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FROM THE AMERICAN PEOPLE

REGIONAL DEVELOPMENT MISSION ASIA (RDMA)

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FY 2009 FOREIGN ASSISTANCE GOALS

The Regional Development Mission Asia (RDMA) implements regional programs that have greatly varying geographic coverage of 18 countries from as far west as India, north to Mongolia, east through Philippines to Micronesia and the Marshall Islands, and south through Indonesia to the south Pacific islands. RDMA also implements bilateral programs within seven countries that do not have a standalone U.S. Agency for International Development (USAID) presence: Burma, China, Laos, Papua New Guinea, Thailand, the Federated States of Micronesia, and the Republic of the Marshall Islands. As all activities are conducted under a single regional strategy, this Performance Publication will sometimes mention bilateral activities that are part of the regional approach. In addition, the bilateral performance reports for the other countries throughout South East Asia have summaries of regional activities to show all U.S. foreign assistance being provided to individual countries.

RDMA regional programs continued to make important contributions to address transnational and trans-boundary challenges in the areas of HIV/AIDS and infectious diseases, water supply and sanitation, regional environmental issues, and regional governance and economic reform. RDMA programs implemented pilot projects to showcase best practices and innovative solutions that could then be reproduced by local governments or organizations, thus spreading the benefits of U.S. foreign assistance. RDMA programs also collected and presented regional data to inform decision making by local, national, and regional governing bodies, and to assist them in the development of appropriate regional and country-specific policies. USAID programs also strengthened regional networks by providing them with information, technical expertise, and other assistance as requested; shared best practices among organizations to increase cross-country and intra-region learning and exchange; conducted coordinated cross-border activities that benefited countries with shared, trans-boundary challenges; and strengthened regional institutions to set regional standards and help those countries that are not performing as well as their neighbors. In this regard, RDMA supports seven regional organizations: the Association of South East Asian Nations (ASEAN), the Coral Triangle Initiative, Asia Pacific Economic Cooperation (APEC), the Mekong River Commission, the Asia

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Lighting Compact, the Asian Environmental Compliance, and Enforcement Network (AECEN), and WaterLinks.

HIGHLIGHTS BY PROGRAM OBJECTIVE

United States Government (USG) assistance bolsters the long-term sustainability and performance of the ASEAN and APEC Secretariats and helps them to serve their constituent countries better. This is part of increasing U.S. policy engagement in support of the integration of the 10 important South East Asian countries, which is taking place under the Roadmap for an ASEAN Community and in support of APEC's Bogor Goals of free and open trade and investment among the APEC countries, which account for 56 percent of world GDP and about 50 percent of world trade. To date, USG activities have reached across all three "pillars" of ASEAN integration: political-security, economic, and socio-cultural. In this regard, they work across several U.S. foreign assistance program objectives and have realized significant gains in various sectors, including economic growth and integration, disaster management, human rights, and pandemic preparedness. The long-term impact of this approach will be an ASEAN that is more responsive to its members, and has a stronger and more knowledgeable Secretariat, better allowing it to fulfill its regional mandate. APEC activities, which are relatively new, help improve regional economic integration and work in trade and investment liberalization, business facilitation, and economic and technical cooperation.

Key achievements during FY 2009 included:

- Building greater abilities to combat money laundering in Laos and Vietnam.
- Improving response to natural disasters among ASEAN member countries by fostering greater civil-military coordination.
- Strengthening support for human rights among ASEAN countries by helping to set up a Human Rights Resource Center for ASEAN.
- Improving ASEAN's knowledge management capacity with the introduction of ASEAN Share, a knowledge management system to increase transparency and encourage collaboration at the ASEAN Secretariat.
- Helping ASEAN sort out how to implement a volunteer program to support rural development and to undertake emergency and/or humanitarian missions.
- Publishing a two-year study to underscore the benefits to member states of implementing the ASEAN Economic Community (AEC) Blueprint. The study shows AEC implementation will increase regional welfare by at least 5.3 percent, or 50 percent more than the combined Gross Domestic Product of Cambodia, Lao, Burma, and Brunei.
- Developing software that is currently being tested in four countries for the ASEAN Single Window. The ASEAN Single Window will allow for the submission and processing of ASEAN "rules of origin" certifications, which are documents necessary to conduct trade across borders properly.
- Helping an industry association to develop the first concrete strategy for the regional integration of a major industrial sector. The strategy was formally presented to the 10

ASEAN Economic Ministers and the Secretary General in August, who unanimously endorsed it and pledged their support.

