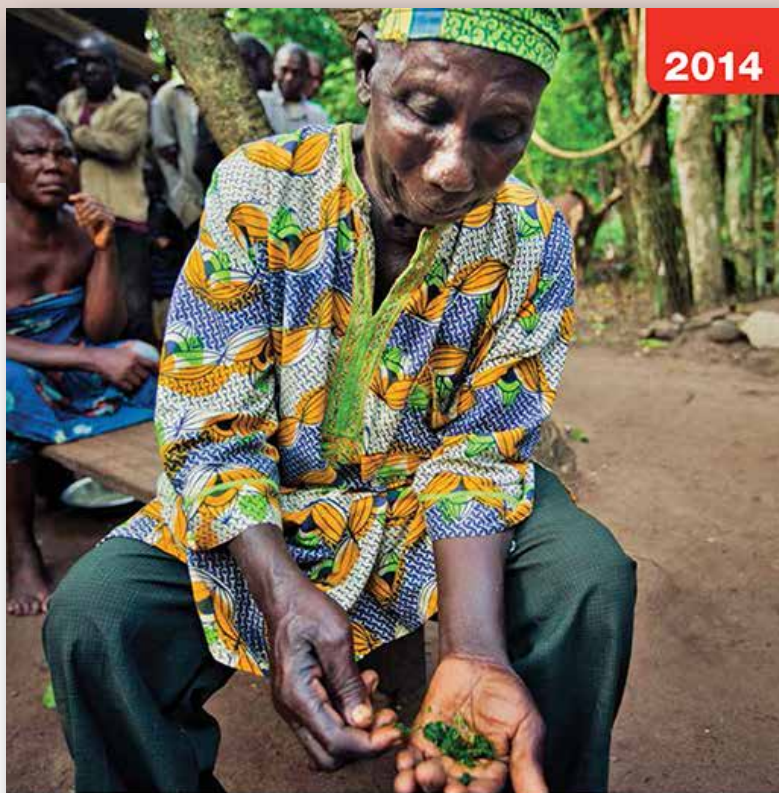


Launch event for the 2014 edition of the  
***World Disasters Report***

at Katara Village


Doha, Qatar

Thursday, October 16, 2014  
11:30am – 15:30pm EDT



**World Disasters Report**  
Focus on culture and risk

[www.ifrc.org](http://www.ifrc.org)  
Saving lives, changing minds.

 International Federation  
of Red Cross and Red Crescent Societies

You are kindly invited to the launch of the International Federation of Red Cross and Red Crescent Societies' flagship publication, the **World Disasters Report (WDR)**.

This year's World Disasters Report focuses on culture and risk. The report explores the different ways in which culture affects disaster risk reduction and climate change adaptation and how disasters and risk influence culture. It examines why people choose to live in hazard-prone locations, and how culture and beliefs enable them to live with the risks they face. The report looks at the organizational culture of agencies working in the fields of disaster risk reduction and adaptation, and challenges the widespread faith in community-based activities. It also considers culture in relation to housing and reconstruction, and healthcare and medicine. Finally, the report indicates starting points for organizations to better align their actions with the way people think and act.

## Format

### 11:30am Press Briefing - Moderated by QRCS communications manager

- Opening Remarks and welcome from Dr Al-Mahdeed, QRCS
- Opening remarks from three speakers:
  - Mr. Terry Cannon, WDR Lead Author
  - Mr. Matthias Schmale, IFRC Under Secretary General
  - Mr. Fadi Hamdan, the World Bank's Middle East and North Africa Senior Advisor for Disaster Risk Management

#### **Floor then opened to questions from the media.**

*The press release and executive summaries in English and Arabic to be distributed during the press conference. The full report will also be available. Simultaneous translation will be provided.*

### 12:15 End of event

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### 14:00 Official launch event – Panel Discussion

- Opening Remarks and welcome: Dr Al-Mahdeed, QRCS
- Panel Discussion: 3 Speakers with a professional moderator from Al Jazeera English TV

#### **Followed by questions from the floor.**

- Mr. Terry Cannon, WDR Lead Author
- Mr. Matthias Schmale, IFRC Under Secretary General
- Mr. Fadi Hamdan, the World Bank's Middle East and North Africa Senior Advisor for Disaster Risk Management

*The press release and executive summaries in English and Arabic to be distributed. The full report will also be available. Simultaneous translation will be provided.*

## Practical Information

The language of the panel discussion will be English. After the discussion, a short reception will be held outside of the meeting room. A light snack and beverages will be provided.

For questions about the event, please contact [josephine.shieldrecass@ifrc.org](mailto:josephine.shieldrecass@ifrc.org).

## Contact details for setting up interviews

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