

III REGIONAL FORUM ARISE

COLOMBIA 2023

05
06 | July
2023

“Building a
sustainable and
resilient future”



UNDRR

UN Office for Disaster Risk Reduction

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1. Background

By adopting the Sendai Framework for Disaster Risk Reduction 2015 – 2030 (Sendai Framework), the 2030 Agenda for Sustainable Development (2030 Agenda), the New Urban Agenda (NUA) and the Paris Agreement on Climate Change, the member states identified the prevention of new risks, reduction of existing risks, and strengthening of resilience as core elements of the global efforts towards a sustainable development. The private sector is a key stakeholder in both said efforts and the building of resilient communities. The region of the Americas and the Caribbean is particularly exposed to all sorts of hazards due to its topography and its territorial dynamics.

Collaborating with the private sector in areas such as the understanding of risk, disaster risk reduction, risk-informed investment, resilient infrastructure and business continuity improves financial recovery in the region. Despite being exposed to multiple hazards, the private sector can be a driver which spreads disaster risk knowledge among other sectors of society, supports



risk-informed governance and, more broadly, helps its governments to meet the 2030 Agenda and the Sendai Framework for Disaster Risk Reduction 2015–2030.

The only way that losses can be minimised and new risks can be prevented at a proper scale is by having the public sector and the private sector work together. Public-private partnerships (PPP) are critical to achieve the necessary innovation and investment scope. The Sendai Framework recognises that businesses, both small and large, by encouraging them to integrate disaster reduction into their business models and practices along supply chains.

Previous events and activities:

In 2018, ARISE Mexico organized a national forum called “Resilience for all: the importance of understanding risk” with more than 800 participants from 14 countries, including ARISE Networks from the region and more than 60 international specialists.

Likewise, in October 2021, the Regional Forum was held, organized virtually as an event prior to the VII regional platform held in Jamaica, which allowed the exchange of good practices among the ARISE networks, showcased work on business resilience, linking the private sector with the DRR community in the region. The event was organized in collaboration with UNDRR and ARISE networks in the region.

Over the following years, ARISE networks have been further aligned to achieve the strategic objectives of promoting risk-informed investments and supporting resilient societies, with the adoption of the new ARISE priority areas for 2020–2025. These are aligned with and support global policy discussions on private sector engagement in the implementation of the Sendai Framework, the Sustainable Development Goals, the Paris Climate Agreement, and related business and multi-stakeholder initiatives.

The priorities are expected to drive action, support synergies between the networks, the activities of their members and the achievement of tangible initiative impact. Greater alignment between the networks will also enable and mobilize more active information sharing and collaboration between ARISE networks with other private sector initiatives led by the UN and other international organizations.

The four priority areas of ARISE 2020–2025:

- Improve the resilience of small and medium-sized enterprises;
- Integrate climate and disaster risk into financial sector investment decisions;
- Incentivize disaster risk reduction and improve data for risk-informed decision making through engagement with the insurance industry as a global risk manager;
- Support the development of resilient infrastructure.

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56 CONGRESO
DE SEGURIDAD,
SALUD Y AMBIENTE

37 FERIA
DE LA SEGURIDAD
Y SALUD



sura 

2. Fact details about ARISE Forum 2023

The III Americas and the Caribbean ARISE Forum, which took place on 5–6 July 2023, allowed the exchange of good practices among the networks that make up ARISE, showcasing the efforts on their respective priorities, and connected the private sector to the DRR community in the region. The event was organised by ARISE Colombia in collaboration with the ARISE networks in the region, United Nations Office for Disaster Risk Reduction (UNDRR), United Nations Children’s Fund (UNICEF), Connecting Business Initiative (CBI), and United Nations Office for the Coordination of Humanitarian Affairs / United Nations Development Programme (OCHA/UNDP).

The forum was a parallel event to the 56th Conference on Safety, Health and Environment of the Colombian Safety Council (<https://congresoccs.org.co/>) and the forum participants also had the opportunity to participate in the Congress activities.

Objectives of the Forum

Based on ARISE experiences which promoted collaboration between networks, the results of previous ARISE Fora and the VIII Session of the Regional Platform for Disaster Risk Reduction in the Americas and the Caribbean, the main objectives identified for the forum were:

- Promote the exchange of good practices among ARISE networks in their efforts to meet ARISE’s four global priorities.
- Enhance discussions on the role of the private sector in advancing public-private partnerships in DRR in the region and identify the main opportunities and challenges in private sector engagement in DRR.
- Highlight key elements, concepts, findings and tools developed collaboratively or by specific ARISE networks.
- Provide the private sector with information on initiatives and opportunities to engage in disaster risk reduction and resilience efforts.
- Encourage greater cooperation between ARISE networks in the region and discuss how to engage the private sector in disaster risk management.
- Establish the private sector’s commitments to the Sendai Framework and ARISE priorities.



3. Agenda and attendance

The Forum was held online and onsite. Overall, the following figures stand out:



OVERALL

- Delegates from **15** countries
- 19** sessions on a variety of subjects
- 63** panellists and/or participants in presentations, panel discussions and workshops.
- 2** plenary panel discussions
- 1** networking area



ONSITE ATTENDANCE

- 78** attended the ARISE Forum onsite
- 1370** attended the 56th Conference on Safety, Health and Environment.
- 1300** (approx.) attended the opening ceremony at the Plenary, the keynote speech, and the two Plenary Forums hosted by ARISE.



ONLINE ATTENDANCE

- 2** YouTube channels live streaming
- 20** hours of live streaming
- Live-streaming in **2** (English, Spanish)

July 5th

Spanish

- Views: 181
- Impressions: 7620
- Multiple users: 23
- Single users: 214
- Ages: 35 to 44 years old

English

- Views: 66
- Impressions: 5341
- Multiple users: 3
- Single users: 84



Main geographical areas

Views since upload (total time)



July 6th

Spanish

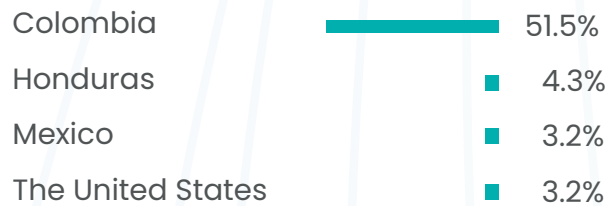
- Views: 135
- Impressions: 4013
- Multiple users: 16
- Single users: 223
- Ages: 35 to 44 years old

English

- Views: 42
- Impressions: 6950
- Multiple users: 10
- Single users: 299

Main geographical areas

Views since upload (total time)



Main geographical areas

Views since upload (total time)



4. Sessions

4.1. Mid-Term Review of the Sendai Framework (MTR-SF) - Private sector results *

The session took place in the ARISE Forum room. Participants Lizra Fabien, executive director of the Dominica Association of Industry and Commerce (DAIC), project manager in the Caribbean with 10 years of experience in private sector development with micro-, small and medium-sized enterprises, and Erick Ariel Gonzales Rocha, industrial engineer, PhD in Economics from Kobe University and representative of the United Nations Office for Disaster Risk Reduction UNDRR, opened the III ARISE Forum 2023.

Erick's topics of interest in this session revolved around the development of the Sendai Framework (created in 2015), a non-binding voluntary agreement that aims to minimise risk and in turn, prevent the creation of new risks, with a focus on climate change as a scientific-evidence based reality with severe, sustained, repeated events causing disasters.

One of the points of interest in the talk was the potential economic impact of disasters. Both the public and private sectors ought to work together to reduce said potential impacts. It is a challenge for the region, considering the economic limitations of certain regions. However, United Nations has made efforts to raise the income level of Latin American countries to 150 years, with implications for sectors such as health and education.

The effects of climate change impact not only businesses but also communities. By the time a disaster strikes, financial recovery in developing countries often exceeds the per capita growth trend. However, in many countries in the region which struggle to raise their income levels, it often takes up to twice as long to financially recover and recovery may not reach their pre-disaster per-capita income.

Erick prompted us to reflect on the achievement of the Sustainable Development Goals (SDGs) –a priority of the Sendai Framework– particularly by the private sector. He even pointed to a benefit for the private sector, since reducing risk strengthens resilience. On the other hand, he reflected on the weight given by SF to organisations



and highlighted ARISE's social-media outreach, with their openness to implementing projects in Latin America and the Caribbean.

A point of interest in the session were the global targets set out in the Sendai Framework: 1. to reduce disaster losses and those affected, infrastructure damage and economic loss; 2. to increase strategic multi-sectoral partnerships for disaster risk reduction and international cooperation.

As a final point, the audience was invited to participate in the review of the ARISE Forum's policy statement and in the stakeholder engagement part to learn about its [benefits, projects and documentation](#) and to [formally join](#).

Lizra talked about the importance of MTR-SF for ARISE, a global network that promotes risk reduction and resilience building in the private sector in line with the Sendai Framework for Disaster Risk Reduction 2015 - 2030. With the help of a video produced by the organisation, a vision of a disaster-free world is presented and the audience was invited to participate in the network, which has 450+ members and comprises 29 local networks.

ARISE's contributions to the MTR-SF crucially required perspective sharing and commitment drafting, being the main ones:

1. To apply the resiliency approach when implementing the Build Back Better Principle in the planning, recovery and reconstruction of infrastructure;
2. To create incentives for companies to make more resilient capital investments in long-term risk reduction and foster the removal of legal and other regulatory barriers;
3. To promote a new way of operating in the insurance sector;
4. To engage in discussions with businesses during the prevention and preparedness stages and not only in response and recovery;
5. To promote the benefits and value of resilience among consumers and enhance education to build public awareness;
6. To harness more effectively the potential of data and technology;
7. To engage with micro-, small and medium-sized enterprises (MSMEs) to improve the mainstreaming of risk and resilience programming into planning and development.

Then, Lizra highlighted the advantages of cooperating with other stakeholders, of having an impact on consumers and suppliers and steering efforts towards the SDG pillars. After that, she presented ARISE's contribution to the MTR-SF by way of perspective sharing and commitment drafting on issues such as: Building Back Better, creating incentives for resilient investments, transforming the insurance sector, engaging in prevention and preparedness, promoting resilience among consumers, leveraging data and technology, and engaging with MSMEs.

Lizra concluded by encouraging the audience to become part of the ARISE network and by confirming the commitment to the Sendai Framework, which aims to reduce risk and ensure resilience by 2030, abiding by the commitments set out in the framework and strengthening sectoral alliances including SMEs and big companies alike.

Watch the full webcast of this session at

<https://www.youtube.com/watch?v=ifkrwy1Yz2s> (00:19:58 to 01:15:30)

4.2. Presentation: The experience of CARICHAM's Centre of Excellence *

The session took place in the ARISE Forum room, where the participant Petipha Lewis (ARISE Grenada), an executive with extensive experience in the public and private sectors, president of the network of Caribbean Chambers of Commerce (CARICHAM) and ARISE Grenada's focal point, opened the second session of the III ARISE Forum 2023.

CARICHAM is a network of Caribbean Chambers of Commerce formed in 2019 with the support of UNDRR. Its objective is to promote trade between Caribbean countries, through constructive collaboration and working together as a region. It currently has 24 chambers and 150 business units representing the interests of the private sector in regional and international affairs.

Most of CARICHAM's member companies are MSMEs, which provide 50% of employment in the region. Tourism is a key sector for the Caribbean economy, which was affected by the COVID-19 pandemic. Therefore, CARICHAM's efforts intend to strengthen the resilience of MSMEs in the face of the challenges and opportunities that lie ahead.

The main challenges for MSMEs in the Caribbean include inadequate access to finance, high levels of loan delinquency, restrictions on innovation, barriers to competitiveness, gaps in business knowledge, fragmentation and disorder arising from informality, and deficient quality of products and services.

To overcome these challenges, CARICHAM proposes a series of actions, such as: improving financial literacy, developing and delivering training programmes to improve financial literacy, fostering business plan drafting, developing business management skills, using ICTs for growth and expansion, strengthening capacity to access loans, and facilitating public policy.

As part of these actions, CARICHAM has created the Centre of Excellence (CoE), which is a resource centre for SME business resilience. The CoE aims to empower MSMEs with the tools and knowledge to prepare for and recover from business disruptions. The CoE was launched on 2 May 2023 and has more than 100 resources focused on thematic areas such as: digital transformation, financial management, early warning systems (EWS), operational excellence and business resilience.

The CoE is a partnership initiative that provides specialised services required to navigate business disruptions and disaster recovery. The benefits of CoE resources include facilitating the holistic development of MSMEs, improving MSMEs' disaster risk and management capabilities, promoting collaboration and facilitating knowledge sharing.

In conclusion, CARICHAM is an example of how the private sector can contribute to the sustainable development and resilience of the region. Through cooperation, innovation and training, CARICHAM seeks to strengthen the capacities of MSMEs, the drivers of the Caribbean economy. The Centre of Excellence (CoE) is an initiative that provides valuable resources for MSMEs, enabling them to address the challenges and opportunities that arise in the current context. The CoE is also a platform for the exchange of knowledge and experiences between private sector stakeholders and other national and regional stakeholders. CARICHAM demonstrates that trade can be a tool for integration, growth and resilience of Caribbean countries.

