

disseminated and the video on early warning prepared for the Tampere meeting was made available<sup>12</sup>.

#### **b) Regional meetings**

In 1998 and 1999, media relations focused on activities to be held world wide in the context of the closing events of the Decade. In each case, the strategy for the media has been adapted to the context and developed in close cooperation with UN partners.

In Bangkok, Thailand, IDNDR and the Economic and Social Commission for Asia Pacific (ESCAP) organised the *Regional Meeting for Asia: Risk Reduction & Society in the 21<sup>st</sup> Century*, from 23 to 26 February 1999. The consolidated accomplishments of IDNDR in Asia, which were presented, demonstrated the most pressing needs and issues for sustained disaster prevention in Asia, and made recommendations for continued institutional commitments for disaster prevention in the 21<sup>st</sup> century. An exhibition per country on the achievements of the Decade, prepared by IDNDR with the Asian National Committees, was displayed in the Conference Hall. Media activities such as dissemination of press releases, media contacts have been undertaken in close cooperation with ESCAP press office.

- The IDNDR-UNEP Regional Meeting for Africa: Towards Disaster Reduction in the 21<sup>st</sup> Century' took place in Nairobi, Kenya from 18 to 21 May 1999. Production and dissemination of press releases, and the setting up of a press conference held on May 20 in UNEP headquarters with Mr. Boullé, Director IDNDR Secretariat were made possible thanks to the co-operation with UNEP press office. Speeches and background information were distributed to the media at the press conference. Press releases were produced and disseminated.

Promotion for the Regional Conference for Latin America and the Caribbean has been carried out by the IDNDR office in Costa Rica.

#### **c) Programme Forum , 5-9 July 1999, Geneva**

Throughout the year 1999, activities were undertaken to promote the Programme Forum "Partnerships for a Safer World in the 21<sup>st</sup> Century", the high-level concluding event of the Decade. Promotional activities were carefully built in order to create a momentum, spread the information as far as possible and encourage participation.

Attended by more than 700 participants from 120 countries, the Programme Forum consisted of a series of co-ordinated events, including conferences and workshops, panel discussions, topical presentations, colloquia, and exhibitions. A WMO/UNESCO Sub-forum on science and technology also took place. Particular attention was paid to building the correct image around this important event which was to appeal to scientific and technical specialists as well as the general public.

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<sup>12</sup> see annex XII

### *Promotion activities before the event*

- Two announcements, in January and April 1999 were distributed world-wide.
- The Programme Forum was publicised at regional and thematic meetings organised and/or sponsored by the IDNDR Secretariat.
- A Programme Forum page on [www.IDNDR.org](http://www.IDNDR.org) gave the latest information on the event, participants, themes, etc.
- Promotion material was disseminated world-wide. This included a press release for the launch of the Programme Forum, a press kit on disaster reduction achievements for the Decade, and audio-visual material.
- A video release was prepared and transmitted to 90 TV networks around the world through the European Broadcasting Union on 2 July.

An audio programme was also prepared in collaboration with Radio France Internationale, for distribution upon request at the Programme Forum.

An **Internet Conference** took place over a two week period between 14 June and 25 June. It was organised to foster participation in the Programme Forum, launch the debate and allow those who could not attend the Programme Forum to participate in the discussions.

The specially chosen themes covered by the conference mirrored those of the Programme Forum. Mr. López Ospina, Director of Educating for a Sustainable Future, UNESCO, along with Mr. Roubhan Chief, Unit for Disaster Reduction, UNESCO, headed and moderated the theme "Education and Socio-economic Concerns." Mr. Staffa of Tel-Econ Consulting in Canada and member of the IDNDR Scientific and Technical Committee, continued the conference moderating and stimulating a debate on "Development and Environmental Concerns". The theme "Scientific and Technological Concerns" was moderated by Dr Erdik of Bogazici of the University in Istanbul, Turkey, and member of the IDNDR Scientific and Technical Committee. The closing theme "Action Towards the 21<sup>st</sup> Century", was conducted under the supervision of Mr. Hamilton of the U.S. National Academy of Sciences and IDNDR Scientific and Technical Committee Chair.

