



# Private sector engagement towards disaster resilient societies

APRU Multi-Hazards (MH) Summer School, 20 July 2016, IRIDeS, Tohoku University

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# Today's topics

- How did Kokusai Kogyo get involved in the UNISDR private sector group, and what has the UNISDR private sector group been doing?
- Why is DRR by the private sector so important?
- ARISE (UNISDR Private Sector Alliance for Disaster Resilient Societies )and private sector engagement





## 2011 UNISDR Private Sector Advisory Group and Private Sector Partnership created



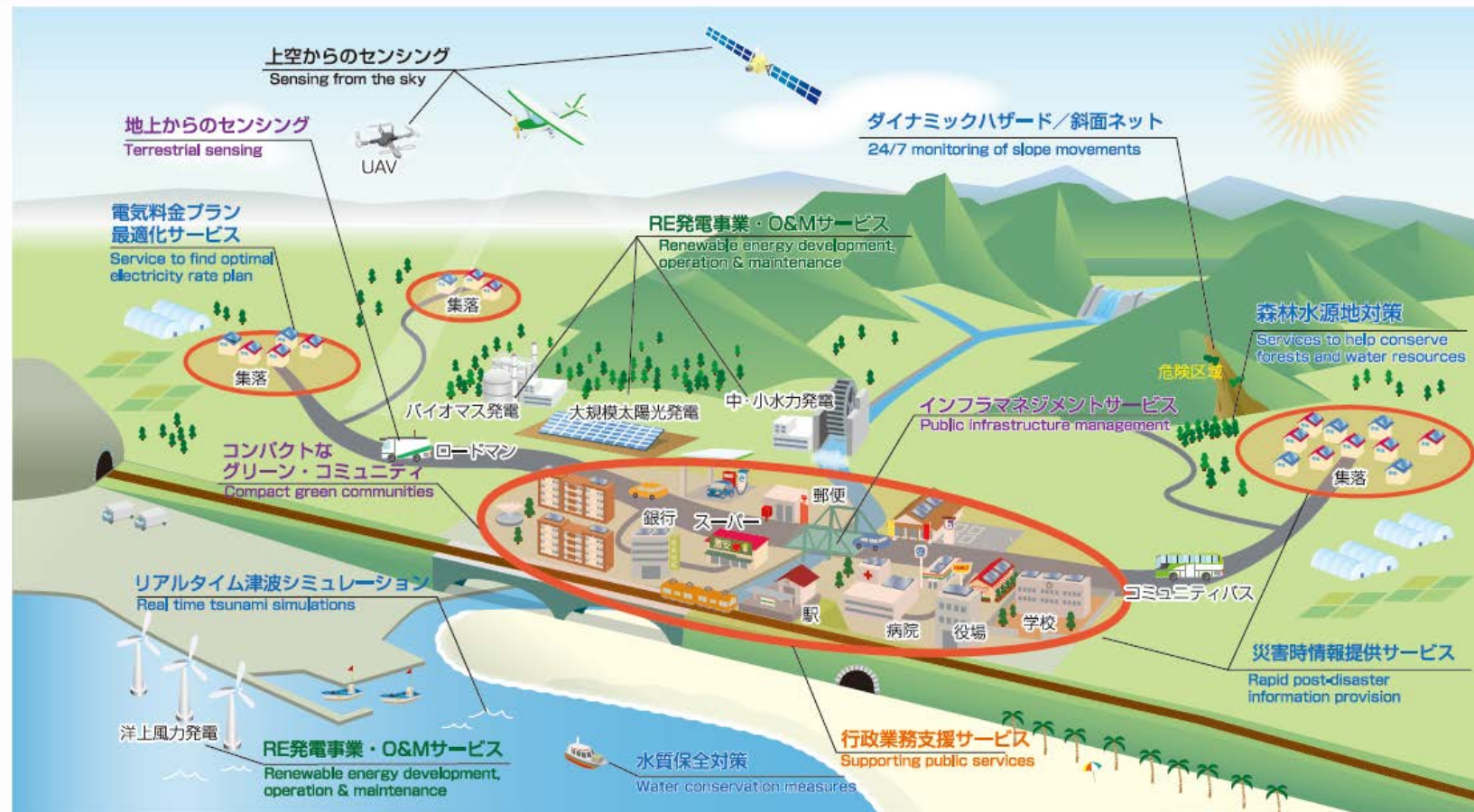


# 2011 Global Platform GP11

Plenary “Invest Today for a Safer Tomorrow”



