



LATIN AMERICAN
AND CARIBBEAN
ECONOMIC SYSTEM



CEPREDENAC



UNISDR

Oficina de las Naciones Unidas para la Reducción
del Riesgo de Desastres

Final Report

Economic and Technical Cooperation

IV Regional Meeting "Partnerships between the public and private sectors for disaster risk reduction in Latin America and the Caribbean: Corporate social responsibility in risk management"

Panama City, Panama

7 and 8 October 2015

SP/IVRRASPPRRD-ALC/IF-15

Copyright © SELA, October 2015. All rights reserved.
Printed in the Permanent Secretariat of SELA, Caracas, Venezuela.

The Press and Publications Department of the Permanent Secretariat of SELA must authorise reproduction of this document, whether totally or partially, through sela@sela.org. The Member States and their government institutions may reproduce this document without prior authorisation, provided that the source is mentioned and the Secretariat is aware of said reproduction.

C O N T E N T S

RAPPORTEUR'S REPORT	1
I. DEVELOPMENT OF THE MEETING	1
II. CONCLUSIONS AND RECOMMENDATIONS	14
III. CLOSING SESSION	17
ANNEX I. AGENDA	19
ANNEX II. SPEECH BY ROLANDO ARMUELLES, VICE-PRESIDENT OF BUSINESS DEVELOPMENT OF THE CITY OF KNOWLEDGE FOUNDATION	27
ANNEX III. SPEECH BY JAVIER GORDON RUIZ, PERMANENT SECRETARIAT OF THE LATIN AMERICAN AND CARIBBEAN ECONOMIC SYSTEM (SELA)	31
ANNEX IV. SPEECH BY ROY BARBOZA, EXECUTIVE SECRETARY OF THE COORDINATION CENTRE FOR NATURAL DISASTER PREVENTION IN CENTRAL AMERICA (CEPREDENAC)	35
ANNEX V. SPEECH BY RICARDO MENA, HEAD OF THE REGIONAL OFFICE FOR THE AMERICAS, UNITED NATIONS OFFICE FOR DISASTER RISK REDUCTION (UNISDR)	39
ANNEX VI. LIST OF PARTICIPANTS	43
ANNEX VII. LIST OF DOCUMENTS	51

RAPPORTEUR'S REPORT

The IV Regional Meeting *“Partnerships between the public and private sectors for disaster risk reduction in Latin America and the Caribbean: Corporate social responsibility in risk management”* was held on 7 and 8 October 2015 in Panama City, Panama. It was organized by the Permanent Secretariat of the Latin American and Caribbean Economic System (SELA), jointly with the United Nations Office for Disaster Risk Reduction (UNISDR), the Coordination Centre for Natural Disaster Prevention in Central America (CEPREDENAC) and the City of Knowledge Foundation.

In accordance with the 2015 Work Programme of the Permanent Secretariat approved by the Latin American Council of SELA, the objectives of this activity were: i) to carry on with fostering the establishment of public-private partnerships for disaster risk reduction; ii) to align the models of public-private partnerships to the principles, aims and reach posed by the Sendai Framework for the 2015-2030 disaster risk reduction at the local, national and regional levels; iii) to drive the implementation of the Sendai Framework in Latin America and the Caribbean; iv) to identify and analyse successful experiences in risk management and disaster prevention from the point of view of the entrepreneurial social responsibility and the corporate social responsibility; v) to continue supporting and strengthening the Private Sector Partnership (PSP) Group for disaster risk reduction in the Americas; vi) to carry on with the coordination and cooperation of the work made by UNISDR and OCHA in the scope of strategic partnerships between the public and private sectors for disaster risk reduction; and vii) to continue fostering the continuity of government, businesses and operations faced with disaster situations, from a regional, comprehensive, prospective viewpoint. The Agenda of the meeting is shown in **Annex I**.

Participants in this regional meeting included representatives of government focal points for disaster risk reduction in Argentina, Barbados, Belize, Bolivia, Brazil, Chile, Costa Rica, Cuba, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Paraguay, Peru, Dominican Republic and Venezuela. Likewise, representatives from the following regional and international organizations participated: the Caribbean Disaster Emergency Management Agency (CDEMA), the United Nations Office for the Coordination of Human Affairs (OCHA), the Organization of Eastern Caribbean States (OECS), and the International Federation of Red Cross and Red Crescent Societies (IFRC). The List of Participants is included in **Annex VI**.

I. DEVELOPMENT OF THE MEETING

1. In the **OPENING SESSION** the following authorities took the floor: Mr. Rolando Armuelles, Vice President of Business Development of the City of Knowledge Foundation; Mr. Javier Gordon Ruiz, representative of the Permanent Secretariat of the Latin American and Caribbean Economic System (SELA), Mr. Roy Barboza, Executive Secretary of the Coordination Centre for Natural Disaster Prevention in Central America (CEPREDENAC), and Mr. Ricardo Mena, Head of the United Nations Office for Disaster Risk Reduction - Regional Office for the Americas (UNISDR). These speeches are found in **Annexes II, III, IV and V**.

2. The **INTRODUCTORY SESSION** was chaired by Mr. **Javier Gordon Ruiz**, representative of the Permanent Secretariat of the Latin American and Caribbean Economic System (SELA), who made the presentation entitled *“SELA activities on public-private partnerships for disaster risk reduction”* (SP/IVRRASPPRRD-ALC/Di N° 5-15), in which he underlined the main tasks carried out by SELA on this subject since 2010 until now. Similarly, he highlighted the coordination spaces of Latin America and the Caribbean made up with organizations such as UNISDR, OCHA, the

2

Coordination Centre for Natural Disaster Prevention in Central America (CEPREDENAC), the Andean Committee for Disasters Prevention and Attention (CAPRADE), the Caribbean Disaster Emergency Management Agency (CDEMA), the Meeting Specialized in Socio-Natural Disaster Risk Reduction, Civil Defence, Civil Protection (REHU), the MERCOSUR Humanitarian Assistance, among others. Mr. Gordon also made a general assessment of the SELA's support in the last 5 years to the instrumentation of the Hyogo Framework for Action (HFA), in regard to the strengthening of the public-private partnerships for disaster risk reduction, by holding meetings in the following issues: i) the protection of public and private investment, the mechanisms of insurance, micro insurance and reinsurance, as part of the strategy of transfer of risks; ii) the continuity of businesses and operations and the various existing international standards and their application in entrepreneurial corporations and PYMES; iii) the continuity of government and the several existing approaches and points of view at government level, the existing regulations and the experiences in structuring contingency plans and government action for the protection of essential public services; iv) the application of continuity in the perspective of local governments and local enterprises; and v) the entrepreneurial social responsibility (ESR), the existing standards and guidelines for the incorporation of these practices into the enterprises. Finally, he highlighted the following challenges considered towards the future, such as supporting the instrumentation of the 2015-2030 (15 years) Sendai Framework, approved in the United Nations Third World Conference on Disaster Risk Reduction (held on 14-18 March 2015 in Sendai, Miyagi, Japan) – UNISDR; to support the instrumentation of the agreements reached in the World Humanitarian Summit (Istanbul, Turkey, 2016) – OCHA; to define the priorities to push forward a work agenda: promoting a greater cooperation, coordination and convergence to strengthen the APP-DRR.

3. Afterwards, **Erika Crisóstomo Betancourt**, Coordinator of Attention for Contingency and Natural Disasters of *Cementos Mexicanos* (CEMEX) made the presentation entitled "*The Corporate Social Responsibility in Disaster Risk Reduction (DRR)*" (*SP/IVRRASPPRRD-ALC/Di N° 6-15*). She pointed out that on this issue, the enterprise has a social strategy by contributing to the sustainable development and community empowerment by generating a social and environmental strong impact. She also stated that CEMEX has been actively participating in developing Sustainable Communities. A sustainable community is one that consciously aspire to reach the welfare by integrating, in practice and daily life, the environmental, social and economic aspects in a planning horizon that includes intergenerational responsibility and ethics, it also looks for creating opportunities for social and inclusive businesses and promoting the empowerment of women and young people. In regard to Disaster Risk Prevention Management, the enterprise uses to this end the Comprehensive System for Contingency and Disaster Management and Attention (SIMAC), a body dedicated to identify and map the risks and prepare a risk management agenda. In addition, talks on sensitization, protocols for action and prevention training are carried out. Ms. Betancourt pointed out that the contribution of the enterprise to the ESR [Entrepreneurial Social Responsibility] is defined within its business model and has a significant social impact and a contribution to the welfare of the workers, their families and the community where it is inserted. In this way, the enterprise has developed a wide menu of ESR programmes and initiatives to support the communities. This ESR vision changed the concept of philanthropy and created a new perspective of loyalty towards the brand generated in the consumers, which has caused an increased awareness of the company. In this way ESR has become a powerful instrument to transform communities. Finally, Ms. Betancourt stated some important final considerations about the commitment of the private sector to this issue: i) in the private sector all the strategy for natural disaster risk prevention and reduction must be part of the "business agenda" and its processes; ii) it must exist integration of Disaster Risk Reduction Management in the development and climate change agendas; iii) networks must be built taking into account a multisectoral approach that would allow the private sector to have access to the information needed to prevent,

mitigate and reconstruct; iv) a public-private common agenda must exist. Public policies must be common knowledge for all the actors to align the activities of natural disaster prevention and attention. Creation of incentives for involvement and communication mechanisms for early alerts; v) an impact measurement should exist for innovation and better management. The academic and scientific sector should walk hand in hand with the public and private sectors. Some of the social investment should be focused in the promotion of environmental consciousness and the development of abilities to build resilient communities; and lastly, vi) knowledge about Disaster Risk Reduction has to be transferred to our value chain.

4. Near the end of the introductory session, **Angela Gómez Rodríguez**, Director of Environmental Regulation, National Association of Industrialists of Colombia (ANDI), made the presentation entitled "*Sendai Framework for Disaster Risk Reduction (SFDRR) 2015-2030, significance, prospects and lines of action for the private sector*" (SP/IVRRASPPRRD-ALC/Di N° 7-15). This agreement was approved in the United Nations Third World Conference on Disaster Risk Reduction, held in Sendai, Japan, on 14-18 March 2015. In such Framework, the States made the commitment to include in their policies Disaster Risk Reduction and Resilience Increase. The aim of the Sendai Framework is focused on preventing the appearance of new risks, and reducing the existing ones by implementing integrated and inclusive measures of economic, structural, legal, social, cultural, educational, environmental technological, political and institutional nature, that would prevent and reduce the exposure to threats and the vulnerability to disasters, increase the preparation for response and recovery and thus, reinforce resilience. Likewise, 4 priorities were established: 1) Understanding disaster risk reduction, which would allow for a proper evaluation of risks prior to disaster for the prevention, mitigation and application of suitable measurements for the preparedness and effective response in these cases. 2) Strengthen the governance of Disaster Risk to manage it. In this sense, it is necessary to have clear objectives and coordination among sectors. 3) Invest in Disaster Risk Reduction for Resilience. This is essential to save lives, prevent and reduce losses and secure effective recovery and restoration. And finally, priority 4) Increase the preparedness and efficient response. To conclude, Ms. Gomez pointed out that the main function of the corresponding actors, enterprises, entrepreneurial associations, financial institutions and philanthropic foundations, should integrate Disaster Risk Management (DRM), including continuity of operations in the business models and practices, through investment with knowledge of risk. Also, their employees and clients should be trained and sensitized; to be involved and support research and innovation, and technological development for DRM.

SESSION I: Regional Organizations and Academic Institutions related to Disaster Risk Reduction and Corporate Social Responsibility (CSR) in the context of the new scenario proposed by the SFDRR was moderated by Mr. Roy Barboza, Executive Secretary of the Coordination Centre for Natural Disaster Prevention in Central America (CEPREDENAC), who after making an introduction presented the speakers scheduled for this work session and gave them the floor.

