

Berne, 17 February 2014

International Bureau Circular

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World Conference on Disaster Risk
Reduction – Issue of commemorative
postage stamps

Dear Sir/Madam,

The United Nations International Strategy for Disaster Reduction (UNISDR) has asked us to inform UPU member countries that the 68th session of the UN General Assembly decided to hold the Third World Conference on Disaster Risk Reduction in Sendai, Japan, from 14 to 18 March 2015.

In this connection, the International Bureau encourages postal operators to issue stamps on the theme of disaster risk reduction.

The world today faces numerous natural disasters, most of them due to the impact of human activity on our environment.

Disaster risk reduction is a concept and practice that aims to reduce the risk of disasters through systematic efforts to analyze and reduce the causal factors associated with disasters. Reducing exposure to hazards, lessening vulnerability of people and property, encouraging wise management of land and the environment, and improving preparedness and early warning for adverse events are all examples of disaster risk reduction.

As a network industry, the postal sector is strongly affected by natural hazards around the world. With their unique network and outreach to the population, postal operators could play an important role in preparing to face natural hazards and building postal supply chain resilience.

Further details can be found on the conference website:

www.preventionweb.net/wcdr.

Please inform the International Bureau if you plan to issue specific stamps on the theme of disaster risk reduction. Thank you in advance for participating in this important project.

Yours faithfully,

Juliana Nel
Director of Markets Development