

UR Understanding Risk Caribbean Conference

From Risk to Resilience: A Foundation for Action



Communications Report
June 2019



WORLD BANK GROUP



EUROPEAN UNION



GFDRR
Global Facility for Disaster Reduction and Recovery



Acknowledgments

Thank you to the partners, sponsors, participants, exhibitors, vendors and World Bank teams who collaborated to communicate and promote the Understanding Risk (UR) Caribbean Conference through various media. UR Caribbean was organized by the World Bank, the Caribbean Disaster Emergency Management Agency (CDEMA), the European Union, and the Global Facility for Disaster Reduction and Recovery and was co-financed by the European Union in the frame of the Africa, Caribbean, Pacific (ACP) - European Union (EU) Natural Disaster Risk Reduction (NDRR) Program, managed by GFDRR.

A special thank you to our partners who consistently promoted the conference through their communications channels and facilitated the press conference, media interviews and event livestreams, including Clive Murray (Caribbean Disaster Emergency Management Agency); Stephen Boyce and Wayne Lewis (Delegation of the European Union in Barbados); Janet Caroo and Maxi Baldeo (University of the West Indies, UWI tv); and Charles Jong (Government of Barbados).

We would also like to specially acknowledge our Opening Ceremony Keynote Speaker, the Right Honorable Prime Minister of Barbados Mia Mottley; and our Closing Ceremony Keynote Speaker and Partners Showcase facilitator, Dr. Angus Friday.

Thank you to the World Bank teams who contributed to the development, dissemination and/or production of communications elements for the conference, including UR Caribbean Planning Team: Tayler Friar (Lead Communications Consultant), Bradley Lyon (Sr. Partnerships Consultant), Mariel Boden (Operations Intern), Roberta Lovatelli and Jacqueline Chidothe (Event Planning Consultants), Mirtha Escobar (Operations Specialist), Carolina Hoyos (Sr. Communications Consultant), Kristal Peters (Partnerships Consultant); designers Christopher Bantum (B/ue Robin Designs) and Miki Fernandez (Ultra Designs); Simone Balog-Way, Rossella Della Monica, Erika Vargas, Cindy Robles, Jocelyn West, David Tucker, Lorenzo Piccio, Rebecca Solomon, Jorge Villalpando (Global Facility for Disaster Reduction and Recovery); Christelle Chapoy, Alejandra de la Paz, Brune Andre (Latin American and Caribbean External Communications); Kristyn Schrader-King, Yukako Kiraki, Andy Liu (External Communications); and Andrew Berghauser, Jaime Alvarez and Onyekachi Wosu (World Bank Design and Publications).

Finally, to our plenary leads, session leads, session speakers, and media partners, thank you for your time and efforts in making UR Caribbean a success!

Sincerely,

UR Caribbean Organizers

Mary Boyer, Disaster Risk Management Specialist

Kerri Cox, Sr. Communications and Knowledge Management Consultant

Joaquin Toro, Regional Disaster Risk Management Coordinator

UR Caribbean Communications Highlights

- **40+ international media mentions**, including television, radio and print journalism.
 - **15+ media outlets** attended the Opening Ceremony, with a keynote address from the honorable Prime Minister of Barbados, Mia Amor Mottley, followed by a full press conference.
 - **10 on-site interviews** with World Bank and partner delegates with 5 international journalists.
 - **6 live streams** of Opening Ceremony and plenary sessions.
 - **65,000+ impressions** across @GFDRR & @UR accounts.
 - **25+ communications products** showcased, including: Eight 2-minute video interviews, a feature story headlining GFDRR's homepage, 10 World Bank session and partner blogs, a cRISKet highlight reel, UR newsletter features, Resilience and DRM newsletter features, and much more!
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Getting the Messaging Right



A set of core messages framed all of UR Caribbean's Communications products, and also helped to shape speeches and talking points for World Bank senior management, staff, partners and donors during key sessions and media interviews.



"From risk to resilience, we must create a foundation for collective action in the Caribbean."



"The Understanding Risk Caribbean Conference provided a unique opportunity to bring together disaster risk management practitioners with governments, urban planners, insurance industry stakeholders, private sector organizations, academia, multilateral development banks, civil society organizations, and other regional partners to collectively take action to address and reduce disaster risk."