Watch the full webcast of this session at

<https://www.youtube.com/watch?v=ifkrwy1Yz2s> (01:15:30 - 01:45:40)



4.3. Keynote Speech: Safety-, life-caring-focused leadership *

The session was held at the great hall, where Felipe Bayón, former president of Ecopetrol (2017–2023), an expert of the hydrocarbons, oil & gas and energy sector, with a 20-year career in BP (British Petroleum) and member of the World Economic Forum on energy transition and sustainability issues, addressed the keynote speech which opened the 56th Congress of Safety, Health and Environment 2023.

His speech covered the importance of the energy transition for sustainable development and social inclusion. The participant shared his personal and professional experience in the renewable energy sector, and how he managed to make the impossible possible.

Felipe started by talking about the global challenge of providing reliable energy to the 9 billion people who will inhabit the planet in the next decade, 40% of whom will not have access to an adequate source of energy for cooking. He stated that the energy transition must reach these populations and that it must look for innovative and efficient solutions.

Secondly, Felipe shared his experience building solar farms in Colombia despite the difficulties and obstacles. He also revealed that the heavy oil produced in the Meta department, the country's largest producer, is pumped using solar energy, proving that there is room for both traditional and renewable energy in the market.

Thirdly, Felipe invited the audience to reflect on our individual and collective responsibility to reduce our carbon footprint and mitigate the effects of climate change. He also highlighted the role of leaders in organisations to drive change from within, and the need to invest in new technologies to minimise environmental and social risks.

As a final point, Felipe emphasised two key messages: “Leading by example is essential to providing a culture based on safety and care for life” and “Integrity and safety have to do with diversity and inclusion, respect for human rights, and ethics, among other factors”.

Watch the full webcast of this session at

<https://www.youtube.com/watch?v=ifkrwy1Yz2s> (03:08:30 – 04:13:00)



4.4. CEPREDENAC Drill: Results of the private sector participation *

The session was held in the ARISE Forum room where participants Claudia Herrera, executive secretary of the Coordination Centre for Disaster Prevention in Central America and the Dominican Republic (CEPREDENAC), Bruno Basile, executive director of Sumarse, the leading organisation in the promotion of business sustainability in Panama, Carlos Rumbo, director general of the Panamanian National Civil Protection System (SINAPROC) opened the third session of the III ARISE Forum 2023.

Claudia offered an overview of the regional drill carried out in Panama, as part of the plan to assess disaster preparedness in 16 countries. The drill involved 90 companies and 900 brigadistas (squad members) and experts. The drill simulated a 7.5 magnitude earthquake on a geological fault and measured the impact on society and the environment. The drill included the collaboration of Canada, Mexico and the United States with the activation of an international mechanism in case of emergencies.

The drill was presented at high-level meetings of Presidents where emergency action plans were established, which incorporated both sustainable development facilities and lessons learned. The drill also showed the impact of events in neighbouring countries, and helped to identify recovery processes and resilience mechanisms. It was a valuable exercise that helped to improve disaster preparedness in the region. It also helped to identify the needs of the private sector and avoid duplication of resources and efforts.

The objective of the drill was to assess the economic and social impact of a major earthquake in Panama, as well as to measure response times of the regional

humanitarian assistance mechanism. To this end, coordination protocols were activated among participating agencies, such as CEPREDENAC, which is committed to promoting a preventive approach to disaster management and aimed to incorporate the private sector as a key stakeholder in disaster risk reduction and in the regional humanitarian assistance mechanism. The private sector plays a fundamental role in providing resources, technology and knowledge to deal with emergencies.

Bruno highlighted that the private sector in Panama has been slow to adopt a risk prevention approach, but there is a growing awareness on the importance of doing so. The Panamanian business sector is mature and recognised for its financial and commercial advantages, but only a few industries have made significant progress in this area.

In addition, Sumarse is fostering cooperation by creating valuable partnerships with the private sector. Sumarse's goal is to connect businesses and mainstream social responsibility and long-term vision into their DNA, so that their business models are durable over time. One of the ways Sumarse is working to achieve this goal is through the Connect Business Initiative (CBI).

He highlighted the work of CBI, a platform that brings together companies from different sectors to discuss and share best practices in disaster risk reduction. The platform also provides companies with access to resources and training on how to incorporate risk management into their business plans. The Connect Business initiative has been successful in raising awareness about the importance of disaster risk reduction in the private sector in Panama. The platform has also helped companies develop and implement risk management plans.

Bruno pointed out that Sumarse believes that the private sector has a key role to play in disaster risk reduction. Working together, the private sector and the public administration can build a more resilient Panama. At Sumarse, the process of building block by block is synonymous of integrity and equity, and it is the approach used on any issue related to sustainability, be it gender equality or inclusion of persons with disabilities.

Carlos highlighted the success of the drill and shared his believe that the exercise helped to convince people about the importance of preparedness before

emergencies and disasters. It also helped to strengthen mechanisms such as the disaster response centre and update emergency plans for both the public and private sectors, allowing the country's response capacity, its coordination, communication and logistics in the event of a critical situation to be assessed.



In his closing remarks, Carlos called for a continued

strategic partnership between the public sector and organisations to ensure that the country is ready to face future emergencies and disasters. He highlighted the importance of prevention, mitigation, preparedness, response and recovery as essential components of comprehensive risk management and thanked the participants and partners for their commitment and support to the drill.

The session highlighted two key messages from the lessons learned from the drill: 1. Crucial for future disaster preparedness, the ability to partner with the public and private sectors was an important lesson learned from a rewarding activity that helped the wider community to be prepared in the face of hazardous events; 2. Collaboration between the administration, communities and the private sector can lead to valuable partnerships based on trust and commitment from the private sector; 3. Knowledge and experience exchange is key to strengthen any kind of process.

Watch the full webcast of this session at

<https://www.youtube.com/watch?v=ifkrwy1Yz2s> (05:32:13 - 06:09:27)



4.5. Insurance session: Eco-reduction (Eco-DRR) and parametric insurance of coral reefs: a successful risk management experience in Quintana Roo, Mexico *

The session was held in the ARISE Forum room, where the participant Carlos Jiménez, master in Information Technology and Management, master in Technology Management, master in Senior Management and director of Property and Casualty and Automobile Insurance at the Mexican Association of Insurance Institutions (AMIS) opened the session at the III ARISE Forum 2023.

Carlos began his intervention by congratulating the organisers and presenting a success story in ecosystem-based risk management, highlighting that, although it does not represent a public policy, it is a valuable example that demonstrates how to apply an effective method in this field. The approach focused on three pillars: ecosystem management, protection and conservation, and restoration, all with the common goal of risk reduction.

Carlos then highlighted the importance of the “what for” in this approach, which seeks to accelerate the success of ecosystem-based actions for risk reduction and financial

protection. He stressed that this approach focuses on the sustainability of ecosystems and humans, mentioning that coral reefs play a vital role in reducing wave energy and protecting coastlines.

Carlos described the key steps in this success story, from the creation of a reproduction and restoration programme in 2016 to the building of a trust to secure resources and the formation of a team of specialised restoration divers called “reef guardians”. He also highlighted the importance of parametric insurance to guarantee a timely response to events that may put corals at risk.

Finally, Carlos emphasised the need for public-private-academic collaboration, the importance of a portfolio of actions rather than relying on a single action, and the symbiotic relationship between humans and ecosystems in the pursuit of sustainability. He concluded by stressing that this case demonstrates that risk management can be an integral part of the quest for sustainable and resilient development.

Watch the full webcast of this session at

<https://www.youtube.com/watch?v=ifkrwy1Yz2s> (06:10:00 – 06:22:25)



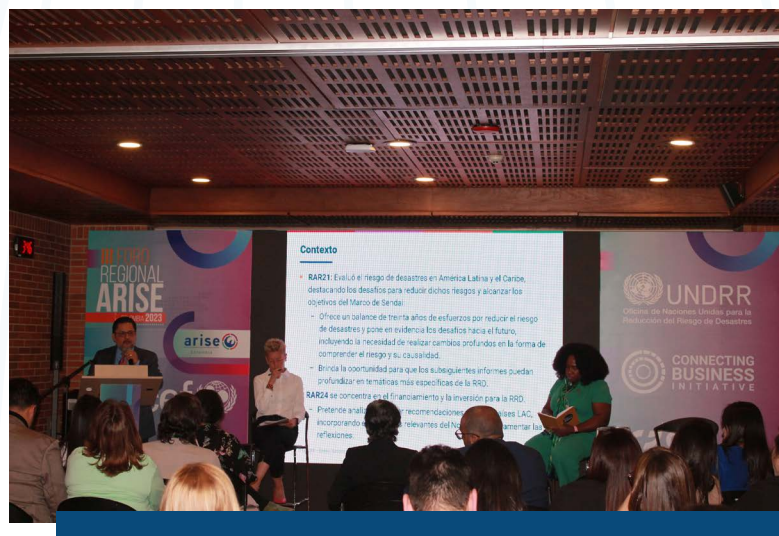
4.6. Insurance Session: Insurance in building and strengthening business and community resilience *

Beatriz shared the evolution and context of parametric insurance in Colombia. She highlighted that this type of insurance started to be considered in the country in 2018 specifically for the agricultural sector. Law 1955/2019 defined parametric insurance for this sector and Decree 211/2020 broaden the possibility of acquiring these instruments for both public and private entities.

However, Beatriz pointed out that it was not until 2023 that insurers were allowed to supply parametric insurance to any sector. In addition, the national government had the power to establish additional actions to improve the functioning of these instruments in the country.

Beatriz also highlighted that Colombia has a national financial protection strategy led by the Ministry of Finance, which includes financial management of disaster risk through financial instruments. This strategy seeks to acquire financial instruments for disaster risk management, assessing the economic conditions and the suitability of the instruments for each territory.

In addition, Beatriz mentioned the advantages of parametric insurance, such as the reduction of transactional costs, simplification of administrative procedures, speed in the payment of claims, reduction of moral risk and the possibility of covering different types of risks. In this context, Colombia has been working on making parametric insurance accessible to more sectors so that they can benefit from it and improve risk management in the country.



Below are the questions to and answers from the participants in the session:

What risk and disaster management aspects should insurers have in place?

Christy () emphasised the importance of experience sharing and knowledge exchange in the field of risk management and highlighted how the network of professionals dedicated to this field is expanding. She underlined that climate change is a reality backed by scientific evidence and mentioned that it is fundamental to address this reality, despite conspiracy theories that may arise and also highlighted how countries such as the Dominican Republic, and others in the region, are experiencing the impacts of climate change in critical sectors such as tourism, agriculture and water security.

In relation to the insurance business, Christy stressed the importance of assessing climate risks to identify vulnerable areas and sectors, as well as developing scenarios to better understand potential impacts. She also highlighted the need to create insurance products adapted to emerging risks related to climate change, including parametric insurance, and furthermore, she emphasised proactive risk portfolio management, promoting good practices and prevention programmes in vulnerable industries. Resilience, resilient infrastructure design and construction, and cross-sectoral collaboration were other key aspects highlighted by Christy.

Finally, Christy pointed to the challenge of education and awareness in Latin America, where insurance penetration is low. She advocated shifting the narrative towards prevention rather than response and promoting a culture of climate risk awareness and provided a comprehensive overview of the critical issues that the insurance sector must consider in the face of increasing climate change-related disasters in the region.

What strategies do you think could be developed to promote access to inclusive insurance?

Maythé (FUNDEMAS) replied by highlighting the importance of inclusive insurance in El Salvador and how it can have a significant impact on the population. She noted that many people in the region face economic hardship and prioritise basic needs such as food and work over purchasing insurance. However, she mentioned that regional and global companies are beginning to offer additional life and health insurance to their employees as part of inclusive initiatives.

Maythé also highlighted the importance of collecting data and success stories to support the promotion of inclusive insurance. She mentioned that there are positive examples of insurers addressing the impact of climate change and working in

partnership with vulnerable communities. For example, she referred to green life insurance that is linked to mangrove restoration programmes in areas of high vulnerability; such insurance is not only a business opportunity, but also contributes to community and environmental protection.

In terms of challenges, Maythé emphasised the importance of working across the entire value chain, from large companies to their raw material suppliers. She advocated for the strengthening of partnerships and collaboration between different stakeholders, as currently no one can achieve impact alone.

How to increase the interest of insurers in developing natural hazards parametric insurance?

Carlos (AMIS) answered by highlighting the common perception of parametric insurance, noting that it is often considered a novelty when in fact it has been around for years. However, he explained that they are generally associated with large government risks in Latin America, particularly in Mexico. To accelerate the adoption of these insurances and democratise their access, Carlos mentioned the importance of a clear vision and collaborative work between the government and the insurance sector. In this regard, he highlighted Mexico's effort to not only insure against disaster risks, but to democratise insurance by making it available to the entire population and promoting the supply and demand of parametric insurance.

