



October 1, 2008

To whom it may concern: *Reference for Johannes Luetz*

Johannes was employed as a consultant for the period September 2007-2008 and tasked with producing a report titled 'Planet Prepare – Preparing Coastal Communities in Asia for Future Catastrophes' and five country factsheets.

The products were launched simultaneously across the globe to international media and met with high praise from senior World Vision staff.

Johannes was hired because of his unique combination of skills as a researcher and designer and publisher. He was responsible not just for researching and writing the 120-page report but also with designing it and seeing the work through to its final publication.

In researching the report Johannes traveled to remote areas of Papua New Guinea, Indonesia and Bangladesh, engaged World Vision and other specialists in these countries, as well as in Cambodia, Myanmar and the Philippines.

He sourced not only human-interest stories and photographs from those being impacted by climate change and natural disasters but also garnered the latest scientific research, maps and photographs. Johannes paid great attention to detail, chasing down contacts, verifying and sourcing information and showing great initiative in getting to speak to field and global experts. He also managed to persuade some of these experts to serve as volunteer editors who peer reviewed the report prior to its publication and in doing so strengthened the possibilities for future collaboration for World Vision.

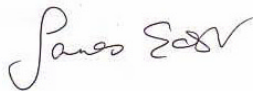
The conceptual framework developed for the report can now be used for future publications.

In putting together the report Johannes had to overcome numerous obstacles and challenges in working with multiple World Vision stakeholders, including programming countries and advocacy, humanitarian and relief, and communications departments. But he remained committed to seeing the project through, remaining flexible to calls for editorial changes and last minute travel plans while meeting deadline pressures.

Finally, Johannes also took part in launching the report – not only producing a compelling presentation but serving as a key note speaker before media, and INGO and World Vision specialists. This presentation package will provide avenues for further influence around the area of disaster preparedness to meet those challenges raised by Planet Prepare.

I can highly recommend Johannes Luetz both in terms of his research and production skills but also as a person who is thoughtful, committed and who cares passionately for the poor.

Planet Prepare and the factsheets provided are of the highest quality.



James East,

Communications Director for World Vision Asia Pacific (james_east@wvi.org)

This reference is provided on behalf of the editorial board of Planet Prepare.