

TERMINAL
PROGRESS REPORT

PROJECT TITLE	ABU Disaster Risk Reduction Broadcast Media Initiative
ORGANIZATION	Asia-Pacific Broadcasting Union

Total project budget	US\$ 237,692	Funding received to date	US\$ 200,000
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Percentage of total project budget spent	100%	Percentage of funding received to date that has been spent	118.85 %
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Duration of Project	33 months	Period covered	July'12 – April'15
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Date of signature of LoA	30 June 2012	End date agreed between your organization and ESCAP	30 April 2015
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Current expected date of completion	30 April 2015	Interest earned on funding received from ESCAP	N/A
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ANNEXES

- Annex 1: List of workshops/missions by activity
- Annex 2: Programmes of workshops/consultation meetings/conferences
- Annex 3: Maldives Action Plan on Early Warning and DRR cooperation
- Annex 4: Jakarta declaration
- Annex 5: Media Stakeholders Voluntary Statement of Commitment presented at the 6th AMCDRR
- Annex 6: List of ABU members who aired the documentary "The Wave That Shook the World"
- Annex 7: Recommendation of the ABU DRR Task Force
- Annex 8: Media Stakeholder Group Voluntary Commitment, Sendai 2015
- Annex 9: Lessons Learned Report

I certify the accuracy of the substantive and financial information contained in this report.



Dr. Javad Mottaghi
Secretary-General of ABU
Date: 30 May 2015

This Terminal Report is accepted.



Mr. Alf Blikberg, Programme Officer,
Trust Fund for Tsunami, Disaster and
Climate Preparedness

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OVERALL ASSESSMENT

Results by Activity:

ACTIVITY 1 – Initiation of the project and assessing the strength and weaknesses of existing institutional linkages and develop country specific Work Plans

Result 1: Constituting the Implementation Team.

The ABU formed and assigned the implementation of the project to a cross – departmental team of 5 people from Technical Department, Publications and Secretary - General Department. Two members of the team, Ms Natalia Ilieva and Mr. Ahmed Nadeem, were involved in the implementation of the previous Trust Fund project. Two half-day sessions were held in August 2012 to familiarize the team with the projects' objectives and requirements and to assign tasks. A separate session was held with the ABU Finance Department to set up the rules and procedures for accounting for the projects' activities and filing the expenses supporting documents.

Result 2: Contracting Actions.

In September – November 2012 period the ABU identified two consultants for the capacity - building component of the project from a pool of over 10 experienced journalists. Mr. Russell Isaac became a lead consultant and Mr. Saachi Jain was designated as a back – up consultant. At the end Mr. Isaac, who was also involved in the implementation of the previous Trust Fund project, was able to conduct all planned workshops and the additional activities, which ABU team implemented as a result of a very careful planning of the in-country and regional activities.

A part – time Project Manager was also contracted to help with the initiation of the project. Mr. Walter Welz has over 30 years experience in international development. He had worked with many international agencies and has been involved in Early Warnings initiatives in many countries across Africa, Central Asia and Asia – Pacific regions.

During this period a contract was negotiated with the Global Alliance on Accessible Technologies and Environments (GAATES) to develop a Guide for Communicating with Persons with Disabilities in Emergencies.

Result 3: Broadcasters' Focal Points Identified:

ABU got the approval of the CEOs of the member broadcast media outlets in each of the ten beneficiary countries to participate in the project and host the in-country meetings and workshops. The organisations also nominated specific officers to serve as the Initiative's point of contact.

Result 4: Conceptualizing the workshops/consultation meetings.

The implementation team developed country profiles of natural disasters and DRR efforts for the targeted country and tentative Work Plan by country as well as formats and programmes for the planned events. The formats and programmes were finalized in consultation with the broadcasters in each country.

Result 5: Special focus of the Initiative.

The implementation team also put a special effort to mainstream in the workshops/consultation meeting a session on cross – cutting issues mainly reaching the most vulnerable groups such as women, children, persons with disabilities and elderly.

Result 6: Start up of consultation meetings with ABU members

The ABU used its General Assembly in Seoul, 11 – 17 October 2012, to start the process of involving its members in the implementation of the project. The project was presented in the ABU Planning and Strategy Group meeting and the ABU Board Meeting. The ABU Head of Studio and Training Mr. Ahmed Nadeem and the Executive Assistant of the Secretary-General Ms Natalia Ilieva discussed with the broadcast members from the targeted countries the practical arrangements for the in-country and regional activities, associated with the implementation of the project. Meetings were held with the CEOs of the participating broadcast houses.

As a follow-up, the then Director ABU Technology, Mr Sharad Sadhu, discussed the project and its objectives during the ABU Regional Media Conference on Broadcasting, held 19-21 November 2012 in Yangon. He held meetings with managers from the state broadcaster Myanmar Radio and TV and the commercial Forever Group, both members of the ABU.

Securing ABU members support in advance was crucial because the implementation of the project relies heavily on contributions of the ABU members for conducting the in-country workshops. The Inaugural regional workshop was held during the ABU 2013 Digital Broadcasting Symposium in Kuala Lumpur, 8-9 March 2013. It is reported under **Activity 4**.

ACTIVITY 2 – In-country workshops to identify disconnects and set up national EW/DRR Task Groups

Annex 1 provides a list of all in-country and regional activities, while the Programmes for all workshops and forums are provided in **Annex 2**.

Note: Throughout the life of the project the events implemented as Activity 2 and Activity 3 have been closely linked in a sustained effort to establish favourable conditions for and nurture cross-organisational linkages between broadcasters and the National Disaster Management Authorities.

Although the main focus of the project is saving lives by strengthening and improving the early warning systems in the targeted countries by integrating media in their SOPs, all activities were designed to introduce to media practitioners the much broader concept of DRR. This philosophy is crucial for introducing an all – encompassing approach to Early Warnings efforts, since these efforts cannot be effective in isolation. The events under Activity 2 had two distinctive parts:

- Consultation/ Round Table with the participation of representatives of all stakeholders groups in Early Warnings and DRR. The intention was to get media and representatives of National Early Warning Centers (NEWC) and NDMA as well as NGOs involved at community level to work together as a team and see the benefits of regular meetings, communications and joint planning.
- Capacity Building for broadcast professionals. The initial feeling that there is a massive need of organizational policy development for emergency situations and capacity building for production teams in the complex issues of climate change and its implications for disasters, the early warnings and DRR, was confirmed time and time again. Few advanced broadcasters such as NHK, Japan; ABC, Australia; CCTC and CNR, China; RTHK, Hong Kong, TDM, Macau and TVNZ, New Zealand; have well developed SOP and internal policies for reaction to different emergency situations and different hazards. However, the majority of broadcasters in the vast Asia – Pacific region are not prepared enough to carry effectively their duty to prepare and warn public for coming disasters. The unmet need for policy development and training for broadcast organisations is biggest in the most vulnerable countries like Maldives, Myanmar, Pakistan and the Philippines.

Special focus of the workshops and consultation meetings was raising awareness of the need to devise tailor-made messages and separate channels of communications to prepare and reach before, during and after disasters the most vulnerable groups – women, children, persons with disabilities and the elderly.

A lot of work also went into making participants understand the difficulties in “walking the last mile” posed by local culture, language barriers and sociological factors.

Systematic introduction of regional and global efforts in Early warnings and DRR as well as regional warnings systems, cooperation arrangements and SSOP were vital part of all workshops programmes. The Indian Ocean Tsunami Warning System was introduced to all capacity building activities. Probably the best EWBS in the world, that of the Japan public service broadcaster NHK, was showcased in all in-country and regional activities.

Result 1: Eight in-country workshops implemented for total of 360 media participants, who were introduced to the Indian Ocean Tsunami Warning System, their national efforts in Early Warnings and DRR as well as the work of the other beneficiaries of the Trust Fund 6th Round of funding – Typhoon Committee, Panel of Tropical Cyclones, RIMES, UNESCO/OIC. The trainers for the workshops were Mr. Russell Isaac and Ms Natalia Ilieva.

Result 2: Developing/ improving broadcasters SOPs and introducing the concept of Synergised SOPs for all stakeholders in EW. There were some broadcasters that didn't have any SOP in the form of Broadcast Plan, while in other organisations they had several. The workshops made recommendations to

the top management for simplifications and improvement of the SOPs and training all staff in using them.