- Improving the ability of APEC Secretariat staff to monitor, evaluate, and improve the quality of their assistance projects.

HIGHLIGHTS BY PROGRAM OBJECTIVE

PEACE AND SECURITY: TRAFFICKING IN PERSONS

To date, the USAID-supported program to raise awareness and increase prevention of trafficking in persons across Asia produced documentary films, which have been translated into 13 different languages, and have aired in more than 20 markets, with the potential to reach 300 million households in Asia. Hundreds of thousands of people were reached through live on-the-ground events, and millions more through made-for-television multimedia products, such as documentaries and public service announcements that were developed from these events. Also, through an innovative public-private partnership with the MTV Europe Foundation, over \$20 million in airtime and corporate sponsorship (cash and in-kind) were delivered with approximately \$4 million of funding provided by USAID to date.

The Asia campaign is tailored to the specific conditions of human trafficking in the region, and the unique cultural sensitivities of the target audiences. Throughout FY 2009, surveys were initiated in specific locations to assess existing knowledge, attitude, and behavior regarding trafficking-in-persons. This data was then used to construct appropriate messages and target existing gaps in knowledge, attitude, and behavior in order to reach people throughout South East Asia most effectively. Immediately following each event, research was conducted to test the effectiveness of the event. Follow-up testing was also undertaken to test the wear-out effect of the messaging, i.e., if the messages were losing their effectiveness over time.

Key achievements during FY 2009 included:

- Long form documentaries – two 26-minute documentaries were produced and aired on MTV and its affiliate networks, one for South East Asia and one for South Asia.
- The further development of different language versions of the “Traffic” and “Sold” documentaries, in particular for Burma, Bangladesh, and Sri Lanka.
- Further development of a script that will be used in a feature film in South Asia.
- Continued production and broadcast of various language versions of “Intersection”: An MTV EXIT Animation.
- The launch of the Mandarin version of the animated program was voiced by three of China’s biggest acting stars. The show was premiered at an event in Beijing that the three artists attended to further lend their support. The event generated significant press attention to the issue and the campaign.
- The Philippine version of the animated program was voiced by five of the Philippines’ biggest stars and the launch of an event tour with the production of a large concert in Manila featuring the country’s top artists that was attended by over 30,000 people. The concert integrated anti-trafficking messages with live music performances, and there was help from

multiple other anti-trafficking organizations. Following the concert, a two-hour television special was produced containing live performances as well as key information about human trafficking.

- A tour across Nepal reached more than 67,000 people at four events across the country. A one-hour television special is being produced containing live performances as well as key information about human trafficking, which will be broadcast on national television in Nepal.
- The launch of a global music video that was produced in collaboration with U.S. alternative rock band The Killers. The video follows on from last years' multiple award-winning collaboration with UK rock band Radiohead. The video has been broadcast more than 2,500 times on MTV channels worldwide.

INVESTING IN PEOPLE: HIV/AIDS and INFECTIOUS DISEASES

RDMA programs address HIV/AIDS, tuberculosis (TB), malaria, and avian influenza (AI) and RDMA's regional platform aims to increase South East Asian countries' abilities to respond effectively to infectious diseases. This strategy includes developing innovative public health interventions to increase access to health services populations that are highly vulnerable to infectious diseases; strengthening local partners' ability to manage the technical and administrative requirements of ongoing and future programs, as well as their ability to oversee drug quality and management; improving the local, national, and regional health-related policies and the operating environment; and increasing government and organizational access to data and information that allows for evidence-based and informed decision making.

