



Opening  
Wednesday 24 January 2007

**Keynote Address by Mr. Georg Kell, Executive Director  
United Nations Global Compact Office, New York**

Mr. Georg Kell stirred up attendees at this week's Aid and Trade Conference in Geneva with his opening speech rooted in the defining vision of the United Nations sixty years ago when politicians, business leaders and scholars alike agreed that commerce, trade and investment were fundamental to the realisation of their goals for poverty reduction, peace and the protection of human rights. He added that to a degree, the practical application of this pragmatic ideal was held hostage during the years of the cold war due to the conflicting and competing ideologies which have finally released their hold since the fall of the Berlin Wall.

Fundamentally, successful development can only be achieved if there is adequate economic activity and private investment to enable broad based growth. This belief, according to Mr. Kell, is central to the United Nations Global Compact, the world's largest corporate citizenship initiative. The Global Compact was founded on the conviction that business practices which are rooted in universal principles can help achieve social and economic inclusion in the global marketplace, ultimately advancing collective goals of international cooperation, co-ordination and communication needed for development and sustainable economic growth.

The gap between the outcomes of globalisation and the needs of humanity is wide. According to Mr. Kell, two percent of the population holds over fifty percent of global assets, while half the world's population lives on less than US\$ 2 per day and 30,000 children die each day from poverty.

Mr Kell stressed the urgency of addressing these disparities in development, for poverty and its resulting discontents are directly linked to violence, conflict and disease, which ultimately pose serious threats to global peace and security in the 21<sup>st</sup> century. Finding and scaling up practical solutions for sustained poverty reduction must be a collective priority.

The good news is that a growing number of countries have shown that it is possible to overcome poverty through concerted efforts to promote extensive business growth and inclusion in the global economy. In the span of one generation, we have witnessed remarkable, rapid jumps in overall development levels in some countries - as measured by increased average income, education levels and life expectancy for millions of people.

Referring back to the pragmatism of the founders of the UN, Mr. Kell shared what has now become common understanding that people are not poor because of the presence of business. Rather, it is the absence of business that condemns billions to poverty. Business creates employment and generates income, provides technical skills, and offers market-based solutions to pressing social and environmental problems. Sustainable development can occur only if sufficient private investment enables broad-based growth. This is a simple yet fundamental statement that has enormous implications for what governments can do, could do better, or should avoid doing.

An investment climate that encourages business development and rewards good practices is critical to realizing growth, social benefits and environmental protection. It is the duty, he said, of governments to cultivate environments with sufficient economic institutions and supportive policies to provide long-term stability, promote transparency and minimize bureaucratic obstacles. Business will provide benefits to society only in an enabling environment.

Governments need to ensure that investment and trade can bring jobs where they are most needed. For this to happen, a moral compass must guide them. It matters how business ventures are carried out. Business can no longer take shelter in a country's regulatory policies or lack thereof. We increasingly see business agendas, which often focus on profit and growth, and that of the United Nations, which

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strives toward reduction of poverty while respecting humanitarian and environmental issues, share an overlapping need for governance and security. Mr Kell's work with the Global Compact has demonstrated that a value framework as defined over six decades by the UN is essential to enhance affinity and working partnerships.

Mr. Kell reported that since the Global Compact was established in 2000, corporate responsibility has grown both as a concept and in practice around the world. Participants advance ten universal principals in the areas of human rights, labour standards, the environment and anti-corruption by implementing the principles within business practices and engaging in partnership projects to meet broader societal goals.

Today business is increasingly aware of its symbiotic relationship with society. Businesses and the private sector cannot survive if society fails. Weak states, ineffective regulations, poor tax structures, the prevalence of corruption and social unrest are conditions, which greatly affect the viability of business. Therefore, exhibiting the social legitimacy of ethical business practice is critical to strengthening the global economy and countering rising concerns.

The Global Compact fosters cross-sector partnerships stressing corporate policies and practices that respect human rights and ensure safe and decent workplace conditions, environmental protection and good corporate governance. Only by adhering to these standards can we hope to create more sustainable value and benefit for workers and communities, as well as safeguard our climate and planet. In Mr Kell's experience, he has seen the added advantage for these businesses to attract and retain skilled workers, save costs, enhance productivity, create trust and build their reputation.

Mr. Kell was enthusiastic about the number of companies from around the world who are incorporating the ten principles into business operations. Many are even taking a step further by adapting their business approaches to serve both corporate and societal interests. For example, micro lending to communities, transferring environmental technology to build local capacities, and promoting standards within supply chains to help partners better manage risks and efficiencies. He highlighted examples of collective action being taken by Global Compact participants, such as the case of Malawi strengthening anti-corruption measures and that of Panama to eradicate child labor.

He went on to say that what is true for sustainable development and freedom from want is also true, although to a lesser extent, for situations of conflict. Questions of peace and security are of course political in nature but the sensitivity of business to these issues can make a big difference. Numerous recent examples from the extractive industry show that business can exacerbate corruption, tensions and conflict. Yet, by promoting transparency, accountability and by adopting conflict sensitive practices, business can minimise negative influences and promote understanding and peaceful co-existence.

Mr Kell reported that overall, progress and important advances in thinking- both by the private sector and about business practices- are being made. However, he warned, there is still much to be done to put a human face on globalisation. Large-scale duplication of solutions and social initiatives is needed to make the global market more inclusive and sustainable. Without replicating and advocating good practices, widespread and lasting changes will not occur.

In conclusion, Mr. Kell added that there is cause to be bullish on the potential of corporate citizenship. Notions of transparency are setting new standards for disclosure and for evaluating social and environmental impacts. Consumers and voters are increasingly aware that with power comes responsibility, and they expect enterprises to be part of the solution. Awareness and understanding of corporate responsibility is markedly higher than a decade ago with dialogues and debates on the topic being held in all regions.

Technological change is inevitable, yet at the same time it allows us to reduce costs, permitting goods, services, ideas and innovations to spread more easily around the globe. According to Mr. Kell, The greatest challenge comes with our ability to fulfill the political part of the change equation, which involves the willingness of people to cultivate and sustain openness and interdependence. This part of the change equation needs to be earned. All of us have a stake in getting the experiment of globalisation right.

Today, many of the world's challenges are too interconnected and complex for any one sector to proceed alone. Common objectives - such as building markets, combating corruption, safeguarding the environment and insuring social inclusion - have finally paved the way for positive collaboration between business,

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government, civil society and hopefully, the UN. He urged us not to give up on the UN as they are also recognizing the need for and implementing constructive internal changes. Mr. Kell encouraged us to carry forward this cooperative spirit, working together to ensure

that globalisation and commerce advance in ways that benefit people globally and at last freeing millions of humans who still live in want and fear.

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*Reporter: Diane Heath*  
*Editor: Asta Lim*  
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Workshop  
Wednesday 24 January 2007

## African Development Challenges

**Speakers: Edwin Laurent, Head of trade and Regional Cooperation, Economic Affairs Division, Commonwealth Secretariat, David Dickie (Founder, Advance Aid), Simon Lucas**

**Abbreviations:** ICT (Information and Communication Technology), NGO (Non Governmental Organisation)

This workshop session aimed to emphasise African development challenges, an opportunity and meeting point for many NGOs, donors, partners, relief and development agencies involved in the worldwide domain of relief and emergency work, trade, aid and development.

The workshop started with a warm welcome to the participants from David Dickie, founder of Advance Aid. Advance Aid is a new initiative that believes African companies can and should manufacture the world's emergency relief materials. With a worldwide relief market totaling £12 billion, of which 80% ends up in Africa, it is unfortunate that hardly any of the required implements/materials are sourced from there.

Currently aid is flown in from all over the world on expensive aircraft charters, the cost of which limits the actual financial aid getting through to the victims. African companies face too many barriers that they need to overcome to be able to engage effectively in manufacturing and trade. Receiving aid but not trade, which is the current situation, is not helpful. African companies should be awarded manufacturing contracts, coupled with the assistance required to overcome ingrained barriers. NGOs should be given disaster relief supplies in emergencies to allow rapid deployment of relief to victims without going through the current tendering system.

While humanitarian needs are unpredictable, there is an increasing trend of disasters in Africa. Although there may be resources available for these unfortunate disasters, sometimes getting what is urgently required to the victims is

delayed because of sheer distance from the donors. If some of these requirements were manufactured or available in Africa it would drastically cut down delivery times and ensure more effective and meaningful interventions.

Western corporate sponsors should do away with their short-term mentality and invest over a three year period and in addition to cash they should also donate expertise. Africa is the market of the future for many companies. Corporate sponsors should take advantage of the current ITC initiative to ensure quality standards are upheld. Advance Aid will pre-position stock and work closely with existing African NGOs to facilitate rapid emergency relief. It will then be necessary to develop partnerships with progressive corporations to provide investment, expertise and continuous support of emerging organisations. Skill shortages should be filled, allowing NGOs to concentrate on their core expertise. This should allow African suppliers to become commercially viable and move towards profitability. In return corporations would receive opportunities to participate in a truly effective form of aid and to have access to Africa's emerging markets, thereby maintaining a high level of visibility locally and internationally. This would also be a way to influence all stakeholders, investors, customers and staff and an opportunity to form partnerships with local companies and governments.

Simon Lucas, with almost twenty years of experience in supplying relief equipment from China, India and Korea, highlighted some of the barriers he had faced. For example, many recipient countries are insolvent, both a financial

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risk and a potentially heavy financial burden for many wary suppliers. Government corruption also can be a bottleneck. Moreover, Governments can be apathetic about participating in relief exercises when there are no obvious or immediate benefits for them.

There is a need for African companies to manufacture relief equipment and provide expertise. Production in Africa to be distributed to African countries would reduce financial risks as partnerships created would ensure compliance, which would be in everyone's interest. This would also allow for elimination of

time restrictions by manufacturing in advance and making timescales more realistic. This would ultimately mean the creation of multiple jobs in Africa and would give African companies a chance to compete without compromising quality. Emergency relief would be delivered to victims on time and create a template for African Trade on a much larger scale. Achieving these goals will invariably require substantial adaptation of domestic economic policies, involve changes to domestic regulation and the adoption of new thinking. Commitment is the only way to ensure success.

