Annex I
Terms of Reference / Work Plan and Budget

ESCAP Multi-donor Trust Fund on Tsunami, Disaster and
Climate Preparedness in Indian Ocean and
Southeast Asia Asian countries

A. Overview

<table>
<thead>
<tr>
<th></th>
<th>ORGANIZATION SUBMITTING PROPOSAL</th>
<th>ASIA-PACIFIC BROADCASTING UNION (ABU)</th>
</tr>
</thead>
</table>
| 2 | FOCAL POINT AT ORGANIZATION AND RELEVANT CONTACT INFORMATION | Ms Natalia Ilieva
Executive Assistant to the Secretary General
ABU, P.O. Box 12287, 50772 Kuala Lumpur, Malaysia.
natalia@abu.org.my
T: +603-2284 0192/F: +603-2282 5292 |
| 3 | PROJECT TITLE | ABU DISASTER RISK REDUCTION BROADCAST MEDIA INITIATIVE |
| 4 | BENEFICIARY COUNTRIES | India, Indonesia, Maldives, Myanmar, Pakistan, the Philippines, Sri Lanka and Thailand (see Notes on the Revisions) |
| 5 | TARGET GROUP(S) | 1. Top managers and senior editorial staff of broadcast members of the ABU in the targeted countries. (see Annex 1 for ABU members in targeted countries)
2. High level representatives of the nodal offices responsible for Early Warning and Disaster Management in the targeted countries. |
| 6 | TIME FRAME | July 2012 - June 2014 |
| 7 | TOTAL BUDGET (US$) AND BREAKDOWN OF FUNDING SOURCES | TOTAL BUDGET: US$ 541,642
ESCAP: US$ 237,692
ABU: US$ 102,250
ABU MEMBER CONTRIBUTIONS: US$ 201,700
FUND CONTRIBUTION AS %: 44% |

B. Executive Summary

"No matter how good the technology or how accurate the forecast and warnings, if the information doesn't reach people in danger in a timely and understandable manner, the warning system itself will fail." (UN ISDR Director, Salvano Briceno, 2009)

An important "lesson learned and reinforced" during the implementation of the ABU Early Warning Broadcast Media Initiative is that the broadcast media, especially radio, should be an

---

1 Supported by the ESCAP Trust Fund in the previous round of funding (see Annex 6: Terminal Report EWB Media Initiative).
integral part of national early warning systems in order to make them effective in warning the public about pending natural hazards.

There is widely accepted acknowledgment that the broadcasters should play a major role in delivering the EW Messages. This is the traditional role of broadcasters. However, ABU members believe that the broadcast organizations role should be pushed to a different level and they should become an integral part of the work of the national Disaster Management Offices (DMOs) in relation to the development of the communication aspects of national SOPs for different hazards.

There is some integration that is taking place in few countries around the region but this issue needs to be emphasized so that there is no ambiguity in integration of broadcasters in the DMOs work and its functions and SOP. What is of most importance is that in the SOPs set up by the DMO the broadcasters are standard part of the SOP, their actions are reflected very clearly in the SOPs and these are well drilled and carried out.

The project proposed by the ABU aims to establish broadcasters and their networks as a party in the work of national DMOs and an integral part of its SOPs. That means that the broadcasting services and broadcasting transmission systems are inseparable part of the SOPs and a permanent fixture in the meetings, deliberations and plans of the national DMOs and Disaster Warning Centers. The set-up and mechanisms of such integration will definitely vary from country to country to reflect the specific hazards experienced and the country's level of experience and ability to deal with them and save human life and protect property and livelihoods. However, the ultimate goal of the integration remains to install a mechanism organized in a fool-proofed and cost-effective manner.

Sending out emergency signals and messages is one side of the EWBS. The other, equally important part is equipping the population with receivers that automatically emit the Early Warning Signals. That is part of the work ABU is going to do through this project, working with government agencies to find ways to supply the population with the special receivers that could get the signal out 24 hours a day, even when the device is switched off, and to convince manufacturers to build in their equipment the emergency warning module. It is important to encourage, or even legislate, that all the receivers manufactured from now on (radio, TV and hand phones) should have an emergency warning broadcasting module.

The overall objective of the **ABU Disaster Risk Reduction Broadcast Media Initiative** is to enhance the beneficiary countries' Disaster Risk Reduction (DRR) and Early Warning (EW) capacities through utilization and in collaboration with the broadcast media. The specific objectives of the project are:

1. Identifying the existing disconnections between broadcasters and Disaster Warning Centres for different natural hazards and national Disaster Management Offices (DMOs) in terms of operational, technical, communication and policy issues and processes.

2. Integrate the broadcasting services and broadcasting transmission systems in the communication aspects of SOPs and in the meetings, deliberations and plans of the national DMOs. For the period of the project the ABU would facilitate collaboration between broadcasters and the Disaster Warning Centers for specific hazards and relevant government national Disaster Management Offices. The ABU will work with broadcasters to overcome the existing barriers at operational, technical and policy level. The facilitation would be channeled through establishing in the targeted countries of national **EW/DRR Task Groups** to help all parties to create or improve

---

2 One of the conclusions of the External Evaluation of the previous ABU project was that the linkage between broadcasters and National Warning Centers and Disaster Management Offices will be strengthened by formalizing it and establishing consultation and coordination bodies that meet regularly to update each other of any relevant development. At the moment ABU research shows that in the targeted countries there is no formal linkage with the media even in cases where media works closely with the government offices. Everything is based on voluntary engagement and personal relations.
processes, procedures, structures, and mechanisms for the utilization of the broadcast media as an integral part of an effective national Early Warning Systems. The expected results are streamlining of the existing national SOPs for Early Warnings by improving coordination and shortening communication channels.

3. Establishing viable internal Standard Operating Procedures in participating broadcasting organizations for Early Warning in the form of Early Warning and Disaster Preparedness Broadcast Plan. There are several examples of efficient Early Warning Broadcast Plans for different hazards like those developed by NHK, Japan, and KBS, Korea, for earthquakes and tsunamis and RTHK, Hong Kong, for typhoons.

