

## Mission

To create risk-resilient societies by energizing the private sector in collaboration with the public sector and other stakeholders to achieve the outcomes and goals of the Sendai Framework in a transparent and inclusive way that delivers local and measurable impact.

## About

ARISE is the private sector stakeholder group for the United Nations Office for Disaster Risk Reduction (UNISDR). There are 140+ private sector members headquartered in 38 countries and active in over 150 countries around the world. ARISE was formed in 2015 and focuses on implementation of the disaster risk reduction goals of the Sendai Framework for Disaster Risk Reduction 2015-2030.

## ARISE Members Focus Effort Through Seven Themes

Theme 1: Disaster Risk Management Strategies

Theme 2: Investor Metrics

Theme 3: Benchmarking & Standards

Theme 4: Education & Training

Theme 5: Legal & Regulatory

Theme 6: Urban Risk Reduction & Resilience

Theme 7: Insurance

## Join ARISE

ARISE welcomes companies and organizations wishing to work toward implementation of the Sendai framework. This presents excellent opportunities for regional and global networking as part of a UN-led effort.

### Opportunities

- Apply private sector skills to reduce disaster risk.
- Collaborate with government at all levels, other companies, and the civil sector.
- Develop and share best practices with 140 leading companies.

### Expectations

- Sign the ARISE Commitment Statement.
- Contribute *pro bono* services to support the Sendai Framework.
- Pay annual dues of \$300 to \$10,000 USD, adjusted by corporate revenues.

## Meet ARISE at the Global Platform 2017

Join us at Market Place booth H8 ♦ Look for our members wearing the logo

Private Sector Pre-meeting 'Business for Resilience' ♦ Tuesday 13:30 - 17:00 ♦ Expo Center 4

This is the private sector stakeholder's consultation meeting for GP17. The session is set up as a dialogue between government and private sector, with a discussion of expectations towards the private sector as well as proposals in the ARISE Joint Position paper.

Implementing the Sendai Framework through Cross-sectoral Collaboration Wednesday 13:30 - 14:25 ♦ Arena F

This session will present tangible and impactful ARISE project outcomes driving disaster risk-sensitive investment and resilient business operations that are the result of between businesses, governments, and other stakeholders.



Private Sector's Engagement In DRR ♦ Wednesday 16:15 - 17:45 ♦ Arena E

This formal GP17 session will discuss solutions that promote private sector engagement and risk-informed investments, as well as enabling environments to get the private sector to invest in DRR and resilience.



Private Sector Morning Debriefs and Networking ♦ Booth H8  
Wednesday 09:00 - 09:30 ♦ Thursday 08:30 - 09:00 ♦ Friday 08:30 - 09:00

arise@un.org ♦ <http://www.preventionweb.net/arise/>

#ARISEGP2017 #SWITCH2SENDAI #MEXICOGP2017



# ARISE Manifesto for Action for the 2017 Global Platform

## *Executive Summary*

### Our Key Messages

- Recent years have seen a significant increase in disasters; economic losses from disaster are now running at close to \$300 billion a year with this being a very conservative estimate. Urbanization is adding to this risk – by concentrating populations and economic activities.
- These rising losses are putting severe strain on public finances and, in many countries, acting as a brake on economic and social development.
- To tackle this issue, businesses are ready to work with governments, civil society and other stakeholders.
- As part of their corporate social responsibility and going concern, businesses today already invest for the safety and protection of people and communities. However, more longer-term, transformational investment is needed to further reduce risk and build greater resilience.
- For business to play its role fully in this, it needs the right environment – it needs policies, rules and regulations that support private sector investment and innovation over the long term.
- Business investment in resilience must be part of a comprehensive approach – that assesses all forms of risk, across public and private sectors, and emphasizes the importance of risk reduction, as well as disaster insurance.

This manifesto sets out 6 key proposals for reform – which, if adopted, we believe will enable business to play its role fully in helping reduce risk and build resilience to future disasters:

- **Apply the Build Back Better principle to all aspects** of planning, development, recovery and reconstruction – from building codes to government tenders and contracts.
- **Create incentives for businesses to invest** in longer-term risk reduction and resilience in advance of disaster. At the same time, remove legal and other regulatory barriers that prevent such investment or, worse, drive continued low-resilience investment.
- **Take a more holistic and integrated approach to upgrading key infrastructure** by engaging key stakeholders at national, state and local levels to better address requirements and drive more resilient capital investments.
- **Involve businesses before, during and after disasters** – to ensure private resources and expertise are mobilized in support of effective disaster risk management.
- **Promote the benefits of resilience to consumers** and **extend education and professional training** to help increase public awareness. Without this awareness, risk reduction and pro-resilience policies will be much less effective.
- **Harness the potential of data and technology** to ensure effective implementation of resilience and risk reduction measures

