



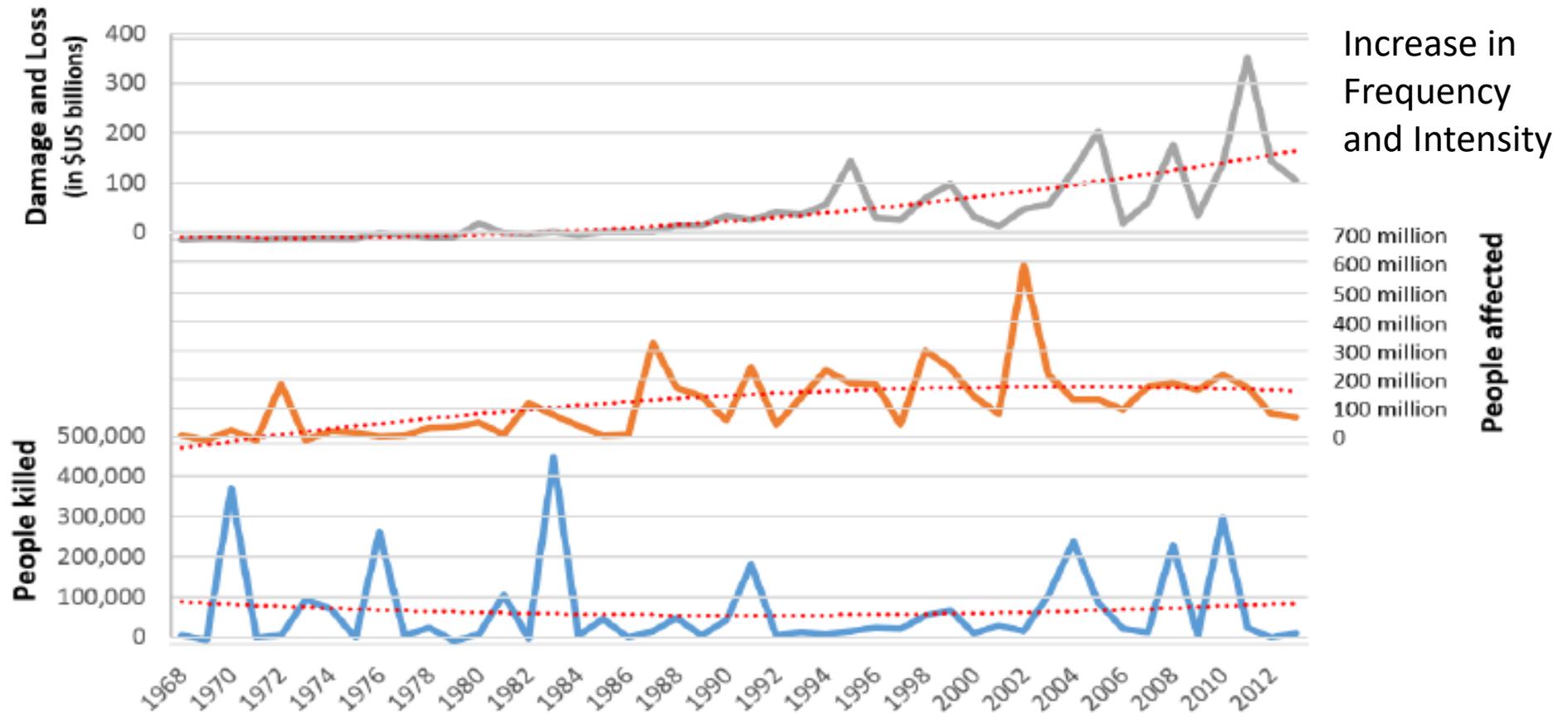
# The UNISDR Private Sector Alliance for Disaster Resilient Societies



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**Figure 1. Disaster impact trends over the last 45 years**



Increase in Frequency and Intensity

Source: CRED EM-DATA database.

