



USAID
DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA



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



Sistema Económico
Latinoamericano y del Caribe

Latin American and Caribbean
Economic System

Sistema Econômico
Latino-Americano e do Caribe

Système Economique
Latinoaméricain et Caribéen



Final Report of the II Regional Seminar “Partnership between public and private sectors for disaster risk reduction: Continuity of government and continuity of business operations during disasters”

Economic and Technical Cooperation

II Regional Seminar “Partnership between public and private sectors for disaster risk reduction: Continuity of government and continuity of business operations during disasters in Latin America and the Caribbean”

Cartagena de Indias, Colombia

01 and 02 August 2013

SP/ II-SRASPPGRD/IF-13

Copyright © SELA, August 2013. All rights reserved.
Printed in the Permanent Secretariat of SELA, Caracas, Venezuela.

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

C O N T E N T S

RAPPORTEUR'S REPORT	3
A. DEVELOPMENT OF WORK	5
B. CONCLUSIONS AND RECOMMENDATIONS	16
C. CLOSING SESSION	22
ANNEXES:	
I. Agenda	25
II. Speech by the Honourable Juan Acuña, Director of Integration and Cooperation Affairs of the Latin American and Caribbean Economic System (SELA)	35
III. Speech by the Honourable Timothy Callaghan, Regional Advisor for Latin America Latina and the Caribbean of the Office of U.S. Foreign Disaster Assistance. Regional Office for Latin America and the Caribbean (OFDA-LAC)	41
IV. Speech by the Honourable Ricardo Mena, Head of the Regional Office of the United Nations International Strategy for Disaster Reduction (UNISDR)	45
V. Speech by the Honourable Renán Alfonso Rojas, Executive President of the Colombian Safety Council (CCS)	49
VI. Speech by Carlos Iván Márquez, Director-General of the National Unit for Disaster Risk Management (UNGRD) of the Presidency of the Republic of Colombia	53
VII. List of Participants	57
VIII. List of Documents	69

RAPPORTEUR'S REPORT

1. The II Regional Seminar "Partnership between public and private sectors for disaster risk reduction: Continuity of government and continuity of business operations during disasters," organized by the Permanent Secretariat of the Latin American and Caribbean Economic System (SELA); the United Nations International Strategy for Disaster Reduction, Regional Office – The Americas (UNISDR – The Americas); the Office of U.S. Foreign Disaster Assistance of the U.S. Agency for International Development (USAID/OFDA); and the government of Colombia through the National Unit for Disaster Risk Management (UNGRD), the Colombian Safety Council (CCS), the Integral Responsibility Group of Colombia (RI) and the National Business Association of Colombia (ANDI), was held in Cartagena de Indias, Colombia, on 1 and 2 August 2013.

2. The objectives of this II Regional Seminar were as follows: i) Create a space for integration and exchange of experiences between public and private sectors for disaster risk management in the context of continuity of government and continuity of business operations; ii) Promote an exchange of experiences between governments and the private sector for disaster risk reduction, particularly as regards the continuity of government and the continuity of business operations during disasters; and iii) Generate draft recommendations for the inclusion of disaster risk management in plans and programmes for continuity of government and continuity of business operations during disasters in Latin America and the Caribbean.

3. Delegations of the Member States of the Latin American and Caribbean Economic System (SELA), attended the event, namely: Argentina, Brazil, Colombia, Chile, Ecuador, Trinidad and Tobago, Mexico, Uruguay. Representatives of the following regional and international organizations attended as well: Caribbean Association of Industry and Commerce (CAIC); Caribbean Disaster Emergency Management Agency (CDEMA); Pan American Development Organization – PAHO. The private sector featured, inter alia, the National Business Association of Colombia (ANDI); APELL Process Barranquilla – ANDI; Fundación Mamonal – ANDI; AJOVER S.A.; ANPACT MÉXICO; ANDERCOL – GRUPO MUNDIAL; Brazilian Confederation of Industry; CEMEX; CISPROSQUIM; Colombian Safety Council (CCS); Corporación OSSO; CINA-ARGOS SOCIAL WORKER FONDATION CINA-CIMENTERIE NATIONALE S.E.M; ECOPETROL; Ingenio Mayagüez S.A.; Grupo Éxito; Federation of Private Entities of Central America, Panama and the Dominican Republic (FEDEPRICAP); FORUM Empresa; Florida International University (FIU); Pan American Development Foundation (PADF); Marine and Coastal Research Institute (INVEMAR); Louisiana Business Emergency Operations Centre – Stephenson Disaster; Management Institute Louisiana; MERCK S.A. (SOS-RM); Oleoducto Central S.A. (OCENSA); Perú Red Empresarial - National Society of Industries SIN-RED; Integral Responsibility Process of Colombia (RI); Technological University of Bolívar; Central American Network for Corporate Social Responsibility INTEGRARSE; Insurance Company La Positiva; SWISS-RE; Regional Port Society (SPRC); Termo Barranquilla, S.A. E.S.P.; Venezuelan Network of Social Development Organizations (REDSOC). The list of participants is provided in Annex VII.

4. At the Opening Session the following authorities took the floor:

5. Econ. Juan Acuña, Director of Integration and Cooperation Affairs of the Latin American and Caribbean Economic System (SELA), on behalf of the Permanent Secretary of the organization, Ambassador Roberto Guarnieri, greeted the Bureau members and the representatives of the Office of U.S. Foreign Disaster Assistance (OFDA) of the U.S. Agency for International Development (USAID), the United Nations International Strategy

4

for Disaster Reduction, Regional Office - The Americas (UNISDR - The Americas) and the Government of Colombia, for all the support and collaboration provided for the success of the II Regional Seminar, and extended his gratitude to participants and guests attending the event. In his speech, he stressed the importance of this subject for SELA, whose Permanent Secretariat, in compliance with mandates issued by the Latin American Council, has supported the partnership between public and private sectors for disaster risk reduction (DRR) in Latin America and the Caribbean, and the promotion and development of strategic partnerships with the private sector for disaster risk management (DRM). The speech delivered by Econ. Acuña is available in Annex II of this Report.

6. Mr. Timothy Callaghan, Regional Advisor for Latin America and the Caribbean of the Office of U.S. Foreign Disaster Assistance of the U.S. Agency for International Development (USAID-OFDA) expressed satisfaction with the subject matter being dealt with in this Seminar by representatives of the National Unit for Disaster Risk Management (UNGRD) of the Government of Colombia, the Latin American and Caribbean Economic System (SELA), the United Nations International Strategy for Disaster Reduction (UNISDR), the governments of the region and the private sector.

In addition, he drew attention to the mandate of USAID-OFDA, which, in coordination and support with the government of the United States, provides immediate response and humanitarian assistance where needed throughout the world, responding to all types of disasters and catastrophic events. In this connection, he made emphasis on the need for governments and the private sector in the region to join efforts in their common search for solutions, key recommendations, best practices and experiences in the field of disaster risk management for the sake of Latin America and the Caribbean. Hence the importance of this meeting, he added. The speech by Mr. Callaghan is included in Annex III of this Report.

7. Mr. Ricardo Mena, Head of the Regional Office of the United Nations International Strategy for Disaster Reduction in the Americas (UNISDR – The Americas) extended a warm greeting to the Bureau members and participants and his gratitude to the government of Colombia and the organizers of the event for making it possible. He explained that the issue of disaster risk reduction and disaster risk management in Latin America and the Caribbean is becoming increasingly important, and partnerships between the public and private sectors, understood as joint efforts for disaster risk reduction, should focus on sustainability and complementarity. The speech by Mr. Ricardo Mena is available in Annex IV of this Report.

8. Mr. Renán Alfonso López, Executive President of the Colombian Safety Council (CCS), welcomed the Bureau members and the organizations participating in this important event. He stressed the vision, convergence and joint work being carried out by Colombian government and business sectors in the field of prevention and response to disasters and emergencies.

He reflected on changes affecting the planet and their direct relationship to natural hazards, many of which are possibly caused by reckless decisions taken not only by the general community but also by the business community, making severity levels increasingly high. However, he explained how the joint work has helped overcome the consequences of natural disasters and build up the response capability of businesses and countries thanks to the redistribution of the economic activity in the world, leading to a growing concentration of businesses in territorial terms.

In this regard, he said that building up the capability to respond to disasters is not the sole responsibility of the State, and therefore the private sector and communities should be involved. He stressed the commitment already made by the Colombian business sector. Finally, he thanked the organizers of the event and welcomed all participants. The speech by Mr. Renán Alfonso López is contained in Annex V of this Report.

9. Mr. Carlos Iván Márquez, Director-General of the National Unit for Disaster Risk Management (UNGRD), of the Presidency of the Republic of Colombia, thanked SELA for its leadership in the organization of the II Regional Seminar, the Office of U.S. Foreign Disaster Assistance (USAID-OFDA) for its contribution to the conduction of the event, the team of the Regional Office of the United Nations International Strategy for Disaster Reduction in the Americas (UNISDR - The Americas) for their valuable input and support, ensuring that disaster risk reduction efforts are aimed at the achievement of the goals set in the matter. He explained that this important forum not only is of great importance, but also represents a great opportunity to strengthen public-private networks for risk management in the current situation. The efforts, in line with the commitment made by the government of Colombia, are aimed at strengthening the public-private partnership in this area, with continuity of government and continuity of business operations being of the utmost importance. He explained that the private sector is a key component of the National Unit for Disaster Risk Management of Colombia, whose responsibilities are focused on the development of knowledge, reduction and management of disasters under its jurisdiction. Finally, he expressed his hope that this meeting would bring about links and bilateral and multilateral agreements that enable Latin America and the Caribbean to deal with disaster risk management through innovative, relevant and useful ideas. The remarks by Mr. Márquez can be found in Annex VI.

A. DEVELOPMENT OF WORK

10. The moderator submitted the Agenda for the Seminar. The Agenda, the informative and support documents brought forward by the Permanent Secretariat, and the speeches delivered by regional and international organizations and private sector representatives are posted on SELA's Web site (<http://www.sela.org>). The Agenda is also included in Annex I of this Report.

11. Introductory Session

12. After a brief introduction, the session moderator, Econ. Juan Acuña, Director of Integration and Cooperation Affairs of the Latin American and Caribbean Economic System (SELA), gave the floor to the speakers:

13 Mr. Andrew Maskrey, Senior Advisor and Coordinator of the United Nations International Strategy for Disaster Reduction, Regional Office – The Americas (UNISDR – The Americas) presented the Global Assessment Report on Disaster Risk Reduction GAR (SP/II-SRASPPGRD/Di N° 6-13). This report is the result of the joint efforts by the United Nations, the private sector, research institutions and international organizations closely linked to the topic, with the support of the private sector. Unlike GAR-2009, which was focused on the measurement of risk among regions and countries at the global level and whose results showed quantitatively that disasters affect most low and middle income countries; and GAR-2011, related to the work being carried out by the public administration in the field of disaster risk reduction, GAR-2013 explains how the private sector deals with the issues of risks associated with continuity of business operations and business planning, corporate investment and decision-making. Seventy to 85 percent of total investments in the world was made by the private sector, and therefore the degree to which a disaster may affect and the way it is managed depend to a large extent on

6

how this sector invests its funds. In this connection, GAR-2013 evaluates the economic effects of natural disasters in the world and also the high level of investment by the private sector in the recovery efforts. According to GAR 2013, joint efforts by the public and private sectors should be aimed at including risk reduction in the development of investment projects, which will greatly reduce the figures for investment in post-disaster recovery.

14. Mrs. Ana Lucía Hill Mayoral, SELA's consultant, made a presentation entitled Continuidad de Operaciones (COOP) y Continuidad de Gobierno (COG): Propuesta para su implementación en América Latina y el Caribe (Continuity of Operations (COOP) and Continuity of Government (COG): Proposal for their implementation in Latin America and the Caribbean) (SP/II-SRASPPGRD/Di N° 7-13), base document (SP/II-SR-ASPPGRD/DT N° 3-13), in which she explained the strategic importance of the continuity of operations and the continuity of government from a comprehensive perspective, identifying the likely risks, their potential impact on institutions and the construction of schemes for mitigation, resilience and responsiveness in order to protect society and its institutions.

15. Mr. Yves Dávila, SELA's consultant, made a presentation entitled Continuidad de negocios y operaciones frente a situaciones de desastre en América Latina y el Caribe (Continuity of business and operations during disasters in Latin America and the Caribbean: Balance and recommendations) (SP II-SRASPPGRD/Di N° 8-13), base document (SP/II-SR-ASPPGRD/DT N° 2-13), in which he stressed the importance of the continuity of business and operations in Latin America and the Caribbean, aiming at the survival not only of the organizations but also of cities and their populations, through the development of knowledge and implementation of regulations, standards and methodologies on this matter in any potential disaster situation, whether they are natural or man-made.

16. Mrs. Ángela Gómez Rodríguez, Director of Environmental Regulation of the National Business Association of Colombia (ANDI), made the presentation Alianza Público - Privada y de Cooperación en Colombia para la Gestión de Riesgo de Desastres (Partnership between public and private sectors and cooperation efforts in Colombia) (SP/II-SRASPPGRD/Di N° 9-13). She explained the public-private partnership recently formed in Colombia among the National Unit for Disaster Risk Management (UNGRD), the Colombian Safety Council (CCS), the National Business Association of Colombia (ANDI), the Barranquilla APELL process, the Integral Responsibility Group of Colombia (RI) and the Office of U.S. Foreign Disaster Assistance of the U.S. Agency for International Development, (USAID-OFDA), with the aim of enhancing the resilience capacity of institutions, companies and communities, through the joint development of activities in the areas of cooperation and technical assistance that will contribute to the better performance of their roles, related to risk reduction and disaster response.

17. The moderator thanked the speakers for their presentations and invited delegates and participants to exchange ideas about the cases and experiences presented.

18. Most remarks focused on the importance of both the continuity of operations and the continuity of government, which enable the public and private sectors to meet their objectives. In this connection, emphasis was made on the fact that few Latin American and Caribbean governments and business corporations have adopted a comprehensive and normative approach to continuity. The region's public and private sectors have assessed potential risks (those that may hinder the fulfilment of their strategic objectives in the financial, political and trade areas, among others) and, more recently, disaster risk. However, some significant initiatives have been established for the implementation of continuity mechanisms at the international level.

19. Session I: Panel on national experiences as regards continuity of government during disasters

Mrs. Claudia Satizábal, representative of the National Planning Department of Colombia (NPD), acted as the moderator. After a brief introduction to the subject of the session, she gave the floor to speakers.

20. Mr. Carlos Iván Márquez, Director-General of the National Unit for Disaster Risk Management (UNGRD), made a presentation entitled La Gestión de Riesgos de Desastres en Colombia (Disaster risk management in Colombia) (II-SRASPPGRD/Di N° 10-13). During his presentation, he stressed the progress made in the field of disaster risk management by both the public and private sectors, in compliance with Colombian rules and legislation, and highlighted the importance of a regulatory operational policy to implement a national system for disaster risk management and reduction in Colombia.

