



# Effective management of disaster risk and opportunities

***RISE – ADB Knowledge Partnership Week***

Partnership Forum: Innovation for Resilient and Smart Communities

***Technology showcases and networking for Disaster Risk Management***

May 20, 2015



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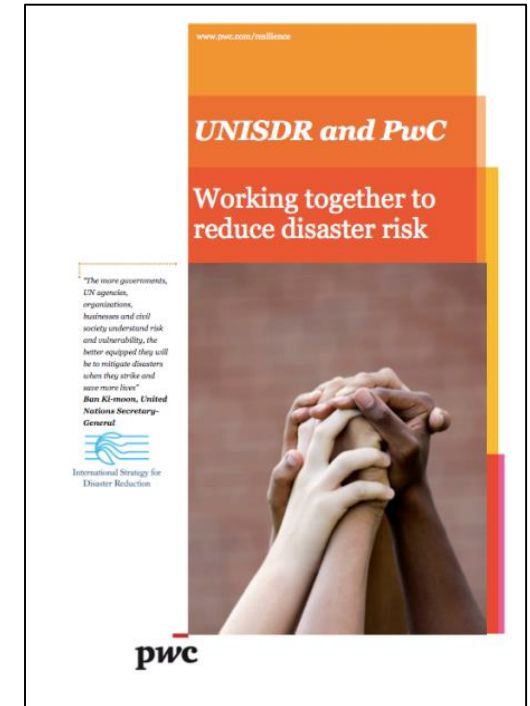
# Surveying to understand why the private sector hasn't engaged in DRM

*“The more governments, UN agencies, organizations, businesses and civil society understand risk and vulnerability, the better equipped they will be to mitigate disasters when they strike and save more lives”*

Ban Ki-moon, United Nations Secretary-General

Survey\* indicated that needed to be:

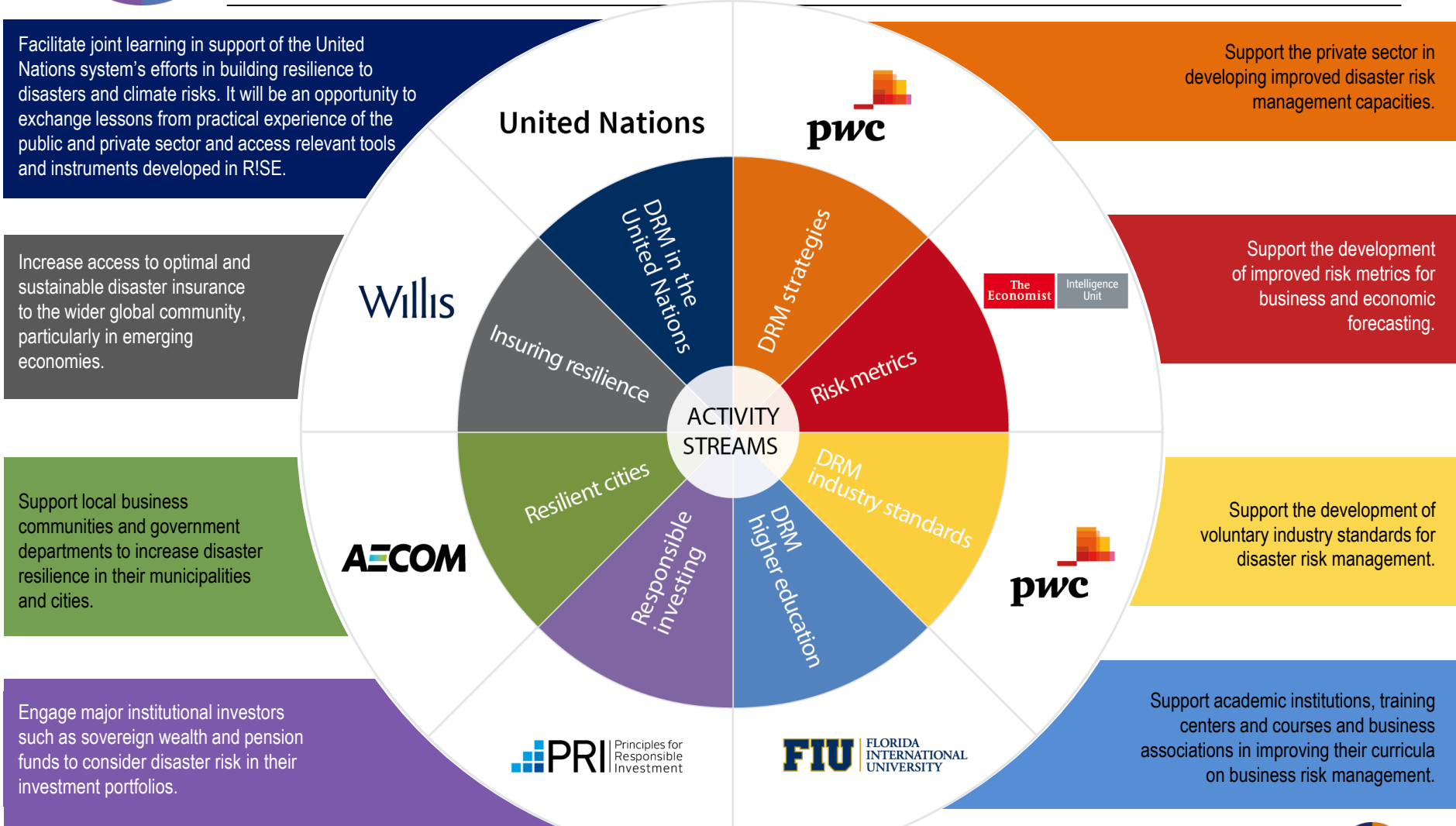
1. “clear value proposition/business case for investing in prevention rather than just responding”
2. ways to engage private sector in *“tangible, concrete projects and actions”*



