



1. THE SENDAI SEVEN CAMPAIGN IN 2019 – #BuildToLast #DRRday

The United Nations General Assembly has designated 13 October as International Day for Disaster Reduction to promote a global culture of disaster reduction, including disaster prevention, mitigation and preparedness. It is an opportunity to acknowledge the progress being made toward reducing disaster risk and losses in lives, livelihoods and health. Such an outcome is the aim of the Sendai Framework for Disaster Risk Reduction 2015-2030 adopted at the Third UN World Conference on Disaster Risk Reduction in Japan in March 2015.

The Sendai Framework has seven strategic targets and 38 indicators for measuring progress on reducing disaster losses. These indicators align implementation of the Sendai Framework with implementation of the SDGs and the Paris Agreement on climate change.

In 2016, the UN Secretary-General launched “The Sendai Seven Campaign” to promote each of the seven targets over seven years.

The Seven Global Targets

2016 - Target (a): Substantially reduce global disaster mortality by 2030, aiming to lower the average per 100,000 global mortality rate in the decade 2020-2030 compared to the period 2005-2015;

2017 - Target (b): Substantially reduce the number of people affected globally by 2030, aiming to lower the average global figure per 100,000 in the decade 2020-2030 compared to the period 2005-2015;

2018 - Target (c): Reduce direct disaster economic loss in relation to global gross domestic product (GDP) by 2030;

2019 – Target (d): Substantially reduce disaster damage to critical infrastructure and disruption of basic services, among them health and educational facilities, including through developing their resilience by 2030;

2020 – Target (e): Substantially increase the number of countries with national and local disaster risk reduction strategies by 2020;

2021 – Target (f): Substantially enhance international cooperation to developing countries through adequate and sustainable support to complement their national actions for implementation of the present Framework by 2030;

2022 – Target (g): Substantially increase the availability of and access to multi-hazard early warning systems and disaster risk information and assessments to people by 2030.

The 2019 target is target (d): “Substantially reduce disaster damage to critical infrastructure and disruption of basic services, among them health and education facilities, including through developing their resilience by 2030;”

In keeping with the Day’s focus on the impact that disasters have on people’s lives and well-being, this year’s theme is about conveying the message that many disasters can be avoided or prevented if there is a risk-informed approach to the development, construction and maintenance of critical infrastructure, in order to ensure that the creation of new risk is avoided, and that critical infrastructure continues to function during and after a disaster. Given the high death tolls, notably in earthquakes and tsunamis, it is especially important that great care is taken to ensure that schools and hospitals are built to last by ensuring that location and hazard-appropriate planning regulations and building codes are enforced. Other areas of critical infrastructure which help to achieve other Sendai Framework targets include potentially life-saving utilities and services such as food and water supply, energy, telecommunications and transport.

One metric which illustrates the extent of the challenge is the scale of insured economic losses over the three years since the Sendai Framework was launched. Those three years are all in the top five for insured losses over the last thirty years, including the record breaking year of 2017 which came to \$135 billion bookmarked by \$50 billion in insured losses in 2016 and \$80 billion in 2018. Overall insurance industry estimates of direct economic losses during those three years comes to \$665 billion. A considerable proportion of those losses comes from infrastructure failures in high-income countries. It is also worth noting that these years have coincided with new records on global warming; the last five years have been the hottest years on record globally.

Less is known about the extent of economic losses incurred in low and middle-income countries because of the lack of reliable economic loss data but loss of life from geophysical and extreme weather events remains stubbornly high in many of these countries indicating weaknesses in the built environment and its function of protecting and safeguarding lives. Safe hospitals and safe schools in low and middle income countries have long been campaign issues for UN agencies such as WHO, Unesco, Unicef and UNDRR. This is a key consideration in the development of local and national strategies for disaster risk reduction - Sendai Framework target (e) - which are expected to be in place by 2020.

2. INTERNATIONAL DAY FOR DISASTER REDUCTION 2019 #BuildToLast #DRRday

Goal: Identify advocacy opportunities through the year to highlight resilient infrastructure in the lead up to International Day for Disaster Reduction on 13 October 2019:

Provide an advocacy platform to all governments, local governments, health and education authorities, disaster management agencies, UN agencies, NGOs, Red Cross and Red Crescent societies, civil society groups, construction industry, insurance industry, academic and scientific institutions, and other interested groups to highlight the critical importance of building to last, with the engagement and consent of vulnerable groups especially in low and middle-income countries.