"Marking the beginning of the 2019 hurricane season, UR Caribbean will work with regional actors to chart a resilient path forward."



Communications Highlights

Articles / Talks

- Feature Story: Barbados is the Central Hub to Carve a Pathway Towards Resilience
- Keynote Speech: The Honorable Prime Minister of Barbados, Mia Mottley
- Talks: Ignite Presentations

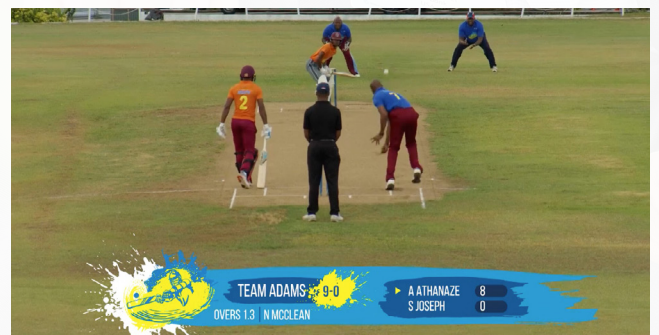
Videos



Voices of Resilience Launch Video



UR Caribbean Event Highlights



UR Caribbean Cricket Highlights

Communications *Highlights*

Short Interviews



Why understanding disaster risk matters for a more resilient Caribbean

As hurricane season in the Caribbean approaches, the World Bank's Anna Wellenstein explains why understanding disaster risk is so critical to charting a more resilient development path for the region.

Organizing for resilience: The Caribbean youth's response to a changing climate

The devastating hurricane season in 2017 was a wake-up call for young people across the Caribbean, driving them to organize for a more resilient future, explains Jeremy Collymore, Disaster Resilience Consultant for the University of West Indies.



Coping with climate change: the challenge for the Caribbean's early warning systems

A changing climate means that the Caribbean's hydromet and early warning systems must be constantly renewed to help countries plan and prepare for extreme weather, explains Geoff Love, former Director of the Australian Bureau of Meteorology.

The private sector's role in managing disaster risk in the Caribbean

In large part by contributing their technical expertise, the private sector in the Caribbean can play a key role in advancing disaster risk management efforts across the region, according to Brian Reid, Manager for Health, Safety and Environment at Massy Barbados Limited.



Communications *Highlights*

Short Interviews Cont'd

CDEMA's Ronald Jackson: Caribbean on "right path" to resilience

Two years after a devastating hurricane season, the Caribbean is now on the "right path" to resilience, but it will require more partnership to stay this course, according to Ronald Jackson, Executive Director of the Caribbean Disaster Emergency Management Agency (CDEMA).



How the European Union is advancing resilience in the Caribbean

Bodgan Stefanescu, Team Leader for the Green Economy and Resilience Support from the EU Delegation to Barbados, shares a few insights about the EU's work to advance resilience in the Caribbean region.

Art for resilience in the Caribbean

Art can help us better understand and deal with disaster risk across the globe – the Caribbean being no exception, explains Pablo Suarez, team member for Understanding Risk.



Mobile apps for rapid post-disaster assessment in the Dominican Republic

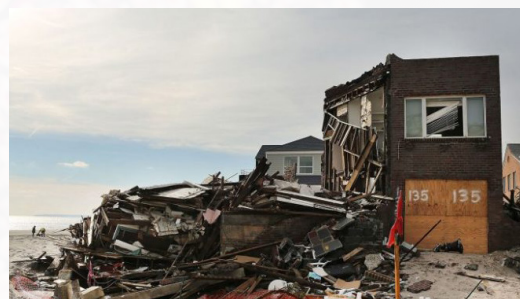
In the aftermath of disaster, rapid needs assessments play a critical role in helping governments determine priority investments for a resilient recovery. The Dominican Republic is turning to a new mobile application so that it can assess the impacts of a disaster within 48 hours, explains Alexis Cruz Rodriguez of the country's Ministry of Economy, Planning and Development.

Communications *Highlights*

Blogs



No resilience without community engagement: top-down national recovery plans need to be complemented by bottom-up community initiatives



Understanding resilience means understanding the role of indigenous communities



End-to-end early warning systems – what does it take to avoid the disaster?



