

UNISDR Private Sector Engagement

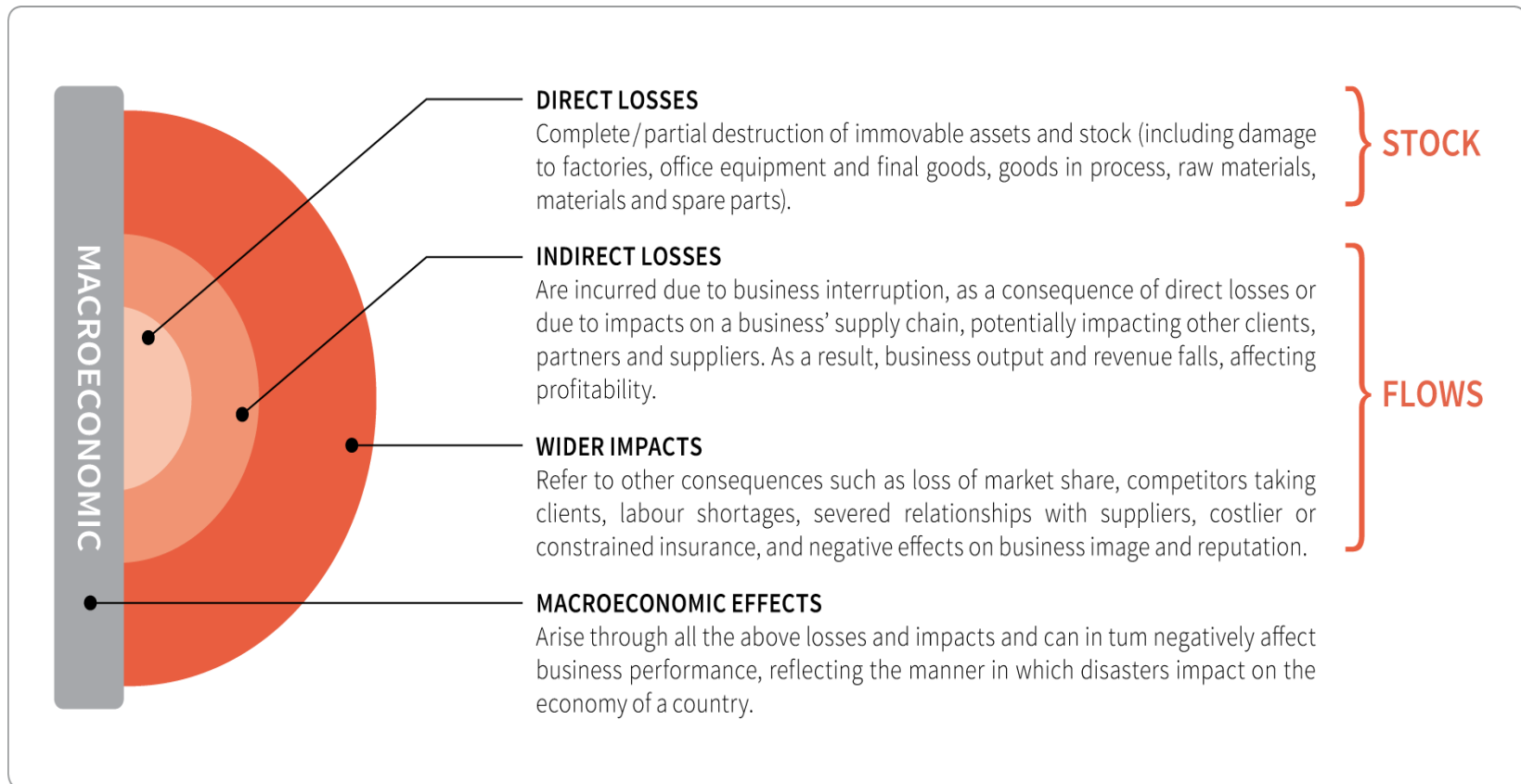
Paola Albrito
United Nations Office for Disaster Risk Reduction
Head Regional Office for Europe

14 October 2014

I

Why businesses should engage in disaster risk reduction

Disasters have direct and indirect impacts on businesses...