RDMA receives funding from various global infectious disease initiatives with different geographic scopes. HIV/AIDS programming is primarily country focused in USAID non-presence countries (Burma, China, Laos, Papua New Guinea, and Thailand). Programming for TB, malaria, and AI addresses primarily regional, cross-country, technical, and capacity building issues throughout Asia and the Pacific.

Social factors, such as poverty, dense living conditions, large amounts of inter-regional migration and movement, drug resistance (TB and malaria), counterfeit drugs that are produced and distributed in the region, as well as close human-animal habitation, all contribute to Asia's high rates of infectious diseases. Support to detect and regulate counterfeit and sub-standard medicines is critical to limit the threat of drug resistance developing in certain strains of malaria and TB.

HIV prevalence is relatively low among the general population in the region, ranging from 0.2 percent in Laos and China to 1.5 percent in Papua New Guinea. HIV/AIDS programming focuses on reducing the spread of HIV from female sex workers to their male clients, addressing problems resulting from injecting drug use in the greater Mekong sub-region (GMS), and responding to soaring HIV infection rates among men who have sex with men throughout Asia.

Key achievements during FY 2009 included:

- HIV/AIDS activities have influenced country programming across the region. For example, host governments have developed plans to build upon or reproduce RDMA-pioneered prevention interventions targeting most at-risk populations and people living with HIV/AIDS in Burma, China, Laos, Papua New Guinea, and Thailand. Strategies to assist men who have sex with men are now in place in all countries. HIV/AIDS programs have

also significantly increased civil society participation in health sector planning, including in countries such as China and Burma.

- To combat the threat of multi drug resistant tuberculosis (MDR-TB) in the Asia Pacific Region, USAID launched the first regional model center to build capacity of national TB programs to manage MDR-TB. The center trains staff in key areas including laboratory, MDR case management, and effective diagnoses of TB among HIV-infected patients.
- As a direct result of USG-funded TB studies, experts developed a clinical algorithm for screening and diagnosing TB in HIV-infected patients. This tool was incorporated into screening guidelines in Vietnam, Cambodia, and Thailand, and into the World Health Organization's regional recommendations.
- RDMA supported an integrated approach to malaria control in the greater Mekong Sub-region especially addressing concerns of growing antimalarial drug resistance. Included in this approach was support of national reviews of antimalarial drug policies in China and Vietnam that led to the adoption of artemisinin combination therapies (ACT) as being the first line of treatment. All countries in the GMS now promote the use of ACTs and discourage the use of monotherapy artemisinin.
- With funding from USAID, Kenan Institute Asia developed eight public-private partnerships on avian and pandemic influenza prevention and control. Twelve partnerships in Laos, Thailand, and Vietnam using \$970,531 of USAID funds were matched with private sector contribution (both in cash and in kind) totaling \$2,379,493. These partnerships built business continuity pandemic plans, enhanced public awareness in the general population, strengthened the of veterinarians and poultry farmers to deal with avian influenza, and trained village animal health staff.

INVESTING IN PEOPLE: WATER

RDMA, in support of the Paul Simon Water for the Poor Act, achieves key clean water and sanitation objectives by promoting water operator “twinning” partnerships for improved service delivery and engaging the private sector to reduce waterborne disease. Twinning partnerships transfer knowledge, innovations, and best practices between practitioners. They typically consist of a partner with recognized successes that is willing to mentor a partner with specific challenges in providing water supply and sanitation services.

Key achievements during FY 2009 included:

- The implementation of seven twinning partnerships in six countries, and implemented water, sanitation, and hygiene marketing programs in three countries, resulting in improved access to water and sanitation for 220,000 persons. RDMA activities led to the adoption of 22 improved laws, policies, and plans; conducted training for over 500 practitioners, 30 percent of whom were women; and mobilized over \$2,400,000 from non-USAID sources.
- Under the ECO-Asia Water and Sanitation Program, RDMA pioneered WaterLinks, a regional partnership network, to expand access to services through utility-to-utility exchange of best practices. Programming areas include enabling safe water access for the urban poor, promoting sustainable sanitation, strengthening utility performance, and improving water quality. WaterLinks is recognized globally as a model for facilitating water operator partnerships, and in 2010 and 2011, RDMA will expand WaterLinks' reach with support

from other partners, including ASEAN, ADB, International Water Association, World Bank, and bilateral donors.