Carlos also shared examples of how the democratisation of parametric insurance is moving forward in Mexico. He mentioned innovative campaigns that use digital media to make it easy and efficient for anyone to access insurance for events such as earthquakes. In addition, he spoke of the importance of working together with local governments to develop partial-coverage parametric insurance covering only emergency expenses, which would allow for a quick response in crisis scenarios.

In terms of challenges, Carlos stressed the need for a regulatory framework to enable and streamline the supply of parametric insurance and emphasised that the insurance sector cannot overcome the legal limitations on its own. Therefore, to democratise insurance and expand its supply, a regulatory framework that facilitates its implementation is of the essence.

What strategies do you see as key to developing an insurance culture in the region that can be part of the ARISE agenda?

David (SURA) addressed several important points related to risk management and the insurance sector. Firstly, he emphasised the importance of financial education from the school stage and how the lack of a solid basis in this regard can have a significant impact on people's lives, including financial and mental health problems. He underlined the need to promote robust financial education from an early age.

Secondly, David mentioned the decisive role of the financial and insurance sector in economic dynamics and the promotion of sustainable practices. He gave as an example the case of sustainable construction, where incentives provided by a bank drove the adoption of more responsible practices in the sector. He highlighted how the financial and insurance sector can drive positive changes in the economy and society through its policies and actions.

David then spoke about the importance of risk management and how companies can improve their practices to reduce risks and become more competitive. He mentioned an initiative in which they accompanied thousands of small and medium-sized companies to improve their practices, which, eventually, can lead to fewer claims and lower costs for insurers.

Finally, he referred to the need to communicate risk information in a simple and clear way so that people understand the importance of self-protection. He stressed that, although environmental risks have become increasingly evident, conveying the message effectively and showing the importance of protecting natural resources such as corals remains a challenge. In summary, David focused his speech on financial education, the role of the financial sector in promoting sustainable practices, enterprise risk management and effective communication of the importance of protecting against environmental risks.

The following questions were then asked to the participants in the session:

Are coral reefs a concern because of the issue of coastal erosion? Is there research on the possibility of including artificial coral reefs -have you considered this as part of this effort?



In his reply, Carlos (AMIS) highlighted the relevance of collaboration between academia and scientists in the context of risk protection and impact reduction. He highlighted that the benefit derived from this collaboration is fundamental to advance risk management and protection against adverse events. The combination of scientific expertise and knowledge can be a crucial factor in mitigating the negative effects of disasters and risk-related events.

With the coastline facing a serious construction problem, how can these good practices that, from what you say, are helping contractors be implemented effectively?

David (SURA) pointed out several key issues regarding sustainability and its impact on the financial context. He mentioned that externalities and environmental impacts are often not adequately quantified in traditional economic models.

In addition, he highlighted the importance of tax benefits as an incentive for the adoption of sustainable practices, stressed the need for capacity building so that salesrooms are able to offer sustainable projects. He also mentioned the possibility of granting discounts on insurance policies to incentivise the reduction of sustainability-related risks. All these points underline the importance of considering sustainability from an economic and financial perspective in the business context.

Watch the full webcast of this session at

<https://www.youtube.com/watch?v=ifkrwy1Yz2s> (06:22:25 - 07:09:45)



4.7. Business continuity workshop: Crisis management, the middle ground between disaster and resilience *

The session was held in the ARISE Forum room. This session of the III ARISE Forum 2023 started with the participation of the following panelists: Olga Almonacid, advisor and consultant in disaster risk management and business continuity at Seguros SURA Colombia, with 10 years of experience as occupational health expert; Catalina Díaz, consultant at Corporación Antioquia Presente working on the development of the Disaster Risk and Climate Change Intelligence Line, with experience in areas of leadership and institutional accompaniment in the face of disasters; Susana Fuentez Riquelme, PhD in International Relations and engineer in risk prevention and environment, with 26 years of experience in the private sector in risk and disaster prevention for various multinationals as a manager, consultant and auditor; Farley Pineda, industrial engineer and specialist in occupational health management, with more than 15 years of experience in the hydrocarbon sector, online production, logistics and consultant in disaster risk management at Seguros SURA Colombia; and Andrés Trujillo, master in Global Changes and Disaster Risk with 12 years of experience as a consultant in emergencies and disasters and a 7-year career at Seguros SURA Colombia.

The session's goal was to trigger the attendees' engagement in two key concepts for organisational resilience in the face of disruptive events: crisis management and

business continuity. It was divided into two parts: a theoretical introduction and a practical exercise based on a case study.

During the theory section, the concepts of crisis, business continuity and disaster risk management were introduced, as well as the key elements of effective crisis management. It highlighted the importance of identifying the event, creating a crisis committee, setting legal processes, accounting to regulatory bodies, implementing contingency plans and ending the event by analysing the experience.

The practical exercise consisted of a case study presented by Susana Fuentez with a video about the ethylene leak and subsequent fire at the chemical plant Kuraray America (Pasadena, Texas) on 18-19 April 2018. The context of the event was given, including the number of injured (23).

Subsequently, participants were separated in five groups and were handed out a written summary setting out the situation again, together with the questions around which the discussion would revolve. The exercise had an interactive approach and allowed the recognition of processes of other organisations with a focus on crisis management and an emphasis on the following elements: event identification, crisis committee creation, setting of legal processes, accounting to regulatory bodies, contingency plan implementation and event closing.

At the end of the exercise, the groups shared the questions asked during the workshop:

4) Questions and answers	
Could the event cause a crisis of business continuity at the plant?	· Inputs from group 1:
At what point in the event should the continuity crisis be declared and what roles or positions should make up the crisis committee?	· Inputs from group 2:
What are the continuity threats that may arise in the aftermath?	· Inputs from group 3:
Based on the threats identified in the previous point, how do you propose to develop crisis management?	· Inputs from group 4:

In conclusion, Olga's reflection on the exercise highlights the importance of collaboration and effective communication in organizational crisis management. Her emphasis on the need to listen to all team members, properly finalize processes, define solid contingency plans and adapt to the specific realities of each organization offers valuable lessons for dealing with unforeseen challenges. His appreciation for the collective participation and his desire for these learnings to benefit other organizations underscores the importance of sharing knowledge and experience in crisis management.

Watch the full webcast of this session at

<https://www.youtube.com/watch?v=ifkrwy1Yz2s> (07:10:34 – 08:25:37)

4.8. Plenary: Sustainability and Resilience (ESG+R), Strengthening businesses to make them sustainable and resilient *

The session was held at the Great Hall, with participants Gimena Pintos, National Strategy specialist and consultant of the National Directorate of SINAIE; Nicolás Ordoñez, master in Humanistic Studies and managing director of Antioquia Presente; Nahuel Arenas García, deputy head of the United Nations Regional Office for Disaster Risk Reduction (UNDRR); John Karakatsianis, lawyer and expert in sustainability and sustainable management, representative of the Colombian Security Council (CCS); Elisa Trujillo, director general at the National Support Centre for Epidemiological Contingencies (CENACED) and National Director ARISE Mexico; and Juan Pablo Robayo, child rights officer at UNICEF Colombia, opening the Plenary Forum of the III ARISE Forum 2023.



Nahuel opened the panel discussion by highlighting the relevance of exploring the concepts of sustainability and resilience in the business context and emphasised that, nowadays, companies must have a deep understanding and an accurate reading of the reality and environment in which they operate, as uncertainty is the new norm. The global interconnectedness of challenges (climate change, disasters of natural origin, extreme weather events and health crises) requires organisations to be able to adapt and thrive, contributing to the well-being of the communities in which they operate.

Nahuel emphasised that the conversation would focus on connecting these abstract concepts with concrete examples and practical experiences, with the aim of exchanging knowledge and best practices to promote a more robust, adaptive and responsible business culture.

What experience can you share with us on the sustainability approach applied to the supply chain?

Nicolás (Antioquia Presente) began his reply by highlighting the importance of sustainability and risk management in building resilience in communities and businesses. He explained that his organisation, with 40 years of experience, is dedicated to restoring living conditions in communities affected by natural disasters, working on social, economic and habitat reconstruction aspects. However, Nicolas posed a key challenge: to move from post-disaster response to risk anticipation, using data and science to anticipate climate and risk scenarios. His corporation's mission is focused on promoting and developing resilient communities, territories and societies.

On the relationship between sustainability, risk management and resilience, Nicolás stressed the need to include risk as a basis for sustainable development. He argued that development that does not take risks into account will not be sustainable, as investments will be lost in the face of adverse events. He proposed that it is crucial to understand hazards, advance understanding of vulnerability and exposure, simplify the language of resilience to connect with communities and businesses, and promote inclusive governance involving government, business and academia. Nicolás also emphasised the importance of the supply chain in sustainability and how companies must understand and assume their role and responsibilities in this process to achieve lasting development over time.

After the lessons learned from disasters in Mexico, how have resilience and sustainability sparked interest within the private sector and inside business models?

In her reply, Elisa (CBI) shared her company's experience in Mexico, highlighting its evolution from a philanthropic approach to one more focused on prevention and building a culture of efficient disaster response. Her organisation seeks to foster new business models that are sustainable and resilient in the long term. In addition, she stressed the importance of raising disaster risk awareness among businesses and mapping risks appropriately. She also emphasised the need for the articulation of efforts between different stakeholders in disaster risk management, avoiding duplication of efforts and promoting collaboration.

Elisa highlighted the importance of transparency and accountability for both the response funds and the members of her organisation, demonstrating how the funds contribute to strengthening the disaster risk management ecosystem. Finally, she emphasised the importance of translating talk into action, highlighting how her company is working in communities to put theoretical concepts related to risk management and resilience into practice, and how this enriches their approach.

Based on the Community Business and Resilience model, what has been the private sector response to this initiative?

Juan Pablo (UNICEF) replied explaining that the objective of Community Business and Resilience and highlighted the importance of businesses transcending the boundaries of their organisations and becoming meaningfully involved in the community. This implies not only being funders of necessary interventions, but also leveraging their capabilities in technology, innovation, logistics and their influence on public agenda items. The idea is to involve businesses in all stages of the disaster risk management process, not only in the response.

While this strategy is correct, Juan Pablo acknowledged the need for humility due to its relative novelty and the variability in business response, which depends on factors such as the presence of PPP organisations in a country and the type of risks prevalent, such as natural disasters, mass mobilisations or armed conflict.

As for the response of companies, Juan Pablo noted that this varied significantly from country to country. In those with an ecosystem of organisations that promote collaboration with the private sector, the response was quicker and more effective. However, in countries where this ecosystem is not developed, collaboration may face hurdles. In addition, the type of risk prevalent in a country influences the willingness of the private sector to engage. In countries where risk mainly comes from natural hazards, companies may be more likely to engage, while in places with migration issues or armed conflict, they may keep their distance for political or security reasons.

How does the private sector deal with the challenge of multi-hazard risks and move towards sustainability?

John (CCS) answered as follows: Resilience is intrinsic and defines it as the ability to turn risks into opportunities and refers to the Global Reporting Initiative (GRI) guidelines and their relationship to sustainability indicators, where both risks and opportunities arising from climate change are addressed. John pointed out that risk management, both social and environmental, now also involves financial risks, underlining the need for boards to have a good understanding of the business, its risks and stakeholder expectations. He stressed that resilience is a natural part of business management, as turning risks into opportunities is fundamental to creating value and sustainability.

In conclusion, John emphasised that the real challenge lies in integrating the purpose of any organisation, which is to manage risks to transform them into value opportunities and resilience becomes a key tool to achieve this goal, as it allows companies to adapt to changing challenges and find opportunities for growth and sustainability in the midst of risks.

From the point of view of opportunities, why did SINAE encourage participation in ARISE Uruguay?

Gimena (SINAE) highlighted the leadership of the president of ARISE in her country, in coordination with the National Emergency System of Uruguay (SINAE), a decentralised body that works in an articulated and coordinated manner with all sectors and levels of government. Gimena emphasised the importance of the private sector in integrated emergency and disaster risk management, as well as its role in the appropriate use of resources and capacities in the intervention of different situations.

Furthermore, Gimena underlined that the focus of her work is on the comprehensiveness of the three management approaches: foresight, which encompasses awareness-raising, training, prevention and corrective management; specifically EWS; mitigation and compensatory management, where resilience plays a key role. In conclusion, she stressed the importance of public-private collaboration in integrated risk management and the need to address all stages of emergency and disaster management to achieve community resilience.

Elisa (CBI) shared an example of how to turn risks into opportunities and translate discourse into action in the context of integrated emergency and disaster risk management. She focused on an exercise in a hurricane-affected community on the Pacific coast of Mexico, where the private sector is generally perceived as a donor of financial resources. However, Elisa emphasised that community recovery is not just about rebuilding infrastructure but evolving towards sustainability and resilience. In this case, academia, the private sector, the local and federal public sector joined and a prevention fund was lowered in the recovery stage, as they were rebuilding development and not risks.