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*Reporter: Danny Kema Lemba*  
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Workshop  
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## Role of Telecommunications in Disaster Response

**Chairman: Martin Jarrold (Global VSAT Forum)**

**Speakers: Helmut Boettcher (Satlynx), Stefano Agnelli (Eutelsat), Cosmas Zavazava (International Telecommunications Union), Jan Erik Kjaer (NGO Services, Emerging Markets Communications), Oisin Walto (Communications Office, Telecom Sans Frontières).**

**Abbreviations:** ITU (International Telecommunications Union), EMC (Emerging Markets Communications), ICT (Information and Communication Technology), TSF (Telecom Sans Frontières), WSIS (World Summit on Information Society), ECHO (European Office for Emergency Humanitarian Aid), UNICEF (United Nations Children's Fund), OCHA (Office for the Coordinator of Humanitarian Affairs), LAN (Local-area network), VoIP (Voice over Internet Protocol), VSAT (Very Small Aperture Terminal), DSN (Data Source Name), ISDN (Integrated Services Digital Network)



*Private providers, representatives of satellite delivery services and humanitarian agencies highlighted, from their different perspectives, the vital role that satellite based solutions can play nowadays in disaster response.*

How can satellites help in a disaster area? This crucial question was raised by Martin Jarrold, chairman of the session and representative of the Global VSAT Forum, a non-profit association formed by the satellite communication industry, responsible for creating greater awareness of the commercial, economic, political and technological advantages that satellite-based communications can provide.

The first speaker, Helmut Boettcher, introduced Satlynx, one of the leading providers of two-way satellite broadband communication services throughout Europe.

Satlynx' customers are operating more than 12,000 VSATs in over 70 countries worldwide. According to Mr Boettcher "satellite is a viable alternative to traditional terrestrial telecommunications and has some key advantages and unique features over the alternatives" such as ubiquitous coverage, scalability and high performance. Satellite is in fact the only broadband wide-area network technology that is available everywhere, in cities, suburbs and in the most remote urban and rural areas. Satellite networks are much less time-consuming and much less costly to deploy, maintain and operate than terrestrial alternatives, which typically require heavy infrastructure for broadband data networks (such as DSL, ISDN and cable).

Stefano Agnelli, the second speaker, is Manager of Eutelsat, another leading satellite operator based in Paris and one of the top three global providers of Fixed Satellite Services. He completed the list of advantages that satellites may offer in disaster response, stressing their simplicity, their efficiency, their immediate accessibility and, finally, their universality. "Satellites nullify the digital divide", argued Mr Agnelli. Operations conducted in recent years by Eutelsat, in association with Skylogic, a broadband affiliate ([www.skylogic.fr](http://www.skylogic.fr)), include the 2002 earthquake in Molise, in Italy, and the post-tsunami intervention in Sri Lanka. These were given as examples of the particularly quick and turnkey deployment of satellite-based solutions. In

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Molise an ICT laboratory was rebuilt and equipped with broadband wireless workstations, while in Sri Lanka Eutelsat installed and configured computers, LAN switchers, printers, Wi-Fi access and VoIP telephones.

The third speaker, Cosmas Zavazava, International Telecommunications Union (ITU) Officer, shifted the focus from provision to global governance. "The Union", he explained, "was established last century as an impartial organisation within which governments and the private sector could work together to coordinate the operation of telecommunication networks and services and advance development of Information and Communication Technology". ITU now counts over 700 sector members and works principally to enhance the so-called 'technological convergence', improving communication mechanisms and information flux between population and authorities. "Talking about telecommunications means talking about policies and applications", continued Mr. Zavazava, who clearly identified the major challenges that ITU is facing. There are the need to strengthen preparedness and disaster prevention (ensuring, for example, a global legal framework such as the one provided by the Tampere Convention, or developing tools and guidelines to follow during a crisis); the need to deliver digital opportunities for people after a disaster and the need to mitigate disaster through radio-communications (prioritizing phone calls from the affected area, for example, with airtime paid by ITU); the need for post-disaster assessment identifying plans for early warning systems; the need to de-mystify technology and its complexity; finally the need to reinforce disaster prediction, disaster alert and disaster relief. "Technologies have to talk to each other. ITU's mandate is to forge partnerships and enhance coordination, offering support for telecommunications infrastructure reconstruction and developing an appropriate legal and regulatory regime" concluded Mr. Zavazava. Finally he mentioned paragraph 91 of the WSIS Tunis Agenda: "We recognise the intrinsic relationship between disaster reduction, sustainable development and the eradication of poverty, and that disasters seriously undermine investment in a very short time and remain a major impediment to sustainable development and poverty eradication".

Moving back to the private sector, the assembly next listened to Jan Erik Kjaer's presentation. Speaking on behalf of Emerging Markets Communications (EMC), a premier provider of global satellite communications, Mr. Kjaer stressed again the advantages of satellite-based solutions, for their reliability, availability, flexibility and rapidity of deployment. "Satellite is a unique tool", concluded Mr. Kjaer.

Oisín Walton, Communication Officer of Telecom Sans Frontières (TSF), closed the session by giving some hands-on examples from the field. "Communications are an essential element of a successful emergency response", explained Mr. Walton, before relating the story of TSF's founding. Jean-François Casenave and Monique Lanne-Petit had the idea for a telecom rescue group in 1991 during a mission in Iraq. Many refugees handed them pieces of paper with phone numbers written on them and asked them to call their families. To address the need for communications services, TSF bought its first satellite phone and the organisation was born. The TSF swat team now deploys lightweight equipment (2.5 kg) that can provide voice, Internet, fax, and video connections via its satellite equipment (BGAN terminal, Mini M, GAN M4, RB-Gan), Wi-Fi, and Global System for Mobile communications equipment. The services are available for free to everyone, including UN personnel, other NGOs, other responders, local government agencies and citizens. "A 3 minute call for affected families allows personalised assistance, facilitates family reunion, offers mental support and reassures family abroad left without any news since the disaster", said Mr. Walton. "Communication is a universal need. In Darfur for instance, a mother discovered after a three minute call that her son was not dead, as she had believed, but safe in his uncle's house in Kartoum!". Funded by telecom majors like Vodafone, AT&T, Cable and Wireless, Inmarsat, Unosat and France Telecom, TSF is financially independent and therefore able to deploy immediately without having to wait for institutional partners' funding. This condition also makes TSF able to cover forgotten crises. In 2005 TSF helped over 350 NGOs and UN agencies like ECHO, UNICEF and OCHA, in disaster areas.

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*Reporter: Irene Amodei*  
*Editor: Sarah Webborn*  
*Photo: Tun Lin Htet*  
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## Aid Provision in Conflict Situations and Post Conflict Reconstruction

**Chairman:** Doug Brooks (President, International Peace Operations Association, Washington DC)  
**Speakers:** Dr Mir Asghar Husain (Director, Division for Education Policies and Strategies, Education Sector, UNESCO, Paris), Nathalie Charbonneau (Information Officer, Information and Communications Unit, European Commission – Directorate for Humanitarian Aid), Tim Carstairs (Coordinator, Mines Advisory Group, UK), David Skinner (Director, Rewrite the Future, Save the Children, UK)

**Abbreviations:** ECHO (European Commission Humanitarian Aid Department), IPOA (International Peace Operations Association), MAG (Mines Advisory Group), MDG (Millennium Development Goals), SCF (Save the Children), POI (Peace Operations Institute),



*Sudan, Zalingei-Garsila road, Darfur. Relief convoy.  
Image: © ICRC/ T. Gassmann*

Mr Brooks presented IPOA with particular reference to the 'industry' of peace and stability. He informed the workshop that military forces were becoming more involved in present-day major crises, particularly with conflicts becoming more complex and violent - almost all NATO military forces have been deployed to an area of conflict during the past two years. Private companies already support peacekeepers in many parts of the world (although they could do a good deal more to help end crises), but usually political solutions are also needed requiring international organisations and policy makers to establish terms and agreements for long-term peace. IPOA has created a think-tank, the Peace Operations Institute (POI), responsible for research and education in global peace operations, and seeking ways to improve the

effectiveness of modern peace, reconstruction and stabilisation operations. A key role will be to increase research and understanding of the private sector's role in making peacekeeping more effective. Mr Brooks summarized his presentation saying that the private sector functions best within a framework of clear and effective law and enforcement mechanisms. Many parts of the world do not even approach this ideal and the peace and stability 'industry' specialises in providing critical services to these areas. This raises issues of accountability which is probably the single greatest concern of NGOs and humanitarians. Perfect accountability cannot exist in such environments – not just for private firms but for all key players – however, the industry has been consistently keen to work with policy-makers and NGOs to address this issue by improving peace operations through greater privatisation.

Using a power-point presentation, Mr David Skinner, SCF, highlighted the United Nations Millennium Development Goal for education: "...by 2015, everywhere, boys and girls alike will be able to complete a full course of primary schooling..." Mr Skinner confirmed that millions of children are currently missing out on education: "...77 million children worldwide are out of school; in countries affected by armed conflict 4 in 10 children cannot go to school (twice as many as the world average); 40 million children are living with the effects of war



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and poverty, but without education – denied their rights, their childhood and a hope for the future...” To break this lethal cycle of poverty and conflict, education – a priority for children - is important because no country has ever reached and/or sustained economic growth without achieving near-universal primary education, and, of the world’s 20 poorest countries, 16 have suffered a major civil war in the last 20 years. A casualty of war, education systems break down, schools close or are destroyed and, even if they do remain open, the quality of education suffers and teachers are not paid. Since 1990, women and children make up 80% of civilian war casualties. They suffer the trauma of being injured or assaulted. Children and families may be internally displaced and spend years in ‘temporary’ camps and children may also be forced to fight. The benefits of children’s education, which changes lives as well as societies, include provision of learning, literacy and livelihood skills (adults with primary education earn twice as much as those without), as well as protection against exploitation and military recruitment; a sense of normality through school attendance and, through classes, the opportunity to learn communication skills and teamwork, and to begin a process of peace and reconciliation. Education can promote conflict resolution, tolerance, human rights and citizenship. Life expectancy rises by up to 2% for every 1% increase in literacy, and a 10% increase in girl’s primary enrolment may decrease infant mortality by 4.1 deaths per 1,000.

SCF has the experience and can contribute by: providing education opportunities and protection to children in emergency situations; helping communities manage schools; training teachers; developing education policies and relevant child-friendly curricula; providing effective, sustained and suitable support worldwide (currently operating in 120 countries); providing education to people uprooted by continuing conflict; and contributing to the reconstruction of education once conflict has ended.

Mr Carstairs introduced the Mines Advisory Group, a premier organisation dealing with post-conflict mine clearance and conflict recovery with the principle aim of landmine clearance to promote the building of peaceful, prosperous futures for communities affected by conflict. Fast clearing of ordnance reduces looting and illicit trading of abandoned stocks (selling and re-using ordnance). MAG is

involved in overall post-conflict development such as; communications; emergency aid health care / surgical services; bridge repair (with the World Food Programme); electrical power supplies; water supplies (with relevant agencies); animal husbandry; transportation; schooling, refugees; and rebuilding schools and public administration buildings. MAG can provide expert surveyors, specially trained dogs and technical weapons experts and has made partnerships with other specialist agencies to provide assistance and capacity to post-conflict situations.

