UNESCO
United Nations · UNESCO Chair on Gender and Vulnerability
Educational, Scientific and · in Disaster Risk Reduction Support,
Cultural Organization · Kobe University, Japan

uniTwin

Disaster Risk Communication, Stakeholder Engagement and Coordination

Communicating Effectively - Reducing Risk - Saving Life

mercy
MALAYSIA®

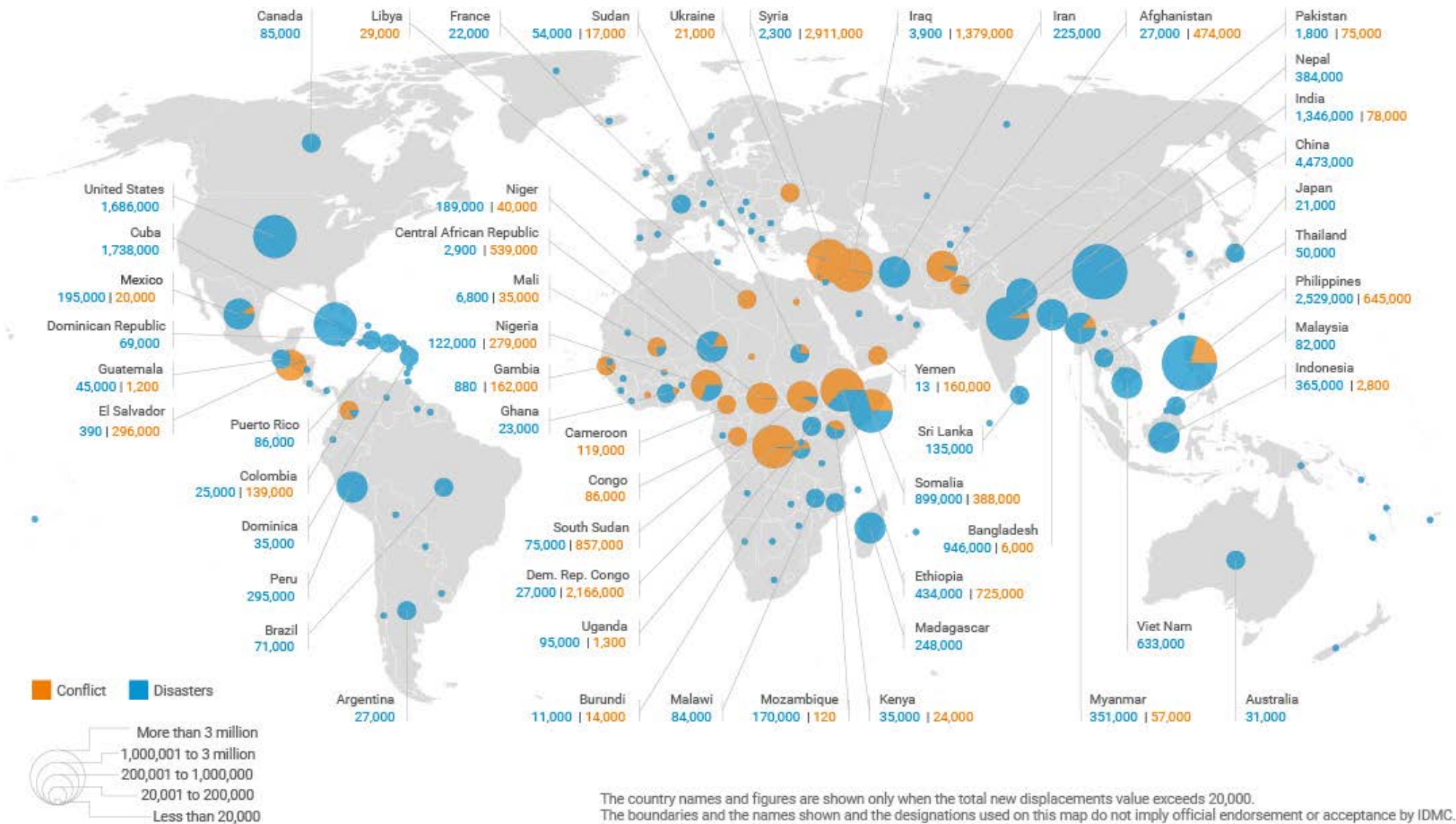**HAFIZ AMIRROL** • Head, Strategic Planning, MERCY Malaysia
Kobe University UNESCO Chair Summer Program on Gender and Vulnerability in Disaster Risk Reduction Support
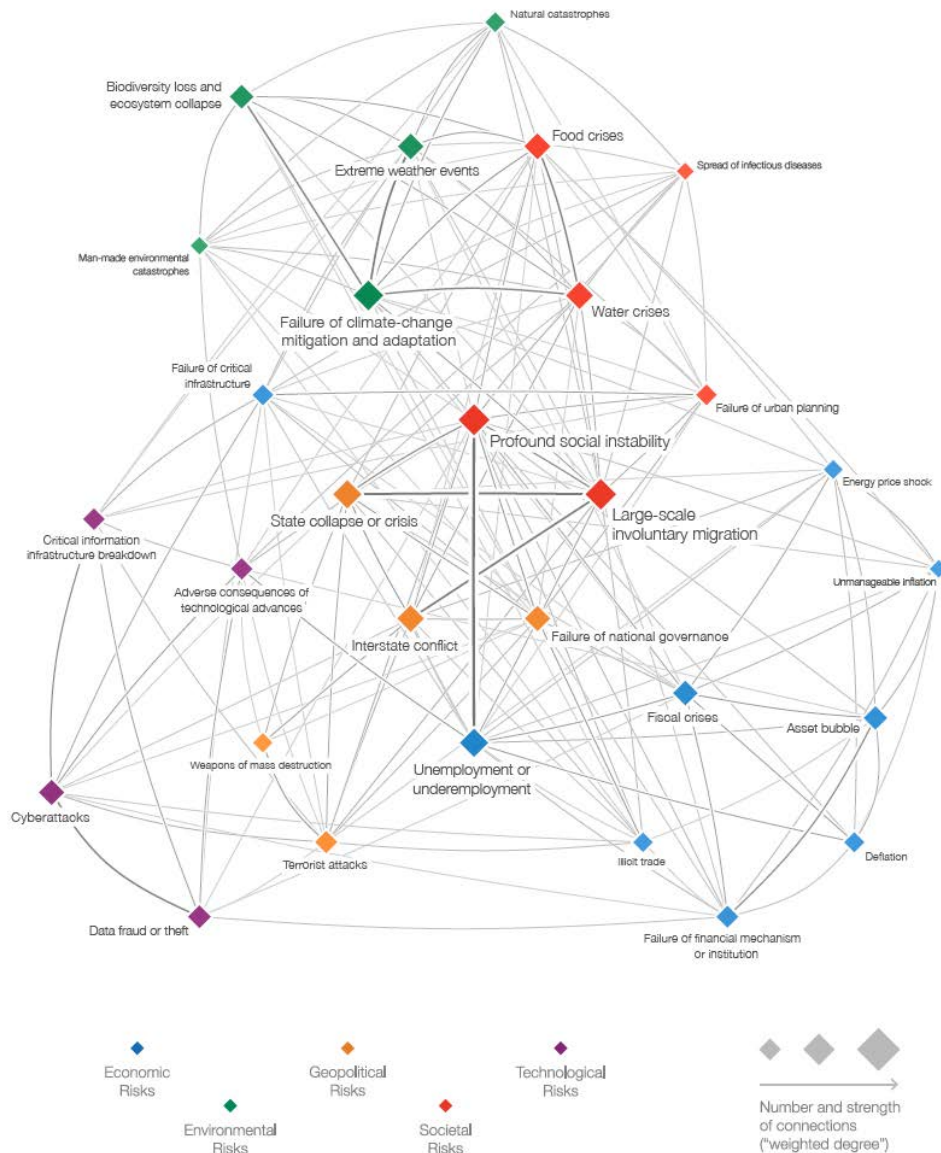Universitas Gadjah Mada, Yogyakarta, Indonesia
26 August 2019

