



United Nations  
International Strategy for Disaster Reduction

# ***Making Cities Resilient: My City is Getting Ready***

*World Disaster Reduction  
Campaign 2010-11*

[www.unisdr.org/campaign](http://www.unisdr.org/campaign)

## ***Is your city ready?***



*Information and modalities for  
nomination and participation for  
**Cities and Local Governments***

## Making Cities Resilient

The World Disaster Campaign 2010-2011 “Making Cities Resilient” aims at getting Mayors, local governments and national authorities to take actions towards making cities resilient as part of sustainable urbanizations.

A ten-point action plan of “ten essentials for city resilience” (see Annex 1) will be the guiding tool for the campaign. It builds on the priorities set out in the international blueprint “*Hyogo Framework for Action 2005-2015: Building the resilience of communities and nations to disasters*”. The capacity of local government officials and institutions to make cities resilient is a high priority to advance the local implementation.

This document explains the modalities for nominating cities, local governments and champions in the campaign. For further information, see the Campaign Strategy.

### Role of cities and local governments in the Campaign

**Mayors** and **Local Government Officials** are invited to play a leadership role in the Campaign in different ways:

- as **Advocates** at international and national levels
- in their own cities and nationally, as **Drivers** for **Disaster Risk Reduction** implementation at the local level, and
- in pledging for innovation and initiatives that will help their **Cities** to become safer, more disaster **resilient**.

UNISDR and participating partner organizations will provide support to publicizing success and practice, provide space for learning and meeting and seek to influence policy makers at all levels. 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. Participating cities will be encouraged to contribute resources and know-how to other cities in the campaign within their reach and capacity.

### Campaign Partners

UN-Habitat and other UN agencies, World Bank, United Cities and Local Governments (UCLG), CityNet, Earthquake Megacities Initiatives (EMI), International Federation of Red Cross and Red Cross Societies (IFRC), Global Network for Civil Society Organizations for Disaster Risk Reduction, GROOTS International, Huairou Commission

## Nomination process and the selection criteria

*Become a  
Resilient Cities  
CHAMPION*

### **“Champions” and good-will ambassadors nominations:**

Partners in the Campaign, National Platforms or city councils can recommend a personality to UNISDR as a “Champion” for the Making Cities Resilient Campaign. This provides for leadership and visibility; it is also a non-remunerated designation. The characteristics for such a nominee should be as follows:

- A high profile leader with the ability to mobilize others and influence policy or action at the national, local and/or community level (i.e. Mayor, Governor, community leader, artist, etc).
- Associated to a local government (i.e. province, district, city, municipality, township or village) with relevant experience in disaster risk reduction or demonstrated commitment to the Campaign objectives.
- Be committed to contribute time to support the Campaign in their own capacity, by participating in international, regional and/or national high-profile meetings, dialogues and awareness raising events.
- Be able to effectively convey messages to reach people at risk as well as policy and decision makers.

### **The nominated Champion should be willing to:**

- Participate in at least one high-profile event during the Campaign, regionally or internationally, as spokes person for resilient cities;
- Promote disaster resilience and the Campaign objectives with the national Association of local governments or similar forums, including to seek increased resources for this topic from national budgets;
- Provide opportunities for or prepare video clips from successful disaster reduction initiatives and other forms of messages for media use;
- Receive or approach other Mayors or local or national decision makers to promote city resilience.

*If you would like to nominate a “Champion” for the Campaign who is available and willing to fulfill the above criteria, please provide your motivation and a short biography of the person and send it to: [isdr-campaign@un.org](mailto:isdr-campaign@un.org), or to fax: +41-22-917 8964, or contact any UNISDR regional office.*

*Champions are  
actively  
promoting the  
objectives of the  
campaign*

*Become a  
**ROLE MODEL  
CITY***

*Role Model  
Cities feature  
prominently  
throughout the  
campaign*

## **“Role model” cities and local governments’ nominations:**

The criteria to become a “role model” city in the campaign is to be a city that has shown results or initiated processes for change in at least five areas out of the ten essential actions in the resilient cities “Ten-point checklist of Essentials for Making Cities Resilient” (see Annex 1)