ECONOMIC GROWTH: PROTECTING THE ENVIRONMENT

RDMA addresses transnational environmental challenges related to climate change, biodiversity conservation, and environmental law enforcement by demonstrating and promoting the adoption of best practices and effective methodologies, and by strengthening regional institutions and networks through training and the provision of technical assistance. In FY 2009, RDMA activities supported U.S. foreign policy goals and commitments under the United Nations Framework Convention on Climate Change, the Convention on International Trade in Endangered Species, and the Convention on Biological Diversity. RDMA manages both regional environmental programs and a large bilateral environmental program in China, all of which are conducted within a regional strategy.

Key achievements during FY 2009 included:

Natural resources and biodiversity:

- Improving the management and conservation of an additional 500,000 hectares of biologically significant forests.
- Launching the U.S. Coral Triangle Initiative Support Program to provide direct support to six countries that are key to managing the world's largest tuna fisheries.
- Supporting passage of a national timber legality standard in Indonesia (the first in the region).
- Developing a series of timber chain-of-custody guidelines for ASEAN that will help reduce illegal timber trading.
- Developing policy briefs on reduced emissions from deforestation and forest degradation to support the USG during the climate change negotiations in Copenhagen.
- Establishing Vietnam's first provincial Forest Protection and Development Fund under a national pilot Payment for Environmental Services policy.
- Increasing seizures of illegal wildlife through training and assistance for over 400 law enforcement officials in support of the ASEAN Wildlife Enforcement Network.
- Assisting the Thai Government in developing new wildlife protection laws.

Clean energy:

- Putting in place initiatives that will reduce carbon dioxide emissions by 17-19 million metric tons.
- Securing commitments to finance major efficiency improvements and emissions reductions in six coal-fired power plants in India and China.
- Leading a regional process to strengthen performance standards and quality product labels for compact fluorescent light bulbs, a critical green technology.
- Establishing new partnerships for government-sponsored clean energy financing platforms.

- Launching the Climate Technology Initiative's Private Financing Advisory Network in Asia through new networks in Indonesia and the Philippines. (Please note: these cleaner coal activities will end in order to comply with the new clean energy earmark.)

Asian Environmental Compliance and Enforcement Network:

- Expanded its membership to 14 countries and established twinning partnerships as key mechanisms for regional cooperation.
- Developed a policy directive in Thailand for soil contamination management.
- Established or strengthened compliance assistance centers in India, the Philippines, and Thailand.
- Enacted new legal measures for monitoring and inspection of environmental activities in Indonesia.
- Established a legal framework for adjudicating environmental cases in Thailand.
- In addition, RDMA is working towards making AECEN self-sustaining.

Overall, RDMA regional environment programs worked with over 300 national and local agencies; catalyzed over 50 innovative policies, laws, and regulations; and trained over 4,000 practitioners. Engagement with over 1,000 civil society organizations resulted in 30 independent initiatives. For regional institution building, RDMA established or strengthened 8 regional networks, which added over 13 new members. Through close collaboration with international and implementing partner organizations, RDMA leveraged over \$22 million in additional resources. Overall, the RDMA is on track for achieving its regional environmental goals, and has good prospects for ensuring long-term impact.

RECONSTRUCTION: DISASTER PREPAREDNESS IN THE PACIFIC

The RDMA worked with USAID's Office of Foreign Disaster Assistance in the development of a standing presence in the Federated States of Micronesia and the Republic of the Marshall Islands. Per an agreement with the Federal Emergency Management Agency and Title VIII of The Consolidated Natural Resources Act of 2008 (PL 110-229), which amended the Compact of Free Association Amendments Act of 2003 with these two island states, USAID was to establish an office to address disaster needs and provide reconstruction assistance when necessary. USAID's RDMA, located in Bangkok, Thailand, is responsible for reconstruction activities. This presence was established after the handover of activities to USAID on November 4, 2008.