UR2018 Planning Meeting

Meeting notes – May 4, 2017

The 2018 Planning Meeting in May 2017 was attended by 30 community members (see Annex I for attendee list) from the private sector, multilateral institutions, space agencies, research institutes, academia and government. The day consisted of conversations on the following:

- SWOT analysis of the UR Community: Strengthens, Weaknesses, Opportunities, Threats
- New ways of engaging people in sessions and events
- Vision exercise: what do we want UR2018 to focus on based on how we would think in 2, 5, 10, 50 years?
- UR2018 session ideas and emerging trends in the field
- Registration fee
- Travel fund
- Theme
- Steering committee

In addition to the in-person participants, we received a number of ideas via an online form. Many of the submissions were covered at one point during the day, but for those that were not, they are listed in "Virtual contributions".

Thank you to all who participated and those who sent in your ideas. We will send out a formal Call for Session Proposals in September 2017.

SWOT – Strengths, Weaknesses, Opportunities, Threats of the UR Community

The day began with table exercises to discuss the strengths, weaknesses, opportunities and threats in relation to the UR community. This exercise elicited thought-provoking conversation on how the Community could position itself for UR2018 as well as in the future. The thoughts are captured below:

Strengths
- The community
    - Established community and a sense of community
    - Trust in UR
- The people / demographics of UR

- o Passionate
- o Connecting different communities
- o Concentration of knowledgeable people on the topic
- o Connecting technology community to World Bank
- o Diversity of people, organizations and disciplines
- The event
  - o Actual learning involved
  - o Atmosphere at all URs instills excitement
  - o Passion at events
  - o Networking opportunities
  - o Opportunity to showcase innovation – new technology and tools
  - o Reminding people why our work matters
  - o Talk about risk without marketing agenda (different to other conferences)
  - o Applied, not just policy
  - o Can talk about risk without a marketing angle
  - o No hierarchy (everyone is equal)
  - o Not so academic
  - o Diversity of participants
  - o Structure helps people come together and shake up ideas
- Brand
  - o Brand has been established
  - o Seen as a World Bank event, which helps brand recognition and credibility

Weaknesses

- The event
  - o Scale issue: how big do we want it to get
  - o The focus is a weakness (this was also seen as a strength)
  - o Audience and scale
    - ▪ Understanding who UR is targeting
    - ▪ Making sure it doesn't get diluted from being too large, while at the same time ensuring that the right people are attending to facilitate those atypical partnerships
    - ▪ Too diverse could dilute the expertise
  - o Managing logistics when only 75% of people actually attend
  - o Tangible results from conference, not just proceedings
  - o Effectiveness of themes
  - o Discipline jargon that not everyone understands
  - o Engaging people from developing countries or people that cannot travel
  - o Current resource constraints that will prevent people from attending
  - o Monitoring and evaluation
    - ▪ Capturing the actual partnerships established
    - ▪ Being able to show to your manager the return on investment for attending the event
    - ▪ What was the impact

- The community
  - Lack of continuity between events
  - Momentum gets lost with no engagement after
  - Multi-disciplinary
  - Sharing datasets within the community
- Brand
  - Seen as World Bank event rather than a community event
  - World Bank brand inhibits ability of UR to generate financial partners to sustain the brand (WB/GFDRR may not always have the funds to put on the event)

Opportunities

- The community
  - Defining the stakeholders and their needs
  - Who else to engage or include in the conversation?
  - Engage sub-national and local governments
  - Bring in large private companies like Coke from a supply chain perspective or social responsibility
  - Engage private sector, business continuity, supply chain, non-science, emergency managers, social side (artists, behavioral science, storytellers)
    - Similar to how UR engaged the mapping community
  - Identify how UR relates to the proliferation of resiliency initiatives and policy efforts
  - Use UR to increase awareness of how the world is becoming more risky
  - Engaging local users with specific needs and not enough resources and connecting them through new partnerships
- The event
  - Potentially requesting a small fee for attendance vs. optics of charging for the event
  - More creative spaces
  - Make the case for training so that it's easier for attendees to get funding from their organizations
  - End users determine the agenda
  - Pre plan session opportunities that mix streams
  - Connecting attendees ahead of time in order to maximize the time at the event (could also lead to less happenstance interactions)
  - Blameless post mortem
    - Space for honest assessment
  - Capture "how is your work different to UR?"
    - Countries, tools, projects, partnerships
  - Apps to facilitate networking/connections
  - Connecting people who cannot attend the event
  - Enabling an environment for genuine interaction outside of one's comfort zone (new people and new subject matter)
  - Changing the session/plenary structure to let people work together and create cross-pollination of ideas
  - Integrating use cases