*During the Programme Forum, the following promotion activities took place:*

Press briefings were given every day in the Palais des Nations by IDNDR within the regular framework of the UN.

- Financial support was provided to a media representative from both Asia (Daily Ausar, Pakistan) and Africa (Panafican News Agency) to attend the Programme Forum.

A closing Press conference was held on 9 July. This was presided over by Ambassador Akao of Japan, President of the Programme Forum, Mr. J. Zilmann, President of WMO, Mr. Robert Hamilton, Chair of the IDNDR Scientific and Technical Committee. Mr. Philippe

Boullé, and Mr. R. Landis. More than 25 correspondents attended and were briefed on the findings of the conference.

- **IDNDR Web Site.** In an effort to better inform participants and all interested parties around the world, a portion of the IDNDR web site was dedicated to the sole purpose of posting up-to-date information on the Programme Forum. This page was updated every day. The IDNDR web site registered over 13,000 hits during the event.
- **IDNDR Exhibit.** An exhibition of disaster reduction in 6 regions of the world (Africa, Asia, Eastern Europe, Europe and the Mediterranean Basin, Latin America, Oceania) was displayed at the conference centre during the Programme Forum. The objective was to illustrate significant accomplishments in disaster reduction during the past ten years within the framework of the Decade. Information on the panels included statistics, maps, regional frameworks, declarations of IDNDR regional meetings, partnerships, recent events and missions.

## **D. Results**

The message of disaster reduction has been spread worldwide thanks to a growing number of partners. It also reached a wider audience through activities considered as a whole and designed so as to reinforce each other. By defining a message so as to be adapted to various audiences and cultures, IDNDR has created a stimulating platform for debate and secured the optimal conditions for progress on disaster reduction issues.

### **1. Promotion tools**

In keeping with the heavy schedule of the last two years, promotion material was requested and used extensively both creating and stimulating interest. IDNDR corporate identity was given greater cohesiveness and international recognition through these support tools.

Requests for this material has come from various sources worldwide and in order to meet the demand a number of reprints have been necessary. For example, The World Bank requested 1000 copies of the 1998 Campaign press kit in order to distribute to its own target audience IDNDR National Committees and focal points, and others have requested written material for their own activities.

Periodical printed material published regularly has contributed to the identification of synergies between IDNDR activities and those of other concerned organisations and entities. In particular, partners have expressed their interest in the Highlights and IDNDR Informs. Although a good instrument, Stop Disasters Magazine did not reach its full potential due to funding problems. 3 issues instead of 8 were published in 1998-99.

Exhibits have been useful promotion tools for display in meetings. They have brought visibility to the IDNDR framework and activities. Although conceived as travelling exhibitions, most have not moved because partners wanted to keep them. For example, several delegates at the IDNDR/ESCAP meeting for Asia asked for a copy of the exhibit to take back to their countries. This can be seen as a sign of success.

During the final event, the exhibit on the “achievements of the Decade” complemented the poster sessions organised by the Programme Forum participants in the Conference hall. It stimulated exchanges of disaster reduction information and experiences and helped networking at the regional level.

The dissemination to 90 TV networks of the video releases and to 180 radio networks have produced significant results. The script, which was made available with the video releases and the radio programmes increased the impact at the national and local level. TV and radio networks produced their own programmes in various languages.

Constant adaptation to special requirements was fruitful. For example, CNN aired the IDNDR/UNESCO video twice (8 and 12 September 1998).

Another key element of effectiveness was the time factor. Video releases were disseminated less than one week prior to the World Disaster Reduction Day and the Programme Forum. The radio programmes for the WDRD were made available two months in advance. Many National Committees requested audiovisuals in order to use them within their World Disaster Reduction Campaign activities. The products were designed to be suitable both for promoting and publicising specific events as well as for general promotional activities.

The website has helped to encourage international and regional mobilisation successfully crosscutting institutional relationships and thus furthering development of national capabilities for disaster reduction.

## **2. World Disaster Reduction Campaigns**

New partners have registered in the past two years. An increasing number of organisations conducted campaign activities based on the guidelines provided by the IDNDR Secretariat. It means that the tools reached their target of encouraging activities and providing a constant and adapted support according to the local environment<sup>13</sup>. They also promoted information sharing and networking. In 1998 and 1999, due to the number of requests from all over the world, the media kit had to be reprinted. Many partners stated that it has been a valuable tool for contribution to the exchange of experiences and good practices between regions.

