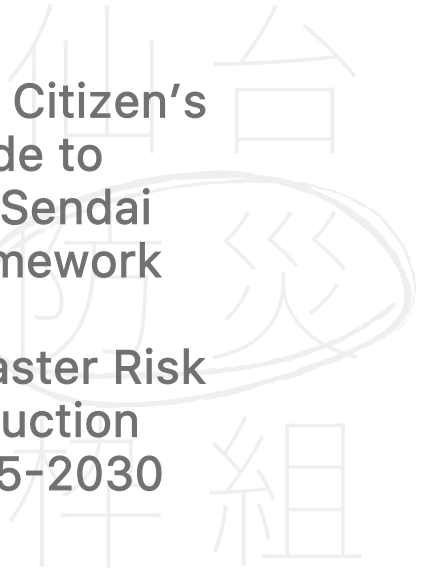
The background features a light yellow-green illustration. At the top right, there is a simple line drawing of a traditional Japanese house with a thatched roof. In the center, a large, hand-drawn circular frame contains a stylized figure of a person. At the bottom right, there is another simple line drawing of a person sitting on a chair. The overall style is minimalist and sketchy.

# The Citizen's Guide to the Sendai Framework for Disaster Risk Reduction 2015-2030

Our Priorities  
for Our Resilience

**The Citizen's  
Guide to  
the Sendai  
Framework  
for  
Disaster Risk  
Reduction  
2015-2030**




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## **Think About the Future of Disaster Risk Reduction Together!**

The Sendai Framework for Disaster Risk Reduction 2015-2030 is a set of guidelines adopted at the Third United Nations World Conference on Disaster Risk Reduction, held in Sendai City in March 2015. This Framework was selected to provide guidance to the world regarding disaster risk reduction (DRR) policies for the next 15 years. It features what we have learned through recovery efforts from the 2011 Great East Japan Earthquake and Tsunami, such as the principles of “Build Back Better”, the “Leadership of Women and Youth”, “Investment in Disaster Risk Reduction”, and the “Mainstreaming of Disaster Risk Reduction” as important concepts and priorities for action towards disasters. The Framework also refers to the importance of people and organizations from all sectors (multi-stakeholders), not only governments, but also municipalities, civil society, and private entities, engaging in disaster risk reduction. A distinctive characteristic of this Framework is that it contains many issues relevant to us as mentioned earlier.

This booklet was created in order for each individual citizen to learn and think about the “Sendai Framework for Disaster Risk Reduction 2030.” By doing so, we hope that citizens use it as a guideline for their own disaster prevention efforts, and also use it as a means to share our experiences and lessons learned from the disaster with the rest of the world. We are eager to contribute to the world’s culture of disaster risk reduction by making efforts at the community level. Why not deepen our understanding of the Sendai Framework for Disaster Risk Reduction, and think together about the future of disaster risk reduction which will be built up by our citizens.

**Emiko OKUYAMA**  
Mayor of the City of Sendai



## What is the Sendai Framework for Disaster Risk Reduction?

In recent years, the damage and losses caused by disasters around the world have significantly increased. The international community recognizes that it urgently needs to strengthen its capacity to mitigate, prevent and minimize impacts of disasters in the face of anticipated increases in global population, climate change, and globalization. In March 2015, the Third UN World Conference on Disaster Risk Reduction (WCDRR) was held in Sendai, Japan. Including the Public Forum, a total of 150,000 people participated in the conference. The WCDRR was significant in that it featured the adoption of the “Sendai Framework for Disaster Risk Reduction 2015-2030”, which built upon the previous “Hyogo Framework for Action 2005-2015”.

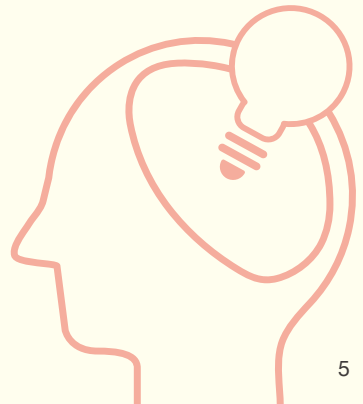
The framework was adopted in accordance with the United Nations’ official processes, but it also gathered and reflected opinions and input from diverse stakeholders (both at the conference and during the preparatory process) including from disaster survivors. There was a wide range of people, from all parts of society, in attendance at the conference when the Sendai Framework for Disaster Risk Reduction was adopted. The framework is not only applicable to national governments; it was established to be relevant to stakeholders from all sectors, including local municipalities, civil society, and the private sector. It is crucial that individual citizens study and consider the framework, and take action accordingly. Although there are many recommendations and concepts featured in the Sendai Framework for Disaster Risk Reduction, the following 3 areas (Key Concepts, 4 Actions to Prioritize, Objectives) are essential.



# 1

## Key Concepts

1. National governments hold the primary responsibility and on top of this, the cooperation of society in general, and leadership of women and youth are essential.
2. Decisions need to be based on the latest data and science, gathered from a wide range of perspectives.
3. Disaster risk reduction is key to sustainable development.
4. Consider context: such as the varying characteristics of different regions.
5. Consider disaster risks, and reduce these risks through public and private investment.
6. Incorporate the “Build Back Better” principles in disaster recovery and rehabilitation.
7. It is important to prepare for future disasters through education and training.
8. International Cooperation is essential.



