

Concept Note: International Day for Disaster Reduction 2014 “Resilience is for Life”

Draft 2 - 24 June 2014

I. Introduction

2014 will be the final year in the four-year “Step-Up” Campaign on IDDR, which raises awareness and advocates for inclusive disaster risk reduction, each year focusing on the role of important actors such as – Children and Young People (2011), Women and Girls (2012), People living with Disability (2013) and Older Persons (2014). The vital need to acknowledge them as a resource for resilience and ensure their equal participation in resilience building needs to be recognised.

The world is changing rapidly. Globalisation offers endless economic opportunities, but also has costs. Unsustainable land use and biodiversity loss are happening at an unprecedented speed. Global warming has seen a rise in temperature of about 0.8°C in the past century (with about two-thirds of this increase occurring since 1980), leading to greater environmental and climatic risks. A report by the United Nations Intergovernmental Panel on Climate Change (IPCC) in 2014 warned that climate change has become a threat to life and livelihoods while also being a factor in the rise of mega-disasters. These changes are occurring alongside rapid population growth and **population ageing**. The world population has quadrupled to 7 billion people in just over 100 years. Today, people aged over 60 constitute 11 per cent of the global population. By 2050, this proportion will have doubled, to 22 per cent – that is, 2 billion older persons. Populations are ageing most rapidly in developing countries, which are currently home to 60 per cent of the world’s older persons, projected to rise to 80 per cent by 2050. This collision of increasing global disaster risk and increasing numbers of exposed older persons must be addressed at every level of disaster management planning to ensure that the impact of disaster does not continue to grow along with these trends.

II. Older Persons Advisory Group on the IDDR

To provide advice to the UN Special Representative for Disaster Risk Reduction on DRR, UNISDR is convening a group of older persons representing various regions of the world. The group will provide feedback on the various activities proposed under the IDDR 2014, including proving advice related to the preparations for the 3rd UN World Conference on DRR in Sendai, Japan. The group will work towards the IDDR in October 2014 and up to March 2015, for the WCDRR. At present, the following have been nominated to join the advisory group:

Asia:

- 1) Akiko Domoto was governor of Chiba Prefecture in Japan from 2001–2009. She was the first woman governor of Chiba and the third in Japanese history. She was also Member of the House of Councillors for twelve years and is presently a Member of the National Committee for UN 10 Years of Biodiversity (Ministry of the Environment), President of the Women and Health Network Japan (NGO), Board Member of Biodiversity Network Japan (NGO) and President of Japan’s Women Network for Disaster and Restoration. She was previously a

Vice President and Regional Councilor for East Asia of the International Union for Conservation of Nature (IUCN). Akiko Domoto has been deeply involved with global warming and biodiversity issues for many years, and was honoured by the United Nations Environment Program (UNEP) as one of 25 outstanding women who have made an important contribution towards the preservation of the global environment. She was born July 31, 1932.

E-mail: akiko.domoto@nifty.com

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- 2) Krishna Murari Gautam, Executive Director of Ageing Nepal. He has a background in journalism/broadcasting so is well connected with the media in Nepal. He is 60+ years of age.

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- 3) Prof. Dr. Bishal Nath Upreti, Chairperson DPNet, Nepal. He is knowledgeable on DRR although probably less familiar with ageing issues. He is 60+ years of age

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- 4) Prof. Sammie Perez Formilleza is Associate Professor of Community Development, College of Social Work and Community Development, University of the Philippines, Diliman, Quezon City. He specializes in Disaster Risk Reduction and Climate Change Adaptation, Participatory Community Planning and Project Management, Community Organizing, Community Sustainable Livelihoods Development, Conflict Management and Development, Population Ageing, Older People and Community Development, Community-Based Resources Management, and Spirituality and Development. He was born October 3, 1946.

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Americas:

Europe:

Arab States:

Africa:

III. IDDR 2014 Partner

HelpAge will be the main UNISDR partner in the IDDR 2014 celebrations. HelpAge International is a network of organizations working for and with older persons in 70 low- and middle-income countries around the world. Its network of affiliates and partners implement programs and policies that improve the lives of older persons in the world's poorest communities, and to ensure that older persons are included in international development and have access to emergency relief, income security, health services and basic human rights.

HelpAge currently implements a global Disaster Risk Reduction and Resilience programme, spanning 15 countries. HelpAge and its local partners have successfully mobilized older person's associations in resilience-building activities in Bolivia, Cambodia, Jamaica, Kenya, Pakistan, and Bangladesh as key examples. This model aims to promote mutual support among older persons and reduce their isolation and vulnerability by creating a social support network that can facilitate community development and risk reduction and preparedness activities. These structures and activities are then

linked into local government emergency preparedness structure and mechanisms to ensure a sustainable and joined up response, from national to local to community. Their experience of implementing this model has demonstrated the contribution of older person's skills and experiences to enable them to support themselves and their communities. In many countries, older person's associations are taking a leading role – raising awareness of older person's rights to protection, improving their access to services, and facilitating resilience-building activities.

