



Proposed Strategies for Developing Partnerships

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RCA, Its Vision & Mission

- ☞ RCA-cooperative agreement for research, development and training in Nuclear S & T
 - RCA Agreement established in 1972; revised in 1987; latest extension in 2002 until 2007.
 - RCA MSs assumed greater management of programme. Recommendations for increased ownership(1996). Vision & Mission(1997).Rules and Operating Guidelines(1998,rev.2004).
 - MSs agreed to establish RCARO in March 2002 and
 - Regularized its operations in March 2005



RCA, Its Vision & Mission

- ☞ **Vision** -The RCA shall strive to become a respected *regional resource community* in nuclear science and technology, competent and cost effective in providing high impact solutions on a sustainable basis to socio-economic development problems for identified end-users within the region and Member States.
- ☞ **Mission**- The governments party to the RCA Agreement undertake, in cooperation with each other and the agency, to promote and coordinate *cooperative research, development and training* in nuclear science and technology through their appropriate national institutions



Mandate given to RCARO

- ☞ To raise profile of RCA in the region(visibility)
- ☞ To secure additional funding for the RCA programme(viability)
- ☞ (Perform such others tasks assigned by RCA MSs).



Raising the profile--some questions

- ☞ How has the RCA programme “touched” the region?
 - Several examples in various fields
- ☞ Do the beneficiaries know the role of the RCA behind this?
 - Participating institutions, yes; general public generally no.
- ☞ Why make the project results known?
 - Cyclic effect; for sustainability



Strategy for raising profile-- some elements

- Increase awareness on RCA
- Promote nuclear science & technology
- Improve public understanding and acceptance of NS & T
- Attract development partners
- Lead to additional resources
- Increase sustainability of the RCA
 - national institutions; regional cooperation



Raising the Profile-Strategies

- 1. Require multimedia preparation and dissemination
- 2. Part of project design
- 3. Involvement in high profile meetings, e.g. international and regional organizations
- 4. Related to manpower development /technical services
- 5. Those that need help of MSs



Raising the Profile-strategies (2)

- ☞ 1. Requiring multimedia preparation and dissemination
 - printed form(brochures, pamphlets, papers, photos, posters); documentaries, videos, CDs, DVDs, etc
 - exhibits (including high profile events)
 - tours/visits to nuclear and other cooperating institutions



Raising the Profile--strategies (3)

☞ 2. Part of project design

- build into the project its promotional aspects
- utilize expert/consultant missions to deliver seminar/talks in the host country to a wider audience
- open up regional meetings/workshops to other stakeholders as appropriate



Raising the Profile-strategies (4)

- ☞ 3. Involvement in high level meetings with international and regional organizations
 - participate in high level meetings to inform audience of RCA(and IAEA) projects and concrete accomplishments; role of nuclear S & T in solving development problems;
 - continue exchange of information with potential partners
 - ◆ e.g. technical policy dialogue
 - ◆ opportunities for collaboration; cooperation



Raising the Profile-strategies(5)

- ➔ 4. Manpower development & provision of technical services
 - training and fellowships
 - ◆ usually project -related
 - ◆ tie -up postdoc programme to RCA research projects?
 - establish pool of experts (to be available to MSs)
 - ◆ capitalize on RRUs
 - Dispatching experts (or RRUs) to solve specific problems in a country (beyond a project life)



Raising the Profile-strategies(6)

☞ 5. Those that need help of MSs

a. enlist aid for PR work at country level(plus at regional level, too)

b. develop good quality projects with MSs

- ◆ to attract donor funding and

- ◆ implement these effectively and efficiently



Raising the Profile-strategies (7)

- ☞ Those that need help of MSs...cont'd
 - c. promote actively the positive results of research, TC projects;(needs in depth study/documentation of previous results)
 - d. emphasize TCDC in regional cooperative projects
 - e. targeting other non traditional partners, e.g. charity organizations, civil societies, end user groups, professional societies,



Raising the Profile-strategies(8)

- ☞ Those that need the help of MSs...2
 - f. designate ambassadors of good will to help in the promotional effort
 - g. make use /hire a PR firm, as appropriate
 - h. establish linkage of nuclear technology with selected programmes at country level
 - i. include topics on nuclear S and T in teaching curricula



Raising profile

Keywords:

Remember, Capitalize, Advocate, Endeavor and Explore

a. Remember :

