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The United Nations Office for Disaster Risk Reduction

PreventionWeb:
Narrowcasting & Broadcasting

GETI March 2015

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http://www.unisdr.org/incheon

What is PreventionWeb?

- Eight years old with initial objective of facilitating the work of & becoming the go-to place for DRR professionals

- In 2014: 1.2 million user sessions & 40,000 professionals use the site at least once a week

- 30,000 content items from 6,725 organisations (412 from private sector)

- 6,274 subscribers to daily/weekly updates
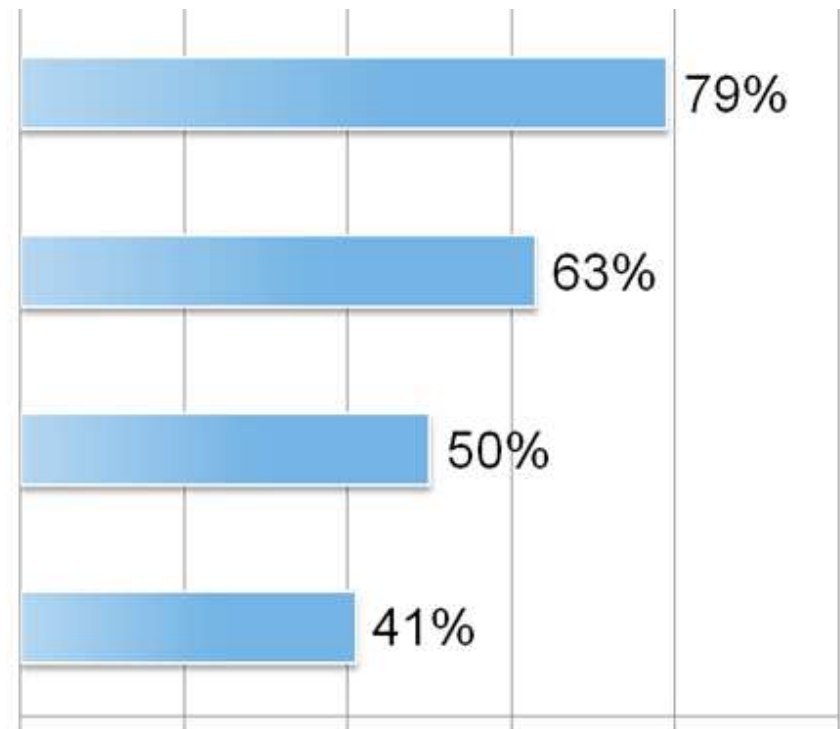
- It knows the DRR world and the DRR world knows it

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What has it achieved?

Improved my understanding of disaster risk reduction — 79%

Informed me of other areas in DRR that I was not aware of — 63%

Increased my engagement in disaster risk reduction — 50%

Helped me develop a DRR policy or strategy* — 41%

*mostly government

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Ch-ch-ch-changes …

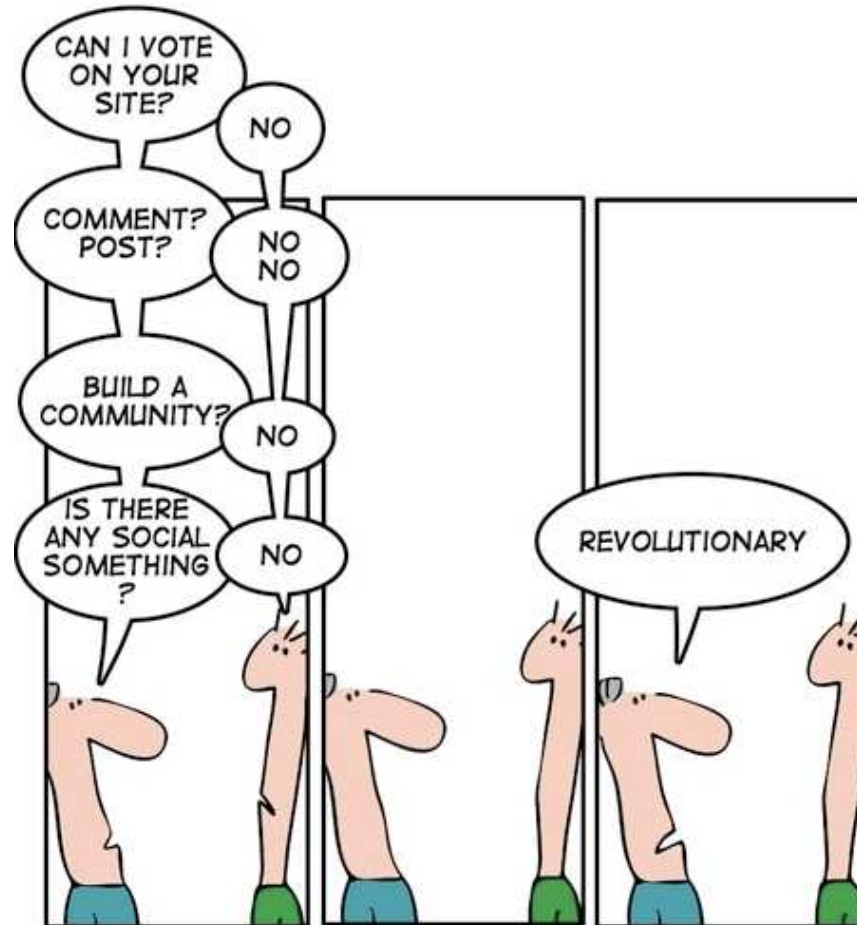A major evaluation concluded need for more active knowledge brokering to add value; recommendations incl:

✓ Reduce number of services & focus on most important

✓ Re-design site based on theory of change within results framework system

✓ Increase number of languages & partners

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Dilemmas of change

The more you interact the better/harder it is

What do you get now?

PreventionWeb more:

- ✓ interactive,
- ✓ inter-connected,
- ✓ democratic &
- ✓ decentralised

Guest editorials, Experts of the Week …

UNISDR is a smaller watchdog

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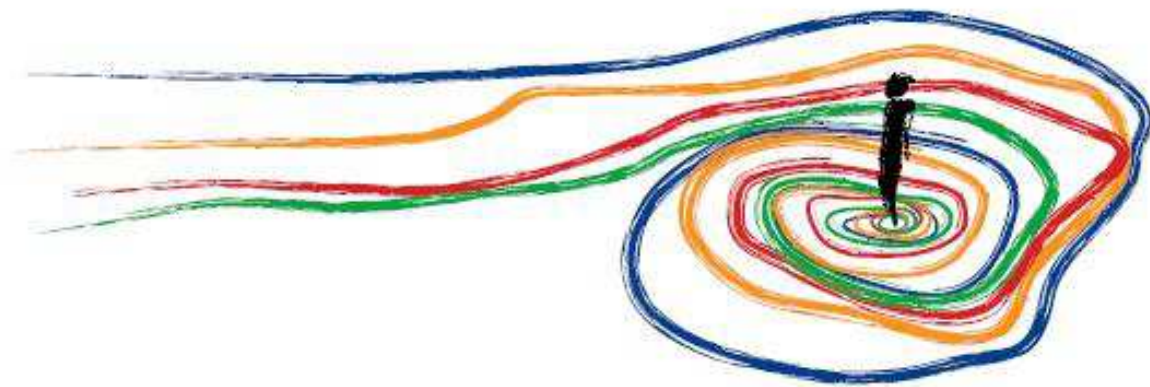The United Nations Office for Disaster Risk Reduction

Let's take a quick look …

And after this if you want to know more please contact PreventionWeb Managing Editor Sarah Wade-Apicella

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Thank you

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