5. Mr. **Ricardo Mena**, Head of the United Nations Office for Disaster Risk Reduction - Regional Office for the Americas (UNISDR), made a presentation about "*The private sector and risk sensitive investment: partnership between UNISDR and the private sector for risk sensitive investment (ARISE)*" (SP/IVRRASPPRRD-ALC/Di N° 8-15). To this end, he highlighted the commitment of UNISDR and the private sector within the context of the Sendai Framework, which explains in summary the important role of the private sector in disaster risk reduction and guaranteeing sustainable development. In addition, he points out the lack of regulations and incentives for investment and private disaster risk reduction, as an underlying cause of risk, and called for disaster risk integration in the management practices. Similarly, he mentioned that the Sendai

4

Framework priority 3 indicates that public and private investment in disaster risk prevention and reduction through structural and non-structural measures are essential for improving resilience and the economic, social and cultural welfare of the people, communities, countries and their assets, as well as the environment. Likewise, Mr. Mena highlighted that the adoption of the Sendai Framework has provided UNISDR with a stimulus and an opportunity to strengthen its commitment with the private sector for the fusion of their work through the mechanisms such as the partnership with the private sector and UNISDR for risk sensitive investment (ARISE). The ARISE mission is "to create risk resilient societies by energizing the private sector in collaboration with the public sector and other actors, to attain the results and goals of the Sendai Framework for disaster risk reduction in a transparent and inclusive way, and thus generating a local impact that would be measurable". ARISE will align its actions with the seven global goals and the four priorities of action of the Sendai Framework.

6. Ms. **Wendy Cue**, Head of the United Nations Office for the Coordination of Humanitarian Affairs (OCHA) in Panama, made a presentation about "*Disaster Risk Reduction in Latin America and the Caribbean: a humanitarian perspective*" (SP/IVRRASPPRRD-ALC/Di N° 9-15). In the new framework for disaster risk reduction (DRR), the focus is on the preparedness for response in the priority 4, which is referred to *increase the preparedness and the effective response together with recovery and reconstruction*. Throughout her presentation, Ms. Cue emphasized the OCHA commitment in supporting this priority of the Sendai Framework, through the promotion of a preparatory approach for risk management. In the end, Ms. Cue pointed out that exists a need for strengthening preparedness in the presence of disasters for a response in foresight of events and guaranteeing that the abilities are in place for an effective response and recovery at all levels. The phase of recovery, restoration and reconstruction should be prepared before the catastrophe, turning up as a critical opportunity to reconstruct in a better way.

7. Mr. **Juan Pablo Sarmiento**, from Florida International University, the United States of America, made a presentation about "*Academic Institutions, Disaster Risk Reduction and Corporate Social Responsibility*" (SP/IVRRASPPRRD-ALC/Di N° 10-15). He began by pointing out the evidence of a paradigm change in the issue of risks and disasters. It starts from a condition in which the private sector, the civil society and the community demanded actions from the government; where the responsibility of the disaster issue fell exclusively on the central governments of the countries. In 2005, the Hyogo Framework was launched and that helped increase awareness in the public and the institutions to generate a political commitment and, to focus and push forward measures on the side of a wide range of actors at all levels. However, between 2005 and 2015 disasters were registered that caused big losses of lives, economic losses, thousands of millions of people affected, circumstances that showed the need for a change. The 2015 Sendai Framework is aimed at an essential reduction in disaster risk and losses caused by disasters in lives, means of subsistence and health as well as the economic, physical, social, cultural and environmental goods of the people, enterprises, communities and countries; it emphasizes the need for acting on exposure, sensitivity and resilience; and in particular, speaks of a joint responsibility of all on the subject. The role of the academic institutions, characterized by teaching, research, extension and consultancy should have an impact on the factors contributing to risk build-up in the production sector, such as exposure to threats, dependence on infrastructure and urban equipment, globalization and interdependence, the lack of a price for risk (disincentives), and the trend to transfer risks and costs to the government and society in general. It is necessary to change the paradigm of shared risk into that of a shared value, where it is necessary to establish partnerships between the private sector, the public sector and the civil society. Special attention should be given to 1) small and medium enterprises given their vital role in job creation, but in particular due to their high fragility, exposure to socio natural threats and lack of resilience; and 2) the informal

sector of the economy, characterized by a high marginalization, "invisibility", by being out of the coverage of the state programmes and those of the formal production sector, and by a very high risk in the presence of low or medium intensity events. He spoke about the concept of shared responsibility and joint responsibility because DRR is not the exclusive responsibility of the States, varied social actors are also involved, in which the academic sector plays a very significant role in the teaching and professional practice of the several educational disciplines.

8. Mr. **Juan Carlos Sanchez**, Coordinator of the Latin American Centre of Social Responsibility (CLARES) of the University of ANAHUAC in Mexico, made a presentation entitled "*Study: Management of public-private-social partnerships in the case of a disaster of natural origin*" (SP/IVRRASPPRRD-ALC/Di N° 11-15). This study is aimed at determining the factors that foster partnership management in the case of a natural disaster of natural origin among the private sector, civil society organizations, government and international organizations, at world level; as supplies to put forward recommendations for the Sendai Framework on disaster risk reduction. The study consists of 5 areas: Management, Collaboration, Leadership, Coordination and Social Innovation. Likewise, Mr. Sanchez formulated two proposals related with the above mentioned study. First, he pointed out the need for continuing with a second stage of this study, due mainly to the participation of the enterprises of their countries that would allow making a comparison of results; second, to make an expert workshop to discuss and share clear experiences in each one of the strategic areas presented, to foster partnership management between the sectors. Lastly, Mr. Sanchez concluded by saying that prevention as well as response in the face of a disaster of natural origin, has a better attention when strategic partnerships are developed between the sectors, because it is participative, and therefore promotes resilience.

9. Mr. **Luis Carlos Martinez Medina**, Regional Executive Secretary of the University Network of Latin America and the Caribbean for Disaster Risk Reduction (REDULAC), made a presentation (SP/IVRRASPPRRD-ALC/Di N° 12-15), in which he emphasized the relation between this institution and the Sendai Framework priority 3: "Use knowledge, innovation and education to create a culture of security and resilience at all levels." Because of this, the Network encourage strategic partnership with key actors from public as well as private Higher Education Institutions (HEI) to gather efforts to contribute to DRR in the region of the Americas. Finally, he highlighted the importance in attitude, values, abilities, attributes and qualities of those partnerships for strengthening. He underlined that the academy has a high potential to multiply efforts and initiatives oriented to DRR.

10. The speeches focused on presenting some cases and experiences of the entrepreneurial social responsibility in risk management and the role of the private sector in this area, which has given the larger contribution to projects of this type. It was mentioned that it is important the role of accompaniment and sensitization of the international organizations and the public sector to achieve specific actions and create networks of trust, and be able to replicate some successful experiences around the region. The academic sector also sees the importance of finding several lines of joint work, because most of the initiatives emerge from the private sector, according to the areas of interest. It was observed the interest in the new initiative of the UNISDR, the ARISE programme, and how they can be promoted in the countries of the region to improve the public-private partnerships in the issue of risk management. Finally, it was advised to take the Sendai guidelines within the enterprises to find better ways of cooperating and improving the range of opportunities through risk identification to develop the region.

6

SESSION II: Procedure to strengthen Corporate Social Responsibility Networks in the field of Disaster Risk Reduction was moderated by Mr. Raul Salazar, Officer of the United Nations Office for Disaster Risk Reduction - Regional Office for the Americas (UNISDR), who after introducing the speakers began the work session.

11. Ms. **Olga Sauma**, Director of Comprehensive Development, of the Entrepreneurial Association for Development of Costa Rica (AED), made a presentation entitled "*Steps to strengthen networks of entrepreneurial social responsibility within the scope of disaster risk management*" (SP/IVRRASPPRRD-ALC/Di N° 13-15). During her dissertation, Ms. Sauma indicated that the strategic plan of the Association focuses its attention on its enterprises, with which it is promoted a model of attention and services in 3 dimensions: economic, social and environmental dimension. The model considers several actions that are coordinated in sequence that at the same time, would allow working with enterprises that begin their approach to CSR and other ones oriented towards sustainability. The AED has made a proposal to escalate its actions toward the most important production sectors, encompassing the local, national and regional scope with specialized products and services and experiences in sustainability. The *Integrarse* Network facilitates public private partnerships for the development, the promotion of a sustainable dialogue and, the influence of the entrepreneurial sector in public policies that foster responsible practices and behaviours for the competitiveness of the enterprises in the countries and the region. The regionalization of the projects will allow and foster the exchange of knowledge and good practices of our organizations and the enterprises that shape them. Our actions are oriented to generate an impact on subjects of regional interest, in line with the United Nations Sustainable Development Objectives (SDO) and the Post-2015 Global Pact Agenda, we hope with it to really contribute to the regional integration and sustainable development of Central America and the Caribbean. Lastly, she pointed out that the future actions of the Association are focused on how enterprises would apply the subject of adaptation and understand their consequences; searching for mechanisms for large economic investments, working based on the vision of risk management/business sustainability; drawing interest and commitment, specially of high executives and escalating the responses and finding a stronger conviction from all the actors.

She presented social responsibility as a process that has managed to attain institutional capacity, particularly in the climate change related subjects. This is a self-sustained mechanism and allows training and good practices, therefore, it is a mechanism that guide us in regard to where to go to affix DRR to the national institutions.

12. Mr. **Fernando Cabrera**, Network Supervision Assistant Director of Telefonica de Chile, made a presentation about the "*Plan of Action facing Disasters, the Chilean experience of Telefonica de Chile*" (SP/IVRRASPPRRD-ALC/Di N° 14-15). In this presentation, he indicated that Telefonica Chile plays an essential role in the recovery of the country, because it should secure the ordinary operation of telecommunications to allow the institutions that act in the country disaster events to be able to operate timely and efficiently by maintaining the community properly informed. The emergency Early Warning Service for Telefonica mobile devices uses the *Cell Broadcast Service* technology that delivers simultaneous messages for multiple users with 2G/3G/4G mobile devices in a specific area (geolocated zone). A specific radio channel is used for the delivery of these messages. In the last disaster event, the damage was smaller and the recovery quicker, the authorities, the press and society valued the role of Telefonica faced with these calamities, thanks to the culture of resilience prevailing in the telecommunications sector.

He highlighted that the continuity of telecommunications provides the population and the users of the services with security, and stressed the importance of starting risk self-management.

13. Mr. **Matthias Werner Dietrich**, Executive Director, Nicaraguan Union for Entrepreneurial Social Responsibility (UNIRSE), made a presentation about the "*Steps for strengthening the ESR networks within the scope of Disaster Risk Reduction*" (SP/IVRRASPPRRD-ALC/Di N° 15-15), which lie in sensitization of the network members; assuming commitments aimed at the creation and implementation of policies and actions for Disaster Risk Reduction; fostering research and improving scientific knowledge; developing methodologies and creating abilities that can be replicated in all the sectors (exchange of experiences); strengthening partnerships (public-private ones and with organizations of the civil society) and the role of the academic sector, and anchoring projects that would help strengthening the network abilities. Likewise, he highlighted that from a new approach, it is possible to reduce the impact of natural disasters and transform the conditions of vulnerability and he underscored that it can influence a change of attitude and habits, mostly in the negative impacts that are being generated in the environment, avoiding or at least, diminishing the causes of disasters. Finally, Mr. Werner pointed out that the Secretariat of the National System for Disaster Prevention, Mitigation and Attention in Nicaragua (SINAPRED) has prepared together with CARE International, a National Training Programme in Risk Management for this country.

He said that the enterprises should be part of the disaster risk reduction process. The messages do not have to come from the government to the enterprises, instead from the enterprises to the same enterprises, so that these take part in the sensitization and promotion of DRR as a business for the enterprises. To attain this premise, he maintained that the commitments, knowledge and the development of abilities are key factors.