Ms Charbonneau introduced the EC Humanitarian Aid Department (HAD), a department dealing with conflicts and natural disasters – out of the EU area – and which objective is to save and preserve life during emergencies and provide relief to communities in crisis. She explained HAD is a donor, not an implementing agency. It has an annual strategy, responding to crisis situations within 72 hours, and its strength is operating efficiently with rapid decision-making, close working relationships with other aid agencies and a commitment to past or forgotten crisis situations. The 2007 budget is 722 million Euro (217m Euro for food aid and 505m Euro for humanitarian aid) - humanitarian aid funding is mainly provided to Africa, Asia and the Middle East (Lebanon). Emergency situations are becoming more complex (requiring additional civil protection) and more violent, with military support forces present. HAD is improving humanitarian aid in conflict situations by providing effective, needs-based aid; avoiding erratic funding and security training; supporting UN agencies and making use of military and civil defense assets.

Dr Husain informed the workshop that UNESCO’s educational principle was ensuring access to schooling in all countries. He also referred to the UN’s MDGs to remove illiteracy, provide schooling, and achieve universal primary education and gender equality. The main barriers to ‘education for all’ were conflict, instability and natural disasters; refugee status (over 15m to date); internally displaced persons (over 25m to date); natural and man-made disasters; armed conflicts; and lack of sound education programmes. Basic education in emergency and post-conflict situations is a necessity because it is a fundamental human right which is vital for children’s physiological needs and stress management, as well as their physical and social protection; it sustains study skills and

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provides for future livelihood. Fundamental education requirements must include inter alia planning, delivery and logistics, capacity building, human resources, institutional development, sustainability, data collection

analysis, AND coordination of all partners and external assistance. UNESCO's approach to education in emergency programmes is networking, support training and technical support.

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*Reporter: Douglas Murray-Jones*

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**Workshop**  
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## ***Certification in Humanitarian Logistics***

The Fritz Institute, a nonprofit organisation in San Francisco, developed an on-line course to provide certification for logisticians who work in the humanitarian relief field. The certification course is aimed at both increasing the skill level of those who provide humanitarian logistics as well as increasing their profile – and respect – in the international assistance community. The Fritz Institute's Mich Mizushima and Jill Driskill discussed their certification program, providing an in depth overview of the internet-based course, to participants at Aid and Trade 2007.

Ms. Mizushima noted that there is often a lack of understanding in the humanitarian relief world by what is meant by the term "logistics". While many associate logistics with transportation or warehousing or shelter provision, Ms. Mizushima stressed that the term also encompasses supply chain management and more. The Fritz Institute's goal is to bring the best practices from commercial supply chain management to humanitarian relief work. A few years ago, at an annual meeting for logisticians from the United Nations, NGOs and the Red Cross/Red Crescent Societies, it became clear that many people who provide supply chain management in the field during humanitarian crises have never had the time (or the resources) to get the training they need to ensure a successful response to these crises. On-the-job, peer-training is the norm. In addition, meeting participants noted that many of their colleagues did not always recognize the importance of good logistical planning in humanitarian relief efforts. The Fritz Institute created their online certification in response to these concerns. Their ultimate goal, however, is to enable logisticians to be more effective by increasing their proficiency.

The course, which the Fritz Institute considers a Level I certification course, is aimed at persons in the field, already dealing with logistical issues in a humanitarian context. Ms. Mizushima noted that the course was built by the humanitarian community for the humanitarian community,

but received the needed technical expertise from the UK's acclaimed Turner Institute of Logistics and Transportation.

The course does not require any particular educational background, but all participants must have access to e-mail and speak English. The course, which is self-paced, can be completed in 18 months if participants spend only five hours a week on course work. The first group of students began the course in February 2006; out of 26 students, three have already completed the certification, less than one year later. Two key elements of the course are the participation of students' managers in the field and interaction, via e-mail, with "coaches", professional logisticians who assess students' work and push them to fully examine all potential responses to a crisis.

The course is practical and uses a case study model in which students are immersed in the world of SCILaid, a fictitious aid organisation. The goal is to make the experience as real-world as possible to ensure that students learn how to make logistical decisions based on sound evidence and background information. Of course, because real life is often complex and practitioners in the field often have to make decisions without complete information, students are not always given every piece of necessary information, but taught to do the best that they can with the data they do have, including geopolitical concerns, weather, the state of the transportation infrastructure, storage issues, current inventory, and organisational structure. Students in the course have noted how realistic the course is and how it challenges them to draw on all of their logistical skills.

When asked if the certification is achieving the sort of recognition that other such certifications have, Ms. Mizushima noted that they are in the process of developing a Level II certification course. While the Level I course was developed through the Fritz Institute's own funding, the

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Level II course is receiving funding from the UK's Department for International Development, the US Agency for International Development and the European Commission's humanitarian aid organisation (ECHO), clearly demonstrating their belief in and support for the certification. In addition, the Fritz Institute is working with other

organisations to ensure that they recognise it as a credible certification. The Fritz Institute hopes to launch the Level II certification, which will be aimed more at managers, in the first quarter of 2009.

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*Reporter: Emily Fisher*  
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Workshop  
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## *The role of media and information in humanitarian emergency response*

**Chairman: Mark McCarthy (ReliefWeb)**

**Speakers: Andre Doren (IFRC), Emma Batha (Alertnet), Jordi Passola (Médecins Sans Frontières International), George Gordon-Lennox (Reporter without Borders).**

**Abbreviations:** HIC (Humanitarian Info Centre); IFRC (International Federation of the Red Cross and Red Crescent Societies); RWB (Reporter without Borders); Médecins Sans Frontières International (MSF)

The focus of this gathering was the role of media and information in relief and emergency contexts. According to Mark McCarthy, former officer in many Humanitarian Info Centres (HIC) in Darfur, Niger and Giordania and now Project Manager for ReliefWeb ([www.reliefweb.int](http://www.reliefweb.int), a web site endorsed by the UN General Assembly), the golden rules of information in humanitarian response are: identification of the audience, knowledge of the product goals, knowledge of the operating environment of the client and knowledge of the technical capacities of the audience. "There are two key roles for information that directly assists the humanitarian response", Mr. McCarthy remarked, "firstly, operation information, secondly, advocacy". HICs goals are promoting the sharing of information and the use of data standards, and providing tools that let humanitarian actors in the field take informed decisions. "Information operators are not the first information gathers", clarified Mr. McCarthy. "They only put information together and design maps starting from data. It is vital to let the experts – nutritionists, doctors etc. – do what they do best and act after. This is what is called a bottom-up approach. Once the information is received, it is important that it turns around as quickly as possible and that it is simple and accessible". As for the advocacy side of the work ReliefWeb facilitates the humanitarian decision-making process and strengthens the response capacity of the relief community through the timely dissemination of reliable information on complex emergencies and natural disasters.

Andre Doren, Head of Communication and Resources Mobilisation of the International Federation of the Red Cross and Red Crescent Societies (IFRC), gave a general overview of IFRC (185 National Societies, 100 million volunteers

and members) before dwelling upon relations between the media and humanitarian actors. "They have a reciprocal interest" Mr. Doren affirmed. In fact the media needs trustworthy information, breaking news, interesting angles on the state of the world today and human-interest stories. "As humanitarian actors we want, for our part, to reach media, to advocate our message, to fundraise, to disseminate information and to communicate to beneficiaries". Given that the media is one means whereby humanitarian organisations can reach their audience and develop their communications strategies and objectives, humanitarian actors must adapt to them. "This means that we have to appear newsworthy, to offer clear messages and trustworthy data, to select efficient spokespeople, briefly to bring added-value to the media with well developed tools and ready materials". As Mr. Doren pointed out it is also important to nurture partnership with a regular flow of information, meetings, press briefings, media visits and field operation tours keeping media interest high and humanitarian issues alive.

Emma Batha spoke as a journalist of AlertNet ([www.Alertnet.org](http://www.Alertnet.org)), one of the biggest networks of journalists set up by Reuters Foundation. Reuters AlertNet is, in other terms, a free humanitarian news network based on a popular website that keeps relief workers, the public and members of the media up to date on humanitarian crises worldwide. The site attracts 11 million users per annum, collects news from Reuters, UN agencies, NGOs and counts so far about 400 contributing member organisations (Oxfam, Vision, Care, Concern, Human Rights Watch, among others). Mrs. Batha launched a new project called "MediaBridge", which originates in the results of the Fritz Report, a

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major survey of relations between the media and humanitarian relief agencies edited three years ago thanks to the collaboration between the Reuters Foundation and the Columbia School of Journalism, and sponsored by the researchers of the Fritz Institute.

“What can be done to improve humanitarian reporting?” was the question addressed to 50 communications officers and over 300 journalists around the world by Fritz Report researchers. “The press answer was clear. Most of all they need basic primers on the crisis, key facts and a constant survey of the current status”, said Mrs. Batha. “Journalists need contact with people in the field, e-newsletters detailing new crises and early warning of future ones. And finally they need trips to crisis areas”. Mrs. Batha then illustrated the tools and services offered by MediaBridge, such as background info, latest news stories, guide to best sources of info on the web, contacts, analysis of latest crisis coverage, early-warning on looming crises, a weekly email newsletter with ideas, tips and discussion points. “Our goals are to generate more coverage by bridging media and humanitarian worlds”, concluded Mrs Batha “to make it easier for journalists to get better informed on crises, to help reporters find humanitarian angles on major stories and get in touch with humanitarian agencies on the ground and, last but not least, to challenge the media to think again about crisis reporting”.

Jordi Passola, who recently became the Communication and Fundraiser Officer of Médecins Sans Frontières International (MSF), drew the public’s attention to transparency and accountability, as key issues to forge the international position of a humanitarian organisation like MSF. “These two words, transparency and accountability, mean to be able to explain openly not only who we are and what we do, but also the impact of our work. Secondly they force us to question ourselves about the relevance and pertinence of our work. Are we where we are supposed to be? Are we efficient? Which are the limitations and constraints and challenges we are facing? What are the lessons learned?”. The introduction of these considerations in the daily work of MSF is vital in order to safeguard the necessary balance

between funders, stakeholders and beneficiaries. And if the humanitarian world has to become more accountable and less centralised (or more local-offices oriented), media have their role too. “We do need the media to pose the right questions, to press us toward broader and clearer transparency and accountability”.

George Gordon-Lennox from Reporter without Borders (RWB) drew attention to freedom of expression and press freedom, reminding that often people do not like journalists and sometimes, in some countries, people kill them. According to the RWB annual report, 2005 was the deadliest year for journalists since 1995. 63 journalists and 5 media assistants were killed doing their job or for having expressed their opinion, more than 1,300 physical assaults were recorded and more than 1,000 media were censored, an increase of 60% compared to 2004. On 27 February 2006, 119 journalists and 57 cyber-dissidents were still imprisoned simply for wanting to provide information. “If we compare the Human Development Index with the Worldwide Press Freedom Index we are not surprised that often less-developed countries and repressive countries coincide, even if each year new countries in less-developed parts of the world move up the Press Freedom Index to positions above some European countries, which is reassuring in certain cases”. According to the Index, Bolivia advanced to the 16th position, Bosnia-Herzegovina to the 19th and Benin to the 23rd. 140 countries in the world have multi-party elections, but more than 100 still limit democracy, civil and political rights which are the components of what the High Commissioner of the Human Right Council calls ‘good governance’. “Humanitarian assistance is also accountability” summarised Mr. Gordon-Lennox, echoing Mr. Passola’s words “and the media have to play a huge role in this”.

