

## LAUNCH OF THE CONSOLIDATED INTER-AGENCY APPEALS FOR 2002

On 16 February, the IASC Working Group (WG) reviewed the report on the Global Launch of the CAP 2001. The report made the following recommendations for the Global Launch of CAP 2002:

1. Prepare now for Global CAP 2002 Launch. The date suggested for the launch of CAP 2002 is on 27 November 2001. While agreeing in principle to this date, the IASC needs to confirm it without delay. This will allow sufficient time to prepare for this complex event and improve on last year's Global Launches.
2. In addition to endorsing the date of 27 November, decisions must also be urgently made regarding cities where the Global Launch should take place, as well as which Heads of Agency/Programme should initiate the process in which cities. (IOM has indicated that 27 November coincides with the 50th anniversary of IOM, so perhaps the launch would need to make specific reference to this event)
3. The following locations are proposed where the global launch of CAP 2002 could take place: New York, Geneva, Brussels, Berlin, Copenhagen, Helsinki, London, Ottawa, Paris, The Hague, Tokyo, Washington.

(N.B. WHO has also proposed inclusion of Nairobi or Addis Ababa, Bangkok and Rome)

The above proposal takes into consideration comments by donors that the Global Launch should also target donor cities where support for multilateral humanitarian assistance is weak. In addition, emphasis should be put on launch of CAP 2002 in beneficiary countries to a greater extent than what was done for the CAP 2001.

The Secretary-General may be asked to lead the event in Brussels. This will have the added advantage to avoid preemptory media coverage in New York and Ottawa.

Based on the experience of 2001 the following agencies could be considered to lead the event, in addition to the Secretary-General:

FAO - OCHA - OHCHR - UNDP - UNFPA - UNHCR - UNICEF (w/Interaction) - WFP - WHO - RSG for IDPs.

More agencies/programmes would need to initiate a launch to accommodate the 12 donor capitals/cities mentioned in item 3, even without taking into consideration WHO's proposal. Other members of the IASC could be considered.

4. Activities in preparation for the CAP launch would include the following:
  - (i) Approach Parliaments earlier and ensure active participation of key parliamentarians through direct consultations with them. A key European MP expressed the desire to build on the momentum created this year. Develop advocacy activities on a country basis: visits of Parliamentarians to the field could be envisaged.
  - (ii) Liaise early with media and build momentum with press and media. Organize media tours to record up-to-date and relevant film footage.
  - (iii) Use high-profile speakers. Choose a well-known celebrity or UN Messenger of Peace to help promote the humanitarian theme(s).
  - (iv) Select a theme and organize events to build on the theme throughout the year. Alternatively, different themes could be selected by the host countries, in consultation with the UN (Head of agency concerned and OCHA).

- (v) Follow up/build on this year's event throughout 2001 through closer interaction with the target audience (e.g. parliamentarians), as well as with organizations focusing on gender issues (UNIFEM).
- (vi) Considering that Belgium – which is a strong supporter of the CAP - will hold the presidency of the EU and that the latter has expressed the wish to be more closely involved in the launch of CAP 2002, a major event could be envisaged in Brussels.
- (vii) Briefing material must be prepared and reviewed early to avoid last minute errors, provide time for necessary corrections, and to ensure all material arrives at the location on time.
- (viii) Preparation of video material should start earlier and TV crews should be sent to CAP countries to ensure wider and more timely TV coverage.
- (ix) Designate World Humanitarian Day as an official UN Day. This IASC-WG decided that this needed additional discussion.

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