



Plataforma Regional para la Reducción del Riesgo de Desastres de las Américas

Invertir en RRD para proteger los avances del desarrollo

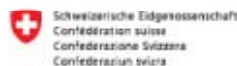
IV Sesión - Guayaquil, Ecuador del 27 al 29 de Mayo 2014



Título de la presentación: From Business Continuity to Integrated Risk Management – Private Sector Initiatives & Progress

Expositor: Debra A.K. Johnson debra-a.k.johnson@usa.dupont.com

Institución: DuPont Sustainable Solutions



Swiss Agency for Development and Cooperation SDC



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- Private Sector Goals & Objectives
- Realities, Challenges & Opportunities
- The Private Sector & the DRR agenda
- PSAG/PSP Advancements
- Next Steps



Private Sector Advisory Group (PSAG)

- Provide advice on the role of business in reducing disaster risk;
- Provide guidance and direction for related UNISDR & Private Sector Partner work
- Provide advice on regional work and special programs (such as “Making Cities Resilient”)
- Lead the development of private sector inputs for the post-2015 framework for disaster risk reduction

Members: largely private sector, with others from foundations and public sector



DRR Realities¹

Disaster-related economic losses amount to hundreds of billions of dollars annually, and are projected to double by 2030. Since 1992, over \$2 trillion in damages have occurred.

Institutional investors currently manage assets worth more than \$80 trillion globally -- much of this is given limited consideration relative to disaster risk.

Top 600 cities account for half of the Global GDP today and this is expected to increase to 60% by 2025.²

In the years ahead, trillions of dollars will be invested in hazard-exposed regions. If those investments fail to take into account natural hazards and vulnerabilities - risk will continue to accelerate.



70 - 85% of all new investment is generated from the private sector. ↑



¹ UNISDR (2013) From Shared Risk to Shared Value – The Business Case for Disaster Risk Reduction Global Assessment Report on DRR, Geneva, Switzerland: UN Office for Disaster Risk Reduction

² The Atlantic Cities, <http://www.theatlanticcities.com/jobs-and-economy/2012/04/infographic-day-economic-power-top-600-global-cities/1682/> accessed January 3, 2014