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- These losses put significant strain on economies around the world, as well as on individual communities.
  - Both public and private sectors have an interest in reducing disaster risk and building long-term economic and social resilience to future disasters.
  - **RESILIENCE:** The **ability** of a system, community or society exposed to hazards **to resist, absorb, accommodate, adapt to, transform and recover from the effects of a hazard in a timely and efficient manner**, including through the preservation and restoration of its essential basic structures and functions through risk management.

The impact of disasters has been multiplied between 2005 and 2015

700 THOUSAND PEOPLE LOST THEIR LIVES

1.4 BILLION INJURED

23 MILLION WITHOUT HOMES

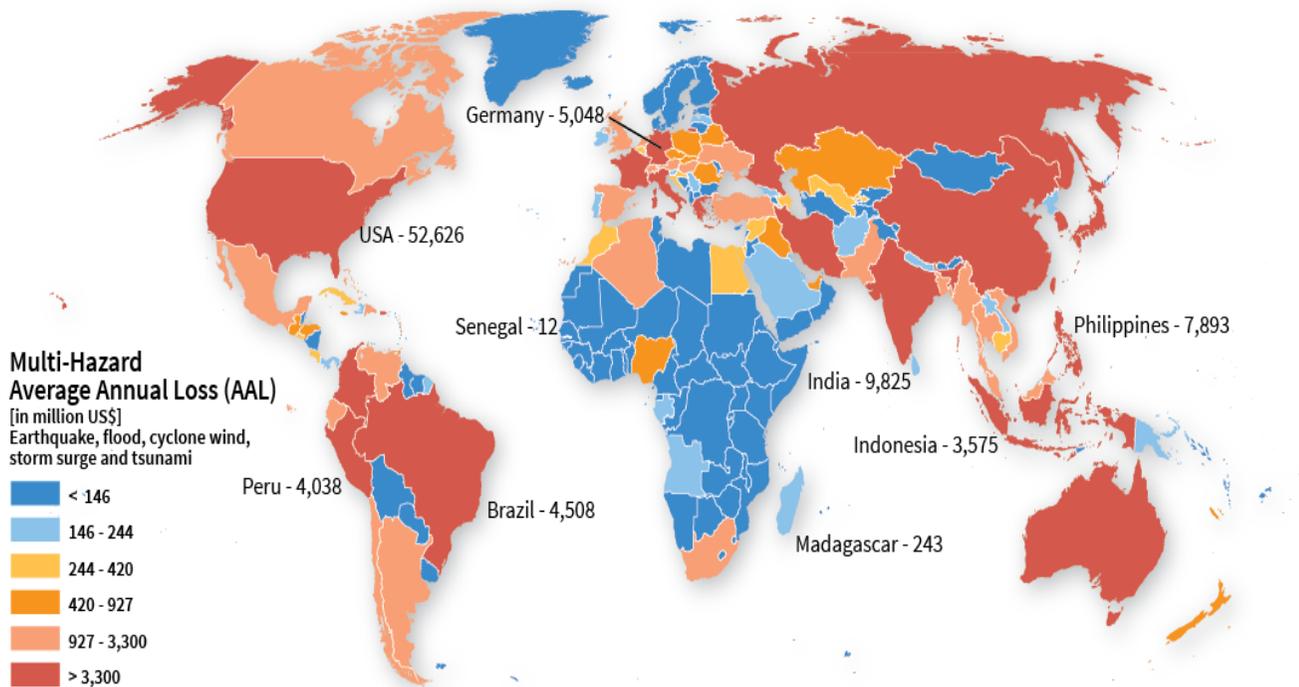
144 MILLION PEOPLE DISPLACED

USD 1.3 TRILLION IN ECONOMIC LOSSES

1.5 BILLION AFFECTED. WOMEN, CHILDREN AND PEOPLE IN SITUATION OF DIPROPORTIONED VULNERABILITY

Annual Future Expected Losses caused by Disasters on the long-term

\$314 billion is the estimated annual economic loss due to disaster of natural origins according to the GAR 2015.



