

REPORT

Red Cross Red Crescent participation

Faces at the frontline: Bringing
community voices to the Global
Platform on Disaster Risk
Reduction 2019



Global Disaster
Preparedness Center



GPDRR 2019 (overview)



Attendees:

4.000 people
+170 countries
150 events
40% women

RCRC delegation:

+80 people /
20 NS, 3 IFRC
regional offices,
2 reference
centres, 4
partner
organizations

Ignite sessions / Innovation:

Seven ignite
sessions
Three RCRC
booths

Engagement:

- Leave No One Behind advocacy
- 96K impressions on Twitter
- Community Voices Portraits

RCRC sessions:

- Two internal workshops
- Three side events



GP 2019
GENEVA, 13-17 MAY 2019
SWITZERLAND



Schweizerische E
Confédération su
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American Red Cross participation



WhatNow Service workshop

- Hosted in Geneva, Switzerland in May 13th
- Nine National Societies along with representatives from IFRC, GDPC, regional offices, and Google.
- Objective: The workshop had the objective to socialize the tool and identify potential partners for in-country media dissemination, as well as prioritize opportunities for WhatNow Service implementation within National Society programs.

WhatNow Service workshop



Message adaptation,
Community
Engagement, PAPE



API usage and
partnership outreach.
CAP alignment



Social Media / PR /
communications toolkit



Google SOS Alerts and
launch

FREE WHATNOW API:

Sign up and access WhatNow Messages for broadcast of safe actions to the public.

- 20+ Hazards
- 78 Languages
- 6 urgency levels
- Red Cross Red Crescent attribution

WhatNow Service
whatnow.preparecenter.org

Google SOS Alerts Weather Apps TV Broadcasts Web Platforms Social Media

Communication materials



IFRC: 100 years of building local resilience in the face of rising risks

- Hosted in Geneva, Switzerland in May 14th
- 20 National Societies, 3 IFRC regional offices, 2 reference centres, 4 partner organizations.
- Objective: Review IFRC's and NS key achievements on resilience/risk reduction work since Global Community Resilience Forum in Cali (2014)

IFRC: 100 years of building local resilience



Keynote speech: *'The increasing urgency of anticipatory action in a changing climate'*



World Café Sessions: Community Resilience, Community Risk Assessment, Public Awareness and Public Education, Disaster Law, Forecast Based Financing, DRR in a digital age, Urban resilience, One Billion Coalition for Resilience, Climate action



Panel discussion: *The anticipatory approach in the draft IFRC Strategy 2030. What are key action points to move this approach forward?*



GPDRR 2019 preparation.



Early Warning Systems pre conferences

- Organized by World Meteorological Organization
- Topic 1: Cyclone Preparedness Program in Bangladesh
- Topic 2: Multi-Hazard Apps & CAP Feed Integration
- May 13 – 14th in Geneva.



