

Note: These concept notes are as received from partner organizations



Asian Ministerial Conference on Disaster Risk Reduction 2016
New Delhi, India
02-05 November 2016

Concept Note for Pre-conference events on 02 November 2016

Venue: Hotel The Ashok, New Delhi

Event title	Media Stakeholder Pre-Meeting
Event code	PC-9
Date and Time	Wednesday, 2 nd November, 09.00-12.00
Venue/ Room no.	AWADH Area, Ground Floor
Theme/ topic to be addressed	Media role and responsibilities towards implementation of the Sendai Framework
Organizers	<p>Lead: Asia – Pacific Broadcasting Union</p> <p>Collaborators: Prasar Bharati, India; RRI and TVR, Indonesia; NHK, Japan; ThaiPBS, Thailand; VOV, Vietnam; Press Council of ASEAN, Digital Radio Mondiale Consortium</p> <p>Contact Details* (lead): Natalia Ilieva, Executive Assistant to the Secretary General of ABU natalia@abu.org.my, +60 178736917</p>
Session Objectives	<ul style="list-style-type: none">• An understanding of the willingness and commitment of leading media organisations towards DRR• Reinforcement of the critical role the media play in the management and reduction of risks• A clear way forward for media involvement to be more proactive in its engagement in risk reduction in the implementation of the Sendai Framework

<p>Background and context</p>	<p>The Media Stakeholder Group represented at the Asia Ministerial Conference will be diverse, with new members joining the group of media organisations that established it during the 6th AMCDRR in Bangkok in 2014.</p> <p>A pre-meeting to generate a common understanding of preparations to date and key issues and gain an overview of media at AMCDRR is crucial for this stakeholder group to deliver a cohesive message at this Ministerial meeting.</p>
<p>Session format and programme</p>	<p>Tentative Programme</p> <p>(5 min) Welcome (ABU focal point) (15 min) Round of introductions of the participants in the meeting</p> <p>(15 min) The role of media in the implementation of the Sendai Framework</p> <ul style="list-style-type: none"> • Presentation on the role of media envisaged by the Sendai Framework (ABU) <p>(55 min) Media engagement in Asia and the Pacific</p> <ul style="list-style-type: none"> • ABU initiatives - RRI and Thailand • Leading Practice: BBC Media Action • Leading practice: ThaiPBS • Leading practice: MediaCorp • Leading practice: NHK • In focus: India media and DRR <p>(30 min) Mini-breakout discussions and group work on current and future initiatives</p> <p>(30min) AMCDRR theme ‘Risk Sensitive Development for Community Resilience’ and the media message</p> <ul style="list-style-type: none"> • Media sector workshops, events, and planned announcements at AMCDRR • Media aspects for some of the thematic sessions (session organizers e.g. RMS and ESCAP/ADPC) • Technical sessions and other opportunities • Media group strategy for linking with other stakeholders groups <p>(50 min) Organizational matters</p> <ul style="list-style-type: none"> • Formalising the Media Stakeholder Group • Identifying members for Advisory Group on Media to UNISDR • Media action statement <p>(10 min) Wrap-up Total 3 hours</p>
<p>Intended main outcome and Key messages</p>	<ul style="list-style-type: none"> • Set of agreed key messages, from the Media Stakeholders Group. • Understanding of Sendai Framework by media representatives. • Scheduling and ensuring representation of media in key events and discussion of AMCDRR.

<p>List of Speakers and their interventions</p>	<p><u>ABU representatives – Ms Natalia Ilieva, Mr. Ahmed Nadeem, Mr. Nam</u></p> <p>Intervention: Facilitating formalizing the Media Stakeholders Group</p> <p>Constituting the UNISDR Advisory Group on Media</p> <p>Sensitising of media AMCDRR attendees with the media initiatives for implementation of the Sendai Framework.</p> <p><u>Representatives of BBC Media Action; DRM, ThaiPBS, NHK, RRI, MediaCorp, AIR, DDI and NDTV</u></p> <p>Interventions: introduction of leading practices</p>
<p>Technical Equipment</p>	<p>Projector, computer, microphones, others: <u>whiteboards or paper boards for recording discussions if available (3-4 units)</u></p>