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# Private Sector Partnerships

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## *UNISDR & The Private Sector*

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Kiki Lawal  
Business Partnerships  
for Disaster Risk Reduction

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**Friday 2 August 2013**

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# Private Sector Advisory Group (PSAG)

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## *A quick introduction:*

- > *The PSAG represents the wider private sector*

*Members work with UNISDR to address disaster risk reduction and advice on private sector engagement.*

- > *Current members include: [website](#)*

*AXA Group, AECOM, Credit Suisse, Deloitte, DuPont, GlaxoSmithKline, Hindustan Construction Company (HCC), IBM, International Finance Corporation, Kokusai Kogyo, Munich Re Foundation, PwC, Seine Grands Lacs, Small Equity Initiative, SM Prime Holdings, Titan America, Willis Re.*

- > *The chair and members are elected for a 2 year period*

*Interested DRR-PSP members can put themselves up for election.  
The next election will take place around the World Conference for DRR in Japan, 2015.*



# DRR – Private Sector Partnership (PSP)

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## *Some facts:*

- > *The 5 Essentials for Business in DRR and the PSP were established in 2011.*

*Signatories to the Call for Action commit to the efforts of disaster risk reduction and engage to make the world safe from disasters. The Statement and Call for Action is the foundation for Private Sector Partnerships and engages members to integrate five aspects of disaster risk reduction in their business by contributing to develop mechanisms for reducing the risk of disaster.*

- > *Today, we have 45 members of PSP*

*Including PSAG members, Development Bank of Japan, Singapore Business Federation, Marsh, Pacific Asia Travel Association, Risk Management Solutions and many others.*

# Private Sector Advisory Group “Statement of Commitment”

1. *“We acknowledge the threat posed by disasters and the importance of building resilience and recognize our role and responsibility in encouraging, supporting and acting on the reduction of disaster risks”.*
2. *“We recognize the leading role of the ISDR and the importance of the Hyogo Framework for Action as a guiding reference for global disaster risk reduction”.*
3. *“We commit voluntarily and to the best of our abilities to embrace, support and enact within our spheres of influence and capacities, the Five Essentials for Business In Disaster Risk Reduction”.*





# Five Essentials for Business in Disaster Risk Reduction

1. *Promote and develop public-private partnerships for disaster risk reduction;*
2. *Leverage sectoral private sector expertise & strengths to advance disaster risk reduction & mitigation activities including enhanced resiliency & response.*
3. *Foster a collaborative exchange and dissemination of data: share information on assessment, monitoring, prediction, forecasting and early warning purpose action between the public and private sectors.*
4. *Support national or local risk assessments and capacity-building, and demonstrate opportunities where resilience building is a sound economic strategy, with attractive returns and competitive advantages.*
5. *Develop and implement internal codes of conduct and procedures. Support the development of national and local laws, regulations, and policies when possible and needed.*



# DRR-PSP

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## *How it works:*

- > *Join the PSP - [website](#)*

*Leave your business card or go to our website to fill out the Membership Pack. This will kick-start the dialogue on how you can work with UNISDR.*

- > *Voluntary sign-up for a working group*

*After a formal welcome, you can take part in working groups of your interest. You will work together with PSAG members, PSP-members, other businesses and even national or local governments.*

- > *Pro-actively network with business in the region.*

*Our members make the PSP Network. You are encouraged to start projects that suit your company profile and we will support initiatives in which companies in the region can participate.*

