



United Nations
International Strategy for Disaster Reduction
Secretariat, Geneva

Making Cities Resilient: "My city is getting ready" *World Disaster Reduction Campaign 2010-11*

Frequently Asked Questions (FAQ)

About the Campaign

What is the "Making Cities Resilient" Campaign about?

Cities, towns and local governments need to get ready and become resilient to disasters. Throughout 2010 -11 and beyond, the United Nations International Strategy for Disaster Reduction (UNISDR) will campaign together with its partners for this to happen. A ten-point checklist of essentials for making cities resilient will serve as a guide for action during the campaign.

Why focus the campaign on "Making Cities Resilient?"

Cities are the lifelines of today's society. They serve as nations' economic engines, centres of technology and innovation, and they are living evidence of our cultural heritage. But cities also can become generators of new risks: failed infrastructure and services, environmental urban degradation, increasing informal settlements and almost a billion slum dwellers around the world. This makes many urban citizens more vulnerable to natural hazards.

What are the objectives of the campaign?

Overall, the campaign seeks to raise awareness and effect change by urging local governments to take immediate action, and to build multi-stakeholder partnerships to achieve this. The objectives of the Making Cities Resilient campaign are threefold, and can be achieved through building long-lasting partnerships to:

Know more, by raising awareness of citizens and governments at all levels of the benefits of reducing urban risks.

Invest wisely, by identifying budget allocations within local government funding plans to invest in disaster risk reduction activities.

Build more safely, by including disaster risk reduction in participatory urban development planning processes and protect critical infrastructure.

How can we all make this happen?

By engaging mayors and local governments around the world, and urging them to sign up to the campaign and reduce risks in a number of different ways. This includes working towards meeting the goals set out in the Ten Essentials [checklist](#), creating local partnerships and alliances with citizens and

community groups, and organizing public hearings, drills and other awareness raising activities.

The [campaign kit](#) also suggests a variety of concrete steps that can be taken by other partners in disaster risk reduction such as local government associations, national governments, academia, donors, the private sector as well as international and regional organizations and NGOs.

Who are we trying to reach?

The campaign's principal target groups are mayors and local governments of cities and towns of different sizes, characteristics, locations and risk profiles. Besides mayors and local governments, the campaign is also calling on civil society, planners and urban professionals, as well as national authorities and community groups to develop innovative solutions and engage with local governments to reduce disaster risks.

Who is organizing the campaign?

The UNISDR secretariat is the overall coordinator of the 2010-2011 World Disaster Reduction Campaign. However, local, regional and international partners and participating cities and local governments are the main drivers and owners of the campaign. UN-HABITAT, with its broader [World Urban Campaign](#), is a key partner in this campaign, along with other UN organizations, city associations and organizations such as [UCLG](#), [ICLEI](#), [CityNet](#), among others. NGO networks, grassroots organizations and other UNISDR partners are also engaged in the campaign.

How long will the campaign last?

The campaign will last for two years, from January 2010 to December 2011. Although a number of cities and local governments are already undertaking risk reduction activities, the momentum through the campaign will help sustain and mainstream disaster risk reduction in the long run. Following the campaign, it is expected that a large number of cities and local governments will have included disaster risk reduction as an integral component of local development plans, with a view to facilitating the advancement of the goals of the [Hyogo Framework for Action by 2015](#). The campaign period and the Mid-Term Review of the Hyogo Framework for Action will serve as entry points to make local governments a key stakeholder group to the ISDR.

How can we measure success?

The success of the campaign will be initially measured by how many mayors and local governments join and commit to its cause. Additionally, the campaign's success will also be measured by the number of partnerships and alliances developed by different stakeholders at the local level, as well as the progress made by participating cities and local governments in each of the [Ten Essential areas](#).

How does the 2010-2011 Campaign link to previous World Disaster Risk Reduction Campaigns?

The Making Cities Resilient Campaign builds on the outcome of the 2006-2007 Campaign on “Disaster Risk Reduction Begins at School” and the 2008-2009 Campaign on “Safe Hospitals” to highlight the importance of ensuring schools and hospitals resilience to achieve cities’ resilience to disasters. To highlight this point, the [“One Million Safe Schools and Hospitals” Initiative](#) was launched as part of the Making Cities Resilience Campaign to specifically elevate awareness and political commitment by local governments and city planners in ensuring the safety of schools and hospitals located in their area of political influence. This is an essential and compulsory condition to achieving a city’s resilience.

Where to go for more information?

If you still have a question that has not been answered above, please contact: isdr-campaign@un.org

How to get involved

What will be the role of cities in the campaign?

Local governments and cities will play an active role in the campaign, both as advocates and drivers of disaster risk reduction implementation at the local and international level. A number of committed mayors, high-level public figures and Role Model local governments will be identified and help UNISDR and its partners to promote and implement the campaign.

