



# **Wednesday, 17 March 2010**

## **Requirement and Tools to Address Soft Power Challenges**

### **Panel: Building Community Resilience**

#### **▪ Panelists**

- LtGen (ret.) John F. Goodman – COE**
- MG David A. Morris – USJFCOM**
- Mr. Earl Wyatt – OSD-AT&L**
- CAPT Robert Gusentine – SOCPAC**

# HA/DR - Soft Power - & - Tools - to Address Soft Power Challenges



- Unifying Concept to achieve positive change
- Common Framework to coalesce effects
- Common Framework to assess Progress toward Enduring Outcomes

To enable planning, execution and assessment

**-- In order to do what --**



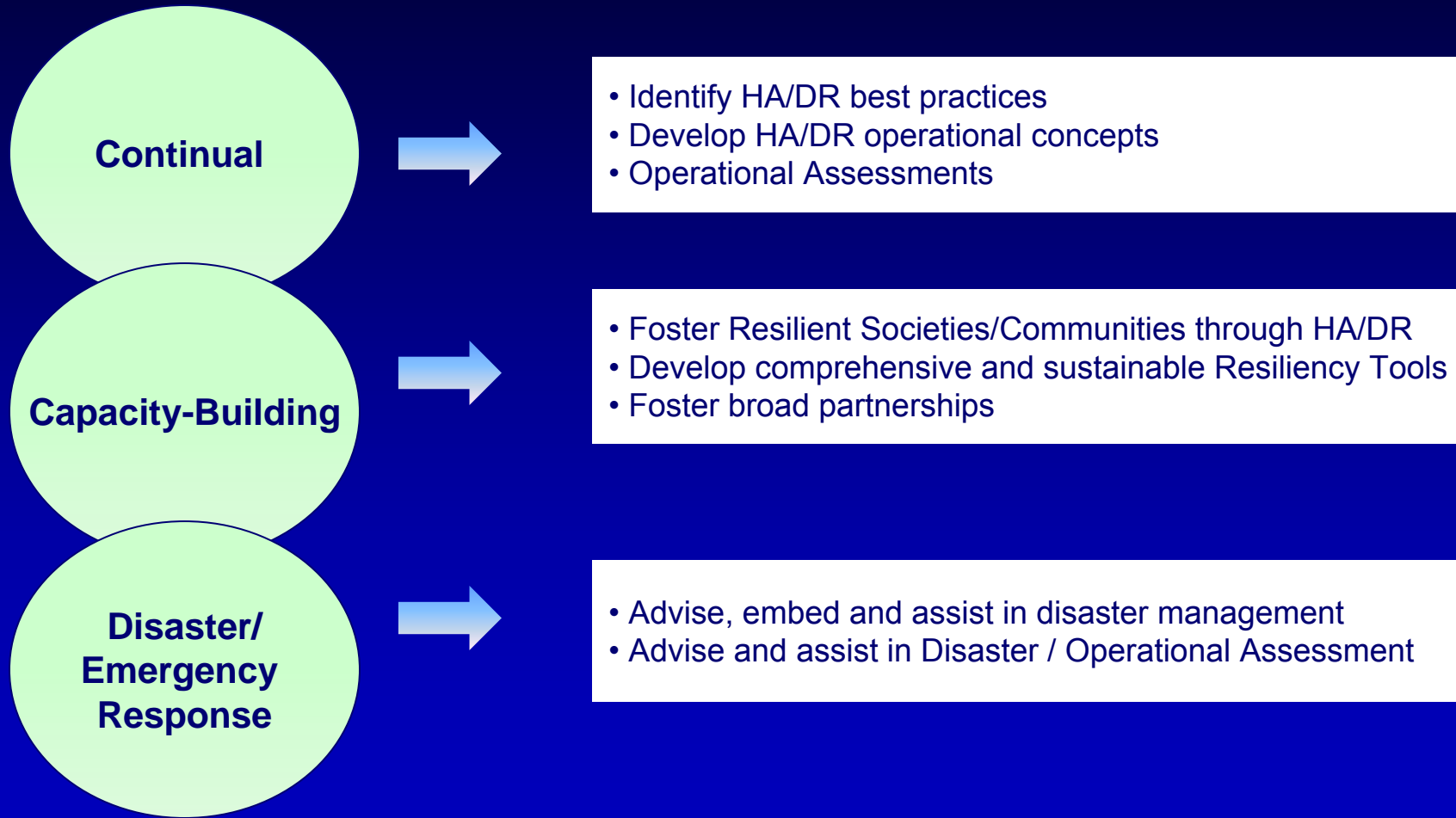
# Who we are

We are the U.S. Center for Excellence in Disaster Management and Humanitarian Assistance (COE) directed to educate, train, research, and assist in disaster management and humanitarian assistance operations:

- Department of Defense organization with a global mandate
- Reports to U.S. regional combatant commands
- Established in 1994
- Government funded
  - Broad funding authority
- Partner with U.S. agencies and Departments
- Partner with:
  - International Countries
  - International Organizations
  - Non-government Organizations
  - Foundations
  - Institutes
  - Universities
  - Private Sector