4. Creating/ strengthening specific units in the participating broadcast organizations responsible for liaising with the Disaster Warning Centers for different natural hazards and the Disaster Management Offices. These units, with the help of ABU and experts from ABU members with relevant expertise and experience, will be developing and implementing the Early Warning and Disaster Preparedness Broadcast Plan and will be responsible for to train staff in Emergency procedures.

5. Sensitizing broadcasters, Disaster Warning Centres and DMOs about the vulnerability of women, children, disable and elderly people to natural disasters and their specific needs when designing Emergency Warning messages and different communications channels to reach these groups in case of pending disasters. The project would identify the hardware and equipment that broadcasters need to reach these groups. For example deaf people can’t be reached by radio sound alerts but if the sound alert is accompanied by light signal that increases the chances members of this group to receive adequate alert. For more detailed information on how to address the disabled people special needs see Annex 2.


7. Accelerate the work of existing ABU/EWBS Task Group and transform it into ABU - EW/DRR Task Group to facilitate regional cooperation and establishment of regional standardised SOPs and EWBS linked to the work of UNESCO, Typhoon Committee, the Panel on Tropical Cyclones, ICG/IOTWS, UNESCAP Committee on DRR and UNISDR. Inviting representatives of these organizations as speakers is an important component of the project activities at a national and regional level. In the activities for achieving this objective at a regional level, the ABU would invite not only broadcasters and representatives of national Disaster Warning Centers and Disaster Management Offices of the targeted countries but from all countries in the region affected by tsunami and other coastal hazards.

With its multi-faceted approach the Initiative is targeting:

- Top managers of the participating broadcast organizations.
- Senior management level of the various Disaster Warning Centers and Disaster Management Offices.

The project would be implemented through following activities:

1. Initiation of the project and developing eight country specific Work Plans, detailing the gaps in institutional interactions and required actions.
2. Eight in-country ABU missions to identify the disconnects between broadcasters and the government nodal agencies on disaster warning and disaster management, to link and gradually integrate the broadcasters into the work and SOP of the national Disaster Management Offices; set up the national EW/DRR Task Groups; showcase the best practices in the region of SOPs, EWBS and EW Broadcast Plans; initiate the setting up of special broadcast units for EW/DRR.

3. Follow up with support from ABU designated experts in helping broadcasters to develop their EW Broadcast Plans and set up the specialized EW/DRR broadcast units and develop an overall strategy for EW and DRR.

4. 16 Consultation Meetings of national EW/DRR Task Groups for improvement of links, communications, processes and procedures of SOPs and integrating EWBS in the chain of command for disaster warnings.

5. Two regional meetings of senior representatives of participating broadcasters and national nodal offices of the targeted countries with the regional intergovernmental organizations working on Early Warnings and Disaster Risk Reduction in the region with the objectives to:

- Explain and inform their counterparts on the structures of the chain of command and its functioning through the SOPs
- Agree to a joint procedure for chain of command and subsequent activity in the event of a natural disaster which affects more than one country at the same time
- Link national SOPs and EWBSs in a region-wide, standardized EWBS.
- Set up a blue print of a regional mechanism to address natural disasters in general and to provide assistance to each other.

In this exercise all the relevant activities will be linked up with the intergovernmental processes in the region to capitalize on existing networks and systems. Linkage with the activities of UNESCO will be in the form of participation in its Tsunami Emergency Drills, while in the case of the Typhoon Committee participating organizations - broadcasters and national Disaster Warning Centers and Disaster Management Offices would be familiarized with the work of the Committee and encouraged to take part of its activities. The ABU would link some of the targeted countries (India, Maldives, Pakistan and Sri Lanka) with the Typhoon Committee’s satellite Emergency Observation Sentinel Asia. The Philippines, Myanmar, Thailand and Indonesia are already using this free service on a regular basis.

Appropriate linkage would be developed to utilize the work of the Panel on Tropical Cyclones and other intergovernmental regional bodies like ICG/IOTWS and the ESCAP Committee on DRR. Other agencies such as the ADB, ASEAN and similar entities would also be invited to join the process and contribute in the manner they deem fit.

5. Developing resource tools like *Disaster Recovery Technical Manual* and **country and hazard specific** Fact Sheets for Effective Early Warning for Coastal Hazards and other training and reference tools.\(^3\) The Disaster Recovery Technical Manual is a tool kit for training staff how to restore services if their stations are affected by disaster. It will focus on how to get the station back on air in a short time and most efficiently, what kind of stand-by equipment to keep and how effectively to work together to restore services in the shortest possible time.

6. Writing Recommendations for achieving Gender Equality in EW in the form of a booklet *Good Practices in Reaching Women and Children in Early Warnings*. This resource tool will be developed

\(^3\) The ABU is acutely aware that a one-size fits all approach will not carry the message for the critical "last mile". The specific characteristic of each hazard has to be translated into the specifics of the locations they might occur in order to provide accurate and timely Early Warnings.
in close cooperation with the ABU member – the International Association of Women in Radio and Television (IWART) and FOKUS - an umbrella organization for international woman development, supported by the Norwegian Agency for Development (NORAD) and the Ministry of Foreign Affairs.

7. Developing of a Guide for Communicating with People with Disabilities in and Emergency. The Guide will be researched and written by the ABU partner in the project with the help from the Global Alliance on Accessible Technologies & Environments (GAATES). For detailed information on this part of the project see Annex 2.

8. Publishing part of the Terminal Report in the form of a high quality handbook Lessons Learned: Strengths and Weaknesses of EW Systems and Network. It will present the findings of this project and its results so it could be further utilized by the concerned agencies in the targeted and other countries in the region. Descriptive reports from different countries will be assembled together to provide a thorough analysis what is the situation in each country – a baseline for future projects. The handbook will reflect the achievements of the project – what has been done to enhance the systems and identify the areas in which further work is necessary for the integration of the broadcasting networks in the national Disaster Management Offices work and the communication aspects of the SOPs.

The publication will also identify good practices like the India conduct during the 11 April tsunami when the link between the broadcasters and the India National Tsunami Warning Center worked well. Other good practices will be identified through conducting case studies in the targeted countries with the view to spread these good practices and encourage cooperation between the countries covered by the Trust Fund.

