Agenda

1. Global Value Proposition
2. Comms Strategy
3. Collaboration & partnerships: WBCSD
Global value proposition
Objective:
To reinforce the current ARISE Value Proposition, in order to have a clear and tangible benefits for our current and potential members.

**Arise Value Proposition**

**Timeline**

- **Feb**: Brand audit
- **Mar**: Benchmarking
- **Jun**: Key Sessions, In-depth interviews, Online surveys
- **Aug**: Define a date for a Co-creation workshop
- **Jul**: Deliver Results
Main Findings

**GOVERNANCE**

All members must understand **who** we are, **what** we do and **how** we coordinate ourselves.

There are **diverse concepts** and **definitions** of ARISE, such as: initiative, project, institution, association, etc.

It is essential to define the concrete **benefits** for the ARISE members.

“I can’t find the right words to describe it, I believe we (network members) don’t have it completely clear…”

ARISE member
Main Findings

Some of the interviewed mentioned that it is necessary to narrow down the Sendai Framework objectives to concrete actions for the private sector - *macro objectives to specific actions*.

We need to define a *concrete and measurable strategy for the Network*, that clearly supports the Sendai Framework objectives.

Local networks demand to be focus on actions to reduce local risks. *A global strategy with local context objectives*.

“...It has to be measurable and concrete, that is ARISE's main problem: its actions are not concrete”.

ARISE Member
Main Findings

COMMUNICATION

There is no communication strategy that allows to position the Network, as well as to promote an existent communication between the members.

To develop clear key messages and communication channels, must be a priority for the Network.

Events as one of the main National Network activities (forums, workshops, among others). It is not not well capitalized to develop media allies.

“Part of the value of being an ARISE member, is to work closely with the UNDRR Office. However, this benefit seems to be only for the board members…”

ARISE member

Satisfied Objective

10%
Opportunities

Study

• Increase the engagement of the board members and the UNDRR team to support the study in the following steps
• Enrich the in-depth interviews data base (former and desirable members to be)

Network

• Create a common narrative that allows us to be inclusive with all our members regardless of their participation level and their background culture.
• Enhance the communication and coordination for the network (global, local networks and UNDRR).
• Narrow down macro objectives from the global frameworks, to concrete network goals.
Conclusion

We must provide clarity on who we are as a network, what our purpose is, and how we can achieve it in an articulate manner and which are the main benefits for its members.

Governance, planning and Communication, the main challenges for ARISE Network

Corporate Social Responsibility & Disaster Risk Reduction is a win-win for our people and our business. NEED for Integration of this strategy into our business models.
Next Steps

- Identify our communication channel between the private sector and UNDRR (ARISE liaison).
- Develop a data base to continue with the in-depth interviews and online survey with all members.
- Establish the scope of collaboration between UNDRR and the private sector.
- Distribute results for feedback & Define a date for the Co-creation workshop.

TIMEPLAN

- Brand audit: Feb
- Key Sessions: Mar
- Online survey: Jun
- Define a date for a Co-creation workshop: Aug
- Benchmarking: Feb
- In-depth interviews: Jun
- Deliver Results: Jul
**Arise Comms Strategy**

**Objective:** To build awareness and position ARISE as the key network for the private sector in the creation of Risk-resilient societies.

### Timeline:

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<td>Definition</td>
<td>Jan - May</td>
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<td>Reinforce and strengthen our name and leadership</td>
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<td>Activation</td>
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<td>Amplification</td>
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<td>Execute and optimize an ongoing integrated amplification program</td>
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### Definition
- Purpose driven narrative
- Key Messages
- Global Digital platform
- International Calendar
- Events

### Activation
- ARISE one voice deployment
- Media toolkit
- Global DIGITAL Platform Launch
- Media Reach
- Mapping International events

### Amplification
- Amplify ARISE’s purpose with case studies and key projects
- Amplify ARISE’s voice with information, news, online seminars and registration to ARISE
- Website & social media
a) ARISE PURPOSE STATEMENT:
   • Risk-resilient businesses for stronger societies
   • Risk-resilient societies for sustainable business
   • Build resilience for a stronger business community

b) KEY SUPPORTING MESSAGES:
   • ARISE is a private sector initiative, which works towards a resilient and prosperous future.
   • ARISE fosters to create disaster risk-resilient societies by integrating DRM into business strategies and investment decisions.
   • ARISE creates disaster risk-resilient societies by encouraging the synergy between the private and public sector, academy and civil society to comply with Sendai framework in an inclusive manner with a local and measurable impact.
   • ARISE unleashes the potential of private sector know-how and the innovation coming from alliances with governments and other stakeholders to generate a measurable impact at the community level.
c) Global digital platform / Strategy

Through a solid ARISE GLOBAL PLATFORM, we will build open communication and provide better access to frameworks and information on disaster risk reduction and the role the private sector plays.

