



UNISDR "MAKING CITIES RESILIENT" CAMPAIGN

"PROVINCE OF POTENZA – MUNICIPALITIES – COMMUNITIES" NETWORK FOR TERRITORIAL RESILIENCE

INTERNATIONAL DAY FOR DISASTER RISK REDUCTION 2015 – IDDR 2015

Institutional Website: <http://www.provincia.potenza.it>

Resilience activities Website: <http://provzresilient.wix.com/provzresilient>

Facebook: <http://www.facebook.com/provzresilient>

Twitter: <http://www.twitter.com/provzresilient>

email: provinciapzresiliente@gmail.com

SATURDAY 10th OCT 2015 – PIAZZA MARIO PAGANO POTENZA – 9:30 a.m.-11:30 a.m.

FLASH-MOB

TO CELEBRATE THE INTERNATIONAL UNISDR RECOGNITION TO THE
"PROVINCE OF POTENZA – COMMUNITIES" NETWORK AS:
COMMUNITY CHAMPION IDDR 2015 "KNOWLEDGE FOR LIFE"

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#weResilient

World Role Model for Inclusive Resilience and Territorial Safety

KNOWLEDGE FOR LIFE
#IDDR 2015

Community Champion for IDDR 2015 "Knowledge for Life"

Introduction

Among the government actions on the environmental sustainability and on the territorial safety that the Province of Potenza is running through the implementation of the Provincial Structural Plan (Provincial Territorial Coordination Plan, 2013) and through the subscription to the “Make Cities Resilient” UNISDR Campaign and the creation of a “Province of Potenza – Municipalities – Communities” Network aimed at implementing actions designed to the diffusion of the resilience of the communities – that is, the improvement of the capacities of the communities to effectively resist and respond to the natural disaster risks in the area of prevention – the Province has set the priority to implement at the local level the initiatives envisaged at the international level and that add value and contents to the pursued objectives.

Thus, the Province has conceived a thematic itinerary with the double objective to awaken and enhance the people and communities ability to reduce disaster risks, through knowledge diffusion and the increasing of awareness about the importance of the practices for prevention and mitigation, and to involve them in the decisional and programming processes concerning the territory.

Hence the suggestion to **launch and support a consultation program** about this themes with the aim to lead the institutions and the local authorities in the integration of **people and communities** in the decisional processes concerning the territory development and the policies for the disaster risk reduction.

The involvement of the communities (in their different groups of interest and key components) should be taken, nowadays, at every level of territory planning and management in order to ensure that the impact of the disasters does not keep growing as well as these trends.

Given the composition of the local communities, set up by a variety of subjects with specific features and needs, thus, a **more inclusive approach** in the disaster risk reduction programs and, more in general, in the **government and use of territory policies** is necessary and it is a matter of urgency to recognize the crucial role that every social category can play in the construction of the territorial resilience, through what they can express.

The itinerary carried out by the Province has envisaged the launch of open and permanent confrontation platforms about the resilience of the communities, according to the meeting program that expects the involvement of different social categories considered strategic for the chosen aims (www.provincia.potenza.it ; www.facebook.com/provpzresilient).

The program and operational actions carried out so far saw the Province of Potenza, also as representative of the network of Municipalities and Communities, actively participating and collaborating to three major processes for the revision of global protocols that the UN is coordinating and which interest all 196 countries participating to the General Assembly of the United Nations:

- “**Sendai Framework for Action**” Protocol on the Disaster Risk Reduction, signed in Sendai, Japan, in March 2015;
- The “**2030 Agenda for Sustainable Development**” Protocol about post-2015 sustainable development, signed in New York in September 2015;
- The Protocol “**COP21 on Climate**”, to contrast climate change, which will be signed in Paris, in December 2015.

For the engagement shown and the results achieved so far, the Province of Potenza, with its network of Municipalities and Communities has obtained the following recognitions:

- UNISDR World “Role Model for Inclusive Resilience and Territorial Safety” (January 2015)
- UNISDR Community Champion for IDDR 2015 “**KNOWLEDGE FOR LIFE**” (October 2015)

These recognitions help to provide the strength needed to the Province of Potenza and its network of Municipalities and Communities for the territorial Resilience and for the development of the opportunities to develop projects, actions and suggestions in order to improve the territorial and citizens’ safety in the wide area and the social inclusion (according to the principle: no one left behind).