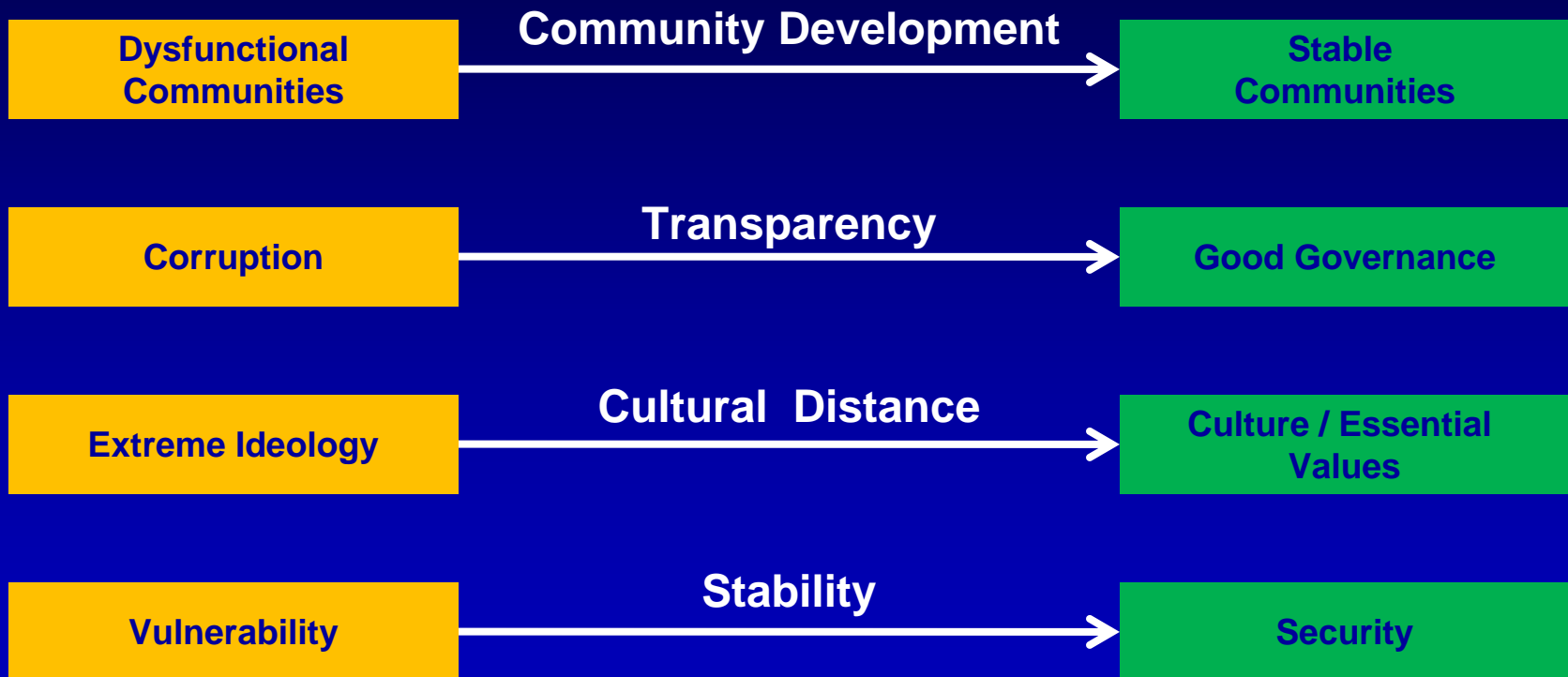


# Operational Approach to Foster Resiliency





# Soft Power Influence to Foster Resilient Societies & Communities





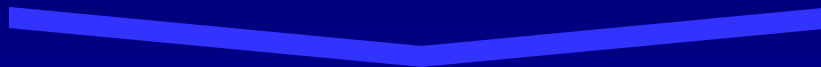
# Defining Phase 0 HA/DR

## Supporting Concept

**Foster Resilient Societies /  
Communities**

Enabling Functions:

- Interagency Coordination
- Civil-Military Coordination



## Functional Concepts

**Development /  
Risk Management**

**Risk Mitigation**

**Response, Recovery  
& Transition**

**Development /  
Revitalization**

**Human  
Development &  
Resiliency**

## Strategic Outcomes

**Effective and  
Responsible  
Governance**

**Sustainable &  
Broad-based  
Growth**

**Effective Support of  
Social Capacity**

**Strengthened  
Vibrant Society**

**Robust Defense &  
Law Enforcement**



# Risk Assessment

## Preparedness Risk Assessment

### Criteria

- Coherent plans for Disaster Management
- Rehearsal and exercises for plans
- Capable of Information management
- Capable of effective Interagency collaboration

### NATIONAL DISASTER MANAGEMENT CAPACITY



### FORECAST FOR DMHA



## Forecasting Challenges



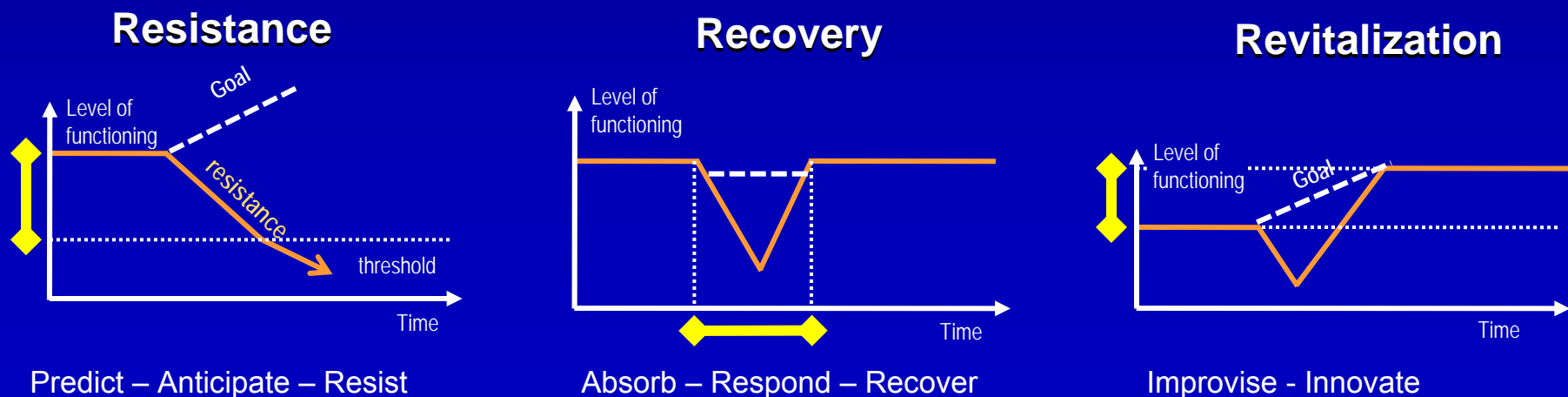
# Operational Concept

## Fostering Resilient Societies/Communities

### Characteristics of Resilience

- Collective Will
  - Maintains functioning when faced with adversity
  - Returns to baseline functioning as quickly as possible
  - Revitalizes disrupted sectors through innovation

