

United Nations  Nations Unies

OFFICE FOR DISASTER RISK REDUCTION • BUREAU POUR LA REDUCTION DES RISQUES DE CATASTROPHES
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Dear Mr. Ochoa Méndez,

It is my pleasure to welcome PREVENTIVA as a new member of the United Nations Office for Disaster Risk Reduction (UNDRR) Private Sector Alliance for Disaster Resilient Societies (ARISE). Your company's knowledge, experience and commitment to the Sendai Framework for Disaster Risk Reduction, Sustainable Development Goals (SDGs) and Paris Climate Agreement will bring an invaluable perspective to ARISE and the global disaster risk reduction community.

The Sendai Framework states that addressing underlying disaster risk factors through disaster risk-informed public and private investments is more cost-effective than primary reliance on post-disaster response and recovery. In addition, reducing climate and disaster risk is a critical element for long term sustainable development. Trillions of dollars of new investments are expected in hazard-prone areas by 2030, dramatically increasing the global value of assets at risk. How disaster risk is considered and managed in capital investments, supply chains and operations will be a decisive factor on achieving the Sendai Framework targets.

ARISE leverages the private sector's expertise and ensures that business itself is fully aware of potential risks and acts to mitigate and reduce the future risks. As outlined in the ARISE Terms of Reference (attached), ARISE advocates for risk-informed development by encouraging and supporting the private and public sectors to put in place policies and practices to reduce disaster risk and losses. It mobilizes and facilitates the private sector to carry out risk-informed investments and to engage in business practices that build resilience, prevent social and economic losses and enhance recovery from disasters, in line with the Sendai Framework. Importantly, ARISE facilitates the exchange of experience and knowledge on the implementation of disaster risk reduction through the integration of disaster and climate risk into business management strategies, financial reports and accountability and risk management frameworks.

I look forward to working closely with you to build resilient businesses and communities.

Yours sincerely,



Paola Albrito
Chief of Branch

Intergovernmental processes, Interagency
cooperation and Partnerships

Mr. Luis Fernando Ochoa Méndez
Gerente General
PREVENTIVA
Mexico

Encl. ARISE Terms of Reference