## 1 Expected Results

The substantial reduction of disaster risk and losses in lives, livelihoods and health and in the economic, physical, social, cultural and environmental assets of persons, businesses, communities and countries

## 1 Objectives

“Prevent new and reduce existing disaster risk through the implementation of integrated and inclusive economic, structural, legal, social, health, cultural, educational, environmental, technological, political and institutional measures that prevent and reduce hazard exposure and vulnerability to disaster, increase preparedness for response and recovery, and thus strengthen resilience”

## 4 Priorities

Understanding disaster risk

Strengthening disaster risk governance to manage disaster risk

Investing in disaster risk reduction for resilience

Enhancing disaster preparedness for effective response, and to “Build Back Better” in recovery, rehabilitation and reconstruction

## 7 Targets

- ↓ DEATHS CAUSED BY DISASTERS BY 2030.
- ↓ # PEOPLE AFFECTED BY 2030
- ↓ ECONOMIC LOSSES BY 2030
- ↓ DAMAGES TO KEY INFRASTRUCTURES BY 2030
- ↑ NATIONAL & LOCAL DRR PLANS & STRATEGIES BY 2020
- ↑ INTERNATIONAL COOPERATION BY 2030
- ↑ EWS AND INFORMATION ABOUT DRR BY 2030

## The business case for disaster risk reduction

BUSINESS, PROFESSIONAL ASSOCIATIONS AND PRIVATE SECTOR FINANCIAL INSTITUTIONS, INCLUDING FINANCIAL REGULATORS AND ACCOUNTING BODIES, as well as philanthropic foundations, to:  
INTEGRATE DISASTER RISK MANAGEMENT, INCLUDING BUSINESS CONTINUITY, INTO BUSINESS MODELS AND PRACTICES THROUGH DISASTER-RISK-INFORMED INVESTMENTS,

especially in micro, small and medium-sized enterprises; engage in awareness-raising and training for their employees and customers; engage in and support research and innovation, as well as technological development for disaster risk management; share and disseminate knowledge, practices and non-sensitive data; and actively participate, as appropriate and under the guidance of the public sector, in the development of normative frameworks and technical standards that incorporate disaster risk management;  
(Par. 36C, Sendai Framework)

- The Sendai Framework puts emphasis on private sector action:
- 'Addressing underlying disaster risk factors through disaster risk-informed public and private investments is more cost-effective than primary reliance on post-disaster response and recovery, and contributes to sustainable development.'

## Mission of ARISE

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**“To create risk-resilient societies by energizing the Private Sector in collaboration with the public sector and other stakeholders to achieve the outcomes and targets of the Sendai Framework in a transparent and inclusive way that delivers local and measurable impact”.**

**ARISE aligns its actions with the 7 global targets and the four priorities of action of the Sendai Framework.**

## ARISE commitments

### ***Raise public-awareness to disaster risk reduction***

*Raise public awareness to disaster risk reduction, encourage private sector to promote actions to reduce disaster risks and invite new organization to join ARISE*