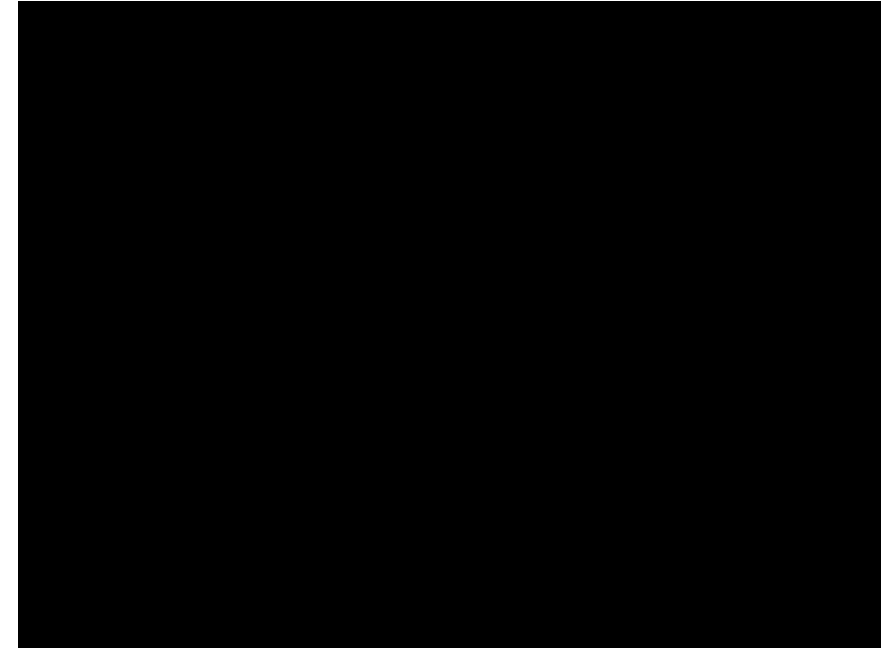


IFRC: Leave No One Behind advocacy

- High – Level Dialogue
- Ignite Stage
- Innovation Platform
- Communications results

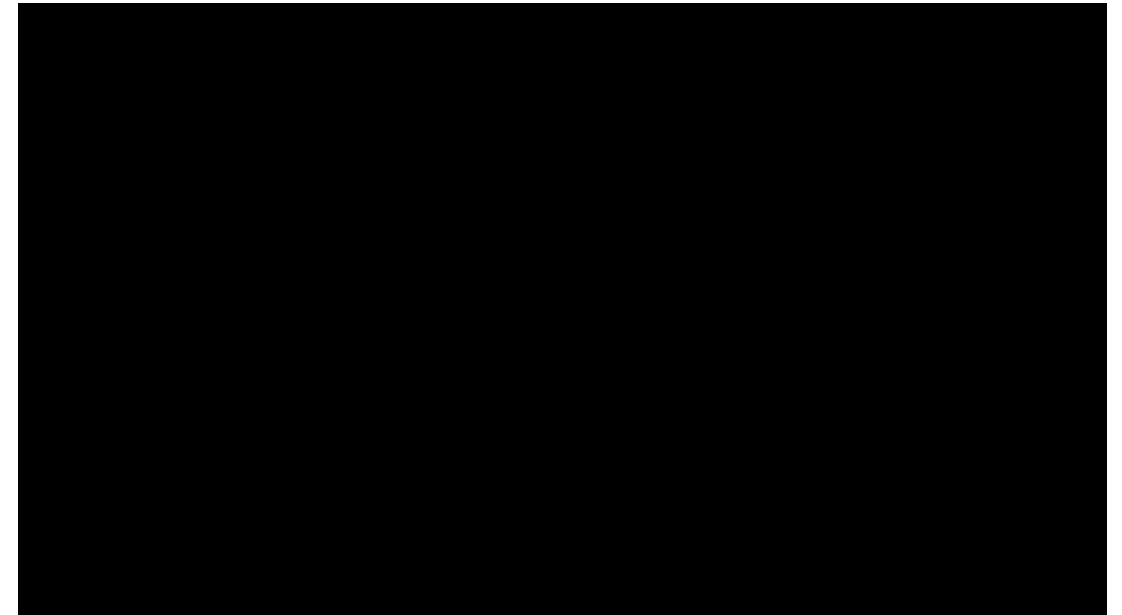
High- Level Dialogue

- IFRC SG El Haj As Sy was the opening speaker on the High-level panel on leaving no-one behind. [Video](#)
- Official Statement IFRC. [Video streaming](#).
- Message: Vulnerability and key steps to ensure inclusive DRR.



