



UR Understanding Risk
Centroamérica
Integración para la acción
San José, Costa Rica | 12 al 14 de febrero, 2020

UR Central America
Convention Center Costa Rica

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What is Understanding Risk?

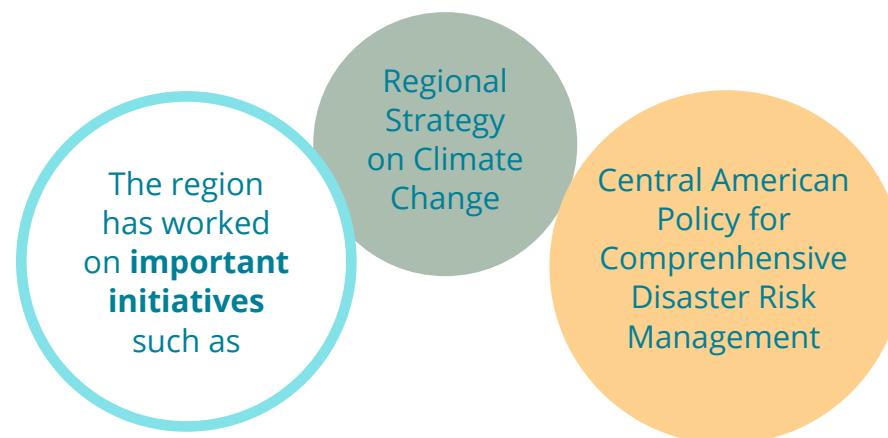
Understanding Risk (UR) is an open, global community of more than 9,000 individuals and institutions working to create, communicate and use disaster risk information. The community organizes global, regional and thematic conferences to highlight best practices, facilitate public-private partnerships and share the latest technical knowledge in disaster risk identification.

From February 12 to 14, 2020, more than 500 participants will be meeting at the Costa Rica Convention Center seeking to build strategic alliances between experts, the private sector, academic institutions and others, to move from understanding risk to action in disaster resilience, supporting current processes of collaboration and regional integration.



Why Central America?

The occurrence of natural hazards frequently translates into disasters, whose impacts on human and economic losses have a great effect on the sustainability of development processes in the region. Central America the second region most vulnerable in the world to climatic risks.



There are still many challenges

- Processes of inequality
- Poverty
- Inadequate land use
- Unplanned urban development
- Environmental degradation

High socio-economic and environmental vulnerability

UR Central America is an opportunity for your organization to show how it is contributing to the agenda of risk reduction and adaptation to climate change.

Five of the eight member countries of the Central American Integration System (Honduras, Nicaragua, Dominican Republic, Guatemala and El Salvador) rank among the top fifteen in the global climate risk index. As the frequency and magnitude of the impacts of disasters increase, the risks to secure development are greater, increasingly eroding efforts to achieve the Sustainable Development Goals.

In this context, disaster risk management is of vital importance for countries, regional entities, and the private sector to **consolidate the foundations for a more resilient Central America!**



Understanding Risk (UR) in numbers



9,000

members



2,000

organizations



180

countries

UR Central America in numbers

More than 
600,000
 twitter followers on associated accounts




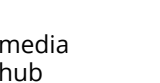
24
 technical sessions

3 
 days
 in San Jose, Costa Rica

 **IGNITE presentations** **12**  exhibit spaces

plenary sessions 
 training sessions 
4


8 countries
500 participants

resilient business incubator for young people 
 networking plaza 
 virtual reality experience 
 media hub 
1

Agenda in UR Central America

UR Central America will present best practice and innovation for understanding disaster risk and climate risk, and explore a variety of topics from disruptive technologies to community participation that can be used to improve disaster risk management in the region.

The program of the event will have different formats



plenary sessions
with keynote
speakers



technical
sessions



brief presentations
called Ignites



workshops and
networking spaces
for attendees

At the thematic level, the event is expected to provide a platform to explore challenges and opportunities on four tracks with a special focus on the following areas:

Track 1: Fire

- Community engagement and social inclusion
- Cultural Heritage Protection

Track 2: Water

- Coastal Resilience
- Hydrology and Meteorology Services (Hidromet)

Track 3: Land

- Physical Resilience
- Urban Resilience

Track 4: Air

- Risk Analysis and Communication
- Risk Communication

UR Central America will present best practice and innovation for understanding disaster risk and climate risk, and explore a variety of topics from disruptive technologies to community participation that can be used to improve disaster risk management in the region.

Track 1: Fire

(1 plenary session, 6 sessions, 1 training)

This track refers to initiatives, technologies and processes for a better understanding of risk in relation to:

- **Community engagement and social inclusion:** Understanding the challenges and planning joint actions with communities before, during and after disaster situations for inclusive disaster risk management. This includes the empowerment and support of vulnerable society and groups.
- **Cultural heritage:** Disaster risk management of cultural heritage.