\*Companies included: ABB; ARUP; BG; Citi; GE; HCC; HIRCO; Hitachi; IHG; Nestlé; NTT East; Roche; SPCL; Walmart

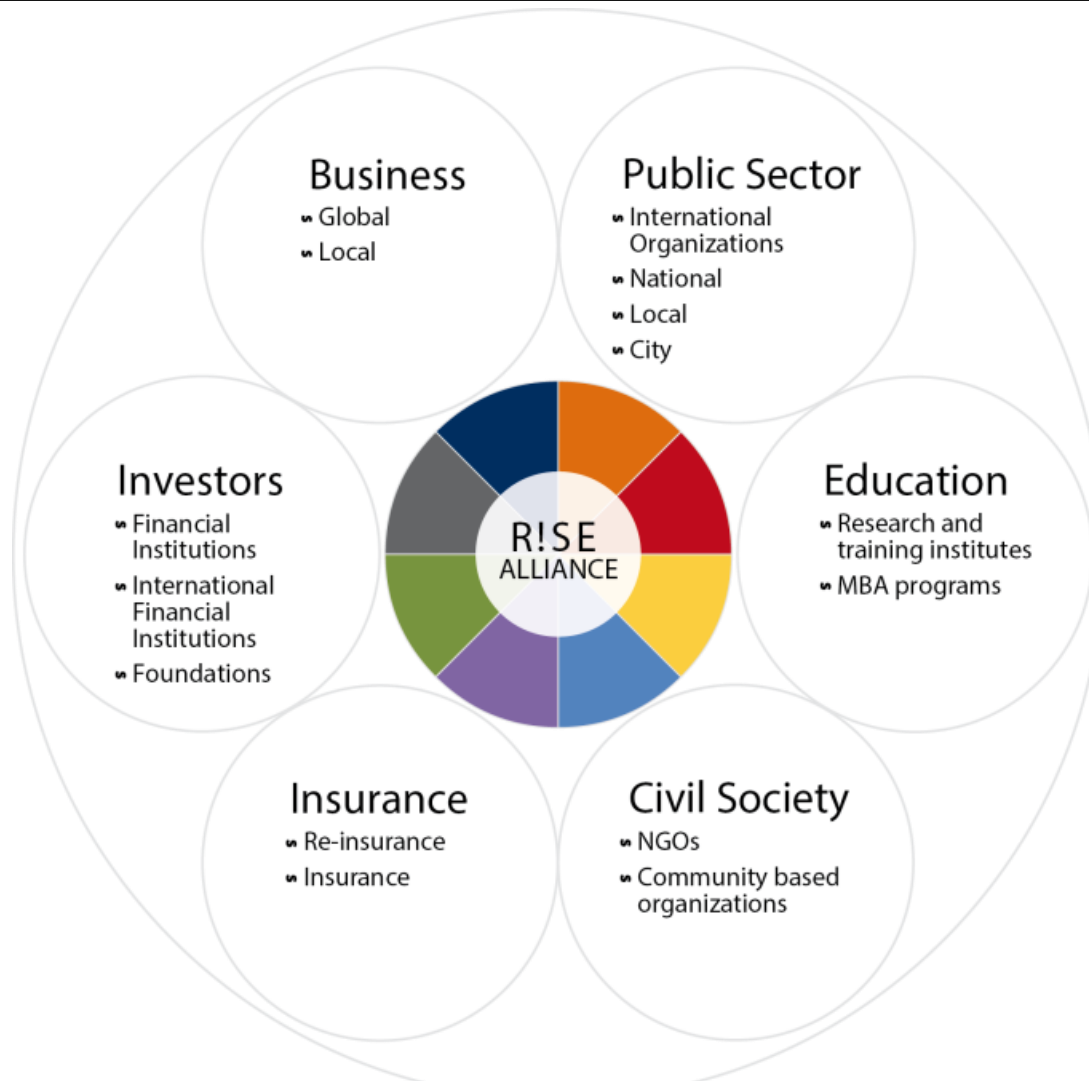


# Alliance to unlock public/private DRM potential





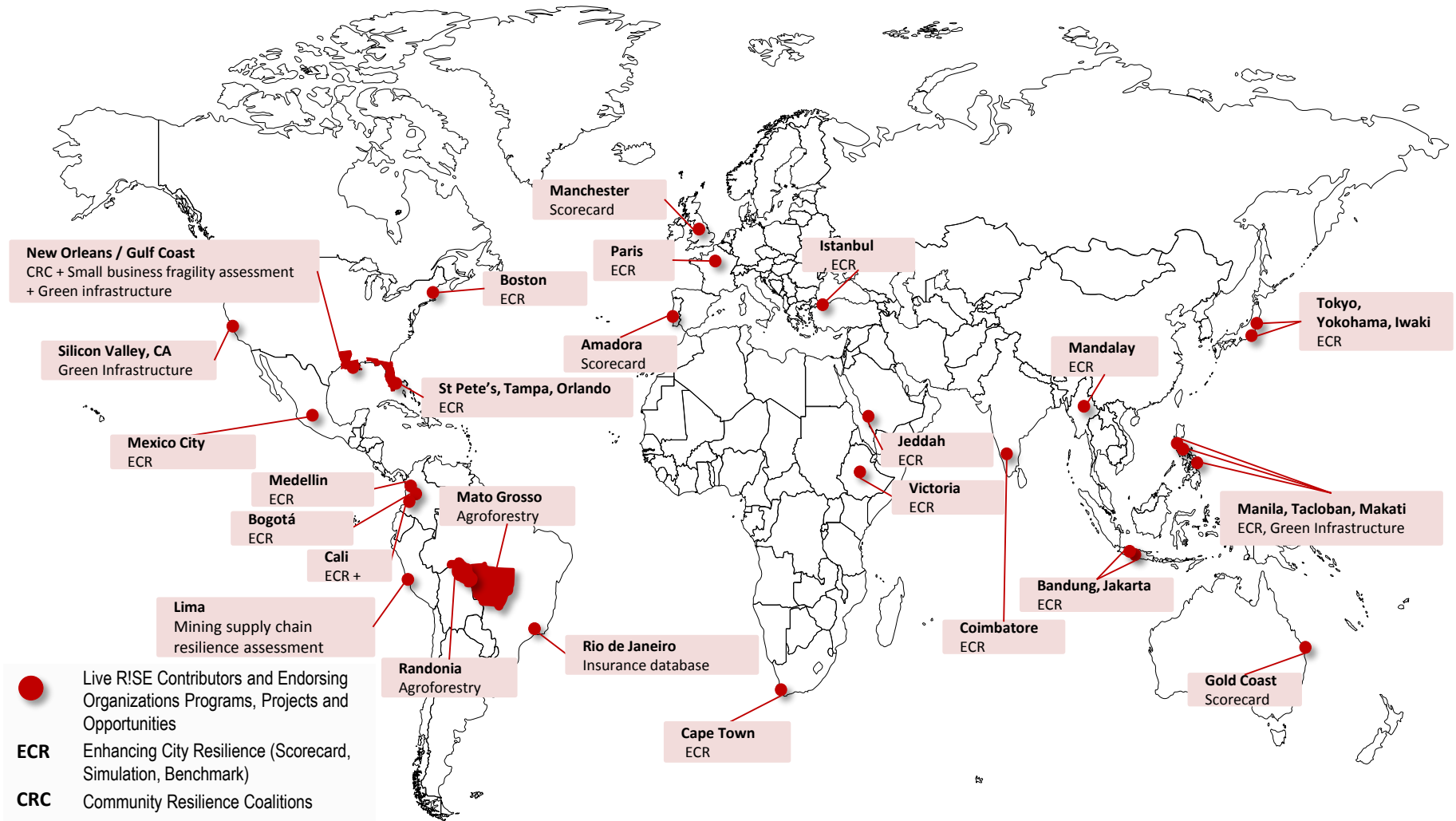
# RISE - a new alliance between six collaborating communities





# RISE

## Cities programs, projects and opportunities



May 20, 2015

