

# Kokusai Kogyo – working with UNISDR

## ● United Nations Office for Disaster Risk Reduction (UNISDR)

UNISDR, the secretariat of the International Strategy for Disaster Risk Reduction, is working to build a global framework to reduce the human, social, economic and environmental risks posed by hazards and disasters of both natural and human origin.



photo credit:UNISDR

### LEADERSHIP

Margareta Wahlstrom is the Special Representative of the Secretary-General (SRSG) for Disaster Risk Reduction.

## ● Private Sector Advisory Group (PSAG)

In 2011 UNISDR, seeing the need for more active involvement of private sector companies in disaster risk reduction (DRR) and preparedness, established the PSAG to promote greater awareness of and active participation in DRR initiatives by the business community. Currently there are representatives of 18 companies from around the world active in the PSAG, and Kokusai Kogyo is the only Japanese company involved.



First PSAG Annual General Meeting at Global Platform 2011

## ● Global Platform for Disaster Risk Reduction

The UNISDR is the secretariat of the World Conference on Disaster Reduction, the most important international conference on DRR. The conference's purpose is to decide upon strategic policy directions and on how to encourage uptake of such policies. The second World Conference on Disaster Reduction was held in Kobe, Japan in 2005. The Hyogo Framework for Action (HFA), which suggests specific priorities for action in the 2005 – 2015 timeframe, was adopted at the conference. The UNISDR also holds the Global Platform for Disaster Risk Reduction bi-annually in Geneva to take stock of progress made and to work toward achieving the goals of the HFA.

Kokusai Kogyo has been actively involved in the Global Platform since the one held in May 2011 (GP11).



Kokusai Kogyo's GP11 booth showing tsunami simulations from before 2011 Great East Japan Earthquake and post-quake aerial photos of disaster damage



The GP11 Plenary Session discussing the importance of investing today for a safer tomorrow

photo credit:UNISDR



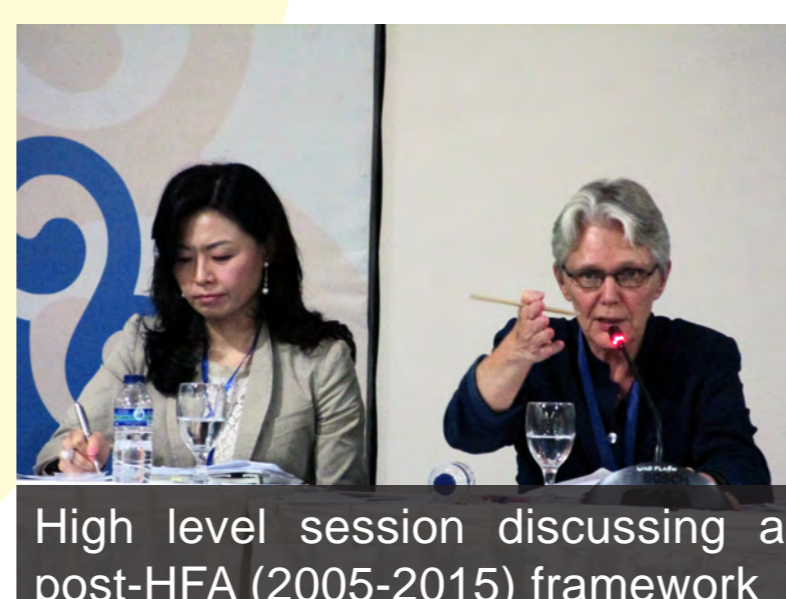
GP11 was the first Global Platform focused on the private sector's role in DRR. Sandra Wu, Chairperson and CEO of Kokusai Kogyo, gave a detailed explanation of her company's disaster risk reduction and preparedness initiatives and post-disaster emergency aerial photography based on a pre-existing emergency agreement

## ● The 5<sup>th</sup> Asian Ministerial Conference on Disaster Risk Reduction

UNISDR holds regional DRR conferences bi-annually (on alternate years to the Global Platform) to promote disaster reduction in each region of the world. Kokusai Kogyo played an active role in the regional conference held in Yogyakarta, Indonesia in October 2012.



Technical session discussions on evaluating disaster risk on a regional level and ways to mitigate such risks



High level session discussing a post-HFA (2005-2015) framework

photo credit:UNISDR

## ● Telling the world about private sector's DRR initiatives in Japan

In most countries the private sector's post-disaster role is largely limited to providing relief supplies and monetary donations. In Japan however, while there is still work to be done, many companies in the private sector place significant emphasis on business continuity, helping to minimise disruptions to supply chains and limit job losses from disasters. Moreover, private sector technology is vital in emergency relief and disaster recovery. Emergency contracts are an exemplary DRR initiative that make the most of private sector expertise through pre-arranged public-private contracts. Kokusai Kogyo, in conjunction with UNISDR Japan, has compiled a selection of good practices by the public sector in Japan. The report gives global exposure to these leading initiatives that make the most of private sector business strengths and core technologies to reduce the risk of disasters.