



## Global Platform for Disaster Risk Reduction

22-26 May 2017 - Cancun, Mexico

### 2017 Global Platform for Disaster Risk Reduction Private Sector Programme

This Programme has been compiled by UNISDR Private Sector Alliance for Disaster Resilient Societies (ARISE) for Global Platform 2017 delegates registered as belonging to the private sector. It highlights *events and sessions of particular interest to the private sector*. For the full programme see [website](#) and page 20.

Tuesday, 23 May 2017

Registration open from 7:30 - 18:00

0800	ARISE	<p><b>ARISE Board Meeting</b></p> <p>8:00 - 10:00, Expo Center 8, Board members only</p>
0800	Other	<p><b>Cities Resilience Consultation Meeting</b></p> <p>8:00 - 10:00, Expo Center 4, Open to all participants</p>
1130	ARISE	<p><b>ARISE US Chapter Organizational Meeting</b></p> <p>For US-based ARISE members and a few key members from other Chapters/Networks, including Japan, the Philippines and Canada.</p> <p>11:30 - 13:00, Invitation only</p>
1330	Private Sector / ARISE	<p><b>Private Sector Pre-meeting 'Business for Resilience'</b></p> <p>This meeting will share insights on the Sendai Framework and key private sector-related issues for GP17, introduce ARISE as UNISDR's private sector stakeholder group and exchange viewpoints and good practices. Participants will dialogue on "Expectations towards the private sector" with government and other stakeholders in Part 1, discuss "Communicating private sector action to governments and stakeholders" using the ARISE Joint Position paper in Part 2, and generate a common understanding as private sector delegates in order to deliver a cohesive message at this Global Platform.</p> <p>13:30-17:00, Expo Center 4, Open to all private sector participants See programme page 10</p>
1500	Other	<p><b>Risk Insurance Game session 15:00 - 16:30 Sunrise 13</b></p> <p><b>Insurance sector consultation meeting 15:00 - 16:30 Sunrise 11</b></p>
1800	PS / ARISE	<p><b>Private Sector Reception</b></p> <p>Hosted by Marhnos &amp; UPS Foundation</p> <p>18:00-, Terraza Bugambilias, Moon Palace Hotel, invitation only</p>

**Wednesday, 24 May 2017**

*Also on this day: Official Statements (PM), Market Place, Ignite Stage*

0900	ARISE	<p><b>Private Sector Debrief/Morning Coffee Meeting</b> 9:00-9:30, In front of ARISE Market Place Booth H8 (see p.9 for map), Open to all participants</p>
0930	Plenary	<p><b>Welcome Plenary Session</b> 09:30-09:45, Arena A, Open to all participants</p>
1000	Special Session	<p><b>‘Build Back Better &amp; Preparedness’</b> The special session will share current progress and challenges in enhancing disaster preparedness for effective response and ‘Build Back Better’ in recovery and reconstruction through shared lessons learned. The session will also aim to unfold Priority 4 in order to contribute to the delivery of the Sendai Framework targets, and discuss how national and local disaster risk reduction strategies should be designed to ensure “enhancing disaster preparedness” and “build back better”. 10:00 - 11:30 , Arena A, Open to all participants</p>
1000	Working Session	<p><b>‘Ensuring Risk-Resilient Critical Infrastructure’</b> Destruction, disruptions or interruptions in critical infrastructure, including health and education facilities, could lead to cascading effects across sectors and sometimes across borders. Hence, the Sendai Framework, the 2030 Agenda for Sustainable Development and the Paris Agreement explicitly highlight protection and resilience of critical infrastructure as a high priority of governments. The working session will focus on current levels of progress and success stories, and demonstrate the available tools and technologies for risk assessment and mitigation. 10:00-11:30, Arena E, Open to all participants</p>
1145	Special Session	<p><b>‘Availability of and access to multi-hazard early warning systems and disaster risk information’</b> Regions and countries across the world have made significant progress in strengthening multi-hazard, end-to-end early warning systems. Yet, many developing countries still have not benefited as much as they could have from this progress in early warning. Significant gaps remain, especially in the ‘last mile’ of the early warning dissemination. The session will offer an opportunity to learn from, exchange information on and promote the replication of good practices in early warning systems. 11:45 - 13:15 , Arena A, Open to all participants</p>
1145	Working Session	<p><b>‘Risk Transfer and Insurance for Resilience’</b> The 2030 Agenda for Sustainable Development, the Sendai Framework and the Paris Agreement identify the contribution risk transfer and insurance can make to increasing resilience and reducing the financial impacts of disaster, when integrated in disaster risk management strategies. The working session will examine the optimization and extension of insurance and related risk management capabilities to build resilience and protection for all societies. It will explore the political economy of disaster risk transfer and insurance mechanisms, and how they can incentivize disaster risk-sensitive public and private planning and investment. Collaborations between public and private sectors will also be discussed.. 11:45-13:15, Arena F, Open to all participants</p>

**Wednesday, 24 May 2017 (cont.)**

1145	Working Session	<p><b>‘International Cooperation in Support of the Sendai Framework Implementation’</b></p> <p>International cooperation has been cited as a key means to overcome the interconnected global-scale crises of extreme poverty, economic instability, social inequality, and environmental degradation. The Working Session highlights the significance of coherent implementation, technology transfer and investments in achieving adequate international cooperation.</p> <p>11:45-13:15, Arena F, Open to all participants</p>
1330	ARISE / Side Event	<p><b>Implementing the Sendai Framework through cross-sectoral collaboration – the Private Sector Alliance for Disaster Resilient Societies (ARISE)’s innovative approach to building resilience</b></p> <p><i>Organized by: UNISDR Private Sector Alliance for Disaster Resilient Societies (ARISE)</i></p> <p>ARISE, the UNISDR Private Sector Alliance for Disaster Resilient Societies, works to make disaster risk a fundamental aspect of business planning. ARISE collaborates globally on DRR and resilience and offers the go-to local private sector platform for governments and stakeholders in various countries. The session will present tangible and impactful project outcomes driving disaster risk-sensitive investment and resilient business operations, that are the result of between businesses, governments, and other stakeholders. The session will communicate key areas in which the private sector’s expertise and experience can make a difference, and factors that make private sector-driven projects successful.</p> <p>13:30-14.25, Arena F, Open to all participants <span style="float: right;"><i>See programme page 11</i></span></p>
1330	Side Event	<p><b>‘Resilient Businesses: Approaches and Strategies for Integrating DRM and CCA into Private Sector Investments’</b></p> <p><i>Organized by: German Federal Ministry for Economic Cooperation and Development (BMZ) GERMANY Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH</i></p> <p>13:30-14.25, Sunrise 7, Open to all participants</p>
1500	Opening	<p><b>Opening Ceremony</b></p> <p>15:00-16:00, Arena A, Open to all participants</p>
1615	Leaders’ Forum	<p><b>‘Reducing Economic Losses from Disasters’</b></p> <p>Whilst major achievements were made over 2005-2015 in reducing mortality linked to hydro-meteorological disasters, significant efforts are still urgently required to address future risks and to systematically address the growing global economic losses from disasters. The Leaders Forum will address how to make public and private investments risk sensitive and will explore opportunities for public private partnerships in support of resilient critical infrastructures and housing, as core elements to people’s lives and sustainable livelihoods. This will be discussed in the context of the Target (d) that seeks to reduce disaster damage to critical infrastructure and disruption of basic services, and of the Sendai Framework Priority 3 on ‘Investing in disaster risk reduction for resilience’.</p> <p>16:15-18:45, <i>By invitation only</i></p>

**Wednesday, 24 May 2017 (cont.)**

<p>1615</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">Working Session</p>	<p><b>‘Private Sector’s Engagement In Disaster Risk Reduction’</b></p> <p>As the private sector is responsible for 70-85 percent of capital investment in most economies, it holds an important decision-making power over how disaster risk is addressed across all industries. Cooperation and collaboration within private businesses and with the governments and other stakeholders is fundamental in the effort to build resilient communities, economies and nations.</p> <p>The working session will offer solutions that promote private sector engagement in reducing risks and building resilience, highlighting solutions for risk-informed investments. The session will demonstrate how an enabling environment can be created to get the private sector to invest in disaster risk reduction and resilience building.</p> <p>The session will also explore opportunities to present strategies for public private partnerships and collaborations and resilient operational management of businesses. Recognizing the gaps in measuring progress and accountability, the session will promote incorporation of private sector needs in disaster risk reduction monitoring including through indicators that capture resilient investments and/or risk-sensitivity of investments.</p> <p><i>16:15-17:45, Arena E, Open to all participants</i></p>
<p>1615</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">Working Session</p>	<p><b>‘Risk Information and Loss Databases for Effective Disaster Risk Reduction’</b></p> <p>The working session will discuss the development and improvement of national disaster loss databases as crucial instruments to produce and operationalize risk information to support policy making and risk governance, and as the basic mechanism for reporting on the Sendai Framework targets.</p> <p><i>16:15-17:45, Arena F, Open to all participants</i></p>
<p>1745</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">Award Ceremony</p>	<p><b>Risk Award Ceremony</b></p> <p>The winners of the 2017 Risk Award, a joint initiative by the Global Risk Forum GRF Davos, the UNISDR and the Munich Re Foundation, will be announced at the ceremony. The RISK Award, endowed with €100.000, is awarded every two years to an operational project in the field of risk reduction and disaster management. This year, the topic of the 2017 Risk Award is: Information and Communication - Innovative Concepts and Technologies for Disaster Risk Reduction and Disaster Risk Management”.</p> <p><i>17:45 - 18:15 , Arena E, Open to all participants</i></p>