The project was not limited to building infrastructure but included the creation of a resilient communities handbook. In this handbook, lessons learned, both good practices and mistakes, were shared so that other companies wishing to impact the resilience of their communities can do so more efficiently. In addition, work was done to create a residual risk



transfer tool in collaboration with foundations, enabling families to insure their homes in an affordable way, and financial education was provided to beneficiary families to help them manage their resources more effectively and avoid new risks arising from lack of knowledge.

What were the lessons learned of collaboration initiatives within the community and within businesses ?

Juan Pablo (UNICEF) highlighted the significant progress made in the last two years in integrated emergency and disaster risk management, particularly in the creation of infrastructure and agreements necessary to move forward in this field. He illustrated this progress with concrete cases in Peru and the Dominican Republic. In Peru, he mentioned that a solid architecture for the Business and Community Resilience model was established, reaching agreements with various institutions and civil society organisations. He highlighted a hackathon that involved programmers and experts in the digital sector to develop an application focused on family preparedness and awareness-raising on issues of cultural change and information provision.

In the Dominican Republic, Juan Pablo emphasised the importance of formal agreements with the private sector, mentioning a successful case with the island's largest logistics operator. This agreement allowed 24 hospitals in critical areas to be supplied during the COVID-19 pandemic, expediting the delivery of medicines, food and other essential supplies. These examples show that the community's response was positive and saved lives, although he acknowledged that they expected to have more cases like these in the future. He also mentioned that progress is also being made in Guatemala and Colombia, despite the complexities both countries face.

How is the private sector addressing the Sustainable Development Goals, how can business contribute?

John (CCS) shared his perspective on the Sustainable Development Goals (SDGs) and emphasised the importance of not being obsessed with simply "collecting" these goals, but rather impacting them in a meaningful way. He argued that it is not about how many SDGs can be met, but how an organisation can effectively contribute from its experience and capabilities to make a real impact.

John mentioned that, throughout his experience, he has seen many isolated efforts and highlighted the need to leverage the existing sectoral organisation in countries to

create a “Virtual Materials and Services Bank” that would allow companies to provide needed goods and services during disasters. This initiative could become a high-impact social investment that aligns with companies’ sustainability commitments and builds on the natural processes already taking place in these organisations.

John also stressed the importance of linking the SDGs, which he saw as the strategic goals of humanity, with the strategic goals of organisations. He proposed using the same performance indicators and integrating the SDGs into the strategy of companies and instead of obsessing over meeting a specific number of SDGs, John advocated the idea that organisations should focus on delivering on their promise of value, generating financial, social and environmental value, which will naturally contribute to multiple SDGs.

Nicolás (Antioquia Presente) highlighted the important role they played in disaster response and how they channelled resources from numerous companies and individuals to address these challenges. He also emphasised the need to rebuild capacities to face new global challenges, as problems evolve over time. He stressed the importance of turning risks into opportunities and how this requires innovation in creating new business models that can solve existing problems. Nicolás encouraged academia, foundations and the social sector to get involved in the core business to assess how they are impacting on income and expenditure, which would allow resources to be channelled more effectively towards actions that benefit communities and territories.

In addition, Nicolas stressed the need to explore new ways of addressing these challenges through technology, innovation and more sophisticated capabilities, rather than simply going back to the past, and this perspective highlights the importance of adapting to changing global realities and harnessing technology and innovation to address problems more effectively.

Gimena (SINAE) highlighted the importance of effective coordination between the private sector and the government, emphasising that, although ARISE in Uruguay occurred as recently as February, the Uruguayan private sector has always been willing to collaborate. She underlined the need to work together on the basis of agreement and commitment, with a focus on adequate coordination of existing resources and capacities. Gimena stressed that coordination should not only be reactive to a disaster, but also preventive, and that what is available should be valued and used effectively, but in a coordinated and orderly manner.



Juan Pablo (UNICEF) highlighted the importance of investing in education from a resilience and disaster preparedness perspective and emphasised that companies often tend to focus on reactive and welfare donations, such as providing school supplies with a company logo. However, Juan Pablo put forward a different call to action by highlighting that, if you look at investment in education from a resilience and disaster preparedness lens, helping a community to maintain its education continuum is critical and argued that nothing is more resilient for a country or a population than ensuring that education is not interrupted due to disasters or unforeseen situations, as seen with the pandemic.

Elisa (CBI) highlighted the importance of articulation at both multi-sectoral and multilateral level in the context of Mexico. She mentioned that they have driven this collaboration through cooperation between three initiatives: the BCR (Business Continuity Resource), ARISE Mexico and the Connecting Business Initiative (CBI). Their approach focuses on a global strategy with local action, which implies that they are working together at both global and local levels to address the challenges related to integrated emergency and disaster risk management in Mexico. Collaboration and coordination between these initiatives are fundamental to achieve a more effective and robust approach to disaster preparedness and response in the country.

Watch the full webcast of this session at

<https://www.youtube.com/watch?v=ifkrwy1Yz2s> (08:42:03 – 09:42:24)

4.9. SME Session: Towards more competitive and resilient MSMEs in the context of climate change and DRM *

The session was held at the ARISE Forum room, where engineer Yezid Niño Barrero, master in Public Health and consultant for UNDRR, introduced the second day of the III ARISE Forum 2023.

The session on MSME started with a presentation by Ana María Corrales, telecommunications engineer and PhD student in Organisational Management with more than 16 years of experience in the design and management of processes, project management and Business Development and Innovation Manager at Smart IT Solutions.

Ana María emphasised that MSMEs play a crucial role in Latin America's economy, generating 60% of formal productive employment. However, MSMEs face several challenges that limit their growth and development, such as access to finance, informality and climate change. These challenges are compounded by the region's economic, social and environmental context, which is expected to worsen during 2023.

The economic context in Latin America is showing a slowdown in growth, which was estimated as 1.5% in 2023. This slowdown is due to factors such as the rise in commodity costs and interest rates in advanced economies. This could have a negative impact on MSMEs, which are the drivers of job creation in the region. In addition, MSMEs face difficulties in accessing finance, due to high interest rates, collateral requirements and lack of financial information.

Latin America's social context is characterised by high unemployment rates, informality and inequality. Unemployment is expected to remain high in 2023, at 8.1%, especially affecting youth and women. Informality affects 54% of workers and 70% of MSMEs, leading to lower productivity, lower social protection and higher tax evasion. Inequality is one of the most persistent problems in the region, which has the highest Gini coefficient in the world.

The environmental context in Latin America is characterised by climate change, which is already having a negative impact on the region. Climate change could lead to an increase in extreme weather events, such as droughts, floods and hurricanes. This

could have a significant impact on MSMEs, which are often located in areas vulnerable to climate change. In addition, climate change could affect the availability and price of natural resources, such as water and energy.

Against this backdrop, governments should prioritise the development of MSMEs, as they are key to the economic and social development of the region. Governments can support the development of MSMEs by providing access to finance, reducing bureaucracy and investing in infrastructure. Governments can also promote employment formality, innovation and sustainability of MSMEs. These measures could contribute to improving the competitiveness, productivity and inclusiveness of MSMEs.

The session concluded with a video by FENALCO Antioquia showing how resilient MSMEs are able to overcome obstacles in the aftermath of a disaster. The video is available [here](#).

Jacqueline Mesa Sierra, technical manager at the Colombian Safety Council and an environmental specialist, master in Occupational Health and Safety, with extensive experience in the Comprehensive Management of QHSE (Quality, Health, Safety, Environment) in companies of different sizes, moderated the next panel.

The participants in the panel were Maythé Cornejo, master in Environmental Management with more than 15 years of experience in Environmental Management for Sustainable Development and Environmental Manager of the Business Foundation for Social Action FUNDEMAS; Darío García, lawyer and master in Law and Social Security, currently Minister of the Secretary of State in the Office of Risk Management and National Contingencies (COPECO); Kathy Paredes Leal, master in Economics and Business Administration with 20 years of experience in design, construction and implementation of development projects and Consultant at the Centre for Social Responsibility Action in Guatemala (CENTRARSE); and Chary Martínez Cosme, master in Economics with a focus on empirical analysis of public policies and more than 7 years of experience in project management and research, and representing FENALCO Antioquia in this session.

Below are the questions to and answers from the participants in this panel session:

What do you see as the main risks faced by MSMEs in the region? What should be the priorities?

Maythé (FUNDEMÁS) started her reply by stating that micro-, small and medium-sized enterprises (MSMEs) are a fundamental pillar of the Latin American economy, generating around 61% of employment in the region. However, MSMEs face several challenges that hinder their development and growth potential. These challenges include the digital divide, competitiveness, regulatory compliance and risk management.

Overcoming these challenges requires coordinated action between public and private stakeholders to provide MSMEs with the necessary support to strengthen their capacities and take advantage of market opportunities. Some of the actions that can be taken include establishing public-private partnerships, facilitating access to finance, providing training and technical assistance, and simplifying the regulatory environment.

These actions can contribute to improving productivity, innovation, inclusion and sustainability of MSMEs in Latin America, which in turn can generate social and economic benefits for the region. MSMEs are development drivers that should be promoted and supported by all sectors.

What is the role of governments in supporting MSMEs?

Darío (COPECO) replied by showing how natural disasters, such as Hurricane Mitch, have proven the need to establish adequate risk management policies in Honduras. One of the policies implemented was the establishment of workplace emergency committees to provide coordination with local and municipal emergency centres. These committees receive guidance on operational plans and require continuous support and follow-up to prevent and mitigate the effects of disasters.

Another factor affecting risk management is climate change, like the El Niño phenomenon which forces population displacement and causes agricultural challenges. Such risks can have a negative impact on the country's food security and economic development. It is therefore important to provide immediate attention and disseminate information to local producers, guiding them on appropriate crops and adaptation measures.



One aspect of risk management that is often overlooked is displacement due to violence, which affects many people and businesses in Honduras. This risk can jeopardise the intellectual property and assets of entrepreneurs, who must be educated about trademark and patent rights to protect their businesses during displacement. In addition, the pandemic spurred entrepreneurial initiatives, but it also created new challenges for risk management.

Risk management is key for sustainable development in Honduras, requiring collaboration between the private sector and the public sector. The creation of emergency committees and coordination centres is an important step towards effective risk management, which can reduce vulnerabilities and increase the country's resilience.

What opportunities could MSMEs have, given the current context?

Kathy (Focus) replied that MSMEs in Guatemala face opportunities and challenges in the context of post-COVID recovery. In terms of opportunities, three key areas can be identified: government programmes, technological innovation and market demands. The government has several programmes to support MSMEs, including financing, incubation and training. MSMEs can also use technological innovation to improve their business models and strengthen their e-commerce capabilities. In addition, they can

meet the demands of evolving markets by optimising processes and aligning their business models with sustainable practices.

However, two key challenges are also identified: risk management and compliance with international standards. MSMEs must effectively manage risks to take advantage of the opportunities presented by the post-COVID recovery. They must also comply with the sustainability requirements of international markets to remain competitive.

It is important to emphasise the importance of complying with international standards such as those set by the European Green Pact to remain competitive in the global market. In summary, MSMEs in Guatemala have opportunities and challenges in the context of the post-COVID recovery and must effectively manage risks and comply with international standards to take advantage of these opportunities.

How can awareness about risks to MSME operations be promoted?

Chary (FENALCO, Antioquia) replied that UNDRR estimates that 40% of businesses fail when operations are disrupted due to a crisis or disaster. This suggests that risk management is essential to ensure business continuity. Risk management must become part of the company's culture, which means that it must be standard practice and that everyone in the company must be aware of the risks which the company faces.

She suggested that tax incentives would be beneficial in Colombia to encourage companies to view risk management strategies as investments. Tax incentives can make risk management more accessible to companies and can help offset the costs of implementing risk management strategies. In summary, risk management is essential to ensure business continuity and tax incentives can be beneficial in encouraging companies to invest in risk management strategies.

What factors can ensure sustained MSME resilience in Latin America?

Maythé (Fundemas) replied that it is important to sensitise micro-entrepreneurs on the pertinence of sustainability and efficiency, but simply focusing on awareness raising may not be enough. Many companies globally are including clauses in their contracts with local suppliers that go beyond contractual commitments by requiring suppliers to align with sustainability terms and prove efficiency. This is an effective way to reinforce



the importance of sustainability and efficiency, as it provides a financial incentive for suppliers to comply.

In addition, it is important to support and develop micro-, small and medium-sized enterprises , which often need guidance and support to implement sustainable practices in their business. Providing MSMEs with access to technology, training and information can help them become more sustainable.

In your opinion, what leadership characteristics should be strengthened? What should leaders of organisations consider when making decisions?

Dario (COPECO) insisted that risk management should be part of the organisational structure of a company and the actual risks should be established. It is also important that the government and the private sector promote risk management awareness policies. An example of the importance of risk management can be seen in Honduras, where local markets often experience fires due to faulty electrical connections. These fires can have devastating consequences for the entrepreneurs operating in these markets, as well as for their families and the community.