9. Developing a designated website to facilitate and support the regional network of nodal offices and broadcasters.

10. High-level Conference Participation and project presentation and giving the initiative and the Fund visibility and media exposure. The ABU would present the project at broadcast industry high-level events such as ABU General Assemblies, Asia Media Summits, ABU Digital Broadcasting Symposiums, ABU RadioAsia Conferences as well as regional forums on Early Warnings and Disaster Risk Reduction, organized by the intergovernmental agencies like UNESCO, processes in the region, including the Typhon Committee, the Panel on Tropical Cyclones, ICG/IOTWS, the ESCAP Committee on DRR, ISDR and UNDP.

The proposed project will build on the work already done by the Union and other partners in the area of developing effective EWBS. For example, the ABU, together with its members, has worked with the International Telecommunication Union in setting up standards signals for the EWS and the ITU issued a recommendation on the subject on the various technical codes that need to be used to address the early warning receivers in various sections and regions of each country and distinguish from each country region to region and from country to country. This is quite important development because it allows to isolate and localize the warnings to the concerned areas of particular country or countries without disturbing the population of other countries. This work has been completed by ITU and its members and we will work to build on it for the specific targeted countries and this will be reflected in the Final Report of the project and the Lessons Learned handbook. For other previous ABU projects in the area of developing EWBSs, please see Annexes 3 – 5.

In short, the **ABU Disaster Risk Reduction Broadcast Media initiative** aims to close the gaps in communication, coordination and capacity, which prevent broadcast media to be an integral part of national communication strategies for delivering accurate reliable and timely information pre, during and post disaster and thus help to save lives.
The major outcomes of the project will be:

1. **At a national level** - improved links between broadcasters and national Disaster Warning Centers and Disaster Management Offices resulting in shortening of the communication channels for early warnings and better integration of media in the national SOPs for EW and DRR. The project will establish national **EW/DRR Task Groups** to facilitate stronger and more permanent collaboration with government relevant offices.

2. **At a regional level** - enhanced understanding of and linkage to the intergovernmental processes in the region through established regional **ABU - EW/DRR Task Group**, which will have a concrete, practical approach to harmonizing and standardizing the EWBS and SOPs in the region by setting mechanisms for improved communications and coordination between the countries in the region.

B. Needs Assessment

The **ABU Disaster Risk Reduction Broadcast Media initiative** corresponds to the forth and fifth elements of effective Early Warning Systems - Dissemination and Communication and Response Capacity. The project directly contributes to three of the priorities areas of the ESCAP Trust Fund of Tsunami, Disaster and Climate Preparedness:

- Strengthen dissemination and response to warnings through the development of the communication aspects of Standard Operating Procedures (SOPs) for a range of hazards and link the regional and national levels.
- Strengthen channels of communication for warning messages, including policy support to communications networks.
- Improve the effectiveness of warning messages.

The targeted countries do not have reliable early warning systems with state or public service broadcasters being an integral part of them, as it is the case in Japan, South Korea, Australia, New Zealand, China, Singapore and Hong Kong. While most of the targeted countries have Standing Operating Procedures for the specific natural hazards affecting them, they are not effective, there are substantial communication and linkage gaps resulting in long time between disaster occurrence and sending disaster warning messages. For example, in Sri Lanka it takes more than 20 min for the Disaster Management Centre to issue a warning. In Maldives, the direct line between Maldives National Broadcaster and the National Disaster Management Centre is connected to the broadcaster's receptionist and is not connected to the switchboard of the organisation.

There is a great need to help these countries to streamline their SOPs, strengthen channel of communications for warning messages and improving the effectiveness and quality of warning messages. The only way forward is through design and promotion of structured dialogues and institutional partnerships between the broadcasters and disaster management nodal offices.

At the same time there is a strong political and organisational will in the targeted countries and institutions to implement/improve new and existing policies, procedures and institutional structures, streamline the SOPs and develop effective mechanisms and channels of communications.

Over the last few years, the ABU Secretariat was approached by broadcast members and NDMO from the targeted countries asking the ABU to help them develop effective organizational SOPs, EWBS and comprehensive communication strategies for early warnings in a sustainable way.

The only consistent effort to address these needs so far was undertaken by the previous ABU initiative financed by the ESCAP Tsunami Fund—the **ABU Early Warning Broadcast Media**
Initiative (see Annex 6). The unmet needs that the ABU identified during the implementation of the above project are:

- Lack of close working relationship and cooperation between NDMO and broadcasters.
- Absence of Reliable Early Warning Broadcast Systems in the targeted countries.
- Need to develop formal structures to facilitate the dialogue and cooperation between broadcasters and Disaster Warning Centres and Disaster Management Offices.
- Need in broadcast organizations to develop SOPs in the form of EW Broadcast Plan.
- Comprehensive training material for broadcasters to restore services after disasters.
- Training Manuals for developing Early Warning Messages and content for DRR measures and practices.
- Need for established organizational units entirely devoted to Early Warning and Disaster Response and Coverage in the participating broadcasting organizations.
- Lack of communication channels and appropriate programme formats and content to reach the most vulnerable sections of the public – women, children, disabled and elderly members of the society.
- Need for comprehensive and coordinated approach to national and regional resource mobilization for building and enhancing early warning capacities by placing media in the chain of command for EW and DRR.

C. Problem Analysis

Developing reliable comprehensive EWBS emerged as a top priority for most of broadcast - members of the ABU. Through the regular communications with the Secretariat they expressed their desire for the ABU to lead a region-wide initiative in developing national EWBS to be connected to the national SOPs for EW and DRR, linking them on a region-wide level and with the intergovernmental processes already in place.

This was the message continuously coming from ABU members at forums at which the ABU Early Warning Broadcast Media initiative was presented in 2010 and 2011. The ABU members requested continuous work in the form of consultancy, training and support to put into action the 2006 ABU Declaration for development of Early Warning Broadcasting Systems in their countries, linking these EWBSs throughout the region and training journalists to produce creative, quality content and formats to educate people about national SOPs and DRR measures and initiatives.

Initial discussions with participating in the project ABU members were held during the above forums and their top management committed to participate and contribute in kind to ABU led national and regional Consultation Meetings and in- country and regional workshops.