Thursday, 25 May 2017

*Also on this day: Market Place, Ignite Stage*

0830	ARISE	<p><b>Private Sector Debrief/Morning Coffee Meeting</b></p> <p><i>8:30-9:00, In front of ARISE Market Place Booth H8 (see p.9 for map), Open to all participants</i></p>
0900	Plenary	<p><b>‘National and Local Disaster Risk Reduction Strategies Pave the Way for Action by All’</b></p> <p>While around 75 percent of the countries globally have some sort of national level disaster risk reduction legislation, strategy or plan, it is observed that not all of these are actionable and meet the requirements for achieving the Sendai Framework goal of preventing new and reducing existing disaster risk.</p> <p>The plenary session focuses on how to achieve this ambitious target which requires the strong commitment and involvement of political leadership in every country and involvement of all stakeholders at all levels.</p> <p><i>09:00-11:00, Arena A, Open to all participants</i></p>
1115	Working Session	<p><b>‘Contribution of Science and Technology to Achieving the 2020 Sendai Target’</b></p> <p>The session will discuss the contribution of science and technology in achievement of Target E of the Sendai Framework with particular focus on illustrating how appropriate global, national and local disaster risk assessments and scientific analysis have been used to inform disaster risk reduction planning and monitoring at national and local levels.</p> <p><i>11:15-12:45, Arena E, Open to all participants</i></p>
1300	Side Event	<p><b>‘Removing barriers and promoting public-private cooperation in disaster risk reduction’</b></p> <p><i>Organized by MIKTA partners (Mexico, Indonesia, Republic of Korea and Turkey) and the Department of Foreign Affairs and Trade Australia</i></p> <p>The public and private sectors have a shared interest in meeting the challenges of reducing disaster risk. While the Sendai Framework called for inclusive, whole-of-society approaches to disaster risk management, deeper public-private collaboration is required to yield benefits for governments, businesses and communities alike. The business sector has extensive knowledge, ideas and resources that can accelerate efforts to strengthen community resilience. Governments need to harness and support these capabilities. This side-event will highlight models of effective private-public sector collaboration in reducing disaster risk and building community resilience.</p> <p><i>13:00-13.55, Expo 4, Open to all participants</i></p>
1300	Side Event	<p><b>‘Connecting Public and Private Sectors in Disaster Risk Management for Sustainable Development’</b></p> <p><i>Organized by UPS Foundation (ARISE), CEPREDENAC</i></p> <p>The Coordination Center for the Prevention of Natural Disasters in Central America (CEPREDENAC), and the UPS Foundation, representing the charitable arm of a globally-operating private corporation, will showcase good practices and lessons learned in public-private partnerships in disaster risk management. The session will foster analysis and propose mechanisms to ensure sustainability and efficient coordination in such public-private partnerships, considering existing gaps between disaster risk management policies and regulation, the levels of engagement from the private sector, and the awareness of the relationship between safe investments and DRR.</p> <p><i>13:00-13.55 Sunrise 6, Open to all participants</i></p>

**Thursday, 25 May 2017 (cont.)**

1330	Media	<p><b>‘Can we avoid creating new disaster risk in the years to come?’</b></p> <p>A special TV panel discussion event</p> <p><i>13:30-14:45, Check website for location, Open to all participants</i></p>
1400	Side Event	<p><b>‘Enhancing Urban Resilience: Reaching the Most Vulnerable and Promoting Sustainable Development in Cities’</b></p> <p><i>Organized by Government of Switzerland, IFRC, Medellin Collaboration for Urban Resilience (MCUR), The World Bank and the Global Facility for Disaster Reduction and Recovery (GFDRR)</i></p> <p><i>14:00-14:55, Expo 1, Open to all participants</i></p>
1500	Plenary	<p><b>‘A Risk Informed Approach to Sustainable Development and Resilience for Countries in Special Situations’</b></p> <p>Countries in special situations often bear the brunt of climate change, from the increasing intensity, frequency, and variability of extreme weather events, to drought and other slow onset disasters. The environmental, social, and economic consequences, including significant impacts on health, food security, and population displacement, are already being observed.</p> <p>The plenary session will explore how countries in special situations can utilize the Sendai Framework to develop new and strengthen existing national and local disaster risk reduction strategies by 2020.</p> <p><i>15:00-17:00, Arena A, Open to all participants</i></p>
1700	Working Session	<p><b>‘Ecosystem Protection, Management and Resilient Agriculture for Reducing Disasters Risks’</b></p> <p>Poor land management, unsustainable use of natural resources and declining ecosystems have been counted among the most significant drivers of disaster risk that need to be addressed. This underscores how environmental conditions contribute to natural hazards and how ecosystem health affects a community’s exposure and vulnerability to those hazards. The working session will examine efforts by government in partnership with civil society science and the business sector are working together to address these challenges and scale up investments in ecosystem-based solutions that reduce disaster risk and deliver on related goals of sustainable development and action to address climate change.</p> <p><i>17:00 - 18:30, Arena F, Open to all participants</i></p>
1700	Ministerial	<p><b>Ministerial Roundtable</b></p> <p>One of two themes: ‘Integrating Disaster Risk Reduction into Overall Economic Planning’ or ‘Incorporating Disaster Risk Reduction Considerations into Sectorial Planning’ will be discussed by 40 governmental and 10 non-governmental delegates.</p> <p><i>17:00-19:00, Expo Center 5, By invitation only</i></p>
1830	Award Ceremony	<p><b>Sasakawa Award Ceremony</b></p> <p>The biennial United Nations Sasakawa Award for Disaster Risk Reduction will recognize individuals or organizations which have contributed to reducing disaster mortality and saving lives in line with the theme of the 2016 edition of the International Day for Disaster Reduction.</p> <p><i>18:30 - 19:00, Arena E, Open to all participants</i></p>

Friday, 26 May 2017

*Also on this day: Market Place, Ignite Stage*

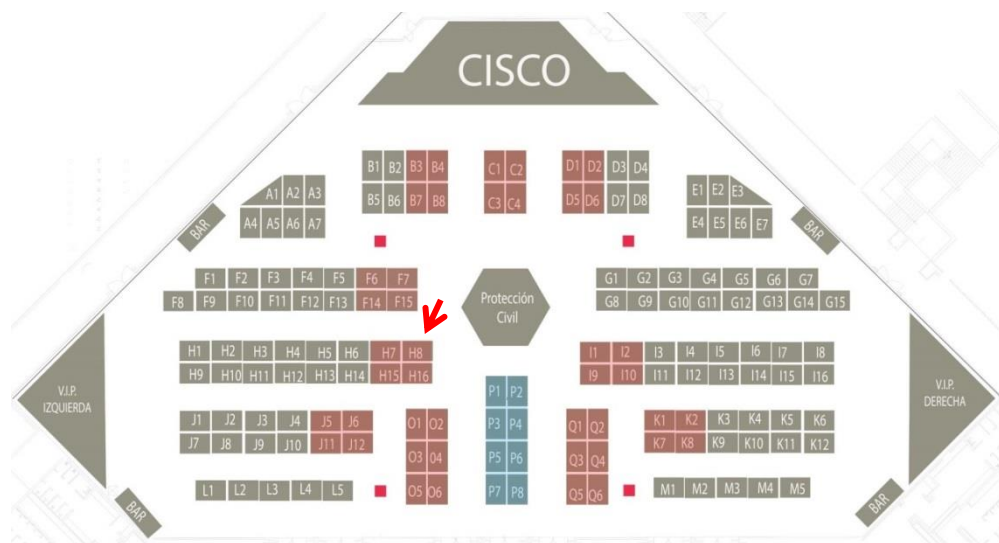
0830	ARISE	<p><b>Private Sector Debrief/Morning Coffee Meeting</b></p> <p><i>8:30-9:00, In front of ARISE Market Place Booth H8 (see p.9 for map), Open to all participants</i></p>
0900	Plenary	<p><b>‘Sendai Framework Monitoring’</b></p> <p>The plenary session will consider countries’ readiness to measure progress against the Sendai Framework’s global targets and determine the global status of data for their monitoring and establishing national baselines. This includes countries’ ability to comprehensively gather data on economic, social and environmental impact of disasters and assess disaster risk, with the view to establishing effective national monitoring systems. It will also address minimum standards for data quality and accessibility.</p> <p>The session will further explore national data collection and the Sendai Framework Monitor Prototype, and assess coherence with monitoring and reporting efforts in support of the SDGs, the Paris Agreement and related UN system-wide deliverables.</p> <p><i>09:00-11:00, Arena A, Open to all participants</i></p>
1115	Working Session	<p><b>‘Health and Disaster Risk Reduction’</b></p> <p>The Sendai Framework highlights the importance of building resilient health systems through integration of all-hazards disaster risk management within health care and public health provision. This is aligned with the 2030 Agenda for Sustainable Development, particularly the SDG-3 on achieving health and well-being for all and for tackling the impact of climate change and urbanization on health. The session will focus on sharing progress, challenges and lessons learned in applying the health aspects of Sendai Framework and the “Bangkok Principles” for their implementation that were agreed at the international conference held in Thailand in March 2016.</p> <p><i>11:15-12:45, Arena A, Open to all participants</i></p>
1115	Working Session	<p><b>‘Promoting Land Use and Spatial Planning for Disaster Risk Reduction’</b></p> <p>Increased intensity of climate hazards coupled with rapid urbanization are likely to lead to increased strain on the capacity of local governments as they try to address the vulnerabilities of the urban population, particularly the urban poor. The Sendai Framework and the New Urban Agenda recognize the unprecedented threats from natural and human-made disasters and underscore the importance of having vulnerability and impact assessments to inform plans, policies and programmes that build urban resilience. The session will present good practices that address the challenges surrounding the incorporation of risk reduction in existing land-use planning and management practices at the local level.</p> <p><i>11:15-12:45, Arena F, Open to all participants</i></p>
1115	Ministerial	<p><b>Ministerial Roundtable</b></p> <p>One of two themes: ‘Integrating Disaster Risk Reduction into Overall Economic Planning’ or ‘Incorporating Disaster Risk Reduction Considerations into Sectorial Planning’ will be discussed by 40 governmental and 10 non-governmental delegates.</p> <p><i>11:15-13:15, Expo Center 5, By invitation only</i></p>