Private Sector - Pressures

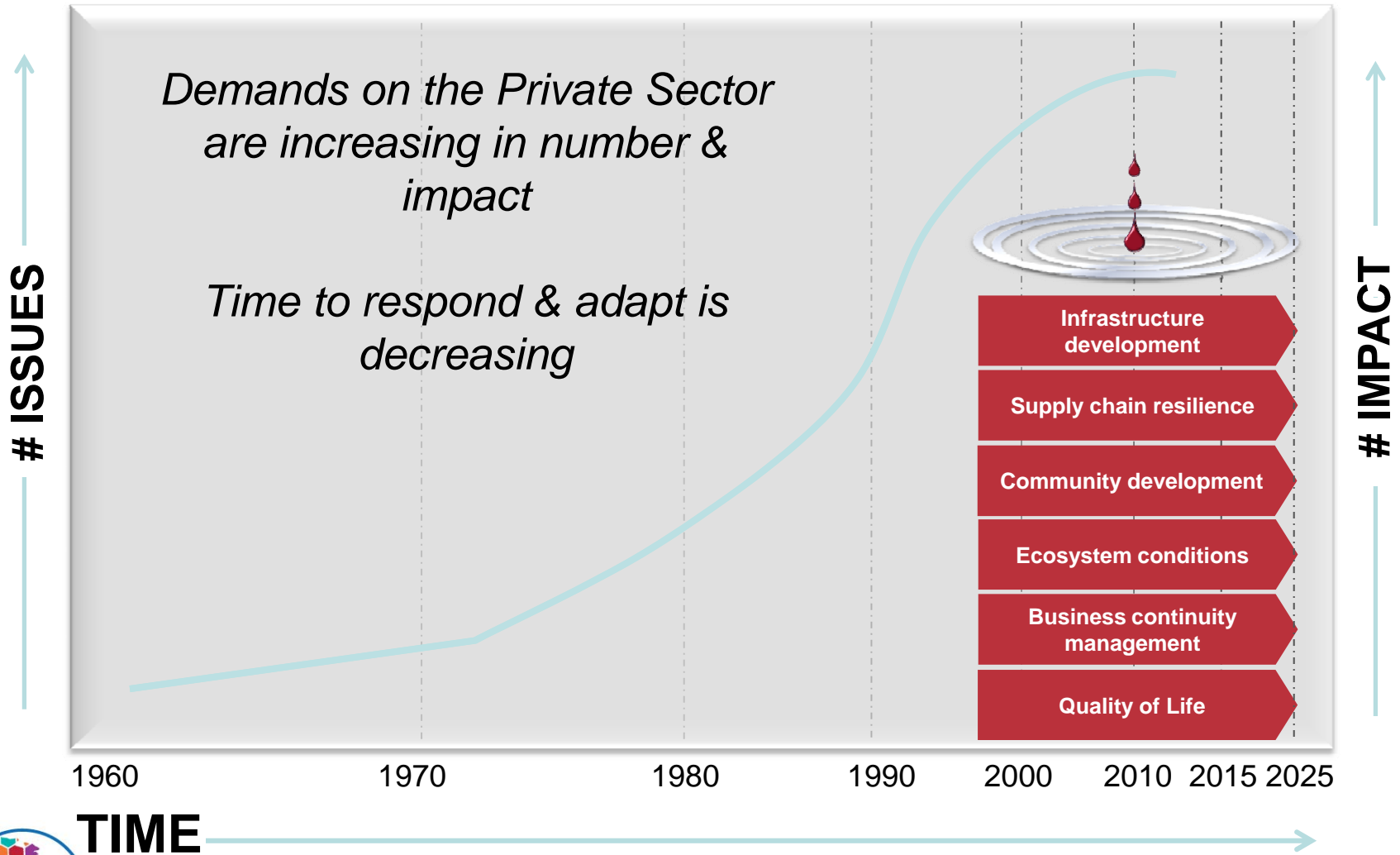


- GRI: Global Reporting Initiative) G3 to G4;
- IIRC (International Integrated Reporting Council) new framework on integrating sustainability information into financial reporting;
- SASB (Sustainable Accounting Standards Board) KPIs for all industries to report on their 10K and 10Q;
- EU potential directive requiring sustainability report from companies with 500+ employees - maybe at a country by country level;
- CDP (Carbon Disclosure Project) questionnaires on carbon, water, forests, and plastics...

These will require added resources, organizational learning and development, structures and roles. Difficult enough for the largest financial and corporate institutions, but imagine the challenges for micro, small & medium enterprises...



Critical Business Issues



Coherence & Mutual Reinforcement

An important step that will help reduce the complexity and improve decision-making and prioritization of initiatives.

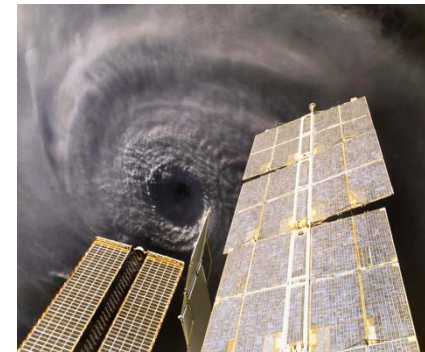
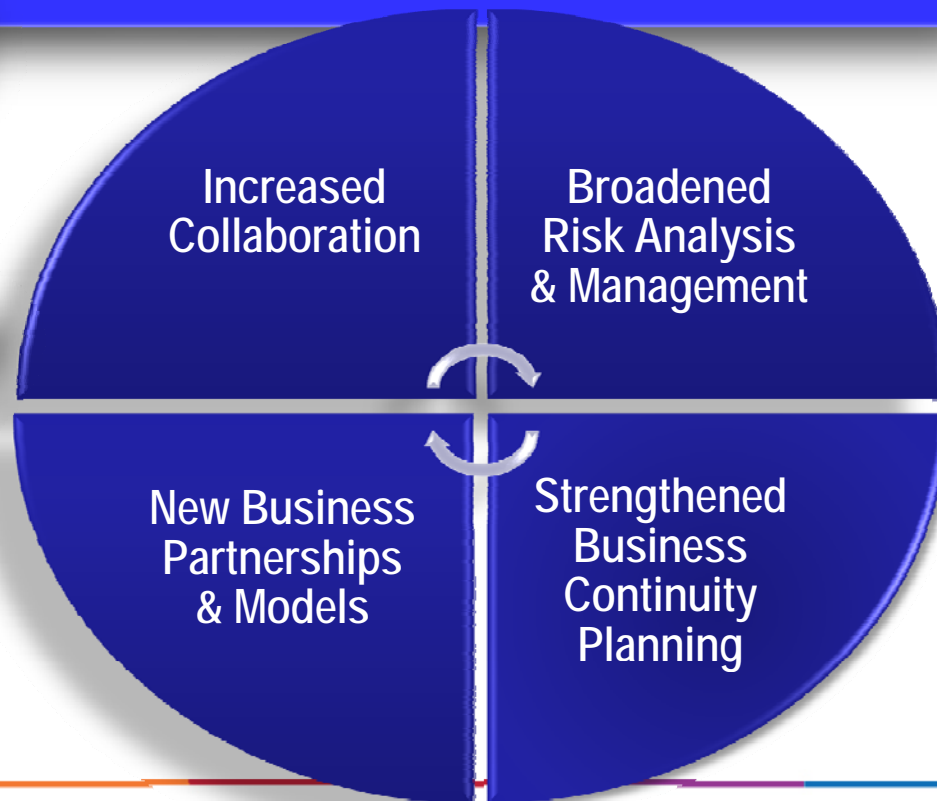
- Promote coherence and mutual reinforcement in three landmark agreements set for 2015:
 - a post-2015 framework for disaster risk reduction
 - The Sustainable Development Goals
 - 21st Session of the Conference of Parties to the UN Framework Convention on Climate Change.
- The first strategic goal of the *Hyogo Framework for Action*, is the integration of disaster risk reduction into sustainable development policies and planning.