A question from the audience brought the session to an end. “What will tomorrow’s communication team look like?” Certainly, was the panel’s answer, it should be accountable, transparent, adaptable, capable of a ‘global-local’ approach, and more present in the field.

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Reporter: Irene Amodei  
Editor: Sarah Webborn  
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Workshop  
Wednesday 24 January 2007

## Water and Sanitation

**Speakers:** Ken Caplan (Director, Building Partnerships for Development in Water and Sanitation), Vessela Monta (Executive Director, International Harvesting Alliance), Kadiatou Aw (Head of Policy and Partnership, Water Aid Mali), Caroline van der Vorden (Water Supply and Sanitation Collaborative Council), Dr. Darren Saywell (Regional and Development Director, International Water Association)

**Abbreviations:** BPD (Building Partnerships for Development), IHRA (International Harvesting Alliance), IWA (International Water Association), LMDGI (Local Millennium Goals Initiative), WSSCC (Water Supply and Sanitation Council)



*Metalsheet tank (courtesy of IHA)*

In providing either long-term services or more immediate emergency relief, there is increased recognition that Water and Sanitation cannot be provided in a vacuum. Communications and co-ordination between actors are absolutely essential to ensure that the technical, economic and social angles are all brought together. This session shared information and experiences on a number of examples, from national coalitions to local-level projects, where some form of partnering has made the difference between successful programmes and less responsive projects.

In his introductory remarks, Ken Caplan, Director of Building Partnerships for Development (BPD) - a non-profit organisation that supports, fosters and facilitates responsible partnerships between different sectors - presented the complexity of Water

and Sanitation interventions where multiple-actor partnerships between technical, economical, and social sectors are needed in order to develop synergies and common goals. "Partnerships involve two or more organizations" pointed out Mr Caplan "that enter into a collaborative arrangement based on synergistic goals and opportunities that address particular issues or deliver specified tasks that single organisations cannot accomplish on their own as effectively". An individual organisation often cannot purchase the appropriate resources or competences *purely* through a market transaction. Partnerships can contribute to collect information, communicate and disseminate skills, offer products and services and technical expertise, centralise funds. Mr Caplan warned about "risks" and difficulties of building partnerships. "Partnerships are rarely simple" he commented "and often involve an understated and unresolved competition between partners. Partnerships must be tailor-made and are rarely trust-based, even if they must be based on respect of partner contributions". And finally "partnerships are not meant to be permanent but transitional mechanisms until practices become institutionalised or transactions-based". Mr Caplan continued then explaining the nature of partnerships, which require greater commitments and stronger levels of interdependence than simple networks or coalitions and which aim at developing infrastructure, enhancing capacity building, and

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maybe changing behaviours and systems. Mr Caplan ended his presentation remarking the essential distinction between *emergency relief partnerships* – temporaries and target-oriented – and *long-term service delivery partnerships*, which demand continually negotiated targets, an extensive stakeholder engagement and more time to experiment different delivery models.

Vessela Monta, Executive Director of the International Rainwater Harvesting Alliance (IRHA) explained that IRHA was founded in 2002 in Johannesburg at the World Summit on Sustainable Development and was given the mandate to federate or unify the disparate organisations harvesting rainwater around the world. This international alliance now provides a unified voice for the Rainwater Harvesting (RWH) movement, disseminating and building on achievements in this field and working towards the fulfillment of the Millennium Development Goals. IRHA's vision is safe freshwater for sustainable livelihoods and ecosystem conservation in all regions of the world. IRHA promotes therefore the use and management of rainwater as a part of soil and water conservation for food security and food sovereignty; livelihood improvement for household productive uses; watershed management & community development; disaster reduction and reconstruction; ecosystem conservation and aquifer recharge. Local communities in Africa and all over the world have been seeking ways to resolve water scarcity problems, which are more critical during the dry spells and droughts. They have been looking for technologies that are easy to adopt, accessible, affordable, workable, environmentally friendly, and which suit local conditions. "Rainwater harvesting is emerging as an option that can offer this package of advantages" commented Mrs Monta. Although water harvesting is an ancient technology, that is easily adaptable to many conditions, its adoption in Africa has been poor, due to a multiplicity of factors. Among these Mrs Monta included lack of awareness; poor resource base; lack or shortage of training opportunities in RWH; non-existent or poor policies at national and local levels; information gaps; and low investment in research and development. In addition, there is a general lack of an enabling environment which would propel RWH initiatives forward and achieve multiplier effects. This would result in the adoption of technologies across villages, counties, nations and the continent. "The IRHA offers new and existing opportunities to enable RWH to get closer to the people, enabling

improved livelihoods especially among the poor and marginalized" Mrs Monta concluded.

Kadiatou Aw, Head of Policy and Partnership of Water Aid, welcomed the audience with an African proverb: "A drowning person needs a rope not a sermon". WaterAid works in 17 countries providing water, sanitation and hygiene education to some of the world's poorest people. The WaterAid Africa and Enda Eccopop Initiative aims at localising the Millennium Development Goals to strengthen the local government capacity to deliver pro-poor water and sanitation services. The major obstacles tackled by this Local Millennium Goals Initiative (LMDGI) are ineffective decentralization, low sensitisation on MDG's, lack of management information and effective planning, insufficient funds, inadequate sector coordination and especially, lack of transparency and accountability to local people. Even though achievements to date are remarkable: WaterAid reached 20 communes in Mali, 10 districts assemblies in Ghana, 23 communes in Burkina Faso, 23 in Nigeria. "Operation coup de poing" is the action plan set for the future, which includes a new aid agenda a scaling up nationwide and beyond the water and sanitation sector, an update and institutionalisation of the LMDGI process. In order to translate this plan into action, local authorities have to actively involve communities. The next annual international conference will be held on May in Burkina Faso, because Mrs Aw believes that "the eyes that have seen an ocean can not be satisfied by a mere lagoon".

Caroline Van der Vorden, Programme Officer of Water Supply and Sanitation Collaborative Council (WSSCC), presented the Council to the audience: governed by a multi-stakeholder Steering Committee elected by its members, at present the Council counts over 1500 members from a variety of stakeholders ranging from academia, NGOs, international organisations, and national governments to the private sector. The Council seeks to accelerate the achievement of sustainable sanitation, hygiene and water services to all people, with special attention to the unserved poor, by enhancing collaboration and coordination of all sector stakeholders, nationally and internationally. It aspires to achieve its mission through advocacy and awareness raising campaigns, and facilitating concerted action programmes focused at improved sanitation and hygiene service delivery, to be carried out through the Council's extensive membership and network of partners and collaborators. Mrs

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Van der Vorden mentioned as success factors the limited members, the search of potential partners, the equal vote and the creation of a separate partnership logo.

Dr. Daren Saywell, Regional and Development Director of International Water Association (IWA), focused his speech on post-disaster response and recovery. With many members around the world, IWA helps to represent the water regulation and supply network. He mentioned that even though relief aims to fulfil critical needs, the relief system must comply with certain standards that are often ignored in the effort to rapidly respond to disaster. The challenge, according to Mr Saywell, is to identify the local priorities and assure technical support is consistent with appropriate water quality standards. That is why IWA is actively involved in the development, management and operation of water corporations throughout the world. In the event of a disaster, these corporations will have the skills needed to serve as a sort of volunteer database, allowing for disaster relief that is in accordance with water quality standards and that is sustainable in the long-term. To be effective, recovery assistance also needs to be integrated to ensure that relief activities and donations are consistent with actual needs.

It is also important to conduct ongoing field assessments involving the local communities. He then went on to explain how IWA is a

brokering linkages between groups like UNICEF and other NGOs through networking events. The goal of this networking is to link resources and long-term development support. IWA recognizes and encourages the importance of such knowledge exchanges.

During the time allowed for questions, the audience questioned whether RWH's credibility as a humanitarian organization is weakened by the perception that it seems to some to be more like a business. The four panellists recognised that the issue needs to be addressed more fully; the focus should be on ways in which NGO's and the private sector can work complementarily.

To the question of who benefits from the RWH, the panelists responded that we should focus on ensuring that basic needs are met through public-private partnerships.

The audience also asked whether the panel thought RWH's LMDGI would met? According to some panelists, the water sector goals likely will be met, but more work is necessary if the sanitation goals are to be achieved. "Everybody is looking for a magic bullet", said one of the panelists. "There isn't one [but] we still have some hope."

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*Reporter: Jean-Marie Vianney*

*Editor: Alicia Higa*

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Workshop  
Wednesday 24 January 2007

### Focus on Procurement

Chairman : Steen Strottup (Global Fund to Fight AIDS, Tuberculosis and Malaria)  
Speakers : Hubert Christiaens (General Director, MSF Supply), Bertrand Effantin (Logistic Manager, Handicap International), Helen Sims (Procurement Officer, Sightsavers International), Judy Polkinhorn (Director UK and VP for International Offices, Mercy Ships UK), Jonathon Baker (Logistics Coordinator, Canadian Red Cross), Rishi Ramrakha (International Logistics Department, British Red Cross), Brittany Dupuy-Bishop (American Red Cross) and Laszlo Virangi (Mercy Corps).

**Abbreviations:** ARC (American Red Cross), BRC (British Red Cross), CRC (Canadian Red Cross), HI (Handicap International), MSF (Médecins Sans Frontières), NSP (National Strategic Plan), SI (Sightsavers International)

Hubert Christiaens, General Director of MSF Supply, opened his presentation with a quick overview of his organisation. MSF today is involved in interventions concerning victims of conflict, epidemics, endemic health care for excluded populations and natural catastrophes. MSF has missions throughout the world and has a need to supply these locations, with yearly figures reaching up to 500 orders and 150,000 boxes shipped per year. The MSF objective is to supply these missions with quality materials, on time and at the best price in all circumstances. Mr. Christiaens stated that "MSF would like to build and develop networks to offer better services to these locations".

Challenges in the humanitarian supply chain for MSF include decentralising their services, balancing services vs. costs and incorporating technology developments. A particular challenge for MSF is to minimise funds spent on quality insurance while ensuring quality products and, according to Mr. Christiaens, partnerships and networks are an important factor for achieving that balance.

Handicap International is a French NGO with an annual budget of \$60 million shared in private funds and institutional dollars. With six offices in Europe, Bernard Effantin, its Logistic Manager, said that "France and Belgium are leading operations in the field." The organisation has a number of projects implemented in 56 countries across the world.

The HI mission aims to give support to a country's national systems in the field of disability in general. Their target populations are people with permanent or temporary disabilities resulting from physical or mental impairment. The range of support spans from conditions such as chronic diseases to psychological stress including Post Traumatic Stress Disorder. HI's main activities involve the prevention of disability through education in general, integration of the disabled into their local communities and the creation of and support for existing orthopaedic workshops.