**Friday, 26 May 2017 (cont.)**

1300	Side Event	<p><b>‘Promoting safer buildings, schools and hospitals’</b></p> <p>Organized by ODI, Save the Children, Australia, Mexican Institute of Social Security</p> <p><i>13:00-13.55, Sunrise 5, Open to all participants</i></p>
1400	Closing Plenary	<p><b>‘Coherence between the Sendai Framework, the 2030 Agenda for Sustainable Development and Climate Change’</b></p> <p>The plenary session will focus on building coherence between the Sendai Framework and the 2030 Agenda for Sustainable Development as a contribution to the High Level Political Forum on Sustainable Development in 2017. The plenary session is a first opportunity to explore the practicalities of delivering resilience through a coherent and mutually reinforcing approach to the Sendai Framework and the broader 2030 Agenda.</p> <p><i>14:00-16:00, Arena A, Open to all participants</i></p>
1600	Side Event	<p><b>‘From Managing Disasters to Managing Risks: The Power of forecast-based action, index insurance and multi-year recovery finance’</b></p> <p>Organized by World Food Programme; African Risk Capacity (ARC); Oxfam; German Red Cross; IFRC, The START Network</p> <p><i>16.00-16-55, Expo 1, Open to all participants</i></p>
1700	Ceremony	<p><b>Closing Ceremony</b></p> <p><i>17:00-17:45, Arena A, Open to all participants</i></p>



## Market Place Exhibition Booths



**UNISDR Private Sector Alliance for Disaster Resilient Societies (ARISE) booth** H8

## Official Statements

### Private Sector Stakeholder Statement

Organization: UNISDR Private Sector Alliance for Disaster Resilient Societies (ARISE)

Speaker: Carlo Papa, Director, Enel Foundation and Strategic Studies Center, Vice Chair ARISE

Scheduled for Wednesday, 24 May 2017

See draft statement p.17

## Ignite Stage Presentations

Ignite Stage presentations by the private sector are listed below:

Wednesday, 24 May 2017	10:00	Education in Disaster Risk Reduction, Resilience and Business Continuity	Disaster Recovery Institute International (ARISE)
	10:45	Long Wave Radio Aimed At Implementing " National Center Of Dissemination"	PSK Enterprises Private Limited
	17:30	'The Cure for Catastrophe': how risk auditing will become central to DRR	Risk Management Solutions (ARISE)
Thursday, 25 May 2017	12:45	Disaster Preparedness: How to supply 4 million people with 3 liters of drinking water a day	Tehran Province Water and Wastewater Company
	14:15	Quantifying flood risks to support decision-making: The Tegucigalpa case	Ingeniería de Presas SL
	17:15	How businesses mainstream Sendai into their operations: an example from Japan	Kokusai Kogyo Co, Ltd. (ARISE)
	17:30	Resilience in a box – a solution for business & communities	The UPS Foundation (ARISE)
	17:45	Engaging the small business community in disaster risk reduction and business continuity	Florida International University (ARISE)
	18:00	Non-Business Private Investment: Achilles Heel of Urban Resilience - What, why and how to change?	Titan America (ARISE)
	18:15	Missing Maps: Putting 200 Million People on the World Map for the First Time	Humanitarian OpenStreetMap Team

## Detailed programmes for selected private sector events

23 May 2017  
13:30-17:00, Expo Center 4

Private Sector/ARISE

Private Sector Pre-Meeting 'Business for Resilience'

Time	Agenda	Speaker(s)
13:30 (15 min)	Welcome to the Private Sector Stakeholder Pre-Meeting & Opening Remarks <ul style="list-style-type: none"> <li>Objective of this meeting (private sector delegate orientation)</li> <li>Overview of ARISE</li> </ul>	Robert Glasser, Special Representative of the UN Secretary-General for Disaster Risk Reduction, Co-Chair ARISE
<b>Part 1: Expectations towards the private sector</b> Led by: Aris Papadopoulos		
13:45 (5 min)	<b>Purpose and expected outcome of Part 1</b> <ul style="list-style-type: none"> <li>Listening to, and understanding, expectations by governments</li> <li>Dialogue with government and key stakeholders</li> </ul>	Aris Papadopoulos, Chairman STET, Board member ARISE
13:50 (10 min)	Sendai Framework and the SDGs	Jesús González Arellano, Partner-Corporate Governance, Risk Management and Sustainability. KPMG México & President, Global Compact Mexico
14:00 (10 min)	Public Private Partnership for comprehensive risk management <ul style="list-style-type: none"> <li>Examples about private sector participation</li> <li>How Mexico encourages private sector participation to develop resilient communities</li> <li>How the Mexican System of Civil Protection works</li> </ul>	Luis Felipe Puente, National Coordinator of Civil Protection, Mexico (Confirmed)
14:10 (10 min)	Private Sector Engagement and the MIKTA (Mexico, Indonesia, the Republic of Korea, Turkey, and Australia) cooperation scheme	Mark Croweller, AFSM, Director General, Emergency Management, Australia
14:20 (5 min)	Sendai Framework and expectations towards the private sector in addressing rising economic loss	Shoko Arakaki, Chief - Partnerships, UNISDR
14:25 (10 min)	The Disaster Risk-Integrated Operational Risk Model	Leo Abruzzese, Global Director of Public Policy, EIU
14:35 (20 min)	Discussion and Q&A	-
14:55 (5 min)	Meeting the expectations: example from Mexico	Nicholas Mariscal, Chairman Marhnos, Member ARISE
14:50 (5 min)	Wrap-up of Part 1	Aris Papadopoulos
15:05 (5 min)	Coffee Break	-
<b>Part 2: Communicating private sector action to governments and stakeholders at GP17</b> Led by: Sandra Wu		
15:10 (5 min)	<b>Purpose and expected outcome of Part 2</b> <ul style="list-style-type: none"> <li>Discuss and understand ARISE Joint Position paper</li> <li>Introduce ARISE &amp; encourage new membership</li> </ul>	Sandra Wu, Chairperson and CEO Kokusai Kogyo, Board member ARISE
15:15 (5 min)	Overview of ARISE evolution: from input to implementation	Yoshiko Abe, Sustainability Strategist Kokusai Kogyo, Member ARISE
15:20 (20 min)	ARISE Joint Position paper for GP17 <ul style="list-style-type: none"> <li>Create common perspective within stakeholder group</li> <li>Show, by example, concrete input</li> <li>Notify non-ARISE stakeholders of topics that have been introduced into high-level sessions (e.g. Leaders' Forum)</li> </ul>	Simon Clow, Group Head of Stakeholder Engagement AXA Group, Member ARISE
15:40 (10 min)	Projects and action via global collaboration: ARISE Themes <ul style="list-style-type: none"> <li>Local action on Themes - example from the Philippines (5 min)</li> <li>Global action on Themes - example from logistics sector (5 min)</li> </ul>	Hans Sy, President SM Prime, Board member ARISE Ed Martinez, President, The UPS Foundation, Board member ARISE
15:50 (10 min)	Action at the regional and local level: ARISE Networks <ul style="list-style-type: none"> <li>Overview drawing on US Chapter organizational meeting (5 min)</li> <li>Tour de table of ARISE Networks (5 min)</li> </ul>	Aris Papadopoulos & Network organizers present
16:00 (25 min)	Discussion & Q&A <ul style="list-style-type: none"> <li>Call for additional action examples from participants present</li> <li>Strategy planning - decide what points may be made from the floor, and by whom, in Plenaries and Special Sessions</li> </ul>	-
16:25 (5 min)	Wrap-up of Part 2	Sandra Wu
16:30 (5 min)	Coffee Break	-
16:35 (5 min)	Logistics and invitations <ul style="list-style-type: none"> <li>Private Sector Side Events, ARISE Booth, Risk Award, Reception</li> </ul>	Kiki Lawal, Business Partnerships UNISDR
16:40 (10 min)	AOB open to all participants	-
16:50 (5 min)	Closing remarks	Kirsi Madi, Director UNISDR

**Detailed programmes for selected private sector events (cont.)**

24 May 2017  
13:30-14:25, Arena F

ARISE/Side Event

**‘Implementing the Sendai Framework through cross-sectoral collaboration – the Private Sector Alliance for Disaster Resilient Societies (ARISE)’s innovative approach to building resilience’**

**Implementing the Sendai Framework through cross-sectoral collaboration – ARISE’s innovative approach to building resilience**

Wednesday, 24 May 2017  
13:30-14.25 Arena F



The session will present three of ARISE’s best practices as tangible and impactful examples of businesses driving disaster risk-sensitive investment and how public private and multi-stakeholder collaborations can generate improved disaster risk reduction and resilience outcomes at the regional and local levels .

