

1. THE SENDAI SEVEN CAMPAIGN - 7 Targets, 7 Years (2016-2022)

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. For 25 years, the International Day for Disaster Reduction (IDDR) has been a major global awareness event to recognize progress and encourage further efforts to build disaster resilient communities and nations.

International Day for Disaster Reduction is an opportunity to acknowledge the substantial progress being made toward 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. Such an outcome is the aim of the Sendai Framework for Disaster Risk Reduction adopted at the Third UN World Conference on Disaster Risk Reduction in Japan in March 2015.

The Sendai Framework has strategic targets to advocate for the critical work that remains to be done and establish a roadmap toward full implementation.

Last year saw the launch by the UN Secretary-General of “The Sendai Seven Campaign” to promote each of the seven targets over seven years. This year’s target is focussed on prevention, protection and reducing the number of people affected by disasters, Target (b). It concerns the safety of all but particularly those at greater risk of death, injury, ill-health, loss of livelihood, displacement and lack of access to basic services from disaster events including women and children, people living with disabilities, and older persons. These groups have varying degrees of exposure to disaster events and also need to be included in disaster risk management planning. The International Day’s rallying cry implies all this but focusses on the primal importance of the family home as a sanctuary and safe refuge in times of disaster with a particular focus on preventing displacement. The Campaign will also encompass the other key indicators for Target (b) which reference protection against injury, ill health and loss of livelihood. The family home is often a place of work in low-income communities.

“Home Safe Home” is the slogan for International Day for Disaster Reduction in 2017 following a year in which 24.2 million new displacements by disasters were recorded by the Internal Displacement Monitoring Centre (IDMC).

The Sendai Seven Campaign is an opportunity for governments, local governments, UN agencies and all stakeholders including the private sector, science and technology partners, community groups, civil society organisations, international organisations, to promote and advertise best practice at international, regional and national level across all sectors, to reduce disaster risk and disaster losses.

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 success of this year's Campaign depends on engagement and connection with a wide range of stakeholders in order to promote awareness of disaster prevention and the need to switch emphasis from managing disasters to managing disaster risk as outlined in the Sendai Framework.

2. INTERNATIONAL DAY FOR DISASTER RISK REDUCTION 2017 - HOME SAFE HOME

REDUCING EXPOSURE, REDUCING DISPLACEMENT

#switch2sendai #IDDR2017

Goal: Use International Day for Disaster Reduction on 13 October 2017 to:

Provide an advocacy platform to all governments, local governments, disaster management agencies, UN agencies, NGOs, Red Cross and Red Crescent societies, civil society groups, businesses, academic and scientific institutions, and other interested groups to demonstrate support for gender-sensitive implementation of the Sendai Framework and to highlight achievements and challenges in so doing with a particular focus on reducing the numbers of people affected by disasters.

While not every natural hazard has devastating consequences, a combination of natural, cultural, social and political factors contributes to disasters. Over the last twenty years, over 1.35 million have died as a result of their vulnerability and exposure to natural hazards with women and girls bearing a heavy toll; and over four billion have been displaced and left homeless, injured or in need of emergency assistance. Deaths due to disasters from weather- and climate-related events (floods, storms and heatwaves in particular) account for the majority of disaster deaths in most years and there has been a sustained rise, more than doubling, over the past forty years. More than half of disaster mortality is caused by extreme geophysical disaster events, primarily earthquakes, including tsunamis, and volcanic eruptions. Source: CRED - UNISDR (2016). Poverty & Death: Disaster Mortality 1996-2015

The 2017 campaign will seek to raise global awareness about effective actions, policies and practices taken to reduce exposure to disaster risk at the community level thereby contributing to saving homes and livelihoods. This is a considerable challenge which can be accomplished only through coordination, cooperation and collaboration among many stakeholders. Yet it is apparent that taking action on Target (b) will be amplified by having a positive impact on saving lives Target (a), reducing economic losses Target (c) and damage to critical infrastructure Target (d). It will also provide evidence that strategies are in place at national and local level Target (e).