# 2

## 4 Actions to Prioritize (Priorities for Action)

1. Understanding disaster risk and sharing information
2. Strengthening disaster risk governance to manage disaster risk
3. Investing in disaster risk reduction for resilience
4. Enhancing disaster preparedness for effective response and to “Build Back Better” in recovery, rehabilitation and reconstruction



# 3

## Objectives

1. Substantially reduce the number of deaths, number of people affected, and economic losses caused by natural disasters.
2. Substantially reduce damage to critical infrastructure and disruptions to basic services.
3. Substantially increase the number of nations that possess disaster risk reduction strategies.
4. Substantially strengthen international cooperation to support developing nations.
5. Enable many people to utilize early-warning systems and information related to disaster risks.





# The Essentials of the Sendai Framework for Disaster Risk Reduction



## Chapter 1


# Foreword




# Chapter 1 : Foreword

The “Sendai Framework for Disaster Risk Reduction 2015-2030” was adopted in March 2015 at the “Third UN World Conference on Disaster Risk Reduction” in Sendai, Japan.

This international conference achieved the following:

Review of achievements from the “Hyogo Framework for Action 2005-2015”  in different countries and regions around the world.

Adoption of the “Sendai Framework for Disaster Risk Reduction”, which was established to serve as the global set of guidelines for disaster prevention and disaster risk reduction  going forward.

Agreement to cooperate internationally and implement the “Sendai Framework for Disaster Risk Reduction” until 2030, whilst reviewing progress on a regular basis.

During this international conference, global governments agreed upon the need to strengthen disaster prevention and risk reduction, and to renew commitments to expedite the enhancement of “resilience” to disasters. In Japanese, the term “resilience” can sometimes be defined as “flexible strengths”. However, for the purposes of this framework, “resilience” is defined as: “The ability of a system, community or society exposed to hazards to resist, absorb, accommodate to and recover from the effects of a hazard in a timely and efficient manner, including through the preservation and restoration of its essential basic structures and functions”. This concept is crucial to a range of other fields and disciplines, including sustainable development and poverty eradication.

## Column 1

### The “Yokohama Strategy for a Safer World: Guidelines for Natural Disaster Prevention, Preparedness and Mitigation” and the “Hyogo Framework for Action”

In 1994, the First World Conference on Natural Disasters took place in Yokohama, Japan. The first international set of guidelines related to disaster risk reduction, the “Yokohama Strategy for a Safer World: Guidelines for Natural Disaster Prevention, Preparedness and Mitigation” was adopted there. In 2005, the Second World Conference on Disaster Reduction was held in Kobe, Japan; this conference was held to review countries’ progress made from the time of the previous conference, and aimed to establish a more thorough set of guidelines. The “Hyogo Framework for Action 2005-2015 (HFA)” was adopted there, which provided priorities for action and guidance to global stakeholders over the course of 10 years, until 2015.

## Column 2

### “Disaster Prevention” and “Disaster Risk Reduction”

“Disaster prevention” is defined as preventing the adverse impacts of disasters. However, given the frequency and intensity of disasters, the concept of “disaster risk reduction” was borne out of the belief that it is impossible to avoid all disaster-related adverse impacts. “Disaster risk reduction” refers to limiting or lessening adverse impacts caused by disasters by reducing risks. The important point is to stress the importance of preparing before disasters occur, by both preventing (“disaster prevention”) and lessening (“disaster risk reduction”) disaster-related adverse risks and impacts.


# Reviewing the Hyogo Framework for Action

Since the adoption of the Hyogo Framework for Action in 2005, it has been reported that there has been significant progress in tackling disaster risks around the world. For example, the mortality rate for several risk factors has decreased, compared to before the adoption of the Hyogo Framework for Action.

Reducing disaster risk is a wise investment for the future in that it helps to prevent future disaster-related losses. In addition, managing disaster risk contributes significantly to sustainable development. During the 10-year period of the Hyogo Framework for Action, countries around the world supported one another and leveraged different approaches and techniques to strengthen capacities to manage disaster risk. In this way, the Hyogo Framework for Action is said to have been successful in raising awareness of disaster prevention and risk reduction to stakeholders  from all over the world.

However, in that same 10-year period, disasters continued to negatively impact human populations globally. During this period, over 700,000 people were killed and 23 million people lost their homes due to disasters. Additionally, 1.5 billion people were affected by disasters; children, women, and other “vulnerable” members of society were especially prone to the impacts of disasters. Moreover, economic damage from disasters continues to increase.

Therefore, it is necessary to expedite the process of forecasting disaster risks and establishing new plans to reduce them. It is our responsibility to enhance disaster resilience and protect our livelihoods, health, cultures, and ecosystems from disasters.