14. Mr. **Marco Antonio Paz**, General Secretary of the Peruvian Construction Chamber (CAPECO), made a presentation (SP/IVRRASPPRRD-ALC/Di N° 16-15) about the disaster management systems that CAPECO considers, emphasizing the Integrated System of Communication and Security, formed by the Road Security Committee and the Comprehensive Communication Network. Likewise, he spoke about the Information System on Disaster Risk Management (SIGRID), which is an online information system that has been designed and implemented thinking about the massive use of it on the part of the several public and private entities existing in Peru, as well as the citizens in general. SIGRID provides geospatial information referred to disaster risk management. Lastly, he said forcefully that the integration of the risk management approach in the education sector is decisive to increase the sensitization on disaster cause and effect.

15. Mr. **Dav-Ernán Kowlessar**, Management Consultant of the Caribbean Association of Industry and Commerce (CAIC), made a presentation entitled "*Strengthening of the Entrepreneurial Social Responsibility Network in the field of Disaster Risk Reduction*" (SP/IVRRASPPRRD-ALC/Di N° 17-15). In this presentation he noted that the corporate social responsibility benefits the private sector by increasing the morale of personnel and improving production; the employees learn new skills and strengthen the relations with local and national authorities. Finally, Mr. Kowlessar presented several enterprises as good examples of social responsibility in the Caribbean.

The DRR has not been adopted by the private sector in the Caribbean States, although the environmental subjects have been, so these are a guide for the theme integration in the commercial plans of the enterprises

16. The moderator made a brief summary of the presentations emphasizing how the process of entrepreneurial social responsibility has managed to have institutional capacity, how the social

8

responsibility in risk management should be sensitized and make public as a strategy, there were presented some public-private governance experiences through the memorandums of understanding and the importance of the adoption of good Caribbean practices and initiatives. The speeches were focused on the importance of developing the process of social responsibility in risk management in the big enterprises, in the role of the academy and the post disaster impacts, the challenges at the time of transferring good practices and stimulating information exchange at all levels to implement the good practices. It was highlighted the non-duplication of efforts to preserve the essence, and generate a quick response and maintain a good communication between the public-private sectors, advising the processes of resilience. It was incorporated to the speeches the subject of the Caribbean and the cooperation between organizations where this sub region has a place, taking into account the local communities and how to include them in the PYMES risk management; obtaining more Caribbean involvement in the process and possible initiatives. There was considered the question of how to go from dialogue to action and which would be the recommendations, to this end several alternatives were posed, to be permeable and accept the weaknesses of the other; to create mechanisms that can really be implemented; trust, inclusion, communication; perseverance, to learn from the lessons learnt.

It was highlighted that there is interest and will in the private sector to integrate the disaster risk reduction theme in its business plan. However, orientation is frequently asked for in regard to how this idea becomes a reality, what supposes an opportunity for all the actors that participate in the promotion of public-private partnerships. Also, good practices of prevention and response were introduced, such as the support centre of the Telefonica enterprise that has the possibility of backing the population in the case of an emergency. In this sense, it was stressed the importance of telecommunications in the daily life of the people bringing up the sentence "we can lose the house but not the phone service." The participants informed on the initiatives promoted from their organizations, establishing a link between the entrepreneurial social responsibility and the building of resilience, inviting the participants to add efforts to make of this theme, an essential part of their operations, since it is an opportunity more than a responsibility. Likewise, it was emphasized the role played by the enterprises as business generator entities, and in this sense, it was specified that the DRR integration into their operation plans, not only contributes to their social responsibility task, but adds value to the business by means of sustainability and growth. Lastly, it was emphasized the trend of risk globalization, therefore DRR must be integrated to the chain of supplies and the partners related with each enterprise.

17. After the debates and the session of questions and answers, the organizers invited the participants to a Welcome cocktail in the Terrace of the Convention Centre of the City of Knowledge.

SESSION III: Presentation of Experiences of the National Focal Points in Public-Private Partnerships for Disaster Risk Reduction was moderated by Mr. Luis Carlos Medina Martinez, Regional Executive Secretary of the University Network of Latin America and the Caribbean for Disaster Risk Reduction (REDULAC). This session had two panels of speakers.

In **Panel A** the following reports were delivered:

18. Mr. **Andrés Ibaceta**, Civil Protection National Head of the National Office of Emergencies (ONEMI) of Chile, made a presentation entitled "*Public-Private Management in Risk Management*" (*SP/IVRRASPPRRD-ALC/Di N° 18-15*), in which he noted the types of public-private management of the Office, such as: i) the Convergence Plan that in coordination with the enterprises is aimed at integrating the enterprise to the National System of Civil Protection, and; ii) the public-private

round-table discussions that, among other things, work for coordinating the public-private world to build collaborative plans that would mitigate the negative impact of large-scale disasters and control the risks associated with potential disasters of natural or anthropic origin present in each region.

19. Mr. **Rogelio Conde García**, General Director for Links, Innovation and Regulatory Framework for Civil Protection of the National Coordination of Civil Protection of Mexico, made a presentation about "*National Coordination of Civil Protection in Mexico*" (SP/IVRRASPPRRD-ALC/Di N° 19-15), he made at the beginning a brief review of the seismic occurrence that took place in Mexico 30 years ago. After this event, the issue of risk management has evolved considerably. As an example, he noted that because of the partnerships between the National Coordination and the National Chamber of the radio and television Industry, the public sector has a permanent free access to the space. Also, there is a partnership with the National Association of self-service and departmental Stores, to take advantage of its logistics of distribution and use its collection centres among other things and besides, the national coordination has a partnership with the Mexican Chamber of the Construction Industry that gives access to the census of existing machinery in each part of the country, to make use of it in case of an emergency, and also to buy the elements of human aid at a special price in the damaged site, saving in shipping and distribution. The private initiative created its own history and set up structures to coordinate in the best way, the solidarity of the private enterprises and society in general, thus adding the will of corporate groups, social organizations and education sectors around the subject of civil protection. Just by mentioning an example, the National Support Centre for Epidemiological Contingencies and Disasters A.C. (CENACED) is an organization of the civil society, it is plural, autonomous and including, open to whoever is willing to join efforts for improving the living conditions of the population in conditions of vulnerability, as well as in the promotion and strengthening of a wider culture of prevention, health self-care and self-protection in the case of disasters and epidemiological contingencies.

20. Ms. **Barbara Lucrecia Phefunchal**, Official in Charge of the National Cooperation Management of CONRED of Guatemala, made a presentation entitled "*Guatemala Experiences in National Cooperation*" (SP/IVRRASPPRRD-ALC/Di N° 20-15). In its presentation, she started noting that Guatemala is located in a geographical region that shows a high potential for natural treats, which together with the conditions of poverty, turn the country into a highly vulnerable area to the impact of adverse events. In this sense, a Decree Law 109-96 was enacted that created the National Coordinator body for the Reduction of Disasters of natural or caused origin. Within the structure of the Executive Secretariat of CONRED, it is the Direction of Coordination, which consists of two sub directions: the National Cooperation (private and entrepreneurial sectors of the country) and International Cooperation (international entities established in Guatemala) and the Sub direction of inter institutional Links that are the representatives of the entities that are part of the CONRED System, most of them from the public sector, first-aid teams and the Humanitarian Network of the country that contribute to meet the goals of the Coordinator body. Similarly, she pointed out that the National Cooperation was formed by the private initiative that backs the activities that the CONRED System does in risk management: support through systems of voluntary work, humanitarian aid to the victims due to different disasters like volcanic eruptions, tropical depressions, seismic hives, rainy season, start-up of the National System of Prevention for the Holy Week, workshops, drills, Cultural Festivals for a Resilient Guatemala, etc. Ms. Phefunchal said that of the 200 enterprises that form part of the National Cooperation of Guatemala, only 10% of them are active, therefore, it is important to increase awareness in the private enterprises on what risk management is and, how the disaster issue affects them. Lastly, she highlighted as important to manage that the private initiative through strategic partnerships with the public sector would spark

10

their interest in participating in the prevention, mitigation and attention issues during and after disasters.

21. The speeches focused on the importance of governance and, achieving the coordination between the several national strategies so that partnerships would not only be established to solve emergencies, or in how operations and coordination of the technical subgroups are carried out between the public and private sectors, which are the fiscal incentives for the private sector and how the private sector is involved in the needs of the communities and the participation of the small and medium sized enterprises. There were mentioned the subjects of transparency, joint responsibility and the creation of resilient communities; in addition to sensitization in prevention and creation of a strategy to improve the involvement of both sectors.

In **Panel B** the following reports were considered:

22. Ms. **Neris Vanderhorst**, Executive Secretary of the National Commission of Emergencies of Dominican Republic, made a presentation (*SP/IVRRASPPRRD-ALC/Di N° 21-15*) about the experiences of the Dominican Republic on Disaster Risk Reduction. First, she noted that the Dominican Republic is located in the Greater Antilles archipelago. It has an extension of 48,442 square kilometres. Enjoying a tropical weather, it is able to have tourism all year round. Because of its geographical location in the Caribbean Basin, it is at risk of multiple threats, therefore it has been created the National System of Prevention, Mitigation and Response by means of the Law 147-02. It is an open, dynamic and operational System that is a mechanism under the responsibility of the State for implementing a set of measures for a suitable risk management. The relationship between the public and private sectors in Disaster Risk Management in the Dominican Republic, is shown: a) when an event happens that leads to destruction, there exist strong solidarity and support at all levels; b) at the beginning of the cyclone season that is from 1 June to 30 November, both sectors take advantage of the season to promote their products and cooperate; c) interest for a service, by example, if an enterprise wants identification of assessment routes, preparation of plans, talks, security, etc.; d) through the social programmes that are made directly or with the NGO, and in most of the cases their subject is social or environmental development.

Finally, Ms. Vanderhorst, acknowledging the high vulnerability of the country and taking into consideration the Sendai Framework for Disaster Risk Reduction that in several paragraphs expresses "that DRR is a shared responsibility between the governments and the interested parties", stated that it is a mutual commitment and a challenge to search for a strategy to develop partnership initiatives, that involved both sectors to execute permanent projects that would help to reduce the damage caused by natural or man-made phenomena.

23. Mr. **Julio Pfluker Yépez**, Secretary of Disaster Risk of the Presidency of the Council of Ministers of Peru, made a presentation entitled "*Public-Private Partnerships for Disaster Risk Reduction in Peru, Advances*" (*SP/IVRRASPPRRD-ALC/Di N° 22-15*) about the Secretariat of Disaster Risk Management in Peru. In this presentation Mr. Pfluker noted that according to the Peruvian legislation the participation of the private entities and the civil society constitutes a duty and a right for the implementation of an effective Disaster Risk Management, based on the principle of participation. In the development of the Disaster Risk Management processes, there has a special relevance the participation of private universities, enterprises in the areas of mining, fishing, hydrocarbons, energy, air, sea and land transportation, construction, logistic services, communications, as well as unions, chartered institutes and nongovernmental organizations. Likewise, Mr. Pfluker explained that the Entrepreneurial Working Group on Support in Case of

Disasters is an entrepreneurial network, established in 2008, formed by the National Society of Industries (SIN), the National Confederation of Private Entrepreneurial Institutions (CONFIEP), the Commerce Chamber of Lima (CCL), the Peruvian Chamber of Construction (CAPECO), Peru Chambers, the Peruvian Association of Insurance Enterprises (APESEG), the National Society of Fishery, the National Society of mining, oil and energy Enterprises (SNMPE), and the Coordination Centre of Search and Rescue of the SNMPE, and it is a mechanism that coordinates the entrepreneurial unions for prevention and early response facing disasters, and in its goals are to cooperate with the National Institute of Civil Defence of Peru (INDECI), with the firemen, among others.

