

**Statement of Private Sector on Disaster Risk Reduction at
the Fifth Asian Ministerial Conference on Disaster Risk
Reduction**

Yogyakarta, Republic of Indonesia, 25 October 2012



We, representatives of private and public business entities in Asia participating in the Fifth Asian Ministerial Conference on Disaster Risk Reduction, 22-25 October 2012, Yogyakarta, Indonesia:

Recognised that:

The private business sector is an important stakeholder in disaster risk reduction as it plays a critical role in reducing socio-economic vulnerability and exposure to disasters and in ensuring a more resilient economic growth at national and international levels. Strengthening business resilience reduces dependency on government for post-disaster recovery and increases the private sector capacity for pursuing corporate social responsibility and sustainability, and national development goals.

It is imperative and urgent to address the increasing exposure of economies to the impacts of climate change and the prevalence of disaster risk in urban centers. The UNISDR Private Sector Advisory Group created at the Global Platform for Disaster Risk Reduction in 2011 aims to bring together a wide range of private sector entities into a global partnership for action that will encompass private businesses, both large and small, multiregional and local business trade organizations, as well as government-owned business enterprises.

The Roundtable on Business Continuity Planning and the Top Leaders Forum: Building an Asian Private Sector Partnership to Make Corporations Safer Against Disasters, held in Manila, Philippines, in May and September 2012, respectively, highlighted the importance of (1) promoting and sharing of good practices in business continuity planning; (2) creating incentives for business continuity planning; (3) strengthening cooperation in the private sector and with the government on disaster risk reduction; and (4) identifying and supporting champions of disaster risk reduction in the private sector.

Resolved to:

1. Support the implementation of the Five Essentials for Business in Disaster Risk Reduction developed by the Private Sector Advisory Group, which includes:
 - a. Develop and implement internal codes of conduct and procedures, support the development of national and local laws, regulations, and policies when possible and needed;

- b. Leverage sectoral private sector expertise and strengths to advance disaster risk reduction and mitigation activities, including enhanced resilience and effective response;
 - c. Promote public-private partnerships for disaster risk reduction to analyze the root causes of continued non-resilient activity and develop frameworks to change these causes. Develop financial risk-sharing mechanisms;
 - d. Foster a collaborative exchange and dissemination of data: Share information on assessment, monitoring, prediction, forecasting and early warning purposes and action between the public and private sectors; and
 - e. Support national or local risk assessments and capacity-building, and demonstrate opportunities where resilience building is a sound economic strategy towards corporate sustainability.
2. Call on the private and public businesses to:
- a. Make Business Continuity Planning a priority activity;
 - b. Educate their organizations on the necessity and benefits of disaster risk reduction and building resilience;
 - c. Increase the collaboration of private and public entities to build the resilience of Asian communities;
 - d. Emphasise disaster risk reduction and building resilience for corporate sustainability;
 - e. Engage in Public-Private Partnership related activities on disaster risk reduction in regional forums such as APEC, ASEAN and SAARC; and
 - f. Engage and participate in the 2013 Global Platform on Disaster Risk Reduction and in the consultations for the post 2015 framework for disaster risk reduction.
3. Ask the secretariat of the UN for the International Strategy for Disaster Reduction to continue to advocate for private sector collaboration in the Asian region, and pledge support accordingly.