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**Asian Ministerial Conference on Disaster Risk Reduction 2016
New Delhi, India
02-05 November 2016**

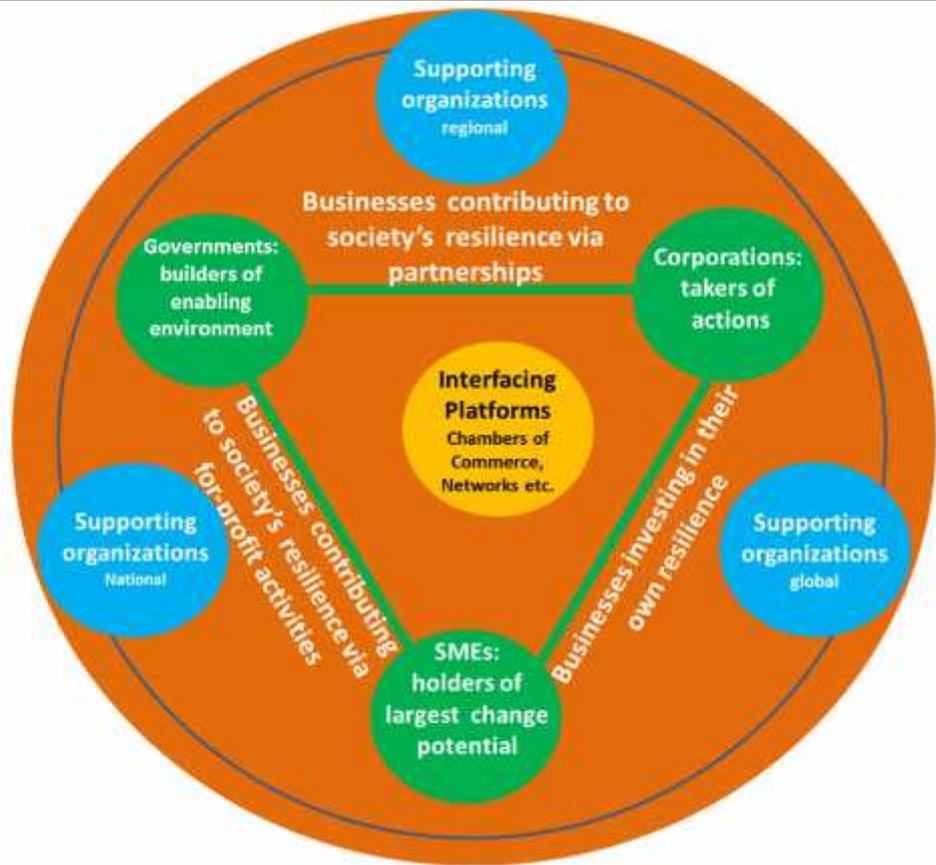
Concept Note for Thematic session

Event title	Business Resilience and Private Sector Engagement in Disaster Risk Reduction: shared value, survival and better business in a changing world
Event code	THEM-9
Date and Time	Thursday, 3 rd November, 13.30-15.00
Venue/ Room no.	Annexe D, Ground Floor, Vigyan Bhawan
Organizers	<p>Lead</p> <ul style="list-style-type: none"> • ARISE (UNISDR Private Sector Alliance for Disaster Resilient Societies) Network Asia - Yoshiko Abe, Sustainability Strategist, Kokusai Kogyo, yoshiko_abe@kk-grp.jp, Phone: +81 80 3099 6591 <p>Collaborators</p> <ul style="list-style-type: none"> • ESCAP Sustainable Business Network's Task Force on DRR - Puji Pujiono, Regional Adviser on DRR, pujiono@un.org, +6622881332 • ADPC's iPrepare Business Facility - Aslam Perwaiz, Head, DRMS, +66802604884
Session Objectives	<ul style="list-style-type: none"> • To promote risk sensitive and informed investments and business operations by private sector • To map out the role of various actors promoting disaster resilience in implementation of SFDRR and contribute to the Regional Action Plan • To illustrate good practices and share lessons learnt in how private sector contributes to society's resilience • To enabling environment that promotes risk sensitive and informed investments by private sector and that facilitates knowledge sharing
Background and context	The private sector is the major employer and job creator, purveyors of products and services, and collectively constitutes the largest investors in

the region. At the same time, they are adversely affected by increased exposure to disaster risks due to the interface of climate change and unsustainable development, and bear the brunt of disasters. The disaster risks to the private sector, particularly among (micro-), small- and medium enterprises ((M)SMEs), represents the Achilles' heel of sustainable development. There is an urgent need for the business sector to rise to the challenge: to strengthen their own resilience, to contribute to the resilience of their communities and regions, and to the extent possible to leverage their for-profit enterprises also as a contributing factor to the society's resilience.

The *Sendai Framework for Disaster Risk Reduction 2015-2030* reiterates the private sector's role in reducing disaster risk and highlights the need for the business sector to integrate disaster risk management into their business models and practices through disaster-risk-informed investments, business continuity plans, and readiness to bounce back in post-disaster circumstances. Business resilience and adaptation to disaster and climate change risk has also been recognized as a key element in sustainable development in the *UN 2030 Agenda for Sustainable Development*.

