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PRESS RELEASE

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2010-11 WORLD DISASTER REDUCTION CAMPAIGN **More cities are getting ready to reduce disaster risk**

Davos, Switzerland – Baofeng County, P. R. China and the City of Davos, Switzerland are the two latest cities to sign up to the new campaign ‘Making Cities Resilient: My City is getting Ready’ during a launch event today, hosted by the Davos-based, International Disaster and Risk Conference (IDRC).

The United Nations International Strategy for Disaster Reduction’s (UNISDR) two-year campaign aims to engage as many different local governments and cities as possible to commit to a checklist of *Ten Essentials* that will help make their cities more resilient to disasters.

Prone to avalanches, storms and debris flow, Davos already has hazard zoning and other integrated risk management tools in place and will share its extensive knowledge and experience with local governments around the world as part of its engagement to the campaign. Baofeng County, which is particularly affected by floods, droughts and other hazards, will set up an international disaster risk management centre to minimize risk as part of the *Ten Essentials*.

“In these times of global climate change we expect the situation to worsen. Rainfalls will be stronger, drought and wildfire could be new risks in this region and snowfalls might be more extreme,” said Hans Peter Michel, the Mayor Davos. “Therefore, Davos needs to be prepared and we really want to ensure that Davos stays as safe from disasters as it is now.”

“A resilient city and its citizens can benefit greatly from the opportunities presented by urban risk reduction actions,” said Margareta Wahlström, UN Special Representative of the Secretary-General for Disaster Risk Reduction. “When successfully mobilized, resilient cities may benefit from growth and employment, business opportunities, balanced ecosystems, better health and improved education.”

“The Global Risk Forum GRF Davos is a platform that supports, through the IDRC and other activities, the implementation of the Hyogo Framework for Action, the global blueprint for reducing disaster risk,” said Dr. Walter Ammann, president of the GRF. “The GRF will play an active role in maximising the impact of UNISDR’s new campaign and strongly advocate for the cause.”

Six mayors from Bonn, Germany; Mexico City; Saint Louis, Senegal; Larreynaga-Malpaisillo, Nicaragua; Karlstad, Sweden and the Provincial Governor of Albay, the Philippines were the first to launch the campaign globally during the First World Congress on Cities and Adaptation to Climate Change in Bonn, yesterday.

More mayors are also expected to sign up today in Lima, Peru, at a meeting hosted by the Andean Community of Nations. Other ceremonies will be held in New Delhi, India in June at a regional conference sponsored by India's National Institute for Disaster Management, and in Shanghai, China, at the Shanghai Expo 2010 late July.

The campaign is targeting over 1,000 local government leaders worldwide to invest more in disaster risk reduction which includes: improving urban planning, infrastructure and building safety; reinforcing drainage systems to reduce flood, storm and health threats; installing early warning systems; conducting public preparedness drills; and taking measures to adapt to the increasing impacts of climate change.

The UNISDR Secretariat is the overall coordinator of the 2010-2011 World Disaster Reduction Campaign, yet the main drivers of the initiative are local, regional and international partners as well as participating cities and local governments.

UN agencies such as UN-HABITAT, WHO and UNICEF are key partners along with city associations and organizations, including the United Cities and Local Governments (UCLG), ICLEI-Local Governments for Sustainability and CityNet. NGO networks, grassroots organizations and other UNISDR partners are also engaged in the campaign.

END NOTES:

The local government leaders to sign up to the campaign in Davos, Switzerland, on 31 May 2010 are:

- **Liu Shufeng**, President Baofeng County, Henan Province, P.R. China
- **Michel, Hans Peter**, Mayor of Davos

For more information about the campaign, visit: www.unisdr.org/campaign and www.preventionweb.net.

More information on the Global Risk Forum GRF Davos is available at: www.grforum.org