In the procurement process, HI's policy is to give priority to local purchase (put simply, to purchase supplies within the country of operation whenever possible). The selection of suppliers is conducted through two channels; calls for tenders and, more informally, through database registration. Eighty percent of HQ purchases are based on calls for tender and framework contracts.

Helen Sims introduced her organisation, Sightsavers International, with a few key facts about blindness. A disturbing fact is that every five seconds one person in our world goes blind and that 90 percent of the world's blindness occurs in developing countries. She then went on to explain that 75 percent of blindness is either curable and/or preventable.

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SI supports people who are irreversibly blind by providing education, counselling and training and work in partnership with local organisations to provide services that are tailored to meet the needs of those who are blind or have low vision. In the last fifty years SI has helped to restore sight to over five million people and treated more than seventy million people for potentially blinding conditions. According to Ms. Sims, that is "something to smile about".

The SI procurement team, although small, provides many services including sourcing, tendering, order placement, progress monitoring, consolidation, evaluation of suppliers and quality control of products and processing gifts in kind. Their non-medical product range involves educational materials, Braille equipment and spectacles frames and lenses to name a few. Ophthalmic equipment and consumables make up their medical procurement needs.

Ms. Sims identified four main challenges faced by the SI procurement team: identifying reliable suppliers, communications, shipping and lack of time. She stated that, due to their sizeable product range, they are in need of a broad range of suppliers. Problems can arise as not all suppliers have the same standard of customer service and sometimes there is only one supplier available in certain areas of their product range. Ms. Sims voiced that communications are SI's biggest challenge with overseas offices experiencing unreliable IT connections and faults from the supplier's side.

Mercy Ships UK, founded thirty years ago this summer, was established to "bring hope and healing where there was none" according to Judy Polkinhorn, Director UK and VP for International Offices. They aim to do so by providing top quality treatment to those who have developed life-threatening conditions through lack of healthcare, resources, funding, etc.

An amount of \$4.3 million was donated for the ship *African Mercy* to provide top medical care to those in need, especially along the western coasts of Africa. The ship will host around 450 volunteers, will have an intensive care unit, a CatScan and six operating theatres with modern equipment, and will be able to provide the same services as many modern day hospitals.

Ms. Polkinhorn identified the biggest procurement challenge as the necessity to sift through donations and not accept unneeded products. Mercy Ships largest procured items are donations as shown by the *African Mercy* herself.

The Canadian Red Cross has operations in Asia, Africa and the Americas. Mr. Baker, Logistics Coordinator, stated that, although the CRC is autonomous, Red Cross organisations adhere to standard procurement processes. There is no centralised procurement team at CRC headquarters in Ottawa; instead most procurement processes are local to the areas of operation. As he is a "team of one", Baker said that he tries to avoid the normal procurement process as it can be rather time consuming, but CRC's procurement process is nonetheless standard though rather informal.

Rishi Ramrakha, of the International Logistics Department of the British Red Cross, opened his presentation with an overview of some of the main areas of work for procurement in the BRC. These areas include purchasing kits for self-sufficient, full-man teams in emergency response units; procurement support for reconstruction projects in the Tsunami region; NSP support in (for example) Uganda and Ethiopia; and pre-positioning of stocks e.g. cars, blankets and other generic relief items.

The key functions of the BRC include planning, assessment, procurement (done through the generic tender process) and transport (everything must be procured outside the country of use). Mr. Ramrakha said the great challenge in procurement is ensuring the immediate availability of supplies in the necessary quantities, illustrating this with the eight week delay in delivery of tents after the Pakistan earthquake. He also explained that standardisations in compliance were the biggest barrier.

Brittany Dupuy-Bishop introduced her organisation, the American Red Cross, with initiatives created after the devastation of Hurricane Katrina. These initiatives include plans to build a best in class logistics and supply chain capability, adopt electronic procurement systems, provide real-time information on inventory and supplies and introduce process improvements.

Hurricane Katrina ravaged the South-Eastern States on an unprecedented scale and the total cost of destruction is estimated to be over \$2.3 billion. Initial observations from the ARC after the hurricanes were that their total capacity was stretched, their partnerships and relationships had been tested, the public and local elected officials had very high expectations and that there was an intense media spotlight.

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Possible solutions Ms. Dupuy-Bishop offered included strengthening partnerships for mass feeding with vendors, government and voluntary agencies; expanding vendor alliances and guidance for developing community relationships; training key volunteers in the vital roles for responding to disasters; mobilising strategic stockpiles of pre-packaged meals, having a national fleet and the prompt establishing of logistical pipelines and staging areas.

Relief supplies for the ARC include cots, blankets, pre-packaged ready-to-eat meals, comfort kits, cups and clean-up kits. During a disaster relief operation, items must be delivered within 24 hours and Ms. Dupuy-Bishop stated that an effective supplier to the ARC is available 24 hours a day, 7 days a week, has sufficient product on hand, is able to get product where

needed in a timely manner and displays resourcefulness when needs surpass vendors usual capabilities.

Laszlo Virangi, last speaker on the panel, introduced Mercy Corps, founded in 1978 in response to the Cambodian refugee crisis. Their main concerns include timely emergency relief, economic development and civil society awareness. According to Laszlo Virangi, the most immediate needs in emergency response lay with water, power and communications equipment. Mercy Corps is starting to provide procurement support in the field and, similarly to the Canadian Red cross, they focus on local supply chains in order to keep money in the local economy.

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*Reporter: Erin Cunliffe-Vines*  
*Editor: Sarah Webborn*  
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Workshop  
Thursday 25 January 2007

## *The Environment Impact of Relief and Development*

**Speakers: Katrien Beeckman (Advocacy & Resource Mobilisation Senior Officer, International disaster response laws, rules and principles Programme, Legal Affairs Unit, IFRC), Pasi Rinne (UNEP Officer) and John Goodson (UNEP Officer)**

**Abbreviations:** IDRL (International Disaster Response Laws), IFRC (International Federation of the Red Cross and Red Crescent Societies), UNEP (United Nation Environment Programme)

UNEP Officer Passi Rinne explained to the audience the UNEP approach and involvement in post-conflict countries and disaster areas. He distinguished three main challenges that have to be faced, namely escalating disasters, silent disasters and the sustainability of aid, relief and development. "The number of disasters worldwide is growing", Mr Rinne commented, "so that we can count approximately 700 disasters annually, both whether related and man-made. The economic impact of disasters is also escalating, hitting the annual cost of \$ 100 billion". In addition to that, 98% of casualties are in developing countries, where people are most vulnerable and have fewer resources. In the so-called, "silent disasters" - those which do not receive a lot of media attention and remain therefore unattended to - only 30% of the needs are usually met. The 2006 drought in the horn of Africa is a devastating example of such an unfunded and unreported disaster.

How humanitarian aid and relief can help ameliorate the underlying causes of vulnerability remains is also a major concern. Most resources invested in disaster relief cannot fight the root causes and aid can "often [ ] be superficial", Mr Rinne remarked. "Aid and relief should be more than just providing food and clothes".

Thirty of the most vulnerable countries in the world are located in Africa; these are also the most heavily hit when it comes to disaster. Governments, UN agencies and NGOs are not sufficient to adequately fight the occurring disasters without a serious commitment from

the local community, including private and financial sectors of the recipient countries.

Disaster relief must, therefore, be accompanied by strategies to reduce vulnerability. Evidence from countries affected by natural disasters shows, for instance, how well-managed, more resilient natural ecosystems help reduce the impact of these catastrophes. Strong investments in re-forestation carried out by the Dominican Republic and the efficient preparedness system set up by Cuba both contributed to the reduction of deaths caused by hurricanes, in stark contrast to the situation in Haiti, where none of these strategies exist.

UNEP strives to tackle disasters in three ways: throughout responsiveness (meaning a quick and effective response when disaster strikes, taking into account that the early days are the most important ones), recovery (this phase can take up to two years) and finally restoration (including all the attempts made to restore what was damaged in the relevant ecosystem).

Environmental impact assessments are vital in determining how disasters will affect the local ecosystem. A rapid environmental assessment does not provide answers as to how to resolve environmental problems, but it should at least provide sufficient information to allow those responding to a disaster to formulate practical solutions to the majority of the identified issues. This can hopefully help to minimise disasters' impact, and ultimately to increase development.

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Mr Goodson, also from UNEP, dealt mainly with Tsunami recovery activities in the Maldives and Sri Lanka and gave insight based on his hands-on experience on the impact that relief and emergency work had on the environment. "The tsunami of 2004", Mr Goodson commented, "had caused solid waste management problems". In Banda Aceh for example, at the northern tip of Sumatra, after the tsunami struck, many critical habitats (offshore and nearshore ecosystems, freshwater reservoirs, agricultural lands, rice paddies, and coastal forests/plantations) have been heavily compromised. Approximately \$5 million was exclusively spent on the clearing of the solid waste (building rubble, municipal and industrial waste, sludge) dumped in the initial wave or to get rid of the rubble displaced by the cleanup activities themselves, activities that turned out to block the hydrological drainage, thus creating a situation where water had nowhere to go. This process contributed to create large flooded zones that soon become breeding areas for mosquitoes (which increases the risk of malaria) and other diseases.

Mr. Goodson noted that even the best intentioned recovery efforts can have negative environmental consequences. In Sri Lanka, for example, the Tsunami caused seawater to seep into wells, which already was infested by a vast amount of rubbish: immediately after the tragedy over 60,000 wells were unusable. "But the over-pumping of the wells by relief agencies, to try and clean them up, caused seepage from the sea". As Mr Goodson stressed, even the re-vegetation that was identified as a priority to help restore the ecosystem in Maldives was problematic: "some mangroves died because it was the wrong season for them, some because they were not the right plants for the area and some others because of the lack of proper coordination - the areas that had been replanted were dug up for another project, like a road!". For reconstruction, asbestos was provided, which is in itself a hazardous product; the burning of cables released toxic gases into the atmosphere. According to Mr Goodson, such examples show "a lack of internal environmental governance amongst agencies, of local environmental vulnerability maps, and of waste clean-up programmes".

Mr Goodson then enumerated a series of viable recommendations. For instance, hazardous waste clean up programmes must be in place in any situation, and coordination structures must exist in order to avoid duplications or meddling. These should help to ensure the effective and efficient use of resources. The natural resources

available to the people in the region could, if wisely used and carefully managed, play a vital role in the overall recovery strategy. "However", concluded Mr Goodson, "the interest in the environmental problems is gradually increasing thanks to the political pressure, and we may at last win the battle".