UR Central America will present best practice and innovation for understanding disaster risk and climate risk, and explore a variety of topics from disruptive technologies to community participation that can be used to improve disaster risk management in the region.

Track 2: Water

(1 plenary session, 6 sessions, 1 training)

This track refers to initiatives, technologies and processes for a better understanding of risk in relation to:

- **Coastal resilience:** The ability to recover the coast through physical, social and ecological adjustments, and its direct impact on coastal communities, economic and ecological resources.
- **Meteorological, climatic and hydrological services (Hidromet):** The provision of hidromet services that respond to the needs of users, including information to reduce the impacts of extreme events such as floods, storms and droughts; planning and decision making; productivity and the provision of goods and services.

UR Central America will present best practice and innovation for understanding disaster risk and climate risk, and explore a variety of topics from disruptive technologies to community participation that can be used to improve disaster risk management in the region.

Track 3: Land

(1 plenary session, 6 sessions, 1 training)

This track refers to initiatives, technologies and processes for a better understanding of risk in relation to:

- **Fiscal and Financial resilience:** Proactive management of financial impacts associated with natural hazards through the assessment of possible damages and the use of different instruments to better manage fiscal risk and disaster response mechanisms.
- **Urban resilience:** Disaster risk management at the urban level as an integrated approach to city development including solid waste management, connectivity, migration, urban regeneration, water and sanitation, among others. In addition, public and private investment planning is included in strengthening the resilience of infrastructure assets and the provision of basic services.

UR Central America will present best practice and innovation for understanding disaster risk and climate risk, and explore a variety of topics from disruptive technologies to community participation that can be used to improve disaster risk management in the region.

Track 4: Air

(1 plenary session, 6 sessions, 1 training)

This track refers to initiatives, technologies and processes for a better understanding of risk in relation to:

- **Risk analysis:** Innovations in methods and data, and collaboration for disaster risk management, (For example, machine learning, predictive analysis, crowdsourcing applications and dynamic visualizations), which allow to translate technical information into data to inform policies and actions that promote the construction of resilience especially among the most vulnerable.
- **Risk communication:** Comprehensive and planned communication strategies that accompany risk management against certain emergency threats or disasters.

Why be a Partner in UR Central America?



Opportunity to bet on technology and innovation

- At the conference, you will have the opportunity to showcase creative and innovative solutions in topics of development, adaptation to climate change and disaster risk management. Show the community that you are an agent of change building resilience to contribute to the regional development agenda.



Commitment to sustainability

- Reaffirm your commitment to sustainability. Show the actions that your organization is doing on issues of resilience, preparation and disaster response, sustainability in times of climate change.



Regional and global brand recognition

- Exposure of the brand to more than **500** participants in the event in addition to exposure to over **8000** UR members around the world and more than **600,000** twitter followers of associated accounts.



Be an influencer

- Be part of discussions with governments, development workers and public policy managers at the regional level.



Opportunity to expand your network of contacts

- We create a high-profile event to make sure you spend the day creating high-value networks, and having working meetings with decision-makers in the region.



Strategic Alliances

- Being part of UR Central America will allow you to access different initiatives and forge valuable relationships that allow you to expand your business or projects.

Support Opportunities

FIRE PARTNER

Before the Event

- Fifty-word announcement about the company or institution in the pre-event brochure
- Use of the logo in the participant's confirmation email
- Use of the logo with link on the event's web page
- Pre-event promotion in the event's social media channels
- Promotional video of the event with participation of a high official and use of logo (1 minute)
- Visibility of the logo on the promotional billboard at the airport
- Blocking of rooms in the hotel hosting the event
- Invitation to a high-level dinner with keynote speakers

During the Event

- Participation of a senior official in one of the panels or conferences
- Use of logo on all printed and digital visibility material
- Three-minute video interview about the event and the sponsor's participation
- Intersegment Sponsor Announcement, promotional spot of a DRM initiative or project (15-30 seconds)
- Visibility in Welcome and Closing Cocktail
- Use of logo on the digital screen of sponsors
- Use of company name in the main conference rooms
- VIP Lounge access with keynote speakers and other partners
- Space for stand or table in the hall of the Convention Centre
- Inclusion of logo and promotional items in participants' bags
- Logo on event shuttles
- Group photo of the sponsors
- Live question and answer session at the media center

After the Event

- Promotion on all our digital channels
- Video summary of the event with logos
- Fifty words about the contribution of the company or institution in the thank-you letter or institutional brochure
- Raw video for use of the interview conducted
- Invitation to take part in the platform *Towards a More Resilient Central America*