Result 3: Establishing direct contacts between media, government and NGOs in 8 countries for future cooperation and updates on developments. In most of the countries targeted by the project there is no or very little interaction between broadcasters and the NDMA in the “quiet time” between disasters. Most of the stations involved in the project don't even have an updated list of contacts of EW issuing agencies and NDMAs. The common practice is when disaster happens individual journalists rely on their personal contacts to have information. After the workshops the participating organisations started such database and committed to update it regularly as well to set up meetings with the agencies for improving communications.

Result 4: Ten broadcasting organisations familiarized with their role in Early Warnings and DRR. By its nature the media is reactive and journalists focus mostly on reporting disasters when they occur. The training activities worked to change this mentality and emphasized on creating pro-active broadcast media. It is the duty of the broadcasters to use the “quiet time” between disasters to prepare their audiences how to react. That could be done through programmes educating on different natural hazards, the country warning system and gradually building knowledgeable society of people well prepared to save themselves.

Result 5: 360 journalists trained to write efficient and understandable early warning messages. Scenario based writing exercises were conducted during all workshops, participants were introduced systematically to the elements which such messages should have.

Result 6: Ten broadcasting organisations are working to establish specialized units and regular programmes on EW, climate change adaptation and DRR. When the project started there were no specialized programmes dealing with such issues in any of the targeted countries. Very few broadcasters had environment correspondent, which might sound strange especially in countries like the Maldives that are threaten by the rising sea levels. Now ThaiPBS has a very successful weekly programme, which highlights and explains climate change, disaster preparedness etc. One of their programmes was nominated for the Film Contest in DRR held in conjunction with the 3rd UN World Conference on DRR. Maldives Broadcasting Corporation held 19 hour environment broadcast on 5 June designated as a World Environment Day. DDI, India and PTV, Pakistan are working to establish regular weekly environmental programmes. RTM, Malaysia, is forming a rapid reaction team for emergency situations and disaster preparedness.

Result 7: Review of media policy, advice and some training provided to the Met Office Weather Forecast Studios in Maldives, Malaysia and the Philippines. During the course of the implementation of the project, some Met Offices asked the ABU consultants to help them to improve their interaction with journalists and the public. They also asked for training in writing early warning messages and presentational skills for their weather forecast units. Recommendations for improving this line of work were included in the Report of the Tacloban fact-finding mission, conducted by WMO in April 2014.

Result 8: Initiating a regional network for capacity building on DRR and sharing information and practices. The broadcasting organisations participating in the project are all ABU members and the Secretariat is establishing a database of the people trained during the two ESCAP projects with the idea to involve the same people in future projects under the Disaster Literacy and create a regional support network of journalists. That will be especially valuable during

disasters affecting several countries.

Result 9: Establishing a regional platform for further integration of media in early warnings and DRR. With the launch of the Media Summit on Climate Change, ICTs and DRR, the ABU filled the gap for more structured engagement between the media and the other stakeholders in early warnings and DRR at a regional level. Disasters don't recognize borders and linking all stakeholders at a regional level will be beneficial to have better national early warning broadcast systems and gradually link them into a regional EWBS.

Result 10: Jakarta Media Summit on Climate Change, ICTs and DRR adopted Statement of Commitment. 35 ABU members committed to make early warnings and DRR a priority for their organisations and to mainstream education on these issues across news, documentaries and other programmes.

Below is a short brief of the eight workshops and the Media Summit on Climate Change, ICTs and DRR. For detailed information about the programmes of the events please consult **Annex 2**.

1. Male, Maldives, 9 – 10 June 2013, hosted by ABU Member Maldives Broadcasting Corporation

Twenty-five senior editors and journalists from the state broadcaster MBC and the private VTV took part in the workshop. This was a three - day activity covering the following areas:

Day 1. The ABU facilitated consultations between the national broadcasters – Maldives Broadcasting Corporation and Vila TV – and Maldives Meteorological Service and Maldives Disaster Management Centre and the Deputy Minister for Gender and Human Rights Ms Shidhatha. Her Ministry is dealing with promoting the rights of women and persons with disability for full integration in the society, including in early warnings for disasters.

Day 2. It focused on SOPs for broadcasters in emergency situations and broadcasters' role in educating their audiences about DRR and country's SOP for emergency. During the workshop the participants conducted practical exercises in developing internal SOPs for sea surge, writing emergency messages and developing programme ideas for comprehensive coverage of environmental, climate change and DRR issues. In the afternoon the participating journalists visited for half a day the Maldives Meteorological Service. They were introduced to the Indian Ocean Tsunami Warning System and the Warning System of Maldives for coastal hazards. They were also made familiar with the work of RIMES. The journalists also visited the Met Office Weather Forecast Studio.

Day 3. The trainers Mr. Russell Isaac and Ms Natalia Ilieva held half a day consultation meeting with the participation of MBC Managing Director Mr Shafeeq, Deputy Minister responsible for NDMA Ms Fathimath Thasneem, Ms Noora Ali and Ms Aishath Hana from Maldives Broadcasting Commissions, representatives of Ministry of Tourism and Ministry of Education.

The afternoon of Day 3 was used for in-house consultancy for the MBC Strategy Unit how to bring together, simplify and shorten the two existing SOPs (one for Radio and one for TV).

Outcomes:

- The links between the Maldives Broadcasting Corporation and the National Disaster Management Authorities of Maldives were strengthened. The Managing Director of MBC Mr. Shafeeq and the Deputy Minister responsible for NDMA Ms Fathimath Thasneem met during the induction workshop in Kuala Lumpur in March 2013. They did a need analysis and mapped the gaps in communications for efficient delivery of timely and understandable warnings to the broad population.
- MBC and NDMA developed an Action Plan on Early Warning and DRR cooperation – **Annex 3**.
- The Maldives Broadcasting Commission, which sets up the standards for broadcast media, was invited and accepted to be part of the joint Task Force for communications.
- The MBC and VTV were connected closer to the Met Office and committed to invite regularly Met Office representatives for briefings .
- After discussion with the trainers the Met Office decided to add two more media organisations to its Emergency Hot Line, extending the coverage through broadcasters network to over 80% of the country's population.

2. Colombo, Sri Lanka, 13 – 15 June 2013, hosted by the ABU Member Maharaja Media Group

This activity proved to be very timely. Few days before the start of the workshop a powerful storm took the lives of over 60 fishermen and the accusation game was in a full swing when the trainers arrived in Colombo. Media was accusing the Met Office of issuing the emergency warning signal too late. Met Office was blaming the media of not rightly interpreting their message.

The activity format was the same as the Maldives workshop but it was changed to reflect the glaring need of a facilitator who can bring the “warring” parties together and set up a framework for gradually overcoming the mistrust between the media and the Met Office and NDMA.

- Days 1&2. Thirty-six editors, reporters, news presenters and documentary makers from Maharaja Media Group attended the two day workshop. It became clear that the hosting organization, the commercial Maharaja Media Group, which is the most popular network of radio and TV stations in the country, is taking its responsibility to warn the public of coming danger extremely seriously and is ready to sort out its own house. The owner of the group and his top management team had a long meeting with the trainers in order to see the shortcomings of the Maharaja network in early warnings for disasters. They acknowledged the need for developing internal SOPs in the form of Emergency Broadcast Plan and also the unfortunate lack of close relations and communications with the Early Warning issuing authorities and the NDMA. They resolved to overcome these shortcomings and strengthen the Group's work in EW and DRR. A lot of efforts were put into getting Maharaja management team to adopt more understanding approach towards the shortcomings of the Met Office work due to shortage of qualified manpower and resources.

- Day 3. After a lot of go between and negotiations, the Maharaja Media Group hosted a half a day studio debate in their state of the art new studio with the participation of 43 journalists from electronic and print media and 10 representatives of the Met Office, Disaster Management Authority, the confederation of Persons with Disability and several NGOs, including the Red Cross of Sri Lanka, OCHA and UNDP.

The trainers Mr. Russell Isaac and Ms Natalia Ilieva moderated the debate. That was a wonderful interaction giving the opportunity for a first encounter of such a diverse group. The debate was recorded and edited into a half an hour programme to be used as training material by Maharaja.

