

ARISE: the Private Sector Alliance for Disaster Resilient Societies in Mexico

- *The global financial impact of natural disasters has increased by 151% over the past 20 years.*

Mexico City, November 21, 2018. - Mexico has joined the Private Sector Alliance for Disaster Resilient Societies (ARISE) after signing the Declaration of Voluntary Cooperation, creating the first national public-private network to reduce and prevent disaster risk due to natural hazards in the country. This network, in addition to driving public-private collaboration, will also work alongside academia and civil society organizations to find solutions from every sector to reduce the impact of disasters.

The United Nations Office for Disaster Risk Reduction (UNISDR), which has been working alongside the private sector for more than five years, created the ARISE network to drive implementation of the *2015-2030 Sendai Framework for Disaster Risk Reduction*. This voluntary agreement aims to considerably reduce the risk of disasters and corresponding losses, in terms of lives, health and livelihoods, as well as protecting the financial, physical, social, cultural and environmental assets of people, companies, communities and countries.

The purpose of this network will be to coordinate efforts within the private sector to drive the resilience of companies, organizations and civil society. It will also promote the development of continuity and prevention plans to tackle emergency situations stemming from disasters through on-going collaboration with the public sector's prevention efforts.

This agreement was signed by the Board of ARISE Mexico, which is composed of 12 companies and organizations, including: Federal Government, AECOM, AXA, CANACEM, CEMEX, CINEMEX, C-MAX, *Consejo de la Comunicación*, *Fideicomiso Fuerza México*, *Grupo Salinas*, *Marhnos*, *World Vision* the ARISE Mexico's President, Martha Herrera and Raúl Salazar, Chief of the United Nations Office for Disaster Risk Reduction (UNISDR) for the Americas and the Caribbean.

Mexico is the Latin American country with the highest number of disasters caused by natural phenomena, and it is ranked fifth in terms of total damage and losses stemming from such disasters (UN-Habitat, 2018). ARISE Mexico, with its more than 150 potential members, will act as a platform to reduce the risks associated with disasters, in addition to helping develop resilient societies and implementing plans of action in the business models and investment decisions of its member companies.

As part of its plan of action for 2019, ARISE will hold a Resilience Congress, in addition to launching an Award to find the best integrated disaster risk management practices (prevention, action and mitigation) in the country. Furthermore, it will launch a Social Innovation Platform to provide integrated disaster risk management tools.

In addition, ARISE MX will certify more than 100 companies, within the country through workshops offered by UNISDR helping them create disaster risk reduction and prevention plans. Finally the network will establish working groups to implement projects in each of Mexico's five regions managing their local risks.

"Companies have a direct influence over a country's capacity to prevent the effects of disasters. By working together, companies can become part of the solution, helping to reduce risks and increasing the resilience of communities," commented Martha Herrera, from Cemex who will Chair ARISE Mexico from 2019 to 2021.

"The United Nations estimates that, by 2030, the financial impact of disasters will reach USD \$415 billion. This is why the ARISE Network in Mexico is so important, given that it will help tackle this challenge and drive the private sector's commitment to the country to help reduce the risks posed by disasters. This will contribute to the development of more resilient, prosperous and sustainable communities in this great country," commented Raúl Salazar, Chief of UNISDR Americas.

The signing of the agreement took place during the 7th Meeting of Public-Private Alliances for Disaster Risk Reduction in Latin America and the Caribbean, entitled *Building Resilient Infrastructure*, held in Mexico City. This event brought together representatives of the federal government and business leaders from Latin America and the Caribbean.

Members of the network make a voluntary commitment to supporting and implementing the *2015-2030 Sendai Framework for Disaster Risk Reduction*, which is aligned with the UN's 2030 Agenda and its Sustainable Development Goals (SDG's), the Paris Climate Agreement, the New Urban Agenda, and the Agenda for Humanity.

The creation of this network represents a major milestone when we focus on the fact that the global financial impact of natural disasters has increased by 151% over the past 20 years, not to mention the 1.3 million people who have died as a result of disasters, based on a recent UN report.

About ARISE

ARISE (UN) is a private sector initiative to help reduce risks through an improved and informed risk decision-making process based on preparing for, responding to and recovering from disasters. This includes risk-based investment decisions to help promote a sustainable global future. The combination of intellectual, implementation and capital assets that are available collectively within the public and private sector will help drive substantial progress in the creation of resilient communities. Website: <https://www.unisdr.org/partners/private-sector>