21. Mr. Luis Felipe Puente Espinosa, National Coordinator of Civil Protection of the Secretariat of Government of Mexico (SEGOB), made the presentation Continuidad de Gobierno ante desastres en México (Continuity of government during disasters in Mexico) (SP/II-SRASPPGRD/Di N° 11-13). He spoke about the progress and experience of the Mexican government regarding the National Civil Protection System, continuity of government and business operations and the participation of the private sector as a priority factor in the chain of responsibility. He explained the importance and scope of the 2012 General Law of Civil Protection, which aims to lay the groundwork for coordination among the three levels of government in the field of civil protection.

22. Mr. Sidney Velado, Regional Advisor for Latin America and the Caribbean and responsible for the Regional Disaster Assistance Programme of the Office of U.S. Foreign Disaster Assistance of the U.S. Agency for International Development (USAID/OFDA), made a presentation entitled Programa Regional de Asistencia para Desastres (Regional Disaster Assistance Programme) (SP/II-SRASPPGRD/Di N° 12-13). He explained OFDA's plan for reducing disaster risk in Latin America and the Caribbean, as well as the regional planning system, the support system and bilateral aid with countries in the region.

23. Mr. Velado highlighted OFDA's commitment to the promotion and co-organization of these forums with SELA and UNISDR, because they are spaces for reflection, debate, discussion and learning from experiences reported by both the public and private sectors in the region, in order to safeguard human capital and ensure continuity in all disaster situations through risk management and reduction.

24. The moderator thanked the speakers for their presentations and invited delegates and participants to exchange ideas about the cases and experiences presented.

25. Debates focused on the need for joint efforts to build bilateral and multilateral networks in the area of disaster risk reduction and management. Participants also referred to the exchange of experiences between the public and private sectors on continuity of government and continuity of business operations.

26. Other remarks in the open debate focused on insights about the high relevance of the topics dealt with by speakers, with participants making comments on some of the issues highlighted during presentations. Among the various comments were those related to the continuity of operations, a topic of particular interest to participants since its importance, as noted by speakers, lies in the comprehensive effort and participation of the public and private sectors and the community, and to actions that should be

8

undertaken before, during and after an event or disaster situation. In this connection, participants agreed that a plan for continuity of operations must consider and define protocols or programmes that enable each actor or sector involved in the process to operate on an inter-institutional basis. This requires a profound work within the framework of public policies and agreements between the parties, allowing everyone to interact in an operating centre where decisions are taken to avoid the suspension of any of the primary activities that are part of the development of a State. They regretted that very few Latin American and Caribbean States have an ideal institutional and regulatory framework as that described above.

27. The moderator thanked participants for their remarks during the debate and closed the first day of the Seminar.

28 Session II: Panels on the experiences of the private sector as regards continuity of business operations during disasters

The moderator, Renán Alfonso Rojas, encouraged the panel members to present their experiences.

29. Mr. Jaime Bocanegra, Vice-President of Transport of ECOPETROL, explained the Caso Dosquebradas: Modelo de trabajo colaborativo entre comunidad, gobierno e industria (Dosquebradas case: Model of collaborative work among community, government and industry) (SP/II-SRASPPGRD/Di N° 13-13). He described how ECOPETROL defined and activated the management of the Dosquebradas programme, after the emergency occurred in 2011 as a result of the rupture of the Puerto Salgar pipeline - Carthage, causing fuel leaking and explosion and a number of dead. This programme aims at the physical stabilization and restoration of the social fabric of families and affected areas, making emphasis on the continuity of preventive action in potential emergency and disaster events.

30. The Programme is based on three principles: i) People and their family environment, in the areas of health, humanitarian assistance, housing and legal assistance; ii) Community and the social fabric, providing assistance for access to quality education, strengthening competitiveness, relief agencies and health care and promoting civic and democratic values; and iii) Continuity of operations. This plan includes, among its results, the training and activation of risk managers in the community and the inclusion of the municipality of Dosquebradas in the ISDR "Making Cities Resilient" campaign.

31. Mrs. Claudia Melo, Senior Client Manager at Swiss-Re, made a presentation entitled Experiencias Privadas sobre continuidad de negocios y operaciones ante situaciones de desastre (Experiences about continuity of business and operations in disaster situations) (SP/ II-SRASPPGRD/Di N° 14-13). She explained how Swiss-Re, the second largest reinsurance company in the world, works in conjunction with the public administration of governments that require their assistance in the areas of disaster prevention and continuity of government. The company provides financial solutions in disaster situations, assistance in the development of the insurance market and risk transfer solutions.

32. Mrs. Macda Jean Charles and Mr. Wilson Martinez made the presentation Argos-Haití (CINA), Gestión de riesgos ante desastres naturales, "Caso sismo enero de 2010" (Argos-Haiti (CINA), Disaster risk management, "Earthquake in January 2010") (SP/II-SRASPPGRD/Di N° 15-13). After recounting the ordeal of the Haitian people in 2010, Mrs. Charles took the opportunity to express, on behalf of Haiti, her deep gratitude to those Member States, institutions, and regional and international, public and private organizations for the humanitarian assistance provided to this nation after the devastating

earthquake. She ended her speech by reflecting on the human vulnerability to natural disasters based on reported experiences.

33. Mr. Martinez explained the social commitment that CINA-Argos has undertaken in Haiti after the earthquake. During his speech, he explained aspects related to the development of the earthquake and its impact on the population, infrastructure, government and business institutions in Haiti. Afterwards, he described how the Cimenterie Nationale of Haiti (CINA), subsidiary of Cemento Argos, could continue its administrative operations within days of the earthquake and offer the authorities its port for the reception and channelling of international humanitarian aid, becoming a strategic centre for timely reception and channelling. In addition, it has undertaken fund-raising campaigns for the reconstruction of homes and schools. The company launched the programme called "Emergency cards in the event of an earthquake" to instruct its staff on the measures to be taken before such an event.

34. Mr. Andrés A. Calderón, Associate Director of the Stephenson Disaster Management Institute at Louisiana State University, made a presentation entitled Integración de Gobierno, Universidades y el Sector Privado (Integration of government, universities and the private sector) (SP/ II-SRASPPGRD/Di N° 16-13). He explained the joint efforts made by the University of Louisiana, the public sector and the private sector after Hurricane Katrina passed and the flooding caused by the breaching of levees, affecting the State of Louisiana in the United States of America. This experience and the support provided by the University of Louisiana to the affected population resulted in the creation of the Stephenson Centre for Security Research and Training, which includes the Stephenson Disaster Management Institute.

35. During his presentation, he stressed that the Stephenson Disaster Management Institute is a centre consisting of specialists trained in the school of business. It aims to save lives through the continuous improvement of emergency management plans, with an emphasis on applied research, leadership, training and executive education for the use of best practices in disaster risk management. He stressed that the University includes de Business Emergency Operations Centre (BEOC) for the private Sector of Louisiana, an area that coordinates the participation and activities of enterprises and organizations in disaster situations and the management efforts through public-private partnerships. He explained that this Centre operates thanks to the initiative and joint work by both the public and private sectors, which provided physical, economic, technological and educational assets for its startup and the exchange of critical information on disaster risk between both sectors.

36. Mrs. Olga Lucía Sarriá, Director of Apell Process – Barranquilla presented what is considered the pilot and pioneer plan, not only in Colombia but also in Latin America and the Caribbean: Proceso APELL, como acción concreta para impulsar la reducción del riesgo de desastres y promover la continuidad de los negocios (APELL, as a concrete action to promote disaster risk reduction and continuity of business) (SP/II-SRASPPGRD/Di N° 17-13). She detailed the experience started in 1990 with the methodological programme Awareness and Preparedness for Emergencies at Local Level (APELL).

37. APELL is a methodology developed by the United Nations in cooperation with the Chemical Industry Association and the European Chemical Industry Council, which organized a work plan to minimize the impact of technological emergencies, awareness and preparation for emergency situations at the local level after the unpleasant experiences in Europe. The APELL Process-Colombia aims to develop integrated emergency response plans through a participatory approach of multiple actors, including the industry, communities and local authorities.

38. At the end of this Session, the moderator, Mr. Renán Alfonso Rojas, thanked speakers for their presentations and encouraged participants to issue their opinions about the experiences shared at Session II.

39. Comments focused on the need to strengthen specific aspects of the topics addressed by the speakers in this panel.

40. Mrs. Cecilia Rosell, Manager of the Social Responsibility Committee for the National Society of Industries of Peru (SIN), asked the representative of ECOPETROL to provide more information about the immediacy of the government's support to the company with respect to the families affected by the disaster in Dosquebradas in 2011.

41. Mr. Álvaro Salcedo, Risk Management Coordinator at ECOPETROL, explained that within a few hours of the event, the way the State and the company were to coordinate efforts was not clear. However and given the magnitude of the consequences, the public administration activated the *territorial risk management committees* in coordination with ECOPETROL's response systems and incident command systems, ensuring the implementation of best practices to help those affected.

42. Mr. Yves Dávila, SELA's consultant, and Mr. Dav-Ernan Kowlessar, Management Consultant at the Caribbean Association of Industry and Commerce (CAIC), asked Mr. Andrés Calderón to provide more information about the technological capabilities and training workshops offered by the Stephenson Centre for Security Research and Training.

43. In this connection, Mr. Andrés Calderón highlighted the Centre's technological approach based on the Geographic Information System (GIS), i.e. the geographic and geospatial analysis through the collection, review and storage of geographic information applied to risk management. It developed a strategy for cybersecurity aimed at advising and assisting banks in their efforts to have greater visibility of the risks to which they are exposed. He added that the Stephenson Centre has a technology portfolio, depending on the type of disaster or disaster risk and its development. It has offered to the private sector, especially to small and medium-sized enterprises, 25 training workshops for the preparation and establishment of contingency and recovery plans in disaster situations.

44. Session II: Panels on the experiences of the private sector as regards continuity of business operations during disasters - Continued

45. Mr. Omar Ramírez, SOS Risk Management, made the presentation Comités de ayuda mutua: Responsabilidades y Retos (Mutual Aid Committees: Responsibilities and Challenges) (SP/II-SRASPPGRD/Di N° 18-13). He described the objectives, principles and purposes of Mutual Aid Committees and the experience gained in the Barrio Salazar Gómez neighbourhood, where a Mutual Aid Committee specializing in industrial safety works for the prevention and control of business emergencies. They target business associations for disaster risk reduction and work on assistance and awareness of disasters at the local level and timely and specialized support in emergency situations.

46. Mrs. Ana Elvia Pardo de Castro, Manager of the Integral Responsibility Group of Colombia (RI), described the Plan Nacional de Respuesta a Emergencias durante el transporte de sustancias químicas PNRE-RI (National Plan to Respond to Emergencies during the transportation of chemicals) (SP/ II-SRASPPGRD/Di N° 19-13). She explained the experience developed by this institution, with the participation of companies and organizations belonging to the Integral Responsibility Group, in preparedness and response to meet effectively and efficiently, through mutual aid, emergencies that may

occur along road corridors in the country during the transport of chemicals. The Group also works on reducing the impact of emergency on health, the environment and the corporate image of the company.

47. Mr. Juan Pablo Sarmiento, Co-Director of the Disaster Risk Reduction Programme of the Florida International University, made a presentation entitled Programa de Reducción de Riesgos de Desastre (Disaster Risk Reduction Programme) (SP/II-SRASPPGRD/Di N° 20-13). He explained the social role of the University and its close relationship with the State and the community. In this connection, he referred to the institution's ongoing work in the risk management process, testing new products, designs and materials on a permanent basis and promoting activities in the academic curricula in order to update, promote and replicate data for (DRR) disaster risk reduction.

48. In addition, he presented the results of the research carried out in six cities (Bogotá, Miami, Kingston, San José, Santiago and Vancouver) and coordinated by the University of Florida, with the support of the United Nations International Strategy for Disaster Reduction, Regional Office - The Americas (UN/ISDR) and the Office of U.S. Foreign Disaster Assistance (USAID-OFDA). The study focused on the level of participation of the private sector in areas related to risk management, programmes for continuity of business and social responsibility, showing an insufficient and alarming backwardness that requires an early and strong intervention. In addition, Mr. Sarmiento presented some ongoing initiatives that aim to include some issues in the university programmes of the Americas and to create public-private and public-public partnerships to carry them out.

49. At the end of this Session, the moderator, Mr. Renán Alfonso Rojas, thanked speakers for their presentations and encouraged participants to issue their opinions about the experiences shared at Session II.

50. Remarks in the open debate focused on the high relevance of the experiences and lessons learned regarding preparedness and response to emergencies that were presented during the session. Participants made comments on some of the issues highlighted during the presentations.

51. In this connection, emphasis was made on the utmost importance of the private sector in preparedness and response to emergency situations as an active participant in the definition of mechanisms for disaster risk reduction and management. However, given the sector's deficiencies and lack of information, participants stressed the need to analyze the insurance culture in Latin America and the Caribbean and the business, administrative, governmental, academic, and human responsibilities associated with it. The absence and inadequacy of best practices and actions, primarily by the private sector, adversely affect the use of resources managed by the public sector, forcing it to compensate for the financial shortfall not covered by the private sector through insurance and reinsurance coverage.

52. In addition, some participants agreed that the starting point for an emergency plan should be the identification and assessment of risks in order to control and minimize vulnerabilities to disaster risk.

53. Session III: Discussion panel and recommendations for the establishment of public-private partnerships and private sector partnerships for disaster risk reduction in the Americas

This session was moderated by Mr Ricardo Mena, Head of the United Nations International Strategy for Disaster Reduction, Regional Office - The Americas (UN/ISDR). This session

12

consists of two panels, broken down as follows: a first panel with national business associations on public-private partnership experiences and a second one with private sector business institutions.

54. Panel with national business associations on public-private partnership experiences

55. Mr. Carlos Iván Márquez, Director-General of the National Unit for Disaster Risk Management in Colombia (UNGRD), made a presentation entitled Recomendaciones para el establecimiento de alianzas público-privadas para la RRD en las Américas (Recommendations for the establishment of public-private partnerships for DRR in the Americas) (SP/II-SRASPPGRD/Di N° 21-13). He explained how the participation of the private sector is expected to be, from the government's point of view, in a context of clear rules through the application of law 1523, which led to the adoption of the national policy for disaster risk management in Colombia.

56. Mrs. Ángela Gómez, Director of Environmental Regulation of the National Business Association of Colombia (ANDI), made the presentation Recomendaciones para el establecimiento de alianzas público-privadas para la Gestión de Riesgo de Desastres (Recommendations for the establishment of public-private partnerships for disaster risk management) (SP/II-SRASPPGRD/Di N° 22-13). She described the fields of activity and involvement of the private sector in Colombia's risk management strategy and presented the recommendations arising from this experience for the establishment and strengthening of public-private partnerships in the region, in accordance with the challenges to be faced in the areas of risk management and reduction.

57. Mr. Alexandre Lucas, Municipal Coordinator of Civil Defence, made a presentation related to La participación privada en la reducción del riesgo de desastres. La experiencia de Belo Horizonte (Private participation in disaster risk reduction. The experience of Belo Horizonte) (SP/II-SRASPPGRD/Di N° 23-13). Belo Horizonte, a city facing considerable and recurring flooding and landslides, has developed the project "Civil Defence, we all are involved" to promote prevention, preparedness, assistance, recovery and social responsibility through the coordination of the Head of Civil Defence with the local population and the private sector.

