



**Asia-Pacific
Economic Cooperation**

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Session 2

**An Update of the United Nations International
Strategy for Disaster Reduction Private Sector
Advisory Group**

Submitted by: UNISDR



**5th Senior Disaster Management Officials
Forum
San Francisco, United States
21-23 September 2011**



Section 2: Collaboration with Other APEC Organizations September 2011

An Update of the United Nations International
Strategy for Disaster Reduction
Private Sector Advisory Group

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Collaboration with APEC Organizations Important - Agenda

- **Part 1:** Overview of UNISDR – Kiki Rebecca Lawal, Programme Officer - Business Partnership
- **Part 2:** Highlights of the UN ISDR Private Sector Group – Dale Sands, Senior Vice President & Global Practices Director, Environment AECOM & Member of UNISDR Private Sector Advisory Group

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Margareta Wahlstrom, UN Special Representative of the Secretary General for Disaster Risk Reduction states:

- *“The biggest question facing us is how to influence behavioral change. Who do we need to convince? How do we do it? **The private sector is the perfect advocate for resilient thinking because of its direct relationship with customers, suppliers and everyone in between. A private sector committed to disaster risk reduction can steer public demand towards materials, systems and technological solutions to build and run resilient communities**”*



UN ISDR

- UNISDR was established in 1999 to facilitate the implementation of the International Strategy for Disaster Reduction.
- Works with communities and economies to save lives and protect assets from disaster losses associated with natural hazards
- We support the Secretary-General of the United Nations in leading the United Nations System in advocating for, and implementing, disaster risk reduction by:

Raison D'être



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- Working to strengthen the international system for disaster risk reduction and to implement the Hyogo Framework for Action;
- Convening, coordinating and supporting multi-stakeholder platforms, globally and regionally, to increase and reinforce political commitment to disaster risk reduction;
- Advocating for increased action, especially at local level, for disaster risk reduction;
- Analyzing risk trends

Driving Force: HFA



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- Hyogo Framework For Action was signed by 168 Economy Representatives in 2005:
 - “Building the resilience of nations and communities to disasters’
 - Objective: to achieve a substantial reduction of disaster losses in lives, social economics and environmental assets by 2015
- The UN International Strategy for Disaster Reduction (UNISDR) was established in response to Hyogo Framework
- A Private Sector Advisory Group was established Dec 2010 by the UNISDR to assist in achieving the objective

Making Cities Resilient

My City is Getting Ready

www.unisdr.org/campaign



Sign up
today to make
your city resilient
to disasters

Campaign topic continues to 2015

Making Cities Resilient Campaign

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WHY A CAMPAIGN ON RESILIENT CITIES?

Quote from Governor Joey Salceda,
First Making Cities Resilient Champion, from Albay



"Disaster risk reduction is an investment.

- ✓ *If disasters don't occur, then DRR builds capability (no regrets)*
- ✓ *If disasters occur, then zero casualty and less economic damages.*
- ✓ *It reduces risks, ergo, increases business returns and economic welfare.*
- ✓ *Key risk reduction investments are institutional, IT and indigenous knowledge it is a feasible platform for local governance".*

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Sign up today to make your **city** resilient to disasters

Making Cities Resilient My City is Getting Ready



Impact through Partnerships



Priorities Identified By Participating Cities – Discussed in forums and workshops

Examples of what many cities identified as gaps & needs:

- Improved urban drain systems (Makati, San Francisco of Cebu, Mumbai.....)
- Improved landslide protection and drains in slopes (Rio de Janeiro in favelas, Kabul)
- Improved coastal protection (Bangkok, Saint Louis-Senegal)
- Participatory planning and incentives for earthquake prone housing and reconstruction
- Planning (Chile)

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Part 2: Highlights of the UN ISDR Private Sector Group



Dale Sands, Senior Vice President & Global Practices Director,
Environment AECOM & Member of UNISDR Private Sector
Advisory Group

Aris Papadopoulos, Chair, UNISDR Private Sector Advisory Group and CEO, Titan America states:



- *“The UNISDR Private Sector Advisory Group aims to serve as a catalyst to bring together a wide range of private sector entities into a global partnership for action that will encompass private businesses, both large and small, multiregional and local, business trade organizations, as well as government-owned business enterprises. If what we’re beginning creates a million lights of resilience, we’ll have all come closer to achieving our common purpose.”*



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PSAG Organizational Approach

Four Working Committees have been established:

1. Communications chaired by Aris Papadopoulos
 - Commitment Statement sign up: 1,000 signatories goal by 5/2012
 - First 100 – “Founding Partners”
 - Next 900 – “Charter Partners”
 - “Supporting Partner” – Participants but not signatories
 - “Allies” – NGO’s and other entities
 - Website & database establishment / support
 - Communication Tools
 - Press & Public Awareness
 - Planning for Global Platform in 2013



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PSAG Organizational Approach

2. Metrics chaired by Rowan Douglas, Willis Re/Willis Research Network

- Collate relevant data on natural catastrophes and extreme events from the various aforementioned groups in order to forward DRR efforts and solutions
- Support the Global Assessment Report 2013, which is developing and piloting a probabilistic model for agricultural drought risk, in order to identify and quantify the different risk and vulnerability drivers. And Support the Global Risk Model (Flood Risk)

PSAG Organizational Approach



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PSAG Organizational Approach



3. Partnerships chaired by Sandra Wu, Kokusai Kogyo Holdings

- Create Value Proposition for public / private partnership to address needs of UNISDR
- Initiate Speaking Commitments to interested organizations
- Expand communications with diplomatic missions

4. Corporate Support chaired by Dale Sands, AECOM Technology

- Build membership involvement & participation
- Support other three working committees with membership

Private Sector Advisory Group Members – 2011



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- AECOM Technology
- Cisco
- Credit Suisse
- Deloitte
- DuPont
- IBM
- International Finance Corporation (IFC)
- Kokusai Kogyo
- Munich Re
- Small Equity Initiative
- Titan America
- United Nations Foundation
- Willis Re.