# Kokusai Kogyo's strength: we could talk about real-life business examples



## Products & services based on geospatial information technology

In Japan: local government procurement, e.g. DRM, hazard maps

Overseas: JICA (ODA) projects, e.g. Technical Assistance



**Statement of Private Sector on Disaster Risk Reduction at the Fifth Asian Ministerial Conference on Disaster Risk Reduction**

Yogyakarta, Republic of Indonesia, 25 October 2012



We, representatives of private and public business entities in Asia participating in the Fifth Asian Ministerial Conference on Disaster Risk Reduction, 22-25 October 2012, Yogyakarta, Indonesia:

# 2012 Asian Ministerial Conference (AMCDRR Yogyakarta)

## First private sector 'commitment statement'

## 2013 Global Platform GP13

Theme "Invest Today for a Safer Tomorrow"

Plenary "Private Sector for Resilient Societies"

Many private sector related events, sessions, etc.

## Global Assessment Report (GAR13)

Focus on private sector

Case study publications, workshops



2014 AMCDRR Bangkok, other regional platforms &...

# 2014 Advocacy and input towards Sendai Framework via formal and informal UN processes



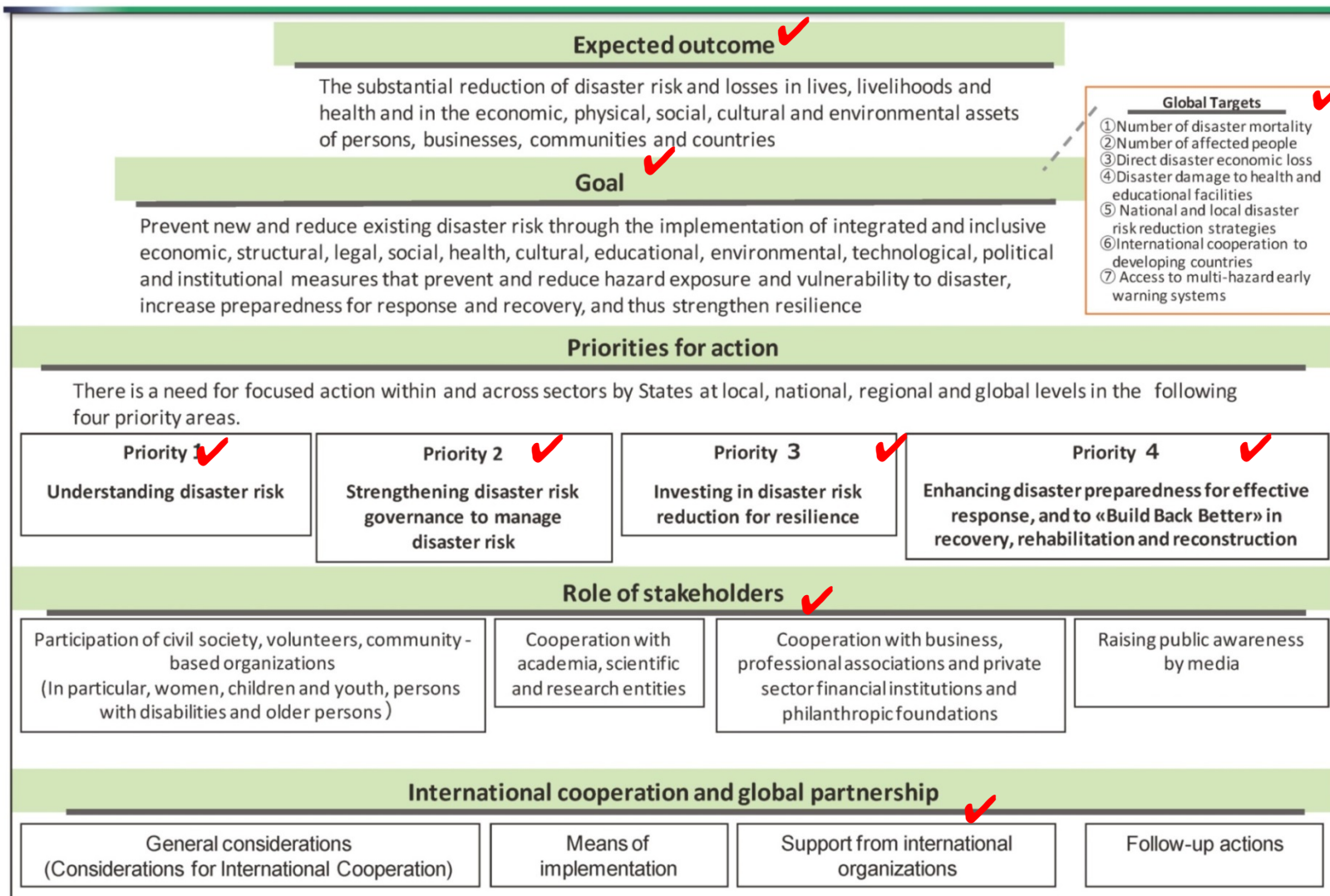
## 10 Major Groups including the private sector