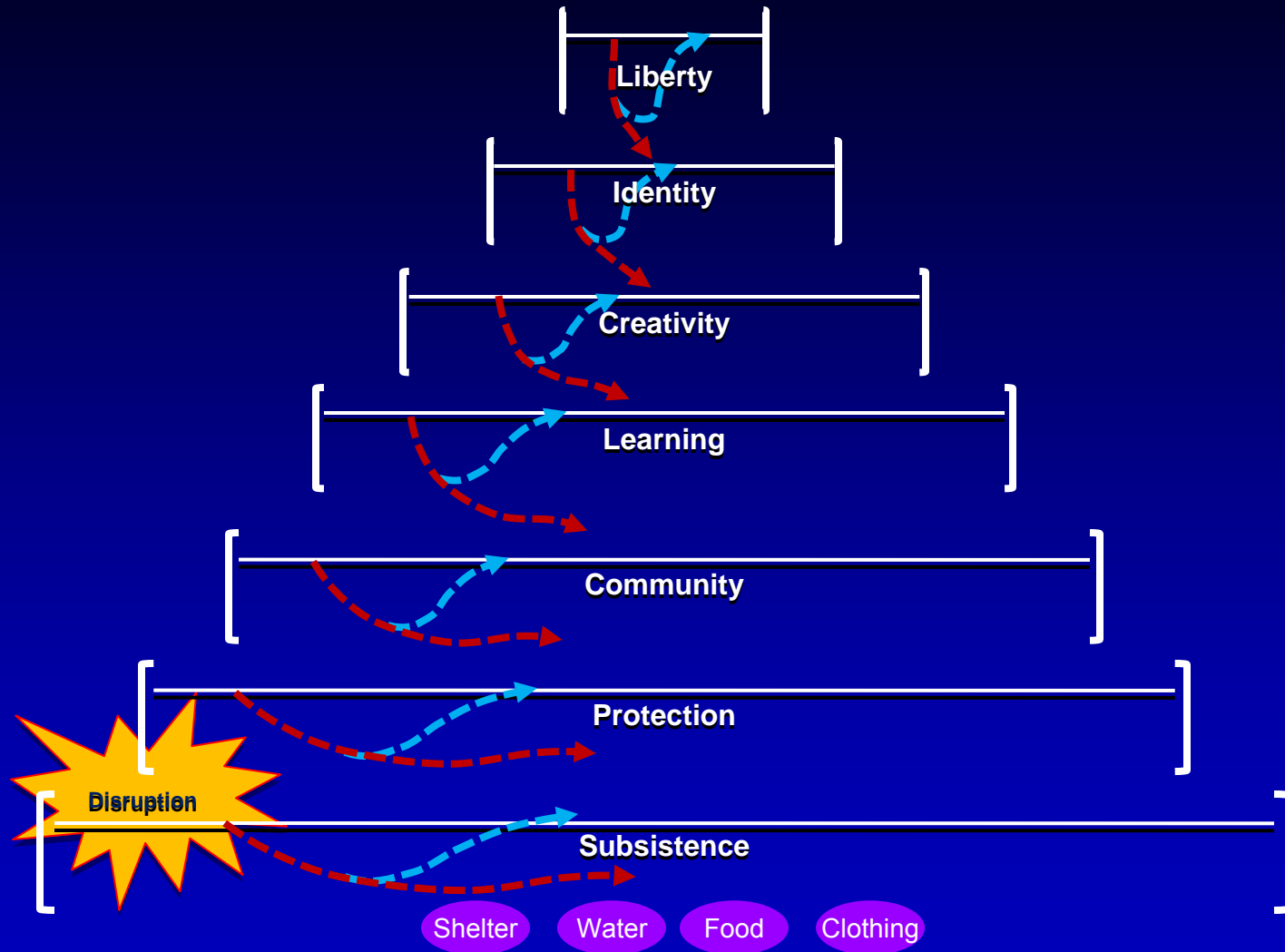
### Resiliency: Characteristics of Successful Societies / Communities