While doing so, it is important to think about disaster risks in a “people-centered” way. In order to address a range of risk factors, it is necessary to create a participatory environment and engage a wide range of people and organizations. Whilst the government has the responsibility to take leadership, there must be a system that enables the participation of women, children, people with disabilities, immigrants, indigenous peoples, volunteers, specialists, the economically disadvantaged, and the elderly. There should also be engagement with and cooperation between private sector entities, universities, civil society organizations, and other actors in addressing disaster risk. Today, 10 years since the adoption of the Hyogo Framework for Action, disasters continue to disrupt and undermine sustainable development. On one hand, the Sustainable Development Goals (SDGs)  and various international frameworks related to climate change, and disaster risk reduction, are progressing towards similar objectives, synergizing, and creating a stronger consistency. Overall, there has been a movement to create a common vision borne out of the understanding that these challenges are interconnected, which includes the creation of common measurements to evaluate

policies, organizations, indicators, methods, and results.

It is hoped that further strengthened and unified international cooperation will help to address challenges related to sustainable development, climate change, poverty eradication, and disaster risk reduction. In this context, it is important to tackle current challenges, as well as prepare for future challenges. In addition, ensuring the thorough understanding of disaster risk, sharing of information related to causal factors, cooperation between relevant parties, adequate investment in disaster prevention, and the establishment of early-warning systems are important to strengthening disaster risk reduction capacities.

This framework applies to a wide range of disaster risks, regardless of their frequency and intensity, which are caused by natural, man-made, environmental, technological, and biological factors. It aims to assist all people and stakeholders cope with complex disasters and their underlying factors.



### Column 3

## Stakeholders

This term refers to the wide range of people and entities who hold a stake or interest in a given activity in society. Stakeholders of disaster risk reduction include (in various contexts) individuals, volunteers, community and civil society organizations, NPOs, NGOs, medical entities, research and academic institutions, private sector and specialist entities, national and local governments, the United Nations and other international organizations, the media, and others.

### Column 4

## Sustainable Development Goals (SDGs)

The United Nations Sustainable Development Goals (SDGs), following on from the Millennium Development Goals established in 2000, were established in order to achieve sustainable development. The SDGs are a collection of 17 goals and 169 targets that will guide global stakeholders until 2030. Disaster risk reduction is most strongly linked to SDG 11, “Sustainable Cities and Communities”, which calls for the “significant reduction in the number of deaths and number of people affected by disasters” and “holistic disaster risk management in line with the Sendai Framework for Disaster Risk Reduction”.





ge du typhon Haiyan, qui a frappé les Philip  
er la mort de plus de 13 millions de perso  
s (photo d'archives) © Jason Gutierrez / IRI



MOHAMMAD ALI

MODERATOR

ANITA J.  
PHILIPSON

## Chapter 2

# Desired Impacts and Targets





## Chapter 2 : Desired Impacts and Targets

Until now, there have been a wide range of efforts to enhance resilience and reduce losses caused by disasters, in line with the Hyogo Framework for Action. However, in order to significantly reduce the threat of disasters, it is important to further emphasize the protection of people's livelihoods and health, make persistent efforts, and regularly review the impacts.

The Sendai Framework for Disaster Risk Reduction, building upon the fundamental philosophies and concepts of the Hyogo Framework for Action, aims to achieve the following outcome over the next 15 years, by 2030.

The substantial reduction of disaster risk and losses in lives, livelihoods and health and in the economic, physical, social, cultural and environmental assets of persons, businesses, communities and countries.



The strong commitment of leaders from around the world is necessary to realize this vision.

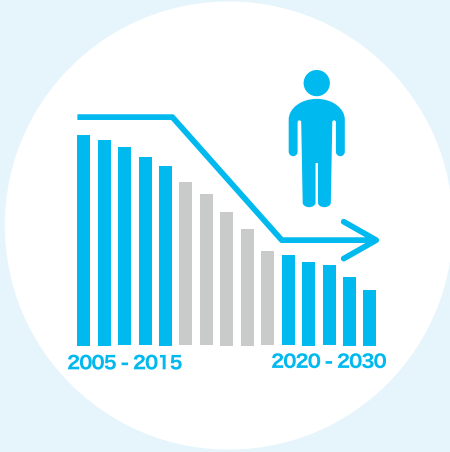
In order to achieve the desired outcomes, it is necessary to move towards the following goal:

Prevent new and reduce existing disaster risk through the implementation of integrated and inclusive economic, structural, legal, social, health, cultural, educational, environmental, technological, political and institutional measures that prevent and reduce hazard exposure and vulnerability to disaster, increase preparedness for response and recovery, and thus strengthen resilience.

7 targets have been established in order to evaluate the impacts of this framework. It is necessary to evaluate its impacts from a global perspective, using the appropriate indicators and measurements. The efforts of each country around the world are crucial to ensuring that the desired impacts are achieved.

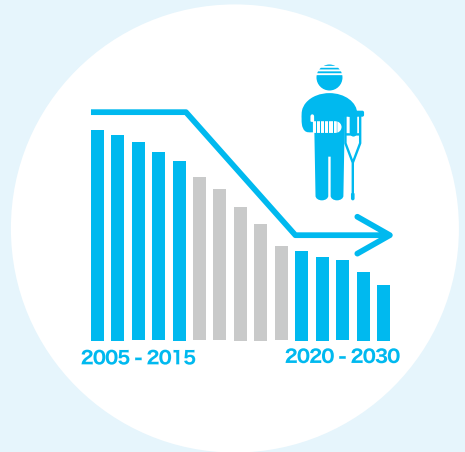


# 7 Global Targets



Substantially reduce global disaster mortality by 2030, aiming to lower average per 100,000 global mortality rate in the decade 2020-2030 compared to the period 2005-2015.