**1 The Disaster Risk-Integrated Operational Risk Model**  
implemented jointly by the Economist Intelligence Unit (EIU) and UNISDR



A risk assessment model that integrates disaster and operational risks into EIU risk analyses. The model looks at policies, regulations, institutions, and the broader business operating environment in 20 pilot countries, and is an important step towards allowing businesses to gain an enhanced understanding of disaster risk in the context of business planning and disaster risk-sensitive investment decisions.

*(Featured here in Nov 2016: <https://www.unisdr.org/archive/51073>)*

**2 SME Training with UNISDR Disaster Resilience Scorecard**  
implemented jointly by AECOM and the City of New Orleans



Disaster Resilience of Small to Mid-Size Businesses on New Orleans Historic Corridors

The project builds on the lessons learnt from Hurricane Katrina to improve preparedness and resilience of small businesses in the City of New Orleans. AECOM and the City of New Orleans conducted a comprehensive survey and training of 200+ businesses to enable them to enhance their disaster resilience.

*(Featured here in Sep 2016: <https://www.unisdr.org/archive/50163>)*

**3 SM Cares Haiyan Housing Project and Build Back Better**  
implemented jointly by SM Prime & private sector partners with Local Government



The project focuses on DRM strategies, urban risk reduction and resilience. To avoid future damage similar to the ones caused by typhoon Haiyan, villages in the Philippines are being rebuilt using Build Back Better principles with the aim to make them disaster resilient to withstand future typhoons.

*(Featured here in Nov 2016: <http://www.unisdr.org/archive/50941>)*

**Join us in a highly interactive session right before the Opening Ceremony!**  
Organized by the UNISDR Private Sector Alliance for Disaster Resilient Societies (ARISE)

## Detailed programmes for selected private sector events (cont.)

24 May 2017  
16:15-17:45, Arena E

**Working Session**

**'Private Sector's Engagement In Disaster Risk Reduction'**

### **Working Session 'Private Sector's Engagement In Disaster Risk Reduction'**

#### ***What gaps need to be addressed?***

Today's economics and investment decisions in many businesses and public institutions encourage more risk-taking. In order to reduce risks and build resilience, a broader approach to value creation that addresses the underlying drivers of risk in both the private and public sectors is required. Public and private investments continue to drive an accumulation of disaster risks, for example where factories are built and how supply chains are dispersed.

To address these underlying drivers of risk and enable resilient development and growth, the risk of disasters needs to be factored into investment decisions. Indeed investments in risk reduction actually benefits business with better financial results and increase in corporate value.

There is a gap not only in understanding of but also incentives for risk-informed and resilient investment. There are examples now coming forward like low interest loans for businesses that undertake disaster risk reduction type investments or tax incentives for those who build resilient products and services.

There is also a gap in thinking and approach to the means to create the right enabling environment for resilient investment. Much disaster risk reduction work focuses on exposed and vulnerable geographic areas (highly exposed coastlines for example) when there is a stronger case to take an industry-wide approach for example across the construction or the tourism industries. Another means is to use technology (early warning systems, information exchange) in a much more systematic way across industries. Moreover, to date, businesses and investors have not been sufficiently included in the disaster risk reduction activities at the national level. There are still few multi-sector national plans with private sector representation.

Finally, there is a gap in how to measure progress and promote accountability. Indicators that capture the share of resilient investment and/or degrees of risk-sensitivity of investments will be a key component to assess both current and future states of resilient investments, and to measure progress in both the private and public sector, and of public-private collaboration. To date, the indicator development process has not incorporated private sector needs sufficiently, a gap which the session aims to address.

#### ***Format***

Panel discussion followed by interactive guided discussion

#### ***Speakers (subject to change)***

##### **CHAIRS:**

Government:

- H.E. Mr. Soltan bin Saad AL-MURAIKHI, State Minister for Foreign Affairs, Qatar (Confirmed)

Stakeholders:

- Mr. Eduardo Martinez, President, The UPS Foundation (Confirmed)

##### **SPEAKERS:**

- Mr. Jesús González Arellano, Partner-Corporate Governance, Risk Management and Sustainability. KPMG México & President, Global Compact Mexico (Confirmed)
- Mr Mark Crosweller AFSM, Director General, Emergency Management Australia (Confirmed)
- Ms. Chloe Demrovsky, Executive Director, Disaster Recovery Institute International (TBC)
- Mr. Dale Sands, Senior Vice President & Global Practice Director (Confirmed)
- Mr. Daniel Stander, Global Managing Director, RMS (Confirmed)

##### **DISCUSSANTS:**

- Ms Morika Young, Chair, Fiji Business Disaster Resilience Council (Confirmed)

## UNISDR Private Sector Alliance for Disaster Resilient Societies (ARISE)

ARISE is UNISDR's private sector initiative. Its goal is to bring business together with the public sector and other stakeholders, to encourage partnerships and knowledge-sharing, and to help deliver on the objectives of the Sendai Framework for Disaster Risk Reduction. ARISE has more than 140 members companies – from around the world. ARISE works through a number of national and regional chapters; the most recent, in Canada, was launched in March this year. ARISE members are currently working on seven work themes, including disaster risk management, investment metrics, benchmarking and standards, education and training, legal and regulatory, urban risk reduction & resilience, and insurance. All ARISE members have signed up to five basic commitments in support of the Sendai Framework:

- To raise awareness with respect to disaster risk and mobilization of the private sector
- Exercise influence in their respective spheres of expertise
- Share knowledge and bring in expertise of the private sector
- Be a catalyst to generate innovation and collaboration
- Implement tangible projects and activities to achieve the targets of the Sendai Framework.

ARISE has representation across different sectors of the economy. Each of these sectors has a contribution to make to disaster risk reduction, depending on its areas of activity, its products and services and its knowledge and expertise.

ARISE put forward a Private Sector Joint Position Paper / ARISE Manifesto for Action (see next page) with its proposal for reforms allowing the private sector and governments to better collaborate to build resilient societies.

## UNISDR Private Sector Representation & ARISE Focal Point

### UNISDR Private Sector Focal Point & ARISE Coordinator



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Private Sector Joint Position Paper / ARISE Manifesto for Action (*abridged version*)



Global Platform for  
Disaster Risk Reduction

22-26 May 2017 - Cancun, Mexico

## Business for Resilience

*ARISE is the private sector initiative of the UN Office for Disaster Risk Reduction (UNISDR). Its main role is to mobilize business in support of the goals of the 2015 Sendai Framework. This is **ARISE's manifesto for action for the 2017 Global Platform** in Cancun, Mexico.*

### Executive summary

### OUR KEY MESSAGES

- Recent years have seen a significant increase in disasters; economic losses from disaster are now running at close to \$300 billion a year with this being a very conservative estimate. Urbanization is adding to this risk – by concentrating populations and economic activities.
- These rising losses are putting severe strain on public finances and, in many countries, acting as a brake on economic and social development.
- To tackle this issue, businesses are ready to work with governments, civil society and other stakeholders.
- As part of their corporate social responsibility and going concern, businesses today already invest for the safety and protection of people and communities. However, more longer-term, transformational investment is needed to further reduce risk and build greater resilience.
- For business to play its role fully in this, it needs the right environment – it needs policies, rules and regulations that support private sector investment and innovation over the long term.
- Business investment in resilience must be part of a comprehensive approach – that assesses all forms of risk, across public and private sectors, and emphasizes the importance of risk reduction, as well as disaster insurance.

This manifesto sets out 8 key proposals for reform – which, if adopted, we believe will enable business to play its role fully in helping reduce risk and build resilience to future disasters:

- **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 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. As well as protecting life and property, investing in resilience, as far as possible should make good economic sense.
- **Take a more integrated approach to upgrading key infrastructure and give local authorities more say over policy** – so that money and other resources can be focused on priority areas.
- **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 pro-resilience policies will be much less effective.
- **Harness the potential of data and technology** to ensure effective implementation of resilience and risk reduction measures.

## Introduction: *Increasing disaster risk*

In recent years, we've seen a sharp increase in disasters, both in their frequency and their severity. According to UNISDR, economic losses from disasters currently average close to \$300 billion a year<sup>1</sup>. With climate change, this trend is likely to continue, or possibly worsen, in the years ahead. 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.

Growing urbanization is effectively adding to this risk, by concentrating populations and economic value. By 2030 – the end of the period covered by the *Sendai Framework on Disaster Risk Reduction* – six in every ten people will live in cities. According to the World Bank, cities already generate 80% of global GDP. Urban investment will continue to rise sharply during the Sendai period; much of this investment will be in private housing, planned and unplanned.

In many countries, current measures do not go far enough to protect people, property, services or vital infrastructure, such as hospitals, schools, bridges and roads etc. As a result, many local populations struggle to recover from disaster. These vulnerable populations tend to be larger in developing countries, but it's clear significant vulnerable populations also exist within highly-developed economies.

