

“Access to information is critical to successful disaster risk management. You cannot manage what you cannot measure.”

Margareta Wahlström on the 2012 MDG Gap Task Force launched by the UN Secretary-General.

For more information, visit: <http://goo.gl/DeG0x>



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ASIA GETS PRIVATE SECTOR DRR GROUP

Some of Asia's most influential business leaders have now adopted Business Continuity Management (BCM) as a first step towards safeguarding their businesses against disasters. Some 30 CEOs and top managers based in the Philippines and Asia met in Manila last month to establish the first regional Asian Private Sector Partnership on Risk Reduction. Last year floods, typhoons and earthquakes caused more than US\$274 billion US\$ of economic losses in Asia alone.

"As we grow in business we should not lose focus on earning respect from our communities. We can do it by strengthening disaster resilience. Your role may not be immediately recognized by communities but you can be sure of their gratitude and appreciation when disasters strike" said Hans Sy, President of SM Prime Holdings who convened the top leaders' forum together with the UN office for Disaster Risk Reduction (UNISDR). For more information, visit: <http://goo.gl/WWAAu>

RESILIENCE, WOMEN AND GIRLS

13 October is the International Day for Disaster Reduction. This year the day pays tribute to millions of girls and women around the world who are on the frontlines making their communities and societies more resilient to the impacts of disasters and the effects of climate change. Driven by the theme Women and Girls: the [in]Visible Force of Resilience, IDDR 2012 draws attention to the fact that their efforts to protect and rebuild their communities before and after disasters are often unrecognized.

"International Day 2012 is about telling the world that that women and girls are among the most active when it comes to building disaster resilience and protecting their communities", states Margareta Wahlström, the UN Secretary-General's Special Representative for Disaster Risk Reduction.

An innovative crowd mapping exercise is one feature of the day. Created by the Gender and Disaster Network, Huairou Commission, Northumbria University, OXFAM, and PLAN, with support from UNISDR, the interactive process allows visitors to the IDDR website to submit reports and news stories that are then included in a map that highlights the spread of activities by women and girls around the world. To add an event, news, reports, and promote the Day visit: <http://www.unisdr.org/2012/idr>



UNISDR will observe the International Day for Disaster Reduction on Friday, 12 October 2012.



EVIDENCE

ISSUE 12 / SEPTEMBER 2012 - MONTHLY UNISDR NEWSLETTER

12

this issue

Pacific moves on post-HFA [P.1](#)

Canberra becomes role model [P.2](#)

MDG focus on disaster losses [P.3](#)

Asia gets private sector DRR group [P.4](#)



Hans Sy (right), President of SM Prime Holdings, receives an invitation by UNISDR Private Sector Advisory Group (PSAG) member Sandra Wu, President and CEO of Kokusai Kogyo Holdings, to join the PSAG. (see p.4)

RESILIENCE AND PROSPERITY

A new report by UN-Habitat links the world's future prosperity to the ability of cities to reduce risk and build resilience to adverse forces of nature. "The State of the World's Cities 2012/2013 - the Prosperity of Cities" identifies soaring unemployment, food shortages and rising prices, strains on financial institutions, insecurity and political instability as challenges to the conventional notion of cities as the home of prosperity.

The wasteful expansion of cities in "endless peripheries" leads to additional risks associated with the provision of water, physical infrastructure, transport and energy, and affects industrial production, local economies, assets and livelihoods, according to the report.

For more information, visit: <http://goo.gl/vX9Lb>

MAKING CITIES RESILIENT CAMPAIGN REVIEW

A new study, the "Making Cities Resilient Report 2012," provides a global snapshot of how local governments reduce disaster risk and was undertaken by a team from the London-based International Institute for Environment and Development led by Senior Fellow, Dr. David Satterthwaite.

Dr. Satterthwaite said: "The Making Cities Resilient campaign is proving that despite a rise in extreme weather events and the threats posed by climate change, urbanization does not have to lead to an increase in risk. Where city and local governments demonstrate leadership and competence in working with low-income populations living in informal settlements flood impacts can be reduced and the threats from other natural hazards minimized. Cities which understand how to prevent recurring losses will thrive and the campaign is motivating over 1,000 cities and towns to get a better handle on how to reduce their risk and avoid loss of life and damages." For more information, visit: <http://goo.gl/J0Dbk>

PACIFIC MOVES ON POST-HFA

UNISDR Chief, Margareta Wahlström, has welcomed a major policy decision by Pacific Island States to help formulate a new international framework on disaster risk reduction to replace the current Hyogo Framework for Action (HFA) in 2015. The 4th session of the Pacific Platform for Disaster Risk Management held in Noumea, New Caledonia, in September, committed to develop an integrated regional strategy for disaster risk management and climate change which will be a key part of the region's contribution towards creating the new framework which is scheduled to be discussed at the next World Conference on Disaster Risk Reduction in Japan, in 2015. For more information, visit: <http://goo.gl/4b7zn>