Mr Goodson's intervention closed the first part of the session. The second session began with an address by Mrs Beeckman, Legal Unit Officer of IFRC, who presented the International Disaster Assistance Programme of the IFRC, also known as "IDRL", namely International Disaster Response Laws. When national capacities are insufficient, the international community is called on to intervene and, as Mrs Beeckman explained, "legal problems consistently arise in international disaster operations". These problems often can cause delays, add subsidiary expenses, increase risks, decrease efficiency and eventually reduce confidence in the humanitarian action. One of the major problems is "the lack of a comprehensive legal regime".

As Mrs Beeckman pointed out, "there are many pieces on the table - bilateral agreements, regional laws - but the puzzle is not coherent yet: a global convention is still missing, and a comprehensive legislation is rare". Hence, countries usually apply every-day rules to disaster situations, rely on ad-hoc rule-making or directly adopt an "open door" policy, as in the case of the Tsunami-affected countries which, by doing so, lost control of the aid flux and its consistency.

"The lack of pre-existing national disaster management authority, having been acknowledged, as well as the need for comprehensive policies and procedures, many countries engaged in a legal review", continued Mrs Beeckman. The need for a global legal framework is accentuated by the changing of the international disaster response community (transformation of UN role, growth of the Red Cross and Red Crescent Movement, expansion of the NGO sector, increasing involvement of militaries, direct involvement of private sector, spontaneous engagement of individuals and civil society). During the relief and recovery phase of every operation, many legal problems can arise: "obtaining a visa or a work permit following the normal legislation can take very long", explained Mrs Beeckman. "Importation of goods can be subjected to customs storage or taxation; professional qualification of operations and legal status of aid organisations are often not recognized".

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Besides the legal challenges faced by international relief, other problems usually pile up, sometimes unfortunately generated by the aid community itself. Often relief organisations send unnecessary or inappropriate relief items (“viagra was sent to the Tsunami area”); undervalue and fail to respect local knowledge and culture; or are unable to enhance local capacity building. Humanitarian aid often distorts the local market and does not adhere to quality and accountability standards. IFRC is progressively engaging in ensuring access to

information, in order to avoid errors and duplications. Recently IFRC set up an online IDRL database, which can be consulted on the IFRC web site ([www.ifrc.org](http://www.ifrc.org)), and is planning regional consultations on IDRL, which hopefully will converge in November 2007 as a Global International Consultation on principles, domestic facilitation and regulation of disaster response.

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*Reporter: Dany Kema Lamba*

*Editor: Emily Fisher*

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## **Health and Medical Aid**

**Speakers: Phil Harris (Food and Agricultural Organization of the United Nations), Anthony Dunnett (President, International Health Partners)**

**Abbreviations:** FAO (Food and Agriculture Organisation), IHP (International Health Partners), WHO (World Health Organisation)



Image: © ICRC/ T. Gassmann

The first presentation by Mr Phil Harris discussed Avian Influenza with particular reference to the role UN FAO plays in handling the threat.

The highly pathogenic varieties of Avian Influenza are very dangerous to both humans and animals. As of mid-January 2007, a total of 160 humans and 220 million poultry have died. The latter have either died of the disease itself, or have been culled to prevent the spread of disease.

Although much is known about the disease and its origins, relatively little is known about its ability to jump species, i.e., from animals to humans. Therefore, at this stage, Avian Influenza is best considered a potential threat to humans. The threat to animals, on the other hand, is real. The impact on birds has been immense in Asia, Africa and Europe, and poultry farming in these areas has been severely affected. In Southeast Asia in particular, Avian Influenza has been a personal disaster for hundreds of millions of people, and has hit the economies of these countries severely. The FAO tries to ensure that where food is derived from livestock -in this case

poultry- livestock is protected from natural or from man-made threats. In practice when it comes to food-related disease control, FAO is involved in advising member governments on the best available veterinary systems and techniques to maintain and protect the well-being of poultry.

Several reasons have been advanced as to the emergence and spread of Avian Influenza. Some say the key problem is the way disease is spread by migratory birds; others blame the mixing of different species on the ground. Poultry farmers have been blamed, as well as legitimate and illegitimate traders. Some point the finger at small holder flocks where hygiene and regulation leave much to be desired, but others feel the problem is with rapidly expanding large scale and intensive production practices. In fact there probably is no single culprit. The FAO takes no position on the production methods used. The system that is practiced must depend on what is suitable and appropriate on the ground. Sometimes small scale backyard production is best, sometimes a large scale industrial approach is suitable, and in some settings a mix of backyard and commercial production can co-exist. Apportioning blame is not beneficial when the veterinary, social and economic perspectives are complex, as in the case of poultry production.

Although the FAO concentrates its effort on the existing threat of animal-to-animal transmission, animal-to-human transmission is not neglected. The FAO stresses the fundamental importance of a strong national veterinary service and has developed guidelines that aim to best contain the disease at a local level. Tried and tested procedures exist that are effective in preventing the spread of diseases. Notably, isolating poultry, culling when necessary, good farming hygiene, effective vaccines and close monitoring and

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surveillance, all work well and account for success stories in many countries. The FAO advises on how to implement these practices by offering training courses and developing guidelines, as well as facilitating access to vaccines. Countries are also assisted in developing prevention and control strategies. The FAO clearly states that blanket advice is inappropriate when local circumstances vary. However, because Avian Influenza crosses borders, a coordinated global response is vital, and the FAO promotes regional networks to enhance information sharing and improve surveillance.

The challenges of Avian Influenza also provide opportunities to bring together social and biological expertise to develop cost-effective measures to combat disease and minimise the impact on the poor.

The second presentation, by Mr Anthony Dunnett of the International Health Partners, outlined opportunities for Public-Private-NGO partnerships. There is an evident shortfall in global health care. To address this issue and progress towards achieving the UN's Millennium Development Goals, new ways have to be found to tap into the significant volume of existing resources.

Unfortunately, many mistakes have been made in the past and aid has been given in inappropriate ways or badly managed. All stakeholders in this process are, to some extent, culpable as seen in the example of the aftermath of the 2004 Indian Ocean Tsunami. The relief effort was to a large extent supply driven, which led to highly inappropriate interventions and waste which no one wants to see repeated.

It is important to recognise that a long history of failure and mistrust exists. At the same time, one should not lose sight of the reality that resources and expertise in rich countries have to be transferred to areas where they are badly needed. The key to doing so successfully is to be aware of the cultural gaps that may exist. The criteria that IHP uses for the establishment of long-term partnerships are that procedures have to be predictable; accountability and reliability have to be ensured; the aim should always be to build capacity and transfer skills and knowledge; and, last but not least, that interventions are

needs and user driven (i.e., no dumping of unwanted medicines). If these principles are respected, sustainable progress can be made and the history of mistrust and mismanagement can be overcome.

IHP aims to act as a broker between NGO's, governments, international agencies and industry in insuring that donations are effectively utilised. IHP establishes links with corporate partners who have no commercial interest in health, such as DHL, which has taken on the storage of medical supplies. This represents a very small part of the company's activities, but a large contribution for IHP projects. This type of initiatives often originates from the shop floor, and not in the boardrooms of companies.

IHP has also been involved in putting together so-called Doctor Travel Packs. Typically these boxes contain 40 different lines of medical equipment, which are deemed essential by the WHO. These Doctor Travel Packs can easily be adjusted to suit local needs, but are always in accordance with WHO guidelines. They are very useful tools for a speedy delivery of medicine if there is a demand in the field.

IHP has been active for 15 years in Canada, and for the last couple of years has also operated from the UK. The created partnerships are successful because each stakeholder has a clearly defined area of responsibility and stakeholders do not encroach on each other. Cuba for example has a good medical system with a highly qualified staff, but its health system lacks resources. A research project supported by the Canadian government and brokered by IHP has run for 10 years there. In Somaliland IHP has set up a project in collaboration with the British Royal College of Obstetrics and Gynecology. These projects work well because they are managed according to best practice principles and at the highest levels of transparency and accountability.

If substantial progress is to be made towards meeting the huge need for medical aid, it is important to explore all possibilities and to be prepared to think outside the box, Mr Dunnett concluded.

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Reporter: *Enricke Bouma*  
Editor: *Alicia Higa*  
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Workshop  
Thursday 25 January 2007

## *Demining and security moving towards sustained development*

**Speakers: Tim Carstairs (Mines Advisory Group); Henri Leu (Swiss Foundation for Mine Action); Doug Brooks (International Peace Operation Association)**

**Abbreviations:** FSD (Swiss Foundation for Mine Action), IPOA (International Peace Operations Association), MAG (Mines Advisory Group), UXOs (Unexploded ordnances), WFP (World Food Programme)

This presentation, held by three members of NGOs committed to de-mining and related subjects, was focused on how mining and unexploded ordinance (UXO) impact on sustainable development. All the three speakers explained how UXO at best hinders sustainable development, at worst prevents development from even occurring.

The first to address the issue was Tim Carstairs of Mines Advisory Group (MAG). Mr. Carstairs discussed some of the challenges that MAG and other de-mining organisations face when operating in the field, particularly for what concerns the political permission from host countries. Since the main problems posed by land-mines had already received a lot of media attention, the speaker preferred to address some of the less known threats implied by UXOs and their misuse. For example, he cited the case of Lagos, where in January 2002 a thousand people were killed by the explosion of a site devoted to munitions destruction, that was placed in the middle of a inhabited area. Or the episodes occurred in Iraq, where the threat came from old stock piles being reopened and used. According to the speaker in both occasions the security conditions obliged MAG to suspend its missions.

Mr Carstairs explained then how in post conflict countries de-mining and security problems tend to recur. A typical example is related to the fact that mined areas are the ones the local populations frequent more often, like water sources, bridges, or crop field. This was the case of Southern Lebanon, where the food security was directly affected by the presence of unexploded cluster bombs in cash crop areas. The speaker emphasised the importance of liaising with the local populations and working with local villagers, as they know their own

territory better than anyone else. Finally he addressed the need for specific expertise when organising weapon transfer, expertise that in the past MAG has been asked for even by militaries.

While much of the session was devoted to discuss recent post-conflict scenarios, Mr. Leu of Swiss Foundation for Mine Action (FSD) used the Laos case to demonstrate how UXOs can prevent sustainable development on national scale. According to him 600,000 bombing missions were completed by the United States on Laos during the Vietnam War, resulting in 2 million tons of ordnance released on the country, thus making Laos the "most bombed nation in history". The entire bombing campaign was conducted in secrecy, in an attempt to prevent the North Vietnamese Army and Viet Cong from using neighboring Laos and Cambodia as an alternative supply route to attack South Vietnam. The Truong Son Strategic Supply Route is better known to Americans as the Ho Chi Minh Trail. Thirty-two years after the peace treaties were signed, an almost unbelievable 40% of Laos is still contaminated by UXOs, the overwhelming majority dropped from the air.