24. Mr. **Luis Díaz Curbelo**, National Director of Civil Protection and Disaster Management of the Bolivarian Republic of Venezuela, made a presentation where he set forth the issue of civil protection in the country before 1999 and how it was achieved to include this issue in the National Constitution, as well as other mechanisms for support from the State. He mentioned the creation of the Civil Protection Law in 2001, and how the State through the public security entities has to undertake the task of assisting. He gave as an example the huge landslide occurred in the State of Vargas in 1999, where there were paralyzed the main port and airport of the country. He mentioned the implementation of international aid missions in the presence of natural disasters, and that the regions of the country are divided in 7 defence zones in the face of natural events. He underlined the public origin of most of the funds for disaster prevention actions, the ministries are the ones responsible for assisting. The importance of education at basic, diversified and university levels in the subjects of civil protection; and the teaching units in the communities. In addition to the creation of the Shelter Law, as an initiative, the national committees of civil protection, and the agreements with the enterprises of national telephony, for dissemination in the case of contingencies.

25. The speeches focused on the best way in which the private sector would relate with the public sector, and make those in the private sector see the advantages of investing in this and be more competitive. The role that the private sector play in the emergency issue is easier to understand than when trying to talk about prevention because it is harder to materialize such a public-private link. The importance of the Sendai guidelines, the political will of the public sector to establish links with the private sector and work in a coordinated way.

The Chairman ended by stressing that together it is possible to contribute and aim at Disaster Risk Reduction, gaining knowledge with the accompaniment of the universities.

SESSION IV: Panel discussion: Partnerships between the Public and Private Sectors was integrated by representatives from the public and private sectors, presentations and explanations were made about the guidelines and priorities to strengthen the partnerships between the public and private sector and the elements for a roadmap. This session was moderated by Mr. Raúl Salazar, Officer of the United Nations Office for Disaster Risk Reduction - Regional Office for the Americas (UNISDR), who gave the floor to the speakers.

26. Mrs. **Teresa de Alfaro**, Executive Director of SumarSE, Panama, made a presentation that she prepared together with the Central American Integration Network for the Entrepreneurial Social Responsibility (INTEGRARSE). She said that the entrepreneurial social responsibility changed the way to do business by making the enterprises to commit themselves to the economic and social development, and the development of a sustainable country. The Corporate Social Responsibility (CSR) brought an essential change in the vision and mission of the enterprises by consolidating criteria and ethical values. She also referred to the importance of the ISO 26000

12

standard and stated that the function of the enterprises is not to donate but to produce, and thereon this standard would allow the enterprises approach the CSR in an efficient and effective way.

27. Ms. **Angela Gómez Rodríguez**, Director of Environmental Regulation of the National Association of Industrialists (ANDI) of Colombia, took the floor and made a presentation entitled "*Experiences of the private sector on Disaster Risk Management in Colombia. Guidelines and priorities for the strengthening of public private partnerships in DRM*" (SP/IVRRASPPRRD-ALC/Di N° 23-15). During her presentation, Ms. Gómez explained the Apell Process that consist in awareness and preparedness for emergencies at local level "is a programme of the United Nations, designed to protect the community against human and material losses, as well as avoiding damage to the environment. Through this methodology of 10 steps, the aim is to increase awareness in the community and those responsible for the security about the existing dangers in the locality, and prepare a coordinated plan of emergency to manage effectively the accidents and avoid that these escalate into catastrophes. Finally, she also explained the International Initiative ARISE, whose objective is to promote disaster risk-sensible investments such as: providing information and facilitating the exchange of experiences and knowledge to carry out tangible projects on disaster risk reduction. The workflows of this initiative are focused on the strategies for a suitable risk management; benchmarking, and voluntary standards; education and training; the political and regulatory framework to support the resilient investment; among others.

28. Mr. **Álvaro Zepeda**, Pro Tempore President of the Central American Integration Network for the Entrepreneurial Social Responsibility (INTEGRARSE), made a presentation entitled "*Partnerships between the Public and Private Sectors*" (SP/IVRRASPPRRD-ALC/Di N° 24-15) in which he defined the Entrepreneurial Social Responsibility as a business culture based on ethical principles, that firmly abides by the law, respectful of the people, families, communities and environment, that contributes to the competitiveness of the enterprises, welfare and sustainable development of the country. Likewise, he indicated five conditions of collective impact that should happen: i) the common agenda must define a shared vision about the change, including an ordinary understanding of the problem and a common approach to solve them according to the actions agreed on; ii) the shared measurement that is data collection and results measurement in a coherent way, to ensure the participants to remain aligned and as agents that reinforce each other and feel responsible; iii) the activities of mutual reinforcement with a common action plan; iv) continuous communication, necessary in the whole process to build trust, to reach mutual objectives; and v) a support organization, that is required with specific skills to coordinate all the parties and actors and follow up the process.

29. The chairman made a summary of all the presentations, highlighting the evolution of Colombia through the associations at local level with several programmes; how the Corporate Social Responsibility in the region means a change in the vision and degree of commitment by changing the business culture and creating a common agenda to integrate the issue into other fields. The speeches focused on the guidelines that should be followed to look for areas of common interest and priorities and benefits, creating local and national development by using tools of other initiatives or transforming them; the work of the enterprises to look for an approach to create institutional capacity and establishment of limits in Risk Management; the transparency and orientation towards development, achieving better resilience, competence and local welfare; how the global initiatives adapt to the local ones, and project sustainability.

SESSION V: CONCLUSIONS AND RECOMMENDATIONS was moderated by Mr. Javier Gordon Ruiz, representative of the Permanent Secretariat of the Latin American and Caribbean System (SELA) and Mr. Raúl Salazar, Officer of the United Nations Office for Disaster Risk Reduction - Regional Office for the Americas (UNISDR).

II. CONCLUSIONS AND RECOMMENDATIONS

As a result of the presentations and debates emerging within the framework of the IV Regional Meeting “Partnerships between the public and private sectors for Disaster Risk Reduction in Latin America and the Caribbean: Corporate Social Responsibility in Risk Management”, organized by the Permanent Secretary of the Latin American and Caribbean Economic System (SELA), The Coordination Centre for the Prevention of Natural Disasters in Central America (CEPRENAC), the Office of the United Nations for Disaster Risk Reduction (UNISDR) and the City of Knowledge Foundation, as well as support and contributions made by the participants in this regional event, the following conclusions and recommendations of general character, were reached:

1. Participants reiterated the importance and support of the instrumentation of the Sendai Framework for Disaster Risk Reduction 2015-2030, which constitutes the new basis of consensus and general guidelines for orienting the actions of the different parties involved in Disaster Risk Management and very particularly the Partnerships between the public and private sectors for Disaster Risk Reduction. The Sendai Framework constitutes at this moment a new paradigm to orient this topic.
2. Participants agreed that the principles, objectives and scope proposed in the Sendai Framework for Disaster Risk Reduction 2015-2030, adopted in Japan in March 2015, emphasize the need for the public and private sectors to collaborate more closely and to create opportunities to strengthen the resilience of nations and communities through disaster risk reduction.
3. The Sendai Framework clearly explains the important role of the private sector in disaster reduction, but additionally:
 - a) It alerts on the lack of regulation and incentives for investment in private disaster risk reduction as an underlying cause of the risk and calls for the integration of disaster risks in the management practices;
 - b) Priority 3 indicates the importance of “investing in disaster risk reduction for resilience”, from here arises the eminent need to give more importance to carrying out public and private investments that would allow disaster risk prevention and reduction, through structural and non-structural measures, which would strengthen the resilience and economic, social and cultural welfare of the countries that would be reflected in their communities, their people, their activities and the environment, and
 - c) Paragraph 31 (i) highlights “Promoting and supporting collaboration between the relevant public and private parties to enhance the resilience of business to disasters” and therefore requires the coming together of the public and private sector that allows for assuming of a co-responsibility reflected in several efforts in favour of society.
4. The implementation of the Sendai Framework 2015-2030 requires defining priorities for the execution of tasks to be carried out during the next 15 years by all parties involved in

14

disaster risk management in Latin America and the Caribbean, and very particularly with that related to public-private partnerships.

5. Participants considered to continue carrying out in an appropriate manner the dissemination and promotion of the seven global goals of the Sendai Framework, being those mentioned below:
 - a) Substantially reduce global disaster mortality by 2030, aiming to lower global mortality rate caused by disasters per 100,000 persons within the decade 2020-2030 with respect to the 2005-2015 period;
 - b) Substantially reduce the number of affected people globally by 2030, aiming to lower global disaster mortality per 100,000 persons in the decade 2020-2030 with respect to the 2005-2015 period;
 - c) Reduce direct disaster economic loss with respect to global gross domestic product (GDP) by 2030;
 - d) Substantially reduce disaster damages to critical infrastructure and the disruption of basic services, such as health and educational facilities, including through developing their resilience by 2030;
 - e) Substantially increase the number of countries with national and local disaster risk reduction strategies by 2020;
 - f) Substantially enhance International cooperation to developing countries through adequate and sustainable support to complement their national actions for implementation of the Framework by 2030;
 - g) Substantially increase the availability of and access to multi-hazard early warning systems and disaster risk information and assessment to people by 2030.
- 6) It was also proposed to emphasize dissemination of the following four priority areas of the Sendai Framework, which are:

Priority 1: Understanding disaster risk.

Priority 2: Strengthening disaster risk governance to manage disaster risk.

Priority 3: Investing in disaster risk reduction for resilience.

Priority 4: Enhancing disaster preparedness for effective response and to "rebuild better" in the areas of recovery, rehabilitation and reconstruction.

- 7) Participants also highlighted the importance that the World Humanitarian Summit (WHS) would have, which is to be held in Istanbul, Turkey in 2016, and which is being organised by the Office for Coordination of Humanitarian Affairs (OCHA), which will be distinguished for obtaining a set of consensus, resulting from the Regional Meetings on Mechanisms of International Humanitarian Aid (MIHA). Two of the four topics to be discussed and which will be of significant use will be: "Effectiveness of Humanitarian Works" and "Reduction of Vulnerability and Risk Management" which will promote the participation of the public, social and private sectors and also technical experts, etc, from which several guidelines, regionally and internationally, shall emerge.
- 8) It was confirmed that the initiatives of corporate social responsibility could be perfectly defined in the model of business of the company and generate a significant social impact that creates awareness in the population that we are all part of the same system, in addition to contributing to the wellbeing of the employees, their families, and the communities where they live, particularly in the sectors that are most vulnerable.

- 9) The initiatives presented shows a broad area of initiatives, programmes, projects and activities that can be developed through corporate social responsibility and that these initiatives go beyond philanthropy, since they impact on consumers and their perceptions, on the concept of loyalty of Brand and raises awareness in the company. Corporate social responsibility has a high potential to transform communities.
- 10) Participants highlighted the importance of Risk Management in an integral manner to development vs using disaster risk reduction to protect itself against external threats (DRR is not an additional element), and thus it is fundamental to prepare a set of complementary strategies for DRR that are interlinked and run through the decisions regarding development.
- 11) Participants agreed that the responsibility of risk management is not only or exclusive of the States, but that there is a shared responsibility with the other social parties, highlighting particularly private and academic parties. Hence the need for intervention to limit the construction of the risk.
- 12) Participants highlighted the importance of achieving greater awareness by the different parties in disaster risk management, which has been occurring gradually in the private sector and from there the development of the rules and standards that are being applied to corporate social responsibility as well as risk management.
- 13) Prevention, in response to natural disaster, is better attended when strategic Partnerships are developed between the public and private sector, since this is participative, and therefore promotes and strengthens the proposal of the resilience.
- 14) Participants reiterated the importance of academic participation in DRR due to its capacity and potential to multiply forces, create awareness and consciousness of risk management at the formation and professional level. Intervention in the education sector, particularly university, could represent a change in the paradigm, converting this into a powerful instrument of transformation in the vision of the future of risk management.
- 15) The cases and experiences of application of corporate social responsibility applied in risk management in the region, put to evidence how rich and varied the practices are that are being developed in some Latin American and Caribbean countries.
- 16) Successful best practices and experiences presented are concrete evidence of the great variety of cases not yet reported that need to be documented and released so that the best practices can be replicated in the region by corporations or small companies, as may be the case.
- 17) Participants acknowledged the coordinated and collaborated work developed by the Permanent Secretary of SELA and the United Nations Office for Disaster Risk Reduction and urged to continue deepening this relation and joint works within the public-private partnerships for disaster risk reduction in Latin America and the Caribbean.
- 18) During the deliberations the relevance of the ISO 26.000 rule was evidenced as a guide for corporate social responsibility.