It is worth noting that as a direct result of the success of the media kit, further collaborative partnerships were formed: IDNDR became a member of the International Working Team set up by UNESCO division of Cultural Heritage, and participated actively in the International Congress on Cultural Heritage at risk in Paris, September 1999. This Congress reviewed the implementation of the existing emergency plans for the protection of cultural property at risk at the local, regional and international levels.

In line with the 1998 Campaign theme, IDNDR was involved in the Second Exeter Seminar on “Communicating Technologies” organised by the Housing and Hazards Group, a UK NGO. The seminar debated hazard-resistant building information and ways in which the message could be effectively disseminated. Participants were academics from

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<sup>13</sup> see annex XI

the Universities of Bangladesh, Oxford and Exeter, representatives of NGOs and professional engineers and builders.

At the European level, IDNDR was involved in the Conference on Risk Prevention Training at pre-school and school level. This was organised by the Council of Europe EURO-OPA Major Hazards Agreement. Also, natural disasters and sustainable development was debated in the framework of the European School of Climatology of the European Commission sponsored by UNESCO and IDNDR

The IDNDR *International photo contest*, organised for the first time in 1998, reached its target of encouraging IDNDR partners to revert to IDNDR with their own experience and perception of disaster reduction at the grass root level. Promotion is about visibility and good photos were rewarded and disseminated. Two out of the three winners decided to make use of the prizes for promotion activities to raise awareness of natural disaster prevention in their own countries

The photos were published in "Stop Disasters" and "IDNDR Informs" magazines, and were displayed in IDNDR exhibitions around the world. In general, contests are popular and interactive. The photo contest was a good example of this rule. In addition to being relatively easy to organise, it complemented and reinforced other awareness building activities.

*Internet conference:* More than 700 participants from 60 countries took part and several thousands viewed the Conference on the web site during three weeks from September 1998. The conference brought together a mix of professions from local, national, regional and international bodies in developed and developing countries.

The Internet Conference has been a cost effective and valuable promotion tool in creating a platform for an extensive exchange of views world-wide. Although time consuming and very popular – indeed, it has become a victim of its own success in that it is now overwhelmingly followed by those familiar with disaster reduction issues. To capitalise on its potentially massive capability to reach new target audiences, increased links should be developed with other web sites.

*World Disaster Reduction Day* celebrations have reached its target of being a high profile event. This can be measured by the number and level of attendance. In 1998, in Geneva, they were high-level representatives of permanent missions, international organisations; the United Nations, including Mr. Rubens Ricupero, Secretary-General of the UN Conference on Trade and Development (UNCTAD) and Ms. Mary Robinson, High Commissioner for Human Rights; media representatives and confirmed professionals involved in disaster reduction.

In 1999 in Mexico city, more than 430 persons attended the celebration which took place in the Auditorio Alfonso Garcia Robles in the Area de Conferencias de la Cancilleria in Tatelolco/Mexico D.F. Those present included: representatives of Permanent Missions; representatives of the United Nations; representatives of civil protection at the State, federal and city levels (there are 32 States in Mexico); 52 representatives of research institutes and universities; 18 representatives of NGOs; 56 scientists; advisors; engineers and others professionals in civil protection systems; representatives of the banking and insurance industry; representatives of disabled persons.

The press conference held during the Day in Mexico City by Mr. Philippe Boullé and Mr. Mustafa Erdik, winner of the UN Ssakawa Award was attended by fifty journalists from major Mexican media. The event received extensive national coverage including spots on two major Mexican TV networks: Televisa and TV Azteca. The good co-operation with UNIC Mexico produced excellent results.

### 3. Events

The years 1998 and 1999 saw an increased understanding of disaster reduction issues, in particular with regard to environment and sustainable development. This led to the international, national and regional media giving wider and more accurate coverage. This was exemplified by the editorial by Kofi Annan, "An Increasing Vulnerability to Natural Disasters", published in the International Herald Tribune dated 10.9.99.

