Scenarios Strengthen Strategies
ASEF-ASAP for
Multi-sectoral Pandemic Preparedness & Response

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Background

- Asia-Europe Foundation (ASEF) Public Health Network
  - Unique participatory platform to encourage public health dialogue in Asia and Europe
  - Regional integration on public health
  - Multi-sectoral approach towards pandemic preparedness
  - Enhancing general public awareness on public health issues
“Accurate Scenarios Active Preparedness” is a foresight project
To look beyond tomorrow and take into account the ‘unknowns’ to be better prepared for future pandemics or any public health emergencies
Engages health and non-health sector representatives from public and private sectors
Engage facilitators and resource persons/experts
ASEF-ASAP were developed in 2010:
Siem Reap (March), Shanghai (June), Brussels (September)
A box of chocolates?

2005: Expectations

Spread to rest of world

H5N1

Start of Pandemic

47th DGCA meeting, Macao 2010
2009: What Actually Happened

You never know!

Start of Pandemic

Spread to rest of world

H1N1

47th DGCA meeting, Macao 2010
“What is surprising is not the magnitude of our forecast errors ... 

... but our absence of awareness of it”

Nassim Nicholas Taleb

Author of 'The Black Swan'
Single point forecast

Important decision

‘transitional’ mental model

The things we (think we) know

The things we didn't know or ignored

Deviation

Random ‘contextual’ factors

Uncertainties

Time delay

The future (we want)

The future (we get)
“Human beings and organisations do not act in response to reality but to an internally constructed version of reality”

Kees van der Heijden
Strategic Planning
Royal Dutch / Shell
... or being imprecisely right

Today, we have a choice between ...

Being precisely wrong ...
The realm of possible futures or foresight
Methodology of foresight - origin

Dennis Meadows
Dana Meadows
Jorgen Randers
CLUB OF ROME

Pierre Wack
Peter Schwartz
Kees van der Heijden
Strategic Planning
SHELL

Herman Kahn
RAND Co.
Methodology of foresight in practice

STAKEHOLDER ENGAGEMENT
Relative time into the future

Scenarios

Hope (or SF)

Critical uncertainties

Predetermined elements

Driving forces

Forecast

Kees van der Heijden
Scenarios 1996
Why scenarios?

Scenarios enable the strategist to steer a course between the false certainty of a single forecast and ...

... the panic paralysis that often strikes in troubled times

Charles Roxburgh
Director at McKinsey
London Office, 2009

Run, Forrest, run !!!
Scope of a scenario exercise

Based on uncertainties (not probabilities)

- **Higher abstraction level than the normal plan**
- **Operational plan or forecast model at transactional level**
- **Contextual Long Term Vision of the Future**
- **Wider time horizon than the normal plan**
Meanwhile, this infernal trio is still responsible for >0,5 billion infected people today.
Accurate Scenarios Active Preparedness for Multi-sectoral Pandemic Preparedness & Response
ASEF-ASAP Scenario Logic

- Economic self-interest
- Politically weak
- Resources as commodities
- Mosalnc.

Redistributed resources
Grey Paradise
Economic control by authorities
Politically global

NOW

Resources for own development
GloCal Blocs
Politically regional/national
Regional / collective economic interest
ASEF-ASAP types of potential pandemics

- New agent from zoonoses
- Historical agent resurfaces
- Existing agent mutates to multi-resistant variant
- Agent with low mortality but high transmissibility/morbidity
- Undercover pandemic with undetected agent
- Genetic-modified induced agent
- Cybernetic pandemic with interactive medical devices
- Behavioral pandemic within target populations
Steps from Scenarios to Strategies

• Mapping the current challenges in the concerned sectors’ preparedness plans
• Developing recommendations for improving the current preparedness strategies
• Human security (health, environment and food): Bangkok, 9-10 June 2011
• Public outreach event Asia-Pacific: Bangkok, 13 June 2011
• Passenger air transport sector: Budapest, 15-16 Dec 2011
• Public outreach event Europe: Brussels, 02 February 2012
Workshops: Scenarios to Strategies
Recommendations for multi-sector preparedness for pandemic and public health emergencies

- Accepted minimum standards for pandemic preparedness across all actors
- Public Private Partnerships for Pandemic Preparedness (P5)
- Shared responsibilities with Civil Society incl. religious & spiritual leaders
- Cross-sharing of information and engaging citizens through social media
- Developing and keeping diversity in diet, food production & ecology
- Mobilising more resources for closing gaps in R&D
- Global forum to create Circle of Commitment among multi-sector actors
Strategic options for the Passenger Air Transport Sector

• New passenger driven surveillance and response system

• Advanced IT emergency communication tools

• Increased networking for effective pandemic response

• Shared robust business continuity and preparedness planning with certification and coordination of regulation
We Invite You!

• Preparedness needs to address key uncertainties and different possible future contexts for public health emergencies
• ASEF-ASAP provides a concrete approach to make better preparedness a reality across Asia and Europe
• We offer the ASEF-ASAP scenarios, recommendations and materials for testing and developing preparedness plans for pandemics and public health emergencies in your countries, regions, sectors and organisations
Foresight to conclude

STAKEHOLDER ENGAGEMENT

→ Establishing a network of people
   → With the common view on the scenario that turned into reality
Thank you

Sunkyoung Lee – Peter Rakers

(www.asef.org / www.prospex.com)