- ◆ the RCA vision and mission
- ◆ to be always relevant to highest priority needs of region, currently Millenium Development Goals

b. Capitalize

- ◆ TCDC is RCA strength, must be nurtured as feature in RCA programme to extent possible
- ◆ incipient partnership with IAEA
- ◆ RRUs to help solve specific problems



Raising profile

Advocate:

- nuclear science and technology and its successful applications in selected high level fora
- and extend dialog with non traditional partners

Endeavor :

- produce high quality materials on RCA Programme(incl IAEA), for dissemination to as widely or highly selective an audience as possible
- consistently develop high quality projects that meet regional priorities
- analyze trends in regional technical cooperation to provide inputs to future programme development



Raising profile

☞ Explore :

- ◆ previous results of past research and technology transfer activities as source of materials for PR/publication;
- ◆ previous and/or current partnerships to mutual advantage and highlight the same (for strengthening partnerships and raising funds)
- ◆ opportunities for collaborating with social partners at country level, specially when developing proposals to attract funding
- ◆ inclusion of nuclear science in curricula





Securing Additional Resources

Proposed strategy

Securing Additional Resources

☞ Previous role and history

- RCA Coordinator--one of its duties to secure additional funds
- IAEA, UNDP and ADB support in previous projects
- AUS and JPN extrabudgetary support
- 10 MSs
- Efforts in reaching out and results



Role of RCA Coordinator

- ☞ Negotiations with gov't and int'l organizations e.g. UNDP, to secure financial resources for the approved programme
 - negotiations with RCA MS, int'l organizations and other donors to secure funding for approved projects
 - (precludes negotiation for yet unapproved projects)



Partnerships

☞ Financial

- funding of project, e.g. UNDP

☞ Strategic

- no financial contribution; increases awareness on role of nuclear S & T in solving problems nuclear, e.g.

☞ Technical

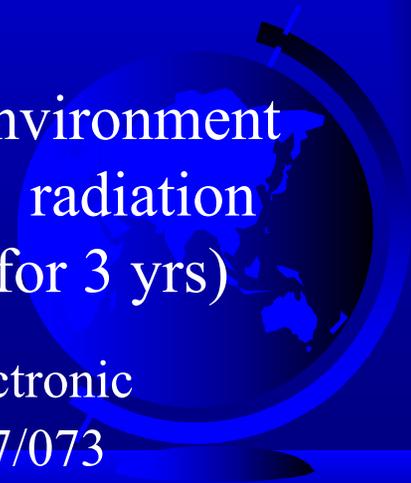
- provides synergy between roles of nuclear and non-nuclear techniques in developmental problems



Partnership/Financial experience

☞ UNDP

- UNDP/RCA/IAEA- regional industrial projects:
 - ◆ RAS/79/061 & RAS/86/073 (1979-1992)
- UNDP/RCA/IAEA use of isotope and radiation to strengthen technology and support environmentally sustainable environment environmental project
 - ◆ RAS/92/073 (1993-1996)
- UNDP/RCA/IAEA
 - ◆ RAS/97/073 -better management of the environment and industrial growth through isotopes and radiation technology (1997-2002) (UNDP funded for 3 yrs)
- Regional UNDP office - on APDIP on electronic networking--training ,related to UNDP/RCA/IAEA 97/073



Partnership/Financial experience

- ☞ **FAO-joint FAO/IAEA** - technical & financial support to agricultural-related projects
- ☞ **ADB** -financially supported a training course on energy planning
- ☞ **ASEAN**-food irradiation programme
- ☞ **WHO**- CRP on nutrition project (partly RCA)



Partnership/Financial experience

- ☞ Extrabudgetary contributions
 - AUL, AUL, CPR, INS, KOR, MAL, NZE, PHI, SRL, THA
- ☞ In Kind contributions
 - monitoring and reporting



Partnership/Strategic experience

- ☞ **ISO** -development of ISO 9712: qualification and certification of NDT personnel : initially under the joint UNDP/RCA/IAEA Industrial project; continuing
- ☞ **ARCAL, AFRA**- transfer of technologies: distance learning in nuclear medicine; tissue banking;; radiation protection; joint development on radiation oncology
- ☞ **Others**
 - **ICNDT**: dev of NDT standards on certification and harmonization
 - **ICGFI**:food irradiation
 - **IRRI**:propagation and exchange of rice varieties