The international community clearly recognizes the importance of these issues. Disaster risk reduction is at the heart not only of the Sendai Framework, but also the *UN Sustainable Development Goals*, the recent *Paris Agreement on Climate Change* and the *New Urban Agenda*, agreed last year at Habitat III in Quito. The Global Platform meeting in Cancun, Mexico, provides an ideal opportunity to increase cooperation in disaster risk reduction.

As members of ARISE, we believe the private sector has an important role to play alongside government and civil society. This manifesto sets out a series of proposals which, if adopted, we believe would help reduce the impact of disasters and help protect our populations and economies.

## Position and role of the private sector

Businesses themselves face a number of threats from disaster. These include storms, hurricanes and earthquakes, as well terrorism and the longer-term effects of climate change. Such disasters may damage business operations, disrupt local, national and global supply chains or, of course, put the lives and well-being of employees and customers at risk. Businesses must meet the costs of their own recovery and reconstruction. Disasters may also bring longer-term consequences – especially if a business is forced to relocate, or adapt to more structural changes in the market for its products or services as a result of social or economic dislocation. Businesses are also fragile – particularly smaller businesses. Even a few days' disruption can cause cash flow problems or even closure; this has repercussions for employees, customers and suppliers. As a result, businesses increasingly recognize the importance of incorporate resilience and disaster risk reduction into both their operating models and their day-to-day decision making.

Businesses are vital to national and regional economies, not only as providers of products and services, but also as employers and investors. Often, smaller countries are dependent on a single business sector; in many smaller island states, for example, tourism accounts for as much as a third

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<sup>1</sup> Despite reductions in mortality, expected average annual losses worldwide from earthquakes, tsunamis, tropical cyclones and river flooding are now estimated at \$314 billion in the built environment alone. See UNISDR Global Assessment Report on Disaster Risk Reduction (GAR15): [http://www.preventionweb.net/english/hyogo/gar/2015/en/gar-pdf/GAR2015\\_EN.pdf](http://www.preventionweb.net/english/hyogo/gar/2015/en/gar-pdf/GAR2015_EN.pdf).

of the national economy. Consequently, businesses have a direct influence on a country's ability to absorb disaster – to return to normal after the shock of an earthquake, flood or tropical storm. Given the right environment, businesses can be part of the solution in helping reduce risk and build resilience in a number of ways:

- As providers of products and services to individuals, other businesses and to governments. These products and services cut across all sectors of the economy. They include building materials, manufacturing, utilities, insurance and other financial services, transport, consulting & advisory, and tourism.
- As employers – through training and education programmes for a business' own workforce. These programmes may be directly in support of government initiatives. With larger companies, such programmes may reach a sizable number of people across different countries, or a high concentration of people within a particular area.
- As managers and customers – by taking measures that reduce risk and help a business' facilities return to production more quickly after disaster. This may also apply to a business' supply chain where it can expand best practice to other companies and SMEs. Many retail companies, for example, have excellent models for supply chain resilience. In the southern US, warnings of hurricanes trigger pre-shipment of building materials and generators to affected zones.
- As investors – both in new, innovative solutions and technologies, and in resilient infrastructure. Solutions could include monitoring /early warning systems, for example, or innovative engineering design. Greater use could be made of the private sector's access to data or technology that allows detailed disaster risk mapping. With infrastructure, there is need for considerable additional investment in the years ahead – particularly in resilient housing (housing, typically, bears a significant share of the economic losses in any given disaster).

## Working together to tackle disaster risk

We can tackle the rising costs of disaster – but, to do so, we need business and government to work closely together. We need to create the right environment for investment and innovation, and for that investment and innovation to reach the scale required to meet increasing levels of disaster risk. This means working and acting together, as a matter of priority, in three key areas:

### 1) **To set out a clear, stable and effective policy framework that incentivizes long-term business investment in risk reduction and resilience.**

To invest in resilience, business needs the right public policies. Rules and regulations should promote long-term investment; they should ensure that, as well as protecting life and property, investing in resilience, as far as possible, makes good economic sense. These public policies include building codes, urban planning, rules on land use, tax policies etc. In certain circumstances, we believe, governments should consider tax or other financial benefits. Regulations should not, inadvertently, increase risk or promote unsustainable solutions, as is sometimes the case. Regulations should also be stable over time and 'enforceable' – important if we are to secure long-term investment (especially in areas such as infrastructure). ARISE members are ready to work with governments and other stakeholders to address possible barriers to investment in current laws and regulations. Governments, in turn, have a role in ensuring effective compliance.

### 2) **To take a comprehensive approach to managing disaster risk that prioritizes, where possible, risk prevention and mitigation.**

To reduce risk effectively, we need an approach that takes in all policy options – from risk prevention /mitigation to risk transfer or insurance. Such an approach begins with a comprehensive risk assessment that allows both public and private sectors to determine first *what*, and *how much*, risk can be reduced (or prevented altogether) through targeted



structural reforms. This risk assessment must cover different disaster scenarios, as well as the possibility of systemic risk (the risk that a single disaster may trigger a series of other events, including implications for public health). Both governments and businesses should also be aware that policy responses are interconnected – an effective government protection programme, for example, will inevitably reduce demand for private insurance and leave government carrying the risk; by the same token, insurance needs to be priced in a way that incentivizes risk prevention and mitigation. Business can support government and other stakeholders in this approach *before, during and after* a disaster – and should be involved from the earliest stage of preparation and policy-making through to post-disaster recovery and reconstruction.

**3) To raise public awareness of the importance of disaster risk reduction.**

Without this awareness and education, risk reduction and resilience policies will be much less effective. Governments can help through public education and engagement programmes, for example – and by setting clear targets, or sharing knowledge and expertise with other organizations in both business and civil society. Businesses can also support initiatives, through training and education for their own employees, suppliers, customers and other stakeholders.

**ARISE proposals for reform**

We share the same goals as government. We support the objectives of the *Sendai Framework* and the *UN Sustainable Development Goals*. We want to prevent risk, reduce losses from disaster and help communities rebuild and recover quickly and effectively. As members of ARISE, we’re setting out proposals for reform (below) which, if part of a comprehensive approach and supported by government, we believe, will bring about greater cooperation and help incentivize long-term private sector investment in resilience and disaster risk reduction:

*(Abridged version - see full document for action points, case studies by sector)*

<b>Apply the Build Back Better principle to all aspects</b> of planning, development, recovery and reconstruction – from building codes to government tenders and contracts.
<b>Create incentives for businesses to invest</b> in risk reduction and resilience. At the same time, remove legal and other regulatory barriers that prevent such investment or, worse, drive continued low-resilience investment.
<b>Take a more integrated approach to upgrading key infrastructure and give local authorities more say over policy</b> – so that money and other resources can be focused on priority areas.
<b>Involve businesses before, during and after disasters</b> – to ensure private resources and expertise are mobilized in support of effective disaster risk management.
<b>Promote the benefits of resilience to consumers and extend education and professional training</b> to help increase public awareness. Without this awareness, risk reduction and pro-resilience policies will be much less effective.
<b>Harness the potential of data and technology</b> to ensure effective implementation of resilience and risk reduction measures.

## (Draft) Private Sector Stakeholder Official Statement

[Ladies and gentlemen, good morning.]

I am here today to represent ARISE – the private sector initiative of the UN Office for Disaster Risk Reduction. I'd like to thank you, first of all, for giving me the opportunity of speaking here this morning on behalf of ARISE and, more broadly, of the private sector.

ARISE has more than 140 member companies from around the world, and from every sector of the economy. Among our members, we have manufacturers, energy companies, transport & logistics groups, financial services, construction companies and tour operators – all working in support of the objectives of the Sendai Framework.

The breadth of our membership, I think, demonstrates the importance of this issue to the private sector – and the willingness of ARISE, in particular, to engage with governments and other stakeholders to bring forward new approaches and new solutions.

Business is ready to help; we're ready to work with governments and other organizations. Businesses are part of the very fabric of our communities – as places of work, as suppliers and investors. Faced with increasing disaster risk, we cannot afford to simply stand by and do nothing.

In recent years, as you know, disasters have become more frequent and more severe. According to the UNISDR, disasters currently cost our economies approximately \$300 billion a year. To put this in perspective – that is more than ten times the amount spent each year on international humanitarian aid .

From an economic viewpoint, these losses put strain on our public finances. They destroy jobs and livelihoods. They disrupt business. They act as a brake on long-term economic development, particularly in countries most at risk. And urbanization, of course, is adding to these risks – by concentrating both populations and economic value. Cities already generate 80% of the world's GDP; many of the largest and the fastest-growing are vulnerable to disaster, often because they're located on the coast or close to geological fault-lines.

It's clear, given the scale of the issue confronting us, that the public and private sectors must find ways of working, and acting, together.

Together, we need to lower risk; we need to reduce the impact of future disasters, and build in greater resilience. So when disaster happens, our schools and hospitals, our businesses – our economies – can get back on their feet as quickly and effectively as possible.

So, how can business help? What resources or expertise do we have?

Let me give a few examples. We're experts in supply chain management. We build. We invest. We lend money. We provide energy. We manage key infrastructure. We provide protection through insurance.

When new houses are built, for example, it's ordinary businesses generally that supply the materials. That finance reconstruction. That connect up the electricity, telephone, and internet.

In effect, business acts as a catalyst. By providing products and services that help reduce risk – by investing in the right projects and the right infrastructure – by working with our

suppliers and partners, including those in government – businesses can begin to build resilience into our economies.

