

## **Global Campaign “Making Cities Resilient: My city is getting ready!”**

### **Thematic platform on urban risk in the Americas**

#### **Promoting the exchange of experiences on risk management and climate change among local governments in the region**

#### **Call for the submission of proposals for exchange of experiences on the integration of DRR and CCA in the development process among local governments from the Americas**

#### **Introduction:**

Large urban centers, such as ones which are in the process of consolidating, need to maintain a constant level of innovation in order to successfully face the challenges posed by risk-sensitive sustainable development. The ability to innovate and/or tailor solutions to the particular conditions of each context is strengthened and enriched by sharing and exchanging ideas with those who have faced similar problems. It is with this purpose in mind that the UNISDR regional office of the Americas, with the support of government donors, launches the call for the submission of proposals for exchange of experiences on the integration of DRR and CCA in the development process among local governments, with a particular emphasis on small to medium-sized cities. All of the cities which are participating in the “Making Cities Resilient” campaign may take part in the call. The thematic areas, which will form the basis for the exchanges, should be related to the 10 Essentials for Making Cities Resilient (one or various essentials)

#### **Objectives of the call**

The call has two central objectives:

- The first objective is to promote a dialogue and exchange among the municipalities participating in the “Making Cities Resilient” campaign.
- The second objective is to highlight the local efforts to find and implement innovative solutions to the challenges posed by risks associated with natural threats to achievement of sustainable development

#### **Support for the proposed exchanges:**

The support offered to the proposed exchange of experiences includes

- Identification of cities with similar problems and contexts
- Support in the formulation of agendas for the exchanges
- Financial support, which covers the travel expenses of up to 2 people per municipality and accommodations for a maximum of 3 nights/4 days (including transportation and accommodations; the latter two covered with the payment of an allowance that is calculated based on the rates used by the UN by country and location). Note: the financial support does not include financing for visas or passports; the participant is responsible for procuring these documents on his/her own.
- Support will be given to a maximum of 2 local governments for each exchange. A round-trip visit constitutes an exchange.
- Exchange proposals which consider the participation of the permanent staff of the municipal government will be prioritized.
- Technical support for the documentation of the exchange will be provided.

### **Expected Results**

- Establishment of cooperation between the municipalities involved in the campaign in the areas of disaster risk reduction related to the 10 essential aspects.
- Identification of instruments for risk management which have been developed by municipalities that are participating in the campaign.
- Strengthening of the resilient cities campaign through the identification of technical resources for risk management which can be used as a reference by other local governments.
- Each exchange must be properly documented (photos, videos, written reports, etc.). A summary of the salient points from the exchange will be published on the UNISDR's website.
- Participating municipalities must present a brief report on the actions taken as a result of the exchange six months after its conclusion.

### **Procedure for applying to the call**

- 1- Complete the application form included in Annex 1
- 2- The application must be completed by the institution which is responsible for risk management at the local government level.
- 3- Obtain the support of the highest authority of each one of the local governments that would be participating in the exchange. The application must be accompanied by a letter from the highest authority (Mayor, Prefect, or the equivalent) indicating his/her interest and willingness to support the exchange.
- 4- In the application letter, the participants must commit to preparing a report of the exchange, which will include a description of the activities that the participating municipalities will develop as a result of the exchange. Each exchange must be properly documented; municipalities must follow the guidelines included in Annex 2. Exchange documentation is the responsibility of the participating local governments.
- 5- Include a preliminary agenda for the implementation of the exchange using the proposed plan in Annex 3. The agenda must include tentative dates for the exchange.
- 6- Send the application and its corresponding annexes and the letters of support for the experiential exchange to Ruben Vargas [rvargas@eird.org](mailto:rvargas@eird.org). The letters of support must be signed by the participating local authorities. Applications which do not use the format included in Annex 1 or do not include letters of support from the authorities, will not be accepted (without exceptions).

### **Selection procedure for exchange applications**

The applications will be reviewed by an evaluation committee who will select a maximum of 6 proposals for the exchange of experiences between municipalities. The evaluation committee will be comprised of personnel from UNISDR and members of other institutions invited to participate in the process.