16

- 19) Participants took note of the activation of the portal on Disaster Risk Reduction on the web page of the Permanent Secretary of SELA, which includes all information relating to the subject and also a directory of companies and private institutions, interested and sensitive to the risk management, and an invitation was extended to the representatives of the private sector present to register. This portal reflects the different initiatives, meetings and studies that the Permanent Secretary, with the cosponsor of the UNISDR have developed on aspects such as:
- i) Protection of public and private investment, mechanisms of insurance, micro insurance and reinsurance as part of the strategy of transfer of risk.
 - ii) Continuation of businesses and operations and the different existing international standards and its application on corporations and SMEs.
 - iii) Continuation of government and the different approach and perspective existing at a governmental level, the existing regulation and experiences in the structuring of contingency plans and government actions for the protection of essential public services.
 - iv) Application of continuation within the perspective of the local governments and companies.
 - v) Corporate Social Responsibility (CSR), the existing standards and the best practices and experiences implemented in the region.

RECOMMENDATIONS

- 1) Participants agreed on the importance to continue pushing and strengthening the ARISE initiative and its national chapters, with the objective of creating resilient societies and ensure alignment of this initiative with the seven global targets and the four priorities for action of the Sendai Framework.
- 2) In the private sector, the strategy of disaster risk reduction and prevention must be part of the business agenda.
- 3) It is imperative to integrate risk management into the agendas on development and climate change.
- 4) It is necessary to build multi-sectoral networks that allow the private sector access to information that permits them to prevent, mitigate and reconstruct.
- 5) It is necessary to build a common agenda between the public and private sector for disaster risk reduction.
- 6) Public policies must be distributed to all parties involved permitting in this manner, alignment of the works on disaster prevention and attention.
- 7) It is necessary to improve the measures of impact of public policies, of indexes, standards and other methods applicable to risk management and in this regard the incorporation of the academic and scientific sector is of great relevance and pertinence.
- 8) One experience that deserves to be replicated regionally is the public-private agreements being developed in the business and government sectors in Peru and Colombia, which are framing the Partnerships between both sectors to act in the environment of disaster risk reduction. Although formal frameworks are not necessarily required, these mechanisms identify a work agenda, joint, collaborative, coordinated and cooperative, on the basis of national priorities that could result beneficial to the most vulnerable communities. Likewise, according to the exposition presented by the representative of Mexico, new alternatives of co-participation must be explored, where the social and private sectors are the point that indicates the path and conditions, where factors aimed at development should be protected.
- 9) One of the challenges in the immediate future is the construction of a path to prioritize and confront progressively the principal aspects that must be dealt with by the different public and private sectors, before, during and after an adverse event, so that the necessary

contingency and procedural mechanisms required can be carried out to act with the highest level of collaboration, cooperation and in the most effective and efficient manner as possible.

III. CLOSING SESSION

In the **CLOSING SESSION**, participants included Mr. Javier Gordon Ruiz, Representative of the Permanent Secretary of the Latin American and Caribbean Economic System (SELA), Mr. Raul Salazar, Official of the Regional Office for the Americas of the United Nations Office for Disaster Risk Reduction (UNISDR); and Mr. Roy Barboza, Executive Secretary of the Coordination Centre for Natural Disaster Prevention in Central America (CEPREDENAC).

A N N E X I

AGENDA

**IV REGIONAL MEETING ON PARTNERSHIPS BETWEEN THE PUBLIC AND PRIVATE SECTORS
FOR DISASTER RISK REDUCTION IN LATIN AMERICA AND THE CARIBBEAN:
"Corporate social responsibility in risk management"**

VENUE: City of Knowledge, Panama

DATE: 7 and 8 October 2015

A. Background and justification

The creation of strategic alliances between the public and private sectors to strengthen the resilience of nations and communities through disaster risk reduction is a priority on the agenda of Latin American and Caribbean institutions specialized in risk management, gaining in relevance following the recent adoption of the Sendai Framework for Disaster Risk Reduction 2015-2030 (SFDRR) by the Member States of the United Nations. This agreement is the global benchmark in the field of comprehensive risk management. This agenda is supported by the United Nations Office for Disaster Risk Reduction (UNISDR), through its Regional Office for the Americas, and the United Nations Office for the Coordination of Humanitarian Affairs (OCHA), with which the Permanent Secretariat has worked in close coordination and collaboration.

The issue of humanitarian aid is one of the priorities of the Community of Latin American and Caribbean States (CELAC), which has promoted and supported the regional meetings on International Humanitarian Assistance Mechanisms (MIAH). One of the objectives of MIAH Action Plan is "to encourage strategic partnerships with the private sector", which are coordinated by SELA.

During the Third UN World Conference on Disaster Risk Reduction (WCDRR), held in March 2015 in Sendai, Japan, the Sendai Framework for Disaster Risk Reduction 2015-2030 was adopted, stressing the need for the public and private sectors to work more closely and to create opportunities for collaboration. In addition, companies must integrate disaster risk into their management practices.

SELA has conducted five regional meetings to analyse and promote public-private sector partnerships for disaster risk reduction. These regional meetings have evidenced the need to continue strengthening the complementary relationship between the public and private sectors, thus allowing for enhancing the capacity of society and its institution to prevent disasters and respond to them.

In 2015, the Permanent Secretariat is scheduled to conduct the IV Regional Meeting "Partnerships between the public and private sectors for disaster risk reduction in Latin America and the Caribbean: Corporate social responsibility in risk management". This activity will be held jointly with the Central American Coordination Centre for Natural Disaster Prevention (CEPREDENAC) and the United Nations Office for Disaster Risk Reduction (UNISDR), through its Regional Office for the Americas, headquartered in Panama.

B. Objectives

- a) Continue to promote the creation of public-private partnerships for disaster risk reduction;
- b) Adjust public-private partnership models to the principles, objectives and scope set forth in the Sendai Framework for Disaster Risk Reduction 2015-2030 (SFDRR) at the local, national and regional levels;
- c) Promote the implementation of the Sendai Framework for Disaster Risk Reduction 2015-2030 (SFDRR) in Latin America and the Caribbean;
- d) Identify and analyse successful experiences in risk management and disaster prevention from the perspective of enterprise and corporate social responsibility;
- e) Further support and strengthen the Disaster Risk Reduction Private Sector Partnership Group (PSP) in the Americas;
- f) Continue to support the coordination and cooperation of the work performed by the UNISDR and OCHA in the field of strategic alliances between the public and private sectors for disaster risk reduction; and
- g) Further promote the continuity of Government and continuity of business and operations during disasters, from a regional, comprehensive and forward-looking perspective.

Wednesday, 7 October 2015**Morning**

8:30 – 9:00 **REGISTRATION**

9:00 – 9:30 **OPENING SESSION**

- Speech by Mr. Rolando Armuelles, Vice-President of Business Development of the City of Knowledge Foundation
- Speech by Mr. Javier Gordon Ruiz, representative of the Permanent Secretariat of the Latin American and Caribbean Economic System (SELA)
- Speech by Mr. Roy Barboza, Executive Secretary of the Coordination Centre for Natural Disaster Prevention in Central America (CEPREDENAC)
- Speech by Mr. Ricardo Mena, Head of the Regional Office for the Americas, United Nations Office for Disaster Risk Reduction (UNISDR)

9:30 – 9:45 **COFFEE BREAK (GROUP PHOTO)**

9:45 – 10:45 **INTRODUCTORY SESSION**

Moderator: Javier Gordon Ruiz, Permanent Secretariat of the Latin American and Caribbean Economic System (SELA)

Presentation: "SELA activities on public-private partnerships for disaster risk reduction" Speaker: Javier Gordon, Permanent Secretariat of SELA

Presentation: "The Corporate Social Responsibility in Disaster Risk Reduction (DRR)". Speaker: Erika Crisóstomo Betancourt, Coordinator of Attention for Contingency and Natural Disasters of *Cementos Mexicanos* (CEMEX)

Presentation: "Sendai Framework for Disaster Risk Reduction (SFDRR) 2015-2030, significance, prospects and lines of action for the private sector". Speaker: Ángela Gómez Rodríguez, Director of Environmental Regulation, National Association of Industrialists of Colombia (ANDI)

10:45 – 11:00 **DEBATE**

11:00 – 11:15 **COFFEE BREAK**

24

11:15 – 12:30 **SESSION I: Regional organizations and academic institutions related to Disaster Risk Reduction and Corporate Social Responsibility (CSR), in the context of the new scenario proposed by the SFDRR**

Moderator: Roy Barboza, Executive Secretary of the Coordination Centre for Natural Disaster Prevention in Central America (CEPREDENAC)

- Ricardo Mena, Head of the Regional Office for the Americas, United Nations Office for Disaster Risk Reduction (UNISDR), Panama
- Wendy Cue, Head of the United Nations Office for the Coordination of Humanitarian Affairs (OCHA) in Panama
- Juan Pablo Sarmiento, Florida International University (FIU), United States
- Juan Carlos Sánchez, Coordinator of the Latin American Centre for Social Responsibility (CLARES), ANAHUAC University, Mexico
- Luis Carlos Martínez Medina, Regional Executive Secretary of the University Network of Latin America and the Caribbean for Disaster Risk Reduction (REDULAC)

12:30 – 13:00 **DEBATE**

13:00 –14:30 **FREE TIME FOR LUNCH**

Afternoon

14:30 – 16:30 **SESSION II: Procedure to strengthen Corporate Social Responsibility Networks in the field of Disaster Risk Reduction**

Moderator: Raúl Salazar, Officer of the United Nations Office for Disaster Risk Reduction - Regional Office for the Americas (UNISDR), Panama

- Olga Sauma, Director of Comprehensive Development, of the Entrepreneurial Association for Development of Costa Rica (AED)
- Fernando Cabrera, Network Supervision Assistant Director of Telefonica de Chile
- Matthias Werner Dietrich, Executive Director, Nicaraguan Union for Entrepreneurial Social Responsibility (UNIRSE)
- Marco Antonio Paz, General Secretary of the Peruvian Construction Chamber (CAPECO)
- Dav-Ernán Kowlessar, Management Consultant of the Caribbean Association of Industry and Commerce (CAIC)

16:30 – 17:30 **DEBATE**

18:00 – 19:30 Welcome cocktail at the Terrace of the Convention Centre of the City of Knowledge, Clayton

Thursday, 8 October 2015**Morning**

- 9:00 – 12:30 **SESSION III: Presentation of experiences of national focal points in public-private partnerships for disaster risk reduction**
Moderator: Luis Carlos Martínez Medina, Regional Executive Secretary of the University Network of Latin America and the Caribbean for Disaster Risk Reduction (REDULAC)
- 9:00 – 10:15 **Panel A**
- Andrés Ibaceta, Civil Protection National Head of the National Office of Emergencies (ONEMI), Chile
 - Rogelio Conde García, Rogelio, Mexico
 - Bárbara Lucrecia Phefunchal, Official in Charge of the National Cooperation Management of CONRED, Guatemala.
- 10:15 – 10:30 **COFFEE BREAK**
- Moderator:** Luis Carlos Martínez Medina, Regional Executive Secretary of the University Network of Latin America and the Caribbean for Disaster Risk Reduction (REDULAC)
- 10:30 – 12:00 **Panel B**
- Neris Vanderhorst, Executive Secretary of the National Commission of Emergencies, Dominican Republic
 - Julio Pfluker Yépez, Rear Admiral (r), Secretary of Disaster Risk of the Presidency of the Council of Ministers of Peru
 - Luis Díaz Curbelo, National Director of Civil Protection and Disaster Management of the Bolivarian Republic of Venezuela
- 12:00 – 12:30 **DEBATE**
- 12:30 – 14:00 **FREE TIME FOR LUNCH**