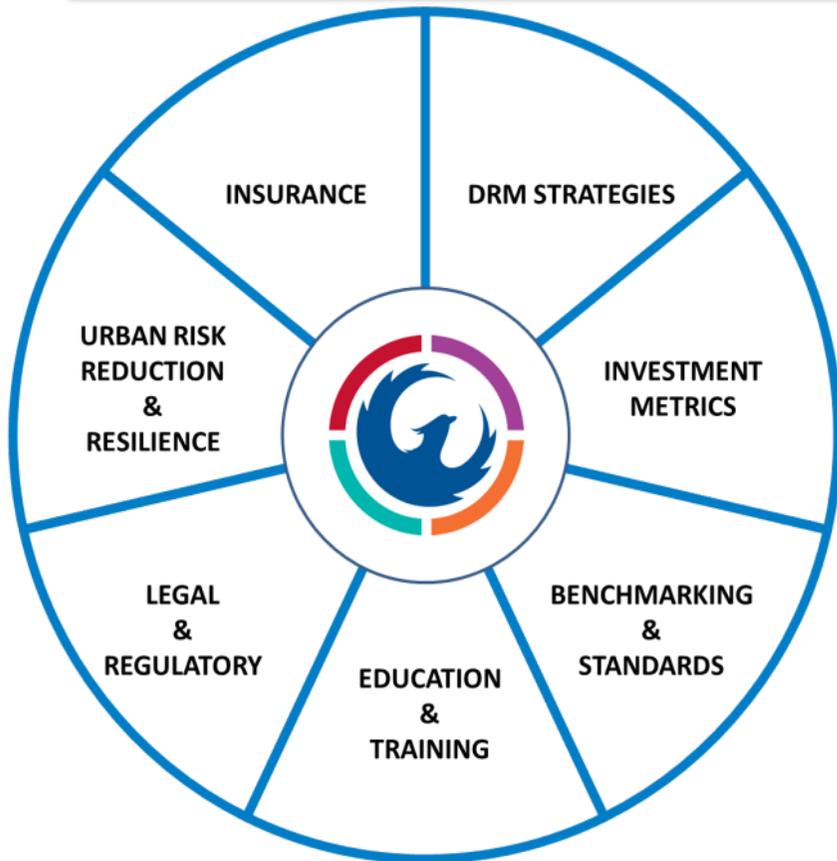
***Influence*** - *Inform local and national governments, clients, and other supply-chain contributor to contribute to create resilient societies.*

***Share Knowledge*** - *Bring in the expertise of the private sector on multi-hazard risk awareness systems, risk identification through scenario planning, Preparedness assessment, risk mitigation and impact prevention.*

***Catalyze*** - *Catalyze innovation and collaboration beyond immediate, existing partnerships in bringing the private and public sector together for risk reduction*

***Implement*** - *Implement tangible projects and activities through existing and new initiatives, in collaboration with, or in support of, governments and other stakeholders.*

