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

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

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

**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.

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

Ban Ki-moon
Secretary-General of the United Nations