Additionally, member organizations are willing to share the good practices of close collaboration of broadcasters and Disaster Warning Centers and Disaster Management Offices in their countries and contribute to the collation of the publication on good practices. The ABU is already in touch with the state offices of our members All India Radio and Doordarshan to contribute to the publication with regard to the collaboration between the media and the India National Tsunami Warning Centre during the earthquake on 11 April 2012. This is an example where the system worked well and all national media provided correct information.

Consultations were also held with UNESCO Bangkok, Jakarta and Delhi Offices, which will help ABU to implement the project in their cluster countries. The ABU is aware of the current financial difficulties of UNESCO and does not expect financial support from the organization. However,
there are agreements with the above offices to take part in their related activities. Through such collaboration ABU could become an active partner in facilitating interaction between senior broadcasters and the national Disaster Warning Centers and Disaster Management Offices. For example, the ABU plans to conduct the in-country consultation meetings for Myanmar during the UNESCO Tsunami Warning drill for this country. Similar joint activities will be carried along other UNESCO and relevant regional agencies events.

ABU elicited also the continuous support of its member NHK, Japan to share their vast expertise in EWBS. KBS, South Korea, ABC, Australia and RTHK, Hong Kong will also send their EWBS experts for the in-country and regional workshops and conferences.

ABU also linked with the Kyoto University, Japan, which is conducting comprehensive studies on the role of media in EW/DRR. The team of professor Rajib Show agreed to be part of the project and share the Unit’s findings and research and help ABU to collect relevant good practices.

D. Target Groups

1. The first group of project beneficiaries is the participating broadcasting organisations in most vulnerable developing countries in the Indian Ocean and South East Asia. They will receive help in:
   - developing and maintaining EWBS linked to the national SOPs;
   - putting in place organisational SOPs in the form of EW Broadcast Plans;
   - establishing special units responsible for EW and Disaster Coverage

2. The second group of beneficiaries of the project are the top officers from the national Disaster Warning Centers and Disaster Management Officers in the targeted countries, who would gain better knowledge how broadcasting organisations work, what role they can play in EW/DRR, which would allow for better communication and institutional linkages. That could be translated much more easily in improved quality of their EW messaging and improved channels of communications to people in risk, including creating special messages and communication channels for social groups most in risk like women, children, disabled and elderly people.

The selection of the specific countries targeted by the Initiative - India, Indonesia, Maldives, Myanmar, Pakistan, Philippines, Sri Lanka and Thailand - is based on consultations with their national broadcasters’ CEOs about their organisations’ needs for capacity building/development and on three criteria:

1. Relevance to ESCAP 2011 Report on Regional UNmet Needs,
2. Expressed commitment of broadcasters to share costs for implementation of the project.
3. How active are the ABU Liaison Officers in the participating member organizations in each country.

The project focuses on less developed countries affected by regular natural disasters because though one life is too many to be lost to a natural disaster, one only needs to compare the loss of life of the recent Japan earthquake and tsunami to that of the December 26, 2004 Indian Ocean tsunami that killed more than a quarter of a million people, nearly 200,000 of them in Indonesia. This comparison reinforces the accepted development and relief tenet that socio-economic challenged countries and populations are the most vulnerable to hazards and suffer disproportionately from natural disasters.

---

5 For a list of detailed consultations please see Annex 6 - Terminal Report EWBS Media Initiative.
6 Numbers vary by source; however there is no debate that the December 26, 2004 tsunami was of epic proportions and one of the greatest natural disasters in the history of humankind.
E. Project Strategy

The ABU Disaster Risk Reduction Broadcast Media Initiative's aim is to address the needs identified earlier by adopting a multi-aspect, three level approach in order to close the existing gaps in policy and processes at organisational, national and regional levels.

Enhancing the credibility and the trust in the authorities that issue and disseminate warnings is seen by the ABU as a key to establishing viable and efficient Early Warning Systems. In this respect establishing self-sufficient national EW/DRR Task Groups is the way forward.

The project will develop national and regional structures in the form of national EW/DRR Task Groups and a regional ABU - EW/DRR Task Group to facilitate the dialogue between broadcasters and relevant government and regional agencies. Additionally, it will create a comprehensive roadmap for developing and maintaining national EWBSs. In order to enhance EW and Disaster preparedness capacities the project envisage to identify and distribute best practices in establishing effective EWBSs and national SOPs through a Lessons Learned Book.

The ABU will create and facilitate interactions between relevant government nodal offices and broadcast media outlets. The project will not only initiate sharing of ideas, knowledge and experiences, but help the stakeholders to develop preliminary outlines of national frameworks for the enhanced utilization and collaboration of the broadcast media in early warning systems and processes. It is envisaged that the relevant government nodal offices responsible for Disaster Warning and Disaster Management, the broadcast media outlets management, and development/relief agencies (NGOs, UN, IOs, inter-regional bodies) that have experience in early warning will practically contribute to the outline of the national and regional frameworks and development of Action Plans at organizational, national and regional levels.

The Initiative will be implemented through a mix of national and regional Consultation Meetings for coordination of technical aspects of EWBS and multi-day in-country and regional missions and consultation meetings that bring in the relevant stakeholders for the various topics addressing the specific objectives. The practical modules will be developed specifically for each country and the national hazards it experiences.

Given the disproportionate vulnerability of some population groups like women, children, elderly and disabled people to natural disasters, all projects activities will seek to address the need for specific communication tools to reach these groups.

The Initiative envisages monthly virtual consultation conference calls and face-to-face consultation meetings during the in-country ABU missions and Consultation meetings and High level industry events like RadioAsia Conferences in 2012 and 2013 in Jakarta and Hanoi, Digital Broadcasting Symposium in Kuala Lumpur, Asia Media Summits in 2013 and 2014, ABU General Assemblies and other forums.