- o Highlight existing hazards in Mexico – potential for site visits
- o Hands-on opportunities
- o Get people to work together on a particular event (eg UR2016 remote mapping for Sri Lanka response)
- o Agenda hacking
- Post-event
    - o Capturing monitoring and evaluation
        - ▪ Partnerships
        - ▪ Connections
        - ▪ New projects
        - ▪ Success stories, both individually and as a community
    - o Collect stories to showcase at UR2020
    - o Create knowledge products from event
    - o User group meetings between events
    - o Maintain momentum after events
    - o Embed UR in ongoing/existing specific and local conference
        - ▪ Can someone help take these ideas forward
    - o Linking to projects and opportunities that come out of events beyond just talking at the event

Threats

- The community
    - o Attendees don't have the funding anymore to attend
    - o Private sector doesn't have the ability to send a lot of representatives
    - o Need to redefine UR goal
        - ▪ "Risk" could be seen as too wide a concept
    - o Not reaching different sectors
    - o No standards for DRM community
    - o Lack of ability to communicate across disciplines
    - o Natural propensity to return to comfort zone
    - o Impact not well measured or explained to partners/supporters
    - o Changing geopolitical landscape
- The event
    - o Many other communities and events, need to differentiate UR community
    - o Scientists developing the agenda, not the end users
    - o Too many events cause too much noise
    - o Too developed / developing country focused
        - ▪ This will always depend on the perspective of who is talking
    - o The balance of depth and breadth
    - o Selling the value proposition of both time and money
    - o Too many senior people that need special treatment as the event gains more attention/traction
    - o Changing geopolitical landscape
    - o Need to reach different sectors

New ways of engaging people in sessions and events

The UR team is always looking for new and inventive ways of structuring the forum and the individual sessions/plenaries to ensure maximum audience engagement and participation. In the full group, the discussion surfaced a number of interesting ideas for formatting a plenary, increasing technical session participation, and facilitating atypical partnerships. The list is below:

- Agenda hacking
- Shark Tank format to pitch ideas for funding
  - Use of monopoly money to vote for projects
  - Throw tomatoes at people with ideas that are not popular
- Intelligence Squared: Building debate into what we do
  - Vote first on a topic; 7-minute opening arguments; audience Q&A; 2-minute closing arguments; voting again
  - We should focus on more frequently occurring, small hazard events instead of large catastrophic events
  - Does risk information matter?
  - Should scientists be held accountable for advice?
  - Should there be a certification to be a risk assessor?
  - Open up ideas for the debate to the UR community
- Could do a combination of the above
- Applied improvisation
  - Intentionally designed collision
  - Used as an opportunity for people to find out they have overlaps
- Knowledge cafes
- Map contest
  - Those who have put together the best layers on a touch table in the main networking area
- Virtual Reality
  - Bring in VR equipment
- Choose your own adventure
  - Showing how risk information is useful for supply chain
- App to match supply and demand of knowledge
  - "I'm looking for knowledge on tsunami risk assessment. Ping me if you are an expert.""
  - Someone can post projects that others can contribute to. Could then meet up at the event
- Birds of a Feather: board with open topics that people can work on
- Lazy Risk (hashtag a crazy idea in 140 characters and see if people are interested)
- Somehow keep reminding people of the end users (why we get up in the morning)
  - Could be up on a wall
- 5 minute Ignite of talking about someone else's project or topic
- Hackathons
- Topic Modeling
- Pre-connect people: create 100 connections ahead of the event and follow the connections before, during and after the event

Vision exercise: what do we want UR2018 to focus on based on how we would think in 2, 5, 10, 50 years?

The group participated in a visioning exercise to individually identify the most important topics we would want covered. After thinking individually, participants split into six groups to identify a topic. After pitching the six topics back to the group, individuals "voted with their feet" to determine what will be the most pressing topics to cover at UR2018. The order of importance was as follows:

- Communicating through the noise
- Behavior change and role of corporations
- Urbanization
- Predicting the unpredictable
- Machine learning
- The Risk Thermometer

This exercise formed the basis for the conversation on session ideas that followed.

