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**EARTHQUAKES AND DISASTERS: FROM HAZARD ASSESSMENT TO
CO-DESIGNED & CO-PRODUCTIVE RESEARCH AND
IMPLEMENTATION**

The lecture will highlight an importance of integrated research on earthquake disaster risk and try to answer the basic question: where, when and why does seismic hazard turn to become a disaster? The scientific and educational aspects of disaster risk reduction will be considered; a novel approach to seismic hazard assessment will be presented; observing and modeling capabilities to reduce uncertainties in hazard assessment will be discussed; and a contribution of hazard and vulnerability to earthquake risk will be analyzed. Scientific, economic and political factors will be considered as well as the factors of awareness, preparedness and risk communication, which brought about the humanitarian tragedies of the early XXI century. Finally trans-disciplinary system approach to disaster risk research and assessment will be discussed.