Business is ready to help, but it can't do this on its own. It needs the support of government – certainly at the scale which will be required.

Most of all, it needs clear, stable and effective public policies.

- A building code, for example, that upholds minimum standards of resilience
- Financial rules that incentivize long-term investment in resilient infrastructure
- Laws on urban planning and land use that ensure disaster risk is taken into account when decisions are made.

Regulations, in other words, that will reduce losses from future disasters and help protect people and property.

Where possible, resilience should also make economic sense – for both businesses and consumers. Without this, investment in products and services, in new solutions and new infrastructure, will be too little, too late.

Government can help by mobilizing people, and raising awareness. But its most important role, we believe, is in putting the right policies in place. And making sure they are properly and effectively enforced.

Over the past few weeks, as members of ARISE, we've put together a document – Business for Resilience – which sets out our position. How we think business can help. And what we need from you, from government, to play our role to the full. If you'd like to discuss our proposals in greater depth, of course, we'd be very happy to do so.

If I had one request to make this morning, it would be this: take the opportunity to involve business in all aspects of planning, recovery and reconstruction. In all aspects of risk management. Work closely with us before, during and after disaster. We have valuable resources and expertise – but, to mobilize them effectively, we need government. In this, government and business have a common goal. To achieve what we both want to achieve, we must work and act together.

# AGENDA

## 2017 Global Platform for Disaster Risk Reduction

22 May	23 May	Wednesday 24 May	Thursday 25 May	Friday 26 May
<p>Registration 7:30 - 18:00</p> <p>Ignite Stage Setup 9:00 - 19:00</p> <p>Consultation Day 14:00 - 19:00</p>	<p>Registration 7:30 - 18:00</p> <p>Market Place Setup 9:00 - 19:00</p> <p>Ignite Stage Setup 9:00 - 19:00</p> <p>Market Place 10:00 - 18:30</p> <p>Consultation Day 8:00 - 19:00</p>	<p>Market Place 10:00 - 18:30</p> <p>Official Statements - Arena D</p> <p><b>Working Session</b> Private Sector Engagement Arena E 16:15 - 17:45</p> <p><b>Risk Award Ceremony</b> Arena E 17:45 - 18:15</p> <p><b>Side Events *</b> 17:50 - 18:45</p> <p><b>Working Session</b> Risk Information &amp; Loss Databases Arena F 16:15 - 17:45</p> <p><b>Leaders Forum</b> (by invitation) 16:15 - 18:45</p> <p><b>Opening Ceremony</b> Arena A - 15:00 - 16:00</p> <p><b>Lunch</b> Arena H 13:30 - 14:25</p> <p><b>Side Events *</b> 13:30-14:25</p> <p><b>Working Session</b> International Cooperation Arena E 11:45-13:15</p> <p><b>Working Session</b> Risk Insurance Arena H 11:45 - 13:15</p> <p><b>Working Session</b> Sendai Framework Monitor Consultation Arena F 10:00 - 11:30</p> <p><b>Special session</b> Build Back Better &amp; Preparedness Arena A 10:00 - 11:30</p> <p><b>Welcome Plenary Session</b> - Arena A - 9:30 - 9:45</p>	<p>Market Place 9:00 - 18:30</p> <p>Ignite Stage 9:00 - 18:30</p> <p>Field Visits (Tbd) 9:00 - 18:30</p> <p>Official Statements - Arena D</p> <p><b>Working Session</b> Science &amp; technology Arena E 11:15 - 12:45</p> <p><b>Working Session</b> Local Authorities Arena F 11:15 - 12:45</p> <p><b>Working Session</b> Community Resilience Arena A 11:15 - 12:45</p> <p><b>Side Events *</b> 13:00 - 13:55</p> <p><b>Lunch</b> Arena H 13:00 - 14:55</p> <p><b>Side Events *</b> 14:00 - 14:55</p> <p><b>Plenary</b> Reducing Vulnerability of Countries in Special Situations Arena A 15:00 - 17:00</p> <p><b>Working Session</b> DRR Governance Arena E 17:00 - 18:30</p> <p><b>Working Session</b> Ecosystems protection, mgmt and resilient agriculture Arena A 17:00 - 18:30</p> <p><b>Working Session</b> Inclusive &amp; people centered DRR Arena A 17:00 - 18:30</p> <p><b>Sasakawa Award Ceremony</b> - Arena E 18:30 - 19:00</p> <p>Reception by Quintana Roo 19:15 - 20:15</p>	<p>Market Place 9:00 - 17:00</p> <p>Ignite Stage 9:00 - 17:00</p> <p>Field Visits (Tbd) 9:00 - 17:00</p> <p>Official Statements - Arena D</p> <p><b>Working Session</b> Cultural Heritage &amp; Indigenous Knowledge Arena E 11:15 - 12:45</p> <p><b>Working Session</b> Land Use &amp; Spatial Planning Arena F 11:15 - 12:45</p> <p><b>Working Session</b> Health &amp; DRR Arena A 11:15 - 12:45</p> <p><b>Lunch</b> Arena H 13:00 - 13:55</p> <p><b>Side Events *</b> 13:00 - 13:55</p> <p><b>Plenary</b> Coherence with the 2030 Agenda for Sustainable Development Arena A 14:00 - 16:00</p> <p><b>Side Events *</b> 16:00 - 16:55</p> <p><b>Closing Ceremony</b> Arena A - 17:00 - 17:45</p> <p><b>Plenary</b> Sendai Framework Monitoring Arena A 9:00 - 11:00</p>

\* rooms to be confirmed



22-26 May 2017 - Cancun, Mexico

From Commitment to Action

## Attachment

# Private Sector Joint Position Paper ARISE Manifesto for Action



Global Platform for  
Disaster Risk Reduction  
22-26 May 2017 - Cancun, Mexico

## Business for Resilience

*ARISE is the private sector initiative of the UN Office for Disaster Risk Reduction (UNISDR). Its main role is to mobilize business in support of the goals of the 2015 Sendai Framework. This is **ARISE's manifesto for action for the 2017 Global Platform** in Cancun, Mexico.*

### Executive summary OUR KEY MESSAGES

- Recent years have seen a significant increase in disasters; economic losses from disaster are now running at close to \$300 billion a year with this being a very conservative estimate. Urbanization is adding to this risk – by concentrating populations and economic activities.
- These rising losses are putting severe strain on public finances and, in many countries, acting as a brake on economic and social development.
- To tackle this issue, businesses are ready to work with governments, civil society and other stakeholders.
- As part of their corporate social responsibility and going concern, businesses today already invest for the safety and protection of people and communities. However, more longer-term, transformational investment is needed to further reduce risk and build greater resilience.
- For business to play its role fully in this, it needs the right environment – it needs policies, rules and regulations that support private sector investment and innovation over the long term.
- Business investment in resilience must be part of a comprehensive approach – that assesses all forms of risk, across public and private sectors, and emphasizes the importance of risk reduction, as well as disaster insurance.

This manifesto sets out 8 key proposals for reform – which, if adopted, we believe will enable business to play its role fully in helping reduce risk and build resilience to future disasters:

- **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.
- **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 pro-resilience policies will be much less effective.
- **Harness the potential of data and technology** to ensure effective implementation of resilience and risk reduction measures.

## Introduction: *Increasing disaster risk*

In recent years, we've seen a sharp increase in disasters, both in their frequency and their severity. According to UNISDR, economic losses from disasters currently average close to \$300 billion a year<sup>2</sup>. With climate change, this trend is likely to continue, or possibly worsen, in the years ahead. 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.

Growing urbanization is effectively adding to this risk, by concentrating populations and economic value. By 2030 – the end of the period covered by the *Sendai Framework on Disaster Risk Reduction* – six in every ten people will live in cities. According to the World Bank, cities already generate 80% of global GDP. Urban investment will continue to rise sharply during the Sendai period; much of this investment will be in private housing, planned and unplanned.

In many countries, current measures do not go far enough to protect people, property, services or vital infrastructure, such as hospitals, schools, bridges and roads etc. As a result, many local populations struggle to recover from disaster. These vulnerable populations tend to be larger in developing countries, but it's clear significant vulnerable populations also exist within highly-developed economies.

The international community clearly recognizes the importance of these issues. Disaster risk reduction is at the heart not only of the Sendai Framework, but also the *UN Sustainable Development Goals*, the recent *Paris Agreement on Climate Change* and the *New Urban Agenda*, agreed last year at Habitat III in Quito. The Global Platform meeting in Cancun, Mexico, provides an ideal opportunity to increase cooperation in disaster risk reduction.

As members of ARISE, we believe the private sector has an important role to play alongside government and civil society. This manifesto sets out a series of proposals which, if adopted, we believe would help reduce the impact of disasters and help protect our populations and economies.

## Position and role of the private sector

Businesses themselves face a number of threats from disaster. These include storms, hurricanes and earthquakes, as well terrorism and the longer-term effects of climate change. Such disasters may damage business operations, disrupt local, national and global supply chains or, of course, put the lives and well-being of employees and customers at risk. Businesses must meet the costs of their own recovery and reconstruction. Disasters may also bring longer-term consequences – especially if a business is forced to relocate, or adapt to more structural changes in the market for its products or services as a result of social or economic dislocation. Businesses are also fragile – particularly smaller businesses. Even a

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<sup>2</sup> Despite reductions in mortality, expected average annual losses worldwide from earthquakes, tsunamis, tropical cyclones and river flooding are now estimated at \$314 billion in the built environment alone. See UNISDR Global Assessment Report on Disaster Risk Reduction (GAR15): [http://www.preventionweb.net/english/hyogo/gar/2015/en/gar-pdf/GAR2015\\_EN.pdf](http://www.preventionweb.net/english/hyogo/gar/2015/en/gar-pdf/GAR2015_EN.pdf).

few days' disruption can cause cash flow problems or even closure; this has repercussions for employees, customers and suppliers. As a result, businesses increasingly recognize the importance of incorporating resilience and disaster risk reduction into both their operating models and their day-to-day decision making.

