

**Recommendations of African Private Sector to the 4th Africa
Regional Platform on Disaster Risk Reduction
13-15 February 2013
Arusha, Tanzania**

Excellences, Ladies and Gentlemen.

The Private Sector for the first time met yesterday to discuss the importance of Disaster Risk Reduction in Africa. Amongst the private sector members were SAFARICOM, ARUP and MICROSOFT EAST AFRICA.

The discussion was very lively with positive suggestions on how Private Sector in Africa can advance in DRR.

Here are some recommendations for moving forward. We recognised the utility of the UNISDR's 'Five Essentials for Business in Disaster Risk Reduction. We however felt that numbers 1-3 were most relevant to the African private sector.

- 1. 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.**
- 2. Leverage sectoral private sector expertise and strengths to advance disaster risk reduction and mitigation activities, including enhanced resilience and effective response;**
- 3. 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;**
4. Support national or local risk assessments and capacity-building, and demonstrate opportunities where resilience building is a sound economic strategy towards corporate sustainability;
5. Develop and implement internal codes of conduct and procedures, support the development of national and local laws, regulations, and policies when possible and needed.

In addition, we would like to play an active role for the next global framework on Disaster Risk Reduction – Hyogo Framework for Action 2 which is due in 2015.

Finally, we would like to express our gratitude for including the African Private Sector to be part of finding solutions for building resilience of African Nations.

Thank you very much!