

on the ROAD TO SENDAI

Visions and voices for a new global disaster framework



Taking stories of success and critical needs to World Conference on Disaster Risk Reduction

(WCDRR, <http://www.wcdrr.org/>)

Showcasing frontline
evidences of Hyogo Framework
for Action (HFA) 1

Informing stakeholders
about HFA 2

Amplifying community
voices for a safer world

Campaign in conjunction with UNISDR; UNWCDRR secretariat; local Parliamentarians;
local governments; development and humanitarian organisations across Asia.



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#RoadtoSendai

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message

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www.roadtosendai.net

MY RESILIENCE,
MY REMARK!

THE CAMPAIGN



Unlike other global frameworks (e.g. MDGs), awareness on the disaster risk reduction framework (HFA) has been limited, especially at the sub national and local level. In the run-up to HFA 2, this needs to be put in the right light.

The campaign bridges the gap between civil society and world leaders; getting communities across Asia to emphasise what they want to see in the new framework.

It looks at the success stories of HFA 1 with messages of what worked best in preventing, reducing and bouncing back stronger from disasters.

It also attempts to de-mystify and widely circulate the concepts in HFA 2 to improve understanding primarily among the development sector, as well as the broader public.

ACTIVITIES



Social media posts and outreach materials



Community events and online webinars



WCDRR events

Get involved!

SUPPORT the campaign

Get voices of your community heard at a global level
Be featured as a partner on all 'Road to Sendai' materials
Gain public space at WCDRR events



#RoadtoSendai



www.facebook.com/adrrm



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Saferworld Communications (www.saferworld.in) is the creative and outreach hub of the campaign.

MY RESILIENCE, MY REMARK

As a new global framework on disaster risk reduction is drafted, I pledge to raise my voice. My message to world leaders in 20 words is...

NAME

SIGNATURE

PLACE & DATE