

APP-DRR Forum

Asia-Pacific Partnership for Disaster Risk Reduction

Reflections from the Private Sector

ARISE Philippines, ARISE Japan, and ARISE India

Guiding question: Please share your reflections on how the region can take advantage of the opportunities created by COVID-19 recovery and the MTR-SF to further accelerate the implementation of the priorities on the Sendai Framework and ensure more inclusive Disaster Risk Reduction?

ARISE PHILIPPINES



ARISE-Philippines recognizes the following post-Covid 19 opportunities and ways ahead as we intensify our efforts to achieve the targets of the Sendai Framework anchored on its four priorities.

1. **Better Knowledge and Information Sharing** — Led by some ARISE Philippines members, we have improved our disaster risk data gathering, sharing and analysis to provide vulnerable communities deeper and better understanding of their respective disaster risks thru heightened education and training for them to act accordingly. A continuing sharing of relevant data on risks and corresponding resilience initiatives has and will continue to help reduce disaster risks to identified vulnerable communities.
2. **Continuing Review/Assessment of Disaster Risk Reduction Polices, Programs and Strategies** — The evolving disaster risks, including those driven by the growing impact of climate change, needs more effective and efficient disaster risk governance. Led by the government, an improved and more meaningful inputs and participation from the private sector, the academe, NGOs and CSOs will have to be emphasized.
3. **Identification and setting-up of Incentives For Resilience Initiatives** —The provision of tax incentives, preference for risk informed investments, lower insurance premium for businesses with robust disaster risk reduction programs are all sound investments on disaster risk reduction for resilience that we will continue to advocate for adoption by government and other relevant sectors.
4. **Continuing, focused and heightened collaboration with Public and Government Stakeholders to Co-Create the Resilience Agenda** — a continuing, focused and heightened collaboration between the government and the private sector to map out recovery, rehabilitation and reconstruction efforts in order to build back better, will help optimize disaster preparedness efforts for greater results and wider impact.

ARISE-Philippines looks forward to greater engagement with other networks in the region and across the world, and the UNDRR to leverage on these opportunities and contribute to a better, more sustainable, inclusive and disaster resilient world.

ARISE JAPAN



Japan has become very aware of compound disaster risk, as well as of the benefits of being prepared, after two years of COVID-19. In the travel industry, consumers choose disaster-prepared travel destinations (e.g. [the towns/districts](#) in our 2021 Public Symposium), rewarding both investment and risk disclosure by travel destinations. Risk-literate businesses in Japan (e.g. [the hotel group](#) from our 2020 Online Symposium) are

utilizing event-based opportunities, such as COVID-related subsidies, to systemically build towards an overall vision of resilience, going beyond simple recovery.

ARISE Japan members, together with a key tourism association and chambers of commerce to fundamentally improve the risk management and resilience of tourism industry SMEs, are now running pilot programs in multiple local communities as of November 2021.

Our region, and perhaps the world, exists in a brief window where the priorities of the Sendai Framework can be driven home with little explanation. It is an opportunity to shift towards resilient lifestyles and business, and away from concentration in megacities which also concentrates exposure and vulnerability.

Disaster resilience must become a foundational concern in all decision-making by both public and private sectors. Towards this aim, ARISE Japan members, together with Tohoku University, are developing an [ISO for DRR in smart community infrastructure](#) so that resilience at the local level can be evaluated against international standards, to facilitate truly 'glocal' Sendai Framework implementation.

ARISE INDIA



1. **ARISE INDIA efforts in revival of economy and bring back normalcy.**
 - a) ARISE INDIA Member has innovated a gadget (SHYCOCAN) which provides safety from COVID (all types of influenza viruses) in enclosed environment. It is ideal for educational institutions, seminars, office complexes, industries and homes. Has greatly helped in bringing normalcy. Available on Amazon.
 - b) ARISE INDIA members also developed indigenously RT-PCR and other PPEs, which were earlier imported, before COVID outbreak took place. This has helped in faster tests, investigation and vaccination.
2. **Capacity Development of MSMEs.** ARISE INDIA, in cooperation with Public and Private Sector entities, organized more than 150 webinars on climate change, avoiding accidents within industries and perceived natural and man-made disasters, including cross cutting issues. ARISE INDIA was partner in World Congress on Disaster Management, held in New Delhi in Nov 2021 and specifically organized a Pre-Webinar on “Green Recovery of MSMEs”.
3. **Innovations.**
 - a) A very useful webinar on “Design Thinking: A human centered approach to Innovations”, was conducted for scholars of Technological and Research Institutions.
 - b) ARISE INDIA along with Collins and SDG Chaupal launched a challenge for school children for Innovations in implementation of 17 SDGs. It is for 6 months and first three schools will be rewarded. 20 schools (private and Public) are participating.
4. **Drought Free India by 2030.** ARISE INDIA along with its Members are expanding the area to convert drought prone areas to green fields.