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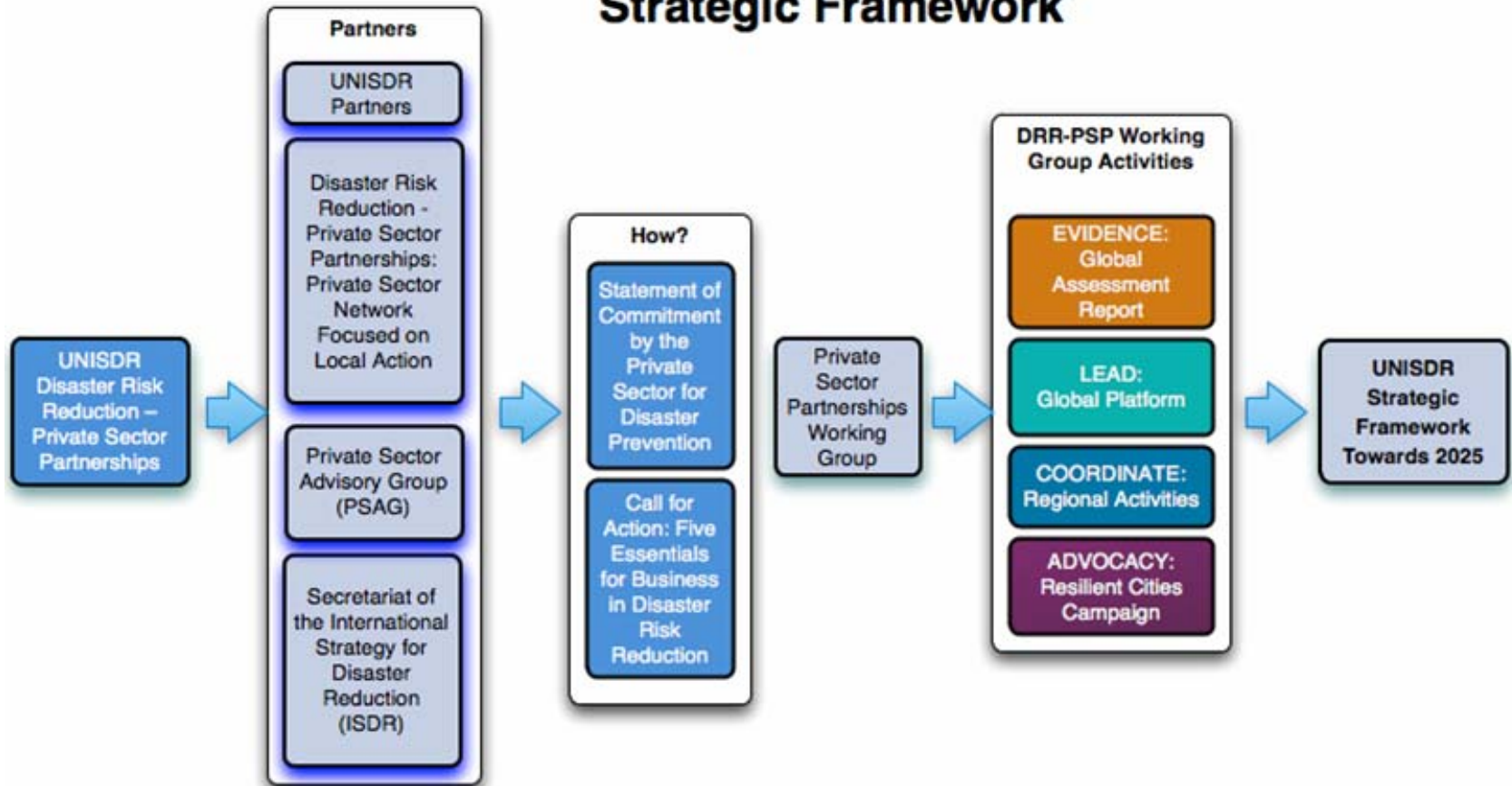
# The Global Platform

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- > *Annual General Meeting*
  - > *Opening plenary session*
  - > *Side events*
    - On Business Continuity Planning, Insurance, etc.*
  - > *Chair's Summary;*
    - “Steering Private investments towards greater resilience makes good business sense.”*
  - > *High Level Dialogue Communique;*
    - “Call on the private sector to integrate disaster risk considerations in risk management practices.”*
  - > *Conference Proceedings;*
  - > *Consolidation of HFA 2 Consultations.*
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# Disaster Risk Reduction – Private Sector Partnerships Strategic Framework







# Business and DRR

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## *Influencing public policy & regulation*

> *Current roadmap & working groups until 2015*

*UNISDR's current activities with Private Sector Partnerships focus on the coming 2 years. The focus areas were discussed and agreed upon during the Global Platform for DRR in Geneva, May 2013.*

> *New framework for disaster risk reduction (HFA2)*

*This will shape governments' policy and regulation: A global framework that affects everyone.*

> *You can have your say!*

*We ensure that business expertise informs the HFA2. Business act locally, we aim to bring your voice to influence this global framework that will your business environment.*

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# GP 2013 - Road Map

*Private Sector commitment to disaster risk reduction and resilience building in the coming years:*

- *To constructively contribute to a post-2015 framework for Disaster Risk Reduction / HFA 2 that will focus on implementation*
- *To be action-oriented: locally, nationally and internationally*
- *To enlarge PSP membership and engagement*
- *To promote partnership and dialogue with the public sector on making resilient investment mainstream*
- *To expand the understanding, assessment and measurement of hazard risk*



# GP 2013 - Road Map

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*To collect and disseminate best practices on business resilience to natural hazards.*

- *To raise awareness and educate on natural hazards and ways to reduce, manage and share these risks.*
- *To promote resilience capacity as a way towards achieving sustainability goals*

*All private sector businesses, trade organizations or government-owned business enterprises committed to these goals are welcome to join the Private Sector Partnership.*

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## Proposed Working Groups - UNISDR Private Sector Advisory Group

### Creating more resilient communities by ...

Mobilizing private sector expertise through commitments and public-private partnerships for disaster risk reduction (DRR) and climate change adaptation (CCA)

Increasing private sector resilience through risk-informed business practice and investments.