# ARISE activities are organized around 7 Work Streams under which projects are performed.

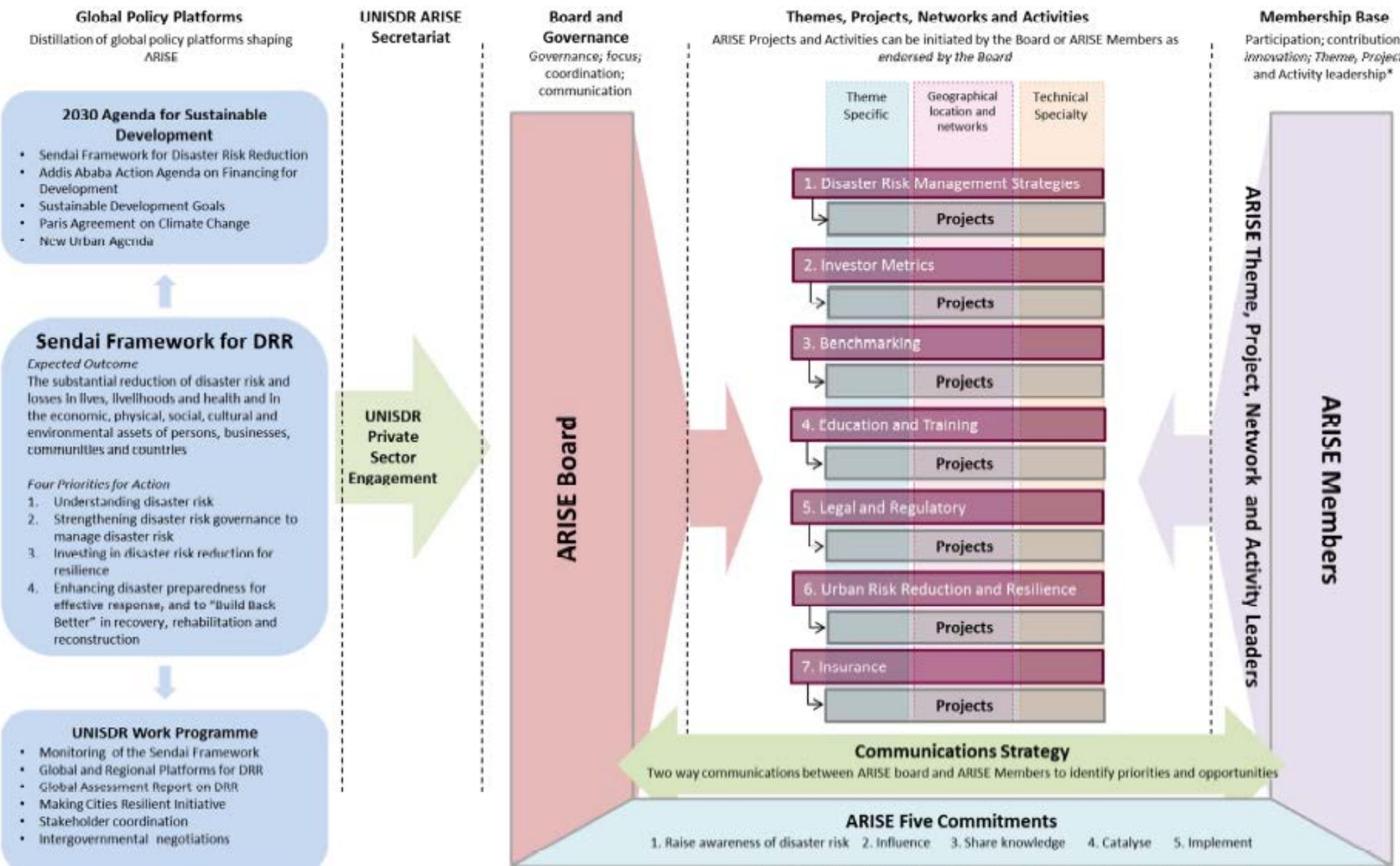


ARISE activities are structured as a portfolio of volunteer and funded projects across the 7 Work Streams and in different sectors and regional contexts.

The 7 Work Streams are mutually supportive and complementary in that the synergies between them will create a powerful enabling environment for achieving the outcome and goal of the Sendai Framework while creating shared value for society.

Each Work Stream has been developed to welcome a number of contributors interested and able to collaborate and bring expertise, knowledge and experience as well as financial resources.

The ARISE Trust Fund facilitates the efficient use of financial contributions from both private and public sector sources, held in trust by the UN, to support projects across the different Work Streams.



# Private Sector initiatives in collaboration with the UNISDR

## Resilient Scorecard

AECOM	UNISDR	IBM
<p><b>Subject Area:</b></p> <p>Single point of coordination of critical emergency activities in the city's core. With clearly defined and accountable teams and defined responsibilities.</p> <p>The single point of access to a group will coordinate the various local emergency activities of the governmental and of private agencies, public and private, such as energy, health, housing, infrastructure and any other sector or organization in the private or public sectors.</p> <p>The level of resilience is whether the organization or entity, under conditions in any one disaster scenario at the relevant control index in Section 3.</p> <p>How to assess: coordinate emergency response through regular exercise of the critical point or both in simulation exercises - see Section 2.</p> <p>Effective: public-private collaboration with government and neighboring municipalities.</p> <p>Disaster response/defense is regularly tested or based on simulation exercises - see Section 3.</p>	<p><b>Subject Area:</b></p> <p>Inventory of important assets that account for economic, financial and risk reduction in such a way as to inform the response or activities.</p> <p>Response to be reported by all participants.</p>	<p><b>Subject Area:</b></p> <p>1. Single point of coordination/coordination with specific responsibilities.</p> <p>2. Single point access for with some major responsibilities in local government or some major.</p> <p>3. Single point of access, for with some major responsibilities in local government or some major.</p> <p>4. Single point access to critical point of coordination.</p> <p>5. No single point of access or some one.</p> <p>6. No single point and no plan to create one.</p>



