



United Nations
International Strategy for Disaster Reduction

The business case for multi-stakeholder disaster risk management

a joint effort of
the UN International Strategy for Disaster Reduction,
the World Economic Forum, and the World Bank Group
under the Global Facility for Disaster Reduction and Recovery

Presentation



1 What is disaster risk management?

2 The need for multi-stakeholder, pre-disaster risk management

3 The advantages to companies

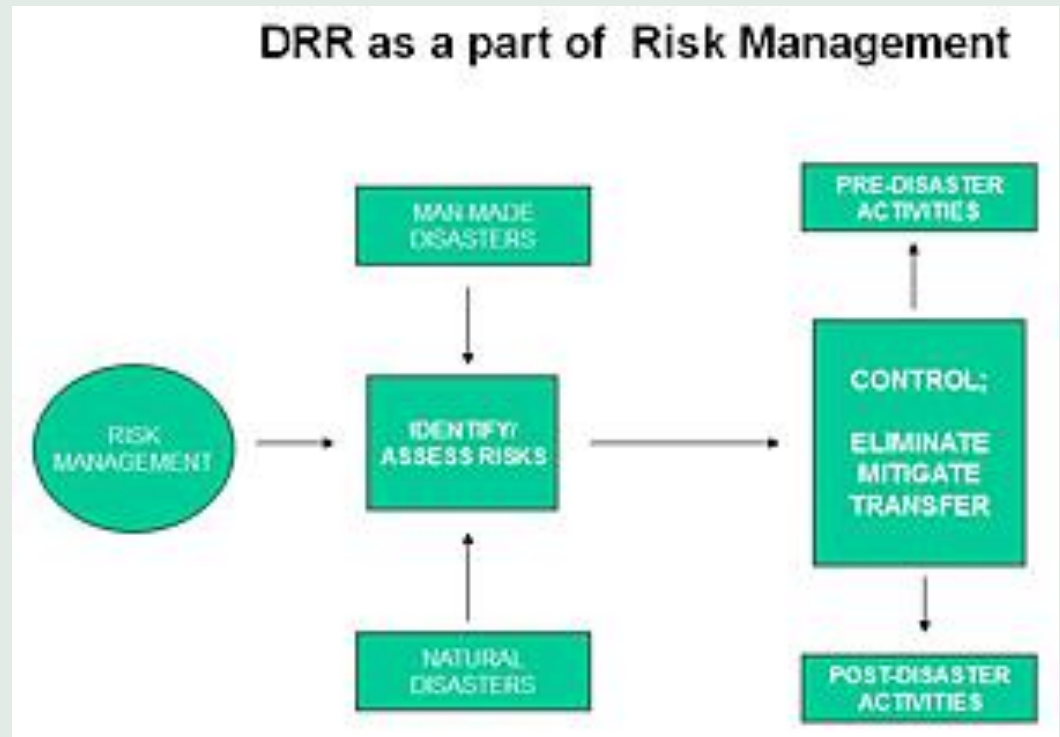
4 Multi-stakeholder processes

5 Increased private-public co-financing

6 Suggested next steps

What is disaster risk management?

Corporate disaster risk management refers to the identification, assessment, and control of natural and technological disaster risks which might negatively impact the assets and earnings of the organisation.



The need for multi-stakeholder, pre-disaster risk management

- Pre versus post disaster risk management
- The magnifying effect of global complexity
- The increasing frequency of natural disasters
- Single stakeholder versus multi-stakeholder activities

“While technological innovation, globalisation, the growing interdependence of critical networks, and the high concentration of populations and assets all have their well-recognised positive effects, they also dramatically increase vulnerabilities to natural, technological and terrorism hazards.”

Angel Gurría (OECD Secretary General) September 2006

The advantages to companies of multi-stakeholder disaster risk management

- Ensuring sustainable business continuity
- Reducing costs through pre-disaster planning
- Integrating disasters as an environment, health and safety issue
- Improving corporate reputation through disaster reduction
- Acting responsibly through disaster risk management



Multi-stakeholder processes for disaster risk reduction

- Engaging in multi-stakeholder dialogues
 - Step 1 Pre-dialogue preparation
 - Step 2 Dialogue process
- Engaging in multi-stakeholder activities
- Guidance from ISDR on multi-stakeholder process

“**Multi-stakeholder** describes the participation of the individuals, groups or organisations that have an interest or investment in the actions that will be taken to reduce disaster risk.”

UN ISDR

Increased private-public co-financing of disaster prevention and emergency preparedness

Disaster risk reduction activities can be roughly divided into two categories:

- Direct revenue generating activities, and
- Indirect revenue protection activities.



Suggested next steps

- What can a company do?
- What can ISDR and its partners do?

