Red Cross Red Crescent participation

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

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 – 14\textsuperscript{th} 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


2. Disaster Preparedness in camp settlements and host communities in Cox’s Bazar Bangladesh. 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
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) 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

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**Account home**

**Global Disaster Preparedness Centre**

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**28 day summary** with change over previous period

- **Tweets**: 39 (+457.1%)
- **Tweet Impressions**: 96.1K (+884.9%)
- **Profile visits**: 1,069 (+136.0%)
- **Mentions**: 38 (+46.2%)
- **Followers**: 2,727 (+83)

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**Tweets**

**GDP**

- **May 12**: 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/NADBys2ZWX

- **May 9**: Raise your voice! #GP2019Geneva will take place from May 15-17. Record a 30s 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/10mD4mWk

- **May 15**: 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/HQGDpcQUGb

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**Engagements**

- **May 22**: 8.0% engagement rate
- **May 30**: 0.9% engagement rate

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**Promote**

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**Link clicks**

- **143**

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**Rulewords**

- **224**
Top Tweet earned 13.5K impressions
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/NAOBs82VDX

Top mention earned 51 engagements
Great preparatory meeting for the #GP2019Geneva @IFRC with a motivated group of climate advocates ready to promote our collective drr work via @PrepareCenter #LeaveNoOneBehind pic.twitter.com/ELU0bJh6JF

Top Follower followed by 36.7K people
Inclusion Rider
@InclnRdr
Inclusion Rider
Adviser IIDRR on Prevention & Response to Sexual Exploitation & Abuse #RedCross #U2MUN Youth
@soil4peace Europe. Writting #MToToo #AidToo #IPSEA novel. Opinions my own.

Top media Tweet earned 5,542 impressions
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 V) Videos will be played on the Innovation #RedCross booth and sessions. pc.twitter.com/1CmQAIikW3
Faces at the frontline: Bringing community voices

Find more on: www.preparecenter.org