Ignite Stage

1. Community voices: the use of games for raising climate and gender awareness in Kenya. [Video](#) / [Online streaming](#)
2. Disaster Preparedness in camp settlements and host communities in Cox's Bazar Bangladesh. [Video](#) / [Online streaming](#)
3. The Nature protects people. Working with communities on nature-based risk reduction solutions. [Video](#) / [Online streaming](#)
4. Business Preparedness Initiative in Uganda. [Video](#) / [Online streaming](#)
5. Understanding risk: Enhanced vulnerability and capacity assessment platform. [Video](#) / [Online streaming](#)
6. Community resilience: OnLive reflections by community members. [Online streaming](#)
7. Missing Maps: mapping the bottom billion in a free and open map. [Video](#)



global platform for disaster risk reduction
Geneva, Switzerland, 13-17 May 2019

AT THE #GP2019 GENEVA

IGNITE SESSIONS

Wednesday, May 15

9h30: Community voices: the use of games for raising climate and gender awareness.

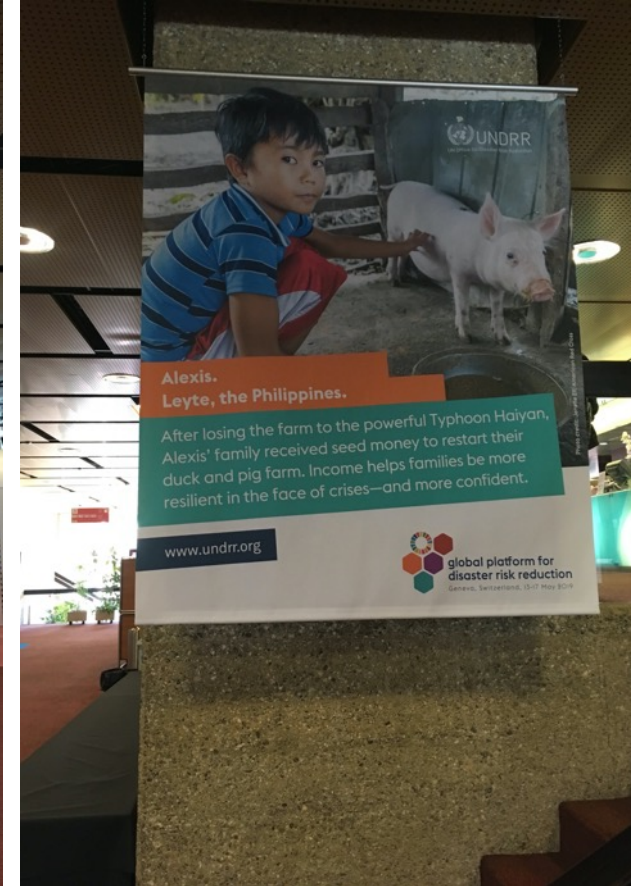
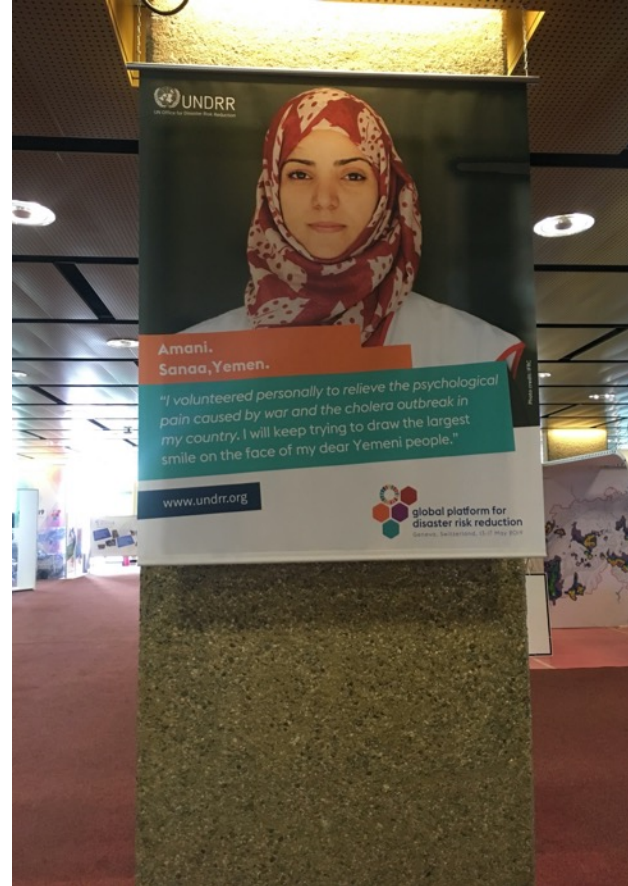
9h45: Disaster preparedness in camp settlements and host communities in Cox's Bazar.