Businesses are vital to national and regional economies, not only as providers of products and services, but also as employers and investors. Often, smaller countries are dependent on a single business sector; in many smaller island states, for example, tourism accounts for as much as a third of the national economy. Consequently, businesses have a direct influence on a country's ability to absorb disaster – to return to normal after the shock of an earthquake, flood or tropical storm. Given the right environment, businesses can be part of the solution in helping reduce risk and building long-term resilience:

- As providers of products and services to individuals, other businesses and to governments. These products and services cut across all sectors of the economy. They include building materials, manufacturing, utilities, insurance and other financial services, transport, consulting & advisory, and tourism.
- As employers – through training and education programmes for a business' own workforce. These programmes may be directly in support of government initiatives. With larger companies, such programmes may reach a sizable number of people across different countries, or a high concentration of people within a particular area.
- As managers and customers – by taking measures that reduce risk and help a business' facilities return to production more quickly after disaster. This may also apply to a business' supply chain where it can extend best practice to other companies and SMEs. Many retail companies, for example, have excellent models for supply chain resilience. In the southern US, warnings of hurricanes trigger pre-shipment of building materials and generators to affected zones.
- As investors – both in new, innovative solutions and technologies, and in resilient infrastructure. Solutions could include monitoring /early warning systems, for example, or innovative engineering design. Greater use could be made of the private sector's access to data or technology that allows detailed disaster risk mapping. With infrastructure, there is need for considerable additional investment in the years ahead – particularly in resilient housing (housing, typically, bears a significant share of the economic losses in any given disaster).

## **Working together to tackle disaster risk**

We can tackle the rising costs of disaster – but, to do so, we need business and government to work closely together. We need to create the right environment for investment and innovation, and for that investment and innovation to reach the scale required to meet increasing levels of disaster risk. This means working and acting together, as a matter of priority, in three key areas:

### **1) To set out a clear, stable and effective policy framework that incentivizes long-term business investment in risk reduction and resilience.**

As far as possible, public policies should promote long-term investment in resilience. Businesses already invest to protect their employees, their premises and local communities. But public policies should incentivize businesses to go further – and turn resilience into a genuine competitive advantage. Resilience and disaster risk reduction



should be built into public policies (including building codes, urban planning, rules on land use, tax policies etc.) In certain circumstances, we believe, governments should consider tax or other financial benefits. Regulations should not, inadvertently, increase risk or promote unsustainable solutions, as is sometimes currently the case. Regulations should also be stable over time and ‘enforceable’ – important if we are to secure long-term investment (especially in areas such as infrastructure). ARISE members are ready to work with governments and other stakeholders to address possible barriers to investment in current laws and regulations. Governments, in turn, have a role in ensuring effective compliance.

**2) To take a comprehensive approach to managing disaster risk that prioritizes, where possible, risk prevention and mitigation.**

To reduce risk effectively, we need an approach that takes in all policy options – from risk prevention /mitigation to risk transfer or insurance. Such an approach begins with a comprehensive risk assessment that allows both public and private sectors to determine first *what*, and *how much*, risk can be reduced (or prevented altogether) through targeted structural reforms. This risk assessment must cover different disaster scenarios, as well as the possibility of systemic risk (the risk that a single disaster may trigger a series of other events, including implications for public health). Both governments and businesses should also be aware that policy responses are interconnected – an effective government protection programme, for example, will inevitably reduce demand for private insurance and leave government carrying the risk; by the same token, insurance needs to be priced in a way that incentivizes risk prevention and mitigation. Business can support government and other stakeholders in this approach *before, during* and *after* a disaster – and should be involved from the earliest stage of preparation and policy-making through to post-disaster recovery and reconstruction.

**3) To raise public awareness of the importance of disaster risk reduction.**

Without this awareness and education, risk reduction and resilience policies will be much less effective. Governments can help through public education and engagement programmes, for example – and by setting clear targets, or sharing knowledge and expertise with other organizations in both business and civil society. Businesses can also support initiatives, through training and education for their own employees, suppliers, customers and other stakeholders.

### **ARISE proposals for reform**

We share the same goals as government. We support the objectives of the *Sendai Framework* and the *UN Sustainable Development Goals*. We want to prevent risk, reduce losses from disaster and help communities rebuild and recover quickly and effectively. As members of ARISE, we’re setting out proposals for reform (below) which, if part of a comprehensive approach and supported by government, we believe, will bring about greater cooperation and help incentivize long-term private sector investment in resilience and disaster risk reduction:

<p><b>Apply the Build Back Better principle to all aspects of planning, development, recovery and reconstruction – from building codes to government tenders and contracts.</b></p>	<ul style="list-style-type: none"> <li>• Rebuilding communities to pre-disaster standards is simply not good enough; it exposes these communities to continued losses from future disasters. Over time, Build Back Better saves money; a recent study in Queensland showed that, over a ten-year period, Build-Back-Better projects would save, through lower economic losses, approximately eight times the amount initially invested.</li> <li>• Where possible, <b>the Build Back Better principle should be applied both before and after disaster to all aspects of planning, recovery and reconstruction.</b> Build Back Better should be incorporated into government (re)building permits (allowing fast-tracking of projects that reduce risk and promote resilience). Similar requirements should also be built into government tenders and contracts for new housing and infrastructure; this should also apply to (re)construction funded by the UN. The construction industry should work closely with insurers to define minimum Build Back Better standards and extend the ‘insurability’ of housing and other key infrastructure. Insurance pricing should support Build Back Better by rewarding resilience and risk prevention, and reducing overall insurance costs, where possible, for lower-risk homes. <b>Build Better From the Start</b> is an important extension of the Build Back Better principle: communities that wait for disaster to develop tougher standards often find themselves hamstrung by tremendous post-disaster pressures; standards should be developed and implemented ahead of disasters.</li> </ul>
<p><b>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.</b></p>	<ul style="list-style-type: none"> <li>• <b>Governments should look at specific incentives, particularly to encourage investment in resilient housing and new, more disaster-resilient technologies.</b> These may include tax breaks – or faster approval processes, as well as enforcing minimum standards in construction, land use etc. Such incentives should also be built into pre-disaster agreements with businesses (see below). At the same time, governments should remove legal and regulatory barriers that prevent such investment or, worse, drive continued ‘low-resilience’ investment. This may mean a trade-off with other benefits (including economic development, job creation, extension of tax base etc.)</li> <li>• <b>Regulators should also look at removing barriers to expanding insurance against disaster risk, particularly in vulnerable and low-income communities.</b> Governments, we believe, should support the InsuResilience target of 400 million people in emerging markets covered by disaster insurance by 2020, and consider setting a new target for 2030, in line with the period of the Sendai Framework. To reach this objective, governments could consider different solutions, including micro and index-based insurance.</li> <li>• <b>Governments and business should work together to increase resilience among small and medium-sized enterprises.</b> SMEs are the backbone of most economies, but often lack resources to make necessary changes. Businesses should do more to share knowledge and skills; and governments, we believe, should include SMEs in new, pro-resilience incentives.</li> <li>• <b>Financial services companies and government could help increase resilience by fast-tracking loans for home improvements or offering lower interest rates on projects such as shatter-resistant windows in hurricane areas, more secure roofs or the use of fireproof materials. Lower interest rates could also be extended to new housing with better, built-in resilience.</b> In lower-income communities, these loans could come in the form of micro-financing; this would help build resilience and safeguard livelihoods. Investment must be mobilized for increased disaster-resilient housing and other properties in the years ahead. Governments and business should look at innovative financing options, including more public-private partnerships.</li> </ul>