3. Colombo, Sri Lanka, 26 – 28 May 2014, three one day workshops for Maharaja Newsroom, hosted by Maharaja Media Group.

At the request of the Maharaja management ABU organized these workshops. The entire staff of their integrated Newsroom was trained in writing emergency messages and planning stories and programmes for educating wide audiences how to react to disasters. 63 editors, reporters and other staff participated in the workshops. At these workshops the Deputy – Director of the Meteorological Office presented the country's early warning system for different weather phenomena.

The participants were introduced to techniques and methods to visualize their weather stories with images and graphics of the possible impact of natural hazards on the coastal areas and communities. During the workshops the participants were also encouraged to identify potential stories and programmes to educate listeners and viewers about Sri Lanka's alert systems for different hazards and how to react when the authorities issue early warnings.

Outcomes:

- The Maharaja Media Group adopted internal SOPs for handling information from the Met Office.
- The Group also introduced a fishermen's weather bulletin for the whole islands to be broadcast every day at 3 pm, which is an hour before fishermen go to sea.
- The Newsroom introduced a long - term plan to establish a weather channel to compliment its weather reports.
- The Newsroom started a contact database for emergency communications with the EW and DRR agencies.
- Maharaja resolved to start cooperation with the government agencies in EW.

4. Hanoi, Vietnam, 25 – 26 July 2013, hosted by ABU member VOV.

Over 70 journalists from VOV, VTV, AVG and VTG attended the 2 day workshop. 6 representatives of Vietnam Meteorological Office, 3 representatives of Vietnam Women's Union, which carries a comprehensive programme on early warnings and disaster preparedness for its 15 million members, and representatives of UNESCO, UN Women and UNDP joined them. They presented their organisations' work in capacity building for media practitioners in early warnings and covering of disasters.

Additionally to the programme outline for early warnings, VOV presented their radio soap-opera for disaster preparedness and early warning drills. The Weather Unit VTV showcased their latest alerts for flash floods that frequently occurred in the major Vietnam cities.

There was heated exchange with the Met Office representatives, who were accused by journalists of not providing accurate, understandable and timely information about upcoming coastal hazards. However, the Met Office was very positive and accepted some of the criticism. The Finnish Ambassador informed about the capacity building his country provides to the Vietnam Met Office, including how to interact with media, public and clients of weather forecast information.

The trainers met with the strategy management teams of the ABU members VTV and VOV to identify next steps of interaction with the other stakeholders in early warnings. Both organisations are members of the Vietnam National Coordination Committee on early warnings and the designated broadcasters to carry emergency warnings nationwide. However, the system is very cumbersome, with too many steps of approval between recognizing the risk of a natural hazard to issuing the early warning. The two broadcasters recognized the need to simplify and shorten this process and also review their internal SOP for early warnings, which at that moment had three steps of internal approval. They also committed to set up regular meetings with the Met Office (NCHMF) and invite them to train more journalists to understand the impacts of different coastal hazards and how to communicate the danger to their audiences.

Outcomes:

- VTV and VOV decided to establish closer cooperation with the NCHMF and national disaster management office of Vietnam and provide comprehensive training in weather patterns and early warnings for disasters.
- In cooperation with the NCHMF, VTV decided to transform its Weather Unit into 24/7 Weather Channel to provide national, regional and local weather information.
- VTV also decided to expand its documentary production to cover disaster and since then there have been a steady production of high quality documentaries such as “Haiyan: Disaster of the Century”.
- VTV and VOV also reviewed their internal SOP with the view to shorten the reaction time for early warnings.
- All participating stakeholders have improved their interactions to facilitate better cooperation

5. Yangon, Myanmar, 19 – 20 May 2014, hosted by ABU member Forever Group

The workshop was the first meeting between representatives of the media and the government in a considered effort to link them and speed up the dissemination of information. At this point of time there was no live broadcast in Myanmar and even the news were pre-recorded. The early warnings were sent from the issuing agency, Relief & Resettlement Department of the Ministry of Social Welfare, Relief and Resettlement in Nay Pyi Taw, as a tape recorded announcement only to the state broadcaster MRTV. The other media outlet had to pick it up from MRTV programmes.

13 representatives of MRTV, Forever Group, Padamyar FM, Mandalay FM and Bagan FM worked together with representatives of DMH, Relief and Settlement Department, Myanmar Red Cross and the Fire Brigade to improve this rigid system. There was a genuine interest and enthusiasm throughout the workshop to understand how the other stakeholders work and to start long - term relationship between media and government agencies involved in early warnings and disaster management. A key element of the workshop was to introduce the concept of DRR and the need for change of media attitude from re-active to pro-active.

Since that workshop, the ABU has concentrated its efforts to help building trust between the media and the government agencies. Using its close relationship with the Minister of Information U Ye Htut, who is also a Presidential Spokesman, the ABU is pushing for setting up a Task Group between media representatives and DMH and Relief and Settlement Department. Another line of action perceived by the Union is to bring journalists from MRTV and Forever Group to as many activities as possible in order to introduce them to the latest knowledge related to EW and DRR. Representatives of both organisations participated in the ABU Media Summit on Climate Change and DRR in Jakarta, the Saving Lives symposium in Macau and the ABU Global News Forum in Sendai dedicated to disaster coverage.

Outcomes:

- MRTV held several consultation meetings with the DMH and Relief and Settlement Department in the capital Nay Pyi Taw, where all organisations are based. There is a tentative plan to simplify and shorten the chain for deciding on issuing early messages and passing them to MRTV. However, this is requiring a political will and change of legislation since the relations between the government and media are still marred by restrictive laws, which often raise worries about suppressing the freedom of expression. The other factor, which could delay shortening the chain of command for early warnings for disasters, are the elections, scheduled for sometime in November 2015.
- ABU is helping MRTV and Forever Group to establish specialized environmental units to cover early warnings, climate change and DRR and train as many journalists as possible.

6. Tacloban City, Philippines, 16 – 17 June 2014, consultation meeting between community radio and government and NGOs involved in reconstruction.

43 participants took place in the consultation meeting “Continuing conversation on emergency communications...Working together for Disaster Risk Reduction”. This was surprisingly the first meeting between local and community stations and the numerous NGOs working on the ground for reconstruction of Tacloban and Leyte area after the devastating 2013 typhoon Haiyan, locally known as Yolanda. The government organisations involved were PAGASA, local branch of the NDRRA and local authority. Represented NGOs were – Relief International, Help AGE – CGSE, Journalist DRR Network of Philippines, OCHA, Save the Children Fund and OXFAM as well representatives of local businesses involved in the reconstruction.

This was a unique opportunity to analyse in details the difficulties in “walking the last mile” and the reasons why people in danger didn't evacuate when they were warn of the danger. This was done through eyewitness accounts of survivors who gave an insight in the failures of many players in the chain of

command. The key conclusion was that the dissemination of the live-saving information about the typhoon and evacuation was predominantly done through the national channels updates and warnings about the approaching typhoon.

Another angle of the workshop was how to make all parties involved in the reconstruction of the devastated area to coordinate their effort and to partner with local and community media in providing information for their good work.

Outcomes:

- Identifying the reasons for communications failure to “walk the last mile”.
- The consultation meeting listed recommendations for improving communications at all levels. These will be presented in lessons learned report
- National and international NGOs were linked with local media to provide better information flow to the final beneficiaries about the ongoing relief and recovery efforts.
- The participating radio stations developed SOPs for emergency situations in the Form of Emergency Broadcast Plans.
- The local community radio journalists were trained in interview techniques and techniques for phone-in programmes, writing early warning messages and producing relevant stories for disaster recovery.

7. Islamabad, Pakistan, 12 – 13 February 2015, consultation meeting, hosted by ABU member PTV

This workshop was probably the most enthusiastic and best in the whole series in terms of representation of media, government and non – governmental organisations. There were a total of 44 participants. 14 represented 4 national broadcasters (mix of state and commercial) – HUM TV, PTV, PTC and Hot FM Network; 20 represented government agencies like the Met Office, NDMA etc. and 10 represented civil society organisations.

