World Disaster Reduction Campaign 2010-11
*Building resilient cities, addressing urban risk*

Urban Risk Reduction Regional Workshop
Damascus, 4th November 2009
Global Assessment Report Findings: Why Cities Grow in Areas Exposed to Major Hazards

1. Economic or political reasons outweighed considerations of risk
2. The city has outgrown its original site
3. City expansion and development can create new risks
4. Dangerous sites serve low-income households well
5. Once a city has developed, it rarely disappears
6. The wealthier groups and most formal enterprises do not face serious risks
GAR: The key message

In order to:

- Reduce disaster risk and achieving the Hyogo Framework of Action
- Adapt to climate change
- Achieve the Millennium Development Goals

Address the underlying risk drivers:

- Poor urban governance
- Ecosystem decline
- Vulnerable rural livelihoods
GAR and Global Platform: Invest Today for a Safer Tomorrow

- Accelerate global efforts to avoid dangerous climate change and to increase the economic resilience of small and vulnerable economies.
- Invest in risk reducing development to address the underlying risk drivers.
- Introduce governance innovations to ensure that risk reduction considerations are factored into all new development.
- Disaster risk reduction lowers the cost of poverty reduction and climate change adaptation.
Context for ISDR Campaigns

- UNISDR takes the lead in coordinating biennial “World Disaster Reduction Campaigns” and International Day for Disaster Risk Reduction.

- Campaigns aim to raise awareness, mobilize action, and harness existing practices in specific thematic areas.


- 2010-2011 world Campaign focused on urban risk reduction and “Safer Cities”

- Focus is in line with key findings of the GAR 2009 and 2nd GP/DRR outcomes.
Why Urban Risk Reduction / Safer Cities?

- Urbanization at the forefront of defining current and future trends of development

- Vulnerability and exposure to disasters in urban areas dramatically increased over the past years

- Climate change key factor affecting and magnifying overall conditions of vulnerability

- Opportunity to build synergies: e.g., disseminate existing tools, scale-up successful risk reduction efforts at the local government level
Campaign Objectives

In line with the strategic objectives of UNISDR, the goals of the campaign will be as follows:

**Know more**: enhance the general awareness about urban risk and applied disaster risk reduction for climate change adaptation, focusing on local government leaders and communities.

**Invest more**: create compacts between national and local authorities to encourage investment in risk sensitive development to reduce urban risk in a sustainable way.

**Build safer**: facilitate the implementation of disaster risk reduction measures in local and urban planning and protect critical infrastructure such as safer schools and hospitals.
Campaign Strategy

Overall, the Campaign should aim at creating an enabling environment of risk reduction in urban areas:

- **Political dimension** To attain commitments at local and national level to reduce urban and local risk in a sustainable way by increasing investments within existing development budgets –

- **Technical dimension** To facilitate the implementation of disaster risk reduction measures in urban planning (e.g. building codes) –

- **Communications/Advocacy dimension** To enhance awareness about urban risk among different stakeholders, including urban leaders and communities –
Proposed Campaign Activities

- Review existing legal frameworks, building codes and conduct risk assessments of critical infrastructure such as schools and hospitals (set targets for 2015).
- “HFA for Cities” guide finalized and utilized as a reference document for implementation of the HFA at the local level.
- Training courses for local government officials on DRR delivered in Spanish and English, building on existing materials and training efforts.
- Identification of existing tools/guidelines for local govt. officials, urban planners, etc. Replication of good practices on broader scale.
- Launch a world wide pledging system to nominate safe schools (and disaster resilient cities)- analogue to a ‘1 billion Trees’ by UNEP.
- Document and disseminate good practice on local government risk resilience.
Proposed Campaign Activities

- Promote use of safe schools standards for risk assessments of existing educational and health facilities and applied for new schools and hospitals.

- Organize dialogues and workshops between local and national governments on urban risk and governance issues, including within the context of high-level UN forums and Local Government Forums to empower local governments in national and international policy development.

- Identify and promote a minimum of twenty five countries of existing or emerging good compacts of national and local governments as models of shared responsibilities, collaboration and the sharing of resources to deal with disaster risk and recovery issues.

- Identify and empower 5 “Champions” for the Campaign.

- A global award for Resilient Cities and local governments.
Campaign key messages...

- Media and people should understand easily - link to everyday realities and plain language.

- Local Governments are the main target audience for the campaign. National governments Different types of stakeholders to be involved in the Campaign, but some constituencies will however require greater focus than others...

- Key messages being developed, that should easily be used by and catch attention of the media and other stakeholders.
Campaign “process” / Partnerships building

- The Campaign will mobilize partners in a spirit of collaboration, providing the “glue” that keeps everyone working together.

- The Campaign will provide the visibility that stakeholders need to engage in the process and to keep the Campaign high on the agenda.

- The Campaign will guide and motivate all stakeholders ensuring resource allocation, continuity and growth.

- The Campaign will not be an operational tool used to implement programme objectives….but rather to advocate the need to implement targeted programmes
Campaign Impact and Evaluation

- How do we judge if we have reached Campaign goals - message assimilation, policy implementation, citizen mobilization?

- Impact evaluation indicators should be developed and be used to monitor progress on the implementation of the Campaign?

- If each Campaign action/deliverable is assigned a desired and measurable outcome, then the Campaign can be evaluated... BUT...

- Measuring Campaign actions shouldn’t be a limiting process either..
What can local governments contribute to the ISDR Campaign?

Local governments as both a key driver and key audience can contribute to the campaign in various ways, such as:

- Nomination of ‘role models’
- Contribute to the awareness principally of the local leaders and local actors
- Prepare local governments for the implementation of URR and for the understanding of their role in the implementation of HFA
- Facilitate communication between local authorities and central governments to improve the implementation of national strategies and national platforms
- Foster local partnerships for URR
- Increase awareness and educate the population
How can other stakeholders support the Campaign?

- Partner with UNISDR to launch the campaign among local authorities
- Spread the messages of the campaign and provide feedback on the expectations and needs of local actors and communities
- Partner with ISDR System to develop specific outputs from the campaign such as the development of municipal risk maps, and development of municipal disaster risk management plans.
- Help level the expectations of local governments with the campaign goals to develop concrete actions
- Customize portions of the campaign messages to fit local authority governance mechanisms and priorities
- Take the campaign messages to grass-root communities
- Support local governments and communities in implementing the components of the campaign
Thank you

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