58. This interesting public-private partnership for disaster risk management aims to protect families living in areas of risk through the early diagnosis and prevention of emergencies. Thus, Belo Horizonte, in particular Mina Gerais, is committed to increasing the operational capacity of preventive inspection, promoting academic research in the field of civil protection, building awareness through business associations, strengthening institutions through the media and creating a social engineering sector that offers assistance to the affected population in disaster-prone areas. It should be noted that this experience won the 2013 United Nations Sasakawa Award, which recognizes the efforts being made to reduce disaster risks.

59. Mr. Rodolfo Alberto Cerviño, Second Vice-Chairman of the White Helmets Commission, made the presentation Comisión Cascos Blancos – Argentina (White Helmets Commission – Argentina) (SP/II-SRASPPGRD/Di N° 24-13). He explained the nature of the initiative, its characteristics and Argentina's commitment to risk reduction and prevention instead of response schemes, while analyzing participatory models and guidelines laid down by the Hyogo Framework for Action. He also stressed the importance of the use of national platforms for disaster risk reduction as an effective coordination mechanism with the private sector for continuity of business and operations in emergency situations and as part of the comprehensive continuity of economic and social processes of a nation.

60. Mrs. Lourdes del Carpio, Deputy Manager of Rural Insurance of the insurance company Seguros La Positiva, made a presentation entitled Participación Público – Privada. Seguros Indexados para el Agro (Public-private participation. Indexed insurance for the agricultural sector) (SP/II-SRASPPGRD/Di N° 25-13). She explained the Peruvian experience in the field of agricultural insurance. She referred to the importance of the index-based insurance against risks, which provides for the massive insurance of small producers, credit facilities, risk transfer in homogeneous zones and continuity of farming operations. In addition, she said the insurance company Seguros La Positiva is performing a research of new products that will contribute to risk management for climate change adaptation, and stressed that public-private participation in the development of the insurance market for climate risk management is vital.

61. The moderator thanked speakers for their presentations and encouraged participants to issue their opinions about them.

62. Mr. Hernán Lozano, Risk Management Coordinator at ECOPETROL, asked about the joint strategy in Colombia, which should be developed, rather than regionally and nationally, at the local level to achieve a true coordination of roles, in accordance with national rules or legislation in the field of disaster risk and management.

63. Mr. Carlos Iván Márquez, Director-General of the National Unit for Disaster Risk Management (UNGRD), explained that Colombia has started to establish Secretariats for Disaster Response at departmental and municipal levels in compliance with law. In this connection, governors, mayors and the president should be entrusted with responsibilities when a disaster occurs. He added that the dynamics of this process is shaped progressively towards the development of commitment schemes at the local level, but it is still incipient.

64. In this regard, Mrs. Ángela Gómez, Director of Environmental Regulation of the National Business Association (ANDI), emphasized that, given the weakness of institutions at the local level, the Colombian business sector is willing to provide assistance to the government for the strengthening of the local leadership in the field of training, organization of emergency plans, emergency response drills and prevention.

65. Panel with private sector business institutions

66. Mrs. Kiki Rebecca Lawal, Business Partnerships Programme Officer for Disaster Risk Reduction of the United Nations International Strategy for Disaster Reduction, made the presentation Private Sector Partnerships. UNISDR & The Private Sector (SP/II-SRASPPGRD/Di N° 26-13). She stressed the importance for the public and private sectors to work together on the creation of partnerships for disaster risk reduction. She referred to the Private Sector Advisory Group (PSAG), whose members work with the UNISDR for disaster risk reduction and provide advice on the participation of the private sector. Mrs. Lawal said in its Statement of Commitment, the PSAG acknowledges “the threat posed by disasters and the importance of building resilience.” It also recognizes its “leading role and responsibility in encouraging, supporting and acting on the reduction of disaster risks.”

67. Mrs. Lawal made emphasis on the five essentials for business in disaster risk reduction, namely: 1) Promote and develop public-private partnerships for disaster risk reduction; (2) Leverage sectoral private sector expertise and strengths to advance disaster risk reduction and mitigation activities, including enhanced resilience and response; (3) Foster a collaborative exchange and dissemination of data: share information on assessment, monitoring, prediction, forecasting and early warning purpose action between the public and private sectors; 4) Support national or local risk assessments and capacity-building,

14

and demonstrate opportunities where resilience building is a sound economic strategy, with attractive returns and competitive advantages; and (5) Develop and implement internal codes of conduct and procedures. Support the development of national and local laws, regulations, and policies, when possible and needed.

68. Finally, she urged participants to take an active role, collectively and voluntarily, in the promotion of disaster risk reduction in their companies, joining the initiative Disaster Risk Reduction Private Sector Partnership (DRR-PSP) and working together with the PSAG. Mrs. Lawal stressed as the main message of her presentation that the time is ripe for the private sectors of Latin America and the Caribbean to join together in order to be heard with one voice, to reach a common understanding with governments in order to engage in a dialogue with the same language and use the platform offered by the ISDR for disaster risk reduction.

69. Then a group of distinguished panellists representing the private sector made comments on the roadmap and the management structure of the Disaster Risk Reduction Private Sector Partnership (PSP).

70. Mrs. Luz Ángela Díaz Vera, Project Assistant at Red Forum Empresa, made a presentation entitled Promoción de acciones responsables y sostenibles de empresas para la Gestión de Riesgos de Desastres (Promotion of responsible and sustainable actions of companies for disaster risk management) (SP/II-SRASPPGRD/Di N° 27-13). She explained the commitment of Forum Empresa, an association of business organizations focused on the corporate sustainability and responsibility, and provided information on some business actions for disaster risk reduction and the definition of responsible and sustainable business strategies. She also suggested the private sector to work together on disaster risk management to propose a business vision from and for the Americas.

71. Mr. Dav-Ernan Kowlessar, Management Consultant at the Caribbean Association of Industry and Commerce (CAIC), made a presentation entitled Roadmap and Management Structure of DRR-PSP (SP/II-SRASPPGRD/Di N° 28-13). After a brief overview of the CAIC, its vision, mission and objectives, Kowlessar said the Caribbean is the second disaster-prone region in the world, with annual losses caused by natural disasters being estimated at US\$ 3 billion. As regards the reality of the private sector in the Caribbean, he said that although there is a dialogue between the public and private sectors at different levels in the Caribbean countries, domestic private sectors usually do not have a mechanism to reach consensus.

72. Regarding the roadmap of the Disaster Risk Reduction Private Sector Partnership, Mr. Kowlessar described it as "a very winding road, with different types of grounds, we do not know where it is going to end." In this connection, he highlighted the CAIC commitment to facilitate collaboration between the public and private sectors: 1) Act as communication medium among intergovernmental agencies, technical staff and the private sector in the Caribbean; (2) Provide leadership guidance to the Caribbean private sector to move towards disaster risk prevention and mitigation, and the provision of value-added services; and (3) Facilitate public-private partnerships in a more meaningful manner. To that end, the CAIC aims to engage with the Caribbean Disaster Emergency Management Agency (CDEMA) on a possible formal structure to their relationship and close ties with SELA, with the purpose of making valuable contributions in the areas of continuity of business and operations and disaster risk reduction.

73. Mr. Alexis Fletcher, Representative of the Federation of Private Entities of Central America, Panama and the Dominican Republic (FEDEPRICAP), made a presentation on Panama and an overview of its risk management process. He explained the development

of Panama as the logistic centre of the Americas, and accordingly presented the levels of infrastructure being advanced in this nation. He said Panama is not free of vulnerabilities, risks and disasters. At present, it confronts greater risks to emergencies as a result of the structural growth of the nation; is prone to floods, landslides, tsunamis; and faces the vicissitudes caused by the construction of buildings on unsuitable and risk-prone areas. However, Panama is conducting institutionalization processes in the field of disaster risk management, including: the Comprehensive Platform for Disaster Risk Management, established in January 2013 and made up of representatives of State institutions, private enterprises and civil society with a view to addressing all issues related to disaster risk reduction; the implementation of the guidelines of the National Policy for Comprehensive Disaster Risk Management and the National Plan, within the framework of the guidelines of the Hyogo Framework for Action and the Central American Policy on Comprehensive Disaster Risk Management. It includes an emergency infrastructure network and is developing the Geospatial Centre for Disaster Risk Management. Panama has an emergency savings fund in cases of disasters and a logistical support centre.

74. Finally, he urged the representatives of the region gathered at the Forum to create and implement a policy that increases the resilience of Latin American and Caribbean countries, a policy of opportunities to take advantage of while the region is built and rebuilt.

75. Mrs. Dulce Alejandre Mora, Manager of Corporate Social Responsibility of CEMEX, made a presentation entitled Gestión Responsable. Contingencias y Desastres Naturales (Responsible management. Contingencies and disasters) (SP/II-SRASPPGRD/Di N° 29-13/). After describing the nature and objective of CEMEX, she explained that the sustainability model of her business is a priority factor for the continuity of business and operations. It is based on strategies that seek to optimize the creation of value, manage the environmental footprint and work with stakeholders.

76. The corporate social responsibility of CEMEX was described as a model for comprehensive management of risks and shared work with stakeholders, seeking to ensure a balance between economic, social and environmental interests and the empowerment of people, social cohesion and sustainable development.

77. Session IV: Corporate Social Responsibility Initiatives in the area of Disaster Risk Reduction

This session was moderated by Víctor Hugo Malagón, Manager of Corporate Social Responsibility of the National Business Association of Colombia (ANDI).

78. Mrs. Cecilia Rosell, Manager of the Social Responsibility Committee for the National Society of Industries of Peru (SIN), made the presentation Red empresarial para apoyo en caso de desastres (Business network for support during disasters) (SP/II-SRASPPGRD/Di N° 30-13). She described the commitments assumed in the field of social responsibility by the Business Group for Support during Disasters, made up of Peruvian business associations, which undertook to promote prevention actions, strengthen institutions to deal with disasters, support the community where the company operates in disaster situations and work in conjunction with the public sector to enhance the scope and potential of these objectives. During her presentation, she explained the innovative experience of a corporate responsibility model with programmes for temporary housing and road safety.

79. Mr. Matthias Dietrich, Executive Director of UNIRSE and member of the Central American Network for Corporate Social Responsibility (INTEGRARSE), made a presentation entitled Integración Centroamericana por la Responsabilidad Social Empresarial (Central

American Integration for Corporate Social Responsibility) (SP/II-SRASPPGRD/Di N° 31-13). He explained the details, evolution and characteristics of corporate social responsibility, understood as a comprehensive management model with a focus on business and with a vision of sustainability in the economic, social and environmental areas. He referred to the work of the Business Development Association (AED) in Costa Rica, the Centre for the Promotion of Corporate Social Responsibility (CentraRSE) in Guatemala, the Honduran Foundation for Corporate Social Responsibility (FUNDAHRSE), the Business Foundation for Social Action (FUNDEMÁS) in El Salvador, the Nicaraguan Union for Corporate Social Responsibility (UniRSE) and SumaRSE in Panama, and their links to the environmental defence and best practices.

80. In short he incorporated valuable reflections on the nature of partnerships and corporate social responsibility practices, praised public-private partnerships but also highlighted the importance and strength of partnerships within the same sector, i.e. public-public and private-private partnerships. He also underscored the role of the private enterprise as partner of the State, instead of its substitute, and the need to recognize the private sector's efforts in the promotion of incentives to develop new business management models.

81. Mrs. Consuelo Morillo de Hidalgo, Director of the Venezuelan Network of Social Development Organizations (REDSOC), made a presentation entitled Servicio de Enlace con la Cooperación Nacional e Internacional. Actuación ante la emergencia por lluvias en Venezuela en 1999 (Link service with national and international cooperation. Response to emergency caused by rains in Venezuela in 1999) (SP/II-SRASPPGRD/Di N° 32-13). She described, on the one hand, the origin, objective and development of REDSOC as a group of Venezuelan social development organizations that, on their own initiative, have joined together with the purpose of networking for poverty eradication, growth in productive employment and greater social integration. In addition, she explained the role of REDSOC in strategic partnerships with international collaborators during the national emergency caused by the incessant rains occurred in Venezuela in 1999. She referred specifically to its social investment projects.

82. As regards lessons learned, she said inter-sectoral partnerships, focusing on convergence and cooperation through the network management model, result in complementarity of actions and have a multiplier effect. Networking leads to a new way of thinking-action from the interaction among civil society, State and private enterprise. Finally, public-private partnerships, supported by networking, strengthen the sense of citizenship and social capital formation.

83. Mr. Alexander Morales, Head of Manual Harvest of Ingenio Mayagüez, made a presentation entitled Ingenio Mayagüez, Manejo del Fuego 2007-2013 (Ingenio Mayagüez, Fire Management 2007-2013) (SP/II-SRASPPGRD/Di N° 33-13). After describing the history, nature and production portfolio of Ingenio Mayagüez, he widely outlined the sense of corporate social responsibility developed by the company through a policy for risk management and control of fire that involves the community living inside and outside the facilities. He also stressed the ethical commitment to social responsibility assumed by Ingenio Mayagüez.

84. The moderator thanked all participants for their valuable remarks and comments.

B. CONCLUSIONS AND RECOMMENDATIONS

As a result of presentations and debates carried out, the delegations of the Member States of SELA adopted the following conclusions and recommendations, recalling that

they are not binding, but intended to collect the main consensus achieved on this subject.

This session was moderated by Fabián Arellano, Technical Manager of the Regional Disaster Assistance Programme (RDAP) of the Office of U.S. Foreign Disaster Assistance of the U.S. Agency for International Development (USAID/OFDA), who read the conclusions and recommendations reached by participants.

In a disaster scenario in Latin American and Caribbean countries, public or private companies responsible for providing services to the population can be affected. It is the population's expectation and the responsibility of governments to be prepared to face adverse scenarios and to ensure the stability and continuity of operations of public institutions and society.

Within the framework of the II Regional Seminar "Partnership between public and private sectors for disaster risk reduction: Continuity of government and continuity of business operations during disasters," participants dealt with issues of importance for the region to promote, generate and strengthen an exchange of experiences between governments and the private sector in disaster risk management, continuity of government and continuity of business operations during disasters; and to develop draft recommendations for the inclusion of disaster risk management in programmes for continuity of government and continuity of business operations of the private sector in Latin America and the Caribbean.