This meeting was also exceptional for the high level of representation. The Chairman of the NDMA of Pakistan Major-General Asghar Nawaz and the PTV Managing Director Mr. Mohammad Malick delivered together the opening and closing remarks. Most of the participants were senior ranking officials and broadcast managers. That greatly influenced the level of the debate and the very positive, practical outcomes of the consultation meeting.

The only disappointing aspect regarding the Islamabad consultation meeting was the extremely low participation of women. There were only 3 women who came as presenters. This is a weakness that has to be addressed vigorously in Pakistan and the NDMA are aware of the need to involve women in DRR. There were also two representatives of the blind communities. The need to involve them in the policy developing and disaster preparedness is more than obvious.

Outcomes:

- The meeting drew a comprehensive list of recommendations for improvement of coordination between all stakeholders.

- There was a commitment at the top level of media and government to cooperate and establish the national platform for DRR as envisaged by the HFA2 in Sendai.
- Disability civil society organisations put on the map for all inclusive early warnings and DRR.
- Early warning communications and disaster literacy for women established as a special focus for Pakistan EW and DRR programme.
- Political will to develop a SSOPs system for different hazards along the whole chain of communications.
- PTV to undergo training of staff and organize a specialized environmental unit.
- PTV is working to establish a weekly programme for covering and educating the audiences on EW, Climate Change and DRR.
- Commitment from ABU members in Pakistan, PTV, PBC, HUM TV and Hot FM, to be an active part of the ABU Disaster Literacy campaign.

8. Bhubaneswar, Orissa, India, 21 – 25 April 2015, hosted by Prasar Bharati Training Institute, a member of ABU

This was the only workshop in the series conducted outside the national capital. The rationale behind this decision was that the coastal hazards, which are the core work of the Trust Fund for Tsunami, Climate Change and Disaster Preparedness, are not relevant to the Indian capital, but are part of the daily lives of hundreds of millions of people across the tip of the Indian sub-continent.

20 of the 25 participants in this workshop came from the AIR and DDI provincial stations, who often have to battle with their company centralized bureaucracy to issue warnings and educate their audiences how to deal with emergency situations and disasters at local level.

This was also experimental workshop in terms of the format of the workshop. The first two days were modeled on the programme of all other workshops to provide an environment for productive encounter between media practitioners and all other stakeholders in disaster preparedness and disaster management. Days 3 and 4 focused on production of features that can translate this work to the mass screen and reach hundreds of millions of people living on the frontline of climate change and increased natural hazards.

The interaction with government agencies involved in EW and DRR was done on two levels. Several agencies participated in the first two days consultation meeting. Then, the 25 journalists visited the training center of the 3rd Indian Battalion and after a briefing and a visit to the Battalion Exhibition Center, joined a water rescue exercise. They produced 6 radio and TV programmes about the Battalion's SOPs for floods. In fact, the battalion was dispatched to Nepal to help with the rescue operations after the devastating earthquake on 25 April 2015.

The level of participation in the workshop was Head and Deputy Head provincial stations of AIR and DDI. An important exercise was to identify ways to localize the organizational SOPs for each hazard, developed by the Strategic Unit in the Delhi Headquarters. The participants compiled recommendations for decentralizing these SOPs and make them relevant to their local stations. Additionally, there was a discussion what kind of programmes are needed for disaster preparedness of wide audiences.

Again, the most disappointing fact about this workshop was that there was only one woman among the 25 participants. The Vice-Chair of GAATES, who is a wheel chair user, provided a comprehensive lecture on disability inclusive DRR. Mr. Aqeel Qureshi lives in Tokyo and he also presented the Japanese system of early warnings which has many channels of communication with persons with disabilities.

Since, Mr. Qureshi took part in the field trip, the participating journalists were made aware of the techniques for evacuating people with disabilities, demonstrated by the 3rd Battalion.

Outcomes:

- The meeting suggested recommendations for decentralizing the SOPs developed by the AIR and DDI Headquarter.
- There has been a commitment from the participating managers to improve the links and coordination with all stakeholders in the DRR process at a local level.
- Consideration how to communicate with persons with disabilities in emergency situations have been accepted and some ideas how to improve the participating stations work in this field.
- Raised awareness of the importance of early warning communications and disaster literacy for women.
- 6 radio and TV features were produced and aired in the participating channels.
- Participating stations considered setting up regular programmes and features on EW, Climate Change and DRR.

9. Jakarta, Indonesia, 4 – 6 June 2014, inaugural ABU Media Summit on Climate Change, ICTs and DRR.

Inspired by the work done through the Trust Fund for TCCD Preparedness project, the ABU initiated a Media Summit on Climate Change, ICTs and Disaster Risk Reduction. This is a pioneering, unique platform to highlight the crucial role of the media in disaster preparedness and DRR. This is also a meeting place for all stakeholders to get to know each other and introduce their work to the media. Another aim of the summit is to educate media professionals about the global regional and national efforts to build resilience at community, regional and local levels across Asia- Pacific region.

Nearly 220 media professionals and other stakeholders in EW and DRR from 32 countries participated in the forum. It was hosted by the Ministry of Information and Communication Technology of Indonesia and officially opened by the Vice-President of Indonesia, Dr. Boediono. The Summit started a region - wide cooperation between the media and other stakeholders. Its is a follow-up of the 2009 UNESCO organized conference on Climate Change, which Declaration urged the international donors to support broadcasting unions to educate audiences on Climate Change Challenges and Solutions. The partners who supported the Summit were ESCAP, ITU, UNESCO, UNISDR, UNEP and NHK. The Summit was preceded by one-day workshop showcasing the experience and Early Warning Broadcast System developed by the ABU member NHK.

Outcomes:

- The Summit adopted a Statement of Commitment of the participating members to give a priority to coverage of climate change and DRR and prepare their audiences for future disasters. For full text consult **Annex 4**.
- Media and other stakeholders ready to start future cooperation.
- Several co-production projects between ABU members were started at this forum, including generating a database of clips for showing the impact of approaching hazards.
- Launch of the ABU regional Disaster Literacy campaign for media interventions for DRR.

ACTIVITY 3 – Consultation meetings and establishing/strengthening EW/DRR Task Groups

Result 1. Building trust between broadcasters and government NDMA for future cooperation. Trust is crucial for improving early warning communications. Unfortunately, there is often mistrust between the main players partners involved – government agencies and the media. The first step in building such trust is to make representatives of the disaster warning issuing agencies and the NDMA interact with media.

Result 2. Maldives EW/ DRR Task Group established and Action Plan drafted.

Result 3. Myanmar awareness DRR programme started through MRTV and Forever Groups with a second workshop planned for the end of 2015. MRTV also produced a documentary on the Climate Change in the Himalayas.

Result 4. Establishing links with other beneficiaries of the Trust Fund to avoid duplications and synergize activities. This is probably one of the greatest successes of the project. There has been a breakthrough in cooperation between several stakeholders. Typhoon Committee, ADPC, WMO, UNESCO/IOC worked together in 8 workshops to integrate media in the relevant SOPs for disseminating early warning messages.

Result 5. Funds released by the above efforts were redirected to conduct more workshops and train more media practitioners. The ABU conducted 3 extra events, which were not initially proposed.

Right after the induction of the project in March 2013, the ABU implementation team visited Bangkok to meet with the Programme Officer of the Trust Fund projects Mr. Alf Blikberg and some of the other beneficiaries of the 6th round of funding such as the Asian Disaster Preparedness Center (ADPC) to begin exploring linkages and synergies between the respective projects.

A consultation meeting was also held with the team of the Thai Public Broadcasting Service to support their newly launched regular program on EW and DRR. Additional issues highlighted were the need to establish inclusive early warnings for women and persons with disabilities.

Generally, the activities under this heading were aimed to establish good working relationships between broadcasters and the government agencies responsible for warning issuing and disaster management in the targeted countries where they didn't exist or were at a very low level. That was achieved through country visits or invitation to broadcasters and government agencies to events organized by the project, especially regional meetings. The countries that particularly benefited from this two - prong approach were Maldives and Myanmar.

