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# INFORMATION FOR THE MEDIA

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VI REGIONAL PLATFORM FOR DISASTER RISK  
REDUCTION IN THE AMERICAS



Sistema Nacional de Gestión  
del Riesgo de Desastres



GOBIERNO DE COLOMBIA



**UNISDR**

Oficina de las Naciones Unidas para la Reducción  
del Riesgo de Desastres



# “Towards a region that is less vulnerable with more resilient communities”

During the Third United Nations World Conference on Disaster Risk Reduction, held in March 2015, the Sendai Framework for Disaster Risk Reduction 2015-2030 (Sendai Framework) was adopted. This Global Framework, along with the other global agreements adopted during 2015, constitute the 2030 Agenda, which establishes comprehensive disaster risk management and its integration into development as fundamental for Member States.

The Sendai Framework for Disaster Risk Reduction seeks to achieve “the substantial reduction of disaster risk and losses in lives, livelihoods and health and in the economic, physical, social, cultural and environmental assets of persons, businesses, communities and countries”.

Achieving this result requires not only the commitment of political leaders at all levels; it is also necessary for all actors to actively participate in the implementation and monitoring of the Sendai Framework for Disaster Risk Reduction and related actions.

The Global and Regional Platforms for Disaster Risk Reduction constitute a dynamic multisectorial space that promote the exchange of knowledge among the disaster risk management actors, stimulate discussion and encourage the formulation of policies at the regional, national and local level.

Similarly, it is also a space to launch new initiatives, promote campaigns and partnerships and present progress achieved in disaster risk reduction.

Under the auspices of the Government of Colombia as host country, in cooperation with the United Nations Office for Disaster Risk Reduction (UNISDR), the sixth session of the Regional Platform for Disaster Risk Reduction in the Americas will represent an opportunity for governments, the private sector, civil society and other actors in the Americas to exchange experiences in the implementation of the Regional Action Plan, signed on March 2017 in Montreal, Canada, as a supporting tool for the Americas in the implementation of the Sendai Framework for Disaster Risk Reduction 2015-2030.

# Objectives and expected results

The Regional Platform for Disaster Risk Reduction in the Americas will have three general objectives and eight specific objectives linked to the different priorities of the Sendai Framework. The three general objectives are:

1. Present and analyze the progress achieved at the regional level regarding the implementation of the Sendai Framework
2. Identify viable approaches and mechanisms to advance the implementation of the Regional Action Plan, contributing to and supporting countries in the development and the implementation of their national and local DRR plans, as well as in the design and utilization of monitoring indicators.
3. Acknowledging that at the centre of all efforts to reduce the risk of disasters and to build resilience lays the wellbeing of individuals; we will promote an approach of shared responsibility by all society. As such, we shall recognize, highlight and strengthen the role and leadership of community networks, civil society, volunteer groups, women, people with disabilities, indigenous populations, and groups living in conditions of high vulnerability as agents of change in disaster risk reduction and in strengthening resilience throughout the Americas.

The specific objectives of the Sixth Regional Platform for Disaster Risk Reduction are articulated to the four priorities of the Sendai Framework for Disaster Risk Reduction. They are:

## Priority 1: Understand disaster risk

1. Exchange experiences about risk knowledge including on national and local monitoring tools, on building baselines and collecting disaggregated data on damages and losses.
2. Analyze the availability of information on risk assessments as a basis to guide risk reduction and preparedness measures, including and promoting cost-benefit analyses among others.

## Priority 2: Strengthen disaster risk governance to manage disaster risk

3. Promote the coherence of regulatory frameworks and the articulation between disaster risk reduction, climate change adaptation and the 2030 Agenda for Sustainable Development, ensuring the integration of risk in development planning tools.
4. Promote the articulation of national plans and local efforts to foster coherence, bridge the gap between the different levels of administration and strengthen capacities at local level.

## Priority 3: Invest in disaster risk reduction for resilience

5. Promote the implementation of methodologies to integrate DRR in public and private investments, as well as financial mechanisms or instruments that intentionally withhold or transfer risk as measures of financial protection through the identification of successful experiences and models.

## Priority 4: Enhance disaster preparedness for effective response and to “Build Back Better” in recovery, rehabilitation and reconstruction.