Risk management is not something that businesses can tackle on their own and requires a coordinated effort by all stakeholders involved. Governments should provide ongoing training and awareness-raising on risk management to small entrepreneurs.

Risk management should be part of the organisational structure of a company and the actual risks should be established. It is also important that government and the private sector promote risk management awareness policies. A culture of risk management should be fostered early on, starting at school level, to reach people who are starting their own businesses.

Kathy (Focus) emphasised that sustainability is a major issue for small and medium-sized enterprises (MSMEs). According to Kathy, MSMEs that include sustainability as part of their business model are more likely to survive and thrive in the face of challenges based on her own experience as evidence, noting that MSMEs that had sustainability plans in place were better able to cope with the COVID-19 pandemic.

Sustainability plans require companies to map their stakeholders, assess all the risks they face and develop a plan to mitigate those risks. This includes disaster risk management, which is crucial for companies operating in areas prone to natural disasters.

To conclude, MSMEs need to be prepared for the future and need to have sustainability plans in place to help them survive and thrive in the face of challenges. Sustainability is not only important for the environment, but also for the long-term survival and success of businesses.

Chary (FENALCO, Antioquia) argued that a leader should empower others and adapt themselves to change, whereas a boss simply



tells others what to do. She believed that concerning risk management leaders play a decisive role, as compared to bosses, as they can create a culture of risk awareness and mitigation throughout the organisation. In addition, she pointed to the importance of adaptability in risk management: the world is always changing and leaders must be able to adapt to mitigate risks. She cited climate change as an example of a major change that leaders must be prepared for.

She concluded by arguing that the world is constantly changing, and leaders must be able to adapt to these changes to mitigate risks. Leaders must remain aware of their environment and understand the risks faced by their organisation, both internal and external. In conclusion, a good leader must be able to empower their team and adapt to change to effectively manage risks.

Finally, the key messages of the session were that the COVID-19 pandemic had a significant impact on MSMEs in Latin America, with many businesses having to go out of operation or operate at reduced capacity; the digital divide is a major challenge for MSMEs in Latin America, as it prevents them from accessing new markets and opportunities; governments and the private sector are called upon to work together to provide MSMEs with the resources they need to succeed; risk management is not just a cost for businesses, it can be profitable eventually because it is not just about preventing disasters, but about managing uncertainty and ensuring business continuity.

Watch the full webcast of this session at

https://www.youtube.com/watch?v=_CTqMTUI2Cw&t=28168s (00:13:20 – 00:37:34)



4.10. Opening event: Presentation and launch of the guide “Words into Action: Nature-based Solutions for Disaster Risk Reduction” by Nahuel Arenas (UNDRR)

The session took place in the ARISE Forum room, where Nahuel Arenas García, deputy head of UNDRR, presented the guide “Words into Action: Nature-based Solutions for Disaster Risk Reduction” to the III ARISE Forum 2023.

Nahuel welcomed attendees to the second day of the event and thanks them for their meaningful participation in the previous day. He shared the positive vibes he got from the previous talks, highlighting the valuable content and enriching ideas that were discussed. He then referred to the regional forum on resilient infrastructure and presented the guide to Nature-based Solutions for Disaster Risk Reduction, which was put together through extensive global consultation with inputs from agencies, experts and organisations.

Nahuel addressed the climate challenges and extreme events affecting the region, emphasising that these challenges, although exceptional, are becoming the norm. He outlined the need to find innovative and low-cost solutions in harmony with nature to build resilient and green infrastructure. In addition, he highlighted the growing understanding of the invaluable role of natural ecosystems in addressing these

challenges and spoke for the mainstreaming of knowledge based on their structures and functions.

Contrary to the idea that restoring nature can be seen as a luxury, he stressed the importance of such action as a necessity and an investment in terms of our common future. He invited the companies that were attending the session to implement NbS using existing mechanisms in the environment to address problems such as landslides and water pollution. He highlighted the potential of companies as drivers of change through sustainable and smart approaches, thus contributing to the expansion and protection of ecosystems.

He emphasised that building resilience in infrastructure is a shared responsibility that transcends sectoral boundaries and requires a collective, multi-sectoral approach. Nahuel stressed that collaboration not only reduces risks and improves adaptation to climate change, but also creates more inclusive and sustainable communities. He calls for harnessing the advantages of ecosystems and integrating nature-based solutions into urban planning and design. Finally, it thanks all those involved in the creation and translation of the guide, inviting its joint use and implementation.

Watch the full webcast of this session at

https://www.youtube.com/watch?v=_CTqMTUI2Cw&t=28168s (01:29:16 – 01:37:16)

4.11. Resilient infrastructure session: Resilient infrastructure and regenerative habitat: essential elements in DRM *

The session took place in the ARISE Forum room, where the participants were Diana Ubico, resilient infrastructure consultant for UNDRR, Juan Diego García, civil engineer and specialist in real estate management with 19 years of experience in project management in all stages, Claudia Díaz, industrial engineer and master in Project Management with more than 9 years of experience and director of Institutional Development and Communications at Fundación Hondureña de Responsabilidad Social Empresarial (FUNDAHRSE), and Claudia Herrera, executive secretary of the Coordination Centre for Disaster Prevention in Central America and the Dominican Republic (CEPREDENAC).

Diana discussed the principles of resilient infrastructure and stress testing, two tools developed by UNDRR. She began by talking about the importance of infrastructure for the private sector, as it is essential for businesses to operate, and private sector



representatives are interested in knowing its status to take preventive measures and generate business continuity plans.

Concerning the principles of resilient infrastructure, she said that they are important because they raise awareness of what resilient infrastructure should look like in our countries, ensuring that resilience is a core value for infrastructure projects and contributing to make informed policy and investment decisions.

Diana ended her presentation talking about stress testing, a tool that measures the level of resilience of a country's infrastructure system. Stress tests can be used to understand resilience and make policy and investment decisions. They also help us to better understand threats and vulnerabilities and the relationships between systems. Ultimately, data from stress tests informs investments and actions. Diana concluded by discussing the importance of these tools for the private sector, as they can be used to inform business continuity plans, thus increasing the resilience of organisations' operations.

Juan Diego then introduced the Corporación Antioquia Presente, a Colombian non-profit organisation founded in 1983 in response to the Cauca earthquake. The corporation's mission is to "contribute to building a more resilient and equitable society by promoting the restoration of living conditions, socio-environmental management of development projects and disaster risk intelligence".

The corporation's work is divided into four main areas: solidarity, restoring livelihoods, socio-environmental management of development projects, and disaster risk intelligence. The corporation provides financial and material assistance to disaster-affected communities, works to rebuild housing and infrastructure damaged or destroyed by disasters, helps ensure that development projects minimise their impact on the environment and communities, and collects and analyses disaster data to better understand risks and vulnerabilities.

Juan Diego emphasised the long history of the Corporation's work in Colombia, where it has been involved in several high-profile projects, including the rebuilding of Providencia Island after Hurricane Iota in 2020. The organisation is committed to building a more resilient and equitable society and works to ensure that communities are better prepared for future disasters.

Next, Claudia Díaz described how the ARISE initiative was created to help businesses in Honduras better understand and manage risk. The network has focused on understanding, communicating and managing risk, including identifying the different types of risks that businesses face, such as natural disasters, economic downturns and cyber-attacks, ensuring that all stakeholders are aware of the risks and how they can be mitigated, and developing and implementing a business continuity plan.

Claudia presented the case of Cargill, a Honduran company that has successfully implemented a business continuity plan. Cargill was severely affected by both the COVID-19 pandemic and Hurricane Iota in 2020, but its business continuity plan helped it recover quickly. Key elements of Cargill's business continuity plan during the emergency include employee support, infrastructure improvements and partnerships with local organisations to provide humanitarian aid.

Claudia concluded by emphasising the importance of risk management for businesses in Honduras. She argued that by understanding, communicating and managing risk, companies can improve their resilience and reduce the impact of future shocks.

Below are the questions to and answers from the panel participants:

How to turn these tools into real solutions and how to avoid the materialisation of risk?

Diana (UNDRR) answered that although infrastructures have certain weaknesses, there are also areas and opportunities to work on. It is by intensifying stress issues, that we can work on risks. The principles of resilient infrastructure should be deepened, as they refer not just to engineering matters but to essential services that need considering and addressing. To turn them into realities, it is necessary to work jointly with all sectors, from governments to companies and the community, to foster real change.

What would be your specific recommendations to ensure continuity in times of crisis?

Claudia (FUNDAHRSE): Knowledge management, putting it into practice, is particularly important. Knowing the internal and external context and updating it according to the dynamics of the organisations. To have clear back-up and continuity plans from the crisis committee for risk management and a clear and truthful, honest communication by companies to ensure a context of trust with all stakeholders (government, private sector and communities).

In the context of the organisation, what recommendations should we promote in the region to make this regenerative approach possible and to contribute to comprehensive risk management?

Juan Diego (Corporación Antioquia Presente): There is a need for knowledge ownership by society itself, since the first responders are households -although this could be extrapolated to companies. The first responders in the event of a disaster are households.

In the event of a disaster, infrastructure is usually damaged. So, we need to understand that if infrastructure collapses, there is no room for recovery. The concept of recovery must be ingrained in the stakeholders in the sense that, in spite of a disaster, infrastructure can be improved to mitigate an event of the same magnitude or greater.

How can stakeholders (government, private sector and community) joint efforts to move from words to action?

Diana (UNDRR) replied that they ought not to be afraid of revealing their vulnerabilities, insisting on the idea that we must transform criticism as an opportunity for change, turn around the perspective of criticism and be candid when discussing both public and private stakeholders.



Juan Diego (Corporación Antioquia Presente) added that communication among stakeholders is key. Information must be public and truthful to contribute to risk reduction and for everyone to contribute in times of emergencies.

Messages highlighted in the session included: Leading by example is fundamental to providing a culture based on safety and care for life; by understanding, communicating and managing risk, companies can improve their resilience and reduce the impact of future disruptions.

Watch the full webcast of this session at

https://www.youtube.com/watch?v=_CTqMTUI2Cw&t=28168s (01:37:16 - 02:38:46)



4.12. EW4ALL (Early Warning for All) initiative. Private sector engagement strategy *

Participants Nahuel Arenas García, deputy head of UNDRR, and Camila Tapias, master in Public Administration and Crisis and Emergency Management, and officer of community resilience assessments, development of emergency management and business continuity plans at SPIN Global, opened this EW4ALL session of the III ARISE Forum 2023 which took place in the ARISE Forum room.

Nahuel shared the UNDRR secretary general's initiative, which aims to have global multi-hazard EWS in place. The pillars of governance include risk recognition, observation, prediction and monitoring with various UN organisations, communications, and anticipation and response.

Implementation will take place in 30 countries globally, including 6 countries in Latin America and the Caribbean. Implementation steps include gap analysis, mapping and design of the roadmap, budgeting of activities, preparation of proposals and projects, and implementation of the roadmap.

In addition, opportunities for private sector collaboration in partnership with governance were presented. These include monitoring and review, risk awareness, warning and dissemination, and response capabilities. This demonstrates the commitment of the private sector to work together with government to achieve an efficient multi-hazard EWS.

Camila mentioned the early warning historical background and the considerable progress made by communities over time with the support of the private sector. Elements of risk reduction include understanding of risks, monitoring and warning service, dissemination and communication, and response capacity.

Technology development and application, collaboration with government bodies, and investment in research and development are examples of the private sector's influence. Successful cases of public-private partnerships were presented, such as the AMBER alerts for missing minors, and EWS in Japan.

However, EWS standardisation to ensure community safety and resilience is a challenge, and to this purpose a global and regional call for public-private partnerships is needed. This is yet another area where joint efforts are important.

Below are the questions to and answers from the panel participants:

How can EWS penetrate development sectors and communities?

Nahuel (UNDRR): There is progress in terms of dialogue involving more sectors in PPPs. On the other hand, he indicated that there is also a change in the public, as the interest of government portfolios, for example, is awakened. Finally, he mentioned that there is also knowledge, but no budget.

Camila (SPIN Global): In terms of preparedness culture, there is a challenge in integrating EWS into emergency plans, involving local and state sectors through various mechanisms.

How is interconnectivity between countries maintained and how is information delivered to communities?

Camila (SPIN Global) answered that this is a limitation. She said that it is necessary to involve the community through the organisational motto of "Planning for the community and not for the community" together with the leaders.

Nahuel (UNDRR): Interconnectivity is a challenge which requires strengthening governance mechanisms. On the other hand, information is available, but needs to be

adjusted. Finally, he stressed the importance of low-cost local early warning solutions.

How to engage academia as a social agent and not just as research driver?