Afternoon

- 14:30 – 16:00 **SESSION IV: Panel discussion: Partnerships between the public and private sectors:** (Representatives of the public and private sectors). Presentation and explanation of guidelines and priorities for strengthening partnerships between the public and private sectors, and elements for a roadmap
Moderator: Raúl Salazar, Officer of the United Nations Office for Disaster Risk Reduction - Regional Office for the Americas (UNISDR), Panama
- Teresa de Alfaro, Executive Director of SumaRSE, Panama
 - Ángela Gómez Rodríguez, Director of Environmental Regulation, National Association of Industrialists of Colombia (ANDI), Colombia.
 - Álvaro Zepeda, Pro Tempore President of the Central American Integration Network for the Entrepreneurial Social Responsibility (INTEGRARSE)
 - Remarks by other representatives of national disaster reduction systems

26

16:30 – 16:45 **COFFEE BREAK**

16:45 – 17:30 **SESSION V: CONCLUSIONS AND RECOMMENDATIONS**

Moderator: Javier Gordon Ruiz, Permanent Secretariat of the Latin American and Caribbean Economic System (SELA)

17:30 **CLOSING SESSION**

- Speech by Mr Javier Gordon Ruiz, Permanent Secretariat of the Latin American and Caribbean Economic System (SELA)
- Speech by Mr Raúl Salazar, Officer of the United Nations Office for Disaster Risk Reduction - Regional Office for the Americas (UNISDR)
- Speech by Mr Roy Barboza, Executive Secretary of the Coordination Centre for Natural Disaster Prevention in Central America (CEPREDENAC)

A N N E X I I

**SPEECH BY ROLANDO ARMUELLES, VICE-PRESIDENT OF BUSINESS DEVELOPMENT
OF THE CITY OF KNOWLEDGE FOUNDATION**

Mr Javier Gordon, representative of the Permanent Secretariat of the Latin American and Caribbean Economic System;

Mr. Ricardo Mena, Regional Head of the United Nations Office for Disaster Risk Reduction (UNISDR);

Mr Roy Barboza, Executive Secretary of the Coordination Centre for Natural Disaster Prevention in Central America (CEPREDENAC);

Ms Wendy Cue, Head of the United Nations Office for the Coordination of Humanitarian Affairs (OCHA);

Directors of agencies of the United Nations System;

Representatives of organisations related to disaster prevention in government, NGOs, Universities and enterprises, special guests and friends:

On behalf of Professor Jorge Arosemena, Executive President of the "City of Knowledge Foundation", we congratulate the United Nations Office for Disaster Risk Reduction (UNISDR), through their Regional Office for the Americas and the United Nations Office for the Coordination of Humanitarian Affairs (OCHA) on the initiative for carrying out this IV Regional Meeting on partnerships between the public and private sector for Disaster Risk Reduction in Latin America and the Caribbean, here in our home, your home, in the City of Knowledge.

If we take a pencil or a branch, we can easily break it. Even a small child can do it. But if we put five or six of them together they will acquire a firmness that would resist rupture. This is the parody of human existence; human, as an individual, is vulnerable to whether inclemency, to sickness, to hunger and other events. Our strength, as a species, comes from the associative of the capacity to collaborate, to unite efforts. This is where our strength lies, in unity.

At the City of Knowledge Foundation, we are pleased to see the progress in strengthening the collaboration between the public and private sector, to strengthen the capacity of prevention and response of the society and the institutions in the event of disasters.

The City of Knowledge aims at becoming a sustainable model city, which promotes excellence in education, research, innovation and international cooperation, by taking advantage of the comparative advantages of the Republic of Panama, to the service of the global community. We aspire it to be, in addition, an intelligent, safe and friendly city with those who reside and work, while promoting a civil and peace culture that transcends frontiers. Not in vain, dozens of international and non-governmental organisations been established in this environment, related to humanitarian works and the promotion of inclusive development policies. At the same time, attention is drawn to the fact that the City of Knowledge is one of most recognized scientific and technological parks in Latin America, a modest attraction pole for foreign investment related to the R&D sector, with more than 100 high technology enterprises and where there is also a significant level of State investment in science, technology and innovation, aimed at encouraging economic competitiveness.

Consider for a moment the possibilities that these technological companies dedicate their research capacity to developing products and services for the human sector, or that they incorporate the

best practices of social responsibilities encouraged by this and other forums as part of their respective proposals on value. I urge that we think of permanent academic programmes that delve deeper into the topics discussed in this regional meeting, thus allowing access to knowledge and promoting investigation in these fields.

From its very start, the City of Knowledge Foundation supported collaboration between the public and private sectors, incorporating the academic sector, to complete the triple propeller of development. As a result of such interaction, we have seen arising new products, innovative academic programs, events and campaigns for awareness on diverse topics, as well as new services, programmes and public policies, thus demonstrating that effective collaboration between sectors is not only possible, but also essential in resolving the most pressing problems in global society.

In this context, we can only praise the efforts being carried out by all those present to promote the Sendai Framework with the purpose of preparing the society together to achieve more effective prevention from natural disasters and disasters of other nature. We are honoured with your presence and we predict a productive period for building partnerships, strengthening them and cultivating a promising future for the region, where the culture of prevention is accompanied by the necessary investment for times of adversity, and for becoming each time more resilient. If we can be of any help along the way, you can count on us.

Thanks for your work, and we express our most sincere wish for success.

A N N E X I I I

**SPEECH BY JAVIER GORDON RUIZ, PERMANENT SECRETARIAT
OF THE LATIN AMERICAN AND CARIBBEAN ECONOMIC SYSTEM (SELA)**

Mr. Jorge Arosemena, Executive Director of the City of Knowledge Foundation;

Mr. Ricardo Mena, Regional Head of the United Nations Office for Disaster Risk Reduction (UNISDR);

Mr Roy Barboza, Executive Secretary of the Coordination Centre for Natural Disaster Prevention in Central America (CEPREDENAC);

Representatives of the government authorities in charge of risk management in the Member States of SELA;

Representatives of the private sector of Latin America and the Caribbean;

Representatives of the regional and international organisations;

Ladies and gentlemen;

The Permanent Secretary of the Latin American and Caribbean Economic System (SELA) is very honoured and pleased on the holding of this "IV Regional Meeting on Partnerships between the public and private sectors for disaster risk reduction in Latin America and the Caribbean: Corporate social responsibility in risk management", at a time when we are commemorating, on October 13, the "International Day for Disaster Reduction", as established by the United Nations.

First, I am pleased to transmit to you the appreciation and acknowledgement of the Permanent Secretary of SELA, Ambassador Roberto Guarnieri, to the Coordination Centre for Natural Disaster Prevention in Central America, the Office of the United Nations for Disaster Risk Reduction and the City of Knowledge Foundation, for their valuable support in organising this important regional meeting.

We are also grateful to the Government of Chile, and especially to the Office for National Emergency of Chile (ONEMI), for the readiness and interest showed in holding this event in Santiago. Due to the emergency situations that occurred in this country during this year, and which we regret deeply, it was impossible to hold it in that city.

We would also like to particularly acknowledge the support and collaboration that we have received from the United Nations Office for Disaster Risk Reduction, which led us to signing a Memory of Understanding for the period 2011-2015, aimed at promoting the culture of prevention in the region, and the strengthening of public-private partnerships for disaster risk reduction, which we expect to renew shortly.

Likewise, we wish to highlight the collaboration and acknowledge the work being carried out by the United Nations Office for Coordination of Humanitarian Affairs, particularly, through Regional Meetings on International Mechanisms of Humanitarian Aid and the Working Group Meetings of the Inter-Governmental Organisations, in which the Permanent Secretariat of SELA participates.

We must point out that these coordination, collaboration and cooperation actions, which we have been able to coordinate together with Latin American and Caribbean institutions within the field of risk management, have allowed the Permanent Secretariat of SELA to focus its actions on public-private partnerships for disaster risk reduction, always within the priorities established first in the Hyogo Framework (2005-2005), and now in the Sendai Framework (2015-2030).

Under this approach and perspective, discussions were held on aspects such as:

- i) Protection of public-private investments, insurance mechanisms, micro-insurance and reinsurance, as part of the strategic plan of risk transfer;
- ii) Continuity of businesses and operations and the different existing international standards, as well as their application in corporations and small and medium enterprises;
- iii) Continuity of government and the various approaches and perspectives existing at the government level, the existing regulations and experiences in implementing contingency plans and protection of essential public services;
- iv) Long-term perspective for local governments and companies; and
- v) The issue of corporate social responsibility (CSR), which we are analysing today, as well as the existing standards and guidelines for incorporating these practices in enterprises, and orienting them toward risk management.

Today's meeting will allow us to continue strengthening the building of partnerships between the public and private sectors for disaster risk reduction, and above all, align these partnerships with the principles, objectives and scope proposed in the Sendai Framework, adopted in Japan last March, where emphasis was made on the need for both sectors to collaborate more closely and to create opportunities for strengthening resilience of nations and communities. Above all, we could exchange ideas and share the rich and varied experiences that the region has been accumulating on matters of corporate social responsibility, but associated to disaster risk management.

Corporate social responsibility have been evolving considerably on concepts and application. Its voluntary and conscious instrumentation by private companies, despite their size, constitutes a very powerful tool of ethical and moral character, but also operational and financial to support the sustainable development and environmental responsibility. More than a decade now, the principles and outlines of corporate social responsibility have been evolving rapidly and today we have in place standards and norms, such as the ISO 26.000, which represents the synthesis of great effort of consensus to guide the incorporation of these practices in enterprises.

We must remember that this work of coordination, cooperation, and complementation for strengthening public-private partnerships for disaster risk reduction, has a specialized portal on the Web Page of the Permanent Secretary of SELA, which contains information relating to the subject and includes a directory of the enterprises and private institutions interested and receptive to risk management, where we invite you to register.

To conclude, I would like to reiterate our gratitude and acknowledgement, on behalf of the Permanent Secretary of SELA, to the cooperating and co-sponsors of this important event, as well as to the speakers and representatives of the public and private sectors, who have responded with enthusiasm to this invitation.

I wish you the best of success in your debates, and hope that the space of dialogue represented by this IV Regional Meeting is fitting for the productive search for solutions to the challenges proposed in this topic, which are so necessary in the region.

Thank you all for your participation.

A N N E X I V

**SPEECH BY ROY BARBOZA, EXECUTIVE SECRETARY OF THE COORDINATION CENTRE
FOR NATURAL DISASTER PREVENTION IN CENTRAL AMERICA (CEPREDENAC)**

Mr. Ricardo Mena, Regional Head of the United Nations Office for Disaster Risk Reduction (UNISDR);

Ambassador Roberto Guarnieri, Permanent Secretary of the Latin American and Caribbean Economic System (SELA);

Ladies and gentlemen:

As you surely are aware, Central America is a region located in the centre of the American Continent, and links the North with the South. It is a small subregion made up by seven countries: Belize, Guatemala, Honduras, El Salvador, Nicaragua, Costa Rica and Panama, which share the 522,760 Km² of surface, with an estimated population of 45,739,000 inhabitants.¹

Our Central America is located within the most vulnerable regions for disasters in the world and it is the region in the Americas where most people are affected by earthquakes. Three Central American countries (Costa Rica, El Salvador and Guatemala) are among the 20 countries most exposed to threats of landslides, caused by rainfall and earthquakes. It should be noted that in 1998 and 2008, disasters in Central America represented 23% of the number of deaths and more than 10% of the affected out of the total in the Americas.

