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The video of the I-REACT European innovation project on improving disaster-risk management is promoted on the International Day for Disaster Reduction

- The International Day for Disaster Reduction is celebrated on 13 October to raise awareness about the importance of reducing disaster-associated mortality around the world.
- Coinciding with this day, the project “Improving Resilience to Emergencies through Advanced Cyber Technologies” (I-REACT) is presented via video release.
- I-REACT aims to use new information and communication technologies to support emergency management and reduce mortality in case of floods, wildfires and other extreme weather events.

Turin, Italy, 13 October 2016

Extreme disasters such as fires and floods cause thousands of deaths and serious economic losses around the globe. In the past 10 years, according to United Nations, extreme events cost up to 1.7 trillion of dollars and caused 0.7 million deaths. Besides, with the ongoing rise in global temperatures due to climate change, extreme weather events and their consequences will become more and more frequent.

Held every 13 October, the day celebrates how people and communities around the world are reducing their exposure to disasters and raising awareness about the importance of reining in the risks that they face. This year, the theme is *Live To Tell: Raising Awareness, Reducing Mortality* and the campaign seeks to create a wave of awareness about actions taken to reduce mortality around the world. Science and technology play a vital role in providing societies with the tools to anticipate and effectively tackle disasters. This is the aim of the I-REACT project, which is presented in the occasion of the International Day for Disaster Reduction with the launch of its promotional video ([link](#)).

Funded by the European Union’s Horizon 2020 Framework Programme for Research and Innovation (H2020-DRS-01-2015) under grant agreement No. 700256, the I-REACT project aims to provide an advanced system for the prevention and management of disasters. I-REACT will be a novel European-wide platform to integrate emergency management data coming from multiple sources and at real time, allowing citizens, civil protection services and policymakers to effectively prevent and react against disasters.

The I-REACT platform will integrate historical data, real-time reports, weather forecasts and data from satellites to create accurate disaster forecasting maps. This will serve as an advanced analysis system



to inform decision makers on how to prevent future disasters. It will also extract information from social media and allow citizens to actively report hazard risks in order to function as an early warning system. In the case of an emergency, I-REACT will also integrate information from unmanned aerial vehicles, mobile phones and wearables to help onsite operators fighting disasters with augmented reality tools.

The I-REACT project, coordinated by Istituto Superiore Mario Boella (Italy), brings together 20 European partners - including SMEs, universities, research centres, public bodies and UNESCO through its regional bureau and its Geo-Hazards Risk Reduction Section, in a collective effort to better prevent and better manage disasters.

Additional information

Official website: www.i-react.eu

Video animation: www.youtube.com/watch?v=4t5ScCh6XU0&feature=youtu.be

Infographics of the project: ireact.azurewebsites.net/wp-content/uploads/2016/08/I-REACTinfographicv2.jpg

Contact

SCIENSEED SL, leader of communications at I-REACT
Dr. Guzmán Sánchez: guzman.sanchez@scienseed.com

UNESCO Regional Bureau for Science and Culture in Europe
Davide Poletto: d.poletto@unesco.org

Istituto Superiore Mario Boella (ISMB)
Fabrizio Dominici, Project Coordinator: dominici@ismb.it
Erika Pinna, Communication Officer: pinna@ismb.it