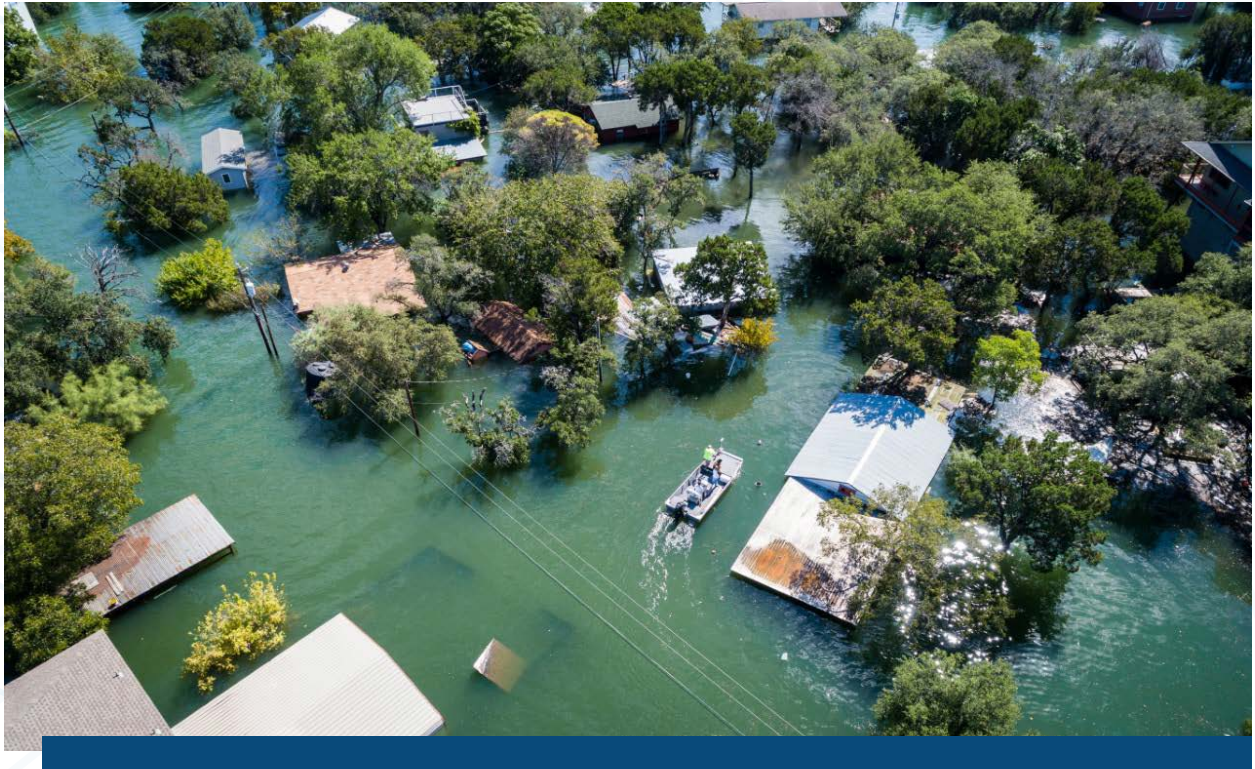
Nahuel (UNDRR) answered that there is a lack of integration between science and evidence, and it is necessary to steer research towards what is really needed. On the other hand, he mentioned the need to bring academia into spaces of political discussion. Lastly, the training of leaders.

Camila Tapias (SPIN Global) added that ARISE usually recruits student researchers to support their projects through funding, with the aim of helping them to get to the implementation stage which otherwise is rarely achieved.

To sum up, the private sector is invited to contribute to the implementation of initiatives to expand and share knowledge on EWS. The private sector has the ability to identify the contribution of EWS to business continuity, organising and identifying action pillars to support coordination and dialogue with the country's high authorities, among other things. In addition, identifying potential contributions and linkages with key sectoral stakeholders, such as agriculture, health, water resources, energy, telecommunications and infrastructure, is desirable. As a whole, support from the private sector is necessary for gap analysis and for the drafting of the roadmap proposed during this session.

Watch the full webcast of this session at

https://www.youtube.com/watch?v=_CTqMTUI2Cw&t=28168s (03:06:15 - 03:52:25)



4.13. COMMUNITY SESSION: Impact of public-private synergy and its articulation with the community in disaster risk management *

The session was held in the ARISE Forum room, where the participants were Camila Tapias, master in Public Administration and Crisis and Emergency Management, who is also officer of community resilience assessment, development of emergency management plans and continuity of operations at SPIN Global; Nelson Hernández, zootechnician and officer of the National Unit for Disaster Risk Management (UNGRD); and Gimena Pintos, National Strategy specialist and consultant of the National directorate of SINAIE.

Nelson explained how Colombia's UNGRD, which comprises the public, private and community sectors was established in compliance with Colombian policies. He emphasised the importance of creating synergies between enterprises and the community for adequate risk management, as companies are part of the communities and share the same needs and risks.

He then presented negative impacts that affect productivity and impact on people, infrastructure, goods and services, natural resources and other economic activities.

In terms of disaster risk management processes, risk awareness, risk reduction and disaster management were identified.

Strategies to establish synergies between communities and the public and private sectors include the recognition of co-responsibility in disaster risk management, the involvement of communities as part of the risk management system, and the strengthening and creation of local coordination bodies. Challenges include strengthening articulation with communities, involving communities and businesses more in governance and planning plans, and involving businesses in response and recovery processes.

Camila presented the Planet Ready platform and discussed the use of technology to strengthen communities in the face of disasters. SPIN Global is a public benefit corporation that seeks to disrupt disasters from neighbourhoods to nations, through pillars such as strategic planning, partnerships, impact innovation.

Success stories were presented, like a Guide to PPPs which contains data from the World Bank and interactive resources to create a culture of risk preparedness. Other success stories included a post-pandemic return to work, a several-hours long power outage experience involving 8000 residents, and a hurricane drill supported by Planet Ready.

To conclude, Camila showed how technology can be used to strengthen communities in the face of disasters, presenting success stories and successful experiences in the use of the Planet Ready platform. SPIN Global seeks to address disasters through pillars such as strategic planning and public-private partnerships.

Gimena presented SINAE, Uruguay's National Emergency System, whose slogan is "Preparedness makes the difference". Among the main emergency risks in Uruguay are floods, fires, strong winds and water shortages.

The SINAE was established as an ad-hoc permanent body for the coordination of public institutions for the comprehensive management of emergency and disaster risk in Uruguay. Its objective is to protect the population, significant assets and the environment from adverse event, generating the conditions for sustainable development. Gimena presented the organisation at the national and sub-national

hierarchical level, as well as the departmental emergency committee, which manages disaster risks at the local level.

SINAE is promoting empowerment and effective and efficient practices for local risk reduction through the development of resilient cities and the decentralisation of disaster risk management, through inter-institutional coordination and local empowerment.

Below are the questions to and answers from participants in the session:

What is the public policy in your country to promote public-private synergy and its articulation with the community in disaster risk management? (Question asked using the Slido tool)

Attendees selected their answers from a multiple-choice list, according to what they thought was the most appropriate. The results were as follows: Acceptable: 46%. Good: 33%. Poor: 21%. Non-existent: 0%.

Which of the following communities would benefit most from a tool such as Planet Ready if offered through UNDRR's ARISE network? (Question asked using the Slido tool)

Attendees selected their answers from a multiple-choice list, according to what they thought was the most appropriate. The results were as follows: Places of worship: 0%. Schools: 0%. SMEs: 7%. Governments: 7%. Individuals and households: 13%. All the above: 73%.

Then, Elsa Monsalve, participating in the activity, said: "We are aware of the deficiencies at the departmental level in Colombia, which represent many challenges in terms of contracting in disaster risk management plans". Compliance with legal regulations is everyone's responsibility, replied Nelson Hernández.

What are the elements of an effective public-private partnership?

Gimena Pintos (SINAE) replied that in the case of Uruguay, the private sector has historically contributed significantly, which has been a fundamental element for an effective partnership.

Camila Tapias (SPIN Global) added that in U.S. needs are taken into consideration at household, local and federal level in taskforces in the different sectors.

Nelson Hernández (UNGRD) added that in the case of Colombia, due to the demands of public policies and the participation of the private sector, the planning instrument has been strengthened.

In conclusion, it is necessary to continue understanding the realities, needs and dynamics of communities to strengthen risk management as a public and state policy that contributes to generating resilience processes. The organisational structure of disaster risk management should continue to be strengthened at the national, local and departmental levels, involving public and private associations and communities in planning.

In addition, it is important to continue strengthening the information system for decision-making, generating guides, orientations and guidelines that facilitate this process. It is also necessary to align the companies' planning instruments with those of the territories to reduce risk conditions and to continue understanding the realities and needs of the communities and strengthening the organisational structure and the information system to improve disaster risk management.

Watch the full webcast of this session at

https://www.youtube.com/watch?v=_CTqMTUI2Cw&t=28168s (03:06:15 - 03:52:25)



4.14. NATECH RISK SESSION: Natech risk management as a tool for disaster risk reduction *

The session was held in the ARISE Forum room, where the speakers were María Camila Suárez, PhD in Engineering from the University of Kyoto and Master in Chemical Engineering with experience as a teacher, lecturer, researcher and risk analyst; Ana María Cruz, Doctor in Environmental Engineering, Professor and Head of the Disaster Risk Management Laboratory at the Disaster Prevention Research Institute at Kyoto University; and Nelson Hernández, Zootechnician and Specialized Professional of the National Unit for Disaster Risk Management (UNGRD).

Ana María made a video to greet her audience and share important research and risk management details. Her intervention began by remembering the devastating earthquake and tsunami that hit Japan on March 11, 2011, causing thousands of deaths and triggering technological accidents, which is called "Natech." Although these events represent only 3 to 7% of chemical events reported in databases in the United States and Europe, they significantly contribute to 20% of economic losses, according to a 2014 study. Additionally, Ana María noted that Natech accidents are on the rise,

and this increase has been linked to climate change, which affects the intensity of natural disasters and the conditions before these events.

Ana María also mentioned a spatiotemporal study carried out to confirm the increase in these accidents and how climate change plays an important role. Japan faces the probability of a magnitude 9.0 earthquake in the southern region, which could trigger a tsunami like that of 2011, and this makes it essential to identify and model Natech scenarios and develop protection and mitigation measures, especially in urban areas and industrial zones built on artificial islands that lack protection against tsunamis.

Regarding risk management, Ana María explained that territorial residency and engineering concepts are being adopted to develop a comprehensive approach that addresses safety, processes, organization and risk governance. Besides, attention is being paid to risk perception and communication, recognizing that natural events can affect vast areas and require dialogue and cooperation strategies between different actors.

In conclusion, Ana María highlights the importance of research and risk management in Japan, a country prone to natural and technological disasters. Her speech emphasizes the growing threat of “Natech” technological accidents related to natural events, how climate change aggravates these situations and the need to identify scenarios, develop protection and mitigation measures, as well as promote effective communication and comprehensive risk governance. It is presented as an imperative to protect life, the environment and the economy in a region vulnerable to catastrophic events.

Secondly, María Camila offered a detailed presentation on the Natech risk, providing essential information to understand its importance and the advances related to this issue in Colombia. In her presentation, she highlighted that the term “Natech” comes from the English acronym “Natural Hazards Triggering Technological Accidents,” which refers to events of natural origin that trigger industrial accidents; this term has been adopted in the academic and research community since 1960.

María Camila explained the critical characteristics of Natech scenarios, noting that they can generate multiple simultaneous scenarios due to the combination of natural events and that they usually affect industrial facilities by damaging or destroying safety barriers. These events can trigger the release of hazardous substances, disrupt

essential supply lines, and generate secondary events such as fires and explosions.

Regarding Natech risk management worldwide, María Camila mentioned that these events are of low probability but of high consequence, often excluding them from risk analyses of industrial facilities. She also highlighted that Natech events can generate ripple effects, affecting communities and the environment. She provided examples of international Natech events, including Hurricane Katrina, the Japan earthquake and tsunami, and a lightning strike that struck a storage tank in Oklahoma. These examples illustrated how these events can significantly impact the industry and surrounding communities.

Then, María Camila focused on the situation in Colombia, highlighting that the country faces various natural and technological threats. Although there is no specific database for Natech events in Colombia, some past incidents were mentioned, such as the impact of the 1979 earthquake and tsunami on the Pacific coast of Nariño and the rupture of a gasoline pipeline due to a landslide in Risaralda. Additionally, she explained how Colombia is addressing Natech risk management through regulations and standards, including Law 1523 of 2012, which recognizes the importance of these risks and promotes their incorporation into companies' risk analyses. She also mentioned national, regional and sectoral initiatives to address this risk.

In summary, María Camila's presentation provided a detailed vision of the Natech risk, highlighting its origin, characteristics and the potential impact it can have globally and in Colombia. She emphasized the importance of considering these low-probability but high-consequence events in industrial risk management, highlighting the need for specific regulations and strategies to address them. Finally, María Camila showed how Colombia is making progress in understanding and managing Natech risks, highlighting the importance of taking proactive measures to protect communities and the environment from potential disasters of this nature.