Inventory: Sustainability Reporting



**Global Reporting Initiative™**

## Good Practices



On-Line Dialog Series

**Towards a post-2015 framework for Disaster Risk Reduction**

From the Great East Japan Earthquake

## Presentations & Studies



Launched 19 May 2014  
8 Streams of Activities  
Goal: Make all investments risk-sensitive

## Members of the Private Sector Advisory Group members for the Americas (creation in 2014)

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- CEMEX
- Colombian National Association of Industries (ANDI)
- Forum Empresa
- Private Entities Federations of America Central, Panama and Dominican Republic
- ECOPETROL
- UNIRSE-Nicaragua
- Protiviti
- Fasesolda-Colombian Insurance Federation
- Colombian Security Council
- CISPROQUIM
- Yanbal International
- Latin Media International
- Bogota Chamber of Commerce
- Industry National Society-Peru
  
- Eight National Networks established of ARISE

## Engaging the Private Sector in the Caribbean region

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- ✓ The [Sendai Framework for Disaster Risk Reduction 2015-2030](#) as well as the [Comprehensive Disaster Management Strategy 2014-2024](#) call for business to integrate disaster risk into their management practices.
- ✓ UNISDR Regional Office of the Americas and the Caribbean Disaster Emergency Management Agency (CDEMA) are planning to engage the private sector and the launch of the ARISE initiative in the Caribbean.
- ✓ The following activities are foreseen under the framework of a project that is funded by the Austrian Development Cooperation (Feb 2016-Dec 2017):

## Engaging the Private Sector in the Caribbean region

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- ✓ Create and launch a regional private sector network linked to the Comprehensive Disaster Management sub-committee on Finance and Economic Development.
- ✓ Ensure the representation of this network in relevant regional and global events.
- ✓ ARISE launches in three Caribbean countries
- ✓ Systematization of good practices in the Caribbean.
- ✓ Needs and gaps analysis for Private Sector in the Caribbean.
- ✓ Development and adoption of Action Plan related to Disaster Risk Reduction.

