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

- 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!