



United Nations  
International Strategy for Disaster Reduction  
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Dear Madam, Sir,

In order to facilitate the sharing and exchange of information on how 'Public Private Partnerships' can contribute to disaster risk reduction, the UN/ISDR secretariat is collecting information on good practices and lessons learned by the private sector in this important area of work.

At present, human suffering and economic losses from disasters triggered by natural hazards are unacceptably high. In 2007 alone, USD 78 billion in economic losses occurred due to catastrophic events but only USD 30 billion of these losses were covered by insurance (MunichRe 2007). Natural hazards need not result automatically in human suffering – simple measures can be taken beforehand to strengthen the resilience of communities, to save lives, to secure livelihoods and to prevent the loss of investments and development achievements.

The private sector can play an important role in this context by investing more funding into preparedness and disaster reduction efforts for both their own business continuum as well as into the local communities where their workforce resides. For multi-national companies with global reach, partnerships built on socio-economic responsibility could emphasize and focus more on disaster risk reduction efforts. Necessary preparatory action is often not expensive, particularly when compared with the potential costs of recovery due to disasters.

For these reasons, the UN/ISDR secretariat is currently looking for original contributions that provide new perspectives and insights into partnerships based on disaster risk reduction work of the private sector. The 'good practice' publication will focus on projects and initiatives that have shown innovative qualities and results, as well as a potential for being replicated and adapted on a broader scale.

If you are interested in submitting a contribution to the UN/ISDR secretariat, please fill in the attached template, by providing an answer to each of the questions listed and kindly send your contribution(s) no later than 31 July 2008. If you have any questions or want to discuss an idea for submission, please do not hesitate to contact Stefanie Dannenmann, Programme Officer at T (+49) 228-815-0304 or Email: dannenmann@un.org.

We look forward to receiving your valuable contribution to this publication.

Yours sincerely,

Salvano Briceño  
Director