



RESILIENT BUSINESS FOR RESILIENT NATIONS AND COMMUNITIES



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Foreword

Managing and building resilience to natural disasters are priorities if we are to protect our hard-won development gains in the Asia-Pacific region. The private sector accounts for an estimated 70 to 85 per cent of the investment in most national economies, and makes institutional investments of more than \$80 trillion annually across the globe. Any attempt to reduce the risk of disasters and build resilience cannot succeed without the participation of the private sector. In turn, the private sector needs to take steps to build its own resilience, and contribute to building more resilient communities and nations.

The *Sendai Framework for Disaster Risk Reduction 2015-2030* (Sendai Framework) offers a strategic opportunity for our region to establish a clear set of responsibilities and measures of accountability for the private sector to participate more meaningfully in disaster risk management. The Framework also provides impetus for the private sector to shift from conventional reactive corporate social responsibility towards more proactive risk-informed investments and business processes. Successful translation of the Sendai Framework into action will require better understanding of risks, improved governance, resource investment and the enhancement of risk management.

The Economic and Social Commission for Asia and the Pacific (ESCAP) has aligned its work on disasters with the Sendai Framework, concentrating, among others, on addressing knowledge gaps in risks and resilience, the roles and responsibilities of stakeholders, effective response to early warning, and risk-sensitive investment. The Asian Disaster Preparedness Center (ADPC) has initiated the iPreparedBusiness facility to promote commitment of government agencies to create enabling environment for private sector to undertake risk reduction activities. R3ADY Asia-Pacific has promoted a whole community approach to strengthening community resilience by bringing together diverse stakeholders.

This report focuses on the private sector, as key stakeholders whose decisions and actions impact levels of resilience to climate-related disasters, and whose dynamism, innovation and positioning contribute to the body of knowledge on risk and resilience, significantly shaping responses. Analysis of the private sector's involvement in Asia-Pacific disaster risk management is still evolving, and good practices need to be more systematically collated. This report is among the first to document the evolving thoughts and practices of the private sector in disaster risk management. It offers Asia-Pacific perspectives on the respective roles and responsibilities of the private and public sectors in promoting resilience, highlighting good practices, case studies and lessons learned. This report is the culmination of a two-year collaboration between our organizations in promoting greater involvement of the private sector in disaster risk management.

Implementation of the Sendai Framework in Asia and the Pacific must take into account that more than 90 per cent of businesses in the region are micro, small or medium enterprises. Strategies that address the diverse needs of a wide range of stakeholders, from micro enterprises to large multinational corporations, need to be carefully thought through. The public sector will be instrumental in creating an enabling environment to encourage business involvement in disaster risk management. Sound risk management legislation, enforcement of regulatory frameworks, economic and business incentives, access to risk financing and insurance opportunities, as well as the provision of sufficient information

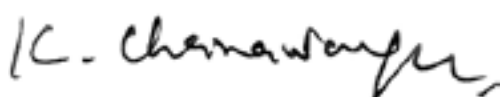
and capacity building efforts, can all motivate increased business participation in strengthening resilience of their own operations, thereby contributing to building resilient communities and nations. The promotion of multi-stakeholder partnerships among the public and private sectors, non-profit organizations and academic institutions will also be needed to attain this goal. Private sector leaders will need to engage in multi-stakeholder dialogues to integrate disaster risk management into business processes, and more importantly, investment decisions, helping to prevent exacerbation of existing risks and avoid the creation of new ones.

With the Sendai Framework, the new 2030 Agenda for Sustainable Development, and the Sustainable Development Goals already in place, and with global climate change action scheduled for deliberation before the end of 2015, there has never been a more opportune time to embark on meaningful public-private partnerships. It is our hope that this report will generate serious discussion about fully engaging the private sector in implementation of the new disaster risk reduction agenda. Our organizations, and the other dedicated partners with whom we work, look forward to working with you to create a safer and more resilient Asia-Pacific region.



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List of Abbreviations

ACCSQ	ASEAN Consultative Committee for Standards and Quality
ADB	Asian Development Bank
ADPC	Asia Disaster Preparedness Center
ADRC	Asia Disaster Reduction Center
AMCDRR	Asian Ministerial Conference on Disaster Risk Reduction
APBF	Asia-Pacific Business Forum
APEC	Asia-Pacific Economic Cooperation
ASEAN	Association of Southeast Asian Nations
BAC	Business Advisory Council
BCI	Business Continuity Institute
BCM	business continuity management
BCMS	business continuity management system
BCP	business continuity plan
CBA	cost-benefit analysis
CCA	climate change adaptation
CIR	Critical Infrastructure Resilience
CNDR	Corporate Network for Disaster Response
COAG	Council of Australian Government
CSO	civil society organizations
CSR	corporate social responsibility
CSV	corporate social value
DEWN	Disaster Early Warning Dissemination System
DMC	Disaster Management Center

DOST-PAGASA	Department of Science and Technology - Philippine Atmospheric, Geophysical and Astronomical Services Administration
DRM	disaster risk management
DRR	disaster risk reduction
DRR-PSP	Disaster Risk Reduction Private Sector Partnership
EAs	Emergency Agreements
ESCAP	United Nations Economic and Social Commission for Asia and the Pacific
FDI	foreign direct investment
FEMA	Federal Emergency Management Agency
GAR	Global Assessment Report
GDP	gross domestic product
GEJ	Great East Japan earthquake
GFCF	Gross Fixed Capital Formation
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH
GVCs	global value chains
HFA	Hyogo Framework for Action
IDNDR	International Decade for Natural Disaster Reduction
IO	international organizations
ISO	International Organization for Standardization

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