INTRODUCTION

Complex conflicts and disasters – complex information

Country	Figures
Canada	85,000
Libya	29,000
France	22,000
Sudan	54,000 | 17,000
Ukraine	21,000
Syria	2,300 | 2,911,000
Iraq	3,900 | 1,379,000
Iran	225,000
Afghanistan	27,000 | 474,000
Pakistan	1,800 | 75,000
Nepal	384,000
India	1,346,000 | 78,000
China	4,473,000
Japan	21,000
Thailand	50,000
Philippines	2,529,000 | 645,000
Malaysia	82,000
Indonesia	365,000 | 2,800
United States	1,686,000
Niger	189,000 | 40,000
Central African Republic	2,900 | 539,000
Cuba	1,738,000
Mali	6,800 | 35,000
Mexico	195,000 | 20,000
Nigeria	122,000 | 279,000
Dominican Republic	69,000
Gambia	880 | 162,000
Guatemala	45,000 | 1,200
Yemen	13 | 160,000
Ghana	23,000
El Salvador	390 | 296,000
Puerto Rico	86,000
Cameroon	119,000
Sri Lanka	135,000
Colombia	25,000 | 139,000
Congo	86,000
Somalia	899,000 | 388,000
Dominica	35,000
South Sudan	75,000 | 857,000
Bangladesh	946,000 | 6,000
Peru	295,000
Dem. Rep. Congo	27,000 | 2,166,000
Ethiopia	434,000 | 725,000
Brazil	71,000
Uganda	95,000 | 1,300
Madagascar	248,000
Viet Nam	633,000
Argentina	27,000
Burundi	11,000 | 14,000
Malawi	84,000
Mozambique	170,000 | 120
Kenya	35,000 | 24,000
Myanmar	351,000 | 57,000
Australia	31,000

Legend:
- Conflict
- Disasters

Scale:
- More than 3 million
- 1,000,001 to 3 million
- 200,001 to 1,000,000
- 20,001 to 200,000
- Less than 20,000

The country names and figures are shown only when the total new displacements value exceeds 20,000.
The boundaries and the names shown and the designations used on this map do not imply official endorsement or acceptance by IDMC.

Global risks interconnection – a communication nightmare?

Communication types:

1. Verbal
2. Non-verbal
3. Written
4. Visual

Communication challenges:

1. Information overload
2. Hoax and fake information
3. Language
4. Technology
5. One-way, lack feedback
6. Lack engagement
7. Poor content
8. Not timely
9. Badly managed, without strategies
10. …and many more

COMMUNICATION

Disaster Risk Communication – why is it important?

Knowledge and information provider

Knowledge and information repository

Knowledge and information recipient

Disaster Risk Communication – my 3 picks

SOCIAL NETWORKING SERVICE / SYSTEM

SNS can help reduce deaths and affected people through preparedness and situational information

Number of death/affected people

Made behavioral changes drastically and systematically on governments as well as various stakeholders

Behavioral change

Economic loss — Reducing disaster economic loss can be done through better targeting of recipients

Achieved through better planning due to more data is available

Cost effectiveness

No negative impact on the environment

Environmental friendliness

Level of application/penetration — Have been used world widely

Disaster Risk Communication – my 3 picks

COMMUNITY BASED DRR/DRM

With involvement of communities, risk reduction efforts can be much strengthened
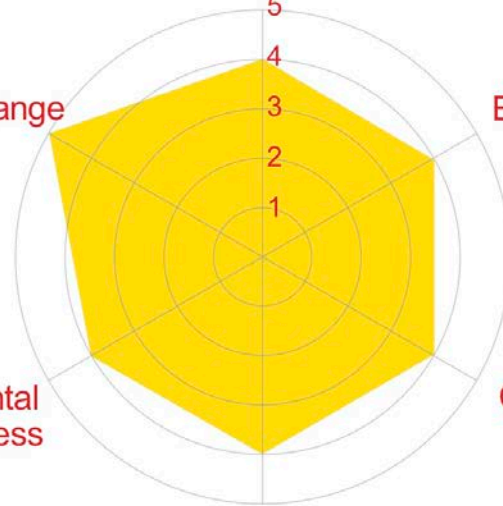
Can increase participation of communities and mindset