Sessions ideas for UR2018

In the full group, participants continued the conversation on most session topics that UR2018 must have in the agenda. Meeting organizers lead with the prompt that the ideas cannot be selfish or obvious, i.e. avoid pushing an individual agenda. Communicating risk information and behavioral change continued to come up in the discussion. The below list details the ideas that were discussed:

- Communicating risk information and changing behavior continued to come up
  - How to communicate and change people's perceptions
    - Facts don't change people's perceptions, it's emotions
  - Role of corporations
  - Incentivizing behavior change
    - Getting behavioral psychologists involved
  - Emotion / fear-based decision making
  - Fear vs economic incentive vs affinity
  - Cultural differences of risk communication
- Psychology and Money
- Megacities and informal settlements
- Conflict and Migration
- Role of media and mass communications
- When we have data and don't use it: understanding behavior and developing the right tools
- Drivers of Risk at the macro level (education)
- Get the money or take the risk
- Limits to risk prediction
- Short term decision making about Long term impacts
- Urbanization
  - Growth vehicles of modeling that trajectory

- Global supply chain
- Changing technology that impacts people's communities
- Learning to live with limits of science (recognize and communicate limits)
- Risk dismissal
- Understanding what is behind decisions
- Understanding the business return on investment (ROI) and other types of ROI
- What is missing in risk assessment to capture more than financial risk
  - Standard cost-benefit analysis doesn't work to capture the real risk
- Short term decision making with long term impacts
- Radical reality checks
  - North Carolina
  - Economic reality isn't driving the changes needed, even though the community's aspect of reality is much different and they see the needed changes
- Education component for our community on what all the other macro risks are
- Machine learning
- Civil aviation
- How kids, youth, elderly, disabled see risk
  - Not all risk is the same. Models considering different behaviors; not looking at people as homogenous group
- Risk to social vs natural capital
  - Kleinenberg (NYU)
- Big data
  - Ways to leverage big data
- Internet of Things from a communication's perspective
- Beyond natural hazard risk - Pandemic or cyber risk?
- Negative resilience
  - Dean, Harvard Graduate School of Design
- How to sensitize local governments to work with vulnerable communities
- Block chain
  - Technology behind Bitcoin
- Shifting of way risk is being built
- Understanding social equity
- Standards of risk modeling
- Building a framework to understand risk
- Understand migration

Registration fee

The group discussed the possibility of adding a nominal registration fee on a sliding scale. This was open for discussion for the following reasons:

- Would go to offsetting catering costs for each individual person
  - Otherwise, UR forums would have to explore charging individuals for lunches and coffee at the actual event

- Would decrease the amount of no shows and maximize the number of opportunities for people who are at the forum to actually attend the Focus Days
  - During the Focus Days people may sign up and fill the training so that no one else can sign up. Then on the actual day, the room is almost empty.

The fee structure was proposed as a few hundred dollars for everyone, except for those who may not be able to afford it, e.g. students, self-funded individuals, those from developing countries. The second category would still be asked for a small registration fee, but could request to have it waived based on proof of ability to attend.

The group resoundingly agreed that charging a fee was acceptable.

Travel fund

The UR team is going to explore the possibility of finding a sponsor to support a travel fund for students and developing country representatives.

Theme

The group discussed whether having a theme to focus the global forums worked in the past, and whether it made sense to continue in the future.

Understanding Risk itself is a fairly narrow topic (while the group also recognized the challenges with balancing the breadth vs depth conversation). It was determined it was premature to make a decision, and instead to wait as to whether a theme emerges in the Call for Session Proposals (which will be released after August).

Steering committee

The topic was discussed in side conversations as to the merit of forming a steering committee, not necessarily for the actual global forum, but for the larger vision of the community. This is something the UR team is considering, particularly in light of how rapidly the world is changing technologically, demographically and politically.

Virtual contributions to planning UR2018

The UR team received over 40 responses to the online form requesting ideas for UR2018. Many of the submissions were discussed during the planning meeting and are incorporated above. Those that were not covered in the day are as follows:

- Addressing risk reduction in contexts of social violence?
- Forecasting tournament
- Decision-making under uncertainty masterclass
- Missing maps mapathon
- Enhancing the quality and the comprehensiveness of disaster data for forensic analysis and improvement of risk assessments
- Global drought and complex adverse impacts such as food production, conflict and migration
- Post-disaster financing mechanisms for long-term recovery
- Making the case for sound DRM legislation

