

Strengthening the ties between the science and technology community and private corporations

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SFDRR and Private Sectors

- Integrate disaster risk management, including **business continuity**, into business models and practices via **disaster risk-informed investments**, especially in **micro, small and medium** -sized enterprises;
- Engage in awareness-raising and **training for their employees and customers**;
- Engage in and **support research and innovation** as well as technological development for disaster risk management;
- **Share and disseminate** knowledge, practices and non-sensitive data; and
- Actively participate, as appropriate and under the guidance of the public sector, in the **development of normative frameworks and technical standards** that incorporate disaster risk management

Ways of Private sector involvement

Direct assistance to communities

(emergency distribution, search and rescue, etc.)

Disaster preparedness for own business

(BCP/BCM, response and recovery plans, etc.)

Developing innovative products based on business, technology, and expertise
(insurance, communication, infrastructure, etc.)

Joint projects with NGOs, governments, and international organizations as implementer, not donor

Establishment of private foundations, NGOs, and trusts

Global and regional [Private sector as major stakeholder]

Major Group

National [Professional Development, Chamber of Commerce involvement]

Legislation

Local [Decision making, emergency response]

Advocacy

National Platform

Urban [BCP/
Safety/ ISO 22301]

Rural [development
business]



UNISDR Private Sector Alliance for Disaster Resilient Societies (ARISE)

Source: Abe Yoshiko

Resilient Societies (ARISE) is an initiative of UNISDR and recognized private sector stakeholder group with over **140 member companies** and organizations, headquartered in **38 countries** and **active in 150 countries** around the world.

MISSION STATEMENT: “To create risk-resilient societies by energizing the private sector in collaboration with the public sector and other stakeholders to achieve the outcome and goal of the Sendai Framework in a transparent and inclusive way that delivers local and measurable impact.”

Membership through commitment

Raise awareness of disaster risk

Influence

Share knowledge

Catalyse

Implement

Ambitious initiatives & projects

Collaboration through themes

1 DRM Strategies

2 Investment Metrics

3 Benchmarking & Standards

4 Education and training

5 Legal and Regulatory

6 Urban DRR & Resilience

7 Insurance

Networks



Sendai Framework implementation
by each member company



Sendai Framework implementation
via ARISE projects



Sendai Framework implementation
by ARISE Network activities

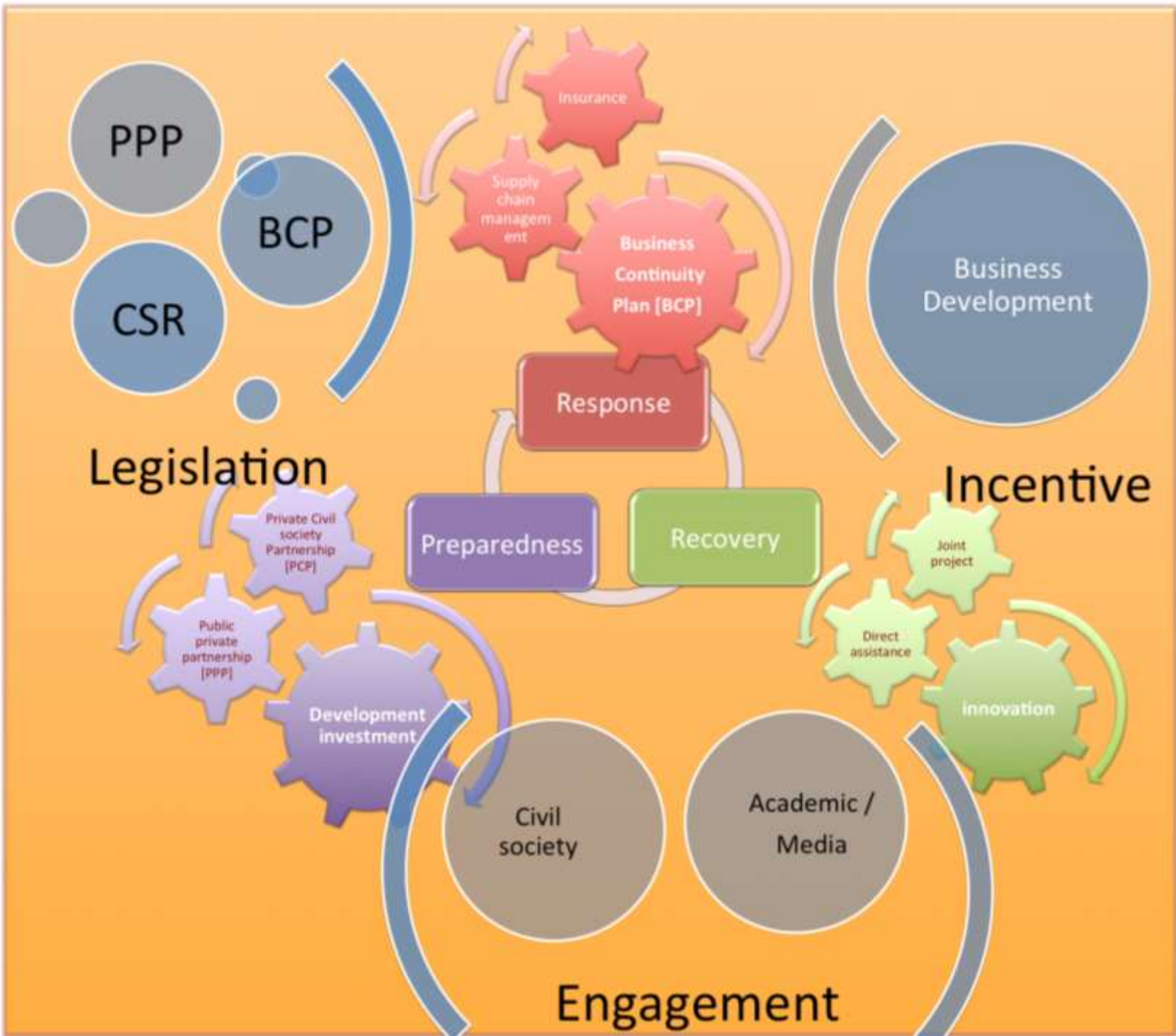
Private Sector Science partnership: example from Bangladesh



- Rural risk reduction (water stress in saline area)
- INGO-local government-private sector-university Collaboration

Innovation in product, water sharing, and Affordability





Summary: Private Sector partnership

- Depending on **nature of business**, private sector needs differential approach
- From traditional **CSR activity to core business** in risk reduction
- **Urban and rural areas** need different approaches
- **Post disaster** provides good opportunity for private sector involvement