### **Step 1 Nomination proposal**

Local government officials, technical institutions and other partners shall send a nomination proposal to UNISDR, with a clear motivation of why this city or local government could serve as “role model” in the Campaign. At least one additional stakeholder (from the academia, civil society or the private sector) shall be involved as an active partner of the designated city / local government in the Campaign. All nominations should be submitted by e-mail to [isdr-campaign@un.org](mailto:isdr-campaign@un.org) or by fax: +41-22-917 8964 using the “Nomination Form” (Annex 2). Contact any of the UNISDR offices in your region if you need further advice (addresses listed at the end).

### **Step 2 Review of submissions**

UNISDR, with support from an international multi-disciplinary advisory group, will review all submissions and send a formal letter to the Mayor, the Governor or any other indicated authority in the nomination form, inviting them as either “role model” or “participating city” in the Campaign. UNISDR encourages the Mayor’s office to seek the approval of the City Council to be officially involved as a “role model” in the Campaign.

### **Step 3 Signing up**

The Mayor sends an official communication to UNISDR, in which he/she states the wish (and the approval by the City Council if this is the case) to become a role-model for city resilience and to work with UNISDR and its partners in the Campaign. The local government shall inform the central government about this nomination and notify the official Hyogo Framework for Action focal point or the National Platform for Disaster Risk reduction (contact information can be requested from UNISDR secretariat.)

### **Step 4 Campaign activities**

The selected “role model” city and local government will define with UNISDR what the opportunities are for them to:

- Share their experience with other cities, through organizing city-to-city learning with study tours or training components;
- Preparing audiovisuals presenting innovative solutions for urban/local risk reduction; organizing policy dialogues;
- “Twinning up” with other cities during the Campaign and similar activities

*Sign up as  
PARTICIPANT*

## “Participants” in the Campaign

Cities and local governments who are interested in participating in the Campaign but do not comply to the criteria of a “role model” or a “Champion” are encouraged to sign up to the campaign through [isdr-campaign@un.org](mailto:isdr-campaign@un.org). By doing so, they will be requested to pledge their commitment against one of the ten essential of the Campaign.

*Pledge your  
commitment*

A letter from the Mayor’s office to UNISDR shall confirm this pledge, indicating which other organizations the city administration will engage during the Campaign. The name and pledge of all participating cities and local governments will be listed by UNISDR on the Campaign website. All participating cities and local governments will be regularly updated by UNISDR on the Campaign activities and other activities initiated by partners.

## General Selection Criteria

The selection of “Champions” and “role model” cities for the Campaign will, in addition, be based on the principle of equitable and balanced representation (i.e. distribution among countries, regions, size of cities, regional / provincial / municipal government, geographic and hazard conditions, etc.).

## UNISDR Support to the Campaign

As the coordinator of the Campaign, UNISDR will cater for regional and global partnerships of support for the campaign cities - “Champions”, “role model” cities and participants- and UNISDR will in particular provide support to the following activities:

- Organization of **policy dialogues, workshops** and other **Campaign-related events** at the global and regional level.
- “**Induction packages**” for local governments on urban risk in collaboration with training centres and academia, promoting capacity development and learning opportunities for cities and local governments in each region.
- **Information** and **knowledge** support.
- High-visibility **media events** and **communication tools**.
- The UN-Sasakawa Award for Disaster Risk Reduction 2010-2011, which will prioritize nominations from cities who participate in the Campaign.

## Shared Responsibility

No specific funding will be provided by UNISDR to sponsor projects and initiatives by cities and local governments as part of the campaign. The cities themselves and partners are expected to support the organization of events, conferences and meetings focusing on the Campaign. Specific proposals, of particular relevance to the campaign objectives, may be considered under exceptional circumstances for funding and on a case by case basis.

UNISDR and campaign partners will cater with national, multi-lateral and bi-lateral development organizations to prioritize projects and funding for urban risk reduction. All such information will be made available on the campaign website.

