

# Story of the logo

The logo of the International Symposium on Multi Hazard Early Warning and Disaster Risk Reduction (MHEW DRR 2020) has been designed to reflect the wide-ranging scope and breadth of approaches to identifying, assessing and reducing the risks of disaster, as well as the most devastating disaster to afflict the host country, Sri Lanka.

The logo illustrates the Symposium's support towards implementing 'The Sendai Framework for Disaster Risk Reduction 2015-2030 (Sendai Framework)', which was the first major agreement of the post-2015 development agenda and provides Member States with concrete actions to protect development gains from the risk of disaster.

The Sendai Framework works hand in hand with the other 2030 Agenda agreements, including The Paris Agreement on Climate Change, The Addis Ababa Action Agenda on Financing for Development, the New Urban Agenda, and ultimately the Sustainable Development Goals.

It was endorsed by the UN General Assembly following the 2015 Third UN World Conference on Disaster Risk Reduction (WCDRR), and advocates for:

*"The substantial reduction of disaster risk and losses in lives, livelihoods and health and in the economic, physical, social, cultural and environmental assets of persons, businesses, communities and countries."*

The three green dots in the outer ring reflect the potential damage caused by disaster, including Physical (Infrastructural), Social and Environmental damages.

The four colour bands in the logo represent the symposium's overall themes, which align to The Sendai Framework and its four priorities for actions: Understanding Disaster Risk, Strengthening Disaster Risk Governance to Manage Disaster Risk, Investing in Disaster Risk Reduction for Resilience and Enhancing Disaster Preparedness for Effective Response, and to

Build Back Better in Recovery, Rehabilitation and Reconstruction.

The four red dots in the inner band reflect the need to engage multiple stakeholders in disaster risk management, including government institutions, international organisations, the private sector, volunteer and other locally based external organisations, and academia.

The wave at the centre of the logo represents the 2004 Indian Ocean Tsunami, a catastrophic disaster that killed over 30,000 people and has challenged the country to rethink its approach to tackling disaster risk. It also links to the logo of CABARET, a three-year European Commission funded, Erasmus+ capacity building project aimed at improving regional cooperation for multi-hazard early warning and building resilience in coastal communities. The project has 15 higher education partners from 10 countries in Europe and Asia.

At the heart of the logo is an early warning tower, which reflects a specific emphasis of the Symposium on multi-hazard early warning. **Target g** of the The Sendai Framework is to:

*"Substantially increase the availability of and access to multi-hazard early warning systems and disaster risk information and assessments to people by 2030"*.

The tower represents the dissemination of accurate multi hazard early warning messages in a timely manner. The three outgoing signals from the tower represent the end-to-end nature of early warning, including upstream detection, verification, threat evaluation, and forecasting, and the interface arrangements to the downstream dissemination of early warning messages to the communities at risk.



International Symposium on  
Multi-Hazard Early Warning and Disaster Risk Reduction

**MHEW 2020**  
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