Substantially reduce the number of affected people globally by 2030, aiming to lower average global figure per 100,000 in the decade 2020-2030 compared to the period 2005-2015.



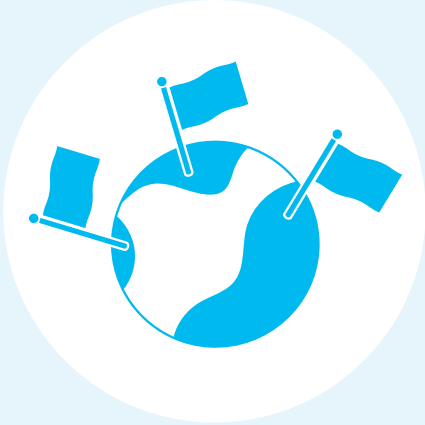
Reduce direct disaster economic loss in relation to global gross domestic product (GDP) by 2030.



Substantially reduce disaster damage to critical infrastructure and disruption of basic services, among them health and educational facilities, through developing their resilience by 2030.



Substantially increase the number of countries with national and local disaster risk reduction strategies by 2020.



Substantially enhance international cooperation to developing countries through adequate and sustainable support to complement their national actions for implementation of this Framework by 2030.



Substantially increase the availability of and access to multi-hazard early warning systems and disaster risk information and assessments to the people by 2030.



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**WCDRR**

Sendai, 14-18 March 2015

Third UN World Conference  
on Disaster Risk Reduction




## Chapter 3

The Philosophy that Forms  
the Foundation of the Sendai  
Framework for Disaster Risk  
Reduction (Guiding Principles)



## Chapter 3 : The Philosophy that Forms the Foundation of the Sendai Framework for Disaster Risk Reduction (Guiding Principles)

Building upon the concepts and values enshrined in the “Yokohama Strategy for a Safer World: Guidelines for Natural Disaster Prevention, Preparedness and Mitigation” and the “Hyogo Framework for Action”, as well as taking into consideration other global instruments and policies, the Sendai Framework was founded on the principles outlined below.



It is the primary responsibility of States to prevent and reduce disaster risk. There must be a shared responsibility between central government and national authorities, sectors and stakeholders as appropriate to national circumstances.

Managing disaster risk means protecting people’s assets, health, livelihoods, cultures, and natural environments, while protecting and promoting all human rights.


Engagement from all of society in disaster risk reduction is necessary. The engagement of a wide range of people, and the leadership of women and youth, are important. The government and the people should work together, establish clear roles, and enhance capacities of local authorities and communities.

Decision-making should be inclusive and risk-informed while using a multi-hazard approach.

Coherence of disaster risk reduction policies, plans, practices and mechanisms, with those from different sectors including sustainable development, food security, physical security, health and wellbeing, and environmental conservation. Disaster risk reduction is crucial to sustainable development.

Consideration to varying contexts and characteristics of specific regions is important while determining measures to reduce disaster risk.

Addressing underlying risk factors through investment is more cost-effective than relying primarily on post-disaster response and recovery.

“Build Back Better”  to prevent the creation of, and reduce existing, disaster risk. Education related to disaster risk reduction and awareness raising are crucial to achieve resilience.

Global partnerships and international cooperation are necessary in order to manage disaster risks effectively.

Developed countries and partners should take a proactive stance in providing support to developing countries.

### Column 6

### Build Back Better

“Build Back Better” involves consideration to the natural environment, encouraging the building of resilience in society, incorporating counter-measures to reduce impacts of future disasters, and encouraging sustainability of communities. It advocates for the post-disaster restoration of communities and assets in a way that makes them less vulnerable to disasters and enhances resilience. It is important to address pre-existing challenges and issues in the disaster recovery process. For example, this could manifest itself in the reconstruction of roads and public infrastructure; if new roads, buildings, and infrastructure are built to be accessible to all people (regardless of physical ability), then this could make a positive impact on the collective ability to cope with disasters going forward.



clear disaster



## Chapter 4

# The Actions That We Should Prioritize (Priorities for Action)



## **Chapter 4 : The Actions That We Should Prioritize (Priorities for Action)**

Leveraging the experiences of the Hyogo Framework for Action, outlined below are the “4 Priorities for Action”. There must be cooperation at the local, regional, and national levels in promoting and furthering disaster risk reduction, and these 4 Priorities for Action should be taken into consideration.

