



World Meteorological Organization

Working together in weather, climate and water

WMO

## Associated Programme on Flood Management (APFM)



Support Base Partners Meeting  
4-5 October 2010

Geneva, Switzerland



World  
Meteorological  
Organization



HelpDesk

For Integrated Flood Management



Global Water  
Partnership

WMO Climate and Water Department

[www.apfm.info](http://www.apfm.info)



# Objectives and Expected Results

*Wolfgang Grabs*



## Objectives of the SBP Meeting

- To familiarize SPBs on the activities of APFM and in particular **review and analyze the functionalities of the HelpDesk**
  - To **enhance the role and functions of SBPs** and initiate an active outreach process to get improved access to potential HelpDesk clients and services in demand.
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## Expected Results

Expected results of the meeting relate to:

- Identification of ways to improve functionalities of the HelpDesk
  - Enhanced engagement of SPBs in APFM activities
  - Consensus on improving outreach to potential clients and networking
  - Consensus on Communication Strategy
  - Consensus on milestones and an action plan of HelpDesk activities from an SPB perspective
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# Overview of APFM activities

*Wolfgang Grabs*

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## APFM Phase II

Focus is on

- **implementation of the IFM concept** on the ground
  - through promotion of IFM Concept, development of Tools, Capacity Building using HelpDesk as principal platform for access to assistance in IFM
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## Flood Management Policy Series

- establish the principles of IFM
- facilitate the implementation of IFM principles into the development planning practices

### Publications

- IFM Concept Paper
- Legal and Institutional Aspects of IFM
- Environmental Aspects of IFM
- Social Aspects and Stakeholder Involvement in IFM
- Economic Aspects of IFM

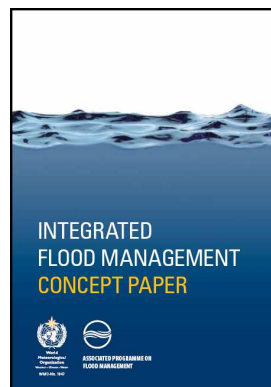


## IFM Concept Paper

- mainly to establish the principles of IFM
- English, French, Spanish, Russian and Japanese
- 3rd Edition issued in December 2009

### Elements strengthened or added in 3rd edition:

- Climate variability and change
- Urbanization and urban water management
- Adaptive and robust policy
- Risk management
- Multi-disciplinarity





## IFM Tools

- provide the **knowledge base** required for the implementation of IFM concepts in the field
- make the decision makers and planners **aware of the related issues**
- would be the **living documents** and **be updated** based on experiences sharing on the website

Tools would be useful for:

Capacity building;  
Providing IFM HelpDesk services; and  
Supplementing GWP ToolBox

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## IFM Tools Areas

**IFM Tools cover seven broad areas**

- IFM Planning Aspects;
  - Social Aspects;
  - Environmental Aspects;
  - Economic Aspects;
  - Legal and Institutional Aspects;
  - Hydraulic and Hydrological Aspects; and
  - Engineering Aspects
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## Capacity Building

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....Including

### **Operation of E-learning System**

*(in cooperation with TUHH)*

### **Organization of national and regional IFM (training) workshops**

*(in cooperation with CapNet)*

### **Project WET**

*(in cooperation with UCAR and USAID )*

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## Flood Management Reference Centre

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- is establishing linkages among various disciplines, institutions, and actors involved in flood management as the reference centre
  - consists of three databases on Flood Management
    - 1) Institutions and Agencies involved in Flood Management
    - 2) Literatures on Flood Management
    - 3) Flood Management Policy and legislation
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## Dissemination of information

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### Newsletters

- 4 Newsletters (No.20, 21, 22 and 23) have been published
- 933 Subscribers (133 new subscribers)

### Conferences

- *GPDRR* (Global Platform on Disaster Risk Reduction)
- *WCC3* (World Climate Conference 3)
- *WWW* (World Water Week)

## Web-based APFM and HelpDesk Portals

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## Linkage to Other Activities

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**APFM has been developing cooperative activities with following institutions to create synergy and expand the field of activities**

- The International Centre for Water Hazard and Risk Management (ICHARM)
  - The Japan Institute of Construction Engineering (JICE)
  - Swiss Federal Office for the Environment
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## AC/MC New structure