Negative impact on the environment can be reduced by involvement of local communities and leaders

Protection of assets and property through DRR actions

Require stable start-up cost, but can be easily scaled-up by communities

Some places such as in Philippines and Indonesia have showed good acceptance (other places still require buy-ins)

Radar chart with axes: Number of death/affected people, Economic loss, Cost effectiveness, Level of application/penetration, Environmental friendliness, Behavioral change. Scale 1–5.

Disaster Risk Communication – my 3 picks

NATIONAL PLATFORMS FOR DRR

Led the development of a new partnership and initiative to reduce number of death and affected people

Will increase participation in DRR activities from the private sector, media and academia

May not have directly contributed to reducing economic loss but contributed to strengthen response capacity among various stakeholders

No negative impact on the environment
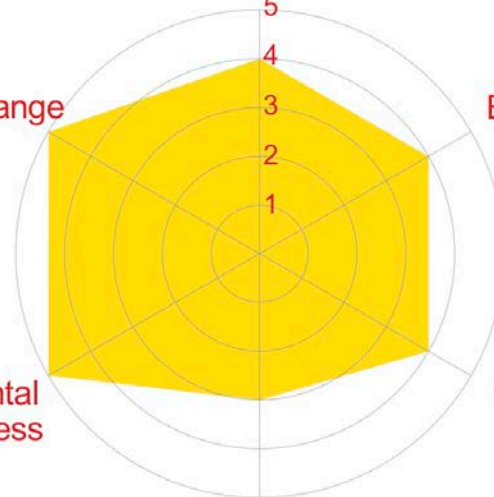
For government to understand its value of multi-stakeholder involvement

Radar chart axes: Number of death/affected people; Economic loss; Cost effectiveness; Level of application/penetration; Environmental friendliness; Behavioral change. Scale 1 to 5.

64 countries has so far developed this platform. **Malaysia has the myDRR platform**, but much effort is needed improve this platform.

Of course there are a lot more to disaster risk communication

OTHER IMPORTANCE OF RISK COMMUNICATIONS

1. Raise awareness;

2. Encourage protective behavior;

3. Inform to build up knowledge on hazards and risks;

4. Inform to promote acceptance of risks and management measures;

5. Inform on how to behave during events;

6. Warn of and trigger action to impending and current events;

7. Reassure the audience (to reduce anxiety or 'manage' outrage);

8. Improve relationships (build trust, cooperation, networks);

9. Enable mutual dialogue and understanding;

10. Involve actors in decision-making.

STAKEHOLDER ENGAGEMENT

Stakeholder?

Stakeholder: persons or groups who are directly or indirectly affected by an intervention, as well as those who may have stakes in a project and/or the ability to influence its outcome, either positively or negatively.

Stakeholder?

Stakeholder involvement should ideally foster a **two-way dialogue,** and be **conducted in good faith, and be responsive.**

Managing oneself/ a small group/ community, before/ during/ after the event of disaster in a systematically way.

No matter where in the world disaster strikes, disaster management is all about your stakeholder.