6. Recognize, highlight and strengthen the role of the private sector and public-private initiatives for disaster risk reduction, preparedness, and resilient investments.
7. Analyze incentive mechanisms for resilient investments that could be promoted by States, as well as by multi-lateral finance institutions.
8. Share successful experiences of continuity of critical services in case of disasters and identify lessons for a better preparedness and articulation between the private and public spheres.

# Importance for Colombia and the region

The VI Regional Platform represents an opportunity for Member States to share experiences, strengthen their capacities, transfer knowledge and present successful actions related to disaster risk reduction at national and local levels. Similarly, it is hoped that this session will increase the level of participation and the commitment of actors and stakeholders in the implementation of the Sendai Framework as well as in integrated disaster risk management as a key component for sustainable development.

The Regional Platform will include an inter-governmental segment, technical sessions and parallel and special activities in which participants will have the opportunity to interact and engage in dialogue about the application and monitoring of the Sendai Framework, as well as discussions on best practices and lessons learned in this area. One of the most relevant aspects will be the high-level session, in which ministers and high-level government authorities who are present at the meeting will review the Disaster Risk Reduction Agenda for the next two years in the Americas region.

# Sendai Framework for Disaster Risk Reduction 2015 – 2030

The RP18 session will be implemented in the context of the four priorities established in the Sendai Framework. These priorities are:

**Priority 1:** Understanding disaster risk

**Priority 2:** Strengthening disaster risk governance to manage disaster risk

**Priority 3:** Investing in disaster risk reduction for resilience

**Priority 4:** Enhancing disaster preparedness for effective response and to “Build Back Better” in recovery, rehabilitation and reconstruction

# General information about the RP18

## Date

June 20th, 21st and 22nd, 2018

## Place

Cartagena de Indias Convention Centre - Colombia

## Organizers

Government of Columbia led by the National Unit for Disaster Risk Management (UNGRD) and United Nations Office for Disaster Risk Reduction (UNISDR).

## Participants

Around 1,000 representatives of official delegations, risk management authorities in Latin American, North American and Caribbean countries, United Nations agencies, international organizations, private sector and Colombian entities from different sectors and the civil society.

## Special guest country from another region

South Africa



# Agenda for the Event

The draft version of the agenda is available here. Some parts of the program won't be accessible to the media. The agenda and the itinerary for the media will be updated on a later date.

To learn about everything that is happening in the framework of the PR18, please consult our social media: @UNGRD and @UNISDR\_Americas in Twitter, @UnisdrLasAmericas and @UNGRD in Facebook.

## Alternative spaces

The media outlets that cover the VI Regional Platform for Disaster Risk Reduction (DRR) in the Americas will have a range of educational and investigative spaces for journalistic activities.

In addition to the plenary and parallel sessions, the official declarations from member states and press conferences that will be held in the framework of this regional event, two alternative spaces will be offered: The Ignite Stage and the Marketplace.

### *Ignite Stage: a space to learn about risk management experiences*

The IGNITE Stage is a space in which participants from the Regional Platform will have 20 minutes to present new products or initiatives in the area of disaster risk reduction. The objective of this space is to complement and broaden the range of topics discussed in the Regional Platform in order to go beyond what is presented in the main sessions and parallel events.

### Place:

Exhibition Hall and the lobby of the Gran Salón Barahona - Cartagena de Indias Convention Centre

### Timetable:

- Wednesday 20th of June 2018: from 11:00 a.m. to 7:00 p.m. (local time)
- Thursday 21st of June 2018: from 9:00 a.m. to 7:00 p.m. (local time)
- Friday 22nd of June 2018: from 9:00 a.m. to 2:45 p.m. (local time)

### *Market Place: A diverse market for risk reduction*

With 29 exhibitors, the Market Place will become an ideal alternative setting for public institutions, private companies and community organizations to learn about progress and products for disaster risk reduction.

With the special participation of the Museum of Disaster Risk Management Knowledge, the first of this type in Colombia and the second in the region, as well as an online consultation space, attendees of the VI Regional for Disaster Risk Reduction will be able to learn about why Columbia is a less vulnerable country and why its communities are more resilient to disasters, as well as the importance of working towards this objective together across the Americas.

