



Sign up today to make your city resilient to disasters

## Who is an Advocate

Launched in 2010 the Making Cities Resilient Campaign has developed a global network of local governments committed to reducing risk and building more resilient cities. These local governments represent cities of different sizes, characteristics, risk profiles and locations whose efforts are reinforced by a supportive group of partner organizations. By joining the Campaign, mayors agree to implement the “Ten Essentials” for Making Cities Resilient.

The “Ten Essentials” are:

1	Organise for resilience
2	Identify, understand and use current and future risk scenarios
3	Strengthen financial capacity for resilience
4	Pursue resilient urban development and design
5	Safeguard natural buffers to enhance the protective functions offered by natural ecosystems
6	Strengthen institutional capacity for resilience
7	Understand and strengthen societal capacity for resilience
8	Increase infrastructure resilience
9	Ensure effective preparedness and response
10	Expedite recovery and build-back-better

Central to the "Making Cities Resilient" campaign is the impact of alliances and networks for disaster risk reduction (DRR). The United Nations Office for Disaster Risk Reduction (UNISDR) encourages persons with experience, interest and outreach capacities to become an Advocate for Resilient Cities. Campaign Advocates will promote urban disaster resilience in their spheres of influence.

Together with campaign partners, public and private institutions, local and national authorities, Advocates will play an active role in advancing campaign messages, reporting on progress, providing policy recommendations, sharing knowledge and promoting city-to-city learning and collaborations. Innovative ideas and suggestions made by Advocates for further developing the campaign are very much encouraged and welcomed by UNISDR.

An advocate needs to demonstrate knowledge in the field of DRR and the Ten Essentials for Making Cities Resilient that build upon the Sendai Framework for Disaster Risk Reduction, 2015-2020, with its seven targets and four priorities for action. Advocates are expected to seek

opportunities and mobilize resources, where possible, to promote the “Ten Essentials” within cities and among partners through such mutual interests of DRR.

Advocates will use their own networks and outreach opportunities to call for action and share information on building local-level resilience that ultimately constitutes to resilient cities.

Advocates are to disseminate, promote, support, as well as report progress on, the use of guidance, tools, indicators and other capacity building opportunities of the Campaign and own experiences in which personal know-how complements the implementation of the Ten essentials.

From 2016-2020 the Campaign and its programme aims to:

- To increase commitments in building local-level resilience
- Support cities in measuring and their risks
- Establish baselines and measure resilience actions and their investments
- Develop or update local-level disaster risk reduction and resilience action plans
- Enhance city capacity and access to develop and implement disaster risk reduction plans

## **How an individual can become an Advocate:**

### **Step 1 ELIGIBILITY AND APPLICATION**

To start the process a duly filled Advocate application form available on the UNISDR Making Cities Resilient Campaign website must be submitted by e-mail to: [isdr-campaign@un.org](mailto:isdr-campaign@un.org)

To download the application form, follow the link below: -

<http://www.unisdr.org/winjit/campaign/resilientcities/assets/documents/advocate-application-form.doc>

### **Step 2 SELECTION**

Upon receiving the application form, the UNISDR will assess and inform the applicant on their eligibility status as. The assessment will include consultation with the in-country partners and relevant institutions (to ensure coordination and collaboration).

Following approval of eligibility, a letter of recognition and certificate will be issued to assist the Advocate in conducting the related business of the Making Cities Resilient Campaign.

UNISDR will then proceed with informing the National focal point and other relevant actors within the country of the advocate’s appointment. The national focal point and relevant actors therefore will seek a common understanding vis-à-vis expected role and actions in cooperation with the Advocate.

### **Step 3 COMMITMENT**

The assignment will be based on personal capacity and merits as detailed in each application. Commitment shall be valid for two years with possibility of renewal. Performance will be measured through activities accomplished during the advocacy period of two years, including detailed reports comprising of the type and specifics of work undertaken within respective thresholds and capacities.

An Advocate will report back to UNISDR on activities and will be kept informed about relevant events, training opportunities and news updates related to DRR.

## Expected Actions

It is expected that through committed actions, Advocates will increase awareness and accelerate progress towards implementation of the Sendai Framework at the local level through the implementation of the Ten Essentials for Making Cities Resilient and its tools.

- Advocate shall commit in providing direct support to cities part of the campaign or in consultation with the UNISDR regional office campaign team;
- Advocates shall help building awareness by attending at least one event per year and should help in promoting and/or organizing and/or participating at the International Day for Disaster Reduction (IDDR) in coordination with UNISDR;
- Advocates shall provide technical assistance and lead on training for the use and implementation of the indicators for the Ten Essentials, based on their experience in working with municipalities and understanding the importance of the tool;
- Key dates and events such as IDDR<sup>1</sup>, the Resilient Cities events, and other national/regional events are to be used to advocate campaign messages, disseminate publications and other relevant information;
- Advocates shall provide one story per year (minimum) for publication on the UNISDR Making Cities Resilient Campaign website in their native language.
- Advocates should provide analysis of information, for reports and case studies etc. according to their capacities, background and experience.
- Advocates should write about the need of Resilient Cities in local print medias and share practices.
- Advocates shall maintain their profile page on the UNISDR website

**UNISDR**, will support Advocates participating through the following activities:

- The highlighting of the role and achievements of the Advocate through various channels, such as Campaign website, social media, videos, conferences and publications;
- Provide access to tools, contacts and materials;
- Build capacity in collaboration with training centres and academia, promoting learning opportunities within Advocates Network as well as in their respective localities and regions;

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<sup>1</sup> <http://www.unisdr.org/we/campaign/iddr>

- The organization of events for networking, experience exchanges and knowledge sharing in DRR and resilient cities relevant projects.

UNISDR will provide support for the Advocate to operate at their own will, for which in return, it is expected that the Advocate shall do what is possible, within their means and capacities, with regards to their specific roles.

### **Code of Conduct**

During the period of the assignment, advocates will be subject to the UN Standards of Conduct currently in effect and as they may be amended from time to time, see <https://cdu.unlb.org/UNStandardsofconduct/codeofconduct.aspx>

UNISDR reserves its right to withdraw the nomination as Campaign advocate if the nominated person fails to comply with the UN code of conduct