# Understand the Characteristics and Hierarchy of Societal Functioning



**Resist**

**Respond**

**Recover**

**Revitalize**

**Nurturing  
Services**

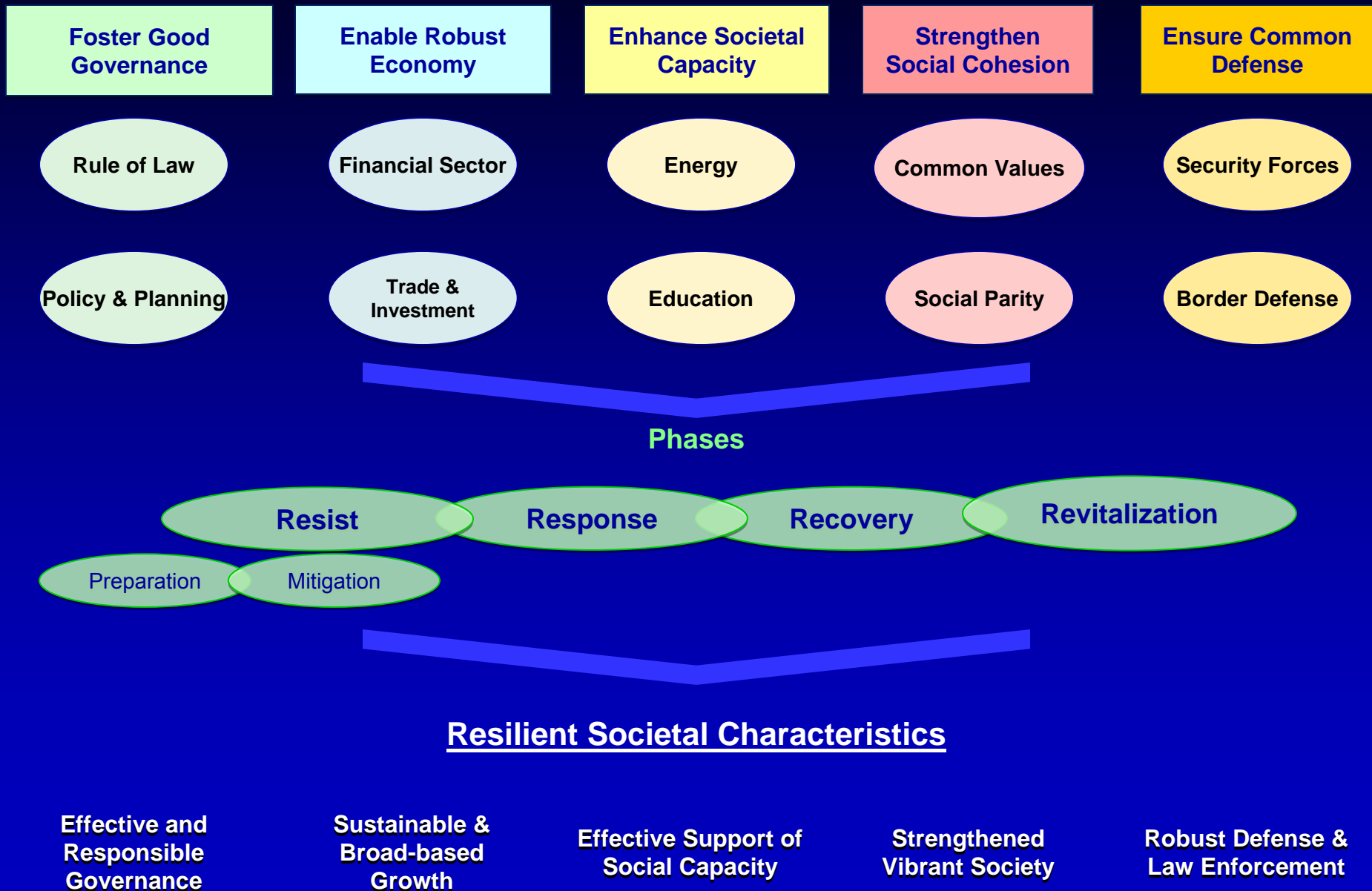
**Critical  
Services**

**Essential  
Services**

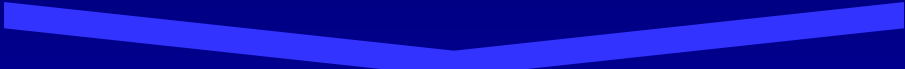
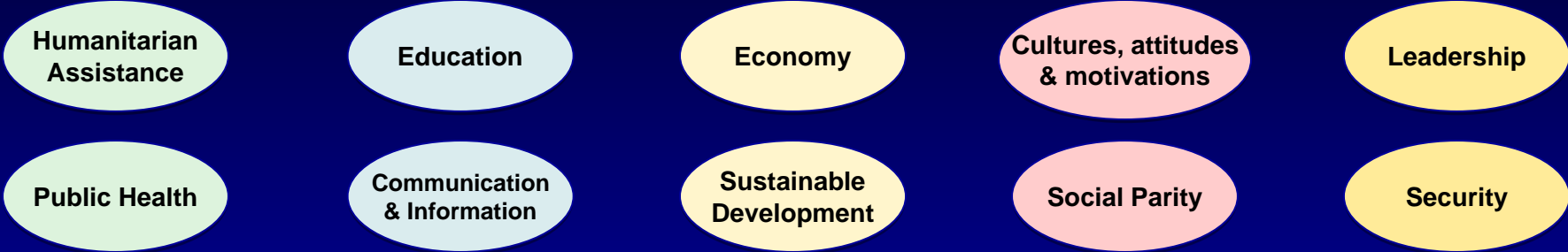
**Promoting  
Services**



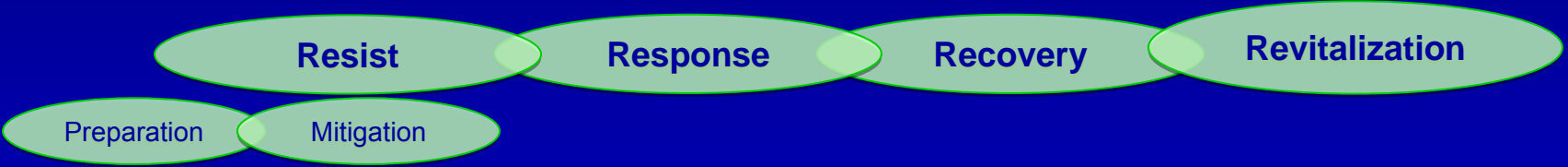
# Resilient **Society** Framework & Functioning



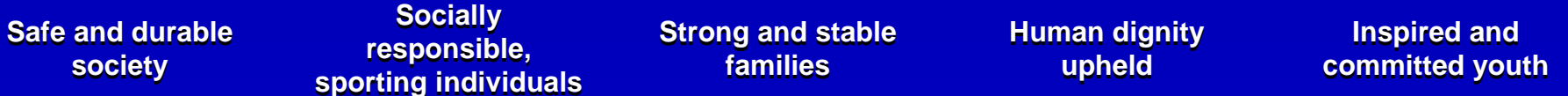
# Resilient Community Framework & Functioning



