



ASEF PRESS RELEASE

Scenarios for pandemic preparedness
06 June 2011

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Scenario planning: an innovative approach towards pandemic preparedness ***Public sharing of scenarios by the Asia-Europe Foundation (ASEF)***

Scenario planning is a method for anticipating possible alternative futures. It allows planners to anticipate crises, evaluate assumptions and reflect on the consequences of those possible futures. The Asia-Europe Foundation (ASEF) Public Health Network adopted the scenario planning approach, imagining the "unknown", to develop an initiative towards enhanced multi-sectoral pandemic preparedness.

ASEF will organise a public event to share the ASEF-ASAP (Accurate Scenarios, Active Preparedness) scenarios on Monday 13th June 2011 at Plaza Athénée Hotel in Bangkok. Dr. Siriwat Tiptaradol, Deputy Permanent Secretary, Ministry of Public Health of Thailand, will be the guest of honour for the occasion. Representatives from the Thai ministries, embassies based in Bangkok, universities, corporations, UN agencies and other international non-profit organisations and the media are invited to this event.

About ASEF-ASAP scenarios

Three long-term scenarios were developed through a series of workshops held in 2010. These workshops strengthened and complemented the existing multi-sectoral pandemic preparedness strategies in Asia and Europe. Health and non-health sector representatives from public and private organisations participated in these workshops. The scenarios address the uncertainties – and the range of possibilities – surrounding possible future pandemics. In this way, this unique analytical approach offers the possibility to develop strategies for greater pandemic preparedness and potentially more accurate responses.

About the event

On the 13 June 2011 (09.30 AM – 12.05 PM), the scenarios for pandemic preparedness will be launched through creative multi-media presentations. Visitors will experience the scenarios through short animated films and have access to more detailed information through a digital book.

During the second half of the session (11.30 AM - 12.00 PM), ASEF will guide the participants through a tour of the scenarios. This 'Scenario Safari' will feature three rooms, each showcasing a scenario through audio-visual materials. During the Safari, ASEF facilitators will explain the story behind each scenario – how each scenario was developed, storylines and how every scenario is vulnerable to possible pandemic threats.

Venue: VA Drawing Room (2nd Fl.), Plaza Athénée Bangkok, A Royal Méridien Hotel
61 Wireless Road, Lumpini, Pathumwan, Bangkok
Date: Monday 13 June 2011
Timing: 09.30 AM – 12.15 PM (Lunch provided from 12.15-1.15 PM)

Admission is free.

Interested members of the public or media representatives wishing to attend can register by contacting Smita at debasmita.dasgupta@asef.org

About ASEF Public Health Network

The ASEF Public Health Network is a participatory platform which encourages public health dialogue between Asia and Europe. The Network is a part of the Initiative of Asia-Europe Meeting (ASEM) on the Rapid Containment of Pandemic Influenza, which was launched in May 2009 during the 9th ASEM Foreign Ministers' Meeting.

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About the Organisation:



The Asia-Europe Foundation (ASEF) promotes greater mutual understanding between Asia and Europe through intellectual, cultural and people-to-people exchanges. Through ASEF, civil society concerns are included as a vital component of deliberations of the Asia-Europe Meeting (ASEM*). ASEF was established in February 1997 by the participating governments of ASEM and has since implemented over 450 projects, engaging over 15,000 direct participants as well as reaching out to a much wider audience in Asia and Europe. www.asef.org

* ASEM now brings together 46 member states (Australia, Austria, Belgium, Brunei Darussalam, Bulgaria, Cambodia, China, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Indonesia, India, Ireland, Italy, Japan, Korea, Laos, Latvia, Lithuania, Luxembourg, Malaysia, Malta, Mongolia, Myanmar, the Netherlands, New Zealand, Pakistan, the Philippines, Poland, Portugal, Romania, Russia, Singapore, Slovakia, Slovenia, Spain, Sweden, Thailand, United Kingdom, Vietnam) plus the European Commission and the ASEAN Secretariat. www.aseminfoboard.org