

The Role of the Private Sector in Building Resilience to Disasters

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Sandra Wu, Wen-Hsiu

Chairperson and Chief Executive Officer
Kokusai Kogyo Co., Ltd.

Chair

UNISDR Private Sector Advisory Group,
UNISDR Private Sector Partnership



Today's topics

1. Working with the UNISDR
2. Globally discussed private sector roles in disaster risk reduction
3. Private sector and the post-2015 framework for disaster risk reduction (HFA2)



2011: UNISDR Private Sector Advisory Group and Private Sector Partnership

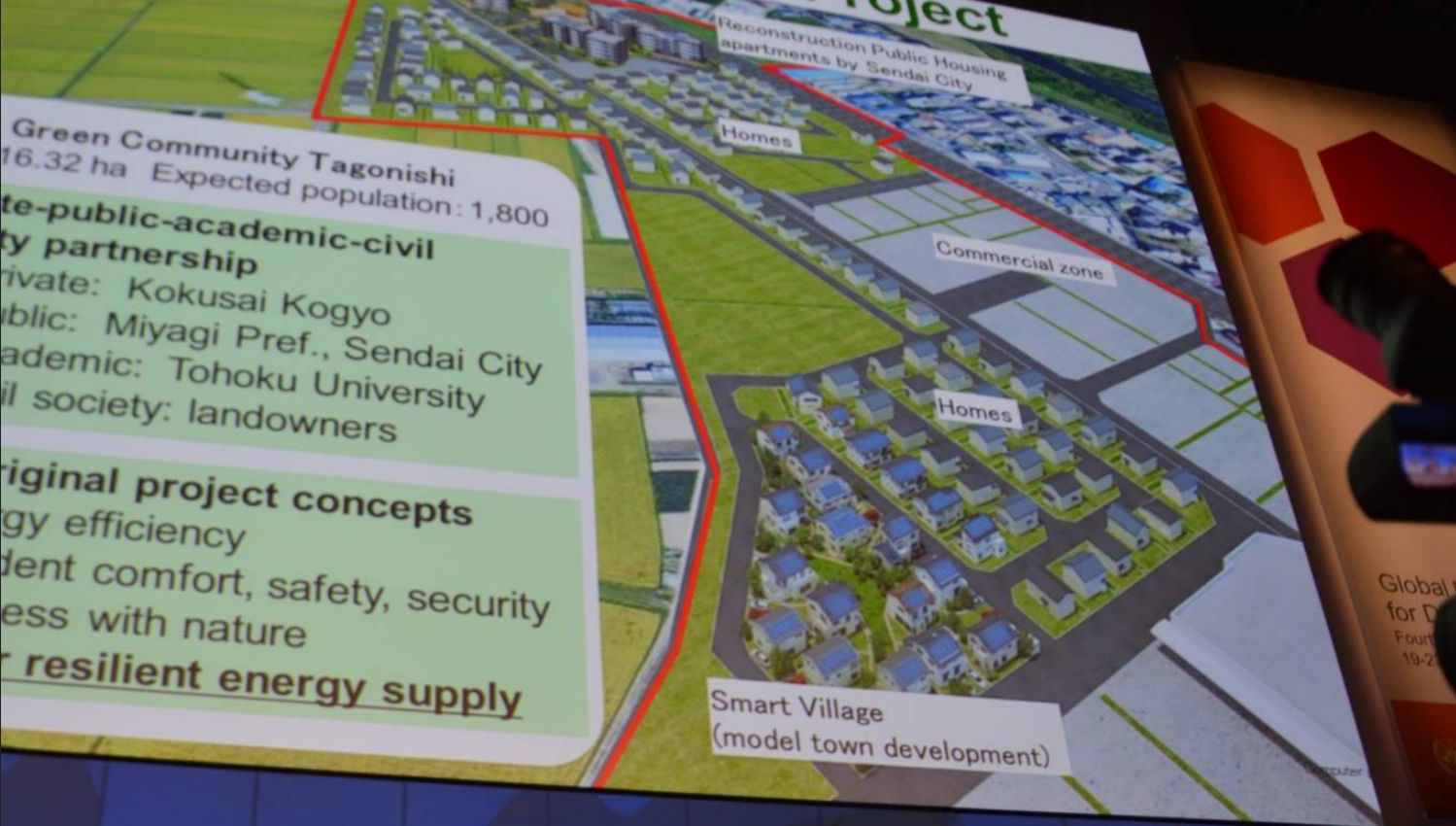


Global Platform 2011
(GP11)
Private Sector
Roundtable



GP11
Representing
private sector in
plenary with
Ban Ki-Moon

GP13
Joint presentation
at Plenary with
Sendai City Mayor



2013: Private sector focus for GP13, Global Assessment Report (GAR13) - "Invest Today for a Safer Tomorrow"

Source: *Global Assessment Report on DRR (GAR) 2013, UNISDR*

\$180 billion

