

UNISDR is grateful to the organisations whose logos are shown below for their financial and material contributions to the production of the 2013 Global Assessment Report on Disaster Risk Reduction. In addition, financial resources were also generously made by the European Commission (Directorate-General for Humanitarian Aid and Civil Protection, and Directorate-General for Development and Cooperation), and by the Governments of Australia, Japan, Norway, and the United States of America.



GAR

**Global Assessment Report
on Disaster Risk Reduction**



2013

From Shared Risk to Shared Value:
The Business Case for Disaster Risk Reduction



United Nations

The Global Assessment Report on Disaster Risk Reduction (GAR) 2013 has augmented reality (AR) icons sprinkled throughout it, which facilitate connection with its companion application GAR for Tangible Earth (GfT). To use them, first point the camera of your GfT-installed tablet computer or smartphone at these icons, then press the AR button as it appears, and a variety of dynamic information functions designed to enrich the reading experience will play in your device.

Thailand floods



The Earth Icon: Links the user to a dynamic 3D globe, enabling geospatial data relevant to the subject in the text.

U.S. droughts



The Tablet Icon: Opens dynamic animations and additional information on the static print charts in GAR.

Extensive disasters



The Researcher Icon: Links to data about the researchers behind the article being read, their reports, web links, and videos.

To download the application, use the Qbarcode provided at the end of this document or visit www.preventionweb.net/gar.

ISBN 978-92-1-132038-1

© United Nations 2013. All rights reserved.

Disclaimer

The views expressed in this publication do not necessarily reflect the views of the United Nations Secretariat. The designations employed and the presentation of the material do not imply the expression of any opinion whatsoever on the part of the United Nations Secretariat concerning the legal status of any country, territory, city or area, or of its authorities, or concerning the delineation of its frontiers or boundaries.

This publication may be freely quoted but acknowledgement of the source is requested.

Citation: UNISDR (2013) From Shared Risk to Shared Value –The Business Case for Disaster Risk Reduction. Global Assessment Report on Disaster Risk Reduction. Geneva, Switzerland: United Nations Office for Disaster Risk Reduction (UNISDR).

Design and layout: AXIS and ELP, Tokyo, Japan

Editing: Martha Bonilla

Printing: Imprimerie Nouvelle Gonnet Belley, France

This paper contains 60% post-consumer recycled fibre and 40% FSC certified virgin fibre sourced from well managed forests.

Foreword

The third edition of the United Nations Global Assessment Report on Disaster Risk Reduction warns that the worst is yet to come.

This worrying news follows three consecutive years in which direct economic losses from disasters have soared past \$100 billion. If uninsured losses were included, the figure would be even more staggering.

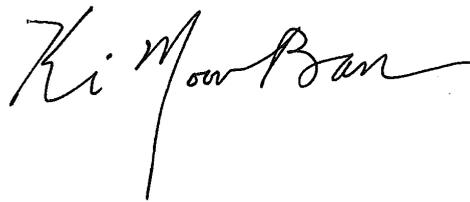
Based on a new state-of-the-art global risk model, the report's findings should raise concern among policymakers and businesses. In a world of on-going population growth, rapid urbanization, climate change and an approach to investment that discounts disaster risk, the potential for future losses is enormous. The global community continues to mix a destructive 'cocktail of disaster risk' despite catastrophic losses in recent years from the Japan earthquake and tsunami, floods in Pakistan and Thailand and the destructive Super Storm Sandy.

At the same time, the report documents encouraging signs of progress. Public-private partnerships in risk management have proven their worth during several disasters, including the 2010 and 2011 earthquakes in Christchurch, New Zealand.

Disaster risk management reduces uncertainty, builds confidence, cuts costs and creates value. More private sector senior executives are coming to recognize this. But growing recognition must be translated into a more systematic approach to disaster risk management that will make tomorrow's world a safer place.

As we move towards building a new, more inclusive and ambitious post-Hyogo Framework for Disaster Risk Reduction for the period following 2015, I call on governments, civil society and, in particular, the private sector to strengthen their partnerships for a safer future.

I commend this report to leaders from the public and private sectors as well as civil society in the hopes that it will inspire all to redouble our collective efforts to create and maintain resilient communities and nations.

A handwritten signature in black ink that reads "Ki-moon Ban". The signature is fluid and cursive, with the first name "Ki" and last name "Ban" being more prominent than the middle name "moon".

Ban Ki-moon
Secretary-General of the United Nations