



14-18 March 2015  
Sendai, Japan

## Third World Conference for Disaster Risk Reduction Private Sector Programme March 13 to 18, 2015 – Sendai, Japan

The Third UN World Conference on Disaster Risk Reduction (WCDRR) will consider adopting a post-2015 framework for disaster risk reduction. The WCDRR will be held from 14 to 18 March 2015 in Sendai City, Japan. This framework will guide and support our collective efforts to build resilient nations, cities and communities and reduce the risks of disasters globally.

The World Conference is expected to be one of the largest global gatherings of leaders and stakeholders committed to disaster risk reduction and resilience, with over 8,000 expected participants from governments, civil society, NGOs, academia and the private sector. [Click here to read more about WCDRR](#)



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**Private Sector Meeting Point**

**Business & Industry Major Group Booth  
(Booth A)**  
Foyer and Corridor, Sendai International Center  
March 14 -18, 2015