CONCLUSIONES:

As a result of an intensive exchange of experiences, the following conclusions were reached:

1. Latin America and the Caribbean is a region where disasters have had an increasingly greater impact. This is due to the growth of the region and a failure to consider the natural hazards that may lead to disasters. In view of this situation, it is necessary for both the public and private sectors to work together towards the establishment of mechanisms that will help mitigate impacts and reduce disaster risks in the region.
2. Although the responsibility of mitigating the negative impact of disasters appears to be limited to the public sector, the Global Assessment Report on Disaster Risk Reduction 2013 (GAR) shows that much of the impact occurs in the private sector, affecting not only large companies. The GAR found that small and medium-sized enterprises have high exposure to risk and very low protection. This gives rise to the need for us to witness first-hand the private sector's work in the region. It should be noted that the analysis of the economic impact of disasters on the informal sector is just beginning.
3. Reducing disaster risk can be a preventive measure, which may be materialized by incorporating disaster risks in investment, land use and general development planning processes; by building up capabilities for protecting the environment where the population, the government or the private companies develop; and by improving the planning and the response capability during an event or incident that affects the population, public institutions and private companies.
4. The public and private sectors should work together to ensure safe environments for continuity of operations, investing and supporting disaster reduction efforts.

18

5. The public-private partnership for prevention is possible through the collaboration of both the public and private sectors in improving mechanisms for the identification of risks in the population and the creation of more resilient communities. However, it is necessary to include disaster risk factors in the private sector decision-making on investment. The private sector has also promoted collaborative initiatives on disaster risk management among its members.
6. Noteworthy is the fact that insurance penetration for disaster risks, at both the public and private sectors, is low. The most innovative example is provided by Mexico with the FONDEM and Peru with the agricultural insurance.
7. In the context of crisis and major emergency scenarios and with the objective to ensure safe and institutional environments, efforts are being made to establish continuity strategies, broken down into three identified levels. The first one is **Continuity of Operations (COOP)**, a planning process designed to ensure the work of public and private institutions in society is not interrupted during a crisis. The Continuity of Operations is the effort each institution makes to guarantee the operation of its basic functions in the midst of a crisis. The COOP should involve both the public and private sectors. The Continuity of Operations is a multi-institutional, proven and pre-arranged instrument designed to ensure the **Continuity of Government (COG)**, which is the second conceptual level. At this level, the scheduled continuity helps ensure the legitimacy of the existing government, protect the general interest of society, defend the legitimately established government, and enforce the constitutional and political order. Thus, the Continuity of Operations and the Continuity of Government result in basic operation and institutional coordination conditions leading to the third conceptual level, which is the **Continuity of Development (COD)**. At this level, the priority is to mitigate the impact of disasters on the productive apparatus so as to prevent its financial bankruptcy, preserve jobs and productive activities, and ensure the functioning of the economy.
8. The COOP, the COG and the COD require a high level of institutional commitment, political will and social responsibility, which can be achieved if the public, private and social sectors recognize that, although it is difficult to prevent things from happening, we can prepare ourselves to ensure the minimum negative impact of these events.
9. Horizontal and vertical cooperation among government institutions and the private and social sectors is fundamental in the planning process, in order to guarantee and protect the economic stability of the country and to provide a high level of integrated security to the population.
10. It is necessary to promote the development of plans for Continuity of Operations and Continuity of Government in Latin America and the Caribbean in the following areas:
 - **Political area:** Heads of State and Government should assume – with a strong political will – that the Continuity of Operations, Continuity of Government and Continuity of Development are a responsibility of State.
 - **Regulatory area:** Incentives, regulations and rules should be established through effective national or regional procedures and mechanisms and with sufficient authority to promote the COOP and the COG in the countries of the region. Standards, methodological guides, best practices and recommendations should be created or adopted for COOP plans to be developed in both the public and

- private sectors. The scope of the professional practice should be established and regulated.
- **Economic and administrative area:** Awareness and training of government officials and business leaders should be strengthened. A combination of fiscally sustainable economic incentives should be used to encourage the private sector to work on its COOP plans.
 - **Academic area:** The COOP, COG, COD and DRR should be included in the activities of research and training of human resources at the undergraduate, graduate and extension levels so as to generate a critical mass, aware of the subject matter and able to integrate these actions in the daily performance of disciplines, such as business administration, engineering, and economics, among others.
11. The importance of this COOP, COG and COD strategy lies in its holistic, integral and global approach, which under the forward-looking concept may identify risks and consequences and create mitigation, responsiveness and risk transfer schemes, in order to protect society and its institutions.
 12. In the context of public-private partnerships, different areas of action are identified:
 - Business, through the management of risks related to this field and the integration of local communities and authorities.
 - Unions, through associations and mutual aid committees.
 - Humanitarian aid, through recovery mechanisms.
 - Institutions, as a member of national civil protection and risk management systems.
 13. Among incidents affecting the private sector are those related to the continuity of business (and operations), which results in a reaction on five fronts: First response incidents in emergency situations to protect the organization's staff and assets; incidents affecting the image; incidents affecting information technology; incidents affecting business processes and activities; and incidents affecting the corporate governance.
 14. In their efforts to ensure continuity of business and operations, organizations should take into account guidelines of best practices and international standards on the subject: BCI, DRII, ISO 22301, NFPA 1600 and ASIS SPC 1. Many organizations in our region continue to apply concepts according to their knowledge and experience, which limits the continuity of business and operations and delays the appropriate methodological implementation, putting their own organizations at risk.
 15. The written paper does not guarantee the continuity of operations of an organization during an incident. That is why practice is necessary. Incident drills and exercises will provide participants and the organization with skills, experience and confidence to implement plans during an incident. Exercises must be increasingly complex to ensure the continuous improvement in preparedness efforts.
 16. The public sector is not the only focus in the design of policies or contingency plans. The private sector has provided invaluable support to situations of this nature. For this reason, public-private partnerships for disaster risk reduction are considered the core of international cooperation policies.

20

17. Emphasis was made on the relevance of the partnership between the regional private sector and the Office of U.S. Foreign Disaster Assistance of the U.S. Agency for International Development (USAID/OFDA) in the process of training, not only of people throughout the industry, but also the staff of government entities responsible for emergency control and response, as a very favourable contribution to the enhancement of skills for emergency prevention and response.
18. Participants stressed the importance gained by the industry as a result of its efforts to support and promote initiatives aimed at building awareness and increasing preparedness actions in the field of risk and disaster management. They also highlighted the industry's success, through the involvement of companies, in strengthening the joint work among industry, government and community.

RECOMMENDATIONS:

The participation of both the public and private sectors in this regional seminar was undoubtedly important, and their contribution enhances disaster risk management (DRM) policies and continuity strategies in the region. Among recommendations arising from discussions are the following:

1. Consider the importance of public-private partnerships in the context of disaster risk management (DRM), identifying clear areas of responsibility and fields of action of each stakeholder. To that end, it is necessary to carry out a preparatory work in order to build up the necessary capabilities for disaster risk prevention and impact mitigation.
2. Public-private partnerships should result in greater resilience in all conditions in Latin America and the Caribbean. In addition, it is necessary to incorporate the community into these efforts, since everything that affects the community affects the private sector and undoubtedly the State.
3. Strengthen the institutionalization of disaster risk reduction (DRR) policies, their development and implementation, through public-private partnerships.
4. Emphasis was made on the importance of strengthening policies and regulations on DRR through the regulatory framework and the transfer of knowledge, incorporating this subject into education systems in the region.
5. Participants also stressed the importance of considering risk transfer policies as a tool of the integrated risk management.
6. Public-private partnerships are defined according to the nature and environment where stakeholders operate and develop. To consolidate these partnerships, it is necessary to move from theory to practice by coordinating them as a technical, operational, political and administrative system. Hence the importance for the private sector to be incorporated and participate in national risk management platforms.
7. Continuity of business and provision of services in emergency situations should be considered part of the comprehensive continuity of economic and social processes, as the recovery of affected communities is a process that has a great impact on the whole population.

8. It is not enough for the State to require compliance. It is necessary to promote public-private partnerships in social responsibility as a best practice that should be part of the corporate culture.
9. Within the framework of public-private partnerships, the institutional framework should be prioritized above handouts. The strengthening of local institutions creates a culture of trust among stakeholders in the promotion of joint projects, characterized by their transfer policy towards society.
10. It is necessary for the private sector to join efforts, so that a business vision is proposed from and for the Americas.
11. Strengthen the Regional Seminar "Partnership between public and private sectors for disaster risk reduction: Continuity of government and continuity of business operations during disasters" as a forum for discussion, aimed at formalizing the commitment to work on DDR-related issues and defining a common agenda based on the exchange of best practices.
12. Provide tools for integrating DRR in the management of a company, working in a coordinated manner and generating allies with the public sector, civil society and academia.
13. Actively involve the academic sector in the promotion, implementation and monitoring of public-private partnerships to strengthen the COOP, COG, COD and DRR, through the incorporation of the topic in the curricula of related disciplines, as well as in professional development, community outreach, and applied research programmes.
14. The private sector should participate in the Regional Platform (Guayaquil 2014), and the declaration of commitment of the Private Sector Partnership (PSP Americas) should be shared.
15. Emphasis was made on the importance for the public sector, as constitutional promoter of well-being and security of citizens in each Latin American and Caribbean State, to develop strategies for promotion, coordination, monitoring and control of public-private partnerships, at national, departmental or local levels.
16. During the Seminar, the "Chapter for Latin America and the Caribbean of the private sector partnership for disaster risk reduction" was established with the participation of several private companies, as well as some business associations committed to this issue. This private sector partnership is part of the initiative being promoted by the United Nations International Strategy for Disaster Reduction (UN/ISDR) at the global level.
17. Finally, we certainly agree that the success of public-private partnerships and society in implementing the integrated risk management, in taking actions for DRR and in meeting the objective to ensure the operational continuity of institutions and continuity of development lies in the pooling of efforts, in the sum of all those big and small efforts we, each of us, make every day.
18. Delegations and participants request that this forum remains a permanent space for discussion on the topic and hope for the conduction of the III Regional Seminar "Partnership between public and private sectors for disaster risk reduction: Continuity of government and continuity of business operations during disasters."

19. Delegations and participants thanked the Government of Colombia, through the National Unit for Disaster Risk Management (UNGRD), the Colombian Safety Council (CCS), the Integral Responsibility Group of Colombia (RIC) and the National Business Association of Colombia (ANDI), as well as the Permanent Secretariat of the Latin American and Caribbean Economic System (SELA), the United Nations International Strategy for Disaster Reduction, Regional Office - the Americas (UNISDR – The Americas) and the Office of U.S. Foreign Disaster Assistance of the U.S. Agency for International Development (USAID/OFDA) for the organization and support provided for the implementation of this Regional Seminar.

C. CLOSING SESSION

1. Closing remarks were delivered by authorities of the institutions that organized the Regional Seminar:

2. Mr. Carlos Iván Márquez, Director-General of the National Unit for Disaster Risk Management of the Presidency of the Republic of Colombia, on behalf of the government of Colombia and the National Unit for Disaster Risk Management, his coordinating team and all members of the private sector, extended a message of congratulations to all participants for the successful outcome of the Seminar, reflected very clearly in the conclusions and recommendations. He said that the effort, dedication and professionalism evidenced during the working sessions bore fruit beyond expectations of this forum. Conclusions and recommendations, the described experiences of public-private partnerships and lessons learned about the importance of the continuity of business and government are the result of an early but crucial regional approach to risk management. Finally, he stressed the commitment of the National Unit for Disaster Risk Management and the National Emergency Response System to further deal with the subject of risk management and reduction.

3. Mrs. Ángela Gómez, Director of Environmental Regulation at the National Business Association of Colombia (ANDI), expressed her gratitude to the entities that organized and co-hosted the II Regional Seminar, stressing the importance of the work and issues addressed in the forum, since they enabled all participants to gain knowledge about experiences and visions in the field of risk management. Finally, she welcomed the results obtained in the event.

Ricardo Mena, Head of the United Nations International Strategy for Disaster Reduction, Regional Office – The Americas (UNISDR – The Americas) (UNISDR), thanked the National Unit for Disaster Risk Management in Colombia (UNGRD) for its outstanding role as host and the Latin American and Caribbean Economic System (SELA) for having co-organized this event, the results of which are deeply satisfactory. He highlighted the extraordinary level of knowledge of panellists, evidenced through their presentations, and the active participation of the rest of the attendants. But, above all, he stressed the importance of the ongoing review of the issue of public-private partnerships for disaster risk management. He appreciated and welcomed the support expressed by several business organizations within the framework of the forum to promote and establish a partnership with the private sector for Latin America and the Caribbean. He expressed special thanks to all working groups of the institutions involved in the organization of the II Regional Seminar for their dedication in pursuit of success of this event. He finished his speech by stressing the need for awareness on the consequences of the accumulation of risks in the region and thus the immediacy of disasters to occur in the region. He also referred to the areas of investment in LAC, which will be decisive either to build more risk or to reach a balance through best practices that can help slow down the propensity for people to be

affected by disasters in the region. Therefore, he hoped that these events would result in commitments by government and private institutions to the promotion of disaster risk management and construction of a more resilient world.

5. Juan Acuña, Director of Integration and Cooperation Affairs of the Latin American and Caribbean Economic System (SELA), appreciated the high level of the presentations, discussions and documents. For the Permanent Secretariat, it will be a great source of pride to submit the results of this Seminar at the next Regular Meeting of the Latin American Council, given their relevance and degree of involvement of participants. In addition, these results may represent substantial contributions to the development of the chapter on partnerships with the public sector in the field of disasters in the Americas. Finally, he thanked the government of Colombia, the Regional Office of the United Nations International Strategy for Disaster Reduction – The Americas (UNISDR) and the USAID-OFDA's Regional Office for Latin America and the Caribbean for their sponsorship, technical assistance and support in the organization of the event. He concluded by wishing a happy return to all participants.

4. Mr. Sydney Velado, Regional Advisor for Latin America and the Caribbean and official in charge of the Regional Disaster Assistance Programme of the Office of U.S. Foreign Disaster Assistance of the U.S. Agency for International Development (USAID/OFDA), said this meeting resulted in the strengthening of the work undertaken by all participants, risk reduction, minimization of loss of life, relief from suffering, protection of life, physical goods, assets and sources of employment. Therefore, he praised the work of all who attended and participated in this Seminar. On behalf of the government of the United States of America, he thanked the host country and its government, the National Business Association of Colombia, the Colombian Safety Council, the Integral Responsibility Group of Colombia and representatives of the regional private sector for their participation, as well as the United Nations International Strategy for Disaster Reduction, Regional Office - The Americas (UNISDR - The Americas) and the Latin American and Caribbean Economic System (SELA) for the joint work and successful conduction of the works presented during the Seminar and the commitment to strengthening public-private partnerships for disaster risk reduction.

A N N E X I

Agenda

**II REGIONAL SEMINAR “PARTNERSHIP BETWEEN PUBLIC
AND PRIVATE SECTORS FOR DISASTER RISK REDUCTION:
CONTINUITY OF GOVERNMENT AND CONTINUITY
OF BUSINESS OPERATIONS DURING DISASTERS”**

Hotel Caribe, Carrera 1era. No 2-87, Bocagrande
Date: 01 and 02 August 2013. Cartagena de Indias, Colombia

Objectives:

This regional seminar aims to generate a space for integration and exchange of public-private experiences in managing disaster risks in the context of continuity of government and continuity of business operations.

Specific objectives: i) Promote an exchange of experiences between governments and the private sector for disaster risk reduction, particularly as regards the continuity of government and the continuity of business operations during disasters; and ii) Generate draft recommendations for the inclusion of disaster risk management in plans and programmes for continuity of government and continuity of business operations during disasters in Latin America and the Caribbean.

