

Resilience calling: The private sector answers

The Sendai Framework for Disaster Risk Reduction orientation for private sector in Incheon

By Jennifer Kim



The Sendai Framework called to make business resilient and the city of Incheon private sector replied

INCHEON, 17 DECEMBER 2015 – The Sendai Framework for Disaster Risk Reduction 2015-2030 highlights the importance of the role of the private sector and public-private partnership in making business and our communities more resilient. In the Korean city of Incheon, the private sector is listening and ready to engage.

Incheon Metropolitan City and the Incheon Chamber of Commerce and Industry launched the event for the private sector together with the UNISDR Office for Northeast Asia and the Global Education and Training Institute (UNISDR ONEA-GETI) to improve their awareness about disaster and climate risk, and the Sendai Framework for Disaster Risk Reduction.



Mr. Sin Yeong-Eun, Incheon Metropolitan Council member, said in his opening remarks, “There are three national industrial complexes and seven local industrial complexes in Incheon, and about 150,000 people are working at roughly 9,500 companies, so

making business resilient is also very important for our city.” On behalf of Incheon Metropolitan Council, he expressed his thanks to UNISDR ONEA-GETI for holding the orientation on disaster risk reduction and climate change adaptation, and said, “I’ll help to make more events like this and support your efforts.”



Mr. Sanjaya Bhatia, Head of UNISDR ONEA-GETI, told participants "What has been seen across the world is that disasters are impacting business."

Piquing the audience interest, he illustrated the importance for Korean businesses to understand their disaster risk and integrate disaster risk reduction in their planning and business processes by sharing recent examples of good business practice in supply chain management, decentralized decision making, and investment in mitigation and climate research.

In the face of disaster and increasing risk from climate change he said, "For the community and the government, it is important that you, the private sector, can continue providing services."

In fact, the global policy framework for disaster risk reduction adopted by UN member states in March 2015 in Sendai, Japan, the Sendai Framework for Disaster Risk Reduction, clearly spells out the role of the private sector in reducing disaster risk and ensuring sustainable development.



Ms. Sarah Wade-Apicella of UNISDR ONEA-GETI informed participants that one way the private sector can find global guidance on risk reduction, connect with experienced business leaders and connect their services with public sector needs is through the UNISDR Private

Sector Alliance for Risk Sensitive Investment (ARISE).

During her presentation, she highlighted the ARISE seven work streams on disaster risk management strategies, investment metrics, benchmarking and standards, education and training, legal and regulatory approaches, urban risk and resilience, and insurance led by business leaders such as Walmart, IBM, PWC and others. She encouraged the Korean private sector to join the voluntary group and drive solutions for resilience and risk-sensitive investment.



Mr. Kim Ki-Hyun, Director of Disaster Response and Recovery Division in Incheon city, said candidly, “I think it would be even better if more participants had attended today with such very useful and practical presentations. I’ll make a commitment to develop

the public-private partnership for DRR and CCA in Incheon.”

In this event, 21 people from 14 companies including the city of Incheon were represented.