Utilising the experience of HelpAge International's operations programmes and work with governments and its emergency response experience in major humanitarian events, HelpAge will work with UNISDR to put together a programme of activities and initiatives for IDDR 2014, to ensure the highest level of visibility and traction with key stakeholders.

Other partners are being explored.

IV. Main Activities Proposed for IDDR 2014

The following activities are proposed for IDDR 2014:

4.1. Global Campaign Strap Line, Website and Media Pack

Every year the IDDR campaign has a global strap line, that brings the campaign together and highlights a certain issue or perspective on the issue. The proposed strap lines are (listed in priority order, based on preliminary feedback from UNISDR staff):

Resilience is for Life (proposed strap line)¹

This strap line proposes three reinforcing meanings. The first is that building resilience to disasters has no time limit in one's life, and starts from a young age and continues as we age. The second meaning is that experience counts, including in building resilience. Older persons have years of life experiences and wisdom that are important to be considered and be taken into account by various stakeholders. Lastly resilience has emerged as a promising strategy toward successful aging and a number of studies have shown that building resilience can be a good way to extend life itself.

The following graphics are proposed for use for the campaign:



¹ Other options considered include "Resilience for all Ages," "A lifetime of resilience," "Resilience is the experience of a lifetime," "Resilience for life," "DRR is for life," "Resilience for long life," "Older persons leading disaster risk reduction," "Disaster risk reduction, for a resilient society for all ages," 'Resilience = live life long,' "Age a hallmark of resilience," "Resilience, the inheritance of a generation," "A resilient past, a sustainable future," "Resilience is lifelong"

The aim is to highlight the need to include perspectives of older persons during disaster risk reduction planning and recognize the critical role older persons can play in resilience-building due to their experience and knowledge. UNISDR with HelpAge International's support will work up a set of communication branding and materials to support this initiative, including logos, a webpage and other useful media materials. This can then be utilised around the world to support events in numerous countries. The branding and media pack will create an image and a global character to the campaign.

These materials will also be used for the social media campaign that will be promoted within UNISDR and HelpAge and other partners. In addition to the media pack, the short films developed below will also be used in the social media campaign including on facebook, twitter, youtube, etc.

HelpAge will provide UNISDR with relevant available statistics that can be used in developing the media pack. UNISDR will develop the IDDR 2014 website, the strap line, website and the media pack. Both UNISDR and HelpAge will distribute the media pack to their respective networks and regional offices for distribution, and will also share the campaign widely in their social media presence.

4.2. Global and National Celebrations and Minimum Standards for Age Inclusive DRM “Pledge”

As part of IDDR, a number of events including the participation of national and legal governments around the world will take place.

To underline the importance of this issue and highlight the practical issues on the ground for various stakeholders, a global celebration is proposed to be hosted by one leading country in this topic. At the moment, possible global celebration locations being discussed include in Brunei, in the context of their chairmanship of the ASEAN in 2014, and South Africa. Jamaica and Myanmar are alternative locations for the global celebration. These proposals need discussions with Governments, and national partners on their feasibility.

In addition to the global celebration, national celebrations will be encouraged across the world. These national celebrations will be an opportunity to highlight the importance of resilience and aging, and the engagement of various stakeholders in the process of building resilience. Possible activities during these national celebrations can include seminars, press briefings, outdoor events like marathons, art competitions, and other activities that can both engage the elderly and highlight the issue among media outlets for increased coverage.

At these events government ministers and senior civil servants responsible for disaster risk management within their countries will be encouraged to sign a pledge that will articulate an acknowledgement of the specific vulnerabilities and also the contributions older persons can make to disaster risk management and climate change adaption. It will also state an acknowledgement that the world has an ageing population and without action to address the vulnerabilities of older persons to disasters this will create a more risk prone world in the future.

This “pledge” will be drafted by UNISDR and HelpAge and other partners, and will consulted widely with governments and other stakeholders, including an expert panel, before 13 October. The “pledge” will outline the minimum standards for age inclusive DRM which the government can pledge to ensure are taken up both in national disaster management policy but also in planning and budgeting. It is envisioned that leaders in many of the countries having celebrations will sign the pledge on the day to create a lasting legacy.

It is proposed that the expert panel to include representatives within HelpAge's international DRR and emergency team from each region, senior policy officers, representatives from AGE UK and other ageing specialists within the HelpAge international network, leading disaster management academics, representative's agency staff from the BOND and VOICE DRR working groups and UNISDR.