Estimated average losses from earthquakes and cyclonic wind every year.



Our ability to build resilience has not kept pace with our ability to grow.

Why Private Sector? To address rising disaster economic loss via resilient business practices (e.g. BCM, supply chains)



Supermarkets



Construction



Why Private Sector? Private sector is community-embedded resource (expertise, technology, manpower, local knowledge)

Source: *Private Sector Strengths Applied: Good Practices in DRR from Japan, 2011* UNISDR



Logistics



Water



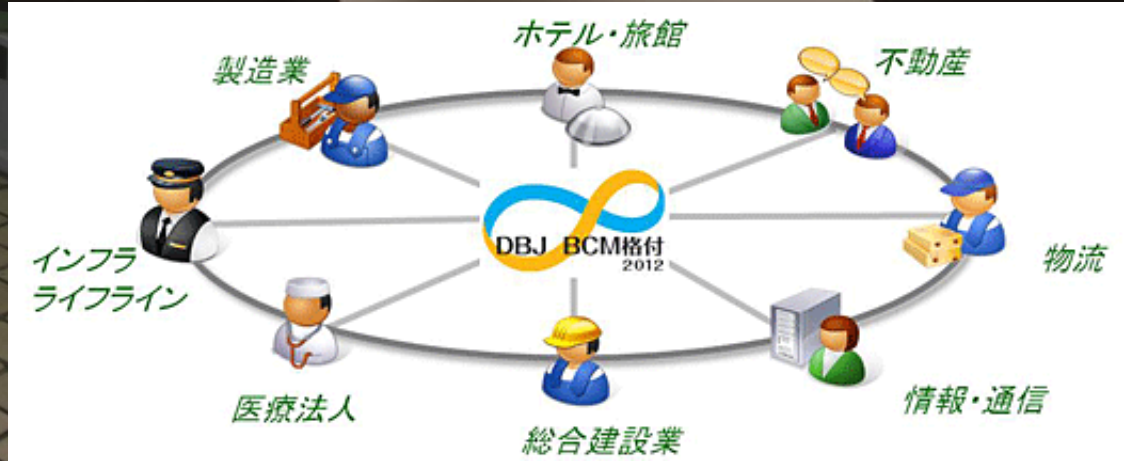
How? Partnerships, e.g. Emergency Agreements (saigai kyotei)

Japan's national mapping agency and industry association of survey companies has agreement for emergency aerial photography

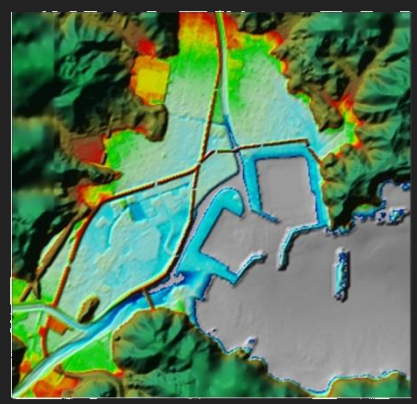
How? Innovation, expertise, core business strengths

Vending machine provides free drinks in emergency; credit rating system and financial products encourage local businesses to invest in own resilience