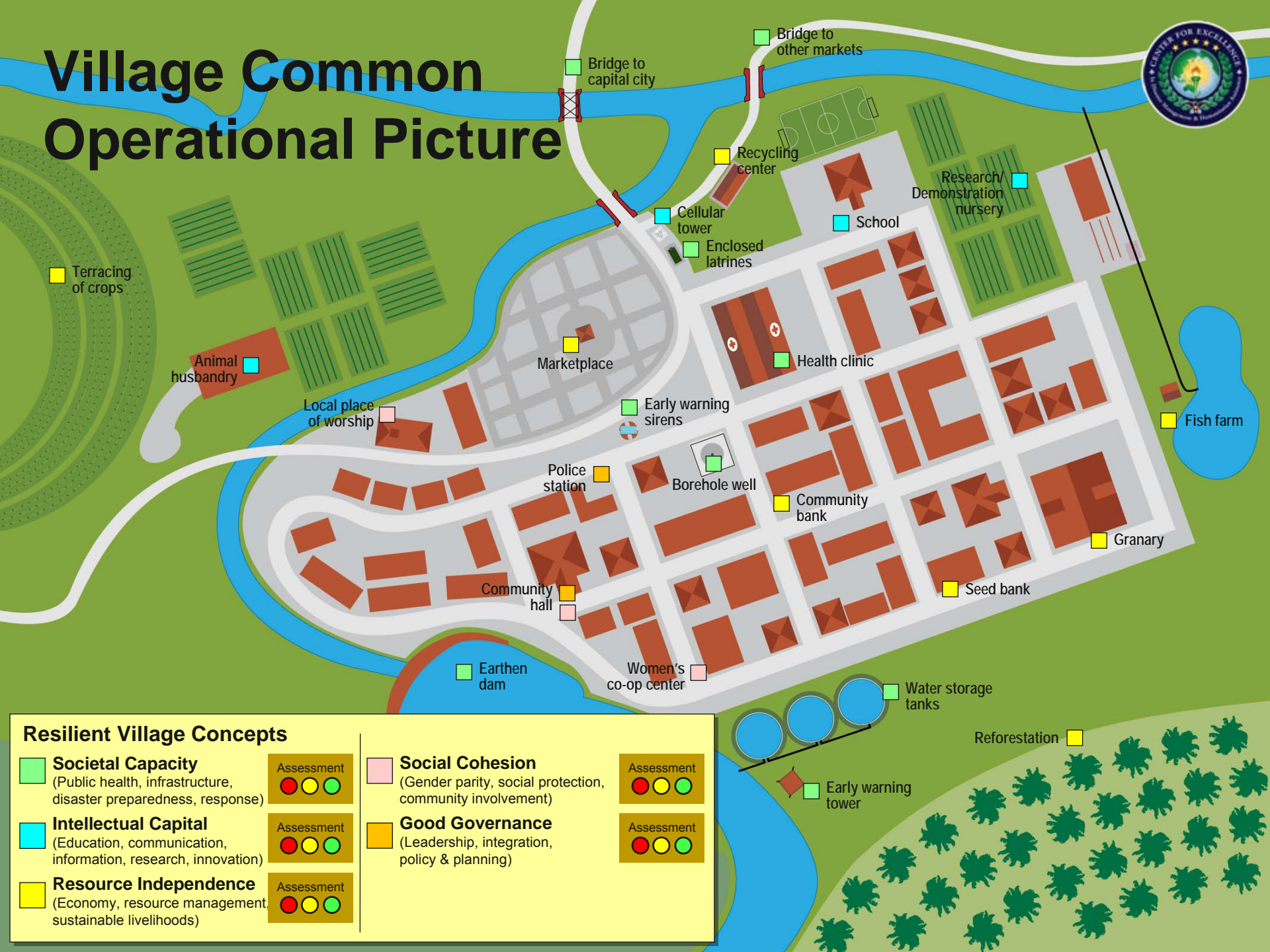
## Phases



## Resilient Community Characteristics



# Village Common Operational Picture

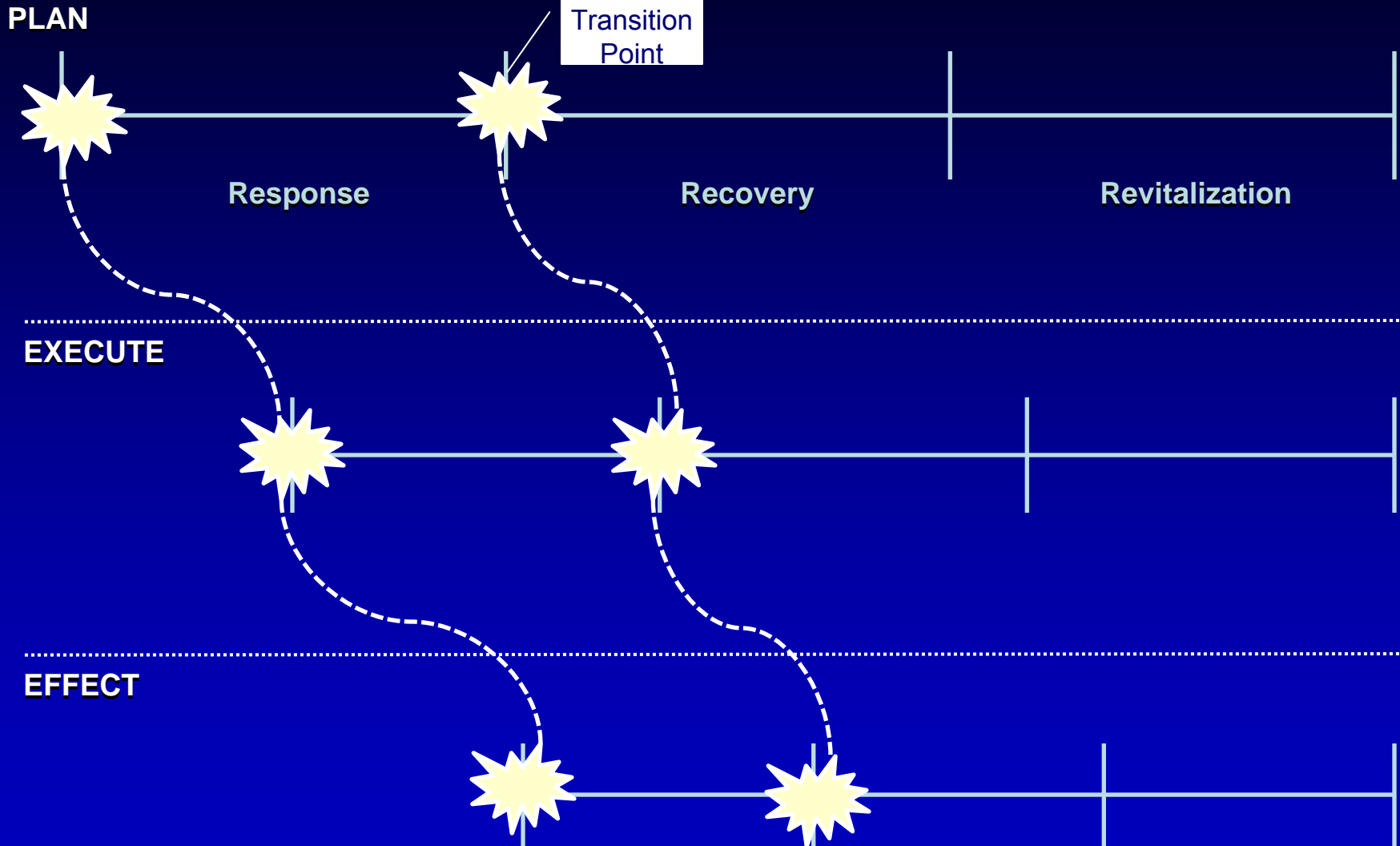


## Resilient Village Concepts

<p><b>Societal Capacity</b> (Public health, infrastructure, disaster preparedness, response)</p> <p><b>Intellectual Capital</b> (Education, communication, information, research, innovation)</p> <p><b>Resource Independence</b> (Economy, resource management, sustainable livelihoods)</p>	<p>Assessment ● ● ●</p> <p>Assessment ● ● ●</p> <p>Assessment ● ● ●</p>	<p><b>Social Cohesion</b> (Gender parity, social protection, community involvement)</p> <p><b>Good Governance</b> (Leadership, integration, policy &amp; planning)</p>	<p>Assessment ● ● ●</p> <p>Assessment ● ● ●</p>
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# Creating a Common Framework