The process of implementing the ABU Disaster Risk Reduction Broadcast Media Initiative is a mixture of:

1. ABU desk research to establish the status quo of the national SOPs, agencies involved, institutional links with national broadcasters, barriers for closer cooperation in terms of operational, technical and policy issues. This will be used to establish the baseline in each country and develop detailed Work Plans for integration of broadcasters and their networks in the national SOPs and the work and planning of the Disaster Management Offices. The work would be carried out in close cooperation with the ABU members and national Disaster Warning Centers and Disaster Management Offices in order to have correct picture of the needs of each targeted country in institutional linkage.
2. ABU in-country missions to facilitate the development of strong institutional linkages and setting up national EW/DRR Task Groups for continuous communications and coordination between the broadcasters and Disaster Warning Centers and Disaster Management Offices after the end of the project. The EW/DRR Task Groups will facilitate stronger and more permanent collaboration with government relevant offices.

3. Country-specific Consultation Meetings between the nodal government agencies on disaster warnings and disaster management and broadcast organizations. The ABU will facilitate these meetings of the EW/DRR Task Groups and develop their short and long terms Action Plans.

4. Regional Consultation Meetings between broadcasters’ senior managers and representatives of the national Disaster Management Offices in the targeted countries with the aim to strengthen the structure and work of the existing ABU/EWBS Working Group and transform it into a regional ABU EW / DRR Task Group, which will carry on the coordination of the national EWBSs in a structured, formal way and connect them with the intergovernmental processes in the region carried out by UNESCO, ESCAP, Typhoon Committee, Panel on Tropical Cyclones and other organizations.

One of the valuable lessons learned from the previous ABU EW Broadcast Media Initiative is the importance of radio pre, during and post disasters. Having this in mind, the focus of this project is on radio, since this is the most versatile medium during disasters and it is often the only electronic media available in vast areas of some of the targeted countries like India, Indonesia and Pakistan. TV organizations will not be neglected though. They will be invited to the activities but more attention will be given to radio organizations.

A key element of the project is creating national EW/DRR Task Groups in order to eliminate the existing disconnections between broadcasters and national warning centers. Their composition and prime objectives will vary from country to country but main objectives would be:

- Advise government and the broadcast media, both private and public, on the creation or improvement of processes, procedures, structures, and mechanisms for the utilization of the broadcast media as an effective early warning system.
- Advise government and the broadcast media, both private and public, on the potential utilization of the broadcast media as a dissemination mechanism for critical DRR messaging.

The composition of the national EW/DRR Task Groups group would be senior managers from broadcast media outlets or networks, representatives from key "DRR actors" such as NGOs, donors, and UN agencies, and most critically government representatives from the respective nodal offices responsible for early warning, disaster management, disaster relief, and broadcast communications.

Each national EW/DRR Task Group should be chaired by a government representative and the group should meet at least quarterly. ABU should provide guidance to the chair and the Task Group in regards to group structure, meetings, and discussion topics. Such guidance may be provided virtually, but it is anticipated in-person ABU guidance will be necessary in the initial stages of establishing these EW/DRR Task Groups in each focus country. This will be done during the in-country ABU missions and consultation meetings.

In short, the ABU Disaster Risk Reduction Broadcast Media initiative will have a much heavier emphasis on effective communications and coordination between broadcast media and Disaster Warning Centres and Disaster Management Offices by creating the processes and framework for full integration of media through EWBS in the national and international SOPs for EW/DRR.
Developing multi-faceted approach and involving as partners different organisations and stakeholders will facilitate sustainability and ownership for the project, foster synergies, and promote overall coordination of efforts that eliminates duplications and waste of resources.

F. Results Framework

The **ABU Disaster Risk Reduction Broadcast Media initiative** aims to facilitate improvement of institutional (broadcasters and government nodal offices), national and regional coordination and information exchange for establishing and maintaining reliable SOPs, which incorporate national EWBSs. As a result of the project the targeted countries will be better equipped to face natural hazards through their DMO enhanced ability to react fast and reach the broader population including in remote communities and vulnerable groups like women, children and disabled people. At a regional level, the project will create a network for sharing information and good practices and increase cooperation between the national DMOs. Another lasting effect of the project is establishing links and synergies with other regional processes and activities in the area of EW and DRR.

The project addresses two key aspects - how timely, reliably and accurately warnings could be delivered through EWBSs and how to improve national SOPs.

The major **outcomes** of the project will be:

**At a national level** - improved links between broadcasters and national Disaster Warning Centers and Disaster Management Offices resulting in shortening of the communication channels for early warnings and better integration of media in the national SOPs for EW and DRR. The project will establish national **EW/DRR Task Groups** to facilitate stronger and more permanent collaboration with government relevant offices.

**At a regional level** - enhanced understanding of and linkage to the intergovernmental processes in the region through established regional **ABU - EW/DRR Task Group**, which will have a concrete, practical approach to harmonizing and standardizing the EWBS and SOPs in the region by setting mechanisms for improved communications and coordination between the countries in the region.

**Project Outcomes and Outputs**

<table>
<thead>
<tr>
<th>No</th>
<th>Outcomes</th>
<th>Performance Indicators</th>
</tr>
</thead>
</table>
| 1. | Improved communications, cooperation and coordination of the work of key shareholders in EW and DRR at national level - relevant national government authorities and broadcast media outlets. | • 8 national well established and active networks linking the participating broadcasting organizations and the DMO.  
• Regular meetings and exchange of information between the participating broadcast organizations and DMO.  
• Streamlined SOPs in at least 4 targeted countries. |
| 2. | Enhanced broadcasters' capacity to implement EWBSs. | Concrete steps in planning for developing and implementation of EWBS in the form of Action Plans. |
| 3. | Improvement of members' EWBS coordination at regional level | • 4 Consultation meetings led by the ABU/EWBS Task Group on integration and harmonization of EWBS at regional level.  
• Developing of Action Plan for coordination and harmonization of national EWB Systems at a regional level.  
• ABU Secretariat and all participating member organizations' participation in high-level conferences held by relevant international bodies to enhance regional cooperation and coordination in EW |
4. Better reach of EW to vulnerable groups like women, children, disabled and elderly people.

- Identified solutions in the form of recommendations as a result of country-specific case studies.
- Include sessions in awareness raising of the problem in all activities to familiarize participants with the problem.
- Start work on identifying broadcasters needs of equipment and training to address these specific vulnerabilities.