#### Action

Create evidence and good practices of how the private sector can contribute to DRR and CCA.

Catalyse public-private partnerships (PPPs) to impact communities  
Develop metrics to quantify resilience: e.g. scorecard for urban resiliency  
Private sector input in re-design of the global safe schools and safe health structures campaigns;  
Organise Private-Public Resilient Investment Dialogue: e.g. in the United States  
1 good practice example of local PPPs from each region is documented and shared;  
Link up with Rockefeller Foundation for Resilient Cities Campaign;

Improve risk-informed business strategies.

Development & application of business benchmarking tools;  
Establishment of a Disaster Risk Management platform;  
Development of finance incentives for Resilient Investment.  
Educate and inform companies around risk prevention;

Collect & share good practices

Each PSAG and DRR-PSP Member compiles a good practice case study in 2014;  
Publish report on the role of SME's in DRR, CCA and resilience building;  
Publish research on Private Investment in DRR 2005-2015, as part of GAR'15;

Start multi-stakeholder partnerships at a Global Level

UNEP FI: launch a project that bundles micro-insurance projects into one non-competitive programme to increase insurance saturation for communities;  
UN OCHA: Business Partnerships for the DRM Continuum;  
UN Global Compact: Sustainable Development Goals;  
WEF: Regional Forums & Global Agenda Council;  
ILO: Business Continuity Planning;  
Global Fund for Disaster Risk Reduction (GFDRR): Risk Finance / Incentives for Resilient Investment

#### Outreach

Effectively engage with businesses during the design and implementation of the HFA2.

5. Increase business commitment for DRR-PSP 5 Essentials

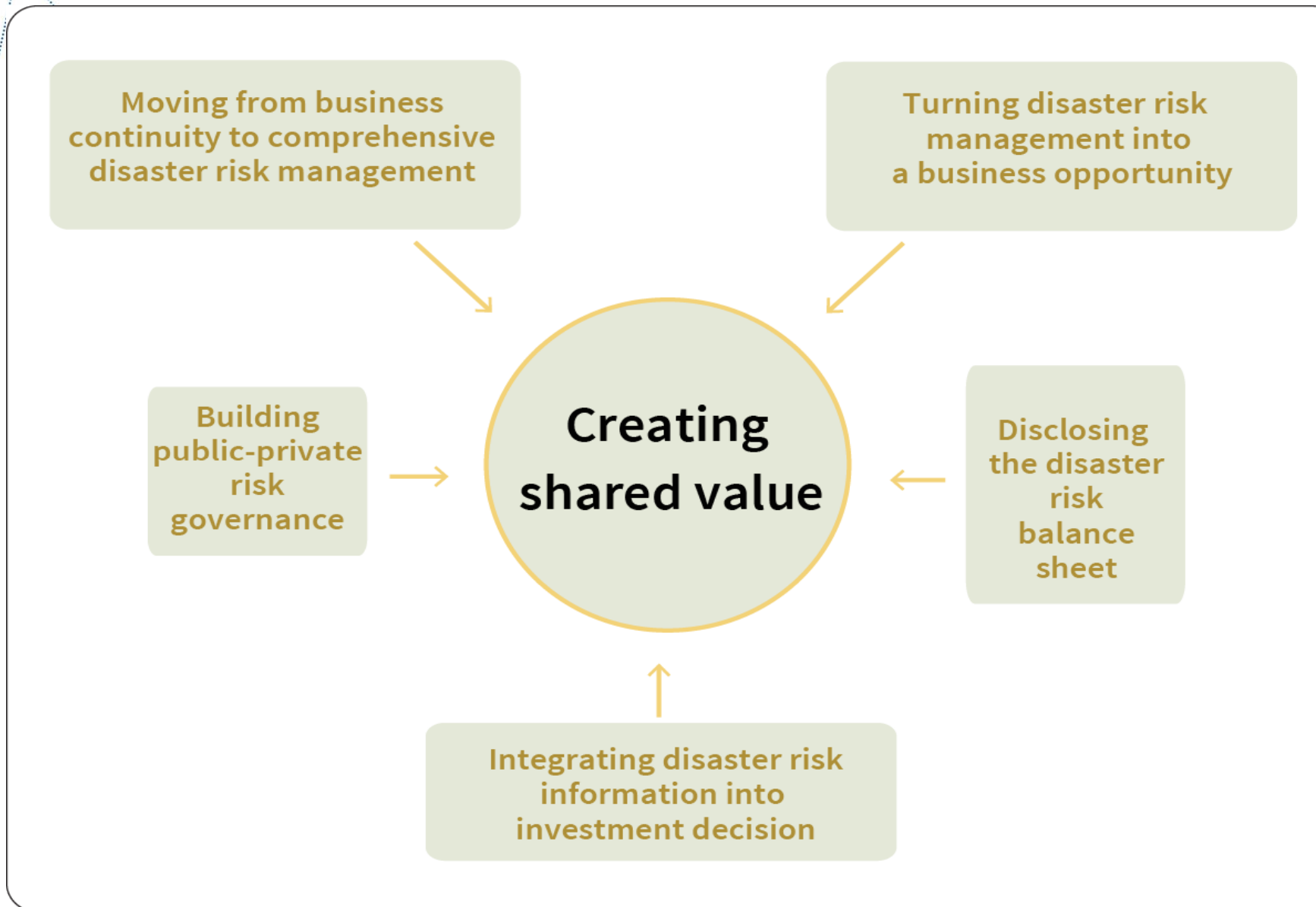
- a. Update PSP membership with clear points on added value;
- b. Mobilise 100 active and reporting DRR-PSP Members by 2014, including SME's and Business Associations;
- c. Mobilise 200 active and reporting DRR-PSP Members by 2015, including SME's and Business Associations;
- d. The PSAG includes businesses representation from each region (Africa, Middle East, Latin America);
- e. Create more local champions: multi-annual rewards per region;