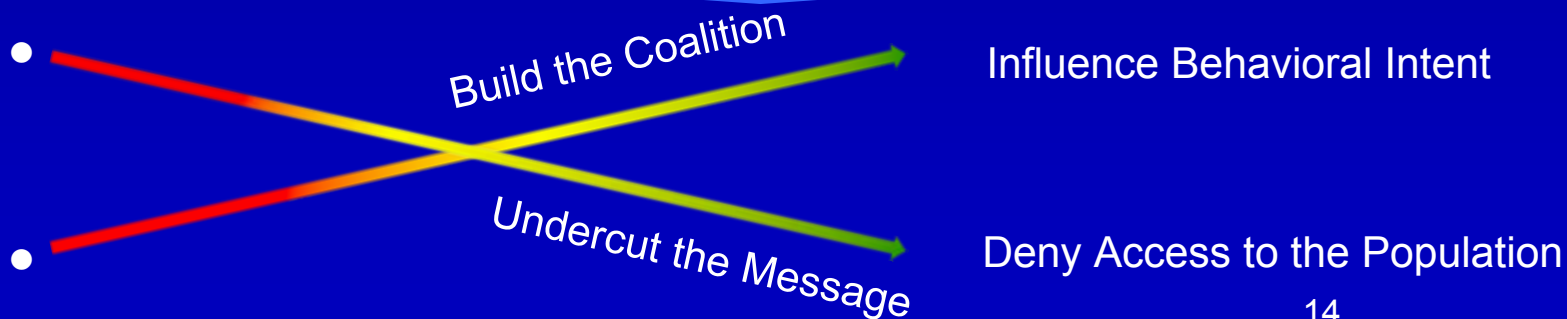




# Common Soft Power Framework



## The Method



# Measuring the Effect of Soft Power



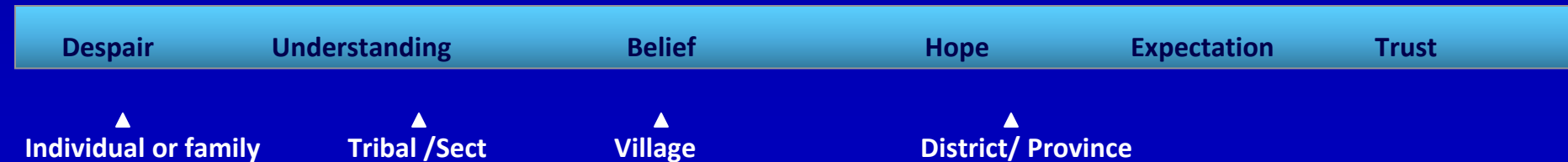