[www.theriseinitiative.org](http://www.theriseinitiative.org)





# ADB Regional R!SE Launch Event February 26, 2015 – multi-sector participants

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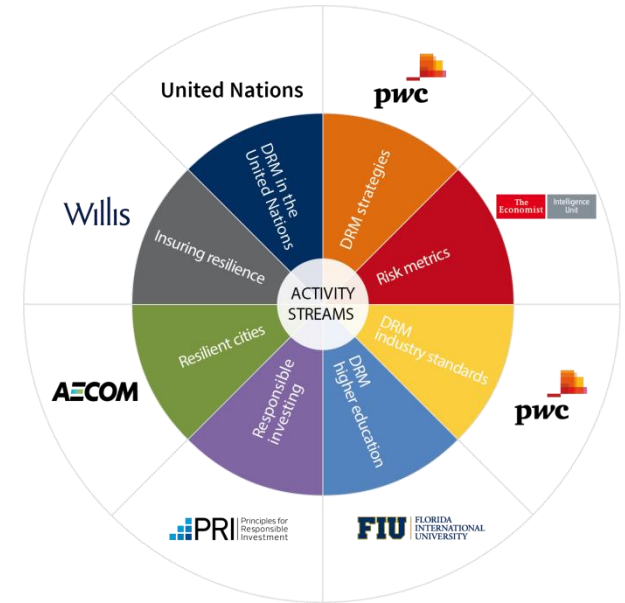
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