*Thematic events:* proactive contacts with media produced an increased coverage. The Radius initiative was publicized through articles in, among others, the national newspapers of China, Ecuador, Japan, Turkey, Mexico. The press conference on the outcome of the project was covered by major international media such as NHK. The Japanese network included an item on the Radius initiative in its main daily news broadcast of 27 November 1999.

It is interesting to note that disaster prevention has a much greater impact on both the media and the public when the subject is linked to a recent event still high on the main agenda of the world news. The press conference held with GFZ in Postdam was covered by major German and Turkish media as well as some international wires agencies.

The media coverage of the El Niño meeting in Ecuador did not produced the expected result. Ecuador is far from media centres. Also, individual invitations to journalists have been seen to be useful if they are carefully chosen in their capacity to multiply the effect, and if they secure the dissemination of their output before accepting the invitation. News agencies representatives or international/regional media should be favoured.

*Regional events:* in Asia, the IDNDR/ESCAP meeting received good coverage by major national and international media such as BBC/London, Associated Press, Dow Jones, South China Morning Post, Thai TV 5, etc. Press releases have placed emphasis on the socio-economic costs of disasters and the necessity to take preventive measures. Also, efficient collaboration and constant support from ESCAP Information office smoothed the production of IDNDR press releases, facilitated their dissemination as well as the media requests.

In Nairobi, the Conference received coverage by main national and international media. IRIN Nairobi also contributed to the promotion of disaster reduction in Africa by their reporting of the event. The press conference held during the meeting was attended by more than 20 journalists who reported on the issue.

*Programme Forum*, the effectiveness of the public awareness activities can be measured primarily by the participation to the Internet Conference which started with a few days delay. This was due to the high level of traffic registered at the server managing the conference. The conference was followed by some 800 participants, who registered through the e-mail. It is expected that many more followed the conference on the web site. The Internet conference constituted not only an important part of the concluding phase of the Decade but also an

occasion for both specialists and members of the public around the world to exchange views and objectives. It was also an outstanding way of building greater interest in the field of natural disaster prevention among a wide public.

The Programme Forum's opening ceremony with the UN Secretary General was broadcast in the evening news by the Television Suisse Romande and covered by major press agencies and media

The Programme Forum received an excellent news coverage. Stories were filed by agencies, newspapers, TV and radio networks from all over the world daily. Among others, "Hispanic Radio Network", a radio station based in Washington D.C. organised a one-hour live programme on disaster reduction with a delegate, Mr. Perlo Cohen, member of the IDNDR Scientific and Technical Committee (Mexico), during which he answered questions from the public.

In addition to the daily press briefings for all accredited correspondents, two groups of correspondents, from Latin American and Switzerland, requested a press conference with delegates at the Conference. On 6 July, the Vice-President of Costa Rica, Ms. Astrid Fischel, Ambassador Gallegos from Ecuador, and Helena Molin-Valdes, Head of the IDNDR Latin American and Caribbean Unit, briefed the Spanish-speaking correspondents on disaster reduction in Latin America and the Caribbean, and also on El Nino. On 8 July, Mr. Andreas Goetz and Mr. Olivier Lateltin from PLANAT (Switzerland) briefed the Swiss correspondents on disaster reduction in Switzerland.

The two journalists invited by IDNDR reported back daily on the event.

- Others

In 1999, new avenues of collaboration were sought in order to reach target groups such as parliamentarians, the young people and the general public. These activities were not implemented for the following reasons:

- Discussions continued with the Interparliamentary Union (IPU), the focal point for world-wide parliamentary dialogue, on bringing natural disaster prevention as one item on the agenda of the 101<sup>st</sup> Inter-Parliamentary Conference due to take place after Brussels (10-16 April 1999) in Berlin (10-16 October). It was hoped that this could be introduced in the debate of the Fourth Committee on Economical and Social questions scheduled for 13 October in Berlin.

The objective was to encourage a resolution which would have a meaningful impact internationally, and be presented to the highest level of decision making, including the UN and every national parliament around the world.