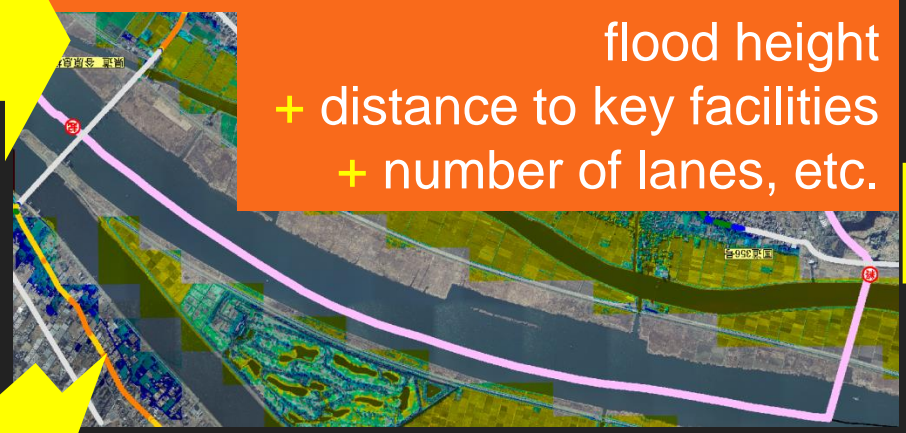
Source: *Private Sector Strengths Applied: Good Practices in DRR from Japan, 2013, UNISDR*



Precision DEM
(Digital Elevation Model)
+ other spatial information



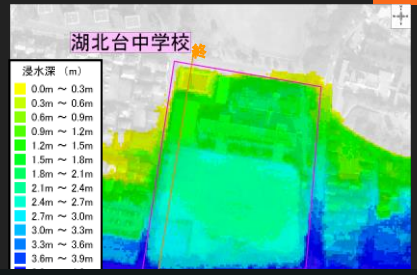
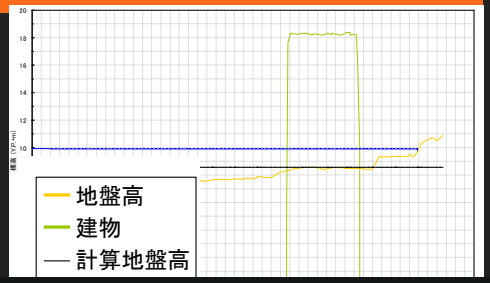
Trunk Roads
flood height
+ distance to key facilities
+ number of lanes, etc.



Hazard Map



Emergency Shelters
ID of building
+ flood height
+ bldg height
+ etc.



How? Vendor relationships at the local government level

Slide from GP11 Private Sector Roundtable – hazard mapping as example of disaster risk management services provided to Japanese local governments by private sector

Private Sector Strengths Applied

Good practices in disaster risk reduction from Japan

2013



民間セクターの強みを活かす

日本の防災・減災グッドプラクティス

2013



Description and analysis of Japanese 'common' practices welcomed as guide to private sector engagement



Chair PSP, PSAG
2013-2015

Vice-Chair
2013-2015



2014: Private sector input into the HFA2 consultation process – regional consultations, PrepCom and informal processes



2014: Private sector input into the HFA2 consultation process – the **Five Private Sector Visions for a Resilient Future**

Describes the private sector's long-term goals for a resilient future under the new international framework for disaster risk reduction, where:

1. Strong public-private partnerships drive DRR and resilience at the local and national level;
2. Resilience in the built environment is driven by both the public sector raising minimum standards, and the private sector voluntarily working towards optimum standards;
3. All financial investment decisions, public and private, are risk-sensitive;
4. Everyone, including the private sector, behaves in a resilience-sensitive way and create a positive cycle of reinforcement; and
5. The identification, disclosure and proactive management of risks carried by companies and public sector entities, is standard practice;

2015: From recommendations to action and implementation



PSP
Annual General Meeting, Paris, 2014

Thank you!

