



## STATEMENT OF COMMITMENT BY WORLD BROADCASTING UNIONS IMPLEMENTATION OF THE GLOBAL MEDIA FOR DRR PROJECT

### • ABU

ASIA-PACIFIC BROADCASTING UNION  
- Kuala Lumpur, Malaysia

### • ASBU

ARAB STATES BROADCASTING UNION  
- Tunis, Tunisia

### • AUB

AFRICAN UNION OF BROADCASTING  
- Dakar, Senegal

### • CBU

CARIBBEAN BROADCASTING UNION  
- St. Michael, Barbados

### • EBU

EUROPEAN BROADCASTING UNION  
- Geneva, Switzerland

### • IAB

INTERNATIONAL ASSOCIATION OF  
BROADCASTING  
- Montevideo, Uruguay

### • NABA

NORTH AMERICAN  
BROADCASTERS ASSOCIATION  
- Toronto, Canada

The World Broadcasting Unions (WBU) welcome and accept the United Nations Office of Disaster Risk Reduction (UNDRR) invitation to implement the **Global Media for Disaster Risk Reduction** (GMDRR) project. We view this partnership as a step in the right direction of putting media at the heart of climate change adaptation, building resilience, and advancing the Sustainable Development Goals (SDG) worldwide.

The WBU has a long-standing commitment to DRR through media, expressed in the Sendai and Cancun joint Voluntary Media Stakeholder Commitments. We are devoted to the cause and will continue to support our members to develop organizational and production capacity to serve their audiences not only during crises, but to prepare them for future calamities and most importantly to educate on disaster prevention.

The current COVID-19 pandemic proved beyond doubt the power of media to provide vital reliable information and save lives. All Broadcast Media (particularly public service media since in many countries around the world they are mandated as an official source of information before and during disasters) have never been so crucial in offering the public life-saving information, education, and entertainment in these uncertain times.

The **Global Media for Disaster Risk Reduction** project, developed by UNDRR in close cooperation with WBU members, is a golden opportunity to equip broadcasters with the right knowledge and skills for prevention and education. The scale of the project shows that media are accepted as an indispensable partner in promoting disaster risk reduction and prevention policies, disseminating early warning messages. This acknowledgment will facilitate the formal recognition of media within regional and national disaster risk reduction agendas and plans, in line with the recommendations of the Geneva 2019 Global Platform.

The COVID-19 pandemic was a wake-up call for humanity and a steep learning curve for broadcasters worldwide. Our members have in their missions the duty to serve wide audiences (with a special attention to the needs of most vulnerable groups such as women, children, youth, persons with disabilities and elderly) before, during, and after disasters. Traditional media are the only outlets able to reach all citizens in all regions of the world in all circumstances. This universal outreach is the essential tool to bridge the digital divide that still excludes 40% of the global population from access to online information. Broadcasters worldwide recognize the need to be pro-active by preparing people during quieter times between disasters, committing to expand coverage of climate change and DRR and educating their audiences on these issues all around the world. They are willing to work with the UN and governments to build the resilience of their infrastructure within the 2020 Agenda for Sustainable Development framework, as part of the global SDG efforts.

We are fully committed to the implementation of the project and would provide local, in-country support for its capacity-building activities. Through the GMDRR project we will mobilize for collective action more than 300 of our Radio and TV members worldwide. Only together can we make it happen, and we will make it happen because that is the call of the day and our most important duty as broadcasters: saving lives and livelihoods.

May 8, 2020