Partnership/strategic experience

☞ Partnership

- national nuclear institutions
 - ◆ national network within a country
 - ◆ professional societies

☞ reaching out

- | | | |
|-----------|---------------|--------|
| – UNESCAP | -UNDP/GEF/IMO | -ADB |
| – IMO | -SAARC | -ASEAN |
| – UNICEF | -APO | -UNIDO |
| – UNOPS | -APCTT | |



Partnerships/technical experience

- ☞ WHO : nutrition, (nuclear medicine, radiotherapy)
- ☞ FNCA: nuclear applications in agriculture, health, industry; radwaste management; human resources development



Raising Additional Resources

☞ Strategies

1. CRPs (research is one of RCA's cooperative areas)
2. develop proposals that meet donors' requirements(e.g. IAEA, UNDP, etc)
3. develop market potential of RRUs
4. Tap non traditional donors, e.g. foundation, other regional/int'l funding agencies
5. Widen scope of partnership at local and regional level



Raising additional Resources

☞ Strategies...continued

6. explore “outsourcing”

7. sale of technical publications/other materials

8. open RCA events to wider participation and impose charges

9. adopt scheme of regular contributions from RCA MSs



Raising additional funds: Strategies

- ☞ 1. Undertake cooperative research projects
 - ◆ MDG WEHAB areas ; agency mandated areas;
 - ◆ advanced N S & T applications areas



Coordinated research projects

☞ Share of East Asia and Pacific: Amount and share in total awards

- 1996-2000: \$8.462(32%) RCA:\$0.704M
- 2001:\$1.520(33%)
- 2002:\$1.526M (33%)
- 2003:\$1.491M (31%)
- 2004:\$1.735M (35%)

☞ Sources: CRP Annual Report and Statistics for year 2000,2001,2002,2003 and 2004,IAEA publications



Contract Awards 2004

distribution by geographical region

➤ South East Asia:	1.735 M	35%
➤ Eastern Europe:	1.081M	22%
➤ Latin America:	0.903M	18%
➤ Africa:	0.623 M	13%
➤ Western Europe:	0.298M	6%
➤ West Asia:	0.203M	4%
➤ North America:	0.123M	2%
➤ Total :	4.967M	100%



Raising additional resources-- strategies --cont'd

☞ 2. Develop proposals for donors

- ◆ Continue partnership with IAEA
- ◆ Explore partnership with other UN, int'l bodies, eg. UNDP, ADB, UNESCAP, etc
- ◆ availing of GEF-through UNDP, UNEP, WB
- ◆ Approach financial institutions, e.g ADB
 - work through country/regional projects



Raising additional resources-- strategies --cont'd

- 3. Develop Market capabilities of RRUs
 - improve, hone skills and capabilities; mechanics
- 4. Tap resources of foundations
 - select promising donors with common programmes



Raising additional funds: Strategies...cont'd

- ☞ 5. Explore support of developmental aid programmes, e.g US AID, EU, GTZ, AUSAID, JICA, etc
 - the projects should align with the donor organizations priorities
- ☞ increase cooperation with other regional agreements, e.g. AFRA, ARCAL, etc
- ☞ 6. Outsourcing
 - activity, several activities or project(s)
 - administrative, legal mechanisms in place



Raising additional funds: Strategies...cont'd

- 7. Publish and sell technical publications
 - technical studies, etc
- 8. Open RCA events
 - consider training events; technical workshops; distance learning courses.



Raising additional funds-- strategies

- ☞ 9. Increase contributions by RCA MSs
 - regular assessed contribution
 - ◆ needs policy change
 - increasing extrabudgetary contribution-
 - ◆ increase no. of Member States
 - ◆ increase the amount
 - increasing in-kind contribution
 - Assessed Program Cost on RCA TC projects
 - ◆ needs policy change



Readiness of RCARO to Accomplish its Mandate

- ☞ Mandate: Raising profile
 - yes
 - support of RCA MSs needed
- ☞ Mandate: Securing additional resources
 - partly
 - needs international legal standing to be effective



Thank you



Some unsuccessful initiatives for partnership:

- 1998- agro-wastes project with UNIDO
- 2000- UNDP's decision on RAS 97/073 to discontinue funding beyond 2000.
- 2003/2004 project on FMD with JICA