Private Sector – Priorities

“Global Shifts are the Catalyst”

- 9 Billion People by 2025
- Global Environmental Change
- Global Interdependence



UNISDR & Business

62 businesses are members of the Disaster Risk Reduction - Private Sector Partnership (DRR-PSP) and have committed to the 5 Essentials for Business in Disaster Risk Reduction.

The DRR-PSP has organized itself into 5 Working Groups:

1. Public-private partnerships for urban resilience;
e.g. development of Urban Resilience Marketplace ([AECOM](#))
2. Improving risk-informed business strategies;
e.g. visible risk management through sustainability reporting ([DuPont](#))
3. The development of multi-stakeholder partnerships at a Global Level
e.g. connecting HFA2 to the SDGs and Climate Agendas ([Kokusai Kogyo](#))
4. Increase business commitment for DRR-PSP 5 Essentials
e.g. partnership framework for PPPs to build resilience ([GSK](#))
5. Business contributions to design and implementation of HFA2
e.g. developing substantive input to the HFA2 ([Willis Re](#))



PSAG/PSP Advancements

Resilient Scorecard

AECOM™	UNEP	IBM
<p>Subject's focus:</p> <p>Single point of coordination of all city and IBM reporting activities in the city, with clarity of roles and accountability across all of the organizations.</p> <p>The single point of contact or groups will coordinate the activities that follow corporate activities of the city government and of various agencies, public, and private, such as energy, health, housing, transportation and other related activities in the private or public sectors.</p> <p>The test of relevance is whether the organization or activity must contribute in any way to create progress in the resilience covered below in Executive 1.</p> <p>Event response coordination mechanisms should be regularly tested, if not by real events, at least on simulation exercises - see Executive 3.</p> <p>Effective communication will strengthen government and neighborhood communication and neighborhood communication - see Executive 5.</p> <p>Event response element is regularly tested at least on simulation exercises - see Executive 5.</p> <p>Effective coordination and presence of the private sector - utilities and other city agencies as well as other organizations based on the city's</p>	<p>Deliverables/Measurement:</p> <p>Presence of organizational chart documenting structure, hierarchy and role definitions at each relevant agency to achieve the required objectives.</p> <p>Deliverables to be signed off by all participants.</p>	<p>Indicators/Measurement/Value:</p> <ol style="list-style-type: none"> 1. Single point of coordination exists with agreed roles and responsibilities. 2. Single point exists but with some issues recognized. 3. Single point as principle, but with some major questions, or lack of agreement on some areas. 4. Initial set up exists to create a single point of coordination. 5. No single point but plans exist to create one. 6. No single point and no plans to create one.

DISASTER RESILIENCE SCORECARD FOR CITIES NOW AVAILABLE.

Inventory: Sustainability Reporting



Best Practices



From the Great East Japan Earthquake

On-Line Dialog Series

Towards a post-2015 framework for Disaster Risk Reduction

Presentations & Studies



Launched 19 May 2014
 8 Streams of Activities
 Goal: Make all investments risk-sensitive





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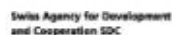
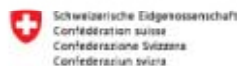
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PROFESSIONAL PROFILE



Debra A.K. Johnson has worked with the Private Sector for thirty-five years -- ten of those as a small business owner. She joined DuPont in 1998 where she's held a variety of management positions, being called upon to lead future-focused initiatives in some of the company's top growth businesses. She specializes in strategic marketing and product development with an emphasis on sustainability and resilience.

Currently Ms. Johnson works with DuPont Sustainable Solutions where she manages Thought Leadership and Strategic Marketing. She has served on non-profit and industry boards and is a member of the UNISDR Private Sector Advisory Group. Ms. Johnson is based in Wilmington, Delaware.

Previous appointments

- DuPont de Nemours, Inc., 1998 – present
 - Sr. Marketing Consultant, DuPont Sustainable Solutions
 - Sr. Marketing Consultant, DuPont Packaging Graphics
 - Market & Product Development Manager, DuPont™ Consumer Safety Growth Initiative
 - Global Commercial Marketing Manager, DuPont™ Surfaces
 - North America Marketing Communications Manager for DuPont™ Surfaces
- Cole Haan – Nike, 1994 - 1998
 - Director, Global Marketing
 - Marketing Communications Manager, Men's Footwear & Accessories
- The Johnson Group, 1985 – 1995
 - Founder and President

Key Statements & Speeches

"Disaster Risk Reduction: Possibilities Motivate Change," UN General Assembly, Open Working Group on Sustainable Development Goals

"The Role of Resilience in Disaster Risk Reduction," EHSS Sustainability Roundtable

"The Power of Market Platforms," MIT Product Family & Platform Conference:

"No Guts, No Glory, Risk-taking in a New Platform Paradigm," Product Development Management Association