- **Composition of AC:**
    - Inclusion of representatives of the Support Based Partners
  - **ToR of the AC:**
    - Update of previous ToR
    - Inclusion of HelpDesk issues
  - **Composition of MC:**
    - Inclusion of two representatives of the Support Based Partners
    - Inclusion of two representatives of the Commission of Hydrology
  - **ToR of the MC:**
    - Update of previous ToR
    - Determine the level of financial support required for the APFM including the HelpDesk, as well as the corresponding resource mobilization strategy
    - Set criteria of eligibility to quality as a Support Base Partner
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## Overview of HelpDesk activities

*Tomoyuki Okada*

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## IFM HelpDesk

*A facility that will provide **guidance on flood management policy, strategy, and institutional development** related to flood issues to countries that want to adopt the IFM concept*



*No Disaster Assistance or  
Flood Emergency Response Functions !!!*

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## IFM HelpDesk Objectives

- Provide **quick access** to relevant flood management information;
  - Provide **guidance and momentum for reform** in favour of IFM in countries or river basins in developing flood management policies, strategies and institutional arrangements;
  - Serve as a **link between flood management practitioners and decision-makers and multi-disciplinary scientific expertise and best practice**
  - Provide a continuous and **sustainable capacity development mechanism** in support of IFM implementation.
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# IFM HelpDesk Target Audience

- **Government officials** involved in decision making at various levels of Government, charged with a role in flood management
- **River Basin Organizations**
- **Bi- and Multilateral Organizations** involved in **Technical and Financial Cooperation**
- **UN System organizations** with a role in flood management
- **Reputed Non-Governmental Organizations** in particular those working with flood affected communities, **Voluntary and Community-based Organizations**
- **Universities**



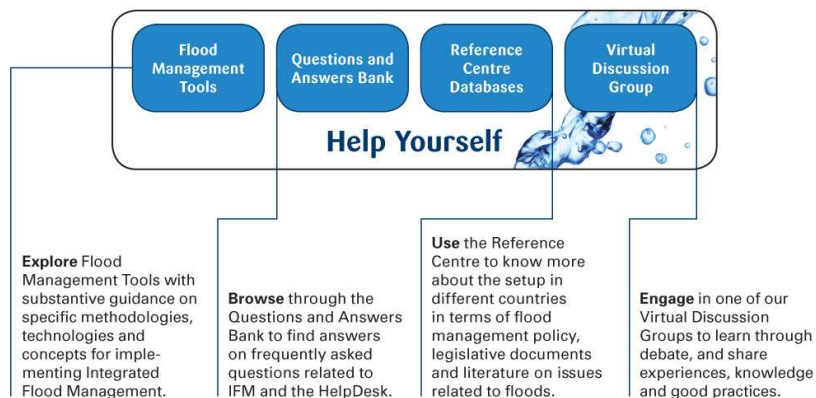
# IFM HelpDesk Outline



*\*\* Detailed discussion will be on the second day (5 October 2010)*



## IFM HelpDesk Service Spectrum



## IFM HelpDesk Virtual Discussion Groups

- Flood Management Policy Forum
- Flood Management Measures and Tools Forum
- Past Flood Event Forum
- Conferences, seminars, workshops on floods



## IFM HelpDesk Service Spectrum (cont.)

**Engage** in state-of-the art Flood Management Strategy Formulation, Policy Making and Legal Reform with full process coaching through the HelpDesk.

**Utilize** the HelpDesk in organizing advocacy workshops, awareness building campaigns and training at various levels to further integrated flood management.

