



22-26 MAY, 2017 | CANCUN, MEXICO
2017 GLOBAL PLATFORM
FOR DISASTER RISK REDUCTION

FROM COMMITMENT TO ACTION

MEXICO GP2017

Global Platform for Disaster Risk Reduction

24-26TH MAY, 2017

MEDIA STAKEHOLDER GROUP COMMITMENT

PREAMBLE

Given overwhelming scientific evidence that activities relating to the human presence on planet Earth are causing changes to the atmosphere and environment upon which the global population relies for its very existence and survival, it is vital that the current international conversation on the subject be strengthened and enhanced. The media, especially radio and television, has a vital role in reaching out to citizens and developing a two-way communication process in ensuring a greater understanding of climate change issues.

Similarly, media have a critical responsibility in informing a broader public of disaster risk reduction issues when governments, civil disaster relief agencies, humanitarian support organizations and community service bodies seek to inform the public during times of crisis and emergency.

Climate change affects people of all nations with no differentiation, just as disasters recognize no national borders, nor do they discriminate between rich and poor nations. Media have a duty to initiate dialogue and to highlight to viewers, listeners and readers the challenges which can affect them and their families, not only in known areas of danger but also where environmental challenges may occur in the future.

COMMITMENT

We, the media representatives to the Mexico 2017 **Global Platform for Disaster Risk Reduction**, thank the hosts, the Federal Government of Mexico and UNISDR, for initiating this important global event.

Recognising the outcomes of previous global and regional meetings, as well as reinforcing the previous three global commitments (SDG, SFDRR, and Paris Agreement) we reinforce our commitment to the task of conveying life-saving disaster risk reduction information to the people of our nations, as well as sharing knowledge for action on climate change issues and sustainable developments goals.

Following three days of important discussions and exchanges in the city of Cancun, Mexico we:

- call upon media around the world to take note of the outcome of this Global Platform and

others held to date;

- support international moves to further disseminate vital data on the subjects of climate change and disaster risk reduction to the widest possible printed media, radio, television and online audiences throughout the world;
- commit ourselves to taking positive and proactive measures in our own organisations in producing creative, quality media coverage to address the ever-evolving issues, thereby seeking to encourage the mitigation of potentially catastrophic implications for societies and lifestyles;
- take cognizance of the human costs of inaction, especially as these relate to the UN's Sustainable Development Goals, community involvement in disaster management and the need to address poverty alleviation;
- adopt a whole of society approach that ensures that governments, civil society, research institutions, international agencies and other parties develop partnerships with media organisations to ensure that professional, accurate, timely and cogent messages are available for public information, education, action and the broader global conversation.

CONCLUSION

We call upon the hosts of this Mexico GP2017 to place this Media Stakeholders Commitment in the final declaration of the UN's Global Platform for Disaster Risk Reduction of Cancun, Mexico (24th-26th May, 2017) and upcoming future dialogue for implementation of Sendai Framework, thus ensuring that the contribution of media to the DRR process is given proper place for its key role to save citizens' lives and livelihoods.

Agreed by all parties to the media stakeholder group.

Cancun, Mexico 26, May 2017