2.1 MAIN OBJECTIVES

- Promote and encourage events at national and community level to mark implementation of the Sendai Framework with a focus on target (d);
- Highlight the impact of resilient critical infrastructure on human safety and well-being notably in the education and health spheres;
- Partner with the insurance industry to highlight what goes wrong with critical infrastructure when it is not risk informed;
- Highlight global analysis of the state of critical infrastructure;

3. KEY MESSAGES/ TALKING POINTS

- If it's risk informed, it's sustainable; and if it's not sustainable it has a human cost.
- Increasing exposure of critical infrastructure and economic assets has been the major cause of long-term increases in economic loss from disasters and shows that the economic incentives for location in many hazard-prone areas continue to outweigh the perceived disaster risks.
- Investment in disaster risk reduction generally represents a large saving in terms of avoided losses and reconstruction costs with cost benefit ratios ranging from 3:1 to 15:1 or higher in some cases.
- Integrating disaster risk reduction into investment decisions is the most cost-effective way to reduce risk.
- Investing in disaster risk reduction is a precondition for developing sustainably in a changing climate.
- If risk reduction can be included explicitly in national development and climate adaptation plans and budgets, all parts of government are then able to programme risk reduction actions and investments.
- The adoption of hazard resistant building standards, planning and environmental regulations and the overall strengthening of risk governance through institutions and systems, protect people from the risk of vulnerable infrastructure;
- Weak implementation and enforcement mechanisms are common problems in countries where most urban development is informal.
- When critical infrastructure fails, businesses experience indirect losses, as production, distribution and supply chains are interrupted; consequently, production, output and throughput are reduced.
- It is currently estimated that US\$6 trillion will have to be invested annually in infrastructure (urban, land-use and energy systems) by 2030 (Global Commission on

the Economy and Climate, 2014). If this investment is risk-sensitive, it is an opportunity to avoid the creation of new risk and future losses.

- Resilience has to be embedded in the business planning for new cities and towns given the plethora of risks which rapid urbanization and population growth in disaster-prone parts of the world can bring in their wake.
- The high structural vulnerability of housing, schools, infrastructure and other assets in poor rural areas exposed to floods, tropical cyclones and earthquakes also leads to major mortality in disasters.
- Low-intensity damage to housing, local infrastructure, crops and livestock, which interrupt and erode livelihoods is extensively spread within countries and occurs very frequently;

5. #BuildToLast Campaign

The #DRRday website will highlight key initiatives and engage stakeholders by issuing a global call for partners and sectors to contribute content.

Visualizations and stories will be included to illustrate action and partnerships, with a particular focus on resilient critical infrastructure where it is demonstrably clear that damage or collapse has been avoided because of foresight and planning, and there has been minimum disruption of services in sectors such as health and education.

UNDRR will develop branding for the page which will be a resource for the entire DRR community to use for posting details of their planned events for the day including photographs, video clips, posters and commentary. This page will also be a resource including logos, infographics, press release, news stories, photographs, public service announcement and other useful materials.

5.1 Newsfeed

PreventionWeb will curate relevant news stories and case studies which speak to the theme to be featured on the DRRday website.

5.2 Social Media

UNDRR will use Twitter and Facebook to engage and generate support from organisations and individuals for the theme of the day, requesting they share the following messages, accompanied by a suitable image, with their followers:

Nothing undermines development like a disaster. Reducing damage to critical infrastructure saves lives and avoids economic losses #BuildToLast #DRRday

You can evacuate people but housing, schools, health facilities, public utilities, roads and infrastructure cannot be “evacuated” and, if not structurally resistant, they can be damaged or destroyed #BuildToLast #DRRday

Natural hazards are most dangerous when critical infrastructure fails, leading to injury and loss of life. Make sure it’s risk informed #BuildToLast #DRRday

The most expensive hospital or school is the one that collapses in a disaster. Let’s reduce damage to critical infrastructure and #BuildToLast #DRRday

Schools, hospitals, bridges, roads, electricity supply...Make sure they are still there when you need them most #BuildToLast #DRRday

Children need to know they are safe at their desks even if their school is hit by an earthquake #BuildToLast #DRRday

Hospital patients should not have to worry if they are safe in their beds during an earthquake, a flood or a storm #BuildToLast #DRRday

Too many people die in earthquakes, floods and storms because of collapsed buildings or inadequate planning. These tragedies can be avoided if we #BuildToLast #DRRday

What would you prefer? #BuildToLast or #BuildBackBetter? For many building back better will be too late #DRRday

Risk-informed investment in critical infrastructure represents large savings in terms of avoided losses and reconstruction costs with cost benefit ratios ranging from 3:1 to 15:1 or higher in some cases #BuildToLast #DRRday

Damage to critical infrastructure and housing is leading to a worldwide surge in internal displacement. Location and quality of construction matter. #BuildToLast #DRRday

The days of single use infrastructure are over. A new highway can double as a flood barrier. A new school can be a cyclone shelter when needed. #BuildToLast #DRRday

5.3 PSA/ videos

UNDRR Comms will produce a PSA for the day which will be available a month in advance.

5.4 Expected Outcomes

1. Greater global awareness of the Sendai Framework and a key target;
2. Greater focus on risk-informed investment in critical infrastructure in national and local strategies for disaster risk reduction;
3. Greater understanding of how disaster risk is created by failed efforts to ensure critical infrastructure is resilient;
4. Public discourse to promote attitudinal and behavioral change towards disaster risk management.