The agenda item on disaster reduction as a component of sustainable development was drafted by IDNDR and IPU and had to be presented in Brussels by a parliamentary delegation. The German delegation was key to the adoption of the agenda item on disaster reduction for two reasons: 1) Germany was the co-ordinator of the 12 plus Group and 2) Germany was hosting the Berlin Conference. Eventually the agenda item was not adopted at the Brussels conference.

This kind of activity involves intense lobbying and a lot of preparation.

- IDNDR with the World Organisation of the Scout Movement and the Council of Europe discussed the possibility of partnership for a training camp on disaster preparedness in Tulla, a civil protection centre near Moscow which organises training sessions. The target group was 12-15 young people from Central and Eastern Europe. Issues of resources and of co-operation with the Russian scout movement hindered the implementation of the project in 1999.
- A short story competition on the theme of disaster prevention was discussed with two daily newspapers in France and Switzerland. Preliminary discussions were very fruitful but the project could not go ahead because of scheduling problems.

## E. IMPACT

- The impact of IDNDR public awareness activities can be measured by the number and the level of activities undertaken at the field level. About 100 countries developed activities in the context of the IDNDR Campaigns<sup>14</sup> such as:
  - Hungary: a Seminar organised by the Hungarian Civil Protection was held on : “Public information, Interaction between the Media and Government Administrations in crisis management , and the impact on the public”
  - Poland: a seminar on “Media and Natural Disaster” was organised by the National Security Bureau under the protectorate of the President of Poland;
  - India: a seminar on “Prevention Pays” was organised by the Sardar Patel Institute of Public Administration. This Institute also prepared and disseminated study material in local languages for training programmes on Natural Disaster Management;
  - Ghana: the Hazard and Emergency Society with the National Disaster Management Institute celebrated the Day with a wide range of activities including: a press conference; radio talk; articles in the press; simulation exercise in Tema; message delivered in the Churches and Mosques in Ghanaian languages; debate in secondary schools; disaster preparedness and management seminar within the framework of the Accra Metropolitan Assembly;
  - Peru: an earthquake drill was organised by the National Civil Defence Institute. This event received much media attention,
  - The Dominican Republic organised events over a week including radio shows, forums, workshops and panels in all the provincial and municipal directorates
- Educational institutions, such as the Agha Khan Housing Board Foundation for Pakistan, NGOs such as “Women for Development” of Armenia, increased their disaster prevention activities: production and dissemination of targeted information tools in local languages, training of schoolchildren and women, simulation exercises

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<sup>14</sup> see annex XII



- Concerted international efforts and commitment of national and local governments to natural disaster reduction policies and practices have increased: countries such as India, South Africa, China, Armenia, Mexico developed disaster mitigation plans. Involvement in seismic risk reduction increased, early warning systems established, policies and practices to prevent the next El Nino occurrence formulated.
- The international community has demonstrated strong political determination for the function of disaster prevention to continue as a distinct capacity in the UN system in the 21<sup>st</sup> century:
  - The IDNDR has been succeeded by a new substantive programme, the ISDR and by institutional arrangements, an Inter-Agency Task Force and a Secretariat, established by the Economic and Social Council in Resolution 1999/63 in order to implement this programme
  - On 23 December 1999, the UN General Assembly adopted resolution A/RES/219 which provides specific guidance for the future work of the ISDR

## **PART II - RECOMMENDATIONS**

### **A. Strategy**

The ISDR strategy is a) to enable all communities to become resilient to the effects of natural, technological and environmental hazards, reducing the compound risks they pose to social and economic vulnerabilities within modern societies; and (b) to proceed from protection against hazards to the management of risk through the integration of risk prevention into sustainable development.

The goals of the strategy as defined by the document entitled “A safer world in the twenty-first century: risk and disaster reduction” are to further develop public awareness of the risks that natural, technological and environmental hazards pose to modern societies in view of obtaining commitment by public authorities and to fostering public participation to disaster reduction and risk management through increased partnership and expanded risk reduction networks.

### **B. Objectives**

1. Develop sustained programmes of public information and institutionalized educational components pertaining to hazards and their effects, risk management practices and disaster prevention activities, for all ages, using the platform established by the World Disaster Reduction Day and the UN Sasakawa Award for disaster reduction.
2. Engage organizations, authorities, professionals drawn from the widest possible range of expertise, and community leaders to develop increased partnership activities and multi-disciplinary relationships to foster more scientific and technical contributions to the public

decision-making process in matters of hazard, risk and disaster prevention using the experience and expertise of the Decade.

