

* 1. **THE SENDAI SEVEN CAMPAIGN IN 2018 – DISASTERS HAVE A HUMAN COST**

The United Nations General Assembly has designated 13 October as International Day for Disaster Reduction to promote a global culture of disaster reduction, including disaster prevention, mitigation and preparedness. It is an opportunity to acknowledge the substantial progress being made toward reduction of disaster risk and losses in lives, livelihoods and health. Such an outcome is the aim of the Sendai Framework for Disaster Risk Reduction 2015-2030 adopted at the Third UN World Conference on Disaster Risk Reduction in Japan in March 2015.

The Sendai Framework has seven strategic targets and 38 indicators for measuring progress on reducing disaster losses.

In 2016, the UN Secretary-General launched “The Sendai Seven Campaign” to promote each of the seven targets over seven years. The 2018 target is focussed on target (c): “Reduce direct disaster economic loss in relation to global gross domestic product (GDP) by 2030.”

**The Seven Global Targets**

**2016 – Target (a): Substantially reduce global disaster mortality by 2030, aiming to lower the average per 100,000 global mortality rate in the decade 2020-2030 compared to the period 2005-2015;**

**2017 – Target (b): Substantially reduce the number of people affected globally by 2030, aiming to lower the average global figure per 100,000 in the decade 2020-2030 compared to the period 2005-2015;**

**2018 – Target (c): Reduce direct disaster economic loss in relation to global gross domestic product (GDP) by 2030;**

**2019 – Target (d): Substantially reduce disaster damage to critical infrastructure and disruption of basic services, among them health and educational facilities, including through developing their resilience by 2030;**

**2020 – Target (e): Substantially increase the number of countries with national and local disaster risk reduction strategies by 2020;**

**2021 – Target (f): Substantially enhance international cooperation to developing countries through adequate and sustainable support to complement their national actions for implementation of the present Framework by 2030;**

**2022 – Target (g): Substantially increase the availability of and access to multi-hazard early warning systems and disaster risk information and assessments to people by 2030.**

In keeping with the Day’s focus on the impact that disasters have on people’s lives and well-being, this year’s theme is about conveying the message that disasters have a human cost and reducing economic losses from disasters can transform lives.

This follows a year in which natural hazards have contributed to record economic losses worldwide of an estimated US$ 350 billion in insured and uninsured losses, impacting severely on many sectors of the economy in affected countries as well as impacting on availability of public monies for social expenditure in areas such as education and health which are vital to achievement of sustainable development and the eradication of poverty.

The World Bank estimates that disasters cost the global economy US$520 billion and push 26 million people into poverty every year.

1. **INTERNATIONAL DAY FOR DISASTER REDUCTION 2018 – #ResilienceForAll**

***“REDUCING ECONOMIC LOSSES FROM DISASTERS HAS THE POWER TO TRANSFORM LIVES”***

#IDDR2018 #ResilienceForAll

**Goal**: Use International Day for Disaster Reduction on 13 October 2018 to:

Provide an advocacy platform to all governments, local governments, disaster management agencies, UN agencies, NGOs, Red Cross and Red Crescent societies, civil society groups, businesses, academic and scientific institutions, and other interested groups to highlight the economic consequences of failure to manage disaster risk, particularly for vulnerable groups in low and middle-income countries.

3.1 **MAIN OBJECTIVES**

* Promote and encourage events at national and community level to mark implementation of the Sendai Framework;
* Highlight the impact of economic losses from disasters on efforts to achieve sustainable development;
* Highlight the consequences for social expenditure in low and middle income countries of the rise in extreme weather events;
* Profile the impact of economic and others losses in at least one country per region;
* Launch a report analysing disaster trends, human impact and economic losses;

1. **KEY MESSAGES**
* If it’s not risk informed, it’s not sustainable, and if it’s not sustainable it has a human cost.
* Disasters are gateways to poverty and distress for many vulnerable people living in low and middle-income countries particularly.
* Increasing exposure of people and economic assets has been the major cause of long-term increases in economic loss from disasters and shows that the economic incentives for location in many hazard-prone areas continue to outweigh the perceived disaster risks.
* While absolute economic loss is concentrated in higher income countries, in relative terms it is a far greater problem for low-income countries.
* Expressed as a proportion of social expenditure, expected annual losses in low-income countries are five times higher than in high-income countries.
* The countries with the greatest need to invest in social development are those most challenged by disaster risk.
* Investment in disaster risk reduction generally represents a large saving in terms of avoided losses and reconstruction costs with cost benefit ratios ranging from 3:1 to 15:1 or higher in some cases.
* Integrating disaster risk reduction into investment decisions is the most cost-effective way to reduce risk.
* Investing in disaster risk reduction is a precondition for developing sustainably in a changing climate.
* If risk reduction can be included explicitly in national development and climate adaptation plans and budgets, all parts of government are then able to programme risk reduction actions and investments.