

# **World Meteorological Organization**

## **Pilot Project Proposal for RAI (ASIA): Public Outreach Campaign about Meteorological and Hydrological Services in Disaster Risk Reduction (Concept Paper)**

**Asian Conference on Disaster Reduction 2007  
25-27 June 2007, Astana, Republic of Kazakhstan**

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## **Proposal**

Initiate a multi-stakeholder and multi-national public outreach pilot project about meteorological and hydrological services in disaster risk reduction in Asia. A particular focus of the project will be dedicated to early warning systems (EWS).

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## Objectives

1. Raise awareness of the public on the risks of hazards common to participating Members related to meteorological, hydrological and climate-related extreme events
2. Promote National Meteorological and Hydrological Services (NMHSs), in particular, through the EWS they provide, as key partners in disaster risk reduction in the Region,
3. Serve as part of the process of building partnership for the implementation of the Hyogo Framework for Action in participating Members through joint activities involving international, regional and national agencies, and
4. Showcase best practices related to EWS for major hazards common to participating Members.

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## Proposed Events/Activities

- Roving exhibitions, Roving seminars and “promotion events” on disaster risks and mitigation measures to be organized in participating Members.
- Exhibitions will be temporary events rolling to the main cities in each Member. The theme of the exhibition will focus on hazard risks common to participating Members and existing early warning services of respective NMHS’s response actions.

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## Proposed Events/Activities

- Seminars will be technical in nature targeted at operational meteorologists/hydrologists and disaster managers. The focus of the seminars will be on the design and operation of EWS.
- “Promotion events” will involve the public, possibly also engage the media, and may take the form of photo contests, painting campaigns, tropical cyclone naming competitions, public lectures etc.

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## Pilot Project on Public Out-reaching

### Project Management

- Project Steering Committee (PSC) and Local Organizing Committees (LOCs; one in each participating Member comprising local experts/professionals) to be established to oversee coordination and implementation of the project at regional and national levels respectively.

### Outcome-indicator

- Total number of participants taking part in the project activities. The target is to engage some 100,000 participants in four to five Members.

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## *Thank You*

**For more information please contact:**

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