1. Maldives.

The Managing Director of Maldives state broadcaster MBC, Mr. Shafeeq, and the Deputy Director of the Maldives National Disaster Management Centre, Ms Fathimath Thasneem, met for the first time during the induction workshop in Kuala Lumpur in March 2013. This was despite both of them being in their respective positions for over 3 years. After participation in the Initiative's Induction meeting in Kuala Lumpur on 8 and 9 March 2013, they agreed to begin drafting a Standard Operating Procedures for the different natural hazards facing their country. The SOPs when fully developed, approved, and implemented, will define the responsibilities of the government agencies authorized to issue early warning alerts and the broadcast media's role in transmitting these alerts to the public. An outline of the suggested key elements of a SOP has already been developed and had been circulated for feedback. Initial Action Plan is attached as **Annex 3**.

During the March 2013 mission to Bangkok the ABU personnel met with the Maldives Broadcasting Corporation Board of Directors who were visiting the Thai Public Broadcasting Service. One of the items briefly discussed was the critical need to include satellite and cable operators in the "early warning loop." In the Maldives, as in many of the other target countries of this project, more and more people are accessing satellite and/or cable services. Most of their content is being pre-packaged and often of off-shore origin. An interruption of such programming to issue early warning alerts is more technically and logistically challenging than an interruption of local origin television or radio broadcasts.

As of the time of writing of this report, Ms Thasneem remains in her position but Mr. Shafeeq has been replaced when MBC was transformed into Public Service Media earlier in 2015. ABU team met with the new Managing Director Mr. Khalid and briefed him about the project and what have been achieved so far. ABU urged him to continue the work and plans to include Maldives in the Disaster literacy campaign. The reaction of the new management is encouraging. The PSM broadcast 19 hour environmental marathon on 5th June 2015 – the World Environment Day and produce a documentary for the co-production Climate Change in the Himalayas.

2. Myanmar.

The ABU project personnel travelled to Yangon on three occasions to prepare the ground for a fruitful cooperation between the media players and the government agencies. During the first visit they met the then Director General of the Relief & Resettlement Department of the Ministry of Social Welfare, Relief and Resettlement in Nay Pyi Taw. The Director General agreed in principle that his Department will be the Myanmar Government focal point for this Initiative.

The following two visits were to acquire the necessary permits for conducting a workshop by foreign trainers, which was the situation at this point. During these visits the initiative was introduced to the Ministry of Information, the state broadcaster MRTV and FOREVER GROUP, Myanmar's first private broadcast media outlet.

In follow-up meetings that piggy-backed on ABU related business in Myanmar, thus there was no cost to the Trust Fund Project, ABU met with the official government broadcaster, MRTV. It was decided by all parties that the most appropriate focal point for the project would be MRTV. This is the government designated broadcaster to disseminate early warnings with established linkages with the Myanmar NDMA and other agencies responsible for early warning, and would be able to better enlist the participation and technical expertise of the NDMA and other relative agencies and authorities.

3. Coordination meetings with other beneficiaries of the Trust Fund 6th round of funding.

As part of this activity ABU participated in other beneficiaries events such as the Bangkok Typhoon Committee meeting on SSOPs held in May 2013 and the WMO fact-finding mission in Tacloban in April 2014. Prior to the SSOP workshop, ABU, GAATES and ADPC had 2 days working meeting to synergize their activities. As a result, it was decided that ABU and ADPC will join forces to produce GAATES Guide for emergency communications for people with disabilities and planned for joint in-country activities in the overlapping targeted countries.

Outcomes:

- Building trust between broadcasters and government NDMO for future cooperation.
- Establishing links with other beneficiaries of the Trust Fund to avoid duplications and synergize activities.
- Funds released by the above efforts were redirected to conduct more workshops and train more media practitioners.

ACTIVITY 4 – Improvement of regional coordination and cooperation and participation in international gatherings

Result 1: Successful launch of the project with a very well designed and attended induction meeting.

Result 2: The project established a regional network of media practitioners in the targeted countries for future cooperation and interaction on EW and DRR.

Result 3: Recommendations developed for improvement of linkages between broadcasters and NDMA's in targeted countries.

Result 4: Establishing Media as the 10th stakeholder group for implementation of the HFA. The project provided an opportunity to link media with the global and regional frameworks for DRR.

Result 5: Issuing a Media Stakeholder Group Voluntary Commitment presented at the 6th Asian Ministerial Conference on DRR.

Result 6: Establishing links with the other beneficiaries of the ESCAP funding to synchronize all parties' efforts and coordinate activities.

Result 7: Giving international exposure and visibility to ESCAP and introducing its work on EW and DRR to a broad international audiences.

Result 8: 13 members of the Malaysian Meteorological Office Weather Forecast Unit trained in presentational skills.

1. ABU Disaster Risk Reduction Broadcast Media Initiative (ABU DRRBMI) Induction Meeting

The ABU Disaster Risk Reduction Broadcast Media Initiative Induction meeting was held on March 8th and 9th, 2013, in Kuala Lumpur, Malaysia. The Induction meeting was held in conjunction with the annual ABU Digital Broadcasting Symposium (March 5 - 8). March 8th was an open session for the Symposium participants who wished to attend.

Over 60 Symposium participants from 25 countries attended the session that unveiled the Initiative and reported on ABU's and the broadcast industry's role in Early Warning and Disaster Risk Reduction. The open session saw presentations by the Japan Meteorological Agency, NHK Early Warning Broadcast System, the Maldives National Disaster Management Centre, and the Disaster Risk Reduction Network of the Philippines. Topical presentations included Emergency Warning and DRR for the disabled and elderly, messaging to the public prior and during an emergency and during response, relief, and recovery stages, and the Radio-in-a-Box technology.

The March 9th session was for representatives of the Initiative's ten target countries. There were 18 participants from broadcast media and government officials from seven of the ten targeted countries - India, Indonesia, Malaysia, Maldives, Philippines, Thailand, and Viet Nam. A representative from Sri Lanka Maharaja TV was scheduled to attend, but an unexpected illness in the family forced a last minute cancellation of his participation. The second day's discussion focused on the Standard Operating Procedures (SOP) between broadcast media and government authorities authorized to issue emergency alerts, and the development of country specific action plans for the Initiative.

A topic of discussion that arose from the participants was a code of ethics for broadcast journalists. Broadcast representatives from a few countries readily admitted that the broadcast media competition in their own countries is so intense that it often leads to embellishment or outright fabrication of the facts.

The induction workshop of the project was held in conjunction with the ABU annual Digital Broadcasting Symposium which this year attracted more than 1, 000 industry professionals. Additionally to inviting participants to join the first, open day, of the workshop, the project was presented during the main sessions of the symposium. The ABU team also held talks with some of the of ABU members such as Digital Radio Mondiale (DRM), Commercial Radio Australia and Ahern Technology to involve them in the project. The ABU is discussing with DRM to join forces and develop on-line workshops about Early Warning Broadcast Systems and new ICTs solutions.

2. ABU/ESCAP/UNESCO regional workshop, 18 – 19 June 2013, Kuala Lumpur, Malaysia

Since the 2004 Indian Ocean Tsunami the ABU is working with several UN agencies (ISDR, UNEP, ESCAP and UNESCO) on raising awareness among broadcasters of their role before, during and after disaster both in communicating accurate information for evacuation and rescue and programming to educate their audiences about emergency warning, climate change and disaster risk reduction.

In 2013 ABU was approached by UNESCO, Teheran Office, to run a workshop on the Role of Broadcasters in Emergency Warning Communications and DRR

for their cluster countries – Afghanistan, Iran, Pakistan and Turkmenistan. The workshop was planned to take place in Islamabad 22 – 24 April 2013. However, because of uncertainty and the security situation before the general elections in Pakistan, the workshop was moved to Kuala Lumpur. At the same time the targeted group was widened to bring in some of the other countries covered by the ESCAP project - India, Maldives and Malaysia.

20 participants from Afghanistan, Iran, Pakistan, India, Maldives and Malaysia were introduced to the early warnings systems in each country and developed action plans and recommendations for strengthening of the EWBS of the involved countries.

Additionally, the ABU consultant Mr. Russell Isaac conducted training on presentational skills for the Malaysia Meteorological Office. Their Weather Forecast Department is the official provider and presenter of weather information in Malaysia. The weather bulletins are directly re-broadcast by the state broadcaster RTM, which is officially designated to carry early warnings.