What makes Laos so particularly vulnerable, according to FSD, is that in order for Laos to reach a level of development she can sustain, she needs to increase her agriculture by accessing more arable land, and at present only 4% of her land is arable. To complicate matters even more, 40% of this very densely forested country is contaminated by unexploded, rotting bombs dropped over 30 years ago. The dormant ghosts of the Vietnam War still haunt this nation as they lie literally buried in the ground. But Mr. Leu reminded the audience that not all of the ordnance dropped from the air is buried. It was in Laos that cluster bombs were used for the very first time on a systematic, massive scale, in



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an attempt to prohibit enemy ground movements. The speaker said that between 7% and 30% of all the cluster bombs dropped in Laos were duds and had yet to explode. This is particularly dangerous in a country where nearly all the sustainable development operations are aimed towards land recuperation. Land recuperation is a vital necessity for Laotians to grow their own food. If one takes a map of chronic food shortages in Laos it will match the areas of bombing. Not surprisingly Laos is, and has been, heavily dependant upon food contributions from the World Food Programme (WFP) since 1975. In the most vulnerable (contaminated) districts the WFP estimates that 38% of the population is still suffering from chronic food insecurity and relies on food distribution up to 6 months per year. But because Laos is trying to move away from food dependency the issue of unexploded ordnance must therefore become a top priority. The speaker continued explaining that it was precisely for this reason that Swiss Foundation for Mine Action and the United Nations World Food Programme have a vital partnership in Laos since 2001. FSD's goals directly support WFP's Food Security Programme by clearing and releasing farmable land to help local communities to escape both food insecurity and aid dependency. FSD's tasks include rice field expansion, crop irrigation schemes, fish farms

and road access improvement. According to the speaker, Laotian casualties related to UXOs have been approximately 12,000, half of which were killed and half maimed. 50% of all the casualties are children. Despite this high casualty rate, the speaker explained that many Laotians, in order to supplement their income, keep on trying to recover and sell metals from unexploded bombs.

Eva Veble of DanChurchAid spoke briefly on a wide range of issues, including mine clearance and new technologies. According to Ms Veble, the availability of resources is an important issue in de-mining. Not only is de-mining expensive, but requests for mine and UXO clearance far outstrip currently available resources, rendering many areas unsafe for the foreseeable future. Ms. Veble also discussed concerns about the environmental impacts of certain types of de-mining technologies, noting the detrimental effects of flame-based de-mining on topsoil.

Doug Brooks, the president of the Washington-based think-tank International Peace Operations Association, served as the discussion moderator, but closed the session with brief remarks. He described the work of IPOA and argued that increased privatisation would be beneficial for de-mining. He noted that more details about what IPOA does can be found in their website: [www.ipoaonline.org](http://www.ipoaonline.org)

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*Reporter: Jean-Marie Vianney*

*Editor: Sarah Webborn*

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Workshop  
Thursday 25 January 2007

## Satellite Fundamentals Training

**Speaker: Martin Jarrold, Chief, International Programme Development, Global VSAT Forum**

**Abbreviations:** GEO (Geostationary Earth Orbit), GMPCS (Global Mobile Personal Communication Systems), GVF (Global VSAT Forum), ICT (Information Communication Technology), ISP (Internet Service Provider), LEO (Low Earth Orbit)



The "Satellite Fundamentals Training Session" workshop was conducted by Martin Jarrold, Chief of International Programme Development for GVF and a passionate advocate for the satellite communications industry.

GVF is a global non-profit association with its headquarters in the UK. Since its official launch in 1998, GVF has grown to 200 members from every major region of the world and from industries such as satellite operators, manufacturers, system integrators and other service providers. GVF advocates VSAT regulatory reform through government-by-government lobbying, regional-level initiatives and global programmes. It also promotes development and humanitarian aid through telecommunications technologies.

GVF aims to facilitate the communications industry's use and regulation of satellite-based solutions. Its activities include gathering market intelligence, acting as a commercial clearinghouse, providing a speakers' bureau, keeping a member directory, contributing to

legal briefs, as well as offering training, education and events for the satellite communications industry and NGOs and aid agencies. GVF's web portal has been ranked number one in search engines such as Yahoo, Google and AOL.

GVF offers a number of training courses such as VSAT Installation Satellite, Satellite Business, Satellite Technology, Satellite Regulation and Policy, Introduction to Satellite Communications and SBCA-DBS Installation, as well as ICT. GVF recognizes that VSAT installations require a high level of technical training and that proper installations help strengthen the provider company's quality of service and help cut down on costs.

VSAT simply describes a small satellite terminal that can be used for one-way and/or interactive communications via satellite. A number of VSAT-based solutions are rural telecoms (e.g., Thuraya satellite phones), distance learning, telemedicine and disaster recovery, as well as corporate and government applications.

Mr. Jarrold posed the question "Why Satellite?" and answered it by explaining that satellite communications offer unprecedented economics, coverage, predictability, flexibility, scalability and reliability. They give unprecedented coverage without limitations of distance, geographic area, location and number of sites. The ISP sector cannot service such a wide market without using a satellite. About 15% of all global broadband traffic is carried using satellite networks. Its unmatched cost-effectiveness arises from the unique combination of its broadcast capabilities and full IP networking solutions. It provides high speed and secure delivery using a single, end-to-end solution that is more reliable than terrestrial alternatives. Satellite communication is flexible

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enough to meet present demands and keep up with future growth. A satellite is a receiver, an amplifier and a transmitter of radio frequency signals.

Mr Jarrold then went on to describe the "Introduction to Satellite Communications" course. He went on to explain that the one-day course is designed for professionals who are new to satellite communications, specifically sales, marketing and administration professionals, who need a basic understanding of all aspects of satellite communications. It has been developed to provide a broad, basic understanding of the role and function of satellite communications in today's telecommunications networks. The course content includes satellite technology, ground segment, applications of satellite communications, regulatory issues and discussion of current trends and the future.

Through his slide presentation Mr Jarrold covered each part of the course in detail. In Part One, Satellite Technology, one learns about its history, launch and orbits, the footprint, different component parts of the satellite, different frequency bands, the link budget and life expectancy.

Launching a satellite is moving it from the earth's surface to its correct orbital position reliably and without harming it. Also one gets to learn the differences between the "GEO and LEO orbits" and their advantages and disadvantages. GEO Stationary Satellites appear to be in one place in space and since one doesn't need to manage their dynamic tracking and transfer of signals they are easier to manage. LEO Satellites move over the surface of the planet and hence can receive lower power signals. Since they are closer to earth they delay less than GEOs and need tracking or omnidirectional signal.

Station keeping is very important and "the footprint" is the part of the earth the satellite is looking at. It can be controlled and varied and performs different functions for different areas of the earth. The footprint is important because of its varied uses such as in sales and marketing, telling satellite position or orbital location, detecting beam power, i.e., the physical reach of the signal, legally permitted areas of operation, regulated usage from the ground, financial, i.e.,

differing numbers of transponders and different wavebands (Ku,C,X etc).

There are two functions of a satellite: the Uplink (i.e., the transfer of information to the satellite) and the Downlink (i.e., the transfer of information from the satellite). Satellites use different frequency bands depending on the power of the transponder, antenna size at the receiving end, rain fade, level of interference - such as those from the land based microwaves - regulatory permissions, site permissions and available capacity on a satellite.

There are two main wavebands, C and Ku, although some satellites are now offering Ka Band as well. Available spectrum on the satellite is scarce so all satellite operators have to use "polarisation". There are two types of polarisation: linear (which is used in Ku and C band) and circular (which is only ever used in C band). The "Link Budget" means the cost of the space segment and the link. The "space segment" is the use of a specific amount of a transponder for a period of time. The Life Expectancy of a satellite is usually 15 years depending on a number of factors, but with current models including all available technology it could be even longer.

In Part Two of the course, which covers Ground Segment, Mr. Jarrold said the student learns earth station components, factors governing antenna sizes, the differences between a major earth station and a VSAT and permissions required to install and operate a VSAT/Earth station.

Part Three, Applications of Satellite Communications, covers video broadcast networks, GMPCCS, point-to-point and multi-point communications, mesh networks and star networks.

Mr. Jarrold wrapped up the workshop by again pointing out that the benefits of satellite communications far outweigh any of its limitations and shortcomings. The satellite industry continues to grow because it is affordable and vital to a country's economic and social development. In the last few years conferences such as Aid and Trade have shown usage of satellite communications being an invaluable and key factor in facilitating disaster relief and recovery.

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Reporter: Kashmira Aga  
Editor: Sarah Webborn  
Photo: Tun Lin Htet  
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Workshop  
Thursday 25 January 2007

## ***Effective Shelter and Infrastructure Provision Post Disaster***

**Chairman: Ms Yasemin Aysan (Consultant and World Bank Advisor)**

**Speakers: Ms Victoria Harris (Founder of Architects for Aid, UK)**

**Mr Hennie Botes (Chief Executive Officer, Moladi, South Africa)**

**Abbreviations:** IFI (International Financial Institution), OCHA (United Nations Office for the Coordination of Humanitarian Affairs), NGO (Non Governmental Organization)

The Effective Shelter and Infrastructure Provision Post Disaster workshop began with a presentation from the World Bank's Yasemin Aysan. Ms. Aysan began with a review of OCHA's study of shelter after disaster issues from 1982-2005. The goal was to review changes in the nature and extent of the hazards faced since 1982 and assess their implications for shelter provision in the wake of a disaster.

This study concluded that, in some respects, there has been an increase in vulnerability with respect to shelter needs after a disaster. Population increases, particularly in China and India, as well as increased economic activity and housing along coastal areas, rapid urbanisation and increased urban poverty resulting in poor construction are all factors in increased vulnerability. In addition, since 1982, there have been more hazards occurring simultaneously, increasing demands for shelter and housing, human resources and reconstruction finance simultaneously in several countries.

Some factors have served to mitigate vulnerabilities and potential hazards, including: improved forecasting and early warning; wide spread community-based disaster preparedness; finance for post-disaster housing; risk transfer through insurance and micro-insurance for housing; and IFIs increasingly playing a critical role in financing housing reconstruction and risk transfer.

Ms. Aysan was noted with satisfaction that the concept of post-disaster shelter has been expanding since 1982 so that infrastructure and livelihood are now recognized as essential shelter provision component and that

environment issues are factors in choice of building materials.

She also noted that organisational changes since 1982 have had implications for shelter. For example, NGOs shifted their attention in the 1990s to refugees and conflict. While recent large-scale disasters have changed this trend, there are still few organisations specialising in emergency shelter or housing reconstruction. Moreover, there has been little international coordination, but in recent years the UN has taken on increased responsibilities and coordination in post-disaster situations.

Ms Aysan advocated increased recognition of more diverse approaches to post-disaster shelter and housing. She recommended that relief agencies consider site-adjacent shelter, host families, rural and urban self-settlement, as well as collective centres and planned camps. She noted that recent sheltering options have included host families, cash for owner-built shelter; cash or vouchers for materials, and risk transfer insurance. She noted that these have been used with varying degrees of success.