Understanding and engaging the informal sector for resilient housing across the Caribbean

Communications Highlights

Blogs Cont'd



Adaptive and shock responsive social protection in the Caribbean: putting people at the centre of resilience and response



Financial planning for a rainy day: using information to build smart solutions



Towards a Caribbean pathway to resilient development

Photos

View more UR Caribbean highlights in the event photo gallery [here](#).



Media Coverage

- 40+ regional media mentions, including television, radio and written journalism.
- 15+ media outlets attended the Opening Ceremony, with a keynote address from the honorable Prime Minister of Barbados, **Mia Amor Mottley**.

Opening Ceremony Press Conference featured:

- **Tahseen Sayed**, World Bank Country Director, Caribbean Countries
- **Ming Zhang**, Practice Manager, World Bank's Latin American and Caribbean Urban and Disaster Risk Management Unit
- **Ronald Jackson**, Executive Director, Caribbean Disaster Emergency Management Agency
- **Luis Maia**, Head of Cooperation, Development Cooperation Section, European Union Delegation in Barbados



Media Coverage

UR Caribbean hosted 5 regional journalists on the ground from:

- The Jamaica Gleaner
- The Antigua and Barbuda Observer
- Dominica News Online
- ABS TV and Radio
- Dominica Broadcasting Corporation

These journalists conducted exclusive interviews with delegates and partners including:

- **David Archer**, Deputy Governor, British Virgin Islands
- **Ronald Jackson**, Executive Director, CDEMA
- **Anna Wellenstein**, Director of Strategic Operations, GSURR, World Bank
- **Ming Zhang**, Practice Manager, World Bank
- **Joaquin Toro**, Regional DRM Coordinator, World Bank
- **Jeremy Collymore**, Honorary Fellow, University of the West Indies
- **Bogdan Stefanescu**, Team leader for Green Economy and Resilience Support, EU Delegation in Barbados
- **Pablo Suarez**, Artist in Residence at the National University of Singapore
- **Rashmin Gunasekera**, Senior DRM Specialist, World Bank
- **Janot Mendler de Suarez**, Consulting Technical Advisor at Red Cross-Red Crescent Climate Centre

This PR effort specifically from the media produced on-location created a potential 271,400 media impressions.



Media Highlights

- Nation News - [Regional stakeholders convene ahead of hurricane season](#)
- The Kitts Observer - [Leaders from the Caribbean region convene in Barbados to take collective action against disaster risk](#)
- WIC News - [Leaders from Caribbean region convene in Barbados to take collective action against disaster risk](#)
- St Lucia News Online - [Caribbean leaders meet in Barbados to take collective action against disaster risk](#)
- The Nassau Guardian - [Caribbean leaders take collective action against disaster risk](#)
- Dominican today - [Leaders from the Caribbean region convene in Barbados to take collective action against disaster risk](#)
- 999 WEFM - [Regional leaders convene in Barbados to take collective action against disaster risk](#)
- CBC BB - [PM critical of international community as the region discusses climate change resilience](#)
- Caribbean National Weekly - [Mia Mottley critical of international community as the region discusses climate change resilience](#)
- Cana News - [Europe recommits support for Caribbean in dealing with the impact of climate change](#)
- Cana News - [Barbados PM critical of international community as the region discusses climate change resilience](#)
- Nation News - [Mia Calls for Ethical Discussion](#)
- Caribbean News Service - [Leaders convene in Barbados to take collective action against disaster risk](#)

Media Highlights

- Jamaica Observer - [Canada funding new initiative to assist Caribbean countries](#)
- St Lucia Times - [Canada Funding New Initiative To Help Caribbean Deal With Disasters](#)
- Jamaica Gleaner - [More investment said needed to defend against natural disasters](#)
- Barbados Advocate - [Small Islands Being Disadvantaged](#)
- Caribbean News Now - [Caribbean leaders convene in Barbados to tackle climate and disaster risks](#)
- Cana News - [EU Commitment](#)
- MENA FM- [Caribbean leaders convene in Barbados to tackle climate and disaster risks](#)
- Dominica News Online - [Caribbean countries discuss ways to tackle climate and disaster risks](#)
- Q95 - [Leaders convene in Barbados to take collective action against disaster risk](#)
- Dominica News Online - [Merger of art and science helps public understand risk reduction](#)
- RJR News - [Canada launching effort to help Caribbean countries respond to natural disasters](#)
- South Florida Caribbean News - [Canada Caribbean Resilience Facility for the Caribbean Region Launched](#)
- WIC News - [Canada Caribbean Resilience Facility launched to help Caribbean countries](#)
- St Lucia News Online - [Canada Caribbean Resilience Facility launched to help Caribbean countries](#)
- WE FM - [Canada launching effort to help Caribbean countries respond to natural disasters](#)