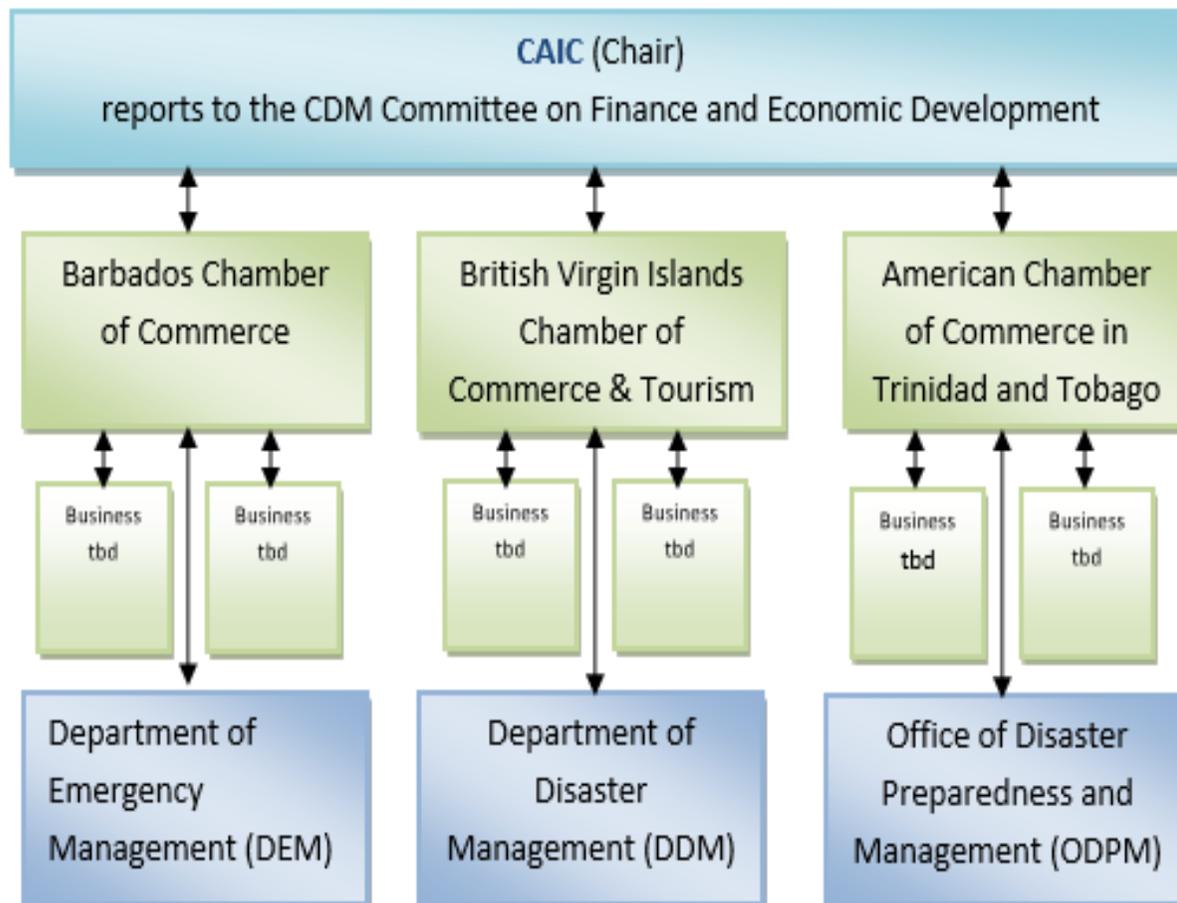
## Engaging the Private Sector in the Caribbean region

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### Expected outcomes:

- ✓ Regional Private Sector network established with participation in the Comprehensive Disaster Management Sub-Committee on Finance and Economic Development.
- ✓ 50 companies have been engaged and are committed to support DRR implementation.
- ✓ Good practices from the Caribbean, needs and gaps identified.
- ✓ Caribbean Private Sector Action Plan on risk-sensitive business investments endorsed during the 10th Comprehensive Disaster Management Conference in December 2017.
- ✓ Three national agreements signed between national chambers of commerce and the National Emergency Management Organization.

# Caribbean Private Sector Network



Manifesto of ARISE members delivered during the Global Platform for DRR (May 2017) sets out 7 key proposals for reform :

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- **Apply the Build Back Better principle to all aspects** of planning, development, recovery and reconstruction – from building codes to government tenders and contracts.
- **Create incentives for businesses to invest** in longer-term risk reduction and resilience in advance of disaster. At the same time, remove legal and other regulatory barriers that prevent such investment or, worse, drive continued low-resilience investment.
- **Take a more holistic and integrated approach to upgrading key infrastructure** by engaging key stakeholders at national, state and local levels to better address requirements and drive more resilient capital investments.

Manifesto of ARISE members delivered during the Global Platform for DRR (May 2017) sets out 7 key proposals for reform :

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- **Involve businesses *before, during and after* disasters** – to ensure private resources and expertise are mobilized in support of effective disaster risk management.
- **Promote the benefits of resilience to consumers and extend education and professional training** to help increase public awareness. Without this awareness, risk reduction and proresilience policies will be much less effective.
- **Harness the potential of data and technology** to ensure effective implementation of resilience and risk reduction measures.