Why now?



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- The frequency and magnitude of natural disasters is increasing...the 10-year average of economic losses since 2000 totaled \$110B...deaths since 1970 total 3.3M people or 82,500 people per year!
- Population growth and population density in major urban centers add to the severity of the disaster events
- Cost of Irene is tentatively at up to \$7bn (£4.26bn) billion nationally, with insured losses of between \$3bn and \$4bn Kinetic Analysis Corp (The Independent)
- In 2010, disasters cost exceeded \$130B and more than 250,000 people died; In 2011, the total will exceed \$200B:
 - Rio de Janeiro landslides
 - Australia Floods
 - New Zealand Earthquake
 - Japan Earthquake & Tsunami



Net movement of people and economic activities to areas prone to floods and tropical cyclones (1970-2010):

Global population increase: 87%
 Proportion of people living on cyclone-exposed coastlines: 192%

Increase of global GDP exposed to tropical cyclones: from US\$525.7 billion to US\$1.6 trillion

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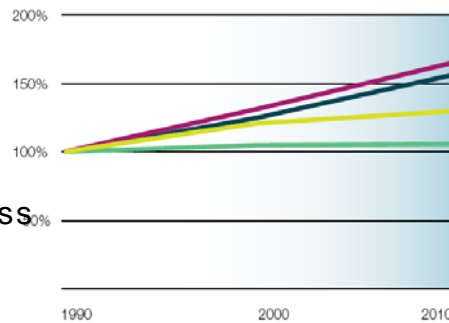


but economic loss risk is on the rise

High income economies. Percent change (OECD countries)

Economic loss risk to floods is rising faster than GDP per capita

Increase in economic loss risk to cyclones: 265%



Flood economic loss risk

Exposure Risk Vulnerability GDP per capita

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Private Sector Involvement



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- Private Sector Participation 'essential' to:
 - Ensure safety of long term investments
 - Plan ahead to protect industry & society from disasters, economic disruptions while ensuring business continuity
 - Invest more in human-, technical- and financial- resources to build the resilience of communities and nations
 - Join communities, local & national governments and international organizations in saving lives & livelihoods through core business arrangements, philanthropy and corporate social responsibility.

Private Sector Partnership Role



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- Advise the UNISDR with practical expertise
- Complement the UN's DRR efforts with new ideas
- Assist the UNISDR's efforts of capacity building in disaster prone areas
- Review & counsel on UNISDR strategic publications such as Global Assessment Report
- Support UNISDR to secure necessary funds from private sector for future projects



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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.** We commit voluntarily and to the best of our abilities to create awareness within and outside of our of activity and influence, invest in functional resilience and apply risk reduction and management principles in our decisions within our business and to the extent possible in our sectors, supply chains, client bases, and global networks. We commit to make disaster risk reduction and resilience building an integral part of our sustainable development strategy, goals and programs.”



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Private Sector Advisory Group “Statement of Commitment”

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,** and to partner with the public sector with a focus on local action, taking into account the most vulnerable population groups such as women, children, the elderly and the poor. We acknowledge that at any point in time we may be most active in a subset of the Five Essentials”.

Five Essentials for Business in Disaster Risk Reduction



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1. Promote and develop public-private partnerships...
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 purposes...
4. Support national and local risk assessments and socio-economic cost benefit analyses...
5. Support the development and strengthening of national and local laws, regulations, policies and programs that enhance DRR and improve resilience.

Private Sector Advisory Group “Statement of Commitment”



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- Our Goal is to have 1,000 companies sign the Statement of Commitment by May, 2012
- To develop a framework for ‘win-win’ private sector partnerships for resiliency in design and response planning
- To establish design strategy with resilience in mind specific to the setting in form of local codes and requirements
- To promulgate disaster planning and response workshops that lead to effective response actions

In Summary... Why Now?



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- For every \$1 invested in resilience/prevention, \$4 - \$7 are saved in response (CAEMA);
- Companies with best practices managing their risks produced earnings that were 40% less volatile (Oxford Metrica):
 - Average property loss is 20X larger for companies with weak risk management practices
 - Average loss per location exceeds \$3M (Vs. 0.6M)
 - Best risk management practices result in losses from natural events that are 7X less costly

In Summary... Why Now?



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- Design strategy must consider resiliency specific to the local setting. (The earthquake in Haiti compared to the earthquake in Chile)
- Planning and emergency response, when conducted under different scenarios, will save lives, reduce capital asset losses and reduce suffering
- And most importantly, because we **know** we can make a difference!



Thank you for your attention!

Sign the Statement of Commitment Today and Join
Us To Make A Difference in Disaster Risk
Reduction!



Where Should You Send Your Information?

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