Aimed at:

i) Government authorities of Latin American and Caribbean countries; ii) Public and private companies in the region dealing with disaster risk management; iii) Authorities in charge of risk management at the regional, national and local levels; and iv) International entities responsible for disaster risk management.

Organizers:

National Unit for Disaster Risk Management of Colombia (UNGRD) and the Permanent Secretariat of the Latin American and Caribbean Economic System (SELA).

Support:

United Nations International Strategy for Disaster Reduction (UNISDR); Office of U.S. Foreign Disaster Assistance of the U.S. Agency for International Development (USAID/OFDA); National Business Association of Colombia (ANDI); Colombian Safety Council (CCS); and the Integral Responsibility Group of Colombia (RI)

AGENDA**Thursday, 01 August 2013****Morning**

8:30 – 9:00

REGISTRATION

9:00 – 9:30

OPENING SESSIONFive-minute presentations to greet and welcome participants

- Speech by the Director of Integration and Cooperation Affairs of the Latin American and Caribbean Economic System (SELA), Juan Acuña.
- Speech by the Regional Advisor for Latin America and the Caribbean of the Office of U.S. Foreign Disaster Assistance. Regional Office for Latin America and the Caribbean (OFDA-LAC), Timothy Callaghan.
- Speech by the Head of the United Nations International Strategy for Disaster Reduction, Regional Office – The Americas (UNISDR – The Americas), Ricardo Mena.
- Speech by the Executive President of the Colombian Safety Council (CCS), Renán Alfonso Rojas.
- Speech by the Director-General of the National Unit for Disaster Risk Management of Colombia of the Presidency of the Republic of Colombia, Carlos Iván Márquez.

9:30 – 9:35

INTRODUCTORY SESSION

Moderator: Juan Acuña, Director of Integration and Cooperation Affairs of the Latin American and Caribbean Economic System (SELA)

9:35 – 10:35

The Global Assessment Report on Disaster Risk Reduction.

Speaker: Andrew Maskrey, Senior Advisor-Coordinator
United Nations International Strategy for Disaster Reduction,
Regional Office – The Americas (UNISDR – The Americas)

Presentation of studies prepared by the Permanent Secretariat of SELA

10:35 – 11:00

Continuity of government vis-à-vis disaster situations in Latin America and the Caribbean

Speaker: Ana Lucía Hill Mayoral, SELA's consultant

11:00 – 11:30

Continuity of business operations vis-à-vis disaster situations in Latin America and the Caribbean

Speaker: Yves Dávila, SELA's consultant

11:40 – 11:55 Presentation on partnership between public and private sectors and cooperation efforts in Colombia. National Business Association of Colombia (ANDI)
Speaker: Ángela Gómez Rodríguez, Director of Environmental Regulation

GENERAL DEBATE

12:10 – 14:30 **SESSION I: PANEL ON NATIONAL EXPERIENCES AS REGARDS CONTINUITY OF GOVERNMENT DURING DISASTERS**
Moderator: Claudia Satizábal, National Planning Department of Colombia

Twenty-minute presentations to share specific experiences and/or submit recommendations to guarantee the continuity of government during disasters

12:05 – 12:30 Colombia: National Unit for Disaster Risk Management - Presidency of the Republic
Speaker: Carlos Iván Márquez

12:30 – 12:50 Mexico: Secretariat of the Interior (SEGOB)
Speaker: Luis Felipe Puente Espinosa

12:50 – 13:10 Office of U.S. Foreign Disaster Assistance of the U.S. Agency for International Development (USAID/OFDA)
Speaker: Sidney Velado

GENERAL DEBATE

13:30 – 14:30 **FREE TIME FOR LUNCH**

Afternoon

14:30 – 18:00 **SESSION II: PANELS ON THE EXPERIENCES OF THE PRIVATE SECTOR AS REGARDS CONTINUITY OF BUSINESS OPERATIONS DURING DISASTERS**
Moderator: Renán Alfonso Rojas Gutiérrez. Executive President of the Colombian Safety Council

Twenty-minute presentations to share specific experiences and results and/or to submit recommendations to guarantee the continuity of business operations during disasters

14:35 **PANEL 1:**

14:35 – 14:55 Colombia
ECOPETROL / Experience in Dosquebradas
Speaker: Jaime Bocanegra, Vice-President of Transport

30

- 14:55 – 15:15 Brazil
Swiss-Re
Speaker: Claudia Melo
- 15:15 – 15:35 Haiti
Social Worker Foundation CINA / CINA-ARGOS
Speakers: Wilson Martínez and Macda Jean Charles
- 15:35 – 15:55 United States
Stephenson Disaster Management Institute Louisiana
Speaker: Andrés Calderón, Associate Director
- 15:55 – 16:15 Technological Plans for Emergencies
APELL Process-Barranquilla
Speaker: Olga Lucía Sarria, Director
- 16:15 – 16:30 **Coffee break**
- 16:30 **PANEL 2:**
- 16:30 – 16:50 Mutual Aid Committee in Salazar Gómez, Bogotá
Speaker: Omar Ramírez. Consultant at HSSE, Merck, S.A.
- 16:50 – 17:10 National Plan to Respond to Road Emergencies
The Integral Responsibility Group of Colombia
Speaker: Ana Elvia Pardo de Castro
- 17:10 – 17:30 Florida International University (FIU)
Speaker: Juan Pablo Sarmiento, Co-Director of the Disaster Risk
Reduction Programme
- 17:30 – 18:00 **GENERAL DEBATE**
- 18:00 **Dinner offered by the National Unit for Disaster Risk Management of
Colombia (UNGRD)**

Friday, 02 August 2013**Morning**

- 8:00 **SESSION III: DISCUSSION PANEL AND RECOMMENDATIONS FOR THE ESTABLISHMENT OF PUBLIC-PRIVATE PARTNERSHIPS AND PRIVATE SECTOR PARTNERSHIPS (PSP) FOR DISASTER RISK REDUCTION IN THE AMERICAS**
- Moderator:** Ricardo Mena /UNISDR
- Twenty-minute presentations to respond to specific questions: Recommendations to boost public-private partnerships for Disaster Risk Reduction (DRR)
- Panel with national business associations on public-private partnership experiences
- 8:10 – 8:30 National Unit for Disaster Risk Management of Colombia (UNGRD)
Speaker: Carlos Iván Márquez, Director-General
- 8:30 – 8:50 National Business Association of Colombia (ANDI)
Speaker: Ángela Gómez Rodríguez, Director of Environmental Regulation
- 8:50 – 9:10 Municipal Coordination of Civil Defence of Belo Horizonte, Brazil.
Speaker: Col. Alexander Lucas Alves, Municipal Coordinator of Civil Defence
- 9:10 – 9:20 White Helmets Commission - Argentina
Speaker: Rodolfo Alberto Cerviño. Second Vice-Chairman
- 9:20 – 9:40 Presentation by the insurance company La Positiva - Peru
Speaker: Lourdes del Carpio, Deputy Manager of Rural Insurance
- 9:40 – 10:00 **GENERAL DEBATE**
- 10:00 - 10:15 **Coffee break**
- Panel with private sector business institutions:
Moderator: Ricardo Mena /UNISDR
- Presentation and recommendations: Roadmap and management structure of Disaster Risk Reduction Private Sector Partnership (DRR-PSP); definition of focal point in the private sector
- 10:15 – 11:45 Presentation by UNISDR Private Sector Partnership (PSP)
Speaker: Kiki Rebecca Lawal, Business Partnerships Programme Officer
- 10:45 – 11:30 Comments on roadmap and management structure by representatives of:

- Forum Empresa
Speaker: Luz Ángela Díaz Vera, Project Assistant at Red Forum
- Caribbean Association of Industry and Commerce (CAIC)
Speaker: Dav-Ernán Kowlessar, Management Consultant
- Federation of Private Entities of Central America, Panama and the Dominican Republic (FEDEPRICAP)
Speaker: Alexis Fletcher
- CEMEX
Speaker: Dulce Alejandre, Manager of Corporate Social Responsibility

11:30 – 12:00 **GENERAL DEBATE**

12:00 – 13:00 **FREE TIME FOR LUNCH**

Afternoon

14:00 – 17:00 **SESSION IV: CORPORATE SOCIAL RESPONSIBILITY INITIATIVES IN THE AREA OF DISASTER RISK REDUCTION**

Moderator: Víctor Hugo Malagón. Manager of Corporate Social Responsibility - National Business Association of Colombia (ANDI)

Fifteen-minute presentations to respond to questions: Corporate social responsibility actions and initiatives for strengthening disaster risk reduction

14:15 – 14:35 Business Network for Prevention and Early Response to Disasters: "Experience of the private enterprise in Peru"
Speaker: Cecilia Rosell, Manager of the Social Responsibility Committee for the National Society of Industries (SIN)

14:35 – 14:55 IntegraRSE: Central American Network for Corporate Social Responsibility
Speaker: Matthias Dietrich, Executive Director of UNIRSE, IntegraRSE Member

14:55 – 15:10 REDSOC - Venezuelan Network of Social Development Organizations
Speaker: Consuelo Morillo, Director

15:10 – 15:35 Ingenio Mayagüez, S.A. in Colombia
Speaker: Alexander Morales, Head of Manual Harvest

15:35 – 15:55 **GENERAL DEBATE**

16:15 – 16:35 **SESSION V: CONCLUSIONS AND RECOMMENDATIONS**

Moderator: Fabián Arellano. Technical Manager of the Regional Disaster Assistance Programme (RDPA)

16:35 – 17:00 **CLOSING SESSION**

Five-minute presentations to bid farewell and thank participants
--

- Speech by the Director-General of the National Unit for Disaster Risk Management of Colombia of the Presidency of the Republic of Colombia, Carlos Iván Márquez
- Speech by the Director of Environmental Regulation of the National Business Association of Colombia (ANDI), Ángela Gómez.
- Speech by the Head of the United Nations International Strategy for Disaster Reduction, Regional Office – The Americas (UNISDR – The Americas), Ricardo Mena
- Speech by the Regional Advisor for Latin America and the Caribbean and official in charge of the Regional Disaster Assistance Programme of the Office of U.S. Foreign Disaster Assistance (USAID/OFDA), Sidney Velado
- Speech by the Director of Integration and Cooperation Affairs of the Latin American and Caribbean Economic System (SELA), Juan Acuña.

A N N E X I I

**Speech by the Honourable Sr. Juan Acuña,
Director of Integration and Cooperation Affairs
of the Latin American and Caribbean Economic System (SELA)**

Mr. Carlos Iván Márquez, Director-General of the National Unit for Disaster Risk Management of the Presidency of the Republic of Colombia (UNGRD);

Mr. Renán Alfonso Rojas,
Executive President of the Colombian Safety Council (CCS);

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

Mr. Timothy Callaghan,
Regional Advisor for Latin America and the Caribbean of the Office of U.S. Foreign Disaster Assistance, Regional Office for Latin America and the Caribbean (OFDA/LAC) and the U.S. Agency for International Development (USAID).

Ladies and gentlemen.

The Permanent Secretariat of the Latin American and Caribbean Economic System (SELA) is pleased and honoured that this II Regional Seminar “Partnership between public and private sectors for disaster risk reduction: Continuity of government and continuity of business operations during disasters” is being conducted.

On behalf of the Permanent Secretary of SELA, Ambassador Roberto Guarnieri, I want to express our most sincere gratitude to the Government of Colombia, and especially the General Directorate of the National Unit for Disaster Risk Management of the Presidency of the Republic, for all the support and collaboration provided and for their warm welcome in this great city of Cartagena de Indias, rich in history, culture and a unique architecture.

We also wish to express special thanks to our dear friends of the Regional Office of the United Nations International Strategy for Disaster Risk Management in the Americas and the Office of U.S. Foreign Disaster Assistance of the U.S. Agency for International Development for their support in the last three years to the Permanent Secretariat and, through it, to the 28 Member States of SELA to encourage partnerships between the public and private sectors for disaster risk management.

This issue is so important for the Latin American and Caribbean Economic System that, in compliance with mandates issued by the Latin American Council, the Permanent Secretariat of SELA has been promoting partnerships between the public and private sectors for disaster risk reduction in Latin America and the Caribbean and developing strategic partnerships with the private sector for disaster risk management.

Therefore, the Permanent Secretariat, during the past three years and in close collaboration and coordination with the international UN Office for disaster reduction (UN/ISDR) and the Office of U.S. Foreign Disaster Assistance, specifically the Regional Office for Latin America and the Caribbean (OFDA-LAC), has carried out the following events:

- i. In 2010, the “on Public Investment and Financial Mechanisms, Insurance and Reinsurance against Disasters in Latin America and the Caribbean,” held in Mexico City, with the support of the Government of Mexico;

- ii. In 2011, the Regional Seminar "Cooperation between governments and the private sector for disaster risk reduction in Latin America and the Caribbean: Focus, progress and challenges," conducted in Panama City and organized with the support of the City of Knowledge Foundation.
- iii. In 2012, the Regional Seminar "Partnerships between public and private sectors for disaster risk management: Continuity of government and continuity of operations during disasters," carried out in Lima with the support of the Government of Peru, through the National Centre of Estimation, Prevention and Disaster Risk Reduction (CENEPRED) and the Civil Defence National Institute (INDECI).

On this occasion, the issue to be dealt with in this II Regional Seminar has an unquestionable relevance for the Member States of SELA, since disasters continue to have a major impact on the economy, social development and institutional framework of our States, hampering the fight against poverty and inequality and affecting the most vulnerable sectors of our people.

The huge human, social and economic losses caused by disasters in the region require us to become aware of the necessary efforts to minimize their impact and be prepared before their occurrence. In this connection, organizations specialized in this subject point out that unfortunately more than 32 million people in 82 countries were listed as displaced by natural disasters in 2012. This amount is more than twice as many as in 2011. In addition, losses caused by disasters during 2012 amounted to US\$ 138 billion, showing the upward trend observed since the mid-1990s.

This subject is of such importance and sensitivity that the international humanitarian system has grown and evolved in recent times, according to the unfortunate increase in new and protracted emergencies and the frequency and intensity of natural disasters. The affected States, regional organizations and neighbouring countries have also strengthened their capacity to intervene in humanitarian emergency situations.

This is why the humanitarian policy agenda is part of the issues that have been discussed within the framework of the Annual Ministerial Review of the Economic and Social Council (ECOSOC), held on 15 to 17 July in Geneva and focused on the topic "Science, technology and innovation (STI), and the potential of culture for promoting sustainable development and achieving the MDGs." This review highlighted the importance, scope and challenge of partnerships among the members of the international community, the private sector and the people directly affected by the ravages of a disaster.

In this connection, the public sector is not the only focus in the design of policies and contingency plans; the private sector has provided invaluable support in such situations. For this reason, partnerships between the public and private sectors for disaster risk reduction are considered the core of international cooperation policies.

