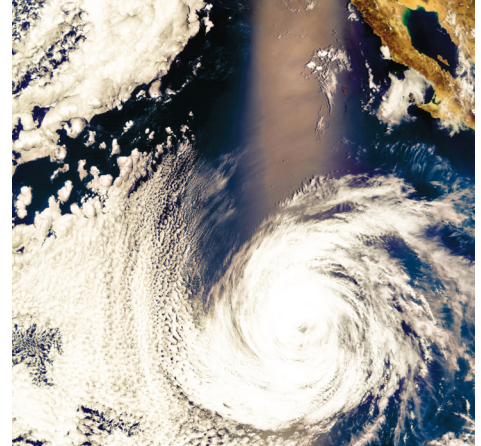


The Institute for Catastrophic Loss Reduction

Catastrophes such as earthquakes and floods kill thousands of people and destroy billions of dollars of personal property, buildings and other structures annually. Unfortunately, this amount of property damage is escalating each year. Working through the Institute for Catastrophic Loss Reduction, Canada's insurers are the only group in the country providing comprehensive disaster loss prevention advice to homeowners, home builders and small business owners.



The Institute for Catastrophic Loss Reduction is a partnership between academics and the insurance industry, working to reduce the impact of natural disasters.

What is the Institute for Catastrophic Loss Reduction?

- A world-class centre for multidisciplinary disaster prevention research and communications, established by Canadian researchers, insurance companies and other partners
- Examines the politics, science and economics behind natural hazards to prevent them from becoming catastrophes
- Develops prevention programs, increases public awareness of findings and provides advice about preventing disaster losses
- An international leader in wind and seismic engineering, atmospheric science, risk perception, hydrology, economics, geography, health sciences, public policy and a number of other disciplines

Research

- Addresses damage related to wind, snow, ice, earthquakes, mould and a range of other hazards
- Internationally recognized disaster-prevention research, and the first Canadian group to bring together engineers, geologists, economists and political scientists to investigate the dangers of natural disasters
- By identifying ways to manage and mitigate disasters, members of the ICLR hope to lessen the impact these events have on societies, economies and cultures around the world
- In addition to building an interdisciplinary research network in disaster research, the ICLR also focuses on the social and health impact of disasters

Research Priorities

- Reduce wind and earthquake damage to housing and infrastructure
- Understand disaster risk management and prevention
- Enhance government science related to natural disasters
- Improve community actions for disaster mitigation

Communications Strategy

To help address the increase in natural disaster losses, the ICLR has developed a long-term communications strategy that is centred around three programs:

- **RSVP cities:** Resilient, Sustainable, Vibrant and Prosperous cities
- **Designed for safer living:** safer design and construction of buildings
- **Open for Business™:** disaster risk reduction for small business that not only reduces potential disaster losses, but helps businesses reopen quickly should disaster strike

For more information, please visit: www.iclr.org



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