Watch the full webcast of this session at

https://www.youtube.com/watch?v=_CTqMTUI2Cw&t=28168s (06:00:15 - 06:37:00)



4.15. The private sector and the humanitarian response *

The session took place in the ARISE Forum room, where moderator Iria Gozáles, master in Peace and Conflict Studies with more than 4 years of experience as project manager at national and international level and Regional Coordinator of Private Sector Networks for Latin America and the Caribbean of the Connecting Business Initiative (CBI), opened this session of the III ARISE Forum 2023.

Iria focused on the importance of business involvement in disaster preparedness, response and recovery in Latin America and the Caribbean. The region has been affected by climate change-related crises, socio-economic consequences of the pandemic, and social polarisation. In addition, the World Meteorological Organisation has declared that we are officially undergoing a stage of El Niño phenomenon.

For all these reasons, 65 million more people will need humanitarian assistance and protection, as compared to 2022. It is therefore important to strengthen community and resilience to disasters, with businesses as main forerunners. Private sector involvement is important before, during and after emergencies, ensuring coordination with government and international cooperation.

The private sector can provide expertise, supply chain and support for the dissemination of accurate information. In conclusion, Iria highlighted the importance of business engagement in disaster preparedness, response and recovery in Latin America and

the Caribbean. This can be achieved through effective coordination with government and international cooperation, as well as with private sector expertise and resources.

Below are the questions to and answers from participants in the panel: Juan Manuel Arribas, executive director Hombro a Hombro Red CBI Peru; Elisa Trujillo, director general of the National Support Centre for Epidemiological Contingencies and Disasters (CENACED) and head of ARISE Mexico, Red CBI Mexico; and Juan Pablo Robayo, Child Rights officer at UNICEF Colombia.

How does CENACED engage the private sector in prevention and humanitarian response?

Elisa (CENACED) explained that CENACED involves the private sector in prevention and humanitarian response through the professionalisation of processes, which implies moving from philanthropy to corporate responsibility. To achieve this, CENACED has three main objectives: to articulate multi-sectoral efforts aligned with the private sector, to coordinate efforts and to have transparent accountability to donors.

In this way, CENACED seeks to involve the private sector in humanitarian prevention and response through effective and transparent collaboration. Articulating multi-sectoral efforts and coordinating efforts ensures that the private sector can actively engage in humanitarian prevention and response. Furthermore, by having transparent accountability, CENACED ensures that donors can see the impact of their contributions.

How do you operate Hombro a Hombro? What are the lessons learned from the El Niño phenomenon on the coasts? How are you preparing for the El Niño phenomenon?

Juan Manuel (Hombro a Hombro) answered that Hombro a Hombro is a business NGO that channels the solidarity of the private sector in the case of large-scale disasters in collaboration with the state. This collaboration makes it possible to reach the whole country at any time and where it is really needed. It has a board of trustees made up of companies that provide resources or services and works on two fronts: preparedness and first response.

It is important that households know how to proceed during disasters, how to set up a protocol, how to have a backpack, a reserve box, an evacuation route, a safe zone, etc. To disseminate this notion of a household plan, workshops are conducted

for employees, institutions, and law enforcement agencies. Workshops are voluntary, free, and are organised jointly with other institutions.

In addition, the NGO also works with the Ministry of Education in capacity building for teachers and children. To know more about these campaigns, the NGO is glad to offer further information. It is also working on an action plan and coordination with the private sector and the government aimed at an eventual coastal El Niño phenomenon.

Finally, he stressed the importance of disaster preparedness and the work the NGO is doing to disseminate the household plan and train the population. It also works in coordination with the state and the private sector to assess demand and fill gaps in logistics management, all with the aim of being better prepared for large-scale disasters.

How to build partnerships between UNICEF and the private sector to collaborate on prevention, response and recovery in risk management?

Juan Pablo (UNICEF): The key word is commitment, which is achieved through three key elements. First, engaging the enterprise areas that are involved in sustainability and material issues, into prevention and action so that organisations meet their goals, either financial or social, which in turn is linked to the head of the organisation itself. Secondly, coordinating with government bodies to be able to perform effectively in the event of a disaster. And third, formalising in compliance with agreements signed at a previous stage and ensuring that commitments are effectively fulfilled by all sectors.

As an example, he mentioned a PVC manufacturer in Colombia, which during the pandemic set up partnerships for the supply of sanitation stations (hand wash units) in record time, benefiting 450,000+ people in Ecuador alone. Another example is logistics and information partnerships with large telecommunications and technology companies, which was crucial for an efficient response based on sharing of human mobility data in compliance with data processing policies.

Finally, Iria highlighted the key concepts of this panel: solidarity, mentioned by Elisa, and response preparedness in the face of disasters; moving to action in the face of a disaster, an important concept mentioned by Juan Manuel, for events usually exceed the governments' capacities and the private sector can intervene to provide support; and transparency of governments, international cooperation agencies and the private sector, mentioned by Juan Pablo.

Below are the questions to and answers from participants in the session:

How can solidarity be deployed without wearing out the partners' mechanism when several emergencies hit simultaneously?

Juan Pablo (UNICEF) said that solidarity is a value that is activated when the need to support others in difficult situations is acknowledged. However, to prevent solidarity from wearing out and to preserve the partnership mechanism, certain aspects must be considered. One is ongoing communication among the partners, which allows for reporting on the actions carried out, progress achieved, and hurdles met.

Another aspect is full transparency, which involves showing honesty, integrity and accountability in the handling of resources and information. Finally, another aspect is standing ahead of issues, identifying potential risks and possible solutions before emergencies occur. In this way, solidarity can be activated without wearing out the partnership mechanism.

Why is the focus still on response? Have you ever considered moving beyond response and working with communities on risk awareness?

Juan Manuel (Hombro a Hombro) answered that emergency response is a necessary action to mitigate the impact of disasters and protect the lives of affected people. However, response alone is not enough to reduce disaster risk, as it does not address the structural causes that lead to disasters. It is therefore important to go beyond response and work with communities on risk awareness, which involves identifying hazards, vulnerabilities and existing capacities in the territory.

Understanding risk makes it possible to develop and implement prevention and preparedness measures that strengthen the resilience of communities in the face of disasters. Some companies have understood that being supportive not only implies supporting the response, but also investing in prevention, as this generates social, environmental and economic benefits for them. Therefore, a culture change is required that recognises the importance of collaborating with communities on risk awareness as a form of effective and sustainable solidarity.

Watch the full webcast of this session at

https://www.youtube.com/watch?v=_CTqMTUI2Cw&t=28168s (06:37:43 - 07:25:02)



4.16. SESSION ON RESILIENT INVESTMENTS: Financing, climate change and DRR *

The session was held in the ARISE Forum room, where the participants were Iván Morales, specialist in Disaster Risk Management, with more than 30 years of experience in strategic planning and public policies, advisor and Coordinator of UNDRR; Carolina Díaz, master in Development and Environment, with more than 15 years of experience in Climate Change and Disaster Risk Management and Sustainable Development, head of Environment and Sustainable Development of the National Planning Department (DNP); and Lizra Fabien, executive director of Dominica Association of Industry and Commerce (DAIC), project manager in the Caribbean with 10 years of experience in private sector development in micro-, small and medium-sized enterprises.

Iván opened the session with a video by Diana Ramirez, consultant for UNDRR, which highlighted the increased vulnerability and risks associated with climate change in the Americas and the Caribbean, which has led to a significant increase in disaster damage and losses. These not only have short-term effects, but also generate impacts that hinder progress and create a financial burden that reduces the resources available for long-term development. It is therefore necessary to allocate adequate resources to the corrective, prospective and compensatory components of risk management.

She highlighted that financing is essential not only for countries to access timely and sufficient resources, but to promote hazard mitigation measures and strengthen their ability to avoid, withstand and recover from disasters, playing a crucial role in the construction of ideas. Furthermore, financing guides policies and actions, making

it a core element of development planning and financing. The region has seen an increase in the acquisition of financial protection instruments, such as trust funds and insurance. Historically, however, greater emphasis has been placed on post-disaster funding sources instead.

She outlined that pre-disaster risk financing instruments require more planning and are an integral part of a policy focused on long-term development, and it has been shown that a comprehensive and sustainable risk reduction strategy that reduces vulnerability and builds resilience leads to rapid recovery. She reflected that an appropriate mix of pre- and post-disaster financial instruments should be considered, but for this to happen it is essential to move from a disaster logic to a more risk-focused approach.

Next, Carolina Díaz talked about the implementation of financing mechanisms for disaster risk reduction in Colombia. For her, disasters represent the greatest source of uncertainty for humankind. The Banco de la República estimates that, if nothing is done, the cost will be 4.3% of GDP annually, which represent approximately four tax reforms in the local scenario. On the other hand, the effort that the entire planet must make, at least to achieve these climate action measures, even goes between 0.5% of GDP and 4.5% of GDP in the next 10 years.

She emphasised that Colombia is highly vulnerable as a country, especially to hydrometeorological hazards. Figures show that 7% of our population is exposed and vulnerable in critical conditions, particularly to hydro-meteorological events such as floods, torrential floods, landslides, droughts. Fires and fire mitigation works, and all things related to land planning processes, particularly housing relocation, are also included.

Carolina ended by focusing on the financial flow against climate change, especially adaptation funding. 72% of this funding is driven by the public sector. The nation's overall budget is balanced between mitigation actions (gas emission reduction) and adaptation.

Lizra went on to emphasise the importance of public-private collaboration in disaster risk reduction and stressed that all businesses have a key role to play in this process. She mentioned that the private sector, despite its agility, cannot address this challenge

alone, and it is essential that both sectors work together and stressed the need to understand risk, financing and the role of insurance in protecting businesses from disasters.

Lizra mentioned a concrete example of a disaster in Dominica in 2017, where many businesses faced difficulties due to their lack of understanding of how insurance works and the lack of adequate policies and highlighted the importance of businesses being well informed about insurance terms and conditions to mitigate risks. Parametric insurance is also mentioned as an innovative way to support businesses in case of disasters.

Lizra concluded by emphasising business diversification as an important strategy to reduce risks and suggests the need to establish emergency funds within companies to respond to immediate needs in times of crisis. Businesses are encouraged to take proactive steps to be prepared and aware of potential risks and individuals in the private sector are urged to share their knowledge and collaborate with other businesses and organisations to ensure business resilience to disasters.

Iván continued by highlighting the worrying situation in Latin America and the Caribbean in relation to natural disasters and their economic impact. Disaster incidence raised between 1997 and 2017 in the region, accounting for 46% of global economic losses associated with these events. The diversity of countries in the region, from developed economies to small island states, facing a wide range of challenges, creates asymmetries and economic and social gaps that complicate disaster risk management.

Iván mentioned the 2021 report which revealed the steady increase of disaster risk in the region, leading to the allocation of resources originally intended for development to disaster response, compromising long-term plans. He emphasised the need to shift from a logic of disaster response to prevention and investment in sustainable development. He also highlighted the importance of integrating disaster risk management and climate change adaptation into a unified strategy.

Finally, Iván highlighted the variety of existing financing mechanisms, such as insurance, contingent loans and international cooperation. On the other hand, he stressed the need to focus on corrective and forward-looking financial protection to address the

relationship between development, climate change and disaster risk reduction. The 2024 report will have a broader focus and provide recommendations for actions to improve the situation. In summary, the need to comprehensively address disaster risk as a fundamental part of sustainable development in the region was underscored.

Below are the questions to and answers from the participants in the session:

What are the major financing challenges in addressing disaster risk management?

Carolina (DNP) said that in Colombia there are three main barriers in this area. Firstly, from a political point of view, Carolina mentioned that the country shows a commitment to international agendas related to risk management, but there is a gap between political messages and the reality, in decision-making and concrete investments. This implies the need for a transition towards more holistic approaches to risk management, which do not focus exclusively on events, but also consider the human and ecological systems affected.

Secondly, Carolina addressed technical or knowledge barriers. She noted that the complexity of Colombian institutions has led to the creation of multiple instruments for risk and climate change management, often resulting in an overload of methodologies and lack of clarity on when and how to apply them. This complexity hinders risk management and diverts attention from other phases of the public investment cycle.

Finally, from the point of view of financial instruments and mechanisms, Carolina mentioned the difficulty in measuring and evaluating the effectiveness of risk management investments. She highlighted the importance of budget trackers to identify where investments are being made and how they are meeting real needs. This not only contributes to the transparency and reputation of investments, but also helps to make necessary adjustments and alignments.

In conclusion, Carolina highlighted three key barriers to risk management in Colombia: the gap between political rhetoric and concrete action, institutional complexity and lack of clarity in methodologies, and the need to effectively measure and evaluate investments. These barriers represent important challenges that require attention and action to improve risk management and sustainable development in the country.

Lizra (DAIC) underlined that insights and innovation are key to addressing this challenge, stressing that everyone, not just experts, has valuable ideas and recommendations that can be effective. She emphasised that the solution starts at the individual level and that each of us can contribute to this effort.

Lizra urged action, noting that implementing these ideas can be challenging, as not everyone will agree, and the desired results may not be immediate. However, as the private sector, we have a key role to play in funding resilience, whether by taking direct action, encouraging others to do so or ensuring that relevant information reaches the right people.