GUANGZHOU OFFERS URBAN AWARDS

One of China's fastest growing cities, Guangzhou, joined UNISDR's Making Cities Resilient Campaign at the World Urban Forum and also invited applications for the new Guangzhou International Award for Urban Innovation. The Guangzhou International Award for Urban Innovation comprising five prizes worth Euros 20,000 each, is co-hosted by the United Cities and Local Governments (UCLG), the World Association of Major Metropolises and UNISDR. The winners will be announced during the Guangzhou International Urban Innovation Conference to be held from 15-17 November.

For more information, visit: <http://goo.gl/xTFsT>

UNISDR AND UN-HABITAT

The Executive Director of the United Nations Human Settlements Programme (UN-Habitat), Dr. Joan Clos, and the Special Representative of the Secretary-General for Disaster Risk Reduction, and chief of the UN Office for Disaster Risk Reduction (UNISDR), Margareta Wahlström, signed a Statement of Cooperation at the World Urban Forum in September. UN-Habitat and UNISDR have been collaborating for over ten years utilizing the strengths of both Agencies. The renewal of these commitments enables joint inputs to UNISDR's Making Cities Resilient campaign, UN-Habitat's World Urban Campaign and Urban Resilience Indexing Programme among other operational and policy-making goals. In all joint initiatives, UN-Habitat will develop modular training packages, guidance and tools to assist urban and local governments in ensuring resilience towards disasters, and assisting cities to achieve the goals of the campaigns. **For more information, visit: <http://goo.gl/rSxX0>**

CANBERRA BECOMES ROLE MODEL

Flash floods, bush fires, severe thunderstorms and even snowfalls have resulted in the Australian capital, Canberra, developing organization and coordination mechanisms for disaster risk reduction which have led to it being recognized today by the UN Office for Disaster Risk Reduction (UNISDR) as a Role Model for other cities to follow. UNISDR Chief and UN Special Representative for Disaster Risk Reduction, Margareta Wahlström, said: "UNISDR is pleased to welcome the government of the Australian Capital Territory and Canberra as a Role Model for the 'Making Cities Resilient' Campaign which now has over 1,000 members worldwide. Canberra has shown us how important organizational capacity is when it comes to building resilience against a wide range of natural hazards in the most disaster-prone region of the world." **For more information, visit: <http://goo.gl/Z4DJk>**



Liu Baochun, Director General, Guangzhou Municipal People's Government, and Margareta Wahlström (see p.2).

MDG FOCUS ON DISASTER LOSSES

UNISDR chief, Margareta Wahlström, welcomed the focus on the importance of systematic recording of disaster losses and impacts contained in the 2012 MDG Gap Task Force Report launched by the Secretary-General. The Report entitled "The Global Partnership for Development: Making Rhetoric a Reality" warns that the risk of disasters is increasing in developed and developing countries.

Ms. Wahlström said: "Access to information is critical to successful disaster risk management. You cannot manage what you cannot measure. The 43 countries which have established and institutionalized national disaster loss data bases are leading the way when it comes to a coherent and targeted response to investment in resilient infrastructure. Ultimately, good disaster management makes a strong contribution to poverty reduction by eliminating recurring disaster losses from extensive disaster events such as floods and storms and avoiding interruptions to food supply, health service provision, education and public transport." **For more information, visit: <http://goo.gl/DeG0x>**

"Where city and local governments demonstrate leadership and competence in working with low-income populations living in informal settlements flood impacts can be reduced and the threats from other natural hazards minimized."

Dr. David Satterthwaite
Senior Fellow of the Institute
for Environment and
Development led on the
Making Cities Resilient
Campaign.

For more information, visit:
<http://goo.gl/JODbk>

Secretary-General Ban Ki-moon (right) launches the 2012 MDG Gap Task Force Report. (UN Photo/Paulo Filgueiras)



GOTHENBURG JOINS CAMPAIGN

The UN Office for Disaster Risk Reduction (UNISDR) has welcomed Sweden's second largest city, Gothenburg, into the global "Making Cities Resilient" Campaign, a two-year old campaign to protect lives and reduce economic losses from disasters in urban settings. Gothenburg with a population of 500,000 is the 400th city or town in Europe to join the campaign which now has over 1,000 members worldwide.

The Lord Mayor of Gothenburg, Ms. Lena Malm, said: "The campaign is incredibly important as it highlights the future challenges the world is facing. In Gothenburg, we are already working with adapting our city to future extreme weather and I hope that this campaign will serve as a forum where we can share our experiences as well as learn from other cities."

For more information, visit: <http://goo.gl/uiAEU>