



The ICLR Report

January – December 2004

Now completing its seventh year of activities, the Institute for Catastrophic Loss Reduction (ICLR) has an impressive list of accomplishments to report. ICLR continues to work to reduce the loss of life and property caused by severe weather, earthquakes and other natural phenomena through the identification and support of sustained activities that improve society's capacity to adapt to, anticipate, mitigate, withstand and recover from natural disasters.

The task is substantial, but so too has been the progress. The following is an overview of the priorities, programs, activities and successes of ICLR in 2004.

Produce excellent research

Conduct and disseminate a growing body of meaningful, multidisciplinary research into natural disaster loss reduction.

- Conducting six research projects; published seven research papers. Research papers available at www.iclr.org to members and others interested in disaster loss prevention research.
- ICLR commissioned Venture Market Research to survey homeowners and assess their knowledge of insurance coverage for hazard damage.
- ICLR partnered with Sheltair group to present joint proposal to Infrastructure Canada for "Long Term Resiliency and Canada's Urban Infrastructure."
- ICLR and UWO will approach Ontario for funds under the Ontario Research Commercialization program.
- Repackage the Research Alliance for Disaster Resilient Cities (RADR Cities) proposal to become more suitable to federal agencies.

Promote and establish effective partnerships

Strengthen linkages with key stakeholders concerned about disaster mitigation.

- Secured funding from the Canadian Foundation for Innovation for establishment of the Three Little Pigs project.
- ICLR and UWO hosted the "Water and Disasters" conference to discuss a variety of international, national and local initiatives aimed at minimizing the negative impacts of water-related disasters.
- ICLR and the Institute for Business and Home Safety provided disaster safety audit of blueprints provided by national office of Habitat for Humanity.
- Worked with member insurers to distribute brochures on improving the safety knowledge of homeowners.



- Worked with Emergency Management Ontario towards the development of training programs offered at Ontario Universities and Colleges.
- ICLR and the Meteorological Service of Canada discussed a joint outreach program for safeguarding homes, daycare centres and seniors' homes.
- Strengthened the Natural Disasters Health Research Network.
- Strengthened ICLR's relationship with the Canadian Red Cross by producing a joint national public service announcement and an active communications program to educate Red Cross staff about ICLR's research capacity.
- Established working relationships with industrial partners outside the disaster/insurance community.

Ensure sound finances

Provide an efficient, cost-effective organization. Secure additional funding for growth.

- Successfully met all financial goals and targets.
- Diversified ICLR revenue base by securing contract income from:
 - Canadian Red Cross
 - Health Canada
 - Climate Change Action Fund
 - UNESCO
 - Office of Critical Infrastructure Protection and Emergency Preparedness
 - Canada Mortgage and Housing Corporation

Create a working environment that attracts and maintains good people

Attract and maintain an effective and motivated staff and leadership.

- Strategy prepared with the input of all staff.
- ICLR management team met regularly.
- All staff positions are filled.
- Maintained commitment of industry advisors.
- Maintained a strong board of directors; two new members joined in 2004, including a new chair.

Ensure a satisfied membership

Maintain and strengthen member satisfaction in the organization's effectiveness.

- Launched "Cat Tales", ICLR's electronic newsletter to share ICLR news with the CEO's of member insurance companies.
- ICLR's International Water and Disasters conference drew the attention of several media outlets. More than 200 internationally recognized scientists attended this event.
- ICLR provided a disaster safety retrofit to a home in Halifax that had been affected by Hurricane Juan.
- The first issue of the ICLR Report Card was released in May 2002.
- Received positive media coverage that accurately portrayed the ICLR messages, including more than two dozen media interviews during Emergency Preparedness Week.

Canada's home, car and business insurers founded the Institute for Catastrophic Loss Reduction in 1998. ICLR is a coordinated effort to reduce disaster losses involving member insurance companies, the University of Western Ontario and other partners. The Institute earns contract revenue for specific projects and workshop fees. Ongoing funding is provided by member insurers and the Ontario Research and Development Challenge Fund.

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