# 33 mentions of private sector in the Sendai Framework

## Sendai Framework for Disaster Risk Reduction 2015-2030



Businesses' role as *partners* to governments and government actions described

Stakeholder role described

✓ = mentions



# 2015 3<sup>rd</sup> UN World Conference on DRR, Sendai, Japan



✦✦✦ Adoption of Sendai Framework for DRR 2015-2030 ✦✦✦

PSAG Advisory Group

PSP Membership

R!SE Initiative & Projects

arise

PRIVATE SECTOR ALLIANCE FOR DISASTER RESILIENT SOCIETIES



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\$180 billion

Estimated average losses  
from earthquakes and  
cyclonic wind every year.

Our ability to build  
resilience has not  
kept pace with our  
ability to grow.

*Why Private Sector?* To address rising disaster economic loss (businesses are victims as well as the cause)





Supermarkets



Construction



Image Sources: Private Sector Strengths Applied, 2013 UNISDR

Resilient businesses become community-embedded resources (expertise, technology, manpower, local knowledge)



Logistics



Water

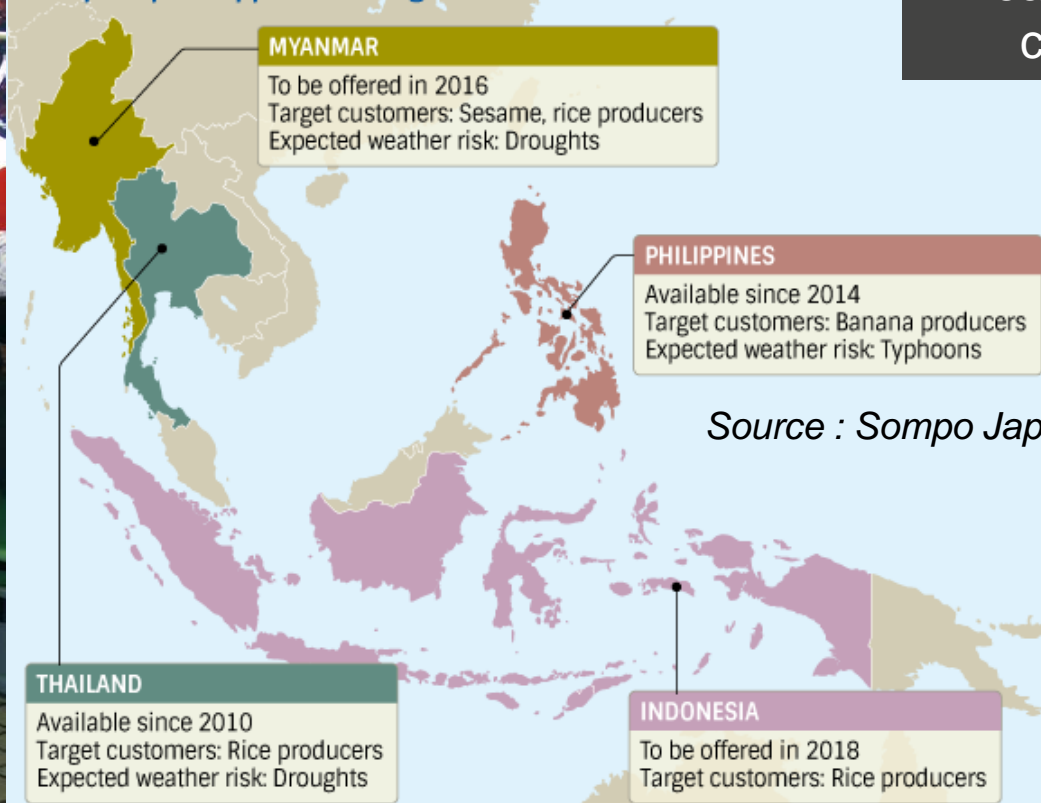


DRR-embedded  
vending machines



Source (above/below): Private  
Sector Strengths Applied, 2013  
UNISDR

Sompo Japan Nipponkoa's target markets for weather insurance



Source : Sompo Japan Nipponkoa

Weather-triggered  
crop insurance

Private sector is source of innovation, DRR & resilience-  
embedded products and services, appliers of research