<table>
<thead>
<tr>
<th>No</th>
<th>Products and Services (outputs)</th>
<th>Performance Indicators</th>
</tr>
</thead>
</table>
| 5  | Developing country specific Action Plans for achieving sustainable high level coordination between broadcasters and national nodal offices for Disaster Warning and Disaster Management | - At least 4 detailed Action Plans developed by the mid life of the project.  
- At least 4 letters of agreement to support the Action Plans. Signed by the broadcast organizations and the relevant nodal offices. |
| 2  | Establishing inter institutional mechanisms for communication, coordination and cooperation between broadcasters and national nodal offices for Disaster Warning and Disaster Management | - At least 4 well functioning national EW/DRR Task Groups.  
- Regular monthly meetings of the Task Groups.  
- Bi-annual reports of the work of the Task Groups. |
| 3  | Transforming the existing ABU / EWBS Working Group into an ABU - EW/DRR Task Force to lead the regional cooperation on EW and linking it to the existing intergovernmental processes in the region. | - Developed working body for organizing and guiding the participating national nodal offices broadcasting organizations.  
- Established monthly meetings via conference calls and email exchange.  
- 2 Regional meetings. |
| 4  | Established in-house policies and structures for EW and Disaster Preparedness in the participating broadcasters | - At least 4 Units dealing with Early Warnings and Disaster Preparedness of the broadcasters.  
- At least 4 developed and drilled Emergency Warning Broadcast Plans for response to disasters. |
| 5  | Disaster Recovery Technical Manual                                                                | Published according to schedule                                                                                                                       |
| 6  | Country and hazard specific Fact sheets for EW for Costal Hazards                                      | Published according to schedule                                                                                                                       |
| 7  | Booklet on Good Practices in reaching Women and Children in Emergency Warnings                        | Published according to schedule                                                                                                                       |
| 8  | Guide on Communications with Persons with Disabilities in an Emergency                               | Published according to schedule                                                                                                                       |
| 9  | Handbook Lessons Learned: Strengths and Weaknesses of EW Systems and Networks                      | Published according to schedule                                                                                                                       |
| 10 | Publicity for the project and the Trust Fund                                                       | - At least 6 in-country press conferences.  
- At least 10 interviews with local broadcasters.  
- Newspaper article coverage. |

All publications produced by the project will have a professional lay-out and editing.

G. Regional Coordination and Cooperation

The mandate of the ABU is to serve its members by promoting the individual and collective interests of broadcasters and encouraging regional and pan-regional cooperation. In line with this ABU mandate the *ABU Disaster Risk Reduction Broadcast Media Initiative* will encourage exchange of information and close cooperation between participating members and their NDMOs as well as with regional organisations working on DRR to push for the development of standardised national EWBS and linking them at a regional level.
Another aspect of the Initiative, which contributes to the regional efforts for disaster preparedness in the Asia-Pacific region, are project activities associated with the regional Consultation Meetings and the work of the ABU-EWB/DDR Task Group, which will work with governmental and intergovernmental organisations to implement integrate media in national and regional Early Warning Systems. The required coordination of the stakeholders will be done through virtual meetings and the two regional meetings of the top nodal agencies of the countries concerned and the international and intergovernmental organisations responsible for EW and DRR in the region.

H. Addressing Gender and Disability Inequalities in Early Warnings

An integral part of the project is raising awareness of gender and disability inequalities in EW through discussion amongst all beneficiary stakeholders of the vulnerabilities of women, children, disabled and elderly people to natural disasters during all activities of the project like consultation meetings and workshops.

Focus on vulnerable groups who have less resources to save themselves fits well with the priority areas of the ABU activities. The ABU is a leading force in the region for empowering women and developing gender fair representation of women in broadcasting both in employment and on air. The Union is working with 10 public Service Broadcasters on Gender Mainstreaming in Broadcasting, supported by UNESCO headquarter and ITU. There is overlap with the countries targeted by this project – India, Maldives, the Philippines and Thailand, which will lead to more synergies in the work.

Assistance and help should be directed to elderly and disabled people and this project develop practical tools to address their specific requirements for messages in case of emergency. It will identify what the broadcasters need in order to reach these vulnerable groups in terms of additional hardware, special equipment and specially designed messaging. The project should find out ways and means to address this and to educate broadcasters and society of the special needs for communication for these groups in terms of different EW messages and different communication channels.

The projects should also look at the how to serve and approach sections disconnected from the main media outlet like remote communities and economically marginalized people, how to approach designing the messages and how to convey EW messages to these sections of the society.

This vulnerability was identified by the Gender Report (see Annex 7), which was part of the previous ABU project - ABU EWB Media Initiative. The Gender Report also concluded that there are considerable inequalities in Early Warnings with regard to reaching women and children. The ABU Disaster Risk Reduction Broadcast Media Initiative is going to address this problem by commissioning its member, the International Association of Women in Radio and Television (IWART), to provide country based solutions and to recommend new channels of communications and new messaging formats for reaching these two groups.

The work to identify appropriate measures to reach disabled people will be carried out by the Global Alliance on Accessible Technologies and Environments (GAATES), the leading advocacy group for promoting accessibility of electronic and communication technologies and accessibility of the built environment. GAATES partners with the ABU for this project to develop a Guide for Communicating with Persons with Disabilities in an Emergency. The Guideline will be based on research already done on the adequacy of the communication procedures during a multitude of natural disasters (2004 Asia Tsunami, Hurricane Katrina, Haitian earthquake, frequent floods in Bangladesh, etc.). They would educate broadcasters in existing various communication methods (such as Text to Speech, sign language, video relay and augmented communication) and help them to develop effective Early Warning Messages/Signals and SOPs.
I. Partners involved in the project implementation and their role and contribution

Through the implementation of the *ABU Early Warning Broadcast Media initiative*, the ABU gained valuable experience and established a wide network of organizational partners and resource people for this follow-up project. They agreed to partner for this project.