### **Important dates for the call:**

Opening of the call: April 18, 2013

Closing of the call: May 17, 2013

Publication of the results from the call will begin on June 10, 2013



Tentative period during which the exchanges would take place: June-August 2013

**Annex 1: Application form, exchange proposal and request for support**

<b>Exchange of experience between municipalities:</b>		
<b>1- General contact information</b>		
	<b>Municipality A</b>	<b>Municipality B</b>
Name of each one of the municipalites/cities/local governments that will participate in the exchange		
Name of the highest authority of the local government		
Contact Information (e-mail – telephone number)		
Name of the focal point coordinating the exchange		
Contact Information (e-mail – telephone number)		
Name, position, and contact information of the officials that will participate in the exchange for each municipality		
<b>2- General information about the municipalities/cities/local governments that will participate in the exchange</b>		
	<b>Municipality A</b>	<b>Municipality A</b>
Population		
Type of government		
Annual budget (estimate)		
Type of community (urban, rural; semi-urban, other)		
Brief description of the city (principal economic activities, points of interest, important events)		
Brief description of the risks facing the city (threats, vulnerabilities, risks)		

<b>3- Description of the experiential exchange for which support is being requested</b>		
	<b>Municipality A</b>	<b>Municipality B</b>
Brief description of the work to be performed, the participating entities, and the experience to be shared		
Indicate which of the 10 Essentials the exchange of experiences will focus on (the thematic area of interest for each municipality)		
Thematic area in which each municipality offers experience and technical resources		
<b>4 – Justification for the exchange of experiences between the interested municipalities (explain the reasons for which each city is interested in each other’s experiences and the manner in which the exchange will help improve risk management in each city. In other words, answer the question: What will each participant learn from the other?)</b>		
<b>5 – Description of the actions which would result from the exchange in each municipality and the possible forms of cooperation that may materialize from the exchange</b>		
<b>6 – Briefly explain why your municipality’s exchange proposal should be chosen over those of other applicants</b>		

**Annex 2:**

Guide for the documentation of the exchange of experiences

**Experiencias de Intercambio y Aprendizaje Ciudad- Ciudad  
Sugerencias para Visibilidad y Difusión**

**Recomendaciones generales.**

Para fines de difusión y con miras a que la experiencia de intercambio o eventos similares atraigan la atención de los medios, lo más importante es el impacto que generan en la comunidad, las conclusiones, los acuerdos alcanzados y las declaraciones.

Una reseña de experiencia de intercambio idealmente debe cubrir los siguientes aspectos:

- Resumen de la actividad (aspectos sobresalientes, participantes, financiación, etc.)
- Objetivos del intercambio y desarrollo del mismo
- Conclusiones, siguientes pasos y acuerdos del intercambio

**Recomendaciones de Difusión.**

- Publicar en sus plataformas informativas (website, boletín, estación de radio, etc.)
- Distribuir a medios de comunicación locales
- Distribuir a socios y audiencias interesadas en la temática

Un comunicado gestionado con tiempo y con información relevante, así como la participación de personajes relevantes en un evento, pueden conseguir la atención de los medios y convertirse en noticia.

**Ejemplo:** [Intendentes debatieron sobre gestión de riesgo](#)

En toda actividad se recomienda incluir cobertura profesional de foto y video

**Ejemplo:** [Plataforma Regional para la RRD](#)

**Productos desarrollados por organizadores y ciudades participantes**

**Herramientas de apoyo**

A) Comunicado de Prensa:

[ABC de Artículos y Comunicados](#)

**Ejemplos:** [Intercambian Experiencias en Santa Fe](#)

[Lampa y La Paz realizan Intercambio de Experiencias](#)

B) Reportaje en video:

[Recursos para videos de Campaña Ciudades Resilientes](#)