The discussion with government ministers at the first preparatory committee meeting for the 3rd UN World Conference on DRR this coming 14 and 15 July 2014, plus the webinar will provide the feedback for the pledge to be finalised by mid-August. The time remaining can then be used for UNISDR and HelpAge country offices to work with governments to arrange signing on the 13th October.

Both UNISDR and HelpAge will work through their respective field offices to promote the global and national celebrations on 13 October.

4.3. Age inclusive disaster risk management survey

To develop the pledge two approaches will be taken. The first will be to develop a survey which will aim to obtain the opinion and experience of older persons through HelpAge's vast network of partners, and affiliates all over the world. The results of the survey will be two fold, firstly to help inform the content of the pledge and ensure it contains the Voice of older persons globally. The second is to create data and opinion that can be used as part of the media content for the 13th October.

The survey will be a maximum of 12 questions, on their experience in DRR prior to disaster, the impact on disasters on them and if their needs were met in response and recovery operations. It will also encourage older persons to think about how they feel they are or could be part of DRR and what role they could play.

Governments and other stakeholders can use the survey results for their own relevant processes including in the development or review of policies, as necessary.

HelpAge and UNISDR will jointly develop and design the survey and disseminate it to all of its regional offices, partners and affiliates throughout its network to obtain as many responses as possible. UNISDR will then collate and analyse the results.

4.4. Global Age Watch Index – Index for aging and disaster exposure and vulnerability

HelpAge each year produces a global age index of where the vulnerabilities and exposure are highest for older persons, due to a number of factors and a report is produced:

<http://www.helpage.org/global-agewatch/>

As a special feature this year's index is the inclusion of a rank on older person's vulnerability and also countries' exposure to hazards to create a ranking and map of aging and exposure and vulnerability to disasters. This would be done using the Global Age Watch Index data (where it is available) as the vulnerability factors. This would be combined with disaster exposure rankings and scores which are produced by many organisations and freely available. The GAWI data covers 90 countries for which data on older persons is available. The fact that the mapping will be patchy will serve as visual mapping of older persons data black holes as well as disaster risk. The output of this would be a

global map and ranking of countries showing the worst places to be old and exposed to disaster and also where no data on older persons exists.

This will be led by HelpAge with UNISDR support.

4.5. Media Products

Films: To further create knowledge and stories for the 13th October a set of 3 films would be made utilising some of HelpAge's and UNISDR's existing material and also conducting some video interviews with older persons who are currently on DRR committees teams around the world and why they think DRR is important for them and their communities.

An additional film will be made of interviews with high level Disaster Risk management officials from governments explaining why older persons may be at risk, why they must be a priority in disaster management planning and response, what specifically should be in place at a national and local level, how the standards address this, reflecting the content of the pledge.

Animation on including older persons in risk assessment: An animation will be created to depict the vital role older persons play in community risk assessments due to their experience with disasters and their knowledge. The animation will show an older couple as children, mothers and fathers, workers, young persons, older persons who may also be disabled (their life course). At each stage it will show them experiencing a disaster and having to cope with it (could be an older person or couple thinking back over their life like a dream). It would then depict two scenarios, one where older persons are not included in risk assessments and one where they are, highlighting the very different outcome in the DRR success.

The films and animation will be shown in national events and in the respective websites of UNISDR and HelpAge.

This will be led by HelpAge with UNISDR support.

4.6. "Disaster resilience in an ageing world" Publication launch

Launch of the publication "Disaster resilience in an ageing world: How to make policies and programmes." This publication aims to promote age-inclusive resilience-building among practitioners and policy-makers. It gives a comprehensive overview of how resilience-building programmes should be designed and implemented to ensure the inclusion of older persons. It also highlights the benefits of including and empowering older persons through DRR and resilience-building activities. By applying an older persons lens to DRR programming, which involves assessing the specific vulnerabilities and capacities of older persons and encouraging them to take a more proactive role, we can support older persons to become more resilient – with wide ranging benefits for themselves, their families, and their wider communities. The report includes case studies to highlight good practice, demonstrating what can be achieved by working for and with older persons.

This publication will be released 13 October 2014 during the IDDR 2014 celebrations. This publication will be produced by HelpAge.

V. Time table

Time table	Jun	Jul	Aug	Sept	Oct	Nov onwards
Global Campaign Strap line, media pack, website, and						

social media					
Age inclusive disaster risk management survey					
Global and National Celebrations and development of “Pledge”					Work on getting the pledge signed by governments will continue
Global Age Watch Index – Index for aging and disaster exposure and vulnerability					
Media Products (Films and Animations					