Content will be built upon four essential pillars:

- Achievements
- Awareness
- Information/Knowledge
- Interactive Map
- Best Practices
Global Digital Platform / Overview

How to make ARISE’s website CONTENT get the attention of the PRIVATE SECTOR:

HOME PAGE

- Institutional video
- About us: Our mission, objectives, messages from members, values and PURPOSE.

SECONDARY PAGES

- A special interactive map will show the main risk prevention initiatives around the world (ARISE members best practices)
- A special area with DRR content
- New member’s application
- News and events
- Contact information
ARISE’s website CREATIVITY to get worldwide attention:

**INFLUENCER PROPOSAL (OPTIONAL+PAID MEDIA)**

Choose unique voices to be our storytellers and engage our audiences to DRR.

**NETFLIX (OPTIONAL+EARNED MEDIA)**

DRR series or documentary
ARISE social networks launched on January 2019 (Facebook & Twitter), ARISE MX website this month. Both of them with the idea to identify audiences and contents that work better for the network’s purpose.

*These insights will be shared with the national networks to evaluate its local opportunities and audiences.*
d) International Calendar

Jan
24 - International Education Day

Feb

Mar
3 – International Nature Day
18 - Anniversary of the Sendai Framework
21 - International Forest Day
22 - World Water Day
23 - World Meteorological Day

Abr
8 - World Health Day
22 - Mother Earth Day

May
5 - World Environment Day
17 – International Day to Combat Desertification and Drought

Jun

H1
International Calendar

July
12 - International Youth Day
19 - International Day of Humanitarian Assistance
21 - International Day of Commemoration and Tribute to the Victims of Terrorism

August
16 - International Day for the Preservation of the Ozone Layer
19 - Anniversary of Mexico’s earthquake
21 - Peace Day
27 - World Tourism Day

September
13 - Day of Disaster Reduction (Second Wednesday of October)

October
17 - International Day for the Eradication of Poverty
31 - World Cities Day

November
5 - World Tsunami Awareness Day
5 - International Volunteer Day
5 - World Soil Day
20 - International Day of Human Solidarity

December

d) Regional Forums- EVENTS / Overview

Key event for Mexico & Region / 1st ARISE Mx Forum

SAVE THE DATE

October 29 y 30
WTC Mexico City
Accreditations are limited

Regional Forum: "Resilience for all: understanding the importance of risk"

Avoiding and reducing disaster risks, have the power to transform lives and increase companies competitiveness.

Soon more information
info@arise.mx
4 PILLARS
PLENARY SESSIONS:
- Global Frameworks
- Corrective Risk Management
- Prospective Risk Management
- Compensatory Risk Management

8 PARALLEL SESSIONS

2 BUSINESS AND GOVERNMENT LEADERS MEETINGS

INAUGURAL SESSION:
- Award
- 1 Marketplace
- 1 Short-Film

CLOSING CEREMONY

4 WORKSHOPS
Main Findings

• There is no similar network to ARISE. This represents an opportunity to position the benefits of being a member. Need information from all Networks. (7 so far...)

• Perfect time to work with the public sector: the surveyed countries have detected initiatives /narratives in their current Administrations that connects with ARISE objectives.

• Events and workshops are a recurrent and good element within the national network strategy, but also need to communicate projects, investments, partnerships and results & impacts.
Based on the immersion process we defined **3 KEY OPPORTUNITIES:**

**ONE VOICE FOR ALL ARISE COMMUNICATIONS**
- Key corporate messages
- Global tool kit

**RECOGNIZE THE NEED FOR:**
- Better communication
- Paving the way for better business

**SHARING MORE INFORMATION/KNOWLEDGE THROUGH OWNED CHANNELS:**
- Digital platform
- Social media profiles
Next Steps

- Select a purpose statement for the network
- Receive an answer to our digital survey (14 Networks remain)
- Activate: Phase 2
- Establish the communication channels
- Define the responsible for our national digital channels
- Define ARISE spokespersons.
- Web page with UNDRR (October)

TIMEPLAN

International Calendar
Purpose-driven narrative
Digital platform strategy
ARISE one voice Deployment
Jan
May
Jun
Jul
Aug
ARISE Database
Key Messages
International events and case studies
ARISE one voice media toolkit
Alliance / WBCSD

- **Status:** Meeting on **May 14th, 2019** from **13:00 – 14:00 hrs**

- **Meeting’s objective:**
  - To introduce ARISE to WBCSD
  - To explore how can we link the WSCBC with ARISE

- **With:** **María Mendiluce**, Managing Director, Climate & Energy, Cities & Mobility and Circular Economy

- **Next Steps:** concrete collaboration with the main recognized private sector networks such as ICC, CBI, UNGC, etc.

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Dr. María Mendiluce has more than 20 years of experience in sustainable energy and climate action. In 2008, she initiated the expansion of WBCSD’s Climate and Energy work, guiding over 200 member companies to influence the global climate landscape.