<table>
<thead>
<tr>
<th>Partner</th>
<th>Role</th>
<th>Contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABU</td>
<td>Overall management and organization of the Initiative</td>
<td>Staff time, US$ 50,000 for publications, project management and travel expenses</td>
</tr>
<tr>
<td>UNESCO, Jakarta Office</td>
<td>Support in organizing activities in Jakarta Office cluster countries - Indonesia (this will include participants form Timor Este), Philippines Liaising with NDMO in the cluster countries and with regional relevant bodies</td>
<td>Staff time, resource people for the capacity-building workshops, participation in their Tsunami Warning drills, using their resource tools and research</td>
</tr>
<tr>
<td>UNESCO, Delhi Office</td>
<td>Support in organizing activities in Delhi Office cluster countries - India, Maldives and Sri Lanka Liaising with NDMO in the cluster countries and with regional relevant bodies</td>
<td>Staff time, resource people for the institutional capacity-building workshops</td>
</tr>
<tr>
<td>UNESCO, Bangkok Office</td>
<td>Support in organizing activities in Bangkok cluster countries - Myanmar, Thailand, Viet Nam Liaising with NDMO in the cluster countries and with regional relevant bodies</td>
<td>Staff time, resource people for the institutional capacity-building workshops</td>
</tr>
<tr>
<td>ABU members broadcasting organizations in the targeted countries</td>
<td>Organising in-country activities logistics</td>
<td>Venue, coffee and lunch breaks, transport and accommodation, <strong>free air time</strong> for local participants, equipment and facilities for field trips; editing facilities, air-time for broadcast of EW and DRR features</td>
</tr>
<tr>
<td>ABU members providing expertise - NHK, ABC, RTHK, KBS</td>
<td>Providing experts to share experiences during the capacity building workshops</td>
<td>Free expertise</td>
</tr>
<tr>
<td>ABU member International Association of Women in Radio and Television (IWART)</td>
<td>Mobilise members in targeted countries to identify creative solutions for reaching through media and other means women and children; Write recommendations and solutions(report/ case studies)</td>
<td>Staff time</td>
</tr>
<tr>
<td>Global Alliance on Accessible Technologies and Environment (GAATES)</td>
<td>Will develop Guide for communication and information with persons with Disabilities in Emergency</td>
<td>Staff time</td>
</tr>
<tr>
<td>Kyoto University</td>
<td>Providing experts for the training workshops from the team led by professor Rajib Shaw who is closely involved with enhancing media role in EW and DRR and Indigenous Knowledge and EW</td>
<td>Free expertise, Free access to research materials on the topics</td>
</tr>
</tbody>
</table>
J. Organisational Capacity

The Asia-Pacific Broadcasting Union (ABU) is a non-profit, non-government, professional association of broadcasting organisations, formed in 1964 to facilitate the development of broadcasting in the Asia-Pacific region and to organise cooperative activities amongst its members. It currently has 217 members in about 60 countries, reaching a potential audience of about 4 billion people. Over 100 of the ABU members are broadcasters.

The ABU currently is implementing more than 200 projects per year in News, Programming, Sports and Technologies in partnership with its members and partners around the globe. The current staff of the ABU is nearly 40 and growing with increased number of secondments to the Kuala Lumpur headquarters of highly skilled broadcast professionals from member organizations (in 2011 5 producers from members staff joined the ABU Secretariat in Kuala Lumpur).

The ABU is working for many years with UN funding agencies like UNESCO, UNICEF, UNEP, UNESCAP, ITU and other major international donors and development agencies like ADB, World Bank. In 2011 UNESCO raised the status of ABU to an NGO Partner.

In January 2012 the ABU President Dr. Kim In-Kyu and the UNESCO Director – General Ms. Irina Bokova signed a cooperation agreement to work together on Gender Mainstreaming in Broadcasting and Early Warning Broadcasting Systems.

The ABU capacity to implement complex pan-regional specialized projects like the **ABU Disaster Risk Reduction Broadcast Media Initiative** is further enhanced by involvement of members as partners. The ABU membership network is facilitated by ABU Technical and International Liaison Officers in each member organization, who work on ABU related projects.

The ABU has been actively involved in EW and DRR projects since the Indian Ocean Tsunami 2004 when it helped several members to resume broadcasting after the disaster. Gradually this involvement expanded especially after the ABU General Assembly adopted in 2006 Declaration on implementation of EWBS. Since then the ABU has undertaken in-country media workshops related to EW and DRR in Indonesia, India, Sri Lanka with the support of UNISDR and UNESCO. The work in the field culminated in **ABU Early Warning Broadcast Media Initiative**, financed by ESCAP Trust Fund, which was completed in August 2011 (for more information about this project see Annex 6). For more detailed information about the work done by the ABU since the 2004 Indian Ocean Tsunami please consult Annex 8.

The ABU staff involved in the above projects gained valuable knowledge and experience in the area of EWBS and DRR. The ABU needs financial support to continue the work on making media part of the national and regional SOPs and EWS.

The implementation of the proposed project will be led by the ABU Technology Department, whose staff has doubled in the last few months and number now 8 people, including seconded experts from TRT, Turkey, Forever Group, Myanmar and CCTV, China. The nature of the project fits best the experience and expertise of this department, which has been involved in advocating the objectives of this project in the last 8 years. The department also has vast experience in conducting consultancies in many member organizations on change and management and have very good understanding of institutional processes and challenges for inter-institutional cooperation. The Technical Department also initiated contacts and worked closely with the national Disaster Warning Centers and Disaster Management Offices in the 10 countries piloted in the previous project funded by the Trust Fund – the **ABU Early Warning Broadcast Media Initiative**.
The ABU will hire a Project Manager for the day-to-day running of the activities, organizing events, travel, accommodation etc. The Project Manager will work under close supervision of the Director, ABU Technology and will preferably have some development background.

Although the ABU Technology Department is leading the project implementation, the Secretary General and ABU Programming Departments will support the work when it comes to cross-cutting issues like gender and disability issues, presentation in high level events and gathering the support of the partners.