3. Establish links with mitigation, preparedness, response and rehabilitation activities within the OCHA framework in order to present an integrated approach of the UN response to natural and technological disasters. By its universal character, the United Nations system has a special leadership role to play in addressing global risk and disaster reduction, interdisciplinary and multi-sectoral scope, and as a forum for global dialogue.

### C. Implementation

Building on the achievements of the Decade, partners include organizations the UN system, International Governmental Organizations, NGOs, academic bodies, the scientific community and technical institutions, the media. ISDR focal points will also be key partners for public awareness. A special effort will be made to enroll the private sector in advocating disaster prevention issues.

The target groups for advocacy activities will be the decision makers at the international, national and local level, the civil society, professionals engaged in disaster reduction and risk management, educators, academics, media.

1. **World Disaster Reduction Campaign** with the culmination on the World Disaster Reduction Day, the second Wednesday of October remains the important recurrent platform for massive thematic information exchange. It serves as a catalyst for various initiatives and respond to the diverse range of audiences. The 2000 Campaign theme is *Disaster Reduction Education and Youth*.
  - Produce support promotional tools for the Campaign (announcements, guidelines for activities, media kits, videos and radio programmes, press releases) and disseminate them widely through various channels such as website, UN/DPI in New York and UNOG Information Service in Geneva, UNICs and to partners. In 2000, the first announcement should give a strong signal in order to mobilize the disaster reduction community on education issues.
  - Undertake activities with a traditional partner, UNESCO in the context of The World Education Forum (Dakar, Senegal 26 – 28 April 2000) sponsored by UNESCO, UNDP, UNFPA, UNICEF, the World Bank as well as several bilateral donors agencies. (11). UNESCO Associated Schools (5380 schools) should also be enrolled in the campaign
  - Cooperate with UNDP in the context of the *World Alliance of Cities against Poverty* (WACAP), a network of 200 cities around the world set up by UNDP in 1996 WACAP is aimed at sharing experiences as well as facilitating assistance between the cities from the North and the South. The Second Forum of WACAP which took place 3-5 April in Geneva has discussed the implementation of effective measures to eradicate poverty in cities; a special workshop held on 4 April debated the role of cities in emergency situations The WACAP Forum will be followed by Forum 2000 organized by Switzerland in conjunction with the special session of the UN General Assembly in Geneva 26-30 June 2000

- Further develop partnership established with the Council of Europe in the framework of the European Training Programme in the field of risk sciences (FORM-OSE) of the EUROPA Major Hazards Agreement of the Council of Europe. Conclusions of the 3rd conference on the School community and risk management (13-15 January 2000) recommend the setting up of an Euro-Mediterranean Networks of schools promoting a culture of risk prevention, acceding to the Euro-Mediterranean Protocol for risk prevention in schools. This Protocol is aimed at establishing security plans in schools on the model of the SESAM plan developed by the French Institute for Major Hazards Trainers (IFFO-RME).
- Create synergies with regional organizations involved in disaster reduction such as the Asian Disaster Prevention Centre (ADPC) and develop further collaboration between regions with regard to the dissemination of experience and information as well as advocacy activities. The ISDR Latin American office should play a key role in fostering regional networking
- Cooperate with national institutions such as the French Ministry of Environment and Land Use planning leading to special actions targeted at schools of architecture
- Develop public awareness activities in cooperation with new partners such as the Prevention Consortium of the World Bank; the International Council of Science; the International Organization for Civil Protection; the World Institute for Disaster Management, the World Conservation Union; the International Union of Local Authorities and the European Center of Risk Prevention. Private partners such as Swiss Re, Reuters Foundation, PANOS Institute should be enrolled in public awareness activities.
- Spread the World Disaster Reduction Campaign message on the World Environment day, 5 June, and on World Fire Day celebrated for the first time in October 2000.
- Target capacity building activities at the young and women involved or affected by natural disasters. Schools and local NGOs should be the vector of those activities.
- Create a major public event on the World Disaster Reduction Day in Geneva or New York:
  - (a) disseminate worldwide the Secretary General message
  - (b) organize a one day internet chat or forum on the theme of the Campaign
  - (c) present the UN Sasakawa Award
  - (d) organize a seminar on a disaster prevention and risk management theme with the participation of key scientists and decision makers
  - (e) present the contests (photos, drawings..) with participation of the general public. In 2000, school children should be associated.
- Raise the profile of the UN Sasakawa award winner by organizing a debate with scientific editors, and others specialists.