The International Day for the Disaster Risk reduction IDDR 2015, the international recognition as “Community Champion IDDR 2015 “KNOWLEDGE FOR LIFE” and the FLASH-MOB

Like every year, the next 13th of October is organized the celebration of the International Day for Disaster Risk Reduction 2015 with the launch of attractive slogans.

This year’s reference theme is “**KNOWLEDGE FOR LIFE**”, as background of the Communities united to face the

common threat of disasters, invested thanks to the local knowledge, traditional cultures and different experiences acquired in the way to live everyday life.

During this Day, the Province of Potenza, will receive in Brussels a formal recognition by the UNISDR, as “Champion in the Reduction of the Disaster Risk for IDDR 2015”, for the contribution and the engagement shown by the Province and its network of Municipalities and Communities in their conjoint and “inclusive” way of working in order to implement the territorial Resilience with a network approach.

This recognition, in particular, is credit of the Communities that, with the dynamism and the engagement so far shown, has made real the fulfillment of this itinerary and it will help us achieving more and more important and considerable results.

The Province of Potenza is honored to take this opportunity to express a great thanks to everyone of you!

The UNISDR recognition as “Community Champion” will be given to the President of the Province of Potenza, Nicola Valluzzi, and to the manager of the Territorial Planning and Civil Protection Office of the Province of Potenza and UNISDR Advocate, Alessandro Attolico, during the celebration of the International Day for Disaster Risk Reduction (IDDR 2015) within the Open Days of the Regions, of the Local Authorities and the Cities that will take place in Brussels on the next 13th of October 2015:

(<http://www.unisdr.org/we/campaign/iddr> ; http://ec.europa.eu/regional_policy/opendays/od2015/index.cfm).

To celebrate this unique event of global relevance, it is our intention, with this initiative, to bring a contribution directly provided by the communities, a direct proof of how the communities of the Province of Potenza are contributing, with enthusiasm and dynamism that identifies them, to the development of the objectives and the actions aimed at increasing the territorial resilience and the safety of the citizens.

The idea is to realize a video, in an extremely economical way, which can show with a joyful, but concrete, approach the sense of the Province-Communities Network. The video will be shown in this internationally relevant occasion and it will also be sent to the United Nations Office for Disaster Risk Reduction (UNISDR) to be broadcasted through its global channels.

The video will record the images concerning a FLASH-MOB organized on Saturday the 10th of October in Piazza Mario Pagano – Potenza, and which will involve the representatives of all the Communities and EVERYONE (citizens, passer-by and onlookers) who would like to participate spontaneously.

However, our advice is not to worry. It is a day of celebration and this is the only message that we want to send, even with the resulting imperfections.

FLASH-MOB PROGRAMME: Saturday the 10th of October – Piazza Mario Pagano, Potenza

9:30 A.M. – 11:00 A.M. : dress rehearsal

11:00 A.M. – 11:30: Flash-mob recording

Soon after, at the “Villa del Prefetto” Park, we can meet and share inputs and ideas for our future activities.

Choreography: Kelly Roberts

Contribution to the Organization: “Human Flowers” ONLUS Association

Link of the choreography used for the Flash-Mob: <http://youtu.be/X48e75WxLMM>

THE PARTICIPATION IS OPEN TO EVERYONE. THUS, WE HOPE THAT IT WILL BE MASSIVE

OPEN PARTICIPATION IMPLIES THE FULL ACCEPTANCE OF THE ABOVE CONDITIONS AND IN PARTICULAR THE USE AND DIFFUSION OF THE RECORDED IMAGES.

For every explanation is possible to ask the contact person of the Province of Potenza Territorial Planning Office and the team of the organisers.

For organization reasons, a pre-registration is desirable (even if it is not compulsory) on the following website:

<http://on.fb.me/1KZdvoK> or by utilizing the QR code on the right.