- Contributing to the definition and implementation of a global monitoring system that would measure the progress of countries and regions in a better understanding of risk – Sendai
- The demand for reconsidering existing previous settlements and political arrangements while preventing disasters
- The health risk that migrants, refugees and IDPs face, when they are faced with the tough decision to flee from danger of disaster or crisis especially the most vulnerable women, children, and the elderly.
- Understanding of the condition of the existing infrastructure systems prior to planning for new infrastructure, and capacity, to be added to an aging system.
- Progress in risk assessments, in particular more probabilistic tools provide information adapted for addressing longer term planning and financing decision to reduce disaster risk - a positive development. However, the same risk assessment remains a central aspect of effective early warning systems. Insufficient reflections are going into the implication of more advance risk analysis to guide such tools, which arguably require more deterministic tools (hazard maps and related exposure, in particular).
- Session on: Index-insurance for crops and livestock: bridging scientific research and implementation to bring impacts at scale.
- Nuclear war
- Designing resilient structures: mainstreaming disaster risk reduction and climate change adaptation in local design practices
- Debate on how to use cat model, how to build cat models and about platforms that support cat models
- Proposals currently underway to build "community" models, examples of Philippines and Bangladesh
- Importance of the topic of disaster risk reduction in the curriculum of the journalism course
- Creation of a prize for multimedia news produced by journalism students on the theme of DRR, highlighting the positive aspects such as the advances of science in this field, the importance of knowledge of traditional communities, the initiatives Resilient Cities etc. The winning news could be ""hosted"" on the portal. An award could also be extended to the college of journalism and its role in training journalists aware of the DRR agenda
- Systems thinking in trans-disciplinary research and action
- Development of universal methods for Disaster Risk Management Capacity Assessment and Development.
- Use of Earth Observation (EO) and Geo-spatial Information Technology (GIT) for monitoring and implementation of sustainable development goals (SDGs)
- Big data applications for quantification of risk and monitoring of risk drivers at global, regional and local level
- Geospatial Decision Support solutions and services to support policy and operational decision making at country and regional level
- Potential theme: Quantifying the invisible/extensive risk at community level (Note: Extensive risk is used to describe the risk associated with low-severity, high-frequency events)
- Connection to SDGs
- Social media

- Measuring the value of beneficiary populations
- New directions in risk assessment - multi-hazard risk, cascading risk, urban risk assessment, measuring resilience, recovery modelling. Risk models are becoming more advanced and data is becoming more accessible. Theme to focus on innovations that can provide a much more complete and holistic picture of risk.
- Implementing Priority 1 of Sendai - monitoring losses, national risk assessments, guidelines and standards, open models and tools. Focus on understanding risk in the context of national-level DRR and mechanisms to build capacity for governments to assess and manage risks.
- From risk assessment to risk reduction - Making science useful, useable and used; public-private partnerships; informing risk reduction options. Theme to focus on applications of science that go beyond the risk assessment to informing risk reduction, including cost-benefit analyses of building repair/retrofit, impact of urban planning to reduce future risk, …

Annex I: Attendee list

Bianca	Adam	World Bank
Christoph	Aubrecht	European Space Agency
Lauren	Augustine	National Academy of Sciences
Jokin	Azpiroz	Independent
Simone	Balog	GFDRR
Alessandro	Caillat	World Bank Treasury
Lorenzo	Carrera	World Bank
Donna	Childs	GFDRR
Vivien	Deparday	GFDRR
Ditte	Fallesen	World Bank
Shawn	Fenn	USDOT/Federal Aviation Administration
Lou	Gritzo	FM Global
Gabriela	Guimarães Nobre	UN Major Group for Children & Youth
Brenden	Jongman	GFDRR
Daniel	Kaniewski	AIR Worldwide
Bradley	Lyon	World Bank
Mikel	Maron	Mapbox
Gari	Mayberry	USAID
Emma	Phillips	GFDRR
Gonzalo	Pita	Johns Hopkins University & World Bank.
Eduardo	Reinoso	ERN / UNAM
Ruxanda	Renita	UN Major Group for Children & Youth / Habitat for Humanity
Stuart	Rucker	Esri
Helen	Santiago Fink	ICF-London
Jessica	Seepersad	NASA HQ
Andrew	Simmons	Ecological Sequestration Trust
Alanna	Simpson	GFDRR
Steven	Stichter	Kinetic Analysis Corp
Pablo	Suarez	Red Cross Red Crescent Climate Centre
Brandon	Sweezea	FEMA