<p><b>Take a more holistic and integrated approach to upgrading key infrastructure</b> by engaging key stakeholders at national, state and local levels to better address requirements and drive more resilient capital investments.</p>	<ul style="list-style-type: none"> <li>• <b>Business and government should work together to plan infrastructure upgrades.</b> Currently, upgrades of water, power, sanitation, telecoms, roads etc. are planned separately – because key infrastructure is often owned by different operators. Instead, we would like to see upgrades planned in an integrated way – to ensure resources are focused on priority areas. Efforts should also be made to protect natural eco-systems that help reduce risk and provide ‘natural resilience’.</li> <li>• <b>Engaging key stakeholders from national to local levels to better understand requirements is essential to establishing investments which are scale-able, disaster resilient and fit for purpose.</b> Leveraging insights and inputs from multiple sources early in the planning and design phase helps optimize the nature of infrastructure investment.</li> <li>• <b>Disaster risk management should also be included across all areas of government spending, rather than in a dedicated budget.</b> Standalone budgets tend to be inefficient and often lead to money being redirected to other uses.</li> </ul>
<p><b>Involve businesses before, during and after disasters</b> – to ensure private resources and expertise are mobilized in support of effective disaster risk management.</p>	<ul style="list-style-type: none"> <li>• <b>Businesses should also be included in pre-disaster planning;</b> the insurance industry, for example, has considerable expertise in risk modelling and scenario planning. The logistics industry, meanwhile, regularly analyzes supply chains and other processes and plays a pivotal role in supplying food, shelter and medical assistance in the aftermath of disaster. This business expertise, knowledge and best practice, we believe, could be better used, alongside government and civil society, to ensure a more coordinated emergency response and – importantly – to build organizational capacity before disaster strikes.</li> <li>• <b>Business and governments should have pre-disaster agreements on how to allocate critical materials, equipment and other resources in the wake of a disaster.</b> Currently, there are too many obstacles to business and government working together in disaster response, which means private resources are often under-utilized. Proper planning, as part of these agreements, would also help limit losses, and by including pre-agreements on pricing for vital services, businesses could concentrate on recovery.</li> <li>• <b>Cities, government, civil society and business should be encouraged to share knowledge and data, where possible.</b> This includes data models, forecasts and impact analysis, as well as providing ‘raw data’. Key areas would be urban planning, infrastructure and security (critical flows of materials /energy consumption etc.) The <i>UN City Disaster Resilience Scorecard</i> provides an overall assessment of resilience – and a platform for business and government to work together on possible solutions<sup>3</sup>. Similar scorecards could be developed in other areas – in tourism, for example.</li> <li>• <b>An international volunteer team should be set up to provide emergency assistance to tourist sites and resorts affected by disaster, and to begin work on recovery and reconstruction.</b> This team could be developed jointly in cooperation with international, regional and local tourist organizations.</li> </ul>
<p><b>Promote the benefits of resilience to consumers and extend education and professional training</b> to help increase public awareness. Without this</p>	<ul style="list-style-type: none"> <li>• <b>Business should do more to market the advantages of resilience to consumers.</b> More ‘resilient’ housing, particularly in vulnerable areas, helps protect families and possessions. In tourism, a ‘value proposition’ could be created – to attract tourists and visitors to ‘disaster-resistant’ sites and resorts (e.g. ‘monsoon-resistant hotels’, ‘resilient’ conference centres, beaches, zoos etc.)</li> </ul>

<sup>3</sup> The *UN City Disaster Resilience Scorecard* was developed with the support of IBM and Aecom. It’s recently been updated to include the UN’s local urban indicators. The latest edition will be unveiled in Cancun during the Global Platform meeting. More than 30 cities worldwide have completed the scorecard. The scorecard allows cities to track their performance over time and, more importantly, to identify priority areas for action and improvement. As members of ARISE, we encourage cities to use this scorecard.

<p>awareness, risk reduction and pro-resilience policies will be much less effective.</p>	<ul style="list-style-type: none"> <li>• <b>Current courses in emergency management usually cover the period during and immediately after a disaster; they should be extended to pre-disaster and longer-term post-disaster recovery.</b> Content can be developed for use in both the public and private sectors. Build Back Better /Build Better From the Start principles could also be included in university and college courses. In addition, government and business should support further engineering research, particularly into earthquake and flood risk, given the predominance of informal settlements in moderate-to-severe seismic and flood-prone areas. Business could also provide training to public sector professionals in disaster preparedness, risk management and business continuity (as well as universities and other stakeholders); this could be backed up by a certification process and in-person or online events.</li> </ul>
<p><b>Harness the potential of data and technology to ensure effective implementation of resilience and risk reduction measures.</b></p>	<ul style="list-style-type: none"> <li>• <b>ICT should play an important ‘enabling role’ in disaster risk reduction and resilience.</b> Among the priorities would be to allow better data-sharing, where possible, including energy flows, transport patterns and readings from building and infrastructure sensors (currently, building operation systems tend to work in isolation). Cities and government should take advantage of more systematic tools already developed by industry; these tools are designed to enhance resilience, improve planning, design and management of infrastructure, and protect urban software systems against security threats.</li> </ul>

## Appendix

### Role of ARISE (Private Sector Alliance for Disaster Resilient Societies)

ARISE is the UNISDR's private sector initiative. Its goal is to bring business together with the public sector and other stakeholders, to encourage partnerships and knowledge-sharing, and to help deliver on the objectives of the *Sendai Framework for Disaster Risk Resilience*. ARISE has more than 140 members companies – from around the world. ARISE works through a number of national and regional chapters; the most recent, in Canada, was launched in March this year. ARISE members are currently working in a number of areas, including disaster risk management, investment metrics, benchmarking and standards, education and training, legal and regulatory, urban risk reduction & resilience, and insurance. All ARISE members have signed up to five basic commitments in support of the Sendai Framework:

1. To raise awareness with respect to disaster risk and mobilization of the private sector
2. Exercise influence in their respective spheres of expertise
3. Share knowledge and bring in expertise of the private sector
4. Be a catalyst to generate innovation and collaboration
5. Implement tangible projects and activities to achieve the targets of the Sendai Framework.

ARISE has representation across different sectors of the economy. Each of these sectors has a contribution to make to disaster risk reduction, depending on its areas of activity, its products and services and its knowledge and expertise.

### Overview of ARISE proposals by sector

#### Construction, infrastructure & utilities

- Incorporate Build Back Better /Build Better From the Start principles into all aspects of planning and construction, including building codes, minimum standards for materials etc. Ensure codes and standards protect both lives and buildings
- Extend principles to building permits as well as government contracts and tenders
- Make sure principles apply to UN-funded reconstruction and that there is effective compliance /enforcement
- Introduce fast-track approval for construction /reconstruction projects that help reduce risk and build resilience
- Define minimum standards of 'insurability' to improve compliance standards and expand access to insurance
- Consider incentives to encourage investment in more resilient infrastructure, including financial benefits, tax advantages etc.
- Market benefits of more resilient housing – better protection for residents and their possessions, and lower, longer-term costs
- Work closely with utility companies to plan infrastructure upgrades, so priority areas can be better targeted

### **Education, training & R&D**

- Consider campaigns to increase public awareness of the importance of resilience and disaster risk reduction – campaigns could also focus on easy-to-take steps for citizens to enhance their own resilience
- Include Build Back Better principles in university and college courses
- Extend principles to professional training programmes; work with business and civil society to develop relevant content
- Ensure courses /training in emergency management cover all aspects of disaster management before, during and after disaster
- Support more engineering research, particularly into earthquake and flood risk (given size of vulnerable populations currently living in high-risk seismic and /or flood-prone areas)
- Set up joint training programmes with private and public sector professionals in disaster preparedness, risk management and business continuity to encourage greater cooperation; introduce certification for such programmes

### **Finance & financial services**

- Make home improvement loans more attractive through lower interest rates or faster approval for projects that increase resilience /reduce risk
- Encourage micro-financing for home loans, particularly among lower income or vulnerable populations

### **ICT & data**

- Ensure proper sharing of data between government, business and civil society (data on transport use, energy consumption etc.)
- Use UN City Disaster Resilience Scorecard to identify key areas of weakness and vulnerability

### **Insurance**

- Include insurance in a comprehensive approach to risk management, which also emphasizes the importance of risk reduction and prevention
- Involve insurance companies in pre-disaster risk planning; use their risk assessment models to help pinpoint key risks
- Expand access to disaster insurance among vulnerable populations by removing, where possible, regulatory and legal barriers
- Set clear targets for insurance take-up among vulnerable populations
- Encourage development of more innovative forms of insurance, including micro- and parametric insurance, as well as sovereign programmes
- Examine ways of using insurance pricing to encourage investment in resilience by individuals and businesses

### **Logistics, transport and emergency response**

- Introduce specific pre-disaster agreements with business covering use of critical resources during emergency response
- Ensure logistics companies are closely involved in all aspects of pre-disaster planning to ensure distribution of critical relief and other supplies

- Work with logistics and transport companies to build and maintain more efficient supply chains, and increase organizational capacity so governments and leading NGOs can respond more effectively to disaster

### **Manufacturing**

- Agile supply chains which can plan and respond to shifts in demand
- Transparency across the end-to-end distribution model to manage the critical path
- Capital investment of manufacturing sites within the network are made with a resilient mindset so they can operate during disaster periods
- Distribute risk within the manufacturing footprint to allow for shocks
- Critical raw materials have multiple sources of supply and buffer stock
- Teams are cross-functionally trained and operational decisions can be made by pre-defined management reporting lines to reduce disruptions and anxiety
- Health and safety policies have specific disaster response plans

### **Retail**

- Work with local communities to conduct impact analysis from potential disasters
- Transparency across the end-to-end supply chain to distribute stock and forward-plan
- Apply analytics to determine must-have products (in what form, and when)
- Train store staff on disaster management principles and response
- Work collaboratively with key suppliers to plan for major disruptions
- Leverage frontline learning across different disaster sets to incorporate in staff inductions and store training
- Establish and drive industry best practices to work with other retailers during such incidents
- Establish forward planning centers and educate local community on the plan
- Have flexibility in the distribution network to facilitate deliveries and allow flexible delivery schedules
- Core lines must always be in stock with slighter greater stock buffer
- Establish flexible working arrangements with staff to allow for round-the-clock support
- Establish clear focal points and management response plan during any disaster

### **Tourism**

- Set up international volunteer team to provide immediate assistance to tourist sites and resorts affected by disaster
- Put in place a scorecard system to measure resilience and help target resources within tourist sector
- Market the benefits of resilience, attracting more tourists to better-protected sites and resorts