**Ejemplos:** [Santa Fe recibe a la Red de Municipios](#)



<p><a href="#">Lampa y La Paz realizan Intercambio de Experiencias</a></p> <p><b>NOTA: Dar visibilidad a los socios que financian la actividad</b></p>	<p><a href="#">Stand Up Banner Campaña Ciudades Resilientes</a></p> <p><a href="#">Stand Up Banner UNISDR</a></p> <p><a href="#">Galería de Imágenes UNISDR</a></p>
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Canales de difusión de la UNISDR – Las Américas	Requisitos
<p>1. Publicación en plataforma informativa español e inglés, a partir de los contenidos proporcionados*:</p> <ul style="list-style-type: none"> <li>• <a href="http://www.eird.org">www.eird.org</a> y boletín regional</li> <li>• <a href="http://www.unisdr.org">www.unisdr.org</a> y boletín <a href="#">Evidence</a> -sujetos a Editor en la sede-</li> <li>• <a href="http://www.preventionweb.net">www.preventionweb.net</a></li> <li>• Galería de fotos en <a href="#">Flickr</a></li> <li>• Páginas de Facebook <a href="#">Américas</a> y <a href="#">Global</a></li> <li>• Canales de Youtube <a href="#">Américas</a> y <a href="#">Global</a></li> </ul> <p>2. Difusión de materiales proporcionados a la base de contactos regional</p> <p>3. Publicación en boletín informativo bimestral</p> <p>4. Distribución hacia web se socios</p>	<p>* <i>Proporcionar comunicado con traducción o bien completar formato:</i></p> <p><a href="#">Solicitud de Publicación en Internet</a></p> <p>* <i>Adjuntar fotos y/o videos</i></p>
Producción de testimonios en video (Opcional)	Ejemplos
<p>Estos servicios deberán ser contratados a través de terceros</p>	
<p>1. Entrevista básica presencial* o por Skype -hasta 10 minutos-</p>	<p><a href="#">Emilio Graterón, Alcalde de Chacao en la PR12</a></p>
<p>2. Entrevista ilustrada** presencial* o por Skype -hasta 8 minutos-</p>	<p><a href="#">Hospitales y Escuelas Seguras, Carlos Garzón, OPS</a></p>
<p>3. Reportaje ilustrado presencial -hasta 8 minutos-</p>	<p><a href="#">Marco de Colaboración AMUPA-UNISDR</a></p>



**Annex 3: general format for the exchange agenda (example)**

<b>General plan– agenda proposal for the development of the experiential exchange activities</b>			
<b>Day</b>	<b>Activities/preliminary schedule</b>	<b>Details of the activities</b>	<b>Observations/Responsibility/logistical demands</b>
<b>Day 0</b> : arrive at the municipality	Reception from the designated officials	Logistics for hotel transportation	Modified in accordance with the itinerary of the host city
	Getting settled in the hotel	Host municipality defines official as focal point of support and assistance to the mission	
<b>Day 1: items to be addressed on the exchange agenda</b>	9:00 – 10:00 General coordination meeting with the authorities, officials, and technical team	Meeting with the Municipal Authority or his/her representative	Define moderator
		Introduction of the participants (technical teams from both municipalities)	Coordinate refreshments
		Review the agenda	
		Coordination of the mission details, including logistical aspects	
		Group photograph	
	10:00 – 12-30 Development of activities in accordance with the agenda		
	12:30-1400	Lunch	Define logistics
14:00- 17:00 Continuation of the development of activities in accordance with the agenda			
17:00-17:30	End of work session		





<b>Day 2: items to be addressed on the exchange agenda, conclusions, end of the visit</b>	8:30-9:00 recapitulation of the previous day	Review of the agenda planned for the second day	
	9:00 – 12:30 Development of planned activities		
	12:30-14:00	Lunch	
	14:00-17:00 End of meeting impressions, consultations and the coordination of future activities		The discussion result(s) will be included in the final report about the experience that will be prepared by the host municipality
	17:00:17:30	End of the activity	
<b>Day 3: end of visit</b>	Participants return to their city of origin	Logistics for transport to the airport	