Ms. Aysan ended her presentation with a discussion of shelter provision in the future. She encouraged increased international coordination and praised the recent UN effort to create linkages between UN agencies, international organisations and NGOs. Practical coordination mechanisms are necessary for developing a quick, effective and efficient relief strategy. She also cautioned that the provision of shelter is not a linear process and that various choices need to be supported in parallel.

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Victoria Harris, from the relatively new Architects for Aid or A4A, discussed her organization's objectives and goals. A4A raises funds, sponsors projects and provides architects and built environment professionals to work on humanitarian building ventures around the world, collaborating with international and local organizations. It advocates sustainable solutions and emphasises skill sharing and increasing local capacity building through community workshops, design solutions, project management and planning. A4A provides these professional-level architectural skills for free or at cost.

A4A aims to do more than respond to shelter needs post-disaster. To this end, the organisation also runs accredited architectural training courses. Ms Harris explained that, according to the UN, urban areas are growing so rapidly that most of the world will live in cities by 2007 and that 48% of the world's population was already living in urban areas by 2003. Four billion people will be affected by this shift in the developing world, with 1.4 billion living in settlements and slums. Ninety percent of shelter projects carried out in these environments have not involved architects or built environment professionals. A4A believes that there is a role for architects and other professionals to help provide appropriate shelter for these populations and is working to create linkages between aid agencies and those who can build environment services.

The organization's objectives and expectations include collaborating with funding agencies (learning from and using their established grassroots community networks); understanding needs and requirements to optimize housing designs; designing seismic-resistant houses for displaced people or those with limited means of rebuilding and recovering; leading workshops on earthquake-resistant construction techniques for local community and skilled workers; being flexible on many fronts, expecting adversity and valuing alternative and local methods; giving professional advice on additional build projects; offering construction monitoring methods to ensure quality control; building solid prosperous working relationships with NGO partners.

Ms Harris provided an in-depth example of how this works in the field with a discussion of A4A's work in Pakistan after the 2006 earthquake. A4A worked with Muslim Aid and other groups to build seismic-resistant housing for earthquake victims. They were involved in every aspect of the project, from site assessments and surveys to design and building. The focus was to learn from existing organisations and those affected what their needs and requirements so A4A could build housing that was safe and useful, as well as consistent with the local culture.

To conclude the workshop, Hennie Botes gave a very impressive talk on the Moladi company and its building system. The company's mission is to combine shelter and economic development, while changing the tradition-bound construction industry to allow for participation, empowerment and development of communities.

Their Moladi construction method involves a foundation designed by a professional engineer for local soil conditions. Then, plastic molds are erected and filled with mortar. The plastic molds are removed as soon as the mortar dries two hours later. The smooth nature of the walls means that no plaster is needed and the molds can immediately be used for the construction of the next home. The key elements of this design are the fact that it was designed by a professional engineer and satisfies strict building codes, but uses local materials and can be erected quickly and easily.

Other benefits, noted by Mr Botes, include the fact that the Moladi building method satisfies financial lenders criteria for quality, durability, design variety, investment value, social acceptance, re-sale value, and low risk. The construction is very competitive: a 52m<sup>2</sup> house takes five days to complete and costs 692 rand per m<sup>2</sup>. In addition, the construction provides training to local, unskilled labour and creates minimal waste.

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Reporter: *Douglas Murray-Jones*

Editor: *Alicia Higa*

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**Workshop**  
**Wednesday 24 January 2007**

## ***Corporate Social Responsibility; Public-Private Partnerships in Practice***

**Chairman: Barbara Bulc (Global Business Coalition)**

**Speakers: Sally Begbie (Global Hand), Paul Hengeveld (Microsoft), Roberto Dotta (Business Humanitarian Forum), Mich Mizushima (The Fritz Institute)**

### **Abbreviations:**

In discussing Public-Private Partnerships (PPPs), the participants focused on sustainability, stressing difficulties and challenges. Social corporate responsibility means investing for the long term as sustainability is necessary for ensuring that chronic situations are addressed and successfully overcome. The public is increasingly aware of humanitarian issues but this goodwill must be properly managed in times of disasters and aid in some cases "redirected" to forgotten areas and unreported disasters.

Barbara Bulc, of Global Business Coalition, said her organisation has three main objectives: to fight AIDS, tuberculosis, and malaria. Over half of those infected by AIDS are under 25, which has disastrous effects in emerging markets. Over the last five years, GBC has grown from 17 to over 200 members who are "leading the business fight against AIDS". The main areas of focus include air and water quality, waste management, human rights, and product responsibility.

Partnerships are becoming more complex and diverse. They need effective facilitators for long term stability. The fight against these diseases will be a long one, and initiatives must be sustainable in order to be successful. Ms. Bulc clearly stated that success is dependant on "the triple bottom line, addressing economic, environmental, and social issues".

Sally Begbie started her presentation by saying that events such as the 2004 Tsunami, the 2005 Katrina hurricane and the 2005 Pakistan earthquake provided examples where corporate response almost nearly overwhelmed that of non-profit institutions. This was viewed to be largely due to a lack of communication, something which Sally Begbie hopes to improve

through an online platform: [www.globalhand.org](http://www.globalhand.org).

A non-profit venture designed for the public and private sectors, it intends to provide connections and link humanitarian, relief and development actors. It collects both requests and offers for aid, and ensures that they match. The types of offers include human resource freights, funds, human resources and goods. By empowering both sides and tracking their characteristics they work out the most suitable match for both parties.

One challenge of unsolicited aid, often the side-effect of a well publicised disaster, is that it may not be adapted for the receiving party. Furthermore, by inundating the local logistics infrastructure, it may even prevent more aid from getting to those in need. As part of GH's commitment to best practice, this organisation wants to retain focus on situations which remain in need, long after the tragic events that brought public attention. In association with the United Nations, one goal is in fact to redirect aid to areas where it would be more appropriate.

While the Global Hand system works well in disaster situations, several key points need to be further addressed to ensure success: setup relationships in anticipation, promote disaster prevention and post disaster needs, assist forgotten disasters, consult the people in need rather than being 'supply' driven; choose sustainable solutions that tend to avoid aid dependency; establish transparency to avoid abuse or misuse.

Paul Hengeveld, representing Microsoft, explained that the Microsoft mission statement includes the phrase "we work to help people



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and businesses throughout the world realise their full potential". This is not limited to for-profit sector as evidenced by the Bill and Melinda Gates Foundation (with an 40B endowment of nearly 40 billion \$) as well as the various partnerships Microsoft has formed with various UN agencies.

When questioned about the best way to attract the interest of corporations for obtaining aid, Mr. Hengeveld responded "You have to hit countries at their heart to obtain interest when proposing projects, focusing on their expertise rather than just money". He further explained that Microsoft's model consists in having organisations identifying needs and Microsoft proposing solutions, instead of proposing up-front new technology to solve any problems. This model can help prevent discrepancy between what a donor *thinks is* better and what actually *is*, and allows humanitarian organisations to raise awareness on the most pressing needs of beneficiaries. To this end, Microsoft most often deals directly with large humanitarian agencies. An example would be Microsoft participating in a UNDP project : Unlimited Potential, in which Microsoft plans to provide, by 2010, ICT skill training to 250 million people. Two hundred million dollars have been earmarked for a total of 100 countries, with Microsoft providing IT support and improving user access to technology.

Since 1999, together with the UNHCR, Microsoft has provided solutions to reunite refugees and provide education through computer learning centres. In addition, through the website [www.ninemillion.org](http://www.ninemillion.org) (a reference to 9 million children who are currently refugees), Microsoft is soliciting donations to be used in education and sports programs, in conjunction with Nike (which supplies sports equipment) and Right to Play, a humanitarian organisation based in Canada.

Mr. Hengeveld concluded that Microsoft's view is that the impact of technology goes further than money and that the company is moving away from donating to providing expertise and technology.

The next speaker, Roberto Dotta, explained that his organisation, the Business Humanitarian Forum, was established in 1999 with the encouragement of Kofi Annan, and that it aimed at fostering communication between public and private sectors with a focus on post conflict situations. Their mission is to bring the resources, energy and creativity of the private sector into areas where jobs can be created to

help the communities recover. Their action is currently focused on Southern Africa and Bosnia/Herzegovina.

The largest project to date is a factory for generic medicines in Kabul, Afghanistan. Baz International Pharmaceuticals Company Ltd. is locally owned and will initially provide medications on the WHO essential medicines list. Seventy-five local jobs will be created. Also in Afghanistan, the BHF has helped to create the Afghan National Furniture Company (ANF) which is a women owned business.

In Bosnia-Herzegovina, the BHF has coordinated the setup of a centre of excellence for the Bosnian wood processing sector. BHF has also held 'match-making' events for the Bosnian companies with European companies.

Southern African programs include HIV/AIDS prevention and treatment by building up the infrastructure and capabilities in Southern Africa. Both the Swiss Red Cross and the BHF are committed to this project within a public-private partnership.

The role of the BHF in establishing PPPs consists in : developing and evaluating project proposals, finding potential partners, facilitating contacts, coordinating the project development process, implementing the projects and monitoring them.

Such a process allows economic benefits and win/win situations, increases the company's influence and impact, contributes to the morale of employees, engages in public policy dialogue, pioneers innovative collaboration and solutions.

Challenges still lie in attracting interest from the private sector and other partners, establishing detailed partnership arrangements, balancing different objectives and priorities and managing financial and time constraints.

Companies are often not well disposed towards high risk and always profit orientated; working with NGOs region may be a good way for them to start in some regions. Mr. Dotta remarked that "We are always trying to find new ways to lure the private sector to post conflict and developing countries". "Perception", he added, "can be a challenge". For example, Northern Iraq is quite stable and advancing in reconstruction, contrary to common public opinion on the region.

"Even in places which seem very difficult" Mr Dotta stated, "there still exists a possibility for the private sector to contribute, the creation

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of jobs remaining the most quintessential aspect.” How can small groups get involved from far away? “We usually work with a partner in the field who knows the business. The size of the organisation is never an issue for us...We are always interested in discussing things.”

With the last speaker, Mich Mizushima, we learned that the goal of the Fritz Institute is to provide best practices of logistics and supply-management training to the non-profit sector dedicated to humanitarian. To this end, they created a software package called HELIOS at the attention of small and medium businesses, in which private sector best practices were revisited with the goal to create a common platform to relief organisations.

Mr Mizushima raised anew the problem of unsolicited donations. By creating a common platform, The Fritz Institute hopes to address the shortcomings of supply-driven aid and alleviate logistics problems experienced during times of disaster.

Corporations and human organisations have totally different mandates, cultures, measurement systems and outcomes. Therefore, mutual trust can be an important issue to address. Are corporations trustworthy? Are humanitarian organisations accountable and transparent? By improving the coordination between these entities, The Fritz Institute hopes to overcome these obstacles and get aid to where it is needed most, in the most efficient possible way.

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*Reporter:            Matthew Beaubien*

*Editor:                Stella Olden*

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