



International Strategy for Disaster Reduction

A network diagram consisting of ten colored circles (yellow, blue, purple, red, white, dark blue, brown, red, light blue, yellow) connected by thin white lines, forming a complex web of connections across the blue background.

# Business Partnerships

Disaster risk reduction is everybody's business



United Nations



Haiti: Earthquake January 2010 - UN Photo - Marco Dormino



The biggest question facing us is how to influence behavioural 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.

### **Margareta Wahlström**

*UN Special Representative of the Secretary General (SRSG) for Disaster Risk Reduction*

## Disaster risk reduction is everybody's business

**Disaster risk reduction** is the sum of all the strategies, policies and measures that can reduce the risks and vulnerabilities of people and businesses, increase their capacities to prevent, respond to and minimize the disruptive effects of hazards on lives and livelihoods.

### Who we are

**The International Strategy for Disaster Reduction** is the United Nations body mandated to work with countries and communities to save and protect lives as well as assets from disaster losses Associated with natural hazards.

Investing in disaster risk reduction offers a triple return by ensuring business continuity, safeguarding long-term investments, and protecting employees, their families, communities and environments.

### We seek partners to

- **Take the lead** in ensuring the safety of long-term investments;
- **Plan ahead to protect industry** and society from disasters, economic disruptions while ensuring business continuity;
- **Invest more in human**, technical and financial resources to build the resilience of nations and communities;
- **Join communities**, local and national governments as well as international organization in saving lives and livelihoods through core business arrangements, philanthropy and corporate social responsibility.



Disaster risk reduction is an obligation for all - donors, governments and the private sector. We cannot wait for more disasters to happen to understand the benefits of disaster risk reduction policies.

### **Toni Frisch**

*Deputy Director General, Head of Humanitarian  
Aid Department Switzerland*

## Business Partnerships save lives

**The private sector** drives a large percentage (“the lion’s share”) of a country’s economy and is therefore strategically placed to make communities safer and more resilient by:

- Setting standards and quality assurance criteria for safer structures, such as schools and hospitals, in urban areas:

Contributing investment funding for programmes or individual country and community risk reduction efforts:

- Providing expertise to help with its technical areas of work, e.g. administration and internal business processes as well as external disaster risk assessments;
- Acting as a wellspring for socially responsible volunteers and funding.

## What we offer

**Visibility** for your contribution to reduce global and local risks:

International, regional and national platforms as well as forums to promote practices, expertise, knowledge and products related to disaster risk reduction issues;

An opportunity to hone your competitive advantage while demonstrating commitment to both social and business progress;

A triple return on your investment in disaster risk reduction: increased adaptability to climate change, reduced economic vulnerability, and a world safer against disasters.



Natural hazard risks are not foremost in the mind of CEOs [Chief Executive Officers], yet firms operating in global markets or with global supply chains, are vulnerable to the impacts of disaster, and may be motivated to engage with this agenda in terms of business continuity or wider corporate responsibility to their customers or employees.

**Jo da Silva**

*Arup International Development, Director*

## Do you share our core values?

**Leadership:** We are the competent UN body with a unique mandate to influence and mobilize decision makers to make disaster risk reduction a national and local priority.

**Accountability:** We have a 10-year solid track record in the promotion and advocacy of disaster risk reduction and are accountable to 168 governments that have adopted the Hyogo Framework for Action in Japan – a 10-year plan to reduce disaster losses by 2015.

**Empowerment:** We provide a framework for partners to help develop networks at the international, regional and national levels.

**Result orientation:** We have clear targets and indicators leading us to 2015 and beyond.

## What we stand for

**We advocate** that governments dedicate at least 10 per cent of their disaster management and humanitarian funds, including recovery and reconstruction, and at least one per cent of their national development funding to risk reduction measures to ensure that people's lives and assets are better protected.

**We advocate** the use of disaster risk reduction as a tool for climate change adaptation.

**We regard** safer schools and hospitals as the first place to begin for protecting children, teachers, patients, doctors and nurses against disasters, and to safeguard investments in sustainable human development and growth.

**We consider** education and risk literacy as important tools for reducing disaster impacts.



It is important to focus on the root causes of disasters rather than be comforted by bandages.

**Aris Papadopoulos**  
*Titan America, CEO*

## Our team

Based in **Geneva, Brussels, Bangkok, Panama, New York, Nairobi, Dushanbe and Cairo**, UNISDR is a team of 100 staff professionals from different backgrounds with solid knowledge of and skills for disaster risk reduction issues.

Join our efforts to convince decision-makers to invest before disasters happen. Participate in and support our resilient cities campaign, Global Platform for Disaster Risk Reduction, Global Assessment Report on DRR and UNISDR-led initiatives at the regional level.

If your company is interested in exploring a partnership opportunity with UNISDR, please visit our website:  
<http://unisdr.org/english/about/donors/business/>



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