## 2. Advocacy tools

(a) **Audiovisuals** should be produced as promotion and training tools for media and partners. Their dissemination is as important as their production.

- Produce videos on substantive items: one 5-10 minutes version for donors and others presentations, and for distribution to the partners and targeted audience; one 2 1/2 minutes maximum for TV stations requirements.
- Produce video releases (3' maximum) with UNTV for media use on the occasion of special events/meetings/programmes in addition to a TV spot for the World Disaster Reduction Day. The major problem being the availability of footage free of rights, professional footage should also be gathered from various sources through exchanges with NGOs, local organizations etc. Whenever possible, a UNTV crew should film disaster reduction activities in the field. Encourage UNTV/New York to produce a "World Chronicle" with the participation of the Director of the Secretariat for the ISDR
- Disseminate the videos through UNTV network and the European Broadcasting Union and reproduce them according to different formats for world wide distribution to media, donors, universities and to partners during seminars and conferences
- Encourage co-productions with private partners such as Reuters TV, One World network or with partners within the UN system, such as "Azimuts", a series of short, accessible and attractive television reports produced and disseminated by the Television Unit of the Europe Office of UNDP. Azimuts productions are currently broadcast regularly by over 70 television stations throughout the world (national and satellite networks)
- Produce audio files for radio broadcasters available on the website with a WAV, MP3, and Real Audio downloadable broadcast quality clips. The home page on isdr.org should include the script in order to encourage production of radio programmes in local languages. Audio files can also be produced as educational materials to be used by NGOs, local institutions etc.
- Develop partnership with major international radio networks for special projects/events
- Develop the Website in order to make it a major tool for advocacy and education purposes. It should be regularly updated, users friendly, interactive and linked to other websites.

*On line:* the idndr web site should be extended in order to provide information on disaster reduction and disaster management activities as well as to sensitise partners and the public. Emphasis should be put, from 2000, on establishing links with partners in order to increase visibility. In the context of the 2000 Campaign, play sites with educational components for 6 to 12 years old children and exhibitions should be established

*Off-line:* for those who do not have access to Internet which is the case for a great number of computers users worldwide, including in developed countries, selected stand alone tools should be distributed via CD Rom.

***(b) Printed material***

- Produce and disseminate attractive and pedagogical ISDR information material for partners, donors, media and the general public: fact sheets on substantive themes; basic information on meetings/events organized by ISDR; press releases and media kits
- Produce Op-ed pieces for the signature of the UN Secretary General and/or the USG for Humanitarian affairs and facilitate their publications in major daily newspapers
- Produce educational/training publications for all age group on risk preparedness for each type of natural and technological disasters; encourage their adaptation in various languages
- Produce ISDR Highlights, the monthly newsletter with an increased focus on substantive issues (early warning, RADIUS...) and on partners' activities. A special effort should be made in order to extend its circulation.
- Develop partnership with *Stop Disasters* magazine in order to reflect the new ISDR substantive programme and to respond to the variety of readerships: universities, national and local authorities, civil protection organisations. Funding should be secured
- Establish partnerships with regional institutions in Asia, Africa and Europe for the publication of regional magazines and encourage editorial exchanges
- Produce a standard set of promotional material such as posters, stickers, agenda, calendar
- Set up an attractive and very illustrative exhibit on OCHA and ISDR for display and dissemination in English, French and Spanish. The panels should be of 30 x 45 m in order to facilitate the circulation. Films would be made available for easy reproduction. The exhibit should be put on the website

**3. Media and External Relations Activities**

- Brief media representatives on a regular basis through UN/Geneva and New York Spokesperson Office channels; establish and maintain contacts with specialized media worldwide in the field of disaster prevention and risk management but also science, environment, development and health
- Organize media events such as press conferences/informal briefings in UN/ Geneva and New York with the participation of ISDR senior officer, members of the ISDR Task Force; use the platform of the Geneva, Washington or Nairobi Press Clubs to organize

special media events; target some information/events at subgroups such as the Latin American group of correspondents accredited in UNOG.

