblem & safer access & regional/global advocacy initiatives.*

Outcome 2: National societies strengthen their strategic planning and partnership particular with respect to their governments

Output 2.1: Southeast Asian NS have formulated their strategic plans in alignment with S2020

Target by 2015:

- *All NS have formulated their strategic plans for a minimum of next 5 years in alignment with S2020*

Output 2.2: National societies are better positioned as auxiliaries to their respective governments.

Target by 2015:

- *Eight NS have reviewed their statutes in accordance with the conditions stipulated in the Statutes of the Movement.*

6. What are some of the key risks/assumptions?

The type, scale and frequency of natural disasters across the region is increasing, which threatens the development agenda of the regional delegation due to diversions of priorities & resources.

Key risks/assumptions and challenges include:

- Maintaining trusting relationships with national society leadership committed to improvements.
- To deliver on a more integrative approach to community safety & resilience and national society development in support of this goal.
- The challenge of attracting long-term donors to support developmental programming (especially in health).
- Stability of the team to preserve institutional knowledge & relationships and pass skills on to others.
- The need to embed and integrate communications components and other cross-cutting issues within programme planning.

7. How much will it cost?

	2012	2013	2014-15	Total
BL 1. Humanitarian Standards	--	--	--	--
BL 2. Disaster Management Services	3,145,716	347,995	695,990	4,189,701
Response preparedness		409,765	819,530	1,639,060
On-going emergency operations				
BL 3. Sustainable Development	2,184,750	2,038,330	3,453,461	7,676,541
BL 4. Humanitarian Diplomacy	256,723	269,840	550,375	1,076,938
BL 5. Effective working and accountability	137,130	240,525	481,050	858,705
Total Budget	5,724,319	3,306,455	6,000,406	16,904,976

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.

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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

Contact information

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