## Countries



## Traditional Audiences within a Country

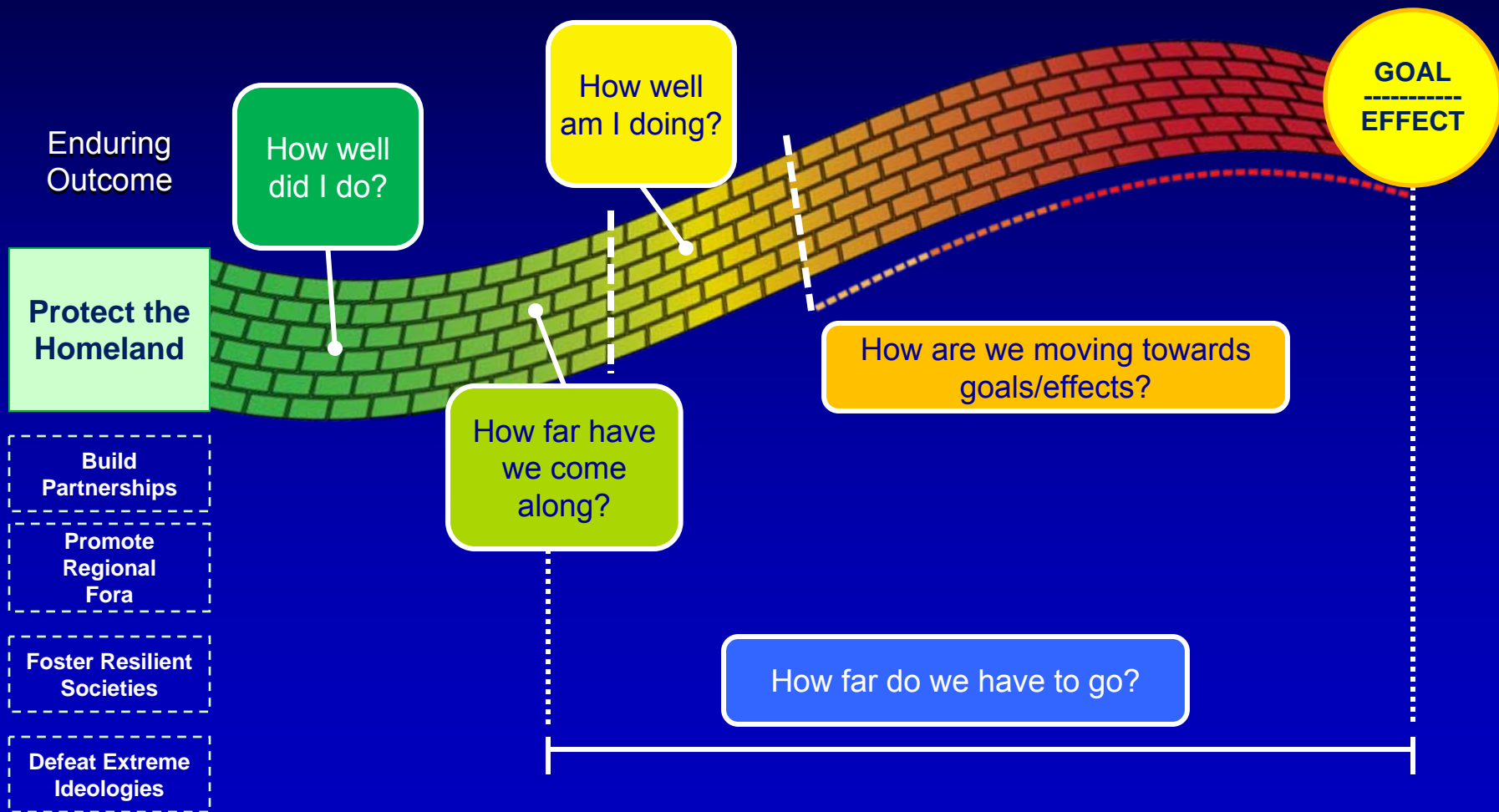


## Affiliations / Confederations





# Operational Assessment