17h00: Working with communities on nature-based risk reduction solutions.

GNDR

INTERNATIONAL FEDERATION OF RED CROSS AND RED CRESCENT SOCIETIES 100 1919-2019





Community Voices Portraits

- A series of large posters were located in the main hall of the venue. The portraits included the voice of community members referring good practices on DRR.
- This activity was made in collaboration with the Global Network of Civil Society Organizations for Disaster Reduction ([GNDR](https://www.gndr.org/)) and UNDRR.

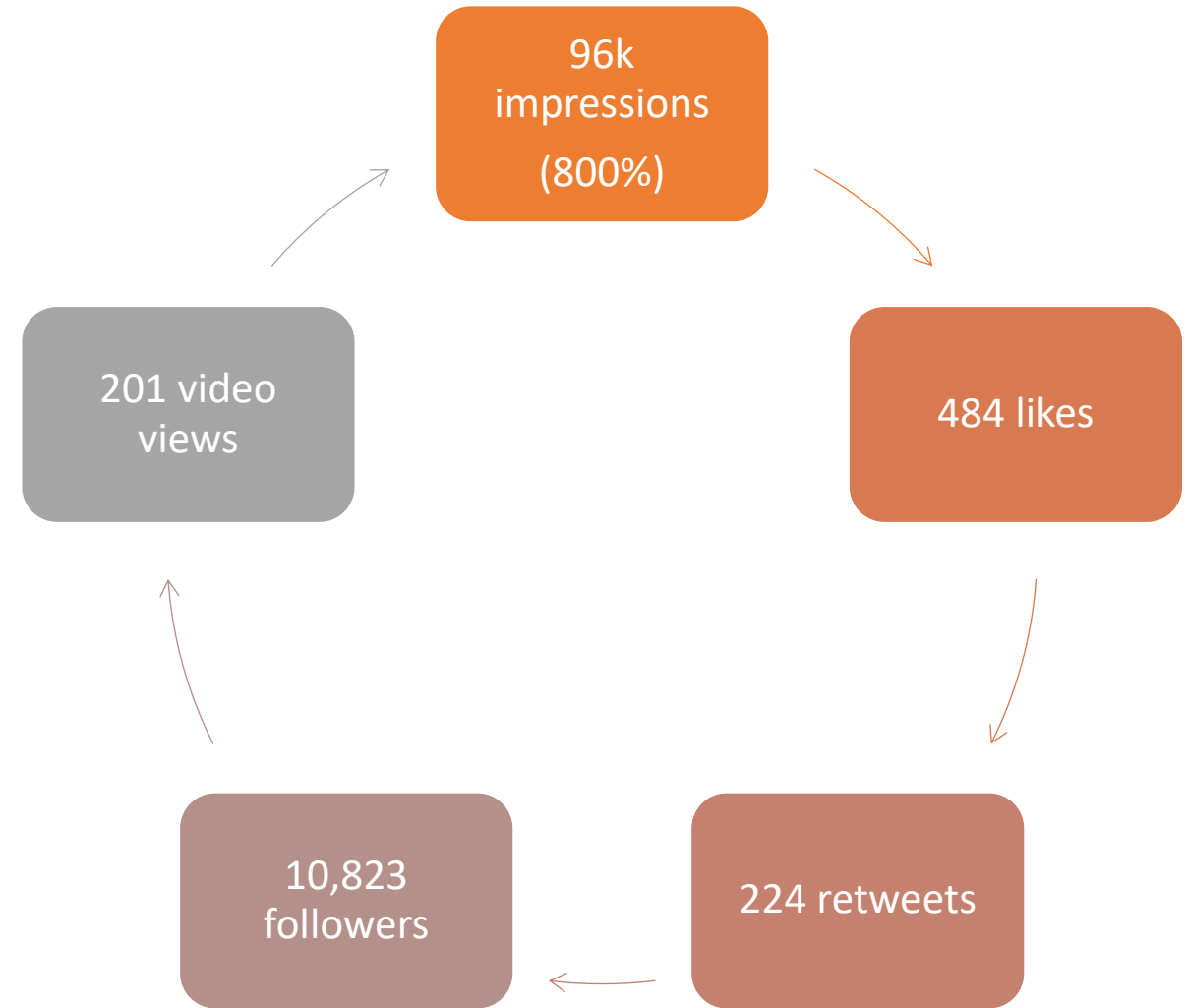
Innovation Platform

- Forecast Based Financing: New approaches to disaster risk finance (virtual reality to explain forecast based financing alongside key partners)
- Missing Maps: Community Powered resilience, lead by German Red Cross with allies and where we were able to work with a team of Nigerian student mappers
- IFRC booth where we played the game “the thing from the future”, encouraged people to “spread rumours” about DRR through an online tool and also showcased the FBF virtual reality experience.



Social Media

- IFRC and the Global Disaster Preparedness Center (GDPC) implemented a social media campaign to engage with National Societies and communities around the world. The main objective was to bring community voices to the GPDRR 2019.
- Increasing engagement on the GDPC communications channels.
- OnLive streaming of Ignite sessions



#GP2019Geneva
#LeaveNoOneBehind

RAISE




YOUR
VOICE!



YOUR
RESILIENT
MEME

#GP2019GENEVA
#LEAVENOONEBEHIND



Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	GDPC @PrepareCenter · May 12			12,190	228	1.9%