3. Cooperation with other beneficiaries of the Trust Fund for Tsunami, Disaster and Climate Preparedness

ABU representatives participated in 10 activities of partners like ESCAP, UNISDR, Typhoon Committee, World Meteorological Organisation, UNESCO/IOC and GAATES as well as the RIPE Conference in 2014, organized in Tokyo by the ABU member NHK, which was dedicated to EWBS and disaster coverage. Such interactions were encouraged by the ESCAP, which has to be commended for its vision to organize joint events to allow for exchange of ideas, expertise and experience. Such interactions allowed to link together as many activities as possible in order to achieve max effect and spend the funding more efficiently. As a result, there is a process of communication and coordination between all beneficiaries of the ESCAP funding and other relevant agencies. The ABU is working with 4 other beneficiaries of the Trust Fund to coordinate their in-country activities. For details of the ABU participation in partners activities please check **Annex 1, Activity 4 section**.

ACTIVITY 5 – Resource tools and networking for giving visibility to the project and sharing its results.

Result 1: A documentary “The Wave That Shook the World” was produced to mark the 10th anniversary of the 2004 Indian Ocean tsunami.

Result 2: The ABU also produced an ESCAP corporate video.

Result 3: The documentary “The Wave That Shook the World” was broadcast by 20 ABU members and reached over 250 million viewers across the Asia-Pacific region.

Result 4: Raising awareness about the Hyogo Framework for Action and promoting the 3rd World Conference on DRR in Sendai, Japan.

Result 5: Strategies and partnerships established during the high-level conference Saving Lives: Preparing for Disasters.

5.1. Video Materials

As part of this activity the ABU produced a documentary to mark the tenth anniversary of the deadly 2004 Indian Ocean Tsunami.

“The Wave That Shook the World” commemorates the lives of people lost in the disaster and urges governments and nations to work to make their nations resilient and prepared to withstand future disasters. It lists the achievements of the region to set up an efficient tsunami-warning system and links the efforts of governments and international organisations to the UNISDR led Hyogo Framework for Action for DRR. The documentary can be viewed on <https://www.youtube.com/watch?v=cFVMlvavPI>

The documentary was offered copyright free to the ABU broadcast members and aired in 20 countries, reaching over 250 million people across Asia – Pacific. For the list of broadcasters who aired the documentary, consult **Annex 6**.

ABU will re-edit the video to include the outcomes of the Sendai UN Conference on DRR and HFA2, held in Sendai, 14 – 18 March 2015.

ABU also produced an ESCAP corporate video as a by-product of editing the tsunami documentary. It was sent to the ESCAP Communication Office.

5.2. ABU/ESCAP conference Saving Lives: Preparing for Disasters, 21 – 22 October 2014, Macau.

Over 60 broadcasters and representatives of international organisations, Meteorological Offices and NGOs, including organisations promoting the rights of people with disabilities, met to discuss future strategies for involving media in disaster preparedness. Several projects came out of it, which will be united under the umbrella of ABU Disaster Literacy campaign. Some of the ideas that ABU work on at the moment are:

- creating a copyright free bank of clips showing impacts of coming natural hazards like strong winds, sea surge etc.;
- creating a bank of open source tools for emergency communications in partnership with Google, Twitter, GEM;
- creating a repository of copyright free documentaries on the environment, climate change, early warnings and disaster risk reduction;
- partnering with Vizrt to produce low cost weather graphics packages to be offered to ABU members in developing countries especially the Pacific Islands countries;
- auditing ABU broadcast members for disaster preparedness;
- animation co-production to educate children about natural hazards and how to prepare for them;
- helping PAGASA and Pohathon TV in the Philippines to turn their joint venture Weather Studio to a 24/7 Weather Channel;
- developing training module and resource tools for journalists on climate change, together with the Bjerknes Centre for Climate Research, University of Bergen;
- working with Kyoto University Disaster Preparedness Lab to develop a training module on the role of media in EW and DRR.
- Working together with WMO and IPCC to train weather presenters as climate change communicators.
- Collaborating with SEEDS to make documentary series on their projects helping communities to build resilience.

5.3. ABU Handbook on EWBS.

The ABU updated the Handbook on EWBS in 2013. The project was initiated by the ABU Technology Department in 2009 to spread knowledge of existing EWBS in Asia – Pacific and encourage countries and members who don't have such systems to work on their development.

The ABU Handbook on EWBS can be viewed on http://data.abu.org.my/technical/ABU-EWBS/public/Handbook%20on%20EWBS%20-%20FINAL_UPDATED-APR%202012.pdf

5.4. ABU initiates the introduction of a special feature in all broadcast technology to wake-up receivers during emergency.

The ABU, through its "EWB and DRR Task Force Group" will be soon conducting a survey among its members to further study such requirements and any other comments that they may like to share at this time. The results of the survey will be analysed and shared with DVB and other such international organisations.

For the Recommendation of ABU Technical Bureau see **Annex 7**.

5.5. Natalia Ilieva lecture in Kyoto University on ESCAP Project – 19 – 20 Feb 2015

At the invitation of Dr. Rajib Shaw, Director of DRR Lab of Kyoto University, Ms Ilieva delivered a 2 hour lecture on the role of media in early warnings, disaster coverage and disaster preparedness and prevention. 20 graduate and post-graduate students attended it. The ABU/ ESCAP project was presented in great detail.

The lecture proved to be a success and future lectures are scheduled for next year.

There is also an idea to introduce a module on the role of media in DRR in the curriculum of the University.

NB! The cost of this trip was covered by Kyoto University.

ACTIVITY 6 – Raising awareness of the Guide on Communications with Persons With Disabilities in Emergencies.

Result 1. Over 700 participants in the ABU/ESCAP workshops and conferences were made aware of the Guide and the concept of Disability inclusive DRR (DiDRR).

Result 2: Several ABU broadcast members expressed interest to take part in a pilot project to adopt the Guide.

During the course of this project ABU and GAATES form a very productive partnership to advance the notion of inclusive DRR giving equal access of persons with disabilities to life-saving information and services. This cooperation went beyond the ESCAP project. Both organisations firmly partnered to advance the

rights of persons with disability for equal access to media and ICTs and equal opportunities for employment in media organizations as part of the ABU campaign Broadcasting for All: Diversity in the Media.

The Guide on Communications with Persons With Disabilities in Emergencies, which was developed by GAATES as part of this project, was introduced to all workshops and activities conducted by ABU after May 2013. Furthermore, the Guide was presented to a wider audiences through other ABU Forums:

6.1. Participation of GAATES Chairperson and Vice- Chairperson in Women With the Wave Forum in October 2013 in Hanoi, Vietnam.

There was a special session on EW for persons with disabilities and new media and ICTs solutions to reach them during emergencies. Mr. Mohtar, GAATES Chairperson and Mr. Qureshi, Vice- Chairperson, together with the representative of ITU Ms Susan Schoor presented the latest technologies and prevention techniques. They also presented the Guide.

6.2. Participation of GAATES as trainers in Bhubaneswar workshop, India.

Mr. Qureshi was one of the trainers in the Bhubaneswar workshop in April 2015. Apart from presenting the Guide, he conducted a session on new technology and new media tools developed in Japan and used by NHK to conduct disability inclusive EW and DRR.

6.3. ABU/GAATES team participated in the Zero Project Conference – 26 – 28 February 2015, Vienna, Austria.

ABU and GAATES initiated a session on disability inclusive DRR during the forum. Ms Daniela Bas, Division for Social Policy and Development (DSPD), UN DESA Focal Point on Disability, chaired it. ABU and GAATES representatives Ms Natalia Ilieva and Mr. Aqeel Qureshi presented the ESCAP project and the Guide. This session drew great interest from the delegates and organisers are going to repeat it in the next year conference.

For more information on the Zero Project Conference please check <http://zeroproject.org/conference-2015/>

NB! The cost of this trip was covered by the Zero Project Conference.

ACTIVITY 7 – GAATES Guide on Communications with Persons With Disabilities in Emergencies

Result 1: Guide on Communications with Persons With Disabilities in Emergencies produced.

Result 2: Guide on Communications with Persons With Disabilities in Emergencies published on ABU and GAATES sites.

Result 3: Training Module of using the Guide is in a process of development.