Financial incentives



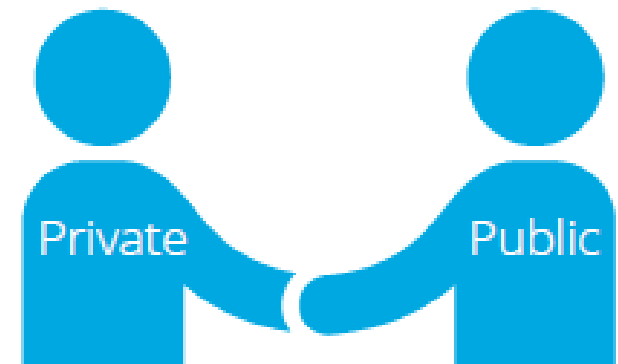
Source : Japan Construction Engineers

Innovative erosion  
control products

# Private sector as partners – what enables private sector engagement? What does successful engagement look like?

## In Japan, ‘Emergency Agreements (EA)’ between local governments and businesses are common practice

- 66 local governments entered agreements with 7,378 businesses/associations
- Average 114 per prefecture
- EA between two local governments also common



(Data from March 2012)



## Private Sector Strengths Applied

Good practices in disaster risk reduction from Japan

2013



# UNISDR

The United Nations Office for Disaster Risk Reduction

NEWS | DO

Connect and convince to reduce o

WHO WE ARE ▾

WHAT WE DO ▾

WHERE WE WORK ▾

WHO WE WORK WITH ▾

HOME

WHAT WE DO

WE INFORM

UNISDR PUBLICATIONS

## Private sector strengths applied: good practices in disaster risk reduction from Japan



This document presents a selection of fourteen case studies focusing on good practices and lessons learned by the private sector in relation to the Great East Japan Earthquake of 11 March 2011. It highlights the role the private sector can play in disaster risk reduction (DRR), with a focus on the strong contributions made by private businesses across sectors, utilizing their core business strength(s).

The fourteen examples from diverse industries in Japan illustrate how the private sector can contribute to disaster resilience, recovery, and reconstruction through the application of their core business strength(s), beyond the forms of contribution typically made under the name of corporate social responsibility.

They are grouped under the three strategic goals specified in the Hyogo Framework for Action (HFA). Each example concludes with a summary of: 1) what worked as good practices, 2) what lessons were learned, 3) practical tips for replication, and 4) how the case is connected to HFA. The concluding section of this publication ties the fourteen cases to five important take-home messages, and also links the points highlighted in the Global Assessment Report on Disaster Risk Reduction 2013 to specific cases that serve as illustration.

This publication is jointly presented by UNISDR Hyogo Office and Kokusai Kogyo, a Japanese geospatial information consulting firm, whose Chairperson and CEO is one of the 17 members of the UNISDR Private Sector Advisory Group for Disaster Risk Reduction (PSAG). It is intended to serve as a practical guide and a source of concrete ideas, not only to private sector companies looking towards further engagement in DRR, but also to public sector actors wishing to engage and/or partner with the



The 2013 International Day of Disaster Reduction (13 October) will be celebrated with disability and disasters

[Find out more! →](#)



Google > "Private Sector Strengths Applied"  
Publication date 2013. English and Japanese versions

- iKaaSはローカルクラウド上の多種多様なデータを越境流通させるための高度知識集約的プラットフォーム
- プラットフォーム実現のために、プライバシーやセキュリティに配慮する機能等を開発・実証する。
- iKaaS is an advanced, knowledge-intensive platform for facilitating the cross-border flow of a wide variety of data stored in local clouds.
- The development and validation of privacy and security functions that will allow such a multi-cloud service platform become reality is the focus of this project.