Media Highlights – Television, Radio, Social Media

- Live television segment and Facebook feature with Mary Boyer on the Caribbean Broadcasting Company's "Mornin' Barbados", May 24, 2019 - 3.2K views
- Opening Ceremony was live-streamed by:
 - Facebook page of the Prime Minister of Barbados, the Honorable Mia Amor Mottley
 - The University of the West Indies (UWItv.org)
 - GFDRR Twitter
- Three plenary sessions were live streamed through the University of the West Indies' UWItv.org
- Radio interview with Mary Boyer on Antigua and Barbuda's Observer Radio 99.1FM "The Big Issues", June 2, 2019.



Website Statistics

UR and World Bank Websites

- 2,319 page views on UR Caribbean Events Page
- 10 blogs with 5,000 total views; 4 blogs from external partners on the UR website.

External Partner Websites

- Key external partners* prominently featured UR Caribbean & WB content during and following the conference.

*Key partners include Business Barbados, UNDRR Prevention Web, CloudCarib, Climate Europe, and others

Social Media Coverage

A strategic social media engagement campaign was implemented from May 12- June 19, yielding the following results:

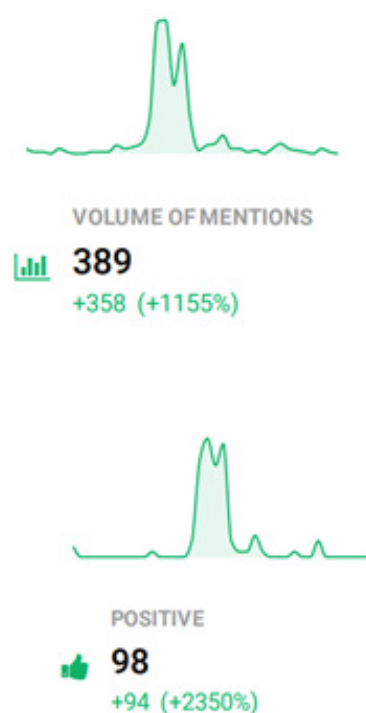
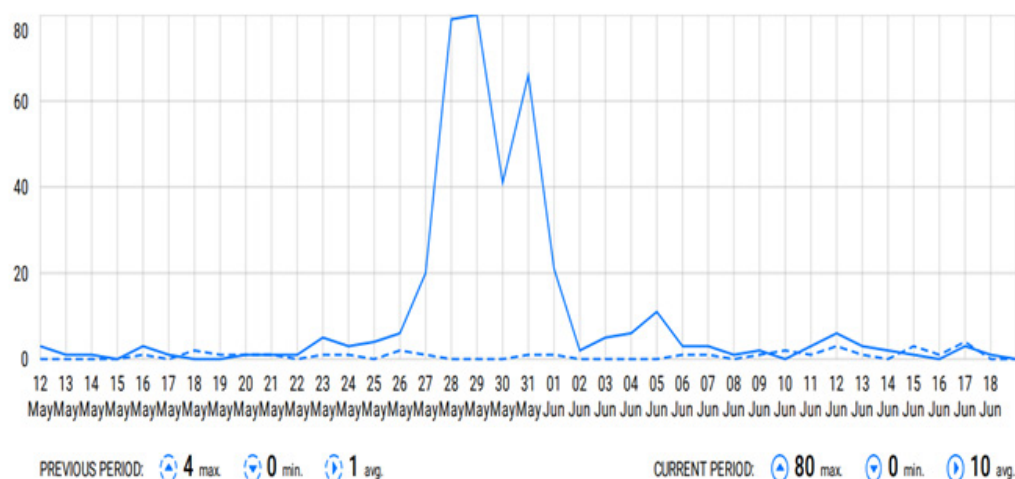
Videos

- 8 videos with 380 total views on GFDRR's Youtube channel.

