

STRUGGLE FOR SURVIVAL

Davos January 2013



International Strategy for
Disaster Reduction

STRUGGLE FOR SURVIVAL: IS YOUR BUSINESS DISASTER PROOF?

Wednesday, Jan 23rd, 2013. Davos

Ms Margareta Wahlström, the United Nations Special Representative of the Secretary-General for Disaster Risk Reduction, invites you to a special session at Davos, 2013.

For a short time, you will step into a poor community recovering from a recent disaster, a catastrophe that has wiped out much of the village's infrastructure. You will be part of the struggle for survival.

The old proverb says, "I cannot understand a man until I have walked a mile in his shoes". 'Struggle for Survival' is a not a talk or a video: it is a simulation that allows participants to take a few steps 'in the shoes' of people in dire need.

The simulation is a unique event for which we are finding increasing demand. It has already been undertaken by 30,000 people around the world. The Wednesday afternoon session at Davos will have specific focus on disaster risk reduction, followed by discussion on strategic ways to manage risk and reduce the impact of disasters. This discussion will feed into the content of the UNISDR's Global Platform on Disaster Risk Reduction, May 19th-23rd, 2013, in Geneva.

The 'Struggle for Survival' is being brought to Davos by the same Crossroads Foundation team which brought the Refugee Run over the past four years. Participants in those events commented:

"Everyone should do this." **Jimmy Wales, Founder of Wikipedia**

"Beautifully done." **Sir Richard Branson, Virgin Management Ltd**

"A profound experience that reminds us of the plight of millions." **Ban Ki-moon, Secretary-General of the United Nations**

"Truly moving and educational." **Sheryl Sandberg, Chief Operating Officer, Facebook**

"Thank you for making us feel ... what they are going through." **Peter Brabeck-Letmathe, Chairman of the Board, Nestle**

"Remarkable experience." **Jeffrey Sachs, Author, 'The End of Poverty'**

Time: Wednesday, 23 January, 2013

There will be two parts to the afternoon's programme.

Part One 14.15 - 16.15 The main activity will offer participants the 'Struggle for Survival' simulation followed by discussion on disaster risk management.

Part Two 16.15 - 18.00 The second session will report on progress so far on the development of the Disaster Risk Management Framework: a guideline being developed by UNISDR and PricewaterhouseCoopers to support the resilience of business against disasters. (Further information attached.)

Venue: Holland House, Symondstrasse 11, CH7270, Davos Platz. (This is five minutes' walk from the Congress Centre, where most WEF events are held.)

RSVP: Please reserve your space at rsvp@crossroads.org.hk or phone +41 (0) 79 212 9526

If you have further questions, please see our FAQs attached, or feel free to email.