In addition, it is noteworthy to mention the IV session of the Global Platform for Disaster Risk Reduction, organized by the United Nations International Strategy for Disaster Reduction (UN/ISDR) and held in Geneva last May. More than 3,000 participants from the entire world gathered around the topic "Invest Today for a Safer Tomorrow: Resilient People – Resilient Planet" to strengthen the resilience of communities and nations to disasters. This forum was conducive to follow up on the agreements and commitments made at previous editions of the Platform and the progress reported in the implementation of the Hyogo Framework for Action.

Thus, the challenge we need to meet and the task to be entrusted to national authorities responsible for risk management and the regional private sector will be to strengthen the

preventive culture based on a comprehensive approach, focused on sustainable development, and to design strong contingency plans and strategies for action that enable the various social players to act in an effective, cooperative and coordinated manner before, during and after the occurrence of a disaster.

As representative of the Permanent Secretariat of SELA, I wish you the greatest success in the debates and hope that this II Regional Seminar will be both conducive for discussion and productive in the search for solutions to the challenges posed by partnerships between the public and private sectors for international economic and technical cooperation.

Thank you all for your participation.

A N N E X I I I

**Speech by the Honourable Timothy Callaghan, Regional
Advisor for Latin America Latina and the Caribbean
of the Office of U.S. Foreign Disaster Assistance.
Regional Office for Latin America and the Caribbean (OFDA-LAC)**

Good morning, ladies and gentlemen.

Dear Bureau members and representatives of friendly countries, thank you very much for your participation in this event. It is a pleasure for me to be here in this II Regional Seminar "Partnership between public and private sectors for disaster risk reduction: Continuity of government and continuity of business operations during disasters."

The Office of U.S. Foreign Disaster Assistance, which I represent, has a quite clear mandate to reduce disaster risks, provide immediate assistance wherever it is needed, and protect and save lives wherever an unfortunate event occurred.

As regards this mandate, we consider a priority the increasingly closer and necessary cooperation and links between the private and public sectors in their common search for solutions before an event to ensure the continuity of government and operations.

We have witnessed appalling examples of loss of continuity of government and business operations in recent years in the region, namely: the impact of Mitch and Katrina in the United States; then, in 2010, the terrible consequences of the earthquake in Haiti, with more than two hundred thousand people killed; and six weeks later, the impact of the earthquake in Chile.

Therefore, the subject matter we are dealing with in these working sessions satisfies us deeply. The exchange of ideas, opinions and experiences about continuity and partnerships between public and private sectors in the region looking for key recommendations to work together in disaster situations is satisfactory.

It is an honour to be part of these discussions with the government of Colombia, with our friends from SELA and with our colleagues from the United Nations. You are all very welcome.

Thank you.

A N N E X I V

**Speech by the Honourable Ricardo Mena, Head of the Regional Office
of the United Nations International Strategy for Disaster Reduction (UNISDR)**

Good morning to all of you and a warm greeting to the distinguished Bureau members.

First, I would like to extend my special thanks to the government of Colombia for being the host of this event. It is a pleasure for me not only to visit Colombia, in particular the beautiful Cartagena, but also to enjoy the beauties that this city offers.

I wish also to address a warm greeting to the Latin American and Caribbean Economic System (SELA), with which we signed a Memorandum of Understanding to carry out such an event in order to promote the discussion of the issue of disaster risk reduction with the private sector and to enhance public-private partnerships in this area. It is an honour for me to participate in this II Seminar, which we have jointly organized to make some progress regarding this topic.

I also extend my gratitude to the rest of the co-sponsors, the National Business Association of Colombia (ANDI), the Colombian Safety Council (CCS), the Integral Responsibility Group of Colombia (RI), the Office of U.S. Foreign Disaster Assistance (OFDA) for making this meeting possible.

Let me express that this event is very important for us, because it will make emphasis on the issue of disaster risk reduction. We will also address the continuity of operations and continuity of business, which are basically related to immediate response and recovery after a disaster, but we definitely want to give emphasis – and hence the order of the topics to be dealt with in the agenda – on issues related to disaster risk reduction, in particular risk management from a prospective point of view. The idea is to determine how the private sector, in collaboration with the public sector, can promote risk reduction and have an impact to avoid disaster losses from continuing to grow, as it has happened in recent years.

During the next two days, we hope to establish a partnership with the private sector of the Americas, an extremely important aspect that is expected to generate concrete results through the private sector commitment to work on this subject and promote it in the region.

The way investments are made is a decisive factor in building up vulnerability or resilience. In our region, public investment is practically marginal with respect to total investment, with States making 15 to 25% of investment and the rest being provided by the private sector. Thus, it is very important for us to work jointly with the private sector in the search for solutions that may prevent greater vulnerability. In conclusion, the way we have dealt with investment in our countries unfortunately has led us to build up vulnerability instead of resilience.

The private sector is obviously interested in protecting itself and protecting its investment against natural hazards and disaster risks, but a very strong partnership between the public and private sectors is essential for them to benefit from each other.

This is evident when a disaster occurs, when the risk materializes. Companies usually see their activities interrupted, mainly because communication channels are broken, power supply is cut and telecommunication networks are damaged. These are the three main reasons why activities of a company are interrupted.

In addition, we need to make sure that the State offers the appropriate conditions and environment for business operations to continue without going through such situations. Therefore, the issue of public-private partnerships is also very important, not only to deal

48

with a disaster when it occurs and victims need assistance, but also to make joint efforts to reduce risks and avoid disaster situations.

The representative of SELA gave us some figures on the economic losses caused by disasters, but I must say that these data are partial, because they only consider the losses caused by major events. Most small and medium-sized events are not being accounted for.

In this connection, we will issue in the coming days a report, prepared jointly with the Corporación Osso of Colombia, on some findings regarding those small and medium-sized events. Based on the historical records of 16 countries in the region, we stated that 83,766 events were registered. Of that amount, only 535 events fall under the concept of intensive or large events, while the 83,249 remaining reports are related to small and medium-sized disasters. This means that for every major event, the region reports 156 small and medium-sized events. And from the point of view of impact, for every person affected by a disaster related to intensive risk events, 9 people are affected by extensive risk events.

We wanted to bring up these transcendental figures, because we must wake up to a reality that is very different from what we were listening to so far.

We welcome the fact that we are here in Cartagena to discuss these issues and, as I have said, to establish a partnership with the private sector in the area of disaster risk in the Americas. We also aim to advance in the establishment of public-private partnerships to work together on this issue and build resilience in Latin America and the Caribbean.

A N N E X V

**Speech by the Honourable Renán Alfonso Rojas, Executive President
of the Colombian Safety Council (CCS)**

Good morning.

First of all, I wish to extend a warm greeting to the Bureau members, the organizations participating in this important event, the Latin American and Caribbean Economic System (SELA), the Office of U.S. Foreign Disaster Assistance (OFDA) and the United Nations International Strategy for Disaster Reduction (UNISDR). I also wish to thank and congratulate the technical and logistics staff responsible for the organization of the event, which I think will be successful.

The private sector in Colombia has a good knowledge of the issue of disaster prevention and reaction, because it has prepared for every eventuality since the creation of the National Unit for Disaster Risk Management at the end of the 1980s.

We have an Advisory Committee for Industrialists, whose objective is to facilitate the participation of the Colombian business sector in disaster risk management efforts. Through this Committee, we have been working with a team of business guilds, structuring and implementing approaches to convergence and coordination during disasters.

Everything that has happened in the last years has proven with irrefutable evidence that our planet is changing and has become more vulnerable to natural disasters. And these natural disasters, which may also be the result of wrong and reckless decisions, taken not only by the general community but also the business community, make severity levels increasingly high.

Hence the importance of the joint work between the public and business sectors. At a meeting to which I was invited to participate by these same organizations, we discussed about how mergers throughout the world, arising from the redistribution of the economic activity in different countries, help reduce the impact of these natural disasters and strengthen the responsiveness not only of businesses, but also of countries.

Someone mentioned a moment ago Hurricane Katrina and the efforts made to overcome its consequences as an example of how the hard work help build up the immediate response capability in cases of disasters. In this connection, the region certainly has more vulnerabilities and less resources, but integrated work is key, especially if it is intended to promote prevention and improve the capacity to respond to emergency situations.

In this regard, I would like to tell the organizers of this II Seminar that we, on behalf of Colombian business and private sectors, have been working and we will continue to work with the other institutions that gave me the opportunity to represent them today. I would like to tell them that we actually know and are aware that building up the capability to respond to disasters is not the sole responsibility of the State. Everyone, the private sector and communities, should be involved.

Thank you very much.

A N N E X V I

**Speech by Carlos Iván Márquez, Director-General of the National Unit
for Disaster Risk Management (UNGRD),
of the Presidency of the Republic of Colombia**

Greetings to all of you.

I want to tell you that this forum relies on a meaningful participation of people from both the public and private sectors of Latin America and the Caribbean, who expect to make some headway and take specific actions regarding public-private partnerships in the region.

We, as representatives of Colombia and facilitators and host of this forum, are part of a system composed of many national, regional and local organizations or a departmental local system, which makes it possible for us to contribute largely to the creation of this partnership and its implications. Speakers to take the floor at this forum are expected to bring relevant contributions for regional risk management, but we have to be very clever and astute within the framework of schemes we manage at the level of each government and each country.

I strongly promote investment in risk management, especially if it entails the private sector's involvement. Investment in risk management is good business, generating large dividends. In this connection, the National Unit for Disaster Risk Management of Colombia (UNGRD) has adopted a comprehensive risk management policy focused on knowledge, disaster reduction and disaster management.

I want to thank the team responsible for this work, the Latin American and Caribbean Economic System (SELA), the United Nations Office for Disaster Risk Reduction and the Office of U.S. Foreign Disaster Assistance. We hope that this joint work will bring about links and agreements that can be used to deal with the issue of risk management at the regional level. On this basis, I can only say that we, on behalf of the National Unit for Disaster Risk Management and the Government of Colombia, are committed as a country and as Colombian people, to strongly working on the issue of risk management.

Welcome to everybody.

A N N E X V I I

List of Participants

NATIONAL DRR AUTHORITIES**ARGENTINA**

Rodolfo Cerviño
 Second Vice-Chairman
 White Helmets Commission
 Ministry of Foreign Affairs and Worship
 Esmeralda 1212, Piso 13
 Buenos Aires, Argentina
 Tel: + 544 48192950
 E-mail: rac@mrecic.gov.ar

Viviana Malvina Sosa
 Secretary and Consul of the Third Class
 White Helmets Commission
 Ministry of Foreign Affairs and Worship
 Esmeralda 1212, Piso 13
 Buenos Aires, Argentina
 Tel: (54-11) 4819-7162 / 30062899
 E-mail: vsq@mrecic.gov.ar

BRAZIL

Alexandre Lucas Alves
 Municipal Coordinator of Civil Defence
 Belo Horizonte Prefecture
 Rua Goiterres, 1752
 Belo Horizonte, Brazil
 Tel: + 55-31 93455335 / 3277-8864
 Fax: + 3217 8865
 E-mail: Lucas.comdec@pbh.gov.br;
comdec@pbh.gov.br

COLOMBIA**COLOMBIAN RED CROSS**

Edgar Larios Redondo
 Relief Director
 Colombian Red Cross
 Tel: + 3004909338
 E-mail: larios_2909@hotmail.com
socorrobolivar@cruzrojacolombiana.org

Judith Carvajal
 President
 Colombian Red Cross
 Bolivar Department
 Tel: 315-7337125
 E-mail: judithcarvajal17@hotmail.com

GOVERNOR'S OFFICE OF BOLÍVAR

Erich Nijinsky Piñateriz
 Governor's Office of Bolívar
 Director U.D.G.R.D
 Tel: 3217614824
 E-mail: espina@bolivar.gob.co

Anibal Guerrero T.
 Operations Technician
 Bolívar Fire Department
 Av. Blas de Lezo, Carrera 2 N° 15-42
 Sector Limbo, Estación Bocagrande
 Cartagena de Indias, Colombia
 Tel: + 3157096947 / 575 6658029 / 0072
 E-mail: anibalguerrerot@gmail.com

Daniel Adárraga Julio
 Sergeant
 Bolívar Fire Department
 Av. Blas de Lezo, Carrera 2 N° 15-42
 Sector Limbo, Estación Bocagrande
 Cartagena de Indias, Colombia
 Tel: + 66774140 / 575 6658029 / 0072
 E-mail: danieladarraga@yahoo.com

NATIONAL PLANNING DEPARTMENT OF COLOMBIA (DNP)

Claudia Satizabal
 Adviser
 Colombia
 Tel: + 3103431420
 E-mail: csatizabal@dn.gov

CHILE

Helia Vargas Valdes
 Head of Planning and Contents Unit
 National Office for Emergencies –
 Ministry of the Interior (ONEMI)
 Ministry of the Interior and Public Security
 Av. Beauchef 1671
 Santiago de Chile, Chile
 Tel: 56-2-2524231 / 252 4200 / 2524303
 Fax: 56 2 2524234 / 2425337
 E-mail: hvargasv@onemi.gov.cl
 Web : <http://www.onemi.gov.cl>

ECUADOR

Christian Cordero
 General Planning Coordinator
 National Secretariat for Risk
 Management (SNGR)
 Amazonas y Villalengua Esq. Primer Piso.
 Quito, Ecuador
 Tel: (593.02) 254.9119 / (593.02) 252.8232
 Fax: (593.02) 254.5399 / (593.02) 243.0701
 E-mail: ccordero@snriesgos.gob.ec;
ccorderol@snriesgos.gob.ec
 Web:
<http://www.stgestionriesgos.gov.ec/>

MEXICO

Luis Felipe Puente Espinosa
 Civil Protection General Coordinator
 Secretariat of Governance (SEGOB)
 Paseo de la Reforma No. 99
 Piso 13 Torre B. Tabacalera
 Mexico D.F, Mexico
 Tel: (52.55) 5606.2043 / (52.55) 5128.0181
 (52.55) 5128.0182 / 5128000
 Fax: (52.55) 3003.2900 Ext:11692 / 11711
 E-mail: lpuente@segob.gob.mx;
cgpc@segob.gob.mx
 Web:
www.gobernacion.gob.mx/es/SEGOB

Ricardo de la Cruz Musalem
 Civil Protection Director-General
 Secretariat of Governance (SEGOB)
 Paseo de la Reforma No. 99
 Piso 13, Torre B. Tabacalera
 Mexico D.F, Mexico
 Tel: (52.55) 51280028 / 5128000
 Fax: (52.55) 3003.2900
 E-mail: rdelacruz@segob.gob.mx

PERU

Alfredo Enrique Murgueytio Espinoza
 Head of the Civil Defence National
 Institute (INDECI)
 Calle Dr. Ricardo Angulo Ramírez N° 694
 Urb. Corpac - San Isidro
 Lima, Peru
 Tel: (511) 225.9898 / (511) 224.0918 /
 988062048
 Fax: (511) 224.3460 (511) 225.9898
 E-mail: cmunayco@indecigob.pe;
amurgueytio@indecigob.pe;
defensacivil@indecigob.pe;