Twitter

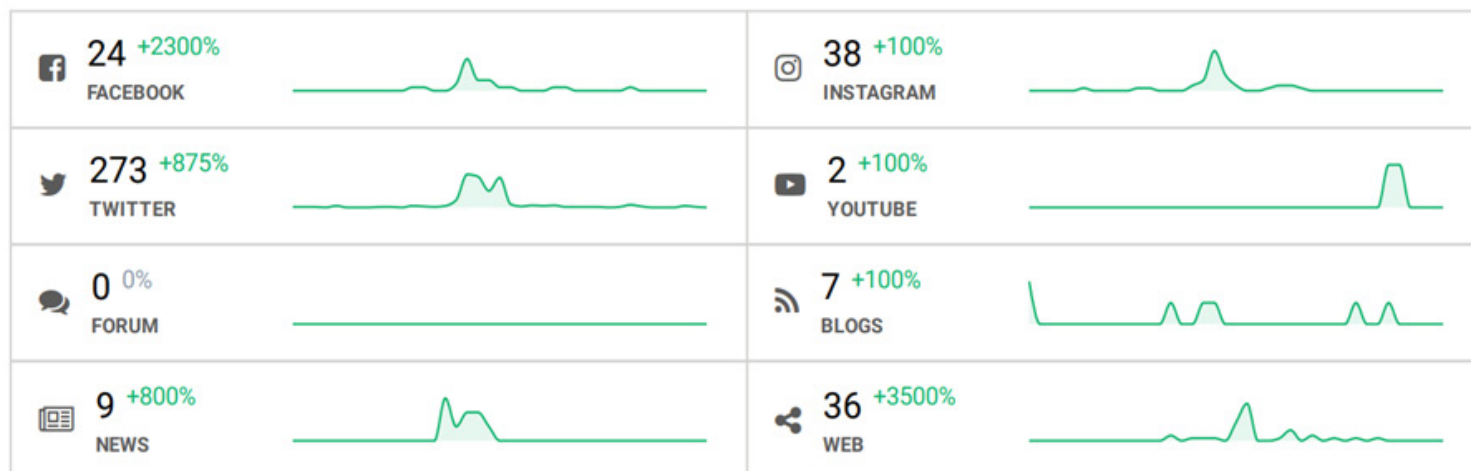
- 65,000+ impressions across @GFDRR & @UR accounts during UR Caribbean Campaign.
- WB and external partners promoted content, including Opening Ceremony livestream promotion from the World Bank Twitter Account.

Volume of coverage (May 12- June 19, 2019)



Social Media Coverage

Social Mentions Per Category (compared to previous period)



Most Influential Social Media Authors (May 12- June 19, 2019)

	PROFILE	SOURCE	VOICE SHARE	INFLUENCE
1	GFDRR		21.427%	42 633
2	The Nation Barbados		13.609%	27 077
3	WBG_Cities		8.012%	15 941
4	CDEMA - Caribbean Disaster		6.502%	12 937
5	uniceflac		5.813%	11 566
6	jellsmoor		4.827%	9604
7	UnderstandRisk		4.039%	8035
8	tinobest		3.803%	7566
9	WBCaribbean		3.604%	7171
10	CBC News Barbados		2.714%	5399
11	UK in Barbados		2.185%	4347
12	UNICEF Eastern Caribbean		1.931%	3842
13	CaroleBeckford		1.918%	3815
14	WBG_Poverty		1.845%	3670
15	cdemacu		1.55%	3084
16	Caribbean Development Bank		1.523%	3029
17	WBG_Environment		1.475%	2935
18	Barbados Government Informa...		1.293%	2572
19	Caribank		0.828%	1646
20	CanHCBarbados		0.798%	1587

Thank You to our Sponsors!



GFDRR
Global Facility for Disaster Reduction and Recovery

ACP-EU Natural Disaster Risk Reduction Program

An initiative of the African, Caribbean and Pacific Group, funded by the European Union and managed by GFDRR

Canada



Thank You to our Partners!

