



C4E Initiative results

Overall, the C4E Initiative has helped to widen UNDP conception of Communication for Empowerment. It has evolved from an initial conception as part of UNDP's access to information work- primarily geared to meeting the information and communication needs of the people through specific media strategies- to a more rigorous approach that promotes inclusive participation, empowerment of poor and marginalized people and accountability of the state to its citizens.

Note: See source document for full reference.

Applicable to:

Stakeholders: [Social networks](#)

Disaster Phases: [Prevention](#), [Preparedness](#), [Response](#), [Recovery](#), [All disaster phases](#)

Types of Actors Concerned: [UN and other international organisations](#)

Hazards: [Natural hazards](#), [Man-made non-intentional hazards or emergency situations](#), [Man-made intentional hazards](#)

Recommendations:

- [Inform citizens about the risk they may face and about possible actions and measures, they can take to reduce vulnerability and better prepare themselves](#)
- [Foster the adoption of a culture of disaster prevention and resilience by informing and motivating citizens to take action](#)
- [Use cultural factors to improve the effectiveness of disaster communication](#)

Source

[Deliverable D7.1 "Report on literature review" \(page 34\)](#)

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<https://culturalmap.carismand.eu/a/7-1-19-c4e-initiative-results>