**Colombian position in relation with Section D – III Role of Stakeholders**

With regard to the role of the stakeholders, it must be somewhere specified that the private sector is a risk manager **and generator** and therefore that it has a shared responsibility, beyond philanthropy. In this sense, as indicated by the Global Assessment Report of 2013, a stronger commitment by the private sector is necessary. This commitment can be materialized by:

1. Strengthening the actions that the private sector develops with the communities in the framework of their Corporate Social Responsibility programs.
2. Fostering the public-private alliances, in order to enable that large investment and entrepreneurial projects include Disaster Risk Management, though risk-specific analysis, and identification and implementation of reduction measures.
3. Involvement of the private sector in the model of risk management, for example, by means of their active engagement in the decision-making platforms, at the national and local level.

***Language of the pre-zero Draft***

*- Business, professional associations, private sector financial institutions and philanthropic foundations are encouraged to:* ***actively engage with the public sector for the determination of laws, policies and plans to manage disaster risk****;* ***base investment decisions on risk consideration****s; integrate disaster risk management in business models and practices; develop quality standards for disaster risk management; give special attention to strengthen disaster risk management in small and medium enterprises; engage in and support research and innovation in disaster risk management; share knowledge and practices; invest in prevention and strengthen disaster risk management practices through supply chains; and advocate for disaster risk management with customers.*