# **1 Understanding Disaster Risk and Sharing Information**

# **Strengthening Disaster Risk Governance to Manage Disaster Risk**

# **2**

# **3 Investing in Disaster Risk Reduction for Resilience**

# **4**

**Enhancing Disaster  
Preparedness for  
Effective Response  
and to “Build Back  
Better” in Recovery,  
Rehabilitation and  
Reconstruction**

## Priority for **Action 1**

# Understanding Disaster Risk and Sharing Information

## Understanding Disaster Risk

It is important to collect and organize records related to past disasters and past examples of disaster prevention and mitigation. What is the expected impact of a future disaster in your region? After collecting relevant information, it is important to use this information to make adequate preparations to minimize the potential impact. It is crucial that we understand the risks and impacts of disasters, and regularly review and update this information.

## Sharing Information

National, regional, and local governments, as well as schools and other community-based organizations, should work together and provide information related to disaster risk reduction. Whilst understanding the importance of traditional disaster prevention and mitigation practices, there should also be frequent discourse aimed at reducing local disaster risks using the latest scientific information. Useful information can also be shared via social media and by using other communications tools, and can be further disseminated by organizing community-based events.


### **Citizen Actions Part 1**

- Identify the disasters that have occurred in your area in the past.
- Learn about disasters that may occur in your area in the future.
- Make a disaster hazard map of your area, and utilize it.
- Promote education related to disaster risk reduction in your community and households.
- Gather traditional knowledge and methods, and other lessons learnt from the area, and utilize them.
- Use social media and other communications tools to share information related to disaster risk reduction.

## Priority for Action 2

# Strengthening Disaster Risk Governance to Manage Disaster Risk

## Establish Systems to Manage Disaster Risks

It is important to consider disaster risk reduction not as a standalone topic; it should be part of people's daily lives (Mainstreaming Disaster Risk Reduction).  Government should cooperate with citizens, and public services and infrastructure should also be resilient to disasters. There should be an environment conducive to engagement in disaster risk reduction by families, communities, and private sector entities.

## Community and Government Cooperation

Communities, local authorities, and national governments should hold regular discourse, identifying challenges related to disaster risk reduction, as well as establishing clear roles and responsibilities. These stakeholders should specify relevant disaster risks, share important information, and discuss policies and measures related to disaster risk reduction. There should also be regular communication between local governments themselves.

### Citizen Actions Part 2

- Review national and local disaster risk reduction policies, from the citizen's perspective.
- Identify and assign roles at the community level.
- Communicate and cooperate with organizations and local governments from other areas.
- Take part in local opportunities, such as events, that focus on disaster risk reduction.
- Believe that communities, not national governments, play the leading role in disaster risk reduction.


## Priority for Action 3

# Investing in Disaster Risk Reduction for Resilience

### Cooperation between Citizens and Government: Making Preparations and Investments to Reduce Disaster Risk

It is important to make both “hard” and “soft” preparations for schools, hospitals, and other infrastructure. It is also necessary to reduce risk factors during construction and/or renovation of structures by using concepts such as universal design (design that is easy to use for all members of society) and by implementing strict standards for construction materials.

### Urban Planning and Conservation of Ecosystems

When making decisions on urban planning and land usage it is important to take disaster risks into consideration. It is necessary to carry out risk assessments and mapping in order to identify safe areas, especially for farming communities in the mountains or near rivers, and communities in tsunami or flood zones. Through these processes, it is also possible to protect ecosystems which boost the resilience  of the community.

### Investment in Healthcare

In order to prepare for disasters, it is also necessary to strengthen national healthcare policies and measures, and enhance the capacity of medical actors and institutions. To achieve this, it is important to support medical institutions and ensure strong relations between medical actors, as well as implement effective training programs. In particular, there must be appropriate support for people with severe and chronic illnesses.

### Disaster Risk Reduction Investments in Industry and Commerce

Daily industrial activities, such as the manufacturing of goods, logistics, and other services must be resilient to disasters. It is crucial to protect ecosystems, natural resources, livestock and crops, manufacturing facilities and other critical components of society related to industry, and enable businesses to cope with natural shocks and stresses.

## Column 6

### Mainstreaming Disaster Risk Reduction

The term “Mainstreaming Disaster Risk Reduction” was first introduced by the UN Office for Disaster Risk Reduction (UNISDR), and has been in use since approximately 1999. The term usually refers to: ① Prioritization of disaster risk reduction policies by national governments, ② Introducing disaster risk reduction into all development policies and plans, and ③ Increasing investment in disaster risk reduction. The extent to which we can incorporate elements of disaster risk reduction into our daily lives is also an important factor.

## Column 7

### Leveraging Ecosystems to Enhance Resilience

Forests help to prevent flooding and landslides by keeping soil together and absorbing rainwater. Coral can lessen the impacts of waves by absorbing energy. The introduction of “green infrastructure” is becoming more and more popular around the world; this means utilizing natural ecosystems to reduce disaster impacts, and this can often lead to financial savings and the conservation of biodiversity. It is believed that this approach may be effective in a country like Japan, which faces a declining population trend.

## Citizen Actions Part 3

- Think, from a citizen's point of view, about which locations in the area are vulnerable to disasters, and what countermeasures can be taken.
- Make preparations for disasters at your workplace.
- Consider the preservation of ecosystems from a disaster risk reduction perspective.
- Establish measures that ensure that “vulnerable” members of the population are not left behind in times of disaster.
- Attempt to minimize the possible impact of disasters on your work and other business practices.