	Share a meme with your idea on how to contribute to disaster risk reduction. Include a graphic, phrase and #TheResilientDividend hashtag. Your images will be displayed in the Innovation #RedCross booth. #GP2019Geneva pic.twitter.com/NADB9ys2WX					
	View Tweet activity				Promote	
	GDPC @PrepareCenter · May 6			9,338	153	1.6%
	Raise your voice! #GP2019Geneva will take place from May 15-17. Record a 30" video sharing how do you prevent disasters and build resilience in your community #DRR #LeaveNoOneBehind 📹 Videos will be played on the Innovation #RedCross booth and sessions. pic.twitter.com/1CmQAkkW9E					
	View Tweet activity				Promote	
	GDPC @PrepareCenter · May 15			7,387	140	1.9%
	Today #GP2019Geneva Join us to hear the voice of the communities from Kenya, Bangladesh, Grenada, Indonesia at the Ignite Stage. Disaster preparedness and awareness in gender, climate, nature, and camp settlements. c.c. @ifrc @globalnetworkdr pic.twitter.com/HQGDclqUGb					
	View Tweet activity				Promote	

Engagements

Showing 28 days with daily frequency

Engagement rate

0.9%

May 22
0.0% engagement rate



Link clicks

143

May 22
0 link clicks



On average, you earned 5 link clicks per day

Retweets

224

May 22
0 Retweets



Account home

GDPC @PrepareCenter

Page updated daily

28 day summary with change over previous period

Tweets

39 ↑457.1%

Tweet impressions

96.1K ↑684.9%

Profile visits

1,069 ↑136.0%

Mentions

38 ↑46.2%

Followers

2,727 ↑83

Grow your audience

[Try Promote Mode](#)





global platform for
disaster risk reduction
Geneva, Switzerland, 13-17 May 2019

Faces at the frontline: Bringing community voices



Global Disaster
Preparedness Center



100
1919-2019

Find more on: www.preparecenter.org