In Latin America, disasters result in losses with costs estimated at more than 2.000 million dollars per year (equivalent to a third of the Gross Domestic Product of Nicaragua), according to information by the World Bank, natural disasters are an increasingly damaging phenomenon to a region with great potential for economic growth.

Recently, in 2015, we marked 30 years since the 1985 earthquake in Mexico, one of the most catastrophic events for that country. But there was also an earthquake of magnitude 8 on the Richter scale in Chile. We will also remember the unfortunate landslide in the Cambray II area in Guatemala. This is an example of the vulnerability and exposure of Latin American countries to disasters.

Globally, experts predict more catastrophic events in the future. Additionally, the climate change has contributed to a marked increase in disasters related to hydro-meteorological phenomena. With 189 million people living in poverty and the highest rate of inequality in the world, vulnerability to disasters in Latin America is increasing.

Poverty is a factor that compels individuals to move to areas that are more exposed to risks. Urbanization in areas that are not appropriate, environmental degradation and irregular migration come together to create high levels of risk to suffer from the effects of disasters.

In the face of this reality, the communities, the civil society and the private sector can do a lot to mitigate the risks. However, they cannot be successful on their own; governments must play a leading role.

Central American and Latin American countries must develop processes to reduce exposure to risks, in addition to orienting the capacities of disasters preparedness and response.

¹ According to 2009 Census.

38

As a basis for these national processes, it is necessary to have appropriate Policies and Legal Frameworks to protect vulnerable populations. Firm laws can move and put people out of danger and strengthen the critical public infrastructure.

In these works, private enterprises play an important part through the role of the Corporate Social Responsibility, where they have efficient business with social principles of democracy, self-help, and support to the community. The programmes of Corporate Social Responsibility currently includes actions of Integral Disaster Management Risk.

It must also be said to the NGOs, specialised on matters of disaster risk management and on emergency humanitarian aid, which worldwide are carrying out an important role by complementing the programmes and projects of national and local governments.

The private sector can develop programmes to enable the culture of prevention and the capacity to respond to disasters, which include encouraging better construction standards and the adoption of good plans of continuation of business among its members. They have integrated communications networks for road safety and response to emergencies, they have developed wide experience and support to the temporary housing programmes and rehabilitation and reconstruction following a disaster.

Business and Private Enterprise Associations are non-profitting entities that can develop humanitarian and risk management objectives, but they must have a series of incentives from governments, which could be in the form of tax reductions, participation in political spaces and decision making processes, training for workers, etc.

We are of the opinion that in Latin America we need a strong partnership policy between the central governments, local governments and enterprises on the subject of integral disaster risk management, this being urgent and indispensable for a comprehensive process.

We can agree on letters of association and/or understanding between the authorities in charge of risk management in the countries, and with enterprises, as a first step in which we define a work path together with long term results.

Also, it is indispensable to have an association among financial and banking institutions, in order to have a business strategy that provides the technical and economic resources for the goals proposed.

Thank you.

A N N E X V

**SPEECH BY RICARDO MENA, HEAD OF THE REGIONAL OFFICE FOR THE AMERICAS,
UNITED NATIONS OFFICE FOR DISASTER RISK REDUCTION (UNISDR)**

During the last decade, losses resulting from disasters have been increasing significantly and it is thought that the figures that are available publically considerably underestimate the total losses. This is because losses caused by a number of disasters of small or medium intensity are not calculated since they do not form part of the existing statistics.

The analysis of losses in the Americas, shows us that our region is not oblivious to this tendency, which is increasing in the number of disasters as well as costs resulting from these losses, which, because they are small scale and principally related to climate and hydro-meteorological phenomena, are susceptible to be seen with adequate information, dissemination and collaboration between the different sectors of a country, such as, the scientific academic community, organised groups of the civil society, local governments and particularly the private sector.

The region has seen an increased tendency in the phenomena of urbanisation which shows that toward 2050, close to 85% of the population will be located in cities, a key aspect to be considered in the efforts of reduction of risk of disasters and particularly in the drive for public-private partnerships for this purpose, considering that, on average, close to 70% of the gross capital formation over the next 30 years in the cities will be made by the private sector.

The increase in the vulnerability and exposure of assets created in the countries of our region is in this regard a phenomenon in progress, where the public and private sector – as proposed in the recently approved Sendai Framework for Disaster Risk Reduction – must approach together under a co-responsibility to reduce the existing risk, as well as to avoid the formation and accumulation of new risks. The objectives of these partnerships have already been recently ratified by the private sector in Sendai, on introducing the 5 visions of the private sector towards the year 2030, which were developed through a joint process of reflection between outstanding members and organisations of the private sector itself as its contribution to achieving the objectives of the new Sendai framework, and summarized by means of an initiative called ARISE, launched by the private sector:

Mission of ARISE

“Create societies that are resilient to risk, through the dynamization of the private sector in collaboration with the public sector and other parties, to achieve the result and the goals of the Sendai Framework for the Disasters Risks Reduction in a transparent and inclusive manner and in this way generate a local impact that is appraisable”.

Five visions of the private sector towards 2030:

1. Public and private sector partnerships direct to disaster risk reduction and resilience at national and local level.
2. Resilience in the environment, created or constructed, is oriented by a public sector that lifts the standards and enables the private sector to work toward optimum practices.
3. Public and private financial decisions are sensitive to risk.
4. A population and a private sector that are sensitive to resilience is reinforced for the construction of resilient societies.
5. Identification of risks and its view and management are standard business practices.

In short, following the approval of the Sendai Framework 2015-2030 by the countries, an optimum opportunity arises to build public-private partnerships, which based on the experience of the

42

private sector in the context of social responsibility for the construction of an agenda for sustainable development, allows the private sector not only to guarantee the continuity of the operations as part of an inter-dependent process with the governments, but also progressively include the considerations of disaster risk in the cost-benefit analysis of the investment, public and private, to achieve less losses.

A solid public-private association as the one that has been occurring in the Americas, where important mechanisms of joint collaboration is observed, such as national chapters to drive this vision to the private sector at the country level, is an example of the advances and commitments reached in the region. The United Nations Office for Disaster Risk Reduction, through its regional office for the Americas, embraces this effort with great enthusiasm, with the hope that these advances are a motivation and an example for other countries in the region, and allows for future interventions to improve the conditions of safety and resilience of the communities.

In this regard, I would like to congratulate the initiative of this IV Regional Meeting on Partnerships between the public and private sector for disaster risk reduction in Latin America and the Caribbean: Corporate social responsibility in risk management, which we have jointly organised with the Latin American and Caribbean Economic System (SELA) and the Coordination Centre for the Disaster Prevention in Central America (CEPREDENAC), with whom we have ties of close collaboration and friendship. A special thanks to the Office of the United States for Aid for Foreign Disasters (USAID/OFDA) for its permanent support and commitment in putting as priority a subject that is of high importance for all in the American continent.

Ricardo Mena
Head of the United Nations Office for Disaster Risk Reduction
Regional Office for the Americas (UNISDR)

A N N E X V I

LIST OF PARTICIPANTS

NATIONAL AUTHORITIES IN CHARGE OF DISASTER RISK REDUCTION**ARGENTINA**

Roberto Corti
Secretary of Military Coordination for
Emergency Assistance
Ministry of Defence
E-mail: robertop.corti@gmail.com
Telephone: (54-11) 4346-8819

Esteban Mahiques
Vice-President
White Helmets Commission (REHU-
MERCOSUR)
E-mail: que@mrecic.gov.ar;
admcascosblancos@gmail.com
Telephone: (54-11) 41212600

BARBADOS

Lisa Gale
Executive Director
Barbados Chamber of Commerce
E-mail: lisa.gale@barbadoschamber.co
Telephone: (1.246) 4344750

BELIZE

Aldo Cansino
Environmental Officer
Department of the Environment
E-mail: doe.projects@ffsd.gov.bz;
envirodept@ffsd.gov.bz;
Telephone: (501) 822-2819

BOLIVIA

Marcelo Rojas Arteaga
Technical official in charge of monitoring
projects
Vice-Ministry of Civil Defence
E-mail: Marcelorojas@hotmail.es
Telephone: (59-12) 2610565

BRAZIL

Cristianne da Silva Antunes
General Coordinator of Prevention and
Preparedness
National Secretariat of Civil Protection
E-mail: cristianne.antunes@integracao.gov.br
Telephone: (55) 6120345538

COLOMBIA

Amparo Velásquez Peñaloza
Executive Director
CORPORIESGOS
E-mail: Amparo.velasquez@corporiesgos.org
Telephone: (57-1) 514 6202

Ángela Gómez Rodríguez
Director of Environmental Regulation
National Association of Industrialists of
Colombia (ANDI)
Telephone: (+57 1) 3268500 / 3188276259
E-mail: agomez@andi.com.co

Luis Carlos Martínez Medina
Regional Executive Secretary REDULAC/RRD
University Network of Latin America and the
Caribbean for Disaster Risk Reduction
Cellular phone: (57) – 315-8700710
E-mail: luisdesas@hotmail.com ;
direccionejecutiva@redulac.net

COSTA RICA

Alber Mata Morales
Official
National Commission for Prevention and
Attention of Emergencies (CNE)
E-mail: amata@cne.go.cr
Telephone: (506) 2210-3324

Olga Sauma
Director of Comprehensive Development
Entrepreneurial Association for Development
of Costa Rica (AED)
San José, Costa Rica
Tel: 5062231 20 81 Ext. 102
E-mail: lindsaysolis@aedcr.com

46**CUBA**

Luis Ángel Macareño Veliz
Second National Chief of Staff of Civil
Defence

E-mail: dcc@dcn.co.cu;
ramiro.leon@mincx.cu;
ramyleon@yahoo.com

Telephone:

CHILE

Andrés Ibaceta
Civil Protection National Head
National Office of Emergencies – Ministry of
Interior (ONEMI)

Ministry of Interior and Public Security

E-mail: aibaceta@onemi.gov.cl;

Telephone: (56-2) 2252-4235

Susana Fuentes
General Manager
PRECORP CHILE

E-mail: susana.fuentes@precorp.cl

Telephone: (56 9) 6438-2742

Fernando Máximo Cabrera
Deputy Manager of Network Supervision
Telefónica Chile

E-mail: fernando.cabrera@telefonica.com

Telephone: (569) 92231949

HONDURAS

Hilde Orlando Cartagena Beltrán
Regional Subcommissioner of Santa Rosa de
Copán

Permanent Commission for Contingencies –
COPECO

E-mail: hocartag@hotmail.com

Telephone: 504-97815600

Ligia Marcela Herrera Salgado
Sectoral Analyst

Honduran Council of the Private Enterprise
(COHEP)

E-mail: mherrera@cohep.com ;

marce_18@hotmail.com

Telephone: (504) 2235-3336

Luis Antonio Clavel R.

