

# GUIDANCE NOTE FOR PARTNERS



In March 2015 in Sendai, Japan, the Sendai Framework for Disaster Risk Reduction came into being, succeeding the Hyogo Framework of Action (HFA). This was the first of five frameworks that will be finalised over 2015-16. All of these focus on different kinds of risks and the need for inter-linkages.

Sendai Spring is an action-oriented campaign on turning risk to resilience that aims to:

- Build on the momentum of 'Road to Sendai'
- Address broader notions of risks for individuals and local communities
- Simplify SFDRR and link to other upcoming frameworks

Partners are requested to contribute in three ways:

- Organising events / activities
- Collecting voices and commitments
- Documenting innovative resilience action

Detailed information on each activity is provided below.

## GUIDANCE

We encourage all participating organisations and individuals to follow this guidance.

- 1. Use of logos:** Both the Sendai Spring logo and the consolidated logo unit of partner organisations **MUST** be included in all materials. These are attached as part of the kit. They must not be stretched or altered in any way. In addition, the organising agency may add their logos in spaces provided in the templates and the standee.



- 2. Translation:**

- Any translated material must be shared with the Sendai Spring secretariat before dissemination or use to ensure consistency of the campaign worldwide.
- All commitments, event documents and innovative resilience stories must be sent to the Campaign Secretariat in **ENGLISH** (after translation where necessary) to [vijayalakshmi@safeworld.in](mailto:vijayalakshmi@safeworld.in)

# I KNOW WHAT HAPPENED IN SENDAI

## Types of events / activities

All events / activities must link to disaster risk reduction. It is not necessary that these are organised exclusively for 'Sendai Spring'. It can be integrated into already scheduled events. Some examples include:

Local / national consultations | Activity-based events for communities | Activity-based events for children / schools | Events based on anniversaries of major disasters | Discussion with communities

## Sendai Spring Materials

- **Flyer:** The campaign flyer is an overall introduction to 'Sendai Spring'. The local partners are welcome to translate and disseminate at the events. An editable file of the flyer is shared with this pack in Coreldraw version 13 software along with the fonts. The translated flyer **MUST** be approved from the secretariat before printing/dissemination. Please ensure the logos and graphic elements are not altered in any way. The size of the flyer is 6 inches X 11 inches.
- **Standee banner:** A designed standee is shared as part of this information kit. It must be put up at all events to ensure consistency. An editable file of the standee is shared with this pack in Coreldraw version 13 software along with the fonts. The size of the standee is 6 feet X 3 feet.

## Documenting the event

The stories must be documented using the 'event template' attached. This includes the following sections:

Name of the event | Organising agency's name and location | Quotes from event participants | Participant profile (background of people attending) | The number of participants | What they feel is the greatest disaster risk in their community | Any commitments that they make to address that risk

## Annex the list of participants along with event template.

The event template and photographs should be emailed to [vijayalakshmi@saferword.in](mailto:vijayalakshmi@saferword.in)  
For very heavy files (above 8 MB), please upload on dropbox /we transfer/FTP and send the link.  
The subject line should mention: Sendai Spring – Event - Organisation name – Country

# MY RISK, MY COMMITMENT

## Collecting messages

The collection should cover different members of the community including:

- Women
- Men
- Children
- Elderly
- People with disabilities
- Socio-economic groups according to local realities

## Photographs of respondents

Each partner must also select a minimum of 20 and maximum of 50 portrait photos of respondents to submit. All respondents **do not** need to be photographed. These photos must be clearly labelled with the name of the person.

## Reporting back to campaign secretariat

As commitments will be collected in local languages, they **must** be translated into English before sending them to us. Please ensure that translation doesn't change the core meaning of the message.

The messages should be typed into a table with details of the person's name and location (as below).

	GREATEST RISK	COMMITMENT	NAME	LOCATION	COUNTRY
1					
2					

The messages and photographs should be emailed to [vijayalakshmi@saferworld.in](mailto:vijayalakshmi@saferworld.in)

The photos (with clear labelling) should be attached separately. For very heavy files (above 8 MB), please upload and send the link.

The subject line should mention: Sendai Spring - Commitments - Organisation name - Country

Individual commitments can also be directly uploaded on [www.sendaispring.net/submit](http://www.sendaispring.net/submit) in form of text, videos or images.

# OUR INNOVATIVE RESILIENCE STORY

## Types of stories

The projects that are chosen can look at any type of risk including environmental, social, financial, basic needs, physical infrastructure, governance or other. What is important is that the initiative is innovative!

## Documenting the stories

The stories must be documented using the 'My innovative resilience story' template attached. This includes the following sections:

- Name of Project and implementing organisation:
- Quote: A quote from a local community member involved in the project
- The risk that the project addresses: Please tick all the boxes that apply.
- The Innovative Solution: Please focus on the elements that really define the project and make it unique.
- The Greatest Change: The result of this approach/intervention. What has changed in the community.
- Photos: Photos of the community member giving the quote and the project activities must be attached separately in high resolution (above 1 MB).
- The story template and photographs should be emailed to [vijayalakshmi@saferworld.in](mailto:vijayalakshmi@saferworld.in)  
For very heavy files (above 8 MB), please upload on dropbox /we transfer/FTP and send the link. The subject line should mention: Sendai Spring - Resilience Story -  
Organisation name – Country.