Result 4: Funding proposals for a pilot test project submitted to NIPPON Foundation and ESCAP.

Result 5: Guide on Communications with Persons With Disabilities in Emergencies promoted at the 3rd UN World Conference on DRR in Sendai.

GAATES developed the Guide in May 2013 and the ABU Webmaster designed a version for the website. It was published on the ABU and GAATES. After a careful consideration how to promote the Guide, it was decided that instead of publishing, it will be better to:

- distribute it in a CD format ;
- publish it on the ABU and GAATES websites;
- promote it in ABU, GAATES and other partners events.

In line with the promotion in other partners events, ABU and GAATES organised a session within the framework of the 3rd UN World Conference on DRR in Sendai. The session “Don't Leave us Behind” was held in Tohoku University on 16 March 2015. CDs with the Guide were distributed through the ABU booth.

ACTIVITY 8 – Setting up and maintaining a dedicated site for the project /launching the ABU e-campaign SAVING LIVES: PREPARTING FOR DISASTERS

The website is designed and linked to several partners like JAMCO, NHK and Relief web. It will be launched on 1 August 2015. There are plans to link it with all stakeholders groups working in EW and DRR.

ACTIVITY 9 – Compilation and web-publication of Lessons Learned Tool STRENGTHS AND WEAKNESSES OF CURRENT EWS AND NETWORKS

The Report is ready and will be web-published on the designated website. **Annex 9**

ACTIVITY 10 – High-level conference participation and project presentation.

Result 1: ESCAP project highlighted at top regional and global international levels.

Result 2: Media community established as a stakeholder group and partner for EW and DRR.

Result 3: Media Stakeholder Group Voluntary Statement of Commitment at a regional level.

Result 4: Media Stakeholder Group Voluntary Statement of Commitment at a global level.

10.1 ABU participation in the 6th Asian Ministerial Conference on DRR in Bangkok, 22 – 24 June 2014,

The ABU has been involved with the Asian Ministerial Conferences since the 3rd one held in Kuala Lumpur in 2008 but the Bangkok conference was a turning point in establishing the media as a civil society stakeholder group.

In Bangkok, the ABU and its member Thai PBS, led the drafting of the Asian Media Stakeholder Group Voluntary Statement of Commitment. It was supported by over 25 print and electronic media houses and presented at the Conference's final Plenary session. For the full text of the Statement see **Annex 8**.

The ABU member Thai PBS organized as part of the Conference three workshops on youth and disaster preparedness, disability and disaster preparedness and local communities and disaster preparedness.

The ThaiPBS was the host broadcaster for the 6th ACDRR and organized together with UNISDR a regional documentary contest for best story about DRR.

10.2. ABU participation in the 3rd UN World Conference on DRR in Sendai, Japan, 14 – 18 March 2015.

10.2.1. Global Media Stakeholder Group Voluntary Commitment.

The Asia-Pacific Broadcasting Union (ABU) was instrumental in drafting the voluntary Media Stakeholder Commitment to DRR agenda and securing the support for it of the European Broadcasting Union (EBU), African Union of Broadcasting (AUB) and the Arab States Broadcasting Union (ASBU). The Commitment calls for integrating media in the national DRR policies and practices and making media a partner for educating people about climate change and disaster preparedness. For the full text of the Statement see **Annex 8**.

10.2.2. Meeting with the UN Special Representative of the Secretary-General for Disaster Risk Reduction, Margareta Wahlström.

The ABU and EBU presented the UN Special Representative of the Secretary-General for Disaster Risk Reduction, Margareta Wahlström, with the signed Media Stakeholder Commitment and reiterated the broadcasters' dedication to play a crucial role in promoting disaster risk reduction policies, disseminating early warning messages and advancing regional and national risk reduction agendas.

The Executive Assistant Natalia Ilieva briefed the UN Representative on DRR about the ABU activities in DRR such as the ABU/ESCAP DRR Media Initiative and ABU/UNESCO Climate Change in the Himalayas co-production. She pointed out that governments and the international communities have to do their part and put resources into training the journalists and equipping them with skills and knowledge to be able to cover the complex climate change and disaster risk reduction issues.

10.2.3. ABU input in the WCDRR High-Level Partnership Dialogue

As the informal leader of the global Media Stakeholder Group on DRR, ABU expressed a joint position at the High-Level Partnership Dialogue Session of the 3rd UN World Conference on DRR. This session, "Inclusive Disaster Risk Management – Governments, Communities and Groups Acting Together", brought together the ten Stakeholders Groups and government representatives.

The Executive Assistant Natalia Ilieva presented the Media Stakeholders Statement of Commitment and appealed to the governments to make media an integral part of the national platforms for disaster risk reduction and commit resources to educate “the messengers”. She informed about ABU and other broadcasting unions commitment to launch a global disaster literacy campaign and prepare the media to communicate more effectively on disaster risk reduction.

10.2.4. Involvement in the sessions of other Stakeholders

ABU and its partner GAATES (NGO advancing the rights of persons with disabilities for equal access) were part of the work of disability caucus and promoted the Guide for Communications with Persons with Disabilities during Emergencies. It specifies the available ICTs and other technology for reaching persons with disabilities before, during and after disasters. It also provides information on successful strategies for inclusive disaster risk reduction.

The Guide was promoted also through the ABU/GAATES side-event “Don’t Leave us Behind” and the ABU booth at the UN WCDRR

ABU was actively involved also in the discussions of three other Stakeholders Groups – Local Communities, Women and Science. ABU is trying to build a common ground for future action of all stakeholders groups, who are working in “silos” at the moment. As a common denominator to all stakeholders’ groups media, could communicate their ideas and work to the widest possible audiences and educate them on disaster risk reduction.

10.2.5. ABU @ WCDRR Exhibition.

Like hundreds of organisations involved and affiliated with the Climate Change and Disaster Risk Reduction efforts, the ABU also had its own stand at the 3rd United Nations World Conference on Disaster Risk Reduction (14-18 March 2015, Sendai, Japan).

The ABU stand showcased some of the Union’s ongoing efforts in this area, which started after the 2004 Indian Ocean tsunami. With support from members the stand showcased documentaries produced in the aftermath of various disasters as well as videos produced to educate and inform the public on the effects of climate change and how to react to impending disasters to reduce the impact on human lives and livelihoods.

10.2.6. ABU/UNESCO Radio-in-a-Box.

The other highlight of the ABU stand was the Radio-in-a-Box (RiB) unit, which attracted a lot of attention amongst the visitors. The Radio-in-a-Box was one of the many projects that the ABU initiated in the aftermath of the 2004 tsunami. The basic idea was to develop an FM radio station that can be mobilised and setup in disaster stricken areas, where almost all communication infrastructure would have been damaged. It can be used for life saving information before and during the disaster, to assist rescue efforts, to accelerate reconstruction and to educate people how to prepare for future calamities.

10.2.7. Documentary Film Awards on Disaster Risk Reduction

The ABU, EBU and UNISDR launched in Sendai **Documentary Awards on Disaster Risk Reduction** to honour filmmakers, producers and broadcasters who make documentaries that can help protect vulnerable communities from future disaster risks. This is a unique competition established in connection with the 3rd WCDRR to encourage producers and journalists to highlight stories of success in disaster preparedness.

10.3. ABU Global News Forum, 15 – 16 March 2015, Sendai, Japan.

The second ABU Global News Forum was held in conjunction with the 3rd UN World Conference on DRR in Sendai, Japan on 15 and 16 March 2015. The theme of the forum was “Informing People, Saving Lives: Broadcasting during disasters”. It was hosted by NHK and brought together over 180 participants.

The ABU Ms Natalia Ilieva presented the ESCAP project and the lessons learned during the implementation of the project.

For the Programme of the GNF and presentations please check <http://c-linkage.com/for/2nd-abu-globalnewsforum/>.

The NHK also produced a 30 min documentary on the GNF, which was broadcast on NHK World in March 2015.

LESSONS LEARNED

For Lessons Learned please see Lessons Learned Report **Annex 9**.

SUSTAINABILITY

Please elaborate on any progress towards ensuring that this project results in a long-term benefit to the project stakeholders.