**Be guided to** the right combination of information from various sources available under the HelpDesk.

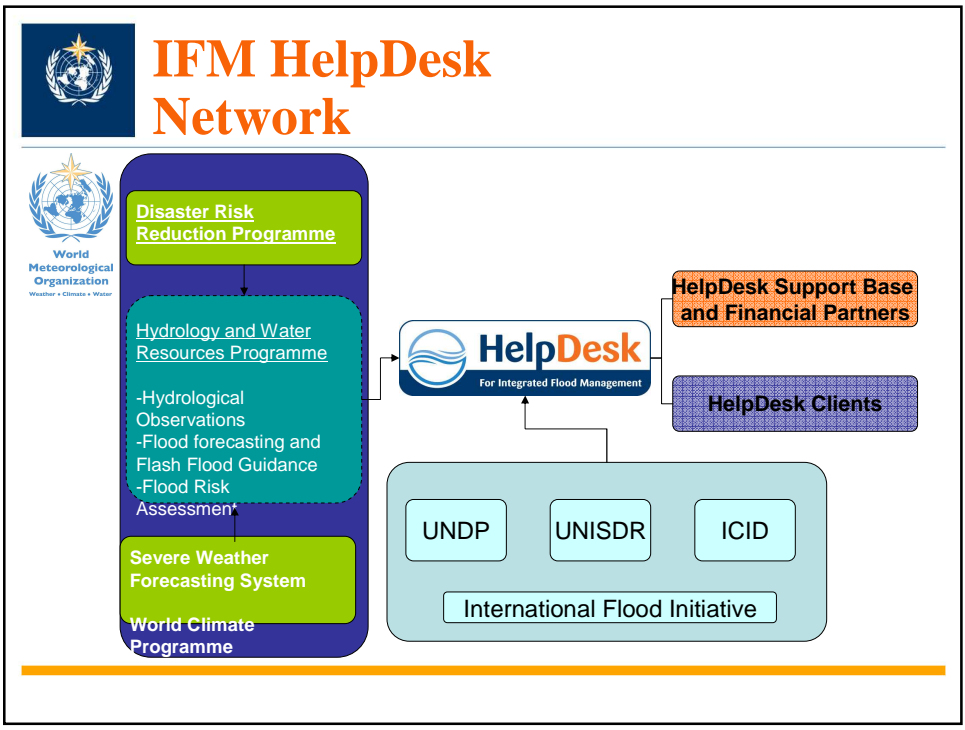


## IFM HelpDesk Support Base

- Decentralized network of **technical partners and multipliers**
- Ensure **multidisciplinary inputs**
- Minimum criteria for Membership
  - IFM concept as basis of action
  - Minimum level of in-kind support
- Sign up through a Letter of Engagement

## IFM HelpDesk Support Base Partners


...to be updated....





## IFM HelpDesk Financial Aspects

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- Financial basis: APFM Trust Fund
  - Seed funding from Trust Fund foreseen for
    - Needs assessment;
    - Sensitization/stakeholder workshops;
    - Inputs for project proposal formulation/review; and
    - Awareness, training and capacity building.
  - All other funds (e.g. for project implementation) to be provided by the beneficiary/a financial partner
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## IFM HelpDesk WMO's Commitment

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WMO supports the functions of the HelpDesk through:

- the provision of **professional staff support** from the Hydrology and Water Resources Branch of WMO and the APFM Technical Support Unit;
  - the provision of logistics in form of **office space and utilities** for the HelpDesk;
  - **web hosting** for relevant parts of the HelpDesk;
  - provision of **technical inputs** from the Hydrology and Water Resources Branch of WMO and the Associated Programme on Flood Management
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## IFM HelpDesk Coordination

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- Through the APFM **Technical Support Unit** in the HWR Branch

Functions of the TSU:

- Serve as the **point of contact** for incoming requests to the HelpDesk;
  - **Route incoming requests** to the required Members of the HelpDesk Support Base and coordinate follow up;
  - **Provide strategic advice** on all requests concerning flood management policy and strategy;
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## IFM HelpDesk Coordination (cont.)

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Functions (cont.):

- Provide **technical backstopping** (not project management) to project implementation for projects developed under the HelpDesk;
  - Maintain and upgrade the components of the “**Help yourself**” **section of the HelpDesk**. Develop new components of the “Help yourself” section if and as required;
  - **Maintain and strengthen the HelpDesk Support Base** and linkages to financial partners;
  - Develop and implement a **HelpDesk Marketing package**;
  - Provide **Advocacy for IFM concepts** in selected international and national policy initiatives.
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# HelpDesk requests and ongoing activities

*Giacomo Teruggi*

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## Requests for HelpDesk Support (June 2009 – September 2010)

Three channels of requests:

- 1. Through HelpDesk Website**  
(Requests received by HelpDesk)
  - 2. Through APFM Network**  
(Requests received by TSU members through direct contact)
  - 3. Through WMO Network**  
(Requests received by HelpDesk through other WMO departments)
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## Request for HelpDesk Support

### 1. Through HelpDesk Website

	Request Date	Country /Region	Institution		Request Category	HelpDesk Support
1	August 2009	Brazil	Sao Carlos School of Engineering, University of Sao Paulo	University	Capacity Development	Not materialized (no institutional counterpart)
2	September 2009	Nile Basin	Nile Basin Capacity Building Network (NBCBN)	International Organization	Capacity Development	Workshop was organized in June 2010
3	September 2009	Nigeria	Ministry of environment, Bayelsa State	Government	IFM Policy, Law and Strategy	Not materialized (no institutional counterpart)
4	October 2009	Italy	Regional Environment Protection Agency of Piedmont (Arpa Piemonte)	Government	Capacity Development	Workshop was organized in November 2009
5	January 2010	Kenya	Victoria Institute for Research on Environment and Development	NGO	Capacity Development	Not materialized (Lack of funding)
6	August 2010	Pakistan	Water Resources Section, Planning Commission	Government	Capacity Development	Workshop is scheduled early 2011
7	September 2010	Hindu Kush-Himalaya	International Centre for Integrated Mountain Development (ICIMOD)	International Organization	Capacity Development	Workshop is scheduled in October 2010

In addition, HelpDesk received requests for Rapid Guidance from Benin, Poland, South Africa, Trinidad & Tobago, Iran, and Afghanistan.