### For more information:

**URL:** [www.unisdr.org/campaign](http://www.unisdr.org/campaign)

***UNISDR Secretariat Geneva***

E-mail: [isdr-campaign@un.org](mailto:isdr-campaign@un.org)

***UNISDR Regional Office Africa, Nairobi***

Email: [isdr-africa@unep.org](mailto:isdr-africa@unep.org)

***UNISDR Regional Office Americas, Panama***

Email: [eird@eird.org](mailto:eird@eird.org)

***UNISDR Regional Office for Arab States, Cairo***

Email: [isdr-arabstates@un.org](mailto:isdr-arabstates@un.org)

***UNISDR Regional Office Asia and Pacific, Bangkok***

Email: [isdr-bkk@un.org](mailto:isdr-bkk@un.org)

***UNISDR Regional Office Europe, Brussels***

Email: [isdr-europe@un.org](mailto:isdr-europe@un.org)

## Annex I

### *A Ten-point checklist for local governments<sup>1</sup> - Ten essentials for making cities resilient*

*The campaign proposes a Ten-point checklist of Ten Essentials for Making Cities Resilient to serve as a guide for commitment by Mayors.*

*Have your City Council and local government sign up to this!*

### Ten-point Checklist - Essentials for Making Cities Resilient<sup>1</sup>

1. Put in place **organization and coordination** to understand and reduce disaster risk within the local government, based on participation of citizen groups and civil society—build local alliances. Ensure that all departments understand their role and contribution to disaster risk reduction and preparedness.
2. **Assign a budget** for disaster risk reduction and provide incentives for homeowners, low-income families, communities, businesses and public sector to invest in reducing the risks they face.
3. Maintain up-to-date data on hazards and vulnerabilities, **prepare risk assessments** and use these as the basis for urban development plans and decisions. Ensure that this information and the plans for your city's resilience are readily available to the public and fully discussed with them.
4. Invest in and maintain **infrastructure that reduces risk**, such as flood drainage, adjusted where needed to cope with climate change.
5. Assess the **safety of all schools and health facilities** and upgrade these as necessary.
6. Apply and enforce **realistic, risk-compliant building regulations and land use planning principles**. Identify **safe land for low-income citizens** and develop upgrading of informal settlements, wherever feasible.
7. Ensure **education programmes and training** on disaster risk reduction are in place in schools and local communities.
8. **Protect ecosystems and natural buffers** to mitigate floods, storm surges and other hazards to which your city may be vulnerable. Adapt to climate change by building on good risk reduction practices.
9. Install **early warning systems and emergency management capacities** in your city and hold regular public preparedness drills in which everyone participates.
10. After any disaster, ensure that the **needs of the survivors are placed** at the centre of reconstruction with support for them and their community organizations to design and help implement responses, including rebuilding homes and livelihoods.

<sup>1</sup> The Checklist builds on the priorities identified in the *Hyogo Framework for Action 2005-2015: Building the Resilience of Nations and Communities to Disasters* - [www.unisdr.org/hfa](http://www.unisdr.org/hfa)

## Annex II

### Nomination form for “role model” cities and local governments

Please send the nomination form to [isdr-campaign@un.org](mailto:isdr-campaign@un.org). Nominations will be accepted on an ongoing basis throughout 2010-11.

	Specifications	
<b>City / Local Government</b> (name, location, size)		
<b>Name of Mayor / Governor / Community leader</b>		
<b>Major Disaster Risks</b> (indicate major disasters that have occurred, prevailing hazards and vulnerable conditions)		
<b>Progress and results</b> (indicate main areas of progress, based on the “ten essentials”)		
<b>Which local institutions will be engaged in the Campaign?</b> (in addition to the local government)		
<b>Which part of the city administration will be the focal point for the Campaign?</b>		
<b>Achievement in all of the ten essentials areas</b> (make an estimation as follows: 1 - poor/nothing in place, 2 - some progress in place, 3 - in place, well functioning or N/A)	Essential N. 1	
	Essential N. 2	
	Essential N. 3	
	Essential N. 4	
	Essential N. 5	
	Essential N. 6	
	Essential N. 7	
	Essential N. 8	
	Essential N. 9	
	Essential N. 10	