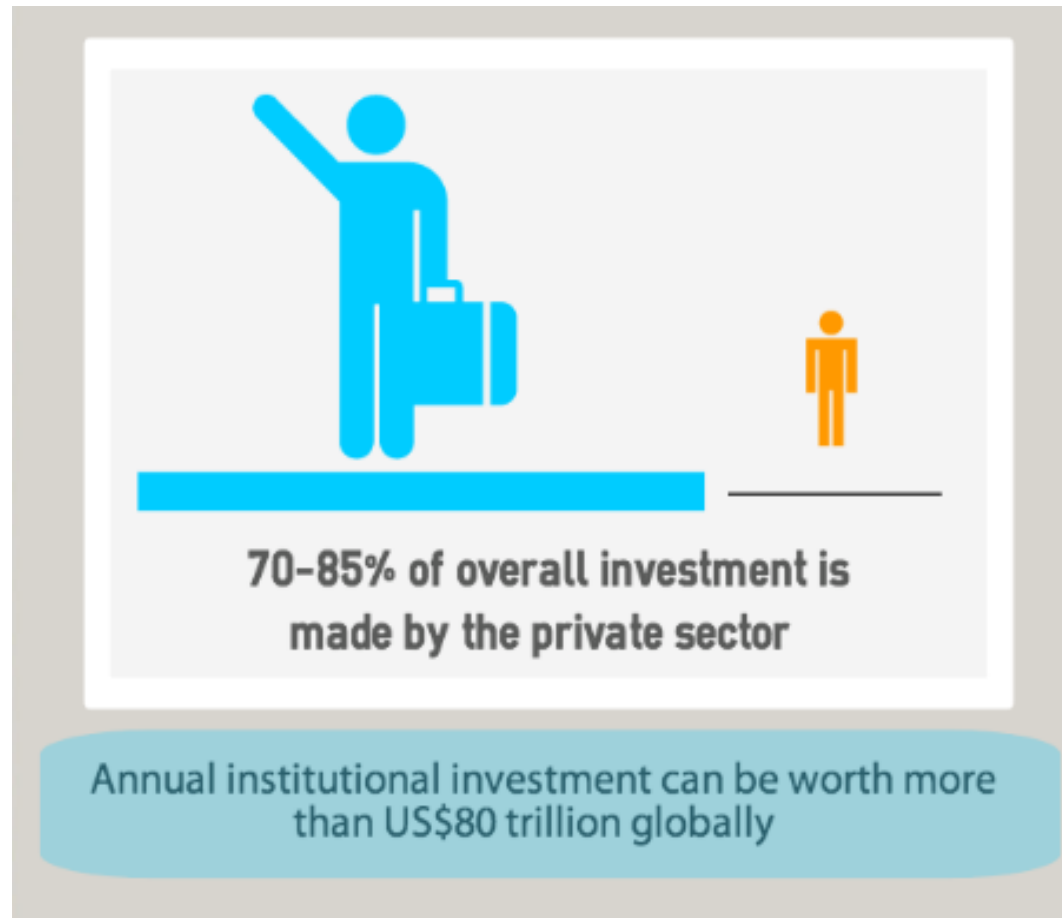
... and major impacts on economies



**Direct losses from disasters
between 2000 and 2013 are
estimated at USD 2.5 trillion**

**Direct disaster
losses are at
least 50%
higher than
internationally
reported
figures**

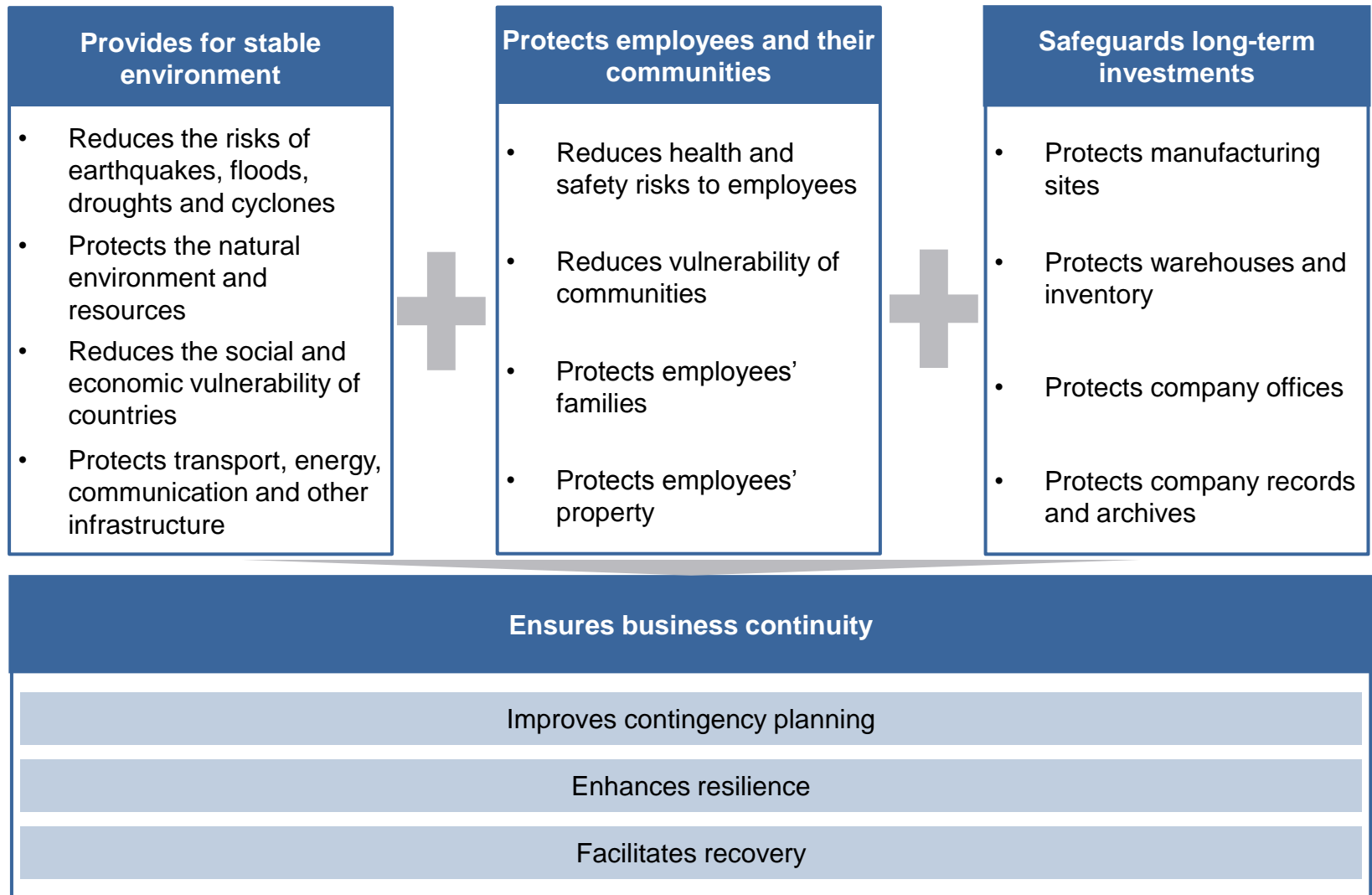
The Private Sector generates an important share of risks



II

What businesses are doing
to manage disaster risk

DRR adds value to the private sector by ensuring business continuity





Move from managing disasters to managing risks and create shared value



III

How UNISDR works with the private sector to create resilient businesses & societies



UNISDR promotes Five Essentials for Business in Disaster Risk Reduction



Form Public-Private Partnerships

- Analyze the root causes of non-resilient business activities and government programmes



Leverage private sector expertise and strengths

- Advance disaster risk reduction and mitigation activities
- Ensure effective responses



Foster exchange and dissemination of data

- Enhance monitoring, assessment, forecasting and early warning



Support risk assessments and cost-benefit analyses

- Demonstrate economic returns of DRR
- Show contribution to competitive advantage



