



## MEDIA ADVISORY

### AFRICAN UNION AND IFRC LAUNCH OF THE WORLD DISASTER REPORT “Technology and the Future of Humanitarian Aid”

**29 January, 2014, AUC, Addis Ababa, Ethiopia**

The Department of Political Affairs in collaboration with the International Red Cross and Red Crescent Societies (IFRC) will be organizing a Launch of the World Disaster Report.

<b>Date</b>	Wednesday, 29 January, 2014
<b>Time</b>	10:00 – 12:00 noon, followed by cocktail reception
<b>Venue</b>	Small Conference 3, New Conference Centre, AUC, Addis Ababa Ethiopia
<b>Background</b>	Ninety per cent of lives saved after disasters are saved by local people, but in much of the world these ‘first responders’ have little or no access to life-saving information and technologies such as early warning systems and mobile phones. New technologies offer many opportunities, but access to technology is deeply unequal. This lack of access has a major impact on people’s ability to prepare for, survive and recover from disasters.
<b>Purpose</b>	Bridging the digital divide is critical for the scale and quality of the future of humanitarian action: humanitarian organizations, governments and the private sector must invest in building this bridge. This joint launch reinforces the call to action for governments to take decisive steps in addressing the digital divide in Africa.

### ***JOURNALISTS ARE INVITED TO COVER THE EVENT***

#### **Contact Information**

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*The International Federation of Red Cross and Red Crescent Societies (IFRC) is the world’s largest volunteer-based humanitarian network, reaching 150 million people each year through its 189 member National Societies. Together, the IFRC acts before, during and after disasters and health emergencies to meet the needs and improve the lives of vulnerable people. It does so with impartiality as to nationality, race, gender, religious beliefs, class and political opinions. For more information, please visit [www.ifrc.org](http://www.ifrc.org)*

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