## Priority for **Action 4**

# Enhancing Disaster Preparedness for Effective Response and to “Build Back Better” in Recovery, Rehabilitation and Reconstruction

## Predicting Disasters and Preparing Counter-Measures

Effective prediction and observation systems for a wide range of disasters will take into consideration the effects of climate change, and bring together expertise from specialists from across different sectors. Additionally, social media and other tools should continue to be used in emergency situations, and there must be the capacity to deal with the needs of diverse groups of people in times of disaster.

## Supporting Volunteers and Citizens

It is important to provide training opportunities for disaster relief volunteers and other forms of support in times of disasters. There must be preparatory measures, such as community disaster drills on a regular basis, in order to ensure that individuals are familiar with evacuation routes and emergency supplies can be distributed effectively. Community centers could also be established in order to bring community members together and store emergency stockpile supplies.

## Build Back Better

It is important to consider the occurrence of disasters in the future when reconstructing after disasters, and to learn from previous experiences, such as those outlined in the Hyogo Framework for Action. For example, this could include using available land in a safe manner, and rebuilding critical structures in a safer and more resilient way. It is necessary to have a thorough plan before commencing the reconstruction process.

### **Citizen Actions Part 4**

- Think about what “Build Back Better” means to you, as a citizen.
- Take part in disaster drills, and both think about and prepare for disaster recovery, rehabilitation and reconstruction.
- If possible, take part in some form of disaster management training for volunteers.
- Think about how your area could be better prepared for disasters, using information about past disasters in the same geographical region as a reference.

## Chapter 5

# Roles of Stakeholders



## Chapter 5 : Roles of Stakeholders

Although governments have the main responsibility for disaster risk reduction, it is important to define roles for citizens, communities, private sector entities, academic institutions, and specialist organizations. In particular, nongovernmental organizations and other civil society stakeholders must support national governments whilst implementing the Sendai Framework for Disaster Risk Reduction. Each stakeholder must have the willingness, knowledge, experience and resources to contribute and support one another.

Citizens, communities, and private sector entities should take the following kinds of actions, with the support of the national governments.

### Civil Society, Individuals, Volunteers and Community Organizations

Whilst cooperating with government agencies, these stakeholders should provide specialist information and practical advice for disaster risk reduction measures and plans. It is also important that these stakeholders participate in disaster planning at the national and local levels. They can also provide education and raise awareness of disaster risk reduction amongst the public.

What is important is that all activities should be participatory in nature, encouraging the active engagement of a wide range of people from different backgrounds.

- **Women's participation is important for managing disaster risk effectively through gender perspectives.**
- **Encourage children and youth to take an active role, given that they have the potential to affect positive change.**
- **The participation of people with disabilities is important to ensure that disaster plans are suitable for all and incorporate the principle of universal design.**
- **The elderly can contribute to disaster plans by sharing their extensive experience and knowledge.**
- **Indigenous peoples and migrants can also contribute to disaster risk reduction by sharing their traditional knowledge and experiences.**

## Academic Institutions and Research Networks

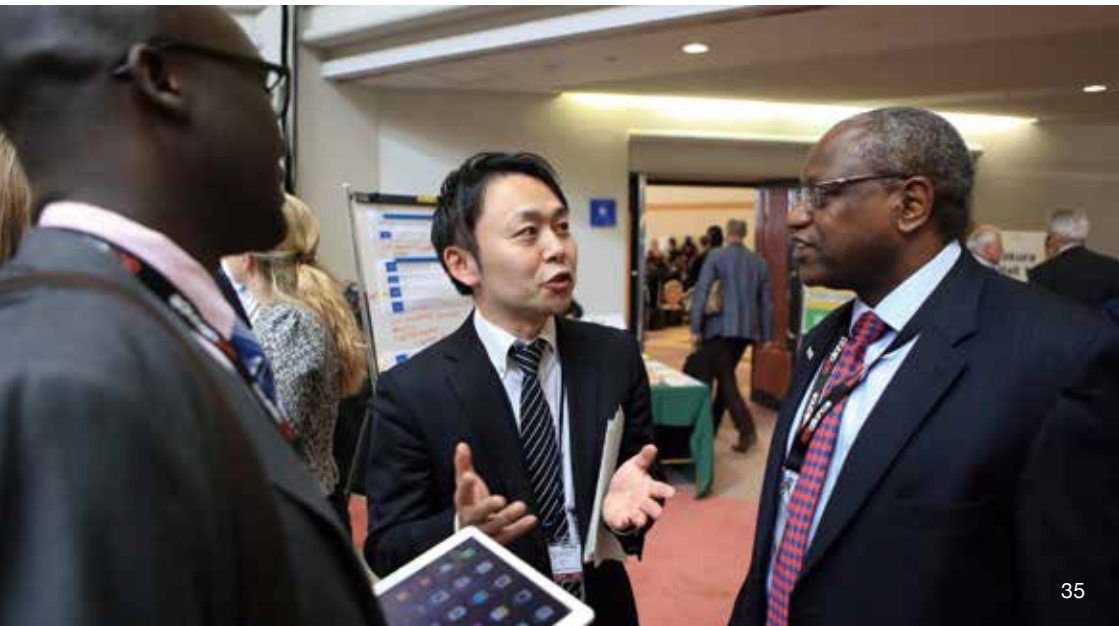
In the mid-to longer-term, there is a need for continued research into the underlying causes of disasters and possible scenarios. The results of research should be utilized in local-level disaster risk reduction activities, and there should be efforts to bridge policy and science.