TRINIDAD & TOBAGO

Stephen Ramroop
 Executive President
 Office of Disaster Preparedness and
 Management
 Ministry of National Security
 4A Orange Road, Tacarigua
 Trinidad and Tobago
 Tel: (1.868) 640.1285 / 640.8905 / 640.8653
 / 640.6493 / 7892779
 Fax.: (1.868) 640.8988 / 640.8165
 E-mail: sramroop@mns.gov.tt;
sramroop34@gmail.com
 Web: www.odpm.gov.tt

URUGUAY

Cnel. Gustavo Gil
 Operations Manager of the SINAE
 National Emergency System
 Presidency of the Republic
 Edif. Comisión Nacional de Emergencia,
 Plaza de la Salud, Ens. La Fé,
 Montevideo, Uruguay
 Tel: (598.2) 150.3926 / (598.2) 150.3927
 Fax: (598.2) 917.1126
 E-mail: sne@presidencia.gub.uy;
rcostas@presidencia.gub.uy;
sinae@presidencia.gub.uy;
 Web: <http://www.sne.gub.uy/>

Luis Enrique González Clavijo
 Deputy Director of SINAE
 Edif. Comisión Nacional de Emergencia,
 Plaza de la Salud, Ens. La Fé,
 Montevideo, Uruguay
 Tel: (598.2) 150.3926 / (598.2) 150.3927
 Fax: (598.2) 917.1126
 E-mail: luisegon_@hotmail.com;

REGIONAL ORGANIZATIONS**CARIBBEAN ASSOCIATION OF INDUSTRY & COMMERCE (CAIC)**

Dav-Ernán Kowlessar
 Management Consultant
 143 Abercromby Street
 Trinidad & Tobago
 Telefax: 1-868-625-8766
 E-mail: caic.admin@gmail.com;
davek@dykondeveolpments.com

**CARIBBEAN DISASTER EMERGENCY
MANAGEMENT AGENCY (CDEMA)**

Elvis Nurse
Director
St. Michael, Barbados
Tel: 246 4250386 / 88 / 91
Fax: 246 4258854
E-mail: elvis.nurse@cdema.org;
executivesecretary@cdema.org

**PAN AMERICAN DEVELOPMENT
ORGANIZATION - PAHO**

Ciro Ugarte
Director
Department of Emergency Preparedness
and Disaster Relief
525 twenty-third Street, N.W.
Washington DC, USA
Tel: +1 (202)9743708
Fax: +1 (202) 7754578
E-mail: ugarteci@paho.org
Web: www.paho.org/disasters

PRIVATE SECTOR**NATIONAL BUSINESS ASSOCIATION OF
COLOMBIA (ANDI)**

Victor Hugo Malagón Basto
Manager of CSR
Director of ANDI
Calle 73 N° 8-13 Torre A, piso 6
Bogotá, Colombia
Tel: (571) 3268554
Fax: (571) 3473198
E-mail: vmalagon@andi.com.co
Web: www.andi.com.co

Ángela Gómez Rodríguez
Director of Environmental Regulation
Vice Presidency for Sustainable
Development
Calle 73 N° 8-13 Torre A, piso 6
Bogotá, Colombia
Tel: (+57 1) 3268500 / 3188276259
Fax: (+57 1) 3473198
E-mail: agomez@andi.com.co
Web: www.andi.com.co

APELL PROCESS BARRANQUILLA – ANDI

Olga Lucía Sarria
Director
Via 40 # 36-135, Local 3, Of. ANDI
Barranquilla, Colombia
Tel: 576-310633740
E-mail: olsarria@apellbarranquilla.org
Web: www.apellbarranquilla.org

FUNDACIÓN MAMONAL - ANDI

Gabriel Pérez
Coordinator of GR
Km 5, Via Mamonal,
Sector Puerta de Horno
Cartagena de Indias, Colombia
Tel: + 375 3135316601 / 5756686586
Fax: + 575-6685812
E-mail: pemergencias@andi.com.co

AJOVER S.A.

Hernando Maturana B.
Manager of Integral Responsibility
Via Mamonal Km. 11
Cartagena, Colombia
Tel: +57-5-693 0062
E-mail: hmaturationa@ajover.com
Web: www.ajover.com

ANPACT MÉXICO

Miguel Elizalde
Executive President
Mexico
Cell: + 52 5548007280
E-mail: elizalde@anpact.com.mx

ANDERCOL – GRUPO MUNDIAL

Fabián Bracho Arias
Industrial Safety Analyst
Tel: 4700700 /3148943919
Bogotá, Colombia
E-mail: fabian.bracho@grupomun.com

BRAZILIAN CONFEDERATION OF INDUSTRY

Paula Benatti
Climate Change Specialist
Rio de Janeiro, Brazil
Tel: +55-613317.8860 / 11-3230-6696 / 55
61 8155.9373
E-mail: pbenati@cni.org.br

CEMEX

Dulce Adriana Alejandre Mora
 Inclusive Business Manager
 Corporate Social Responsibility
 Av. Constitución 444 Pte.
 64000 Monterrey, N.L., México
 Tel: (52-81) 83287079
 E-mail: dulceadriana.alejandre@cemex.com
 Web: www.cemexmexico.com

CISPROQUIM

Diana Marcela Gil
 Manager of CISPROQUIM
 Bogotá, Colombia
 Tel: + 2886355
 E-mail: diana.gil@ccs.org.co

COLOMBIAN SAFETY COUNCIL (CCS)

Renán Alfonso Rojas
 Executive President
 Bogotá, Colombia
 Tel: (571) 2886357
 Fax: (571) 2884367
 E-mail: renan.alfonso.rojas@ccs.org.co
 Web: www.laseguridad.ws

CORPORACIÓN OSSO

Henry Peralta
 Research Assistant
 Cali, Colombia
 Tel: +317-6409227
 E-mail: heperalt@osso.org.co

SOCIAL WORKER FOUNDATION
CINA- CIMENTERIE NATIONALE S.E.M
CINA-ARGOS

Wilson Martínez
 Director of Htto
 Petion Ville, Haiti
 P.O. Box 16273, Petion Ville
 Cell: (509) 3937 2513
 Tel : 509-3937-2513
 E-mail: wmartinez@cina-haiti.com

Macda Jean Charles Pierre-Louis
 Social Worker
 Petion Ville, Haiti
 P.O. Box 16273, Petion Ville
 Tel: (509 513 9588 / 93 / 94
 Ext. 7141 (509 3417 5508)
 Email: mjcharles@cina-haiti.com

ECOPETROL

Jaime Bocanegra
 Vice-President of Transport
 Crra.13 #36-24, Edificio Principal
 Bogotá, Colombia
 Tel: +31-2343565
 E-mail:
Jaime.bocanegra@ecopetrol.com.co

Luis María Potes
 Regional Manager
 Colombian West
 Crra.13 #36-24, Edificio Principal
 Bogotá, Colombia
 Tel: 571-2343565
 E-mail: luis.potes@ecopetrol.com.co

Alvaro Enrique Salcedo Restrepo
 Manager of Contingency Programme
 C 37 # 8 – 43
 Bogotá D.C., Colombia
 Tel: 320338068
 E-mail:
alvaro.salcedo@ecopetrol.com.co

Hernán Enrique Lozano Tascón
 Risk Management Coordinator
 Colombian West
 Carrera.13 #36-24, Edificio Principal
 Bogotá, Colombia
 Tel: 571-2343565 /3176381544
 E-mail:
hernan.lozano@ecopetrol.com.co

Carolina María Zarama C.
 Leader in strengthening capacities
 Carrera.13 #36-24, Edificio Principal
 Bogotá, Colombia
 Tel: 571-2343565 /3214703200
 E-mail:
carolina.zarama@ecopetrol.com.co

Nancy Jaszmin López Silva
 Social Leader
 Carrera.13 #36-24, Edificio Principal
 Bogotá, Colombia
 Tel: 571-3153670868
 E-mail: nancy.lopez@ecopetrol.com.co

María Holguín Romero
 Carrera.13 #36-24, Edificio Principal
 Bogotá, Colombia
 Tel: 571-2343565

DM CONSULTORES

David Moreno Ospina
 Director-General
 Calle 27 N° 24-60
 Cartagena de Indias, Colombia
 Tel: + 3105595639
 E-mail: davidmoreno@dmconsultores.co
 Web: www.dmconsultores.co

INGENIO MAYAGÜEZ S. A

Alexander Morales
 Head of Manual Harvest
 Tel: 57-311 3909331
 Cell: 57-312 8438072
 Bogotá, Colombia
 E-mail: almorales572@hotmail.com
almorales@ingeniomayaguez.com

FEDERATION OF PRIVATE ENTITIES OF CENTRAL AMERICA, PANAMA AND THE DOMINICAN REPUBLIC - FEDEPRICAP

Alexis Fletcher
 Engineer
 Urb. Villas del Golf, Calle 1ra.
 Parque Lefebe
 Panama
 Tel: +507 2269226
 E-mail: espcon@cablonda.net;
afletcher@cablonda.net

FORUM EMPRESA

Luz Angela Díaz
 Projects
 City of Knowledge, Panama
 Tel: (507) 60330498
 E-mail: proyectos@empresa.org

FLORIDA INTERNATIONAL UNIVERSITY (FIU)

Juan Pablo Sarmiento
 Co-Director, Disaster Risk Reduction
 Programme
 United States of America
 Tel: 1-305-2994872
 Email: jsarmien@fiu.edu

PAN AMERICAN DEVELOPMENT FOUNDATION (FUPAD)

Paul Fisher
 Director of Public-Private Partnerships
 Miami, United States
 Pan American Development Foundation
 Organization of American States Building
 1889 F Street, N.W. Second Floor
 Washington D.C 20006
 Tel: 1 (202) 458-3969
 Fax: 1 (202) 458-6316
 E-mail: pfisher@padf.org;
padf-dc@padf.org

GRUPO ÉXITO

Diego Moreno
 National Risk Manager
 Carrera 48 # 32B sur-139 (Éxito S.A. stores)
 Medellín, Colombia
 Tel: 57(4) 339.6577
 Cell: (57) 3104613968
 Email: diego.moreno@grupo-exito.com

MARINE AND COASTAL RESEARCH INSTITUTE (INVEMAR)

Carolina Yacamán
 Promoter
 Santa Marta, Colombia
 Tel: +3135727517
 E-mail:
carolina.yacaman@invemar.org.co

LOUISIANA BUSINESS EMERGENCY OPERATIONS CENTER – STEPHENSON DISASTER MANAGEMENT INSTITUTE LOUISIANA

Andrés A. Calderón
 Associate Director
 8242 Lafayette St. Denham Springs
 LA 70726, USA
 Tel: (225) 284-0848 / (225) 578-7853 (o)
 (225) 578-8741 (f)
 Email: acalderon@lsu.edu;
calandres@gmail.com
 Web: <http://sdmi.lsu.edu/>

MERCK S.A. (SOS-RM)

Omar Ramírez Ospina
 Consultant HSSE
 Tel: 571-315 3381057 / 4255384
 Bogotá, Colombia
 E-mail: oramirezoro@gmail.com
Omar.ramirez@external.merckgroup.com

OLEODUCTO CENTRAL S.A. (OCENSA)

Rosalba Aguilar Ochoa
 Coordinator Emergency Response
 System
 Bogotá, Colombia
 Tel: 571-3250399 / 3144113389
 E-mail: rasalba.aguilar@ocensa.com.co

PERÚ RED EMPRESARIAL - National Society of Industries SIN-RED

Cecilia Rosell
 Manager of the Social Responsibility
 Committee for the National Society of
 Industries of Peru (SIN)
 Lima, Peru
 Tel: (511) 616 4444
 Cell: (511) 997592158
 E-mail: crocell@sni.org.pe

INTEGRAL RESPONSIBILITY PROCESS (RI)

Ana Elvia Pardo de Castro
 Manager
 Integral Responsibility Process
 Bogotá, Colombia
 Tel: 2886355 Ext. 193
 E-mail: ana.pardo@ccs.org.co

Adriana Salom Viecco
 Deputy Manager
 Integral Responsibility
 Executive Presidency
 Bogotá, Colombia
 Tel: (57-1) 2886355 Ext: 191 / 3153793479
 E-mail: adriana.salom@ccs.org.co

CENTRAL AMERICAN NETWORK FOR CORPORATE SOCIAL RESPONSIBILITY INTEGRARSE

Matthias Werner Dietrich
 Executive Director
 Nicaraguan Union for Corporate Social
 Responsibility (UNIRSE)
 Managua, Nicaragua
 Tel: 505 22502829
 E-mail: dr.dietrich@unirse.org

VENEZUELAN NETWORK OF SOCIAL DEVELOPMENT ORGANIZATIONS (REDSOC)

Consuelo Morillo
 Director
 Caracas, Venezuela
 Tel: 58-212-2027587
 E-mail: consuelo.morillo@redsoc.org.ve
 Web: redsoc@redsoc.org.ve

INSURANCE COMPANY LA POSITIVA

Lourdes del Carpio Gómez de la Torre
 Deputy Manager of Rural Insurance
 Tel: 51-1-97513486
 Lima, Peru
 E-mail: ldelcarpio@lapositiva.com.pe

SWISS RE

Claudia Melo
 Senior Client Manager
 Brazil
 Tel: + 5511-30738077
 Cell: + 5511-989014122
 E-mail: claudia_melo@swissre.com

SOCIEDAD PORTUARIA REGIONAL (SPRC)

Isidro Acuña Grau
 Security Superintendent SISO
 Barranquilla, Colombia
 Tel: + 312 6231760
 E-mail: iacuña@sprc.com.co

TERMO BARRANQUILLA, S.A. E.S.P.