Promote strengthening of laws, regulations, policies and programmes

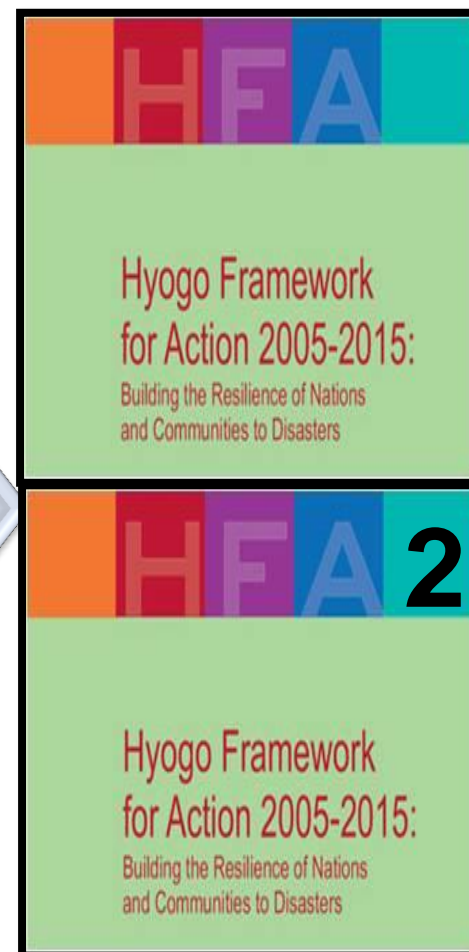
- Enhance DRR
- Improve resilience to disasters



Engage with global, regional and national stakeholders through UNISDR Business Partnerships

UNISDR
Business
Partnerships

- Regional Organizations & Platforms
- Countries and National Platforms
- Parliamentarians
- UN Agencies
- International Finance Institutions
- Civil Society Organizations
- Academia and Research Institutions
- Media





SEEC CRIF Objective

- **Increase the access to catastrophe and weather risk insurance coverage of:**

- homeowners,
- SMEs
- farmers
- utilities
- government agencies

which are **exposed to weather risk and geo-hazards**
in member states in order to:
reduce economic vulnerability and financial risk
due to natural disasters.



Europa Re program goals

- To provide local insurers with adequate reinsurance capacity, required to develop a mass market of affordable, well-designed and actuarially priced insurance products;
- To introduce and promote a modern insurance market infrastructure, including risk-based regulatory framework;
- To create and enhance demand for catastrophe and weather insurance products in Member Countries
- To increase public awareness and financial literacy about the risks of natural disasters.

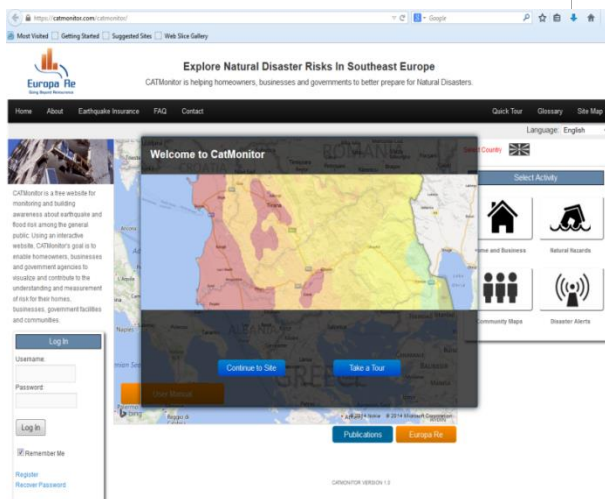
Project output for Beneficiaries (Albania, Serbia and Former Yugoslav Republic Of Macedonia)

- Five training workshops on Europa Re endorsed catastrophe risk insurance products and supporting technologies for insurance agents of companies that joined Europa Re programme have been successfully completed in Albania - Tirana, FYR of Macedonia - Skopje and Serbia – Belgrade
- the Programme endorsed Swiss Visual Pro Earthquake Commercial and Residential Insurance Products, Swiss Visual Pro Flood and Earthquake Commercial and Residential Insurance Products and Agriculture Yield Index Insurance Products.
- the web-based interactive tool CATMonitor for raising public awareness on natural disaster risks and the Simplified User Interface platform for support of sales of the catastrophe insurance products
- Awareness campaign endorsed and supported by authorities of Beneficiaries and by International Organizations

[Go to project videos \(web\)](#)

IPA Project achievements in insurance (Promote insurance and reinsurance products for disaster risk transfer in the Beneficiaries)

Development of training package and organization of 5 regional
training sessions



Thank you

United Nations Office for Disaster Risk Reduction

UN House

14, Rue Montoyer 1000, Brussels

Tel.: +32 (0) 22 902587

Fax: +32(0)22904950

isdr@un.org