## Request for HelpDesk Support

### 2. Through APFM Network

	Request Date	Country /Region	Institution		Request Category	HelpDesk Support
1	December 2009	Sudan	University of Gezira	University	IFM Policy + Strategy Capacity Development	Not materialized (No counterpart to support implementation)
2	March 2010	Ethiopia	University of Bahir Dar	University	Capacity Development	Workshop was organized in June 2010 in Ethiopia
3	March 2010	Uganda	Directorate of Water Resources Management	Government	IFM Policy + Strategy Capacity Development	Workshop is scheduled early 2011
4	April 2010	Sava Basin	International Sava River Basin Commission	International Organization	IFM Policy + Strategy Capacity Development	Workshop is scheduled in 2011
5	April 2010	Ukraine and Moldova	Office for the Coordination of Humanitarian Affairs	International Organization	Capacity Development	Workshop is scheduled in 2011
6	August 2010	Mekong Basin	Mekong River Commission	International Organization	Capacity Development	Workshop is scheduled early 2011



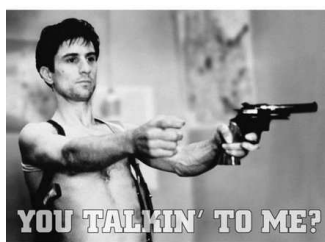
## Request for HelpDesk Support

### 3. Through WMO Network

	Request Date	Country /Region	Institution		Request Category	HelpDesk Support
1	September 2009	Afghanistan	Ministry of Energy and Water	Government	IFM Policy + Strategy	Not materialized (No counterpart to support implementation)
2	March 2010	Southern African Development Community	International Federation of Red Cross and Red Crescent Societies (IFRC)	International Organization	Capacity Development	On hold due to structure re-organization of the IFRC -SADC Region
3	July 2010	Paraguay	Dirección de Meteorología e Hidrología de la DINAC	Government	Capacity Development	Workshop is scheduled early 2011

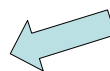


## Communication Strategy



*Wolfgang Grabs*

THIS



is what we would like to avoid



## Communication Strategy - Background -

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The Advisory and Management Committees of the APFM during its last session in June 2010 requested the Technical Support Unit to draft a Communication Strategy with the view to

**promote the use of the HelpDesk functions**  
and to

**increase its outreach in close liaison with the Support Base Partners**

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## Communication Strategy

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The overall objective of the Communication Strategy is to:

**Establish and maintain efficient and effective means of communication to ensure quality-controlled ingestion of information in the APFM knowledge base and disseminate knowledge and information to a multitude of stakeholders and users.**

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## Communication Strategy

Key expected outcomes as a result of the implementation of the Communication Strategy are:

- 1. Enhanced overall impact of the APFM at national, regional and community level**
  - 2. Maximized opportunities of cooperation**
  - 3. Improved knowledge base through past alumni**
  - 4. Increased outreach to obtain donor support**
- 



## Communication Strategy

Overall Concept of the Communication Strategy within a Knowledge Management Framework:

- Major elements of knowledge management are already implicitly incorporated in the organizational setup and functionalities of the APFM and in particular in its HelpDesk**
  - The building of a knowledge base**
  - Processing of information and knowledge into publications and tools ready for dissemination**
  - Ingestion of lessons learnt and best practices**
  - Capacity building**
  - Use of knowledge of experts in the Support Base Partners organizations**
  - Dissemination and sharing of information**
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## Communication Strategy

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Guiding element of the strategy is to optimize interaction between:

- A. Potential users of the HelpDesk;**
  - B. Support Based Partners (and their networks)**
  - C. Alumni of past trainings and contacts established during the operation of the APFM**
  - D. Potential donors and financial partners for implementing the HelpDesk activities**
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## Communication Strategy

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A key strategic element in communication is its **multilateral and diversified approach**: Communication in this sense is increasingly understood as a non-hierarchic interaction to share information and knowledge that is relevant for IFM.

Another important element in the communication strategy is the **outreach to public media**

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