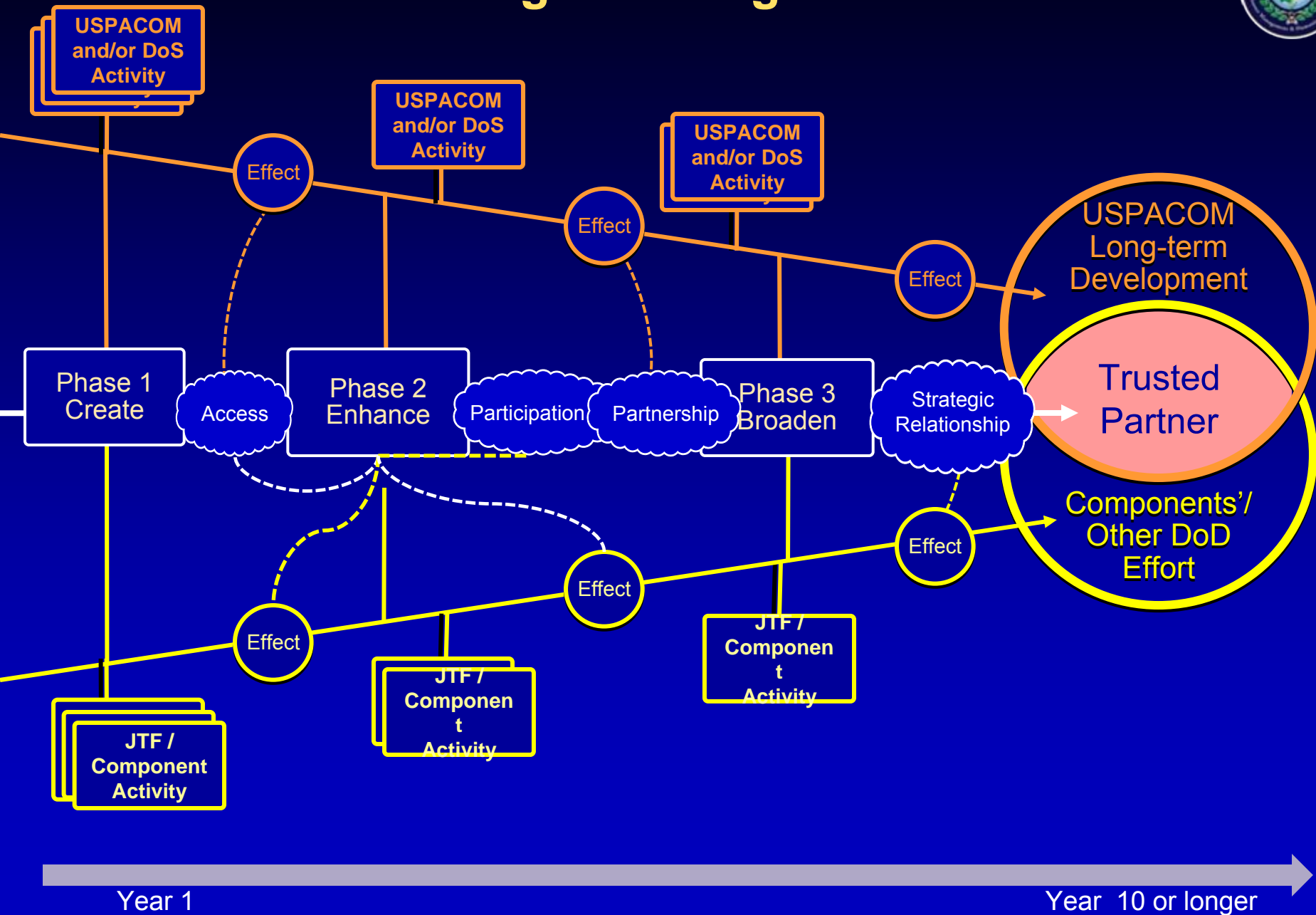


# Assessment

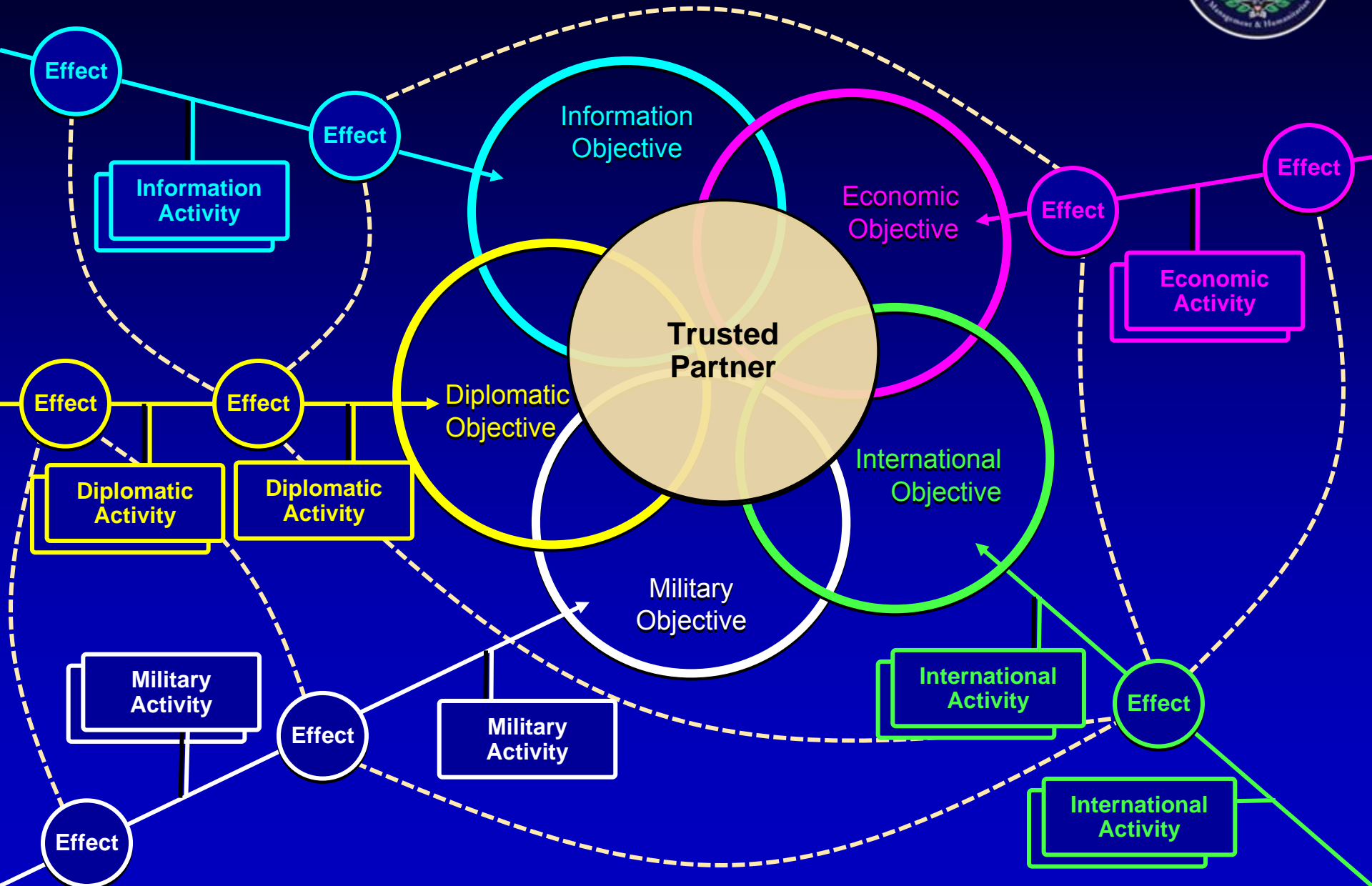




# Building Enduring Influence



# Aggregating Soft Power Effects





# Discussion