## Private Sector Entities, Specialist Organizations, and Philanthropic Actors

Disaster risk management principles should be incorporated into business models and investments made into disaster risk reduction in order to ensure businesses can continue to operate in the case of a severe disruption. Private sector entities should provide training and education to employees and customers alike, strengthen disaster risk management capacities, and establish appropriate standards.

## Media

The media should work together with national governments and relevant agencies in order to raise awareness of disaster risk reduction. Media should provide accurate information related to disaster risks in a manner that is easy to understand, support disaster-related communications, and contribute to the effective implementation of early-warning systems and lifesaving activities. It is also important that media stakeholders help to foster a culture of disaster prevention, promote disaster education, and disseminate valuable information to the general public.



### Implementing the Sendai Framework for Disaster Risk Reduction

It is crucial that efforts are made to implement the content of the Sendai Framework for Disaster Risk Reduction on the ground.

In April 2016, the “Act for National Resilience Contributing to Preventing and Mitigating Disasters for Developing Resilience in the Lives of the Citizenry” was established in Japan. The “Fundamental Plan for National Resilience”, which was passed by the Cabinet in June 2014, will be reviewed every 5 years and reflected in other national policies and measures, such as those focusing on revitalizing rural areas. In June 2015, the “National Resilience Action Plan 2015” was established. In addition, the Cabinet Office of the Government of Japan established the “Central Disaster Prevention Council” in order to provide a platform for discourse related to disaster risk reduction policies and measures.

Effective implementation of the Sendai Framework for Disaster Risk Reduction requires the active participation of not only the government, but also of civil society. In March 2015, many civil society actors from around the world took part in the Third UN World Conference on Disaster Risk Reduction, where they expressed their opinions on policies, delivered messages from the people, and exchanged information. Since then, these activities are continuing, and the impacts continue to become greater.

Going forward, in addition to understanding the Sendai Framework for Disaster Risk Reduction, it is important to be aware of the critical role of citizens and work together to build a disaster resilient society.

## Chapter 6

# Cooperating and Building Partnerships Beyond Borders

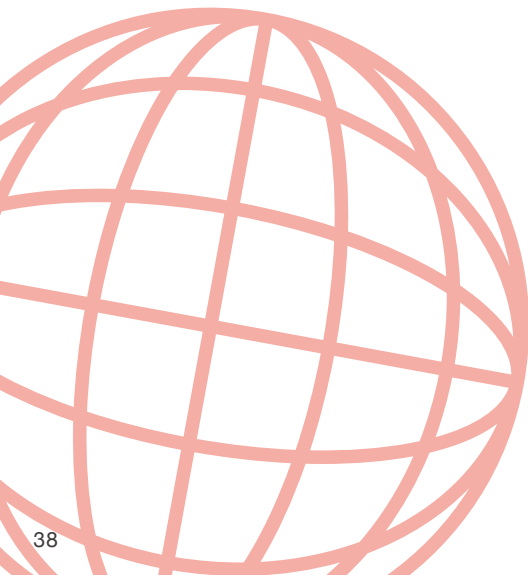


## Chapter 6 : Cooperating and Building Partnerships Beyond Borders

As the Sendai Framework for Disaster Risk Reduction is implemented around the world, it is important that countries adopt it, support, and cooperate with one another according to their own needs and resources. Developed nations have a responsibility to support developing nations in reducing their disaster-related risks through the provision of technology, knowledge, ideas, and skills.

This support is particularly important for island nations, developing nations situated inland, and various countries in Africa, for example, where the potential impact of disasters tends to be greater than their ability to recover. This support could be in various forms, whether financial assistance, transfer of skills, or training. It is also necessary to improve the global sharing of information and technology, as well as knowledge and research results related to disaster risk reduction.

It is important to incorporate elements of disaster risk reduction when considering international frameworks related to poverty eradication, sustainable development, conservation of natural resources, the environment, urban development, and tackling climate change. The United Nations and other relevant international agencies must ensure that, as implementation of the Sendai Framework for Disaster Risk Reduction progresses, it feeds into other strategies and frameworks that are developed. Going forward, nations must work together to raise awareness of disaster risk reduction, provide education opportunities, and establish a "culture of disaster prevention" around the world.







# Afterword

This booklet was developed by a network of civil society organizations, the Japan CSO Coalition for Disaster Risk Reduction (JCC-DRR), in order to inform all citizens about the contents of the Sendai Framework for Disaster Risk Reduction in a manner that is simple and easy to understand. Civil society organizations, specialists, citizen groups from Sendai, the UN Office for Disaster Risk Reduction (UNISDR) Hyogo Office, and support from Sendai City were instrumental in the editing and development of original Japanese version of this booklet. This effort in Japan to inform citizens about international disaster risk reduction frameworks in simple language is considered an important step by other countries and people around the world.