In Asia, The Bangkok Declaration of the 6th Asian Ministerial Conference on Disaster Risk Reduction (2014) encourages "risk-informed investment as part of business process" to achieve business sustainability and resilience. Likewise, since 2011, the Asia-Pacific Economic Cooperation (APEC) summit has repeatedly called for private sector resilience and enhanced capacities of businesses, particularly SMEs in preparing for disasters.



The private sector role in DRR is thus to, first of all, invest in their own resilience through risk-sensitive investments, business strategies and continuity management; contribute to society's resilience with their efficiency, solution orientated products and services, and as multiplier of economic resources; and in doing all that, to remain and to grow to be even more competitive and profitable.

In the Asian landscape, private sector's effective roles in the implementation of Sendai Framework are largely shaped by key actors that become particular target for interventions. They are the governments that must promote and enable the sea-change towards resilience; the larger corporations to play the role of champions, influencers, and catalysts in their industries, countries, and value chains; and (M)SMEs, whose increased awareness and capacities, and resulting behavioral change have the greatest impact towards sustainability and resilience; and chambers of commerce and other associations and networks that often serve as an interfacing platforms for the said actors to advocate for policy and regulatory changes, to mediate the interests, and to facilitate transfer of resources, skills and technology.

The session will bring together the rich ecology of actors working towards private sector resilience in Asia, including representatives of governments, SMEs, individual businesses, networks, chambers of commerce, and supporting organizations, who together form the landscape of PPP that will work on implementing and realizing the goals of the Sendai Framework.

<p>Session format and programme</p>	<p>A. Welcome (5 min)</p> <p>Ms. Sandra Wu, UNISDR Private Sector Alliance for Disaster Resilient Societies (ARISE) Board Member and Asia focal point, Chairperson and CEO Kokusai Kogyo Co., Ltd. (TBC)</p> <p>B. Keynote (10 min)</p> <p>Hon. Tofael Ahmed, Bangladesh Minister of Commerce (TBC)</p> <p>C. Panel discussion</p> <p><i>Moderator: Mr. Asif Ibrahim, Vice-Chairman of Newage Groups of Corporation, CEO of BUILD Bangladesh, and Chairman, ESCAP Sustainable Business Network’s Task Force on DRR</i></p> <p><u>Panel discussion (30 min)</u></p> <ol style="list-style-type: none"> 1. Ms. Sandra Wu, on role of corporations as takers of actions 2. Hon. Tofael Ahmed, on role of governments as enablers 3. Mr. Aslam Perwaiz, ADPC's Head of Department of Disaster Risk Management Systems, on the importance of SMEs resiliency 4. Mr. Pashupati Murarka, President, Federation of Nepal Chamber of Commerce, on the role of interfacing platforms 5. Mr. Naohiro Nishiguchi, President, Japan Bosai Platform, on the role of interfacing platforms <p><u>Interactive audience participation (30 min)</u></p> <p><u>Take-aways and closing remarks by moderator, Mr. Asif Ibrahim (15 min)</u></p>
<p>Intended main outcome and Key messages</p>	<ul style="list-style-type: none"> • Private sector plays key role in disaster risk management in the broader context of sustainable development • Increased appreciation that only when businesses are disaster resilient that they could contribute meaningfully to the attainment of resilience in their society • Improved understanding on the specific but complementary roles that government, private sector, and other stakeholders each have to play, and how they need to be held accountable to such role performance • Documentation and exchange of successful practices, different forms of partnership, and lessons learnt that could be documented, shared, and leveraged into regional good practices • Recommendations and agreed priority actions for governments, private sector and other stakeholders partnership to implement Sendai Framework
<p>List of Speakers</p>	<ol style="list-style-type: none"> 1. Ms. Sandra Wu, UNISDR Private Sector Alliance for Disaster Resilient

<p>and their interventions</p>	<p>Societies (ARISE) Board Member and Asia focal point, Chairperson and CEO Kokusai Kogyo Co., Ltd.(TBC): Private sector role in DRR as outlined by Sendai Framework, other global frameworks and Asia Regional Plan</p> <ol style="list-style-type: none"> 2. Hon. Tofael Ahmed, Bangladesh Minister of Commerce (TBC): The crucial link between the effective roles of private sector in DRR as the driver for the attainment of SDGs in developing countries. 3. Mr. Asif Ibrahim, Vice-Chairman of Newage Groups of Corporation, CEO of BUILD Bangladesh, and Chairman, ESCAP Sustainable Business Network’s Task Force on DRR (Moderator) 4. Mr. Naohiro Nishiguchi, President, Japan Bosai Platform: Business’ contributions through for-profit activities: business-driven initiative /platform that facilitates introduction of Japanese DRM techniques and technology by working closely with government and international partners 5. Mr. Aslam Perwaiz, ADPC's Head of Department of Disaster Risk Management Systems (TBC): The importance of SMEs resiliency; regional project “Strengthening Disaster Resilience of SMEs in Asia” in Indonesia, the Philippines, Thailand and Vietnam: 6. Mr. Pashupati Murarka, President, Federation of Nepal Chamber of Commerce (TBC): Takeaways towards improving the effectiveness of private sector in the implementation of Sendai Framework
<p>Technical Equipment</p>	<p>Projector, computer, microphones. Note: a quite large table will be needed for panel discussion (8-10 persons)</p>