6. Business contributions to design and implementation of HFA 2

- a. PSAG and DRR-PSP members publish a practical guide for companies to implementation of the HFA 2;
- b. 30 or more private sector participants at each Regional Platform;
- c. 1 private sector session at each of the Regional Platforms;
- d. 10 private sector participants from each region are at GP5/WCDRR 2015;
- e. Businesses commit \$1million sponsorship for the GP5/WCDRR;
- f. Secondment of staff for 1 year assignments by private sector for UNISDR Secretariat;



# Creating Shared Value





# Roadmap & Working Groups

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## *Opportunities for you:*

- > *Disaster Risk Management Platform - with PwC*  
*Optimizing DRM strategies for global business and creating industry sector voluntary certification and standards;*
  - > *Scorecard for Urban Resilience – with IBM & AECOM*  
*Developing metrics and tools to quantify resilience. This will help local governments to identify priority area's for disaster risk reduction activities.*
  - > *Creating safe schools and health facilities – with GSK*  
*Mobilizing private sector support around the world to support governments in making these critical infrastructures resilient.*
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## Private Sector Strengths Applied

Good practices in disaster risk reduction from Japan

2013



# Good Practices

## > *Wellthy Corporation*

*Wellthy is a small to medium enterprise (SME) with 130 employees, but it is readily and continuously investing in measures to strengthen its business continuity.*

*Wellthy is spreading the DRR message via its water business and as a CSR activity outside Japan as well.*

## > *Development Bank of Japan*

*Development Bank of Japan Inc. (DBJ) was the first financial institution in the world to develop and implement a disaster risk reduction (DRR) and prevention rating system in 2006.*

## > *Maiya Co., Ltd.*

*Maiya, a local supermarket chain with 16 stores in Iwate Prefecture, has 1,100 employees, annual sales of 20 billion yen, and is a familiar community pit-stop that provides the daily needs to the Sanriku Coast area in north-east Japan.*





## Business and Disaster Risk Reduction

Good Practices and Case Studies

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# Case Study

## > *SM Prime Holdings, Inc.*

*SM Prime constructs and manages the largest shopping malls in the Philippines and China. Annual revenue: \$ 700 million, over 6000 employees.*

## > *Resilient construction of SM Malls*

*Close to the ocean in a flood-prone area. SM Prime decided to build above national building standards to be resilient. In the process, the developers worked closely together with academic and weather institutes in the country.*

## > *Top Leaders' Forum*

*In collaboration with UNISDR, SM Prime also organizes an annual event for businessmen to focus on DRR, taking place in Manila. With participants from all over Asia, topics such as Business Continuity Management, Insurance, building codes and regulations are discussed.*





*Join the partnership!*

*Leave your business  
card  
& visit our website!*

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