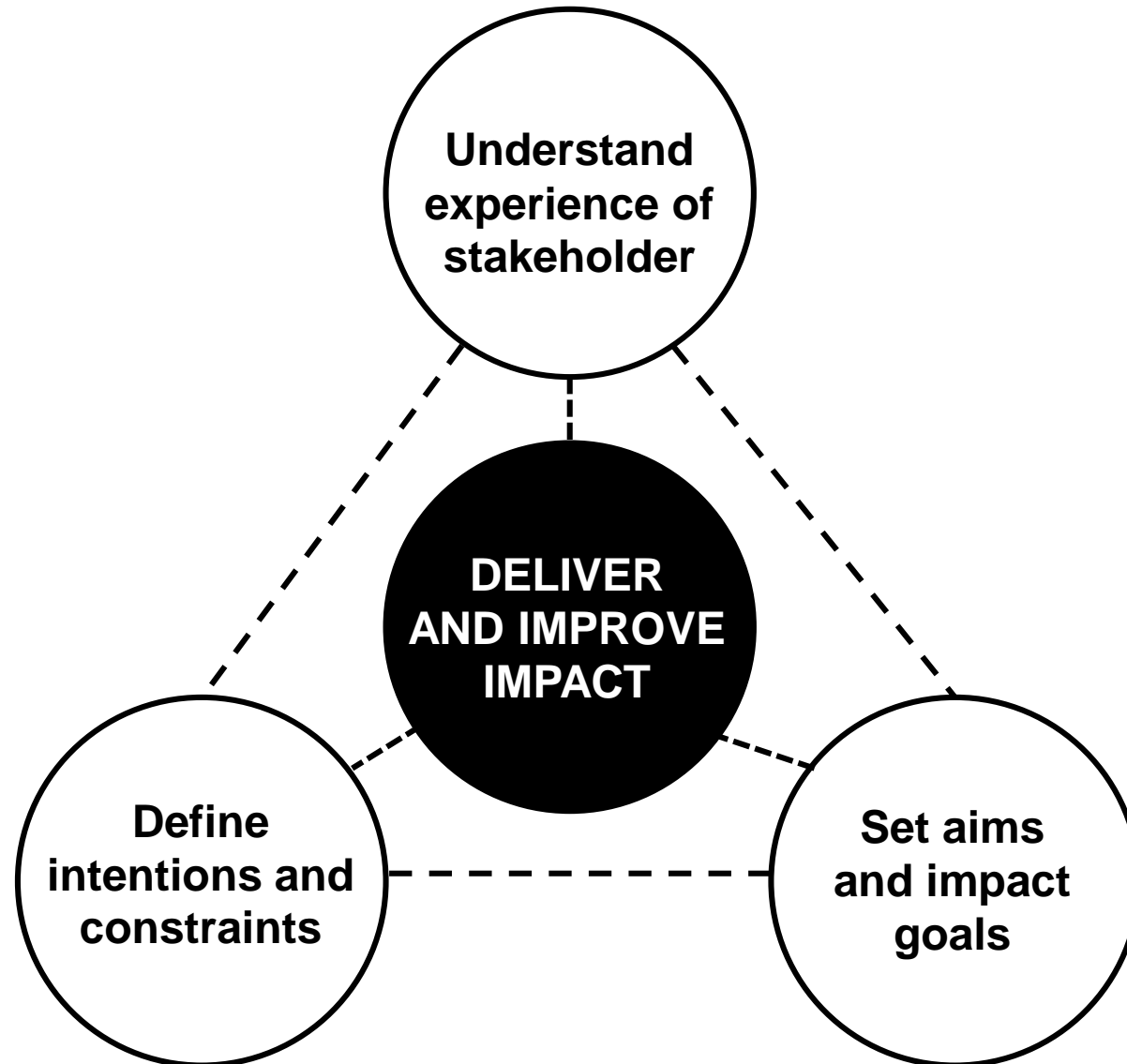**Affected
Individuals**   **Special Needs
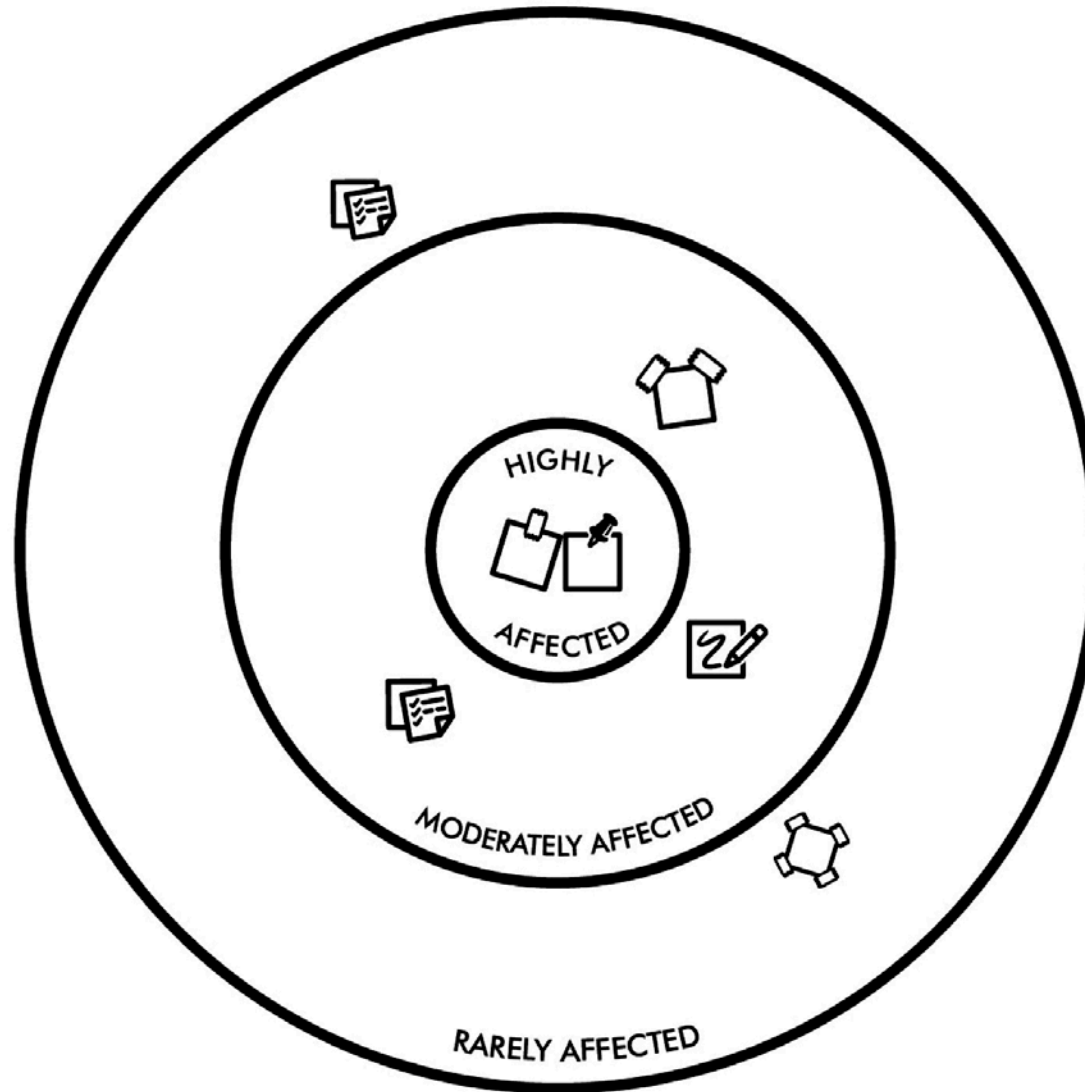Individuals**   **First
Responders**   **Recovery
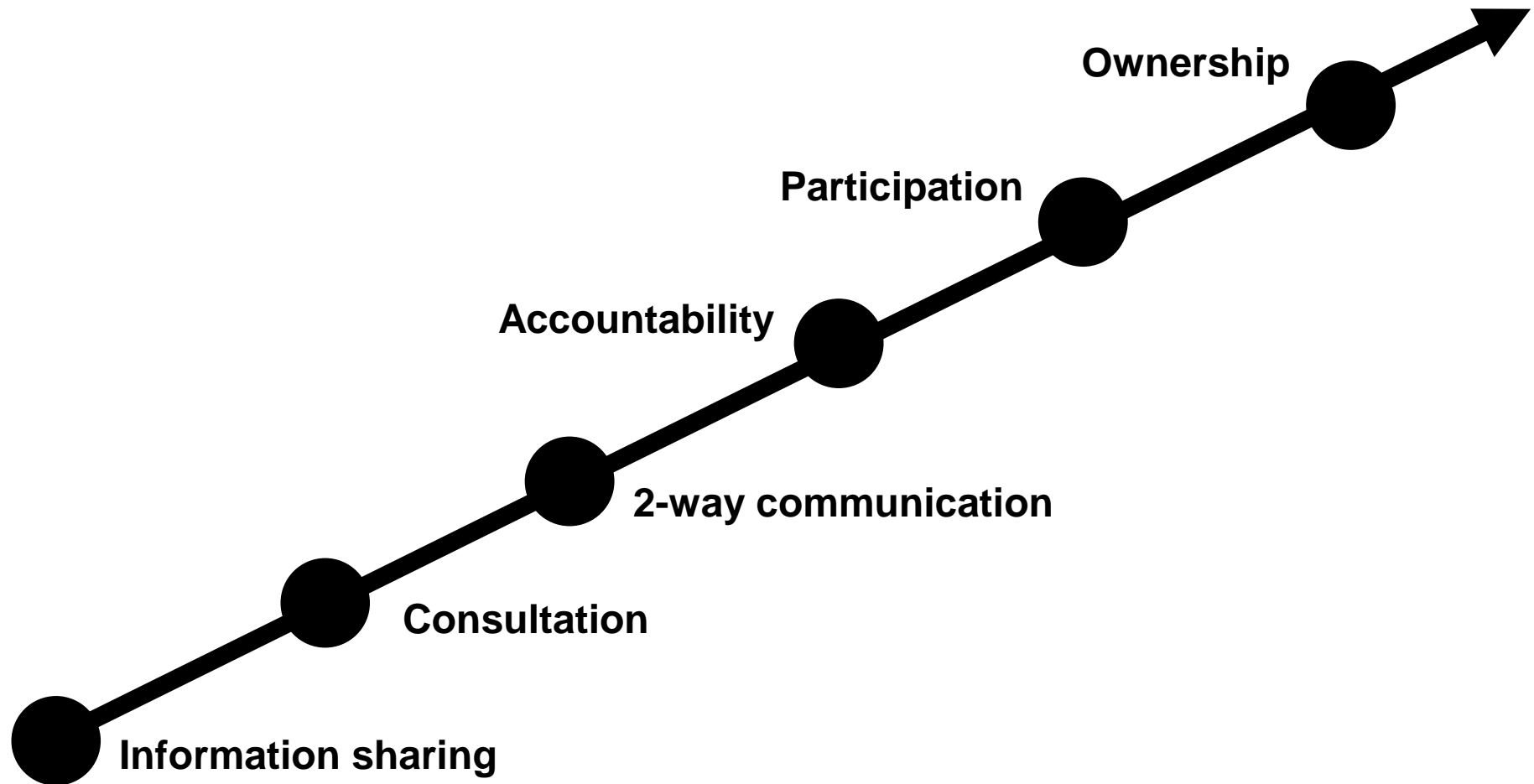Workers**   **Volunteers**

STAKEHOLDER = SOCIAL CAPITAL

Stakeholder management = impact management

Stakeholder management map: identifying your stakeholder

Source: Stakeholder Management Tool (The Strategy Group, 2008)

Levels of stakeholder engagement and management

Ownership

Participation

Accountability

2-way communication

Consultation

Information sharing

COORDINATION

Coordination for disaster response

Coordination is a critical success factor for organizing adequate disaster response and recovery as well as successful disaster risk reduction.

Coordination in disaster response

WHO?
WHAT?
WHERE?
WHEN?
HOW?

In the absence of coordination

- Gaps and duplications

- Lack of accurate information

- Delay of delivering assistance

- Inappropriate assistance

- Inefficient use of resources

- Lack of clear definition of roles of responsibilities

- Frustration of providers, officials, survivors

Effective coordination process

- Participatory

- Impartial

- Transparent

- Useful

No single humanitarian agency can cover all humanitarian needs

Risk communication, stakeholder engagement and coordination are not options, they are a necessity

Thank you

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