

Appendix 6



International Strategy for
Disaster Reduction

United Nations International Strategy for Disaster Reduction (UN/ISDR) Media Network on Disaster Risk Reduction

Disaster risk reduction cuts across almost every aspect of daily life and has political, economic, social and cultural implications. It is a global challenge that requires action at all levels to reduce the suffering of millions of victims affected every year by disasters triggered by natural hazards. After the Indian Ocean Tsunami, the many earthquakes around the world, the frequent hurricanes in the Caribbean, and the onset of increasingly severe, weather-related disasters, more people want to know: Why do disasters happen? Who is responsible for them? How can we prevent them? The media play a critical role in answering these questions and the UN/ISDR secretariat attaches great importance to working closely with print media and broadcasters to promote disaster risk reduction policies. Journalists can go beyond the brutal facts of an avalanche or a flood and help people and governments understand the whole process.

The Media Network on Disaster Risk Reduction is a partnership made up of international organizations and communication professionals. The Network seeks to develop a new approach to reduce risks and vulnerabilities to disasters worldwide. This new approach aims to raise awareness about disasters as a process, not just as a fact. It goes beyond the humanitarian coverage and gets disaster risk reduction into the news, current affairs, information programmes and talk shows in order to build a culture of safety and disaster resilience at all levels.

Who Are the Members of the Network?

The core group of the network includes: journalists and communicators from Reuters Alertnet, Radio France International, European Broadcasting Union, MEDIA 21, Voice of America, the Guardian, Duryog Nivaran, the ISDR African media network, the BBC, Asian Pacific Broadcasting Union, OCHA, UNDP, UNEP, WMO, IFRC and the World Bank. The Network will be open to any professional interested in covering disaster risk reduction issues.

What Is the Role of Each Member?

The UN/ISDR secretariat facilitates initial consultations and acts as the catalyst of the initiative. Media individuals raise awareness about the importance of the issue internally and discuss with their executive directors how they can help to make progress on the activities of the network respecting their editorial choices.

The International Strategy for Disaster Reduction

The International Strategy for Disaster Reduction aims at building disaster resilient communities by promoting increased awareness of disaster risk reduction, with the goal of reducing human, social, economic and environmental losses caused by the combination of natural hazards and vulnerabilities.

The ISDR system, which includes a wide range of stakeholders such as Governments, UN agencies, regional bodies, non-governmental organizations and scientific institutions, works together to reduce disaster losses, in lives and in social, economic and environmental assets and to implement the Hyogo Framework for Action 2005-2015: Building the Resilience of Nations and Communities to Disasters.

The UN/ISDR secretariat serves as catalyst, advocates for the implementation of the International Strategy for Disaster Risk Reduction and the Hyogo Framework for Action worldwide, and mobilizes commitment and resources for disaster risk reduction through partnerships at all levels. The UN/ISDR secretariat also provides services to support the ISDR system.

If you are interested in learning more about the Media Network on Disaster Risk Reduction or getting involved in this initiative, please contact:

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