Support Opportunities

WATER PARTNER

Before the Event

- Fifty-word announcement about the company or institution in the pre-event brochure
- Use of the logo in the participant's confirmation email
- Use of the logo and link on the event's web page
- Pre-event promotion through the Bank or the event's social channels
- Promotional video of the event with participation of a high official and use of logo (1 minute)
- Blocking of rooms in the hotel hosting the event

During the Event

- Participation of a senior official in one of the panels or conferences
- Use of logo on all printed visibility material
- Two-minute interview about the event and the sponsor's participation
- Announcement of sponsors between segments, promotional spot of an initiative or project in the field of DRM (15 seconds)
- Use of logo on the digital screen of sponsors
- VIP Lounge access with keynote speakers and other partners
- Sponsor Stands at the Convention Center
- Inclusion of logo and promotional items in participants' bags
- Group photo of the sponsors

After the Event

- Promotion on all our digital channels
- Video summary of the event with logos
- Fifty words about the contribution of the company or institution in the thank-you letter and/or institutional brochure

Support Opportunities

LAND PARTNER

Before the Event

- Use of the logo and link on the event's web page
- Fifty-word description of the company or institution on the website of the event
- Pre-event promotion through the Bank or the event's social channels

During the Event

- Use of logo on all printed visibility material
- Two-minute interview about the event and the sponsor's participation
- Use of logo on the digital screen of sponsors
- VIP Lounge access with keynote speakers and other partners
- Sponsor Stands at the Convention Center
- Inclusion of logo and promotional items in participants' bags
- Group photo of the sponsors

After the Event

- Promotion on all our digital channels
- Video summary of the event with logos

Support Opportunities

AIR PARTNER

Before the Event

- Use of the logo and link on the event's web page
- Pre-event promotion through the Bank or the event's social channels
- Blocking of rooms in the hotel hosting the event

During the Event

- Participation of a senior official in one of the panels or conferences
- Use of logo on all printed visibility material
- Use of logo on the digital screen of sponsors
- VIP Lounge access with keynote speakers and other partners
- Sponsor Stands at the Convention Center
- Inclusion of logo and promotional items in participants' bags
- Group photo of the sponsors

After the Event

- Promotion on all our digital channels
- Video summary of the event with logos

Support Opportunities

BEFORE THE EVENT	Partner FIRE	Partner WATER	Partner LAND	Partner AIR or the same amount in kind
Fifty-word announcement about the company or institution in the pre-event brochure	●	●	●	
Use of the logo in the participant's confirmation email	●	●		
Use of the logo with link on the event's web page	●	●	●	●
Pre-event promotion in the event's social media channels	●	●	●	●
Promotional video of the event with participation of a high official and use of logo (1 minute)	●	●		
Visibility of the logo on the promotional billboard at the airport	●			
Blocking of rooms in the hotel hosting the event	●	●		●
Invitation to a high-level dinner with keynote speakers	●			

DURING THE EVENT

Partner
FIRE

Partner
WATER

Partner
LAND

Partner
AIR
or the same amount
in kind

Participation of a senior official in one of the panels or conferences	●	●		●
Use of logo on all printed and digital visibility material	●	●	●	●
Three-minute video interview about the event and the sponsor's participation	● X=3 minutos	● X=2 minutos	● X=2 minutos	
Intersegment Sponsor Announcement, promotional spot of a DRM initiative or project (15-30 seconds)	● X=15-30 segundos	● X=15 segundos		
Visibility in Welcome and Closing Cocktail	●			
Use of logo on the digital screen of sponsors	●	●	●	●
Use of company name in the main conference rooms	●			
VIP Lounge access with keynote speakers and other partners	●	●	●	●
Space for stand or table in the hall of the Convention Centre	●	●	●	●
Inclusion of logo and promotional items in participants' bags	●	●	●	●
Logo on event shuttles	●			
Group photo of the sponsors	●	●	●	●
Live question and answer session at the media center	●			

AFTER THE EVENT

Partner
FIRE

Partner
WATER

Partner
LAND

Partner
AIR
or the same amount
in kind

Promotion on all our digital channels	●	●	●	●
Video summary of the event with logos	●	●	●	●
Fifty words about the contribution of the company or institution in the thank-you letter or institutional brochure	●	●		
Raw video for use of the interview conducted	●			
Invitation to take part in the platform <i>Towards a More Resilient Central America</i>	●			


Other sponsorship opportunities



Sponsor of Youth
Competition: Resilience
Incubator (30k)



Lounge
rooms



Networking
plaza



Official photo booth
of the event



Coffee
stands



Exhibitions of
technologies related
to DRM



Items for the
participant's bag




Floor designs for crosswalks
and other signage within the
Convention Center



Reusable
water
bottles



Host
Reception



Event app
partner



Partner
in carbon
offsetting



Partner in media
and influencers

Contact Us

Contact us at apoyourca@worldbank.org
We will be contacting you within 24 hours.