総務省平成26年度の戦略的情報通信研究事業（SCOPE、国際連携型研究開発）として採択。  
同時に欧州Horizon2020とのマッチングファンドの役割も有する。

研究開発課題名：「プライバシーに配慮した情報提供を可能にする高度知識集約プラットフォームの研究開発(iKaaS)」

## iKaaSプロジェクト研究推進体制 Project member organizations

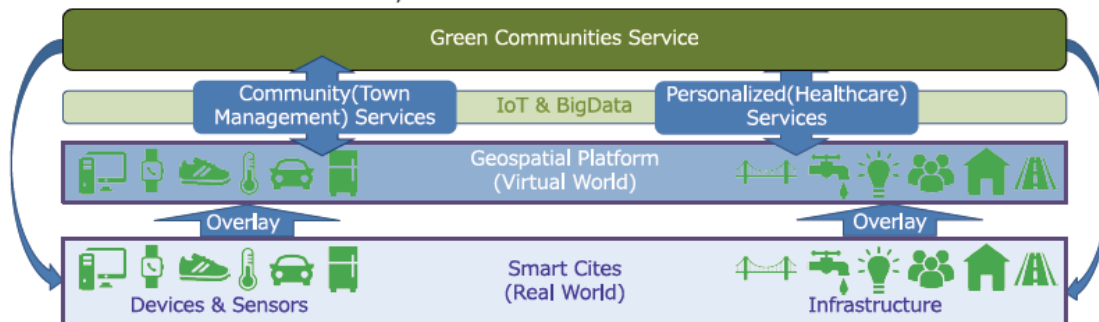
| 日本側研究機関  | 欧州側研究機関   |
|--|---|
| <p>(株)KDDI研究所 </p> <p>国際航業(株) </p> <p>(株)日立ソリューションズ東日本 </p> <p>東北大学 </p> <p>(株)KDDI総研 </p> <p>独立行政法人 理化学研究所 </p> | <p>Atos Spain S.A. </p> <p>University of Surrey </p> <p>InnoTech21 GmbH </p> <p>Univcity of Oulu </p> <p>Ayuntamiento de Madrid (MAD-City) </p> <p>WINGS ICT Solutions </p> <p>CREATE-NET </p> <p>Empresa Municipal de Transporters de Madrid </p> <p>Comunidad de Madrid (MAD-Resion) </p> |

## 国際航業の役割 Kokusai Kogyo and iKaaS

iKaaSプラットフォームにおけるデータモデルの設計とグリーンコミュニティ実現のための実装と実証  
Kokusai Kogyo will contribute to iKaaS by developing the iKaaS data model, and running the pilot, or validation, of the Knowledge-as-a-Service platform of a system that is key to the realization of our corporate goal, Green Communities

現実世界の情報と空間情報を組み合わせて、IoTやBigData技術を活用した新たなサービス（グリーンコミュニティサービス：コミュニティサービスやパーソナライズサービス）を創出します。

In effect, we are developing a new service ("Green Communities Service") that connects physical objects in the real world to users, via a virtual world based on spatial data, utilizing both IoT (the Internet of Things) and Big Data to deliver services to the entire community as well as to individuals



(& Research partners to academia for next level DRR and resilience)



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# 3<sup>rd</sup> UN World Conference on DRR, Sendai, Japan



- Adoption of Sendai Framework for Disaster Risk Reduction 2015-2030
- UNISDR private sector groups re-organized *towards implementation*

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Sendai Framework's key concept is

## Mainstreaming of DRR

Expectations towards businesses:

- Businesses must be resilient themselves
- Businesses' role as community-embedded resource
- Businesses' role in innovation

Mainstream DRR in the **business community** as well as **each company's central strategies/plans**

(new urgency post-2015 with SDGs, Paris Agreement)



Sendai Framework's key concept is

## Mainstreaming of DRR

Expectations towards all:

- All of government (disaster management agencies + other parts of government)
- All of society (actions by businesses, stakeholders)

Mainstream DRR as fundamental, expected, and **desired element of our society**

# Mechanisms in place towards implementing the Sendai Framework

## ARISE Member Commitments

Raise awareness of disaster risk

Influence

Share knowledge

Catalyse

Implement

## ARISE Themes

DRM Strategies

Investment Metrics

Benchmarking and Standards

Education and training

Legal and Regulatory

Urban DRR & Resilience

Insurance

## ARISE Networks



A group of companies who act to realize Sendai Framework expectations towards businesses and towards all of society

[ABOUT](#)[PARTICIPATE](#)[THEMES](#)[ENGAGE LOCALLY](#)[MEMBERS](#)[RESOURCES ▾](#)

**Economic losses linked to disasters will continue to escalate, unless disaster risk management becomes a core part of business investment strategies.**

**BAN KI-MOON**

[WHAT IS ARISE](#)[CASE STUDIES](#)[GOOD  
PRACTICES](#)[LATEST  
DOCUMENTS  
AND  
PUBLICATIONS](#)

[www.preventionweb.net/arise/resources](http://www.preventionweb.net/arise/resources)

<http://www.preventionweb.net/arise/>