K. Knowledge Management and Results Dissemination

The ABU will assure visibility of the project and the work of the Trust Fund by:
1. Including the logo of the Fund in all workshops, meetings etc. materials; special project banners, all project publications like manuals, booklets etc.
2. As with the previous ABU project, financed by the Fund, there will be a 10 min presentation of the background and the works of the Fund.
3. Since ABU is working with its broadcast members the activities, which are in the form of meetings, seminars, workshops would be covered by the respective station hosting them. The ABU staff involved will give interviews and press conferences.
4. The project and the Trust Fund work would be presented in the high-level broadcast industry events like:
   - ABU General Assembly and its Associated Meetings (Programme Committee, Technical Committee, FES Seminar on Public Service Broadcasting and Special Topic Session)
   - Asia Media Summit
   - ABU RadioAsia Conferences
   - ABU Digital Broadcasting Symposiums
   - Gender Mainstreaming in Broadcasting events (this is another priority project for ABU which is supported for the next 3 years by UNESCO headquarter, ITU and the Ministries of Women and Family in 8 countries)
   - Pacific Islands Media Partnership Conference – an annual event co-organised by ABU and AIBD.
5. The work on addressing the special needs of women, children, disabled and elderly people in receiving Emergency warnings will be presented at a special session during the two day Gender Media Forum: Empowering Women and Girls through media and ICTs.
6. ABU plans to present the project and the Trust Fund work in regional intergovernmental events on DRR like Asian Conference on Disaster Reduction, Ministerial Meetings, UNESCO related forums etc.
7. The progress of the project will be followed on a dedicated website, the ABU website and the website of the participating members. The website will publish project deliverables like Disaster Recovery Technical Manual, updated version of the ABU Handbook on EWBS, Fact sheets for Effective Messages for Early Warnings for Coastal Hazards, Recommendations for addressing Gender Inequality in EW, Guide for Communicating with Persons with Disabilities in an Emergency.
8. Lessons learnt through the implementation of the project’s activities, results of the workshops and consultation meetings and shared experiences in SOPs and EWBSs will be published in the form of high quality handbook which gives the specific picture by country and collects the best practices in the region.
9. The Final Report will be shared with partners and ABU members via email distribution.

L. Sustainability

Assuring the sustainability of the systems of EW developed through the project is equally important as putting these systems in place. That includes finding mechanisms and procedures to make
broadcast organizations responsible for updating and maintaining the equipment and networks around the clock 365 days of the year and to keep their personnel trained and alert.

The project is designed to achieve sustainability in a long-run by:

- Linking the national and regional stakeholders in a formal way in active Task Groups that will continue to cooperate beyond the life of the ABU Disaster Risk Reduction Broadcast Media Initiative. For example, the ABU - EW/DRR Regional Task Group will continue its work and will have regular meetings at ABU forums like General Assembly and Digital Broadcast Symposium.
- Similarly, the national EW/DRR Task Groups between broadcasters and relevant Disaster Emergency Centers and Disaster Management Offices will continue their work after the end of the project.
- The Emergency Broadcast Units, which will be the focal point for participating broadcasters communication, cooperation and coordination with the government agencies, will be a critical component for sustainability of the project on the broadcasters’ side.
- Enhanced technical and organizational capacity of the participating broadcasters and government nodal offices to pursue development and maintenance of effective SOPs is another way to achieve sustainability of the project results in the long run.
- The publications, training kits and formats, developed by the project, will also help the long term sustainability of the results of the initiative.
- The dedicated website will be the network platform which will continue to facilitate exchange of information and good practices, help coordination after the project ends.
- However, the strongest factor for sustainability is the close involvement of the decision-makers in the stakeholders' organizations in the design and implementation of the Initiative. That gives them ownership of the project and ensures that it adequately addresses their needs for support. That is reflected in the commitment by ABU members in the targeted countries to allocate human and finance resources to implement the results of the project's activities such as forming coordination groups, developing Early Warning Broadcast Plans and establishing special units for EW and DRR.

M. Counterpart Contribution

ABU and its participating members and partners will provide in-kind contributions in the form of venues, facilities, staff time, free expertise, use of technical and air time. The approximate in-kind contribution will exceed USD 303,950. That is 56 % of the total cost of the project.

N. Monitoring, evaluation and audit

The ABU will do random monitoring and evaluation of different national EW/DRR Task Groups to assess the implementation and practice/exercise of the skills and knowledge they acquired during the Initiative.

ABU will follow the monitoring, evaluation and audit procedures used during the implementation of its previous project funded by the ESCAP Trust Fund. It will prepare bi-annual Progress Reports as stipulated in the Fund Monitoring and Evaluation Framework and Final Report for the ESCAP, to be submitted end May and end November each year.

The ABU will commission an independent consultant to carry final evaluation and will submit the evaluation report to ESCAP upon completion. The Terms of Reference for the evaluation will be shared with ESCAP.
ABU will arrange for an independent audit of the project's funds by the ABU auditor KPMG and will submit the report within agreed timeframe.

O. Payment schedule

ESCAP will provide an initial payment of US$ 50,000 after signing the Agreement by both parties in order to enable ABU to start implementation activities 1, 2, 3, 4 and 5.

Subsequent payments will be provided upon approval by the ESCAP Trust Fund of written request for payment, submitted by the ABU and detailing the expenses incurred by the ABU for the implementation of the project. This request would be accompanied by relevant Progress Reports, containing both descriptive and financial sections, and will take into account the progress of the project and projected liquidity needs, as contained in the Activity Work Plan.

P. Annexes

<table>
<thead>
<tr>
<th>Annex Number</th>
<th>Annex Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>ABU Members in targeted Countries, which will participate in the project</td>
</tr>
<tr>
<td>3.</td>
<td>Recommendation of the ABU Technical Committee at the 2010 Annual Meeting in Tokyo on Implementation of EWBS and Relief Communications for Disaster Risk Reduction</td>
</tr>
<tr>
<td>4.</td>
<td>Recommendations of the EWBS Workshop in August 2010 in Kuala Lumpur, Malaysia supports the active role of broadcasters</td>
</tr>
<tr>
<td>5.</td>
<td>ABU Technical Department Summary of ABU Member Responses on EWBS Survey on unmet needs</td>
</tr>
<tr>
<td>6.</td>
<td>Terminal Report ABU EWB Media Initiative</td>
</tr>
<tr>
<td>7.</td>
<td>Gender Equality and Early Warnings</td>
</tr>
<tr>
<td>8.</td>
<td>Background Note on the ABU experience in Disaster Recovery and EWBS</td>
</tr>
</tbody>
</table>