The successful implementation of the Sendai Framework is critical to the achievement of 2030 Agenda for Sustainable Development, notably the Sustainable Development Goals and the Paris Agreement on Climate Change. To implement the SDGs, we need to match the progress we have made in reducing loss of life from disasters by making similar advances in reducing the numbers of people affected. Disasters are gateways to poverty and distress for many vulnerable people living in low and middle-income countries. Large-scale displacement can increase migration flows.

Reducing the risks which accrue from rapid urbanisation, poverty, environmental deterioration and climate change is best achieved by avoiding the creation of these risks in the first place. We are all responsible, and the success of the SDGs depends on it.

All stakeholders are urged to use the opportunity of October 13 to tell the world what you are doing individually and collectively to implement the Sendai Framework in order to reduce exposure and displacement, to enhance women empowerment and leadership, and improve health and economic outcomes for families at risk. This recognition that durable and sustainable change is possible will reinforce the dedication and commitment to reach the targets set for 2030 with substantially reduced numbers of people affected globally.

Some questions to consider....

- Are your actions and partnerships helping to reduce the numbers of people affected by disasters and how are you doing this?
- Do you provide open and timely access to risk maps, risk profiles, risk data and information to inform plans and decisions that prevent or mitigate disasters?
- Do you collect data on disaster affected persons by age, gender and disability?
- Are you facilitating coordination between various partners and stakeholders to reduce exposure and displacement?
- Are you improving how risk-informed people are about where they live and work?
- Have you been able to assist governments, local governments and the private sector to avoid locating homes and businesses in hazard prone locations?
- Have you been able to support, directly or indirectly, improvements in the standard of housing and/or support “build back better” initiatives in hazard-prone locations?

3. HOME SAFE HOME - Advocacy Campaign

The IDDR2017 website will be launched to highlight key initiatives and engage global 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 reducing exposure to disaster impacts in order to avoid displacement, loss or damage to housing stock and work places.

The five indicators
adopted by the UN General Assembly for measuring achievement of
Sendai Framework Target (b)

- Number of directly affected people attributed to disasters, per 100,000 population.
- Number of injured or ill people attributed to disasters, per 100,000 population.
- Number of people whose damaged dwellings were attributed to disasters.
- Number of people whose destroyed dwellings were attributed to disasters.
- Number of people whose livelihoods were disrupted or destroyed, attributed to disasters

UNISDR 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, posters and commentary. This page will also be a resource including logos, infographics, press releases, news stories, photographs, public service announcement and other useful materials.

1- Blog roll

A blog roll will be set up on the page to include expert opinion and insights on reducing the numbers of people affected by disasters.

2- Social Media/ THUNDERCLAP

UNISDR will use the Twitter THUNDERCLAP platform to engage and generate support from as many organisations and individuals as possible for the theme of the day, requesting they share the following message, accompanied by a suitable image, with their followers:

HOME SAFE HOME...A home saved is a family saved from displacement, poverty, injury and ill health #switch2sendai on October 13 #IDDR2017

3- PSA/ videos

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

4- IDDR Global, National and Local Day of Awareness and Recognition

Branding and media materials will be created for International Day for Disaster Reduction October 13 to raise awareness and to recognize substantive national and local progress being made. Outreach activities and materials will aim to inspire further achievement.

UNISDR will work with other partners to focus attention on the state of displacement induced by disasters, and to highlight examples of areas where displacement has been reduced and effective practices demonstrated.

5- Outcome

1. Greater global awareness of the Sendai Framework and a key target;
2. Greater focus on risk-informed investment in housing stock and slum upgrading;
3. Greater focus on prevention of displacement in national DRR programmes;
4. Greater focus on protective measures and the importance of reducing injury and ill-health as consequences of disaster events;
5. Greater focus on protecting livelihoods and places of work in hazard-prone areas;
6. Public discourse to promote attitudinal and behavioral change towards disaster risk management;
7. Greater global awareness of the role key actors involved in the campaign play in reducing disaster risk.