



**WORLD
TSUNAMI
AWARENESS
5 NOVEMBER
2017** **DAY**



UNISDR

Why 5 November?

- December 2015: The United Nations **General Assembly Resolution A/70/203** designated 5 November as World Tsunami Awareness Day
- UN Resolution **called for observance by all countries, UN organizations, other international and regional bodies, and civil society**; and requested UNISDR to facilitate the Day

Objectives of the 2017 WTAD

- **Raise awareness** of effective actions, policies and practices that reduce tsunami risks and protect housing and livelihoods
- Highlight the **contribution of Sendai Framework to reduce the number of people affected by tsunami (Target b of the Sendai Framework)**
- Reaffirm **interlinkage between DRR and SD Goals**
- **Maximize** buy-in by all countries at risk
- Maximize inputs and expertise on reducing tsunami risks
- **Mobilization** of partners

The Campaign

- **Organize a number of awareness events globally** to promote WTAD in Geneva, New York, Japan and the rest of the world
- **Promote the work of technical partners and governments**
- **Motivate partners and governments** to organize events, workshops and create buzz around 5 November
- **Social media campaign:** #TsunamiDay2017 and #switch2sendai
- **Collect and share stories and case studies**

Link to International Day for DRR



————— 2017 —————

**INTERNATIONAL DAY
FOR DISASTER REDUCTION**

REDUCING THE NUMBER OF AFFECTED PEOPLE

- Joint event on 13 October 2017 in Geneva
- Propose to start commemoration on 13 October and end on 5 November

Awareness Events

- **13 October** : International Day for Disaster Reduction, Geneva
- **28 October** : Special session on tsunami risk in observation of the World Tsunami Day, Palais des Nations, Geneva
- **31 Oct- 3 Nov** – Wave exercise – NEAMWave 17 for the North East Atlantic, Mediterranean and Black Sea, (IOC-UNESCO)
- **1 Nov** : Awareness event with UNDP at the UN headquarters NY
- **5 Nov**: Screening of «The Wave» at the Empire Cinema, Geneva followed by a debate on tsunami risk in lakes and fjords

Target audiences

- Public at large
- Governments, organizations and communities
- Media

Tools for Partners

- Video about 2017 World Tsunami Awareness Day
- Flyer, banners, posters and print materials
- Press releases, news stories, Op-Eds, social media, Interviews, expert views
- Web page <http://www.unisdr.org/2017/tsunamiday>
- Coverage of celebrations and drills and outcomes
- Social media: #TsunamiDay2017 and #switch2sendai

Trello board:

<https://trello.com/b/UWcJZmJl/worldtsunamiawarenessday2017>

5 November 2017

*Join us and spread the word about
World Tsunami Awareness Day!*