




International Strategy for Disaster Reduction



United Nations



Making Cities Resilient

My City is Getting Ready



**Sign up
today** to make
your **city** resilient
to disasters

2010-2011 World Disaster Reduction Campaign



UNITED NATIONS
ESCAP
Economic and Social Commission for Asia and the Pacific



Making Cities Resilient: 2010-2011 World Disaster Reduction Campaign

In commemorating the **2010 International Day for Disaster Reduction**, the United Nations International strategy for Disaster Reduction (UNISDR), the Asian Disaster Preparedness Center (ADPC) and the United Nations Economic and Social Commission for Asia and the Pacific (ESCAP) are jointly organizing the *Launch of the World Disaster Reduction Campaign on Making Cities Resilient in Thailand* on Wednesday, **13 October 2010** at **United Nations Conference Centre in Bangkok, Thailand**. Following the previous years' campaigns on disaster reduction education and safe schools and hospitals, UNISDR has launched the 2010-2011 World Disaster Reduction Campaign on Making Cities Resilient to achieve resilient, sustainable urban communities, with particular attention on the role of local governments.

Why Cities?

More than half of the world's population now lives in cities with an increasing number of people exposing to failing infrastructure, sanitation deficiencies, and lack of basic services, among many other risk factors. Urban risk, city planning and the role of local governments in dealing with risk reduction have been recognized as key factors to build resilient communities and nations. As the first responder, and the one responsible for community development, local governments play a vital role in sustainable disaster risk reduction. The Hyogo Framework for Action 2005-2015, therefore, emphasizes that local authorities should be empowered to manage and reduce disaster risk by having access to the necessary information, resources and authority to implement actions.

My City is Getting Ready!

With the slogan "My City is Getting Ready," the Making Cities Resilient campaign has three main objectives: (1) raising the awareness of citizens and governments at all levels of the benefits of reducing urban risks; (2) identifying budget allocations within local government funding plans to invest in disaster risk reduction activities; and (3) including disaster risk reduction in participatory urban development planning processes and protect critical infrastructure. Many cities and communities in Thailand have continuously been proactive in their disaster risk reduction activities. In order to highlight the good practice and success which the cities have experienced in the course of their individual risk reduction efforts, pilot cities are invited to join the Making Cities Resilient campaign in order for them to be connected with other campaign cities. The signing ceremony for city officials will be held during this Thailand launching event in Thailand. Additionally, formal awarding of the Role Model Cities in Thailand as well as the campaign Champion will also take place during this event, followed by two panel discussions on landslides and floods.

13 October 2010

It would be greatly appreciated if you and/or your representative could join in this important launching event in Thailand and share your experiences and activities on making cities resilient.

For more information, please contact Dr. Jerry Velasquez of UNISDR (velasquezg@un.org) or Dr. Peeranan Towashiraporn (peeranan@adpc.net).