# LOGISTICAL INFORMATION FOR MEDIA OUTLETS

## Media Accreditation

Media outlets that are interested in attending the VI Regional Platform for Disaster Risk Reduction in the Americas and wish to access the Media Center in the Cartagena de Indias Convention Center will have to apply for their accreditation using the online form (<http://eird.org/pr18/eng/aplicacion-for-media.html>). In addition, media representatives will need to inform the organizers if they have any special needs or requirements.

In the days following your request, media representatives will be informed via email about the status of their application.

The media accreditation passes for the different activities that will be implemented in the framework of the PR18 will have to be displayed in a visible space and presented at access points for the media.

*In the case that a media representative does not have this document, entry will not be permitted.*

## Lost or stolen accreditation

If your accreditation pass is lost or stolen, the holder should immediately advise media liaison staff from UNGRD and UNISDR.

The final deadline to apply for accreditation is May 15th, 2018.

## Accommodation

It is the responsibility of each media representative to reserve their own hotel room. A suggested list of hotels with discounted prices for the participants in the Regional Platform is available. When reserving your accommodation at these hotels, please mention that you are participating in the “2018 Regional Platform for Disaster Risk Reduction in the Americas”.

## Media Centre

The Cartagena Convention Centre has a Media Centre that will offer necessary services for media representatives in the framework of the PR18, providing daily information about the different events and conferences that will be held over the three days.

All of the accredited media representatives, journalists and technical staff can enter the Media Centre to work comfortably. Wi-Fi will be available along with electrical outlets, work stations, computers, broadcast via streaming in two languages (Spanish and English) and a printer, scanner and photocopier.

RTVC will provide a direct broadcast of different events and activities from RP18.

## Interpreting

Interpreting will be provided in both English and Spanish for the opening and closing ceremonies, the plenary sessions, the parallel sessions, official statements, the ministerial meeting and the press conference.

## Access to each event

Access to different spaces in the framework of RP18 provides a range of possibilities for journalistic coverage. Media representatives can access these spaces by showing their accreditation.

However, in the program there are three events that media access is restricted for.

The events with restricted access are:

- 20th of June 2018  
Session on the Regional Action Plan (PAR)
- 21st of June 2018  
Ministerial Dinner
- 22nd of June 2018  
Ministerial Meeting

The media representatives who are interested in the results of the events that have restricted access will receive information following these sessions through press conferences and/or official statements.

## Transmission via streaming and the institutional television channel

There will be an official broadcast of the VI Regional Platform for Disaster Risk Reduction in the Americas through the official websites:

UNGRD: <http://portal.gestiondelriesgo.gov.co/>

Platform: <http://eird.org/pr18/index.html>

Institutional TV Channel: <https://www.canalinstitucional.tv/>

The coding to embed the broadcast of the VI Regional Platform for Disaster Risk Reduction in the Americas are:

<https://shares.enetres.net/live.php?source=CoreV1&v=508BEB0AB615426BBD-31B50624B0D34502433>

<https://shares.enetres.net/live.php?source=CoreV1&v=508BEB0AB615426BBD-31B50624B0D34502434>

### MOVIL 1 - ROOM GETSEMANÍ

#### **CODIGO EMBED**

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**URL**

<https://shares.enetres.net/live.php?source=CoreV1&v=25EEB9AC58B941BC9A0AA5274AF9B046021>

**MOVIL 2 - ROOM BARAHONA**

**CODIGO EMBED**

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**URL**

<https://shares.enetres.net/live.php?source=CoreV1&v=25EEB9AC58B941BC9A0AA5274AF9B046023>

**MOVIL 3 - ROOM BARAHONA**

**CODIGO EMBED**

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**URL**

<https://shares.enetres.net/live.php?source=CoreV1&v=25EEB9AC58B941BC9A0AA5274AF9B046025>