How can cities and local governments sign up to the campaign?

Cities and local governments and its partners can join the campaign, by either becoming a Champion, a Role Model, or a Participating City or local government. Please refer to the [nomination guidelines](#) for more information on how to get involved in the Making Cities Resilient Campaign.

What is expected from a Champion / Role Model / Participating City?

All participating cities and local governments are invited to take an active role in the campaign, especially within their own cities and towns. They should be willing to contribute know-how, resources and overall support to the campaign efforts within their reach and capacity. For more information on the typical profile of a Champion, a Role Model and a Participating City, please refer to the campaign [nomination guidelines](#).

How many cities are we aiming to reach?

“My City is Getting Ready!” is a rallying call for all mayors and local governments to make as many cities as possible as resilient as possible. It is also a call for local community groups, citizens, planners, academia and the private sector to join efforts. The aim of the campaign is to get a minimum of 1000 mayors to commit to at least one of the [Ten Essentials](#) for Making Cities Resilient by 2011, and to involve hundreds of participating local governments and as many citizens as possible to join the resilient cities initiative in the following years.

What is the nomination process? What are the selection criteria?

The overall nomination process is facilitated by the UNISDR secretariat with support from an international, multi-disciplinary [Advisory Panel](#). For more information on the nomination process and selection criteria for Champions and Role Models, please refer to the [nomination guidelines](#).

What is the role of the “Advisory Group”?

The [Advisory Panel](#) will support the overall campaign implementation from a technical viewpoint. It will provide guidance and advice to the UNISDR secretariat and its partners on such issues as the review and recommendation of nominated Role Models, as well as monitoring of progress throughout 2010-2011.

Do I get paid if I am selected as “Champion” or a “Role Model”?

No. All of the above designations are considered voluntary and are not remunerated.

Why should I get involved in the campaign?

In addition to taking a major step towards building the safety and resilience of your city / local community, by participating in the campaign you will also benefit from increased visibility and exposure to international experts and policy makers in this field. Participating cities and local governments will be encouraged to participate in and offer to host conferences, workshops and other events related to the campaign, with support from the UNISDR secretariat. Furthermore, all participating cities in the campaign will also be considered as nominees for the “[UN-Sasakawa Award for Disaster Reduction](#).”

My city has just started to work in disaster risk reduction. Can I still join the campaign?

Yes. If you are a city or a local government that is in early stages of risk reduction planning and management, you are especially encouraged to join the campaign by pledging to improve resilience to disasters against one (or more) of the [Ten Essentials](#) for making cities resilient.

Will I automatically be registered as a supporter of the “One Million Safe Schools and Hospitals Initiative” if I subscribe to the City Resilience Campaign (and vice-versa)?

No. Despite being a major component of the Making Cities Resilient Campaign, the [One Million Safe Schools and Hospitals Initiative](#) should be subscribed to through its own website. By committing and pledging for schools and hospitals resilience, you will become a major agent in transforming your city into a more resilient and safer place.

What if I am not a local government representative?

If you are a community group, NGO or other active member of your city or community who wants to commit to and support the campaign goals, you might want to contact isdr-campaign@un.org.

I want to nominate a city or a local government. What should I do?

Local government officials, technical institutions and other partners are encouraged to send nomination proposals to UNISDR, with a clear motivation of why this city / local government could serve as Champion or a Role Model in the campaign. All nominations should be submitted by e-mail to isdr-campaign@un.org through the [standard nomination form](#).

Campaign activities and UNISDR support

What will be the concrete activities carried out during the campaign?

A number of global and regional initiatives will be carried out during the two-year campaign, in collaboration with partners and participating cities and local governments. Such activities include:

- Organising policy dialogues, workshops and other events to raise the profile of urban risk issues, create political space among different stakeholders, and provide opportunities for information and knowledge sharing.
- Organising city-to-city learning and study tours with role model cities, in collaboration with the campaign partners.
- Promoting and facilitating access to existing tools and resources for urban risk reduction, particularly through the campaign website.
- Developing and contributing to high-visibility initiatives such as the [One Million Safe Schools and Hospitals](#) pledging initiative.

What is the support provided by the UNISDR secretariat?

UNISDR and participating partner organizations will provide support by publicizing success and practice, creating space for learning and meeting and seeking to influence policy makers at all levels. As the overall coordinator of the campaign, UNISDR will also cater for regional and global partnerships of support for the campaign “Champions”, “Role Models” cities and “Participating” Cities.

Will funding be available to cities and local governments that sign up to the campaign?

There will be no ear-marked resources to support specific activities by participating cities, which would be undertaken directly with the local government themselves and their local or other partners. Specific proposals, of particular relevance to the campaign objectives, may be considered for funding under exceptional circumstances, and on a case by case basis.