

UR Understanding Risk

British Columbia

URBC 2023
Cascading Hazards, Multihazard Solutions

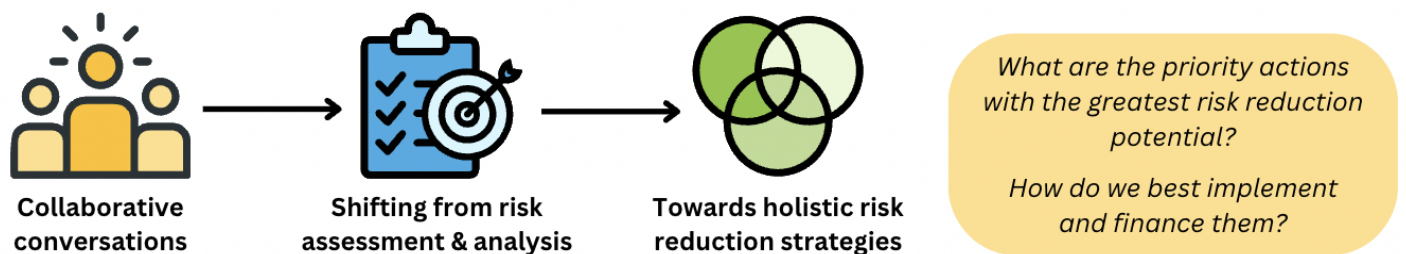
Building a Community of Practice

[Understanding Risk \(UR\)](#) is an open and global community of over 6,500 experts and practitioners interested and active in disaster risk identification. UR community members share knowledge and experience, collaborate, and discuss innovation and best practice in risk assessment and risk communication with the goal of increasing disaster resilience across all levels of society.

Convening Regional Resilience Roundtables

Since 2017, [Understanding Risk British Columbia \(URBC\)](#) has brought people together through the convening of place-based symposiums with the aim of fostering the interdisciplinary, multi-sectoral, 'all of society' approach necessary to reducing risk and building resilience in Southwestern BC.

These community-based symposiums have worked to shift the conversation from simply risk assessment and analysis (i.e., *what can we expect?*) to a more holistic evaluation of risk reduction strategies that collectively help to build resilience through proactive plans, policies, and investments. These collaborative conversations focus on key challenges within land-use planning, governance, and our built environments.



Supporting DRR & CCA Priorities

URBC Symposiums are aligned with the priorities for action identified in the *Sendai Framework for Disaster Risk Reduction* and the *National Emergency Management Strategy for Canada: Toward a Resilient 2030's* current focus on earthquakes, floods, and wildfires. Further, URBC symposiums support the implementation of the *National Adaptation Strategy* at the regional scale.



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URBC Objectives

URBC seeks to:

- 1) foster enhanced connections across the science-policy-action interface for disaster risk reduction and climate resilience
- 2) enhance the community of practice by building up interdisciplinary connections for effective action implementation
- 3) provide a space to make regional connections across a variety of risk-related projects
- 4) encourage increased collaboration and innovation to address climate and hazard risks
- 5) provide an all of society forum space that specifically seeks to integrate perspectives from youth, Indigenous leaders and practitioners, and others who are underrepresented in traditional forum spaces
- 6) remain low-cost and barrier free to ensure accessible participation
- 7) foster innovation and knowledge-sharing using arts, culture, and entertainment
- 8) foster solutions-focused dialogue to advance risk reduction actions
- 9) source programming in a bottom-up way that incorporates the priorities of the community of practice

Sponsorship Opportunities

Every URBC symposium event requires a collaborative group of organizers and sponsors to keep the registration fee at a low-no barrier rate. This high-impact event convenes stakeholders, experts, policymakers, and community leaders, both nationally and globally, with the URBC 2020 event connecting over 1,000 attendees.

How can you contribute as a sponsor?

- Provide input to the program
- Co-design a session
- Identify people to participate and contribute








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2023 Sponsorship Opportunities

BENEFITS	 VISIONARY \$50,000	 CHAMPION \$25,000	 CATALYST \$10,000	 LEADER \$5,000	 SUPPORTER \$2,500
Complimentary registrations	15	10	5	2	1
Logo placement	• Prominent, on all materials	• Prominent, on all materials	• On all materials	• On urbc.ca website, program, and select newsletters	• On urbc.ca website, program, and select newsletters
Recognition via social media posts and several newsletters	✓	✓	✓	✓	✓
Display space	• Prominent	• Prominent	✓	✓	• Pending availability
Advanced copy of participant list	✓	✓	✓	✓	
Ad in program	• Full page	• Half page	• Quarter page		
Additional benefits	• Dedicated pre- or post-symposium webinar • Plenary session introductory remarks	• Spotlight on symposium website			

Please contact Jessica Shoubridge for more information: jessica@thriveconsulting.me

OCTOBER 11th & 12th, VANCOUVER, BC | VISIT URBC.CA

