

The IDDR 2016 - Live to Tell

Understanding Disaster Risk, a bases for the Sendai Seven



With the “Switch to Sendai” campaign running in full effect, local, national and regional platforms and organizations have been actively taking on the process of embracing the Sendai Framework for Disaster Risk Reduction. Seen as the means through which disaster risk can greatly be diminished, the realization of the desired outcomes of the framework requires the strong commitment and involvement of political leadership in every country at all levels in the implementation and follow-up of the present Framework and in the creation of the necessary conducive and enabling environment.

In order to support the assessment of the implementation and progression of the desired outcome of the framework, 7 targets have been designated. On the 13th of October, 2016, a 7 year campaign will be launched, titled the **Sendai Seven**. Over the next seven years, each International Day for Disaster Reduction will promote one of the seven Sendai global targets and galvanise necessary action for its achievement.

Under the theme “**Live to Tell**”, the 2016 International Day for Disaster Reduction will highlight actions taken towards Sendai Framework global target (a) to “substantially reduce disaster mortality by 2030, aiming to lower average per 100,000 global mortality between 2020-2030 compared to 2005-2015.”

In order for the implementation of the framework to be fluid and successful, and to ensure the targets are all duly achieved, action towards the implementation needs to be focused on priority

areas. The Sendai Framework for Disaster Risk Reduction identified those priorities as being four, with “**Understanding Disaster Risk**” as the first of those.

The celebration of the International Day for Disaster Reduction will thereby focus on:

- Promoting the Sendai Seven campaign
- Examine the link between understanding disaster risk and reducing mortality, priority and target one respectively.

In addition, in the UNISDR’s continuous efforts to involve youth, who serve as a critical part of the community, the event will as well mark the announcement of the “**Arab Youth Council on Disaster Risk Reduction,**” which will allow youth full integration into the Disaster Risk Reduction process.

Event Details

Logistics

- **Venue:** MUST Knowledge Center - Conference Hall
- **Hosting entity:** co-hosts MICD and UNISDR ROAS
- **Attendees: 40 attendees**
 - UNISDR Representatives
 - League of Arab States Representatives
 - MICD Representatives
 - MUST Administration Representatives (*invites to the president and chairman of the board*)
 - MUST Faculty of Medicine representatives (*invites to the Dean and the Community Medicine department*)
 - Selected Representatives from select student bodies (Enactus, MMSA, AIESEC, EPSF only)
- **Catering:** to be provided for by the university