Translation into English version was done by JCC-DRR, and the terms and contents in this booklet may reflect subjective interpretation from JCC-DRR with which it holds sole responsibility on.

We sincerely hope that this booklet will strengthen people's understanding of disaster risk reduction, support their wide-ranging activities, and contribute to the building of a safer and more resilient society for all.

Japan CSO Coalition for Disaster Risk Reduction  
(JCC-DRR)

## The Citizen's Guide to the Sendai Framework for Disaster Risk Reduction 2015-2030

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**Date of Original Publication:** 12th March 2016

**Editor:** Jun Matsumoto (International Education  
NGO, Earth Media)

**Publisher:** Masaaki Ohashi, Akiko Domoto

**Publishing House:**

Japan CSO Coalition for Disaster Risk Reduction  
(JCC-DRR) 5th Floor Avaco Building, 2-3-18  
Nishiwaseda, Shinjuku-ku, Tokyo, Japan 169-  
0051 (same location as Japan NGO Center for  
International Cooperation (JANIC))

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**Design:** Communa Inc.

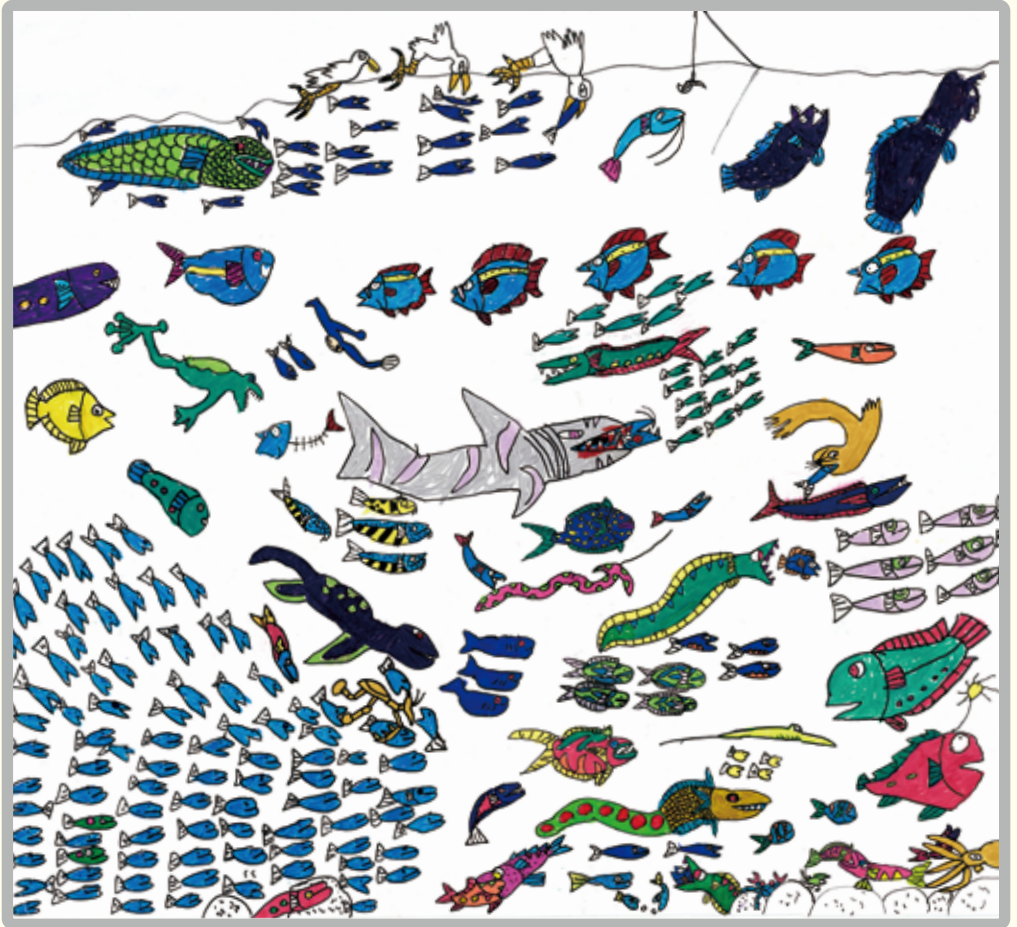
**Illustrations:** Miyagi Jonet, Minamisanriku Kidseye  
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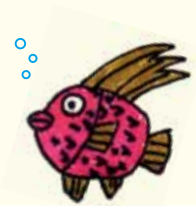
**Printed by:** HARIU Communications Co., LTD

**Supported by:** United Methodist Committee on  
Relief (UMCOR), ACT Alliance, Sendai City



### Minamisanriku Kidseye Project

This picture was drawn by an elementary school student who loves fish. The Minamisanriku Kidseye Project helps us to see from the perspective of children who were born and raised in the tsunami-affected coastal town of Minamisanriku, located in the northeast of Japan. The project showcases the beauty of Minamisanriku and the Shitsugawa Bay, and aims to create safe spaces for children.



Lumpfish