The ABU implementation team planned for the project's sustainability at the design stage and used its local in-countries knowledge to make its objectives and operations continue after the project's lifespan. The p

Localisation.

By taking a local approach the ABU ensured that the activities fit each country's objectives, political situation and culture. The level of preparedness of the participating broadcast organisations and the gaps in communications between them and warning issuing and disaster management authorities were assessed during the initiation of th project – ACTIVITY 1. The needs of each country were clearly identified before the start of the project and the engagement of the main players and the tailor – made programme of activity reflects this approach.

That was done with the help of the ABU member participating organisations. They were involved in the development of country-specific work plans and identifying and inviting the government and non-govermental organisations participants in the workshops.

It was extremely useful that ABU had worked in some of these countries during the previous Trust Fund project, which raised awareness about the existance and best examples of Early Warning Broadcast Systems in the Asia-Pacific region. The continuous efforts ensured a significant progress in linking broadcasters with the NDMA in Thailand, Vietnam, Maldives, Malaysia and the Philippines.

SUSTAINABILITY

Motivate stakeholders to take ownership

As part of the project's sustainability drive, the two groups of targeted stakeholders – the broadcasters and the NDMA were encouraged to take ownership of the project and continue the work related to it after its termination. In each of the targeted country the ABU team has identified project Champions who continue to advance its work and in sustaining the Broadcast Media Initiative for DRR. The next step is that the participating broadcasting organisations will assume ownership of the project.

The management of the ABU members participating in the project have been taken on board not only for the implementation of the project. They are committed to make their organisations an integral part of the channels of communication for dissemination of timely and accurate information before, during and after natural disasters. All the participating organisations have signed a letter of commitment to participate in the project and to pursue development of internal SOPs and integrating broadcasters' networks in the national SOPs for Disaster Risk Reduction.

This commitment is supplemented by the substantial support of these organisations for implementing the in-country activities. The project is design in such a way that the participating broadcasting houses contribute substantially to the implementation of the project in terms of hosting, food packages, bringing their own participants and in several cases sharing the costs of trainers. In this way they have a stake in it and avested interest in its success and the follow-up actions.

The progress is particularly good in Maldives where the Maldives Broadcasting Corporation and Disaster Management Centre have had 3 meetings to discuss the Action Plan for involving all stakeholders in the national SOP.

Contact groups between broadcasters and NDMO

The ambition of this project was to establish/strengthen formal EW&DRR Task Groups with multiple stakeholders' participation in each of the targeted countries. They already existed in Malaysia, Thailand and Vietnam and ABU engaged their broadcast members in other related activities of cooperation like the IAP of UNISDR.

Such groups were established during the life of the project in Maldives, Sri Lanka, Pakistan and India. The Philippines is a particularly successful case. The ABU member People's Television of Philippines initiated a partnership with PAGASA and established a weather studio in the PAGASA's office. The ABU linked them with the Weather Channel and Climate Circle who are helping them to launch a 24/7 Weather Channel.

In Myanmar the efforts continue to link the broadcasters with the Meteorological Office and the NDMA. They agreed to have another workshop after the elections in November 2015.

Saving Lives: Preparing for Disasters.

SUSTAINABILITY

The ABU is launching a disaster literacy campaign to provide continuous training, education and audience outreach to its members. This will strengthen their ability to provide timely, accurate and understandable early warnings and life saving information during disasters and transfer knowledge to their audiences how to prepare for disasters during the “quiet time”.

This is a all encompassing campaign which covers:

- establishing/ strengthening broadcasters internal SOP and disaster preparedness
- developing SOPs for interaction between broadcasters and NDMO for specific national hazards
- developing programmes for education of the public how to react to early warnings
- engaging weather forecasters as climate change communicators
- creating specialized environmental units
- launching regular programmes to cover EW, DRR, Climate Change issues
- offering broadcasters a repository of clips for visually illustrating the impact of approaching natural hazards;
- accumulation a pool of copyright free programmes on climate change and DRR
- offering media training on effective communications to early warnings issuing and disaster management agencies

Monitor and evaluate

Through its disaster literacy campaign the ABU will monitor and evaluate the progress in linking all stakeholders for effective communications on EW and DRR. Through its network ABU will develop country-specific clear and measurable objectives and Action Plans. The starting point for the monitoring and evaluation will be a baseline study about the current situation that can be used as a benchmark to demonstrate significant change for at least three years.

ABU Media Summit on Climate Change, ICTs and DRR.

The inaugural Summit was launched in June 2014 in Jakarta as a platform to support cross- sector cooperation between all stakeholders in the disaster risk reduction process as identified by the UNISDR Hyogo Framework for Action. This is a unique forum, which doesn't have any other like it in the world. The main aim is to facilitate cooperation and forge partnerships.

It is widely acknowledged among international agencies and the other stakeholder groups that the media is the most powerful behavioural change agent and a common denominator for all other stakeholders. A lot of hope is put on media as a force to break the “silos” in which the stakeholders are working at the moment. ABU envisaged the Media Summit on CCICTSDRR as the platform that will bring everyone together to build a disaster knowledgeable society and empower ordinary people to understand risks and save their own lives.

The Summit is an annual event, which in 2015 was substituted by the second ABU Global News Forum, which was linked to the 3rd UN World Conference on

SUSTAINABILITY

DRR with the theme “Informing People, Saving Lives: Broadcasting during disasters”. The third Media Summit will be held in Phuket, Thailand, 14 – 15 May 2016. The third Summit is in February 2017 in Dhaka, Bangladesh.

Institutionalizing EW and DRR in broadcasting organisations.

As part of the sustainability plan for this project the ABU has been working tirelessly to establish specialised units in its members and regular programmes to educate the public about the effects and adaptation to climate change and building a disaster literate public.

VTV, Vietnam, benefited from the consultancies of ABU trainers to upgrade their Weather Unit into a Weather Channel and expand their programming to cover disasters and DRR initiatives not only in Vietnam but also across the region. Another ABU member VCT launched an environmental channel.

The real star in this direction is the Thailand public Service broadcaster ThaiPBS. Over the last three years, it has become a shining example how to take this work to a different level. They have engaged all groups of the society in disaster preparedness with special focus on youth, disability, local community and the women.

ThaiPBS launched a Saturday regular program on disaster preparedness, initiated an university animation competition for climate change adaptation and disaster preparedness, works with schools on disaster education programme and has supported international organisations’ efforts in DRR. They were the host broadcast for the 6th Asian Ministerial Conference on DRR in June 2014 and organized sever workshop in connection with it as well as a documentary competition on DRR.

ABU has supported and promoted this excellent work and there are several other broadcasters from the targeted countries who are following in the footsteps of the ThaiPBS. The newly established Public Service Media in Maldives held a 19 hours “marathon” of environmental programming to mark the World Environment Day on 5th June 2015. That includes an ABU/UNESCO supported documentary to show how the melting glaciers in the Himalayas affect this island nation.

The other very promising development is in the Philippines where the Public TV of Philippines is aiming to establish a Weather Channel.

Maharaja Media Group in Sri Lanka is another example of success for this project. After the tragic loss of 60 fishermen in the storms in June 2014, they established in no time a national fishermen’s bulletin to be broadcast an hour and a half before they go to sea.

Establishing the media as the 10th stakeholder in the regional and global partnership networks of the UNISDR Hyogo Framework for Action 2 Programme.

Probably the biggest sustainability guarantee of this project is that the broadcast media in the targeted countries has assumed its critical role as key player in

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dissemination of early warnings and preparing their audiences for disasters. They supported the establishment of the Media Stakeholder Group as a part of the regional and global strategy for building resilient communities. Together with most of the other ABU broadcasting members they are committed to giving priority to DRR across their programming and build a disaster knowledgeable public across Asia – Pacific.

Finally, the total number of participants in the workshops, conferences and forums organized as part of the ABU DRR Broadcast Media Initiative is 721. 467 of them are representatives of media organisations. The other 254 came from NDMA, EWDC and NGOs working on Early Warnings and DRR.

These are impressive numbers but the work should continue to establish a region - wide network of media and government representatives for EW and DRR. This project started the process of formalizing the interaction between media and NDMA. However, further efforts are needed to bring a critical mass of people in media and in government agencies committed to working together in order to make this process irreversible.