Adviser

Federation of Industrial Chambers and
Associations of Central America and
Dominican Republic

(FECAICA)

E-mail: lclavel@andi.hn

Telephone: (504) 22710083/106

ECUADOR

Héctor Eduardo Bastidas

Director for Follow-up of Plans, Programmes
and Projects

National Secretariat of Risk Management

E-mail: hector.bastidas@gestionderiesgos.gob.ec

Telephone: 593-4-2593500 ext.2101

Web: <http://www.stgestionriesgos.gov.ec/>

Paulina Donoso

Coordinator of Relations with Enterprises and
Member Organizations of the Consortium
Ecuadorian Consortium for Corporate Social
Responsibility (CERES)

E-mail: paulina.donoso@redceres.org

Telephone: (593-2) 2225-883

EL SALVADOR

Mauricio Guevara

National Deputy Director of Civil Protection
Presidential Secretariat for Vulnerability
Affairs

Presidency of the Republic and General
Direction of Civil Protection

E-mail: maguevara55@gmail.com

Telephone: 503-252-7-7122 / 252-7-7123

UNITED STATES

Juan Pablo Sarmiento

Co-Director, Programme for Disaster Risk
Reduction

Florida International University (FIU)

Telephone: 1-305-2994872 / (786) 533 3716

E-mail: jsarmien@fiu.edu

GUATEMALA

Bárbara Lucrecia Phefunchal
 Official in Charge of National Cooperation
 Management
 National Coordinator for Disaster Reduction
 (CONRED)
 E-mail: bpfunchal@conred.org.gt;
cooperacionnac.conred@gmail.com
 Telephone: (502) 2324 0800 ext 1701
 Web: <http://www.conred.org.gt>

Álvaro Zepeda
 Pro Tempore President
 Central American Integration Network for the
 Entrepreneurial Social Responsibility
 (INTEGRARSE)
 E-mail: azepeda@grupomapreco.com
 Telephone: (502) 2268-3700

Ana Marta Patricia Meléndez
 Manager of Industrial Development
 Centre for Action on Corporate Social
 Responsibility (CENTRARSE)
 E-mail: amelendez@centrarse.org;
amp.melendez@gmail.com
 Telephone: (502) 22683731

MEXICO

Rogelio Conde García
 General Director for Links, Innovation and
 Regulatory Framework for Civil Protection
 National Coordination of Civil Protection
 Government Secretariat
 E-mail: rconde@segob.gob.mx;
rogelioconde@yahoo.com;
 Telephone: (52.55) 51280000 ext 36432

Erika Crisóstomo Betancourt
 Coordinator of Attention for Contingency
 and Natural Disasters
Cementos Mexicanos (CEMEX)
 Telephone: (52-81) 83283120
 E-mail: erikalizett.crisistomob@cemex.com
 Web: www.cemexmexico.com

Juan Carlos Sánchez L.
 Coordinator
 Latin American Centre for Social
 Responsibility (CLARES)
 ANAHUAC University, Mexico
 Faculty of Social Responsibility
 Mexico City, Mexico
 E-mail: rdelgado@anahuac.mx

NICARAGUA

Matthias Werner Dietrich
 Executive Director
 Nicaraguan Union for Entrepreneurial Social
 Responsibility (UNIRSE)
 Nicaragua
 E-mail: dr.dietrich@unirse.org;
daisy.largaespada@unirse.org
 Telephone: (505) 22502829 / 2266 1338

PANAMA

Teresa de Alfaro
 Executive Director
 SUMARSE
 Panama City, Panama
 Telephone: (507) 227-0218
 E-mail: talfaro@sumarse.org.pa
 Web: <http://www.sumarse.org.pa/>

Alfredo Du Bois
 Project Official
 National Council of Private Enterprises
 (CONEP)
 Panama City, Panama
 E-mail: adubois@cnpml.org.pa;
 Telephone: (507) 3140115

PERU

Julio Miguel Pflucker Yépez
 Secretary of Disaster Risk Management
 Presidency of the Council of Ministers.
 Secretariat of Disaster Risk Management
 E-mail: jpflucker@pcm.gob.pe
 Telephone: (511) 225.9898 / 224.0918

48

Marco Antonio Paz Ancajima
 General Secretary
 Peruvian Chamber of Construction (CAPECO)
 E-mail: mpaz@capeco.org
 Telephone: (511) 2302700

DOMINICAN REPUBLIC

Neris Vanderhorst
 Executive Secretary
 National Commission of Emergencies
 E-mail: nvanderhorst@yahoo.com;
 Telephone: 809-472-8614 ext. 224
 Web: <http://coe.gov.do/>

TRINIDAD & TOBAGO

Dav-Ernan Kowlessar
 Business Development Consultant
 Caribbean Association of Industry and
 Commerce (CAIC)
 Port of Spain, Trinidad & Tobago
 Telefax: 1-868-625-8766 / 1 (868) 628-4478
 E-mail: davek@dykondevelopments.com /

URUGUAY

María Laura Rodríguez Ríos
 Official Responsible for Economic Advice,
 Communications and Environment
 Union of Exporters of Uruguay
 E-mail:
mlrodriguez@uniondeexportadores.com
 Telephone: (58-212) 6628372

VENEZUELA

Luis Ernesto Díaz Curbelo
 National Director of Civil Protection
 People's Ministry of Interior, Justice and
 Peace
 E-mail: diazcurvelo@gmail.com
 Telephone: (58-212) 6628372

REGIONAL AND SUBREGIONAL ORGANISATIONS**ORGANIZATION OF EASTERN CARIBBEAN STATES (O ECS)**

Joan John-Norville
 Programme Coordinator
 Saint Lucia, Castries
 E-mail: jnorville@oecs.org
 Telephone: (758) 455-6326
 Web: www.oecs.org

CARIBBEAN DISASTER EMERGENCY MANAGEMENT AGENCY (CDEMA)

Andria Grosvenor
 Business and Development Manager
 E-mail: Andria.grosvenor@cedema.org
 Telephone: (1.246) 434-4880

UNITED NATIONS OFFICE FOR COORDINATION OF HUMANITARIAN AFFAIRS (OCHA)

Wendy Cue
 Head of the OCHA-ROLAC Office
 Regional Office for Latin America and the
 Caribbean (ROLAC)
 Tel: +507 317-1748
 E-mail: cue@un.org

ORGANIZERS**COORDINATION CENTRE FOR NATURAL DISASTER PREVENTION IN CENTRAL AMERICA (CEPREDENAC)**

Roy Barboza
Executive Secretary
CEPREDENAC
Guatemala, Central America
Telephone: 502-2390-0200
Fax: 502-2390-0202
E-mail: rbarboza@sica.int

Víctor Ramírez
Manager of Cooperation and Projects
CEPREDENAC
Guatemala, Central America
Telephone: 502-2390-0212
Fax: 502- 2390-0202
E-mail: vramirez@sica.int

UNITED NATIONS OFFICE FOR DISASTER RISK REDUCTION (UNISDR)

Ricardo Mena
Head of the Regional Office for the Americas
City of Knowledge, Panama
Telephone: 507- 317-1120
Fax: (+507) 317 0600
E-mail: rmena@eird.org
Web: <http://www.eird.org>

Humberto Jaime
Manager of Information and
Communications
United Nations Office for Disaster Risk
Reduction
Regional Office for the Americas
City of Knowledge, Panama
E-mail: hjaime@eird.org
Web: www.eird.org

Raúl Salazar
Regional Official
United Nations Office for Disaster Risk
Reduction
Regional Office for the Americas
City of Knowledge, Panama
E-mail: rsalazar@eird.org
Web: www.prevention.web.net

LATIN AMERICAN AND CARIBBEAN ECONOMIC SYSTEM (SELA)

Javier Gordon
Analyst of Relations
Direction of Relations for Integration and
Cooperation
Caracas, Bolivarian Republic of Venezuela
Telephone: (58-212) 955.7137
Fax: (58-212) 951.5292 / 6901
E-mail: jgordon@sela.org
Web: <http://www.sela.org>

Milagros Cruz
Analyst of Relations
Telephone: (58-212) 9557117
Fax: (58-212) 9515292 / 9516901
E-mail: mcruz@sela.org
Web: www.sela.org

A N N E X V I I

LIST OF DOCUMENTS

SP/IVRRASPPRRD-ALC/DT N° 1-15	Agenda
SP/IVRRASPPRRD-ALC/Di N° 1-15	Speech by Mr Javier Gordon, Permanent Secretariat of the Latin American and Caribbean Economic System (SELA)
SP/IVRRASPPRRD-ALC/Di N° 2-15	Speech by Mr Rolando Armuelles, Vice President of Business Development of the City of Knowledge Foundation
SP/IVRRASPPRRD-ALC/Di N° 3-15	Speech by Mr Roy Barboza, Executive Secretary of the Coordination Centre for Natural Disaster Prevention in Central America (CEPREDENAC)
SP/IVRRASPPRRD-ALC/Di N° 4-15	Speech by Mr Ricardo Mena Head of the United Nations Office for Disaster Risk Reduction - Regional Office for the Americas (UNISDR)
SP/IVRRASPPRRD-ALC/Di N° 5-15	SELA activities on public-private partnerships for disaster risk reduction in Latin America and the Caribbean Mr Javier Gordon Ruiz - SELA
SP/IVRRASPPRRD-ALC/Di N° 6-15	The Corporate Social Responsibility in Disaster Risk Reduction (DRR) Ms Erika Crisóstomo Betancourt - CEMEX
SP/IVRRASPPRRD-ALC/Di N° 7-15	Sendai Framework for Disaster Risk Reduction (SFDRR) 2015-2030, significance, prospects and lines of action for the private sector Ms Ángela Gómez Rodríguez - ANDI
SP/IVRRASPPRRD-ALC/Di N° 8-15	The private sector and risk sensitive investment: partnership between UNISDR and the private sector for risk sensitive investment (ARISE) Mr Ricardo Mena - UNISDR
SP/IVRRASPPRRD-ALC/Di N° 9-15	Disaster Risk Reduction in Latin America and the Caribbean: a humanitarian perspective Ms Wendy Cue – OCHA
SP/IVRRASPPRRD-ALC/Di N° 10-15	Academic Institutions, Disaster Risk Reduction and Corporate Social Responsibility Mr Juan Pablo Sarmiento – FIU
SP/IVRRASPPRRD-ALC/Di N° 11-15	Study: Management of Public-Private and Social Partnerships in case of a natural disaster Mr Juan Carlos Sánchez – CLARES
SP/IVRRASPPRRD-ALC/Di N° 12-15	Presentation by Mr Luis Carlos Martínez Medina – REDULAC
SP/IVRRASPPRRD-ALC/Di N° 13-15	Steps to strengthen networks of entrepreneurial social responsibility within the scope of disaster risk management Ms Olga Sauma - AED
SP/IVRRASPPRRD-ALC/Di N° 14-15	Plan of Action facing Disasters, the Chilean experience of Telefónica de Chile Mr Fernando Cabrera - Telefónica de Chile

SP/IVRRASPPRRD-ALC/Di N° 15-15	Steps for strengthening the ESR networks within the scope of Disaster Risk Reduction Mr Matthias Werner Dietrich – UNIRSE
SP/IVRRASPPRRD-ALC/Di N° 16-15	Presentation by Mr Marco Antonio Paz – CAPECO
SP/IVRRASPPRRD-ALC/Di N° 17-15	Steps for strengthening the Corporate Social Responsibility Networks within the scope of Disaster Risk Reduction Mr Dav-Ernán Kowlessar - CAIC
SP/IVRRASPPRRD-ALC/Di N° 18-15	Public-Private Management in Risk Management Mr Andrés Ibaceta - ONEMI
SP/IVRRASPPRRD-ALC/Di N° 19-15	National Coordination of Civil Protection in Mexico Mr Rogelio Conde García - Civil Protection of Mexico
SP/IVRRASPPRRD-ALC/Di N° 20-15	Experiences of Guatemala in National Cooperation Ms Bárbara Lucrecia Phefunchal – CONRED
SP/IVRRASPPRRD-ALC/Di N° 21-15	Experiences of Dominican Republic on the issue of Disaster Risk Prevention Ms Neris Vanderhorst – National Commission of Emergencies
SP/IVRRASPPRRD-ALC/Di N° 22-15	Public-Private Partnerships for Disaster Risk Reduction in Peru, Achievements Mr Julio Pfluker Yépez – Presidency of the Council of Ministers of Peru
SP/IVRRASPPRRD-ALC/Di N° 23-15	Experiences of the Private Sector in Disaster Risk Management in Colombia. Guideline and priorities for strengthening Public-Private Partnerships Ms Ángela Gómez Rodríguez - ANDI
SP/IVRRASPPRRD-ALC/Di N° 24-15	Partnerships between the Public and Private Sectors Mr Álvaro Zepeda – INTEGRARSE
SP/IVRRASPPRRD-ALC/Di N° 25-15	List of Participants