In addition, Lizra emphasised the importance of making the voice of the private sector heard by policymakers and key stakeholders. This involves advocating for collaboration and representation at national or local decision-making panels, ensuring that private sector perspectives are considered in policy formulation. Finally, Lizra encouraged everyone to act proactively and work together to achieve the desired resilience in the private sector and ultimately at all levels of society.

Carolina (DNP) then stressed that the private sector has a fundamental role in reducing risk conditions, which is not just a social duty. She also highlighted that, given that 70% of investments in the country come from the private sector, this sector plays an essential role in shaping the risk scenario. However, Carolina acknowledged that risk management is often not perceived as an attractive investment due to its long-term, counterfactual and costly nature in the early stages.

Second, Carolina noted the importance of creating enabling mechanisms for the private sector to engage in resilience financing. This includes the need to update and simplify regulations and standards related to risk management, as well as providing greater clarity on what risk management means in the context of the private sector. In addition, she highlighted the need to strengthen technical capacities in the private sector, given that risk management requires expertise that is often difficult to find in the labour market.

Finally, Carolina highlighted the importance of engaging banks and creating financial incentives for the private sector to actively participate in resilience financing. This includes cooperation with banks to co-finance risk management projects and the creation of mechanisms to improve credit opportunities and rediscount rates. In

addition, she mentioned the possibility of tax deductions for investment projects related to risk management, especially in territories facing significant gaps in the country, such as those affected by post-conflict processes and poverty.

In conclusion, Carolina emphasised the importance of private sector participation in disaster risk management and resilience financing in Colombia. She identified the need to overcome regulatory barriers, strengthen technical capacities and create financial incentives to foster this collaboration, especially in vulnerable territories. This, according to Carolina, constitutes a triple-win approach: strengthening resilience, engaging the private sector and benefiting the neediest regions of the country.

Watch the full webcast of this session at

https://www.youtube.com/watch?v=_CTqMTUI2Cw&t=28168s (07:27:13 – 08:32:17)



4.17. PLENARY: Gender equity and gender equality: Women's empowerment for private sector resilience *

The session was held in the Great Hall, where Biwi, the Colombian Security Council's AI bot, makes an invitation to consult the accident figures compiled by the Torcaza Sustainability Research Centre and the Observatory of Safety and Occupational Health for the first half of the year 2023. For more information click [here](#).

The plenary meeting Gender Equity and Gender Equality: Empowering Women for Private Sector Resilience was opened by moderator Adriana Solano Luque, president of the Colombian Security Council.

Adriana highlighted the importance of diversity and inclusion, mentioning the presence of a male participant in the panel to provide a different perspective. She also

highlighted the alarming figures on gender gaps in wages and working conditions shared by the United Nations, underlining the need to continue fighting for gender equality.

The last panel of the III ARISE Forum 2023 was opened, followed by the questions to the panellists, who were Virginia Staricco, manager of the Transport and Logistics Group LaNave; Renata Campagnaro, deputy manager of Trade, Logistics and Sustainable Business of Frontera Energy; Ítalo Cardona, head of Andean Countries in the International Labour Organization (ILO); and Carolina Cuevas, social inclusion specialist for UNICEF Colombia.

What gender equality projects have you conducted in the companies that you lead?

Renata (FRONTERA ENERGY) explained that Frontera Energy is a company listed in the Canadian stock exchange and operates in the oil and gas sectors in Colombia and Ecuador and highlighted the company's commitment to gender equity sharing statistics on the participation of women in the company: 27% of Frontera Energy's junior management is made up of women, a higher percentage than the Colombian Petroleum Association's data. In addition, the company has 30% women in supplier positions and an outstanding 36% in junior management. She also emphasised its participation in STEM (Science, Technology, engineering and Mathematics) positions where they reach a solid 38%.

Renata stressed that diversity in the workplace is linked to competitiveness, with comparable results regardless of employee gender. Frontera Energy has led by example, implementing programmes and strategies to promote gender equality and inclusion. It obtained certifications, such as the Plata Equipares badge and recognition as an LGBTQ+ friendly business. Renata concluded that her company believes in diversity and inclusion as key elements to achieve sustainable and successful development. Her presentation highlighted how Frontera Energy has successfully promoted gender equality and diversity.

Virginia (LaNave) argued that in her organisation they have worked tirelessly to ensure that women could develop within the organisation, with an emphasis on work-life balance. Virginia shared her strong believe that women can fulfill multiple roles, such as being mothers, women and entrepreneurs, without having to sacrifice any of them.

Her company strives daily to build women's self-confidence and to help them avoid feeling guilty when taking on new challenges.

In addition, Virginia stressed the importance of establishing this approach culturally, recognising that one of the problems in society is not allowing women to own the spaces they deserve. She argued that a happy and fulfilled woman contributes more positively to society, so it is essential to empower women in all spheres of life. Finally, she highlighted that her company is committed to women's ongoing capacity building and encourages their participation in logistics, a traditionally male industry, giving them the opportunity to learn and grow in this field.

How does a care system contribute to women's rights and what should be the role of the private sector?

Carolina (UNICEF) recognised the traditional role that women have played as caregivers of family members, persons with disabilities and the elderly, a role that is often not remunerated in current systems. She highlighted the Government's commitment to having a National Care System that recognises and remunerates this task. She underlined the need for a culture that values and recognises carers and stressed that gender equality is not only the responsibility of women, but of men as well. And advocated for the involvement of men in parental care and the need for policies that provide flexibility for both men and women to care for their children, which would help to balance unpaid workloads.

In her presentation, Carolina also highlighted the crucial role of companies in promoting gender equality. She pointed out that companies should recognise and encourage policies that facilitate gender parity, such as breastfeeding rooms and equal parental leave. She stressed that companies could play an essential role in promoting positive parenting patterns in families, and that gender equality should be reflected not only in corporate policies, but also in business management in general. Carolina emphasised that when companies are aware of their contribution to gender equality and take concrete measures, this translates into equal pay and redistribution of care burdens, which strengthens gender equality in society and in the work environment.



What is the role of women in economic growth in rural areas?

Ítalo (ILO) stressed the need to understand the cultural allocation of care responsibilities to women and how this affects their access to workers' rights and employment opportunities in general. Additionally, he stressed that women play a key role in production in various sectors, both urban and rural, and emphasised that it is essential to recognise and value women's work, particularly in rural areas with specific challenges related to informality and work regulations. He also addressed the issue of the costs that society imposes on women, particularly in rural areas, and how motherhood is often penalised by the workplace. He urged companies to follow the example of those that promote gender equality policies and to recognise that protecting women's rights does not harm productivity.

Ítalo mentioned the five "Rs" as a strategy to address the issue of gender and care: recognising care work, reducing the burden of unpaid care, redistributing care responsibilities between men and women, adequately rewarding paid work, and ensuring women's representation and participation in negotiation spaces. Finally, he

stressed the need to recognise and value care work by women in rural areas and called for a rethinking of society's vision to advance gender equality in all its dimensions, especially in the rural environment.

What do you see as women's direct contribution to making organisations more productive, resilient and successful?

Renata (FRONTERA ENERGY) shared two key perspectives in her presentation: a personal and a business one. From a personal viewpoint, she highlighted her 43-year long career in the oil and gas industry, a sector historically dominated by men. As part of a family of five sisters, her early upbringing urged her to be self-reliant and courageous. Despite the biases and challenges she faced as a woman in a male-dominated industry, Renata managed to overcome obstacles and thrive thanks to the support of the organisation and its values. She emphasised the importance of leading by example and how, over the years, she has seen a lowering of the "glass ceiling" in her industry, although she noted that there is still room for improvement.

From a business viewpoint, Renata spoke about the importance of removing gender biases and promoting equity in recruitment processes. She highlighted how her company implemented recruitment policies that focus on the characteristics and competencies required for the position, regardless of the candidate's gender. This allowed the company to be enter the Bloomberg Equality Index, a significant achievement for the company. In addition, Renata mentioned the importance of maintaining unbiased performance evaluation policies based on job descriptions, which ensure that results are evaluated objectively regardless of the employee's gender. These approaches, both in the selection process and in performance assessment, contribute to promoting gender equality and diversity in the workplace.

What aspects of women's empowerment and entrepreneurship need to be boosted in the current context and how can women support each other?

Virginia (LaNave) agreed with her colleague on the importance of overcoming the "glass ceiling" and stressed that, in many cases, women can hinder their own progress themselves by fuelling both outer and inner pressures that prevent them from becoming entrepreneurs. She stressed that women should not face the challenge alone. civil society, governments and the business sector must engage in the process of supporting women's entrepreneurship. Virginia mentioned the importance of

micro-credits for women entrepreneurs and guaranteed access to childcare services through the National Care System, an initiative implemented in Uruguay. She also highlighted the need to provide women with the tools and confidence to understand how entrepreneurship works and to trust their own capabilities.

Additionally, Virginia emphasised that this process of empowerment and support for women's entrepreneurship takes time and requires ongoing dedication. Self-confidence was highlighted as a key factor in this process, and she underlined the importance of women's self-awareness of their own power and capabilities to be successful entrepreneurs. In conclusion, Virginia underscored the important role of collaboration to remove barriers and provide opportunities for women entrepreneurs, and highlighted self-confidence as a crucial element towards gender equality in entrepreneurship.

How can the private sector support women in the care model?

Carolina (UNICEF) spoke about how the pandemic put to the test the progress made in gender equality in business, highlighting the need for an equitable care system that recognises and remunerates care work, which often falls heavily on women. Carolina then offered three key recommendations to strengthen business resilience and sustainability in this context:

First, she stressed the importance of managing corporate policies committed to gender equality. She urged companies to go beyond statements in corporate documents and to apply these policies consistently in all aspects of the organisation, from procedures and performance assessment to selection processes and executive decisions.



Secondly, she advocated results-based management that considers flexibility and role balance both in households and society at large. She said that remote work can help balance work and family needs.

Finally, Carolina highlighted the importance of partnership management, urging companies to collaborate with organisations and entities such as family compensation funds to advance the implementation of effective gender equality policies. In conclusion, Carolina stressed that gender equality is not just a statement in corporate documents, but a commitment that must be reflected in concrete actions and programmes that recognise and address the needs of women in both the workplace and the household.

What about the challenges identified by ILO to overcome gender gaps?

Ítalo (ILO) began by reflecting on the advances and setbacks in gender equality in Colombia and the world, emphasising that, despite pre-pandemic progress, during the health global crisis gender inclusion indicators went down to levels of a decade earlier. This situation highlighted the fragility of the progress made and the need for a more solid and resilient basis for further progress. He also stressed the importance of preparing young women to seize opportunities in a changing world and to face with future crises, such as the climate crisis.

Ítalo then addressed four key points. First, he highlighted the need to recognise the value of the work that women do and to close the gender pay gap, ensuring equal pay for work of equal value. Second, he stressed the importance of developing skills to enable women to cope with workspace transformations and overcome future crises. Third, he addressed the issue of National Care Systems as a crucial challenge to ensure that women can participate in the employment market without sacrificing their caring roles. Finally, he mentioned the need to manage emerging risks at work, particularly those affecting women, and to promote effective management of said risks. In conclusion, Ítalo stressed the importance of laying a solid basis and comprehensively addressing the challenges related to gender equality in the workplace.

What is the final thought-provoking message for attendees of the session for building resilient, sustainable and inclusive enterprises?

Carolina (UNICEF) stated that everyone can be an agent of change and transformation in our organisations and environments. She said we must condemn any kind of discrimination and promote a culture of gender equality where the variety of roles that people play in their families are understood and respected, particularly with regard to children and elderly care. In addition, she insisted that companies should be flexible if paid care systems are not yet fully in place, always caring for persons' productivity and well-being.

Virginia (LaNave) added that it is important to provide opportunities to those sectors of society that have historically faced challenges in entering the labour market. As a company, she highlighted the inclusion of people who have not had a favourable starting point in their professional careers. She also called on women to support each other towards success, breaking down the barriers they sometimes impose on themselves, and highlighted the need for companies to adopt a sensitive and humane perspective when considering women for positions within organisations, recognising and understanding the realities and challenges they face.

Ítalo (ILO) stressed the importance of inclusion and gender gap elimination in the workplace as essential elements of sustainable development and decent work. He also stressed that, to make progress towards the goals that humanity has set itself, we must keep on promoting gender equality and inclusion in all areas of work and society.

Renata (FRONTERA ENERGY) said that gender equity and diversity strategies both inside and outside the company should be conducted. She highlighted projects with Indigenous communities and technical training programmes for women, focusing on female empowerment and inclusion. She stressed the need to involve stakeholders such as the government, unions and contractor associations, to ensure the sustainability of these initiatives and contribute to building a more equal and sustainable future in the country.

Watch the full webcast of this session at

https://www.youtube.com/watch?v=_CTqMTUI2Cw&t=28168s (09:02:05 - 10:09:10)

4.18 SIGNATURE DECLARATION