Diego Armando Domínguez
 Quality Specialist
 Barranquilla, Colombia
 Tel: 57-5-3759884 / 3205227662
 E-mail: Domínguez@tebsa.com.co

Gustavo Rojas Rodríguez
Shift Supervisor
Barranquilla, Colombia
Tel: 57-5-3759808
E-mail: grojas@tebsal.com.co

TECHNOLOGICAL UNIVERSITY OF BOLÍVAR

Víctor Fernández
Director of Environmental Programme
Cartagena, Colombia
Tel: + 3157384312
E-mail:
vfernandez@unitecnologica.edu.co

ORGANIZERS

COLOMBIA

NATIONAL UNIT FOR DISASTER RISK MANAGEMENT OF COLOMBIA (UNGRD)

Carlos Iván Márquez Pérez
Director-General
National Unit for Disaster Risk
Management of Colombia
Calle 13 N° 32-69 piso 4. Bogotá.
Santafé de Bogotá, Colombia
Tel: (57.1) 375.1078 / (57.1) 364.9090
Fax: (57.1) 375.1077
E-mail: carlos.marquez@dqr.gov.co;
Web: www.defensacivil.gov.co

Margarita Arias
Cooperation Coordinator
National Unit for Disaster Risk
Management of Colombia
Calle 13 N° 32-69 piso 4. Bogotá.
Santafé de Bogotá, Colombia
Tel: (57.1) 375.1078 / (57.1) 364.9090
Fax: (57.1) 375.1077

Ana Lucía Cabezas
Chief of Protocol
National Unit for Disaster Risk
Management of Colombia
Calle 13 N° 32-69 piso 4. Bogotá.
Santafé de Bogotá, Colombia
Tel: (57.1) 375.1078 / (57.1) 364.9090
Fax: (57.1) 375.1077

Carolina Giraldo
Advisor for Communications
National Unit for Disaster Risk
Management of Colombia
Calle 13 N° 32-69 piso 4. Bogotá.
Santafé de Bogotá, Colombia
Tel: (57.1) 375.1078 / (57.1) 364.9090
Fax: (57.1) 375.1077

Natalia Segura Cortés
Advisor for International Cooperation
National Unit for Disaster Risk
Management
Presidency of the Republic
Tel: (+57-1) 3751078 ext. 205
E-mail:
natalia.segura@gestiondelriesgo.gov.co
www.gestiondelriesgo.gov.co

Jenifer Vega Neto
PMU
Tel: + 3008940186
E-mail: jve-03@hotmail.com

Kelly García Agudelo
Secretary
UNGRD Dptal Bol.
Tel: + 3106939046
E-mail: kgkgarcia387@gmail.com

UNITED NATIONS INTERNATIONAL STRATEGY FOR DISASTER REDUCTION (UNISDR)

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

Kiki Rebecca Lawal
Programme Officer - Business Partnerships
United Nations International Strategy for
Disaster Risk Reduction, UNISDR
9-11 rue de Varembe, 1202 Geneva
Tel:+41 (0) 22 917 8452 - Mobile: +41 (0)79
444 3778
email: lawalk@un.org
Web: www.unisdr.org

Andrew Maskrey
 Chief - Risk Knowledge Section and
 Coordinator Global Assessment Report
 United Nations International Strategy for
 Disaster Risk Reduction (UNISDR)
 9-11 rue de Varembe, 1202
 Geneva, Switzerland
 Tel: +41 (0) 22 917 8452 /41794446242
 E-mail: maskrey@un.org

Raúl Salazar
 Regional Office
 United Nations International Strategy for
 Disaster Reduction
 Regional Office – The Americas
 #142 Av. Arnaldo Cano,
 City of Knowledge, Panama
 E-mail: rsalazar@eird.org
 Web: www.eird.org
www.prevention.web.net

David Stevens
 Senior Programme Adviser UNISDR
 Centre of Excellence for Disaster Risk
 Reduction
 Rio de Janeiro - RJ - Brazil
 Tel: +55-11-3230-6696
 Cellular/Mobile +55-21-8826-6696
 E-mail dstevens@unisdr-americas.org

**OFFICE OF U.S. FOREIGN DISASTER
 ASSISTANCE - U.S. AGENCY FOR
 INTERNATIONAL DEVELOPMENT (OFDA)**

Timothy Callaghan
 Regional Coordinator of
 USAID/OFDA/LAC
 Tel: (506) 8395-1989 / 2290-4133;
 2296-3554
 Embassy of the United States
 San José, Costa Rica
 Fax (506)2231-4111
 E-mail: tcallaghan@ofda.gov
 Web: <http://www.ofda.gov>

Sidney Velado
 Regional Advisor for Latin America and
 the Caribbean
 USAID / Office of U.S. Foreign Disaster
 Assistance
 Embassy of the United States
 San José, Costa Rica
 Tel: (506) 2290-4133; 2296-3554
 Fax (506)2231-4111
 Cell: (506) 8305-0328
 When Travelling +1-571-594-3927
 E-mail: svelado@ofda.gov
 Web: <http://www.ofda.gov>

Fabián Arellano
 Technical Manager of Regional Disaster
 Assistance Programme (RDAP)
 USAID / Office of U.S. Foreign Disaster
 Assistance
 Embassy of the United States
 San José, Costa Rica
 Cell International: +1 571 332 7301
 Cell: (506) 8359-1820
 Tel: (506) 2-290-4133
 E-mail: farellano@ofda.gov
 Web: <http://www.ofda.gov>

Maria Eugenia Guerra
 Administrative Assistant
 USAID/OFDA/LAC
 Embassy of the United States
 San José, Costa Rica
 Tel (506) 2231-6805 or (506) 2519-2440
 Fax (506) 2231-4111
 E-mail: me Guerra@ofda.gov
me Guerra@usaid.gov

Jacqueline Montoya Alvis
 Consultant for Colombia
 Office of U.S. Foreign Disaster Assistance
 USAID/OFDA
 Bogotá, Colombia
 Tel: + 3187950841
 Email: jmontoya@ofda.gov

**LATIN AMERICAN AND CARIBBEAN
ECONOMIC SYSTEM (SELA)**

Juan Acuña
Director of Integration and Cooperation
Affairs
Av. Francisco de Miranda,
Torre Europa, piso 4
Caracas, Venezuela
Tel: (58-212) 9557115
Fax: (58-212) 9515292 / 9516901
E-mail: jacuna@sela.org
Web: www.sela.org

Fernando Guglielmelli
Office of Integration and Cooperation
Affairs
Av. Francisco de Miranda,
Torre Europa, piso 4
Caracas, Venezuela
Tel: (58-212) 9557137
Fax: (58-212) 9515292 / 9516901
E-mail: fguglielmelli@sela.org
Web: www.sela.org

Silvia Hernández
Office Integration and Cooperation
Affairs
Av. Francisco de Miranda,
Torre Europa, piso 4
Caracas, Venezuela
Tel: (58-212) 9557139
Fax: (58-212) 9515292 / 9516901
E-mail: shernandez@sela.org
Web: www.sela.org

CONSULTANTS

Ana Lucía Hill Mayoral
Paseo de las Gaviotas #26 Casa 4,
Colonia las Arboledas
Atizapán de Zaragoza
Mexico. CP 52950
Tel: (52-55) 5548115475
Fax: (52-55) 5370 9053
Cell: 521 55 4811 5475
E-mail: anahill@consultoriopolitico.org

Yves Dávila
Jr. 9 #241 - 102B
Monterrico Norte, San Borja,
Lima 41, Peru
Tel: + 511 437 3848
Fax: + 511 437 3848
Cell: +51-980 309 459
E-mail: Consejo.Asesor@drjenespanol.com

A N N E X V I I I

List of documents

SP/II-SRASPPGRD/DT N° 1-13	Agenda
SP/II-SRASPPGRD/DT N° 2-13	Base document "Continuity of business and operations during disasters in Latin America and the Caribbean: Balance and recommendations" Yves Dávila, SELA's consultant
SP/II-SRASPPGRD/DT N° 3-13	Base document "Continuity of Operations (COOP) and Continuity of Government (COG): Proposal for their implementation in Latin America and the Caribbean" Ana Lucía Hill, SELA's consultant
SP/XXIII-RDCIALC/CR-13	Conclusions and Recommendations
SP/II-SRASPPGRD/Di N° 1-13	Speech by Econ. Juan Acuña, Director of Integration and Cooperation Affairs of SELA
SP/II-SRASPPGRD/Di N° 2-13	Speech by Mr. Timothy Callaghan, Regional Advisor of the Office of U.S. Foreign Disaster Assistance - Regional Office for Latin America and the Caribbean (OFDA)
SP/II-SRASPPGRD/Di N° 3-13	Speech by Mr. Ricardo Mena, Head of the Regional Office of the United Nations International Strategy for Disaster Reduction in the Americas (UNISDR – The Americas)
SP/II-SRASPPGRD/Di N° 4-13	Speech by Mr. Renán Alfonso Rojas, Executive President of the Colombian Safety Council (CCS)
SP/II-SRASPPGRD/Di N° 5-13	Speech by Mr. Carlos Iván Márquez, Director-General of the National Unit for Disaster Risk Management of Colombia (UNGRD)
SP/II-SRASPPGRD/Di N° 6-13	Presentation "Global Assessment Report on Disaster Risk Reduction" Andrew Maskrey, Advisor/Coordinator United Nations International Strategy for Disaster Reduction (UNISDR)
SP/II-SRASPPGRD/Di N° 7-13 (available in Spanish)	Presentation "Continuidad de Operaciones (COOP) y Continuidad de Gobierno (COG): Propuesta para su implementación en América Latina y el Caribe" Ana Lucía Hill Mayoral, SELA's consultant

<p>SP/II-SRASPPGRD/Di N° 8-13 (available in Spanish)</p>	<p>Presentation "Continuidad de negocios y operaciones frente a situaciones de desastre en América Latina y el Caribe"</p> <p>Yves Dávila, SELA's consultant</p>
<p>SP/II-SRASPPGRD/Di N° 9-13 (available in Spanish)</p>	<p>Presentation "Alianza Público – Privada y de Cooperación en Colombia para la Gestión de Riesgo de Desastres"</p> <p>Ángela Gómez Rodríguez, Director of Environmental Regulation of ANDI</p>
<p>SP/II-SRASPPGRD/Di N° 10-13 (available in Spanish)</p>	<p>Presentation "La Gestión de Riesgos de Desastres en Colombia"</p> <p>Carlos Iván Márquez, Director-General (UNGRD)</p>
<p>SP/II-SRASPPGRD/Di N° 11-13 (available in Spanish)</p>	<p>Presentation "Continuidad de Gobierno ante desastres en México"</p> <p>Luis Felipe Puente Espinosa, National Coordinator of Civil Protection of the Secretariat of Government of Mexico (SEGOB)</p>
<p>SP/II-SRASPPGRD/Di N° 12-13 (available in Spanish)</p>	<p>Presentation "Programa Regional de Asistencia para Desastres"</p> <p>Sidney Velado, Regional Advisor of the Office of U.S. Foreign Disaster Assistance of the U.S. Agency for International Development (USAID/OFDA)</p>
<p>SP/II-SRASPPGRD/Di N° 13-13 (available in Spanish)</p>	<p>Presentation "Caso Dosquebradas: Modelo de trabajo colaborativo entre comunidad, gobierno e industria"</p> <p>Jaime Bocanegra, Vice-President of Transport of ECOPETROL</p>
<p>SP/II-SRASPPGRD/Di N° 14-13 (available in Spanish)</p>	<p>Presentation "Experiencias Privadas sobre continuidad de negocios y operaciones ante situaciones de desastre"</p> <p>Claudia Melo, Swiss-Re, Brazil</p>

<p>SP/II-SRASPPGRD/Di N° 15-13 (available in Spanish)</p>	<p>Presentation: Argos-Haití (CINA), Gestión de riesgos ante desastres naturales, "Caso sismo enero de 2010" CINA Foundation</p> <p>Wilson Martínez and Macda Jean Charles Haiti: CINA-ARGOS</p>
<p>SP/II-SRASPPGRD/Di N° 16-13 (available in Spanish)</p>	<p>Presentation "Integración de Gobierno, Universidades y el Sector Público"</p> <p>Andrés Calderón, Associate Director Stephenson Disaster Management Institute at Louisiana State University</p>
<p>SP/II-SRASPPGRD/Di N° 17-13 (available in Spanish)</p>	<p>Presentation "APELL, como acción concreta para impulsar la reducción del riesgo de desastres y promover la continuidad de los negocios"</p> <p>Olga Lucía Sarría, Director APELL Process - Barranquilla</p>
<p>SP/II-SRASPPGRD/Di N° 18-13 (available in Spanish)</p>	<p>Presentation "Comités de ayuda mutua: Responsabilidades y Retos"</p> <p>Omar Ramírez. Consultant at SOS Risk Management</p>
<p>SP/II-SRASPPGRD/Di N° 19-13 (available in Spanish)</p>	<p>Presentation "Plan Nacional de Respuesta a Emergencias durante el transporte de sustancias químicas PNRE-RI"</p> <p>Ana Elvia Pardo de Castro Integral Responsibility Group of Colombia</p>
<p>SP/II-SRASPPGRD/Di N° 20-13 (available in Spanish)</p>	<p>Presentation "Programa de reducción de Riesgo de Desastre"</p> <p>Juan Pablo Sarmiento, Co-Director, Florida International University (FIU)</p>
<p>SP/II-SRASPPGRD/Di N° 21-13 (available in Spanish)</p>	<p>Presentation "Recomendaciones para el establecimiento de alianzas público-privadas para la RRD en las Américas"</p> <p>Carlos Iván Márquez, Director General (UNGRD)</p>

SP/II-SRASPPGRD/Di N° 22-13 (available in Spanish)	Presentation "Recomendaciones para el establecimiento de alianzas público-privadas para la Gestión de Riesgo de Desastres" Ángela Gómez Rodríguez, Director of Environmental Regulation (ANDI)
SP/II-SRASPPGRD/Di N° 23-13 (available in Spanish)	Presentation "La participación privada en la reducción del riesgo de desastres. La experiencia de Belo Horizonte" Coronel Alexander Lucas Alves, Municipal Coordinator of Civil Defence Belo Horizonte, Brazil
SP/II-SRASPPGRD/Di N° 24-13 (available in Spanish)	Presentation "Comisión Cascos Blancos - Argentina" Rodolfo Alberto Cerviño. Second Vice-Chairman of the White Helmets Commission
SP/II-SRASPPGRD/Di N° 25-13 (available in Spanish)	Presentation "Participación Público-Privada Seguros Indexados para el Agro" Lourdes del Carpio, Deputy Manager of Rural Insurance La Positiva - Peru
SP/II-SRASPPGRD/Di N° 26-13	Presentation "Private Sector Partnerships - UNISDR & The Private Sector" Kiki Rebecca Lawal, UNISDR
SP/II-SRASPPGRD/Di N° 27-13 (available in Spanish)	Presentation "Promoción de acciones responsables y sostenibles de empresas para la Gestión de Riesgos de Desastres" Luz Ángela Díaz Vera Project Assistant at Red Forum Empresa
SP/II-SRASPPGRD/Di N° 28-13	Presentation "Roadmap and Management Structure of DRR-PSP" Dav-Ernán Kowlessar (CAIC)
SP/II-SRASPPGRD/Di N° 29-13 (available in Spanish)	Presentation "Gestión Responsable, Contingencias y Desastres Naturales" Dulce Alejandre, Manager of Corporate Social Responsibility of CEMEX

<p>SP/II-SRASPPGRD/Di N° 30-13 (available in Spanish)</p>	<p>Presentation "Red empresarial para apoyo en caso de desastres"</p> <p>Cecilia Rosell, Manager of the Social Responsibility Committee for the National Society of Industries of Peru (SIN)</p>
<p>SP/II-SRASPPGRD/Di N° 31-13 (available in Spanish)</p>	<p>Presentation "Integración Centroamericana por la Responsabilidad Social Empresarial"</p> <p>Matthias Dietrich, Executive Director of UNIRSE and member of the Central American Network for Corporate Social Responsibility (INTEGRARSE)</p>
<p>SP/II-SRASPPGRD/Di N° 32-13 (available in Spanish)</p>	<p>Presentation "Servicio de Enlace con la Cooperación Nacional e Internacional. Actuación ante la emergencia por lluvias en Venezuela en 1999"</p> <p>Consuelo Morillo, Director of REDSOC</p>
<p>SP/II-SRASPPGRD/Di N° 32-13 (available in Spanish)</p>	<p>Presentation "Ingenio Mayagüez, Manejo del Fuego 2007-2013"</p> <p>Alexander Morales, Head of Manual Harvest of Ingenio Mayagüez S.A.</p>