**WEB TV**

<http://enetres.tv/channels/nqrd/>

## Broadcast details

Day 1 - June 20th 2018			
Time	Signal for Institutional Channel	Streaming Signal 1	Streaming Signal 2
09:00 - 10:30		Opening and welcome by high level officials - Welcome speeches, opening remarks	
11:00 - 12:30		PLENARY 1: Risk assessment, analysis and monitoring: Tools and experiences (Priority 1 Sendai Framework)	
14:00 - 15:30	NA	PARALLEL 1: Early warning systems for different hazards: Good practices	PARALLEL 3: Risk integration in private sector practices.
15:40 - 17:10	NA	PARALLEL 4: Sendai Framework Monitoring and alignment with SDG and CC	PARALLEL 6: Flood risk management: River management (progress and pending challenges)
21:30 - 22:00		Newscast of VI Regional Platform for Disaster Risk Reduction	
Day 2 - June 21st 2018			
Time	Signal for Institutional Channel	Streaming Signal 1	Streaming Signal 2
9:00 - 10:30		PLENARY 2: Coherence of global agendas (CC, DRR, SD) in regional, sub-regional, national and local planning (Priority 2 Sendai Framework)	
11:00 - 12:30	NA	PARALLEL 7: Implementation of the Sendai Framework at the National Level: national plans and regulatory frameworks	PARALLEL 8: National Risk Analysis
14:00 - 15:30		PLENARY 3: Investment and resilient infrastructure: good practices in the region and applicability in the countries (Priority 3 Sendai Framework)	
15:40 - 17:10		PARALLEL 10: Planning instruments for Disaster Risk Management	PARALLEL 11: Incentives and instruments to promote resilient investments
17:20 - 18:50		PARALLEL 13: Strengthening mechanisms of International Cooperation for Disaster Risk Reduction and Emergency Response	PARALLEL 14: Public management for financial transfer of disaster risk
21:30 - 22:00		Newscast of VI Regional Platform for Disaster Risk Reduction	
Day 3 - June 22nd 2018			
Time	Signal for Institutional Channel	Streaming Signal 1	Streaming Signal 2
9:00 - 10:30		PLENARY 4: Preparedness for response and resilient recovery. Advances and opportunities (Priority 4 Sendai Framework)	
11:00 - 12:30		PARALLEL 17: Plans and works to mitigate risk conditions	PARALLEL 16: Preparation and implementation of recovery: collaboration and partnerships in public-private work
14:00 - 15:30		PARALLEL 18: Local leadership and community resilience	Market Place Tour
15:40 - 17:00		Closing ceremony - Presentation of the Government of Colombia	
21:30 - 22:00		Newscast of VI Regional Platform for Disaster Risk Reduction	

## Social networks and information app

The VI Regional Platform for Disaster Risk Reduction (DRR) in the Americas can be followed around the world thanks to our live broadcast and through UNISDR's and UNGRD's social networks: Facebook, Twitter, YouTube and Flickr.

The main #hashtags for participating in the virtual conversation about the Platform at a regional level and to monitor the events online are:

#SendaiAmericas

#RP18

#ComunidadesResilientes (Resilient communities)

At a national level, in Colombia the national government will promote the following #hashtags

#ColombiaMásResiliente (More resilient Colombia)

#ColombiaMenosVulnerable (Less vulnerable Colombia)

#AméricasMásResilientes (More resilient Americas)

#AméricasMenosVulnerables (Less vulnerable Americas)

#VIPlataformaReducción (VI Reduction Platform)



## Mobile app

The VI Regional Platform for Disaster Risk Reduction (DRR) in the Americas is a paper free event, which is why participants are encouraged to use the website and the event's mobile application to gain access to information about the Platform:

- Mobile app for [iPhone/iPad](#).
- Mobile app for [Android](#).

## Complete list of social networks

### UNISDR

 **Facebook:**  
@UnisdrLasAmericas

 **Twitter:**  
@UNISDR\_Americas

 **YouTube:**  
UNISDRAmericas

 **Flickr:**  
UNISDR

### UNGRD

 **Facebook:**  
@GestionUNGRD

 **Twitter:**  
@UNGRD

 **YouTube:**  
UNGRD Gestión del Riesgo de Desastres

 **Flickr:**  
UNGRD SNGRD

## General recommendations

If you lose your accreditation it won't be replaced, meaning that you lose access to the PR18 activities.

- All of the events in the framework of the PR18 will be held in enclosed spaces.
- Please take into account:
- The media areas for each of the events will have: Wi-Fi, internet connection with UTP terminals; audio monitors and splitters with access for television cameras.

# Contact information

If you need more information about logistics for media outlets during the PR18, please contact:

## Media and Communications Manager

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External relation officer UNISDR

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## Contact person for communications strategies

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If you need more information, please visit the contact list (<http://eird.org/pr18/eng/contact.html>) on the Platform's website.