



THE ROLE OF MEDIA IN NATION BUILDING, EARLY WARNINGS AND CLIMATE ACTION

Natalia Ilieva,
Global Project Manager of WBU/UNDRR
Media Saving Lives Initiative



MEDIA AND DEMOCRACY



MEDIA AND GOVERNANCE



MEDIA FOR NATION - BUILDING



BUILDING TRUST



MEDIA AND EARLY WARNINGS

- Effective Early Warning Systems
- Support Emergency Warning Agencies
- Rapid flow of information to public in danger
- Reaching the “last miles”
- Grass-root feedback
- Verification of Information



ROLE OF MEDIA FOR DRR EDUCATION AND CLIMATE ACTION

- Educate people by raising public awareness of disaster risk reduction, prevention and emergency preparedness during the “quiet time” between disasters.
- Educate on climate change, its impacts, ways to adapt and how to prevent further warming and pollution of the planet.
- Lobbying through programmes for investment in climate change resilient development by giving platform for new technologies and solutions

World
Broadcasting
Unions



ASBU
Arab States Broadcasting Union
الاتحاد الإذاعي لدول العرب



EBU



WBU/UNDRR MEDIA SAVING LIVES INITIATIVE



Mami Mizutori
Special Representative of the
UN SG for DR, & Head of
UNDRR



A meeting with Mami, ABU,
ASBU, AUB & EBU



RYOICHI UEDA

WBU/UNDRR GLOBAL MEDIA SAVING LIVES INITIATIVE

WBU/UNDRR GLOBAL MEDIA SAVING LIVES INITIATIVE

88

organisations
benefited

Over 2000 media
professionals trained

38

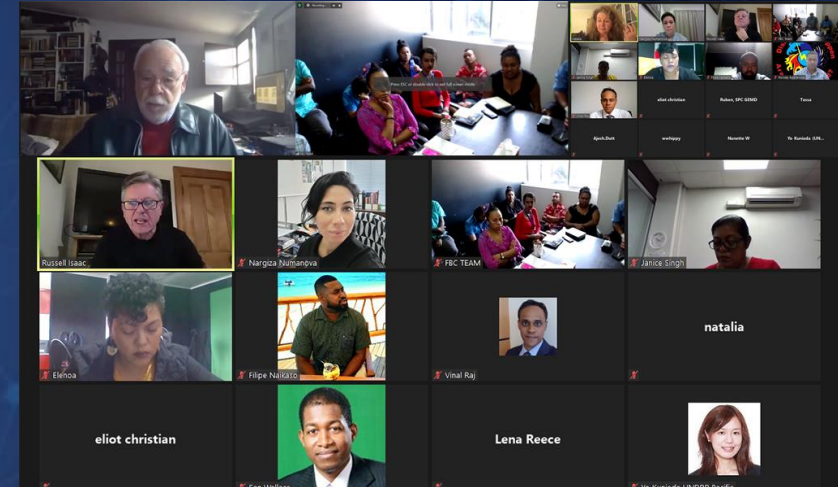
PHASE 1

25

PHASE 2

25

PHASE 3



WBU/UNDRR GLOBAL MEDIA SAVING LIVES INITIATIVE

PROJECT OBJECTIVES



THE MULTI-ACTIVITY PROGRAMME FOR THE ASIA – PACIFIC REGION AIMS TO ENHANCE THE CAPACITY OF ALL ABU BROADCAST MEMBERS TO:

- ENSURE THE CONTINUITY OF THE BROADCAST SERVICES DURING DISASTERS BY MAKING THEIR PHYSICAL NETWORKS RESILIENT;
- LINK THE BROADCASTERS' SERVICES TO THEIR NATIONAL DISASTER MANAGEMENT AUTHORITIES;
- ISSUE TIMELY, ACCURATE AND RELEVANT EARLY WARNING MESSAGES BY DEVELOPING UP TO DATE BROADCAST EMERGENCY PLANS;
- MAINSTREAM CLIMATE CHANGE ADAPTATION AND DISASTERS' PREVENTION IN THEIR NEWS, CURRENT AFFAIRS AND GENERAL PROGRAMMES



WBU/UNDRR GLOBAL MEDIA SAVING LIVES INITIATIVE

PROJECT ACTIVITIES

- DRR KNOWLEDGE LEVEL 1 – ONLINE COURSE
- SUPPORT FOR DEVELOPMENT OF ORGANIZATIONAL DRR ACTION PLAN AND ESTABLISHING A TASK GROUP FOR REGULAR EXCHANGE OF INFORMATION AND COORDINATION WITH THE NATIONAL DISASTER MANAGEMENT AUTHORITIES AND MET SERVICES.
- DEVELOPING A REGIONAL CO-PRODUCTION ON DRR ISSUES.



WBU/UNDRR GLOBAL MEDIA SAVING LIVES INITIATIVE

PROJECT OUTCOMES

- TO INSTITUTIONALISE DISASTER RISK REDUCTION IN ABU MEMBERS' ORGANISATIONAL POLICIES IN FORM OF:
 - DRR WORK PLANS
 - DRR TASK GROUPS AMONG THE EMPLOYEES
- TO CHANGE THE MENTALITY OF CONTENT PRODUCERS FROM REACTIVE TO PROACTIVE
- TO ENHANCE THE ABILITY OF BROADCASTERS TO PROVIDE USEFUL INFORMATION FOR CLIMATE CHANGE ADAPTATION AND DISASTER PREVENTION



WBU/UNDRR GLOBAL MEDIA SAVING LIVES INITIATIVE

[NHK -lessons learnt - evacuation zones with residents copy.mp4](#)

[Mongolia A toxic warning to the world - BBC News \(1\).mp4](#)

The background is a dark blue gradient. On the left, there is a faint, light blue geometric pattern of dots and lines. On the right, there is a more prominent network diagram consisting of many small blue dots connected by thin lines, forming a complex web. In the top right corner, there is a faint, light blue triangle. In the bottom left corner, there is a faint, light blue triangle.

THANK YOU