- Liaise on a regular basis with UN Information Centers, and with national authorities in charge of prevention, risk management. Due to their highly visible activity, civil protection organizations are usually very receptive to public awareness activities
- Launch special media events with partners in order to publicize meetings organized by or sponsored by the Secretariat for the ISDR: UN/OAU African Symposium on Natural Disasters (Addis Abbaba, May 2000), World Mountain Forum (Chambery, France, 5-12 June 2000), Local Authorities Confronting Disasters and Emergencies (LACDE) Conference, (Reykjavik, Iceland, 27-30 August 2000).
- Inform regularly Permanent Missions in Geneva and New York on ISDR events and activities as well as on disaster reduction and risk management substantive themes;
- Increase the participation of the Director of the Secretariat and/or senior officers in meetings/conferences/events on natural and technological disaster prevention, development, environment as well as socio-economic issues related to the fight against poverty
- Spread the message beyond the "humanitarian community" in events such as the World Economic Forum. 6 regional summits are organized each year by the WEF in addition to the yearly event in Davos. The Latin America Forum will be held in Rio de Janeiro 7-9 may; the African Forum, 21-23 June in Durban
- Develop and regularly update a single mailing lists with variable outputs

#### **4. Partnerships**

- Include a session on natural disaster risk reduction within the United Nations Disaster Management Training Programme (DMTP), a system wide training and capacity building tool for addressing disaster and emergency management demands. At the country level, DMTP is targeted at UN system under the authority of the UN Resident Coordinators, national governments, national and international NGOs and donor community. Also, ISDR National Committees and focal points representatives should be called to contribute to the DMTP workshops and benefit from those. DMTP should be also seen as an important tool to promote the goals and the objectives of the strategy. This partnership between ISDR and DMTP should be agreed in the context of the Inter Agency Standing Committee.
- Produce technical publications with international and national partners. The first step would be to update the International agreed glossary of basic terms related to disaster management which was produced by DHA and IDNDR in 1992; the Directory of National offices, plans and legislation, and regional/sub-regional agreements for disaster

emergency management published by DHA in 1994; the multi-language glossary on natural disasters produced in 1996 in cooperation with the IDNDR National Committee for Japan. These publications are frequently requested and reported to be very useful

- Raise awareness of prevention in connexion with response and rehabilitation activities with national and local authorities such as civil protection, and with UN resident representatives
- Report regularly on ISDR programme in *OCHA News* as to reflect a new approach of emergencies integrating prevention, preparedness and response.
- Provide information on disaster reduction and risk management whenever possible in OCHA/DRB situation reports
- Structure the OCHA/ISDR Resource Centre on humanitarian and disaster-related information and documentation as to provide knowledge and facilitate exchanges. Selected bibliographies on humanitarian and disaster-related literature should be available on-line and upon request. It should be closely linked with other Resource Centres, in particular the Regional Disaster Information Centre for Latin America and the Caribbean (CRID) as well as universities/research institutes Resource centre
- Establish a photolibrary in order to respond to growing requests, provide photos for printing material as well as foster exchanges between institutions/organizations. Photos should be scanned and put on the website
- Create joint ventures with the private sector and public key public figures in sport and/or entertainment such as the Swiss balloonist Bertrand Piccard who is sponsored Breitling Watches retailer
- Sponsor workshops, seminars especially with regard to the dissemination of experience and information, scientific and technical applications and continual advocacy exchange and partnership through the website. The strategy is to further develop collaboration among countries, regional/sub-regional and international
- Deliver the message of ISDR to universities organizing courses on disaster management, preparedness and response, and encourage networking between those universities (India Brazil United Kingdom)
- Initiate activities in the House of Parliaments which will be opened in Geneva in 2002 by the Interparliamentary Union
- Organize a highly visible event in the context of the Summits organized by the country holding the European Union's presidency. France will be EU President for the second part of 2000