



Global Platform for Disaster Risk Reduction Fourth Session - Invest Today for a Safer Tomorrow

Geneva, Switzerland, 19-23 May 2013

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| Name and Type of Event | Private Sector Partnerships for DRR: Annual General Meeting |
| Date | 20/05/2013; 09.00-13.00; CCV, Room C |
| Reporters | Kiki Lawal / Sam van den Berg |
| Number of Participants | Approximately 60 |

Press coverage:

Private-Public Partnerships Needed For Disaster Risk Reduction
(<http://www.un.org/News/Press/docs/2013/iha1310.doc.htm>)

QUESTIONS:

1) What were the key messages, outcomes and recommendations from your event?

- There is a **need for a continued increase** of private sector commitment Disaster Risk Reduction (DRR). Private Sector engagement in disaster risk reduction has seen a significant boost in attention from both companies and the public sector. This has to continue. Current private sector champions / role models should raise awareness among peers and mobilize companies to sign the statement of commitment, join the Disaster Risk Reduction Private Sector Partnership (DRR-PSP) Network to share good practices.
- There is a **need for more measurable engagement and tangible activities** for companies to contribute to disaster risk reduction. Companies are local actors, through UNISDR coordination these actions can contribute to global change.
- **Private-private collaboration is essential** for effective private sector contributions to disaster risk reduction and Climate Change Adaptation (CCA). The DRR-PSP should act as a network through which companies can link with peers to learn from good practices or collaboratively scale up DRR activities. Two good practice case-study publications were presented to stimulate peer-to-peer learning. The UNISDR Private Sector Advisory Group presented a publication with fourteen good practices from around the world. Another joint publication between Kokusai Kogyo Co. Ltd. and UNISDR highlighted an equal amount of partnerships from a country perspective.

- UNISDR can play an active role in **stimulating Public Private** collaboration for disaster risk reduction and climate change adaptation: dialogues between business and local or national governments bridge the gap between public and private sectors. The Resilient Investment Dialogue can act as a good example for this.
- The Global Assessment Report (GAR) and the PwC-UNISDR publication on Disaster Risk Management highlighted the need **for increased knowledge and understanding of disaster risk in the private sector**. Increase risk-awareness is the first step towards resilience. The yearly Top Leaders' Forum in Manila, organized by SM Prime, is a good example of how this can be done. With a focus on business continuity management, the professional support and expert insights are secured to increase knowledge and awareness of risk.
- **Small and Medium Enterprises are a vital subgroup within the private sector that need special attention**. SME's are often less aware of their exposure to disaster risk and the need for disaster risk reduction and climate change adaptation. The Japanese Development Bank showed that regionalized government projects in cooperation with the private sector can help to make SME's more resilient.
- **There is a need for a rating system for resilience**. Making disaster risk exposure transparent empowers communities, including businesses, to demand authorities and other responsible entities to act on disaster risk reduction and climate change adaptation. This leads to a holistic approach to resilience which is more powerful than solitary resilience in a vulnerable community – especially in urban areas.
- **Disaster Risk Management is a business opportunity**. Constructing more resilient and sustainable buildings and infrastructures is believed to be one of the biggest business opportunities of the century – according to the GAR team.

2) Based on the Synthesis Report of the HFA2 consultation process up to the GP13, what are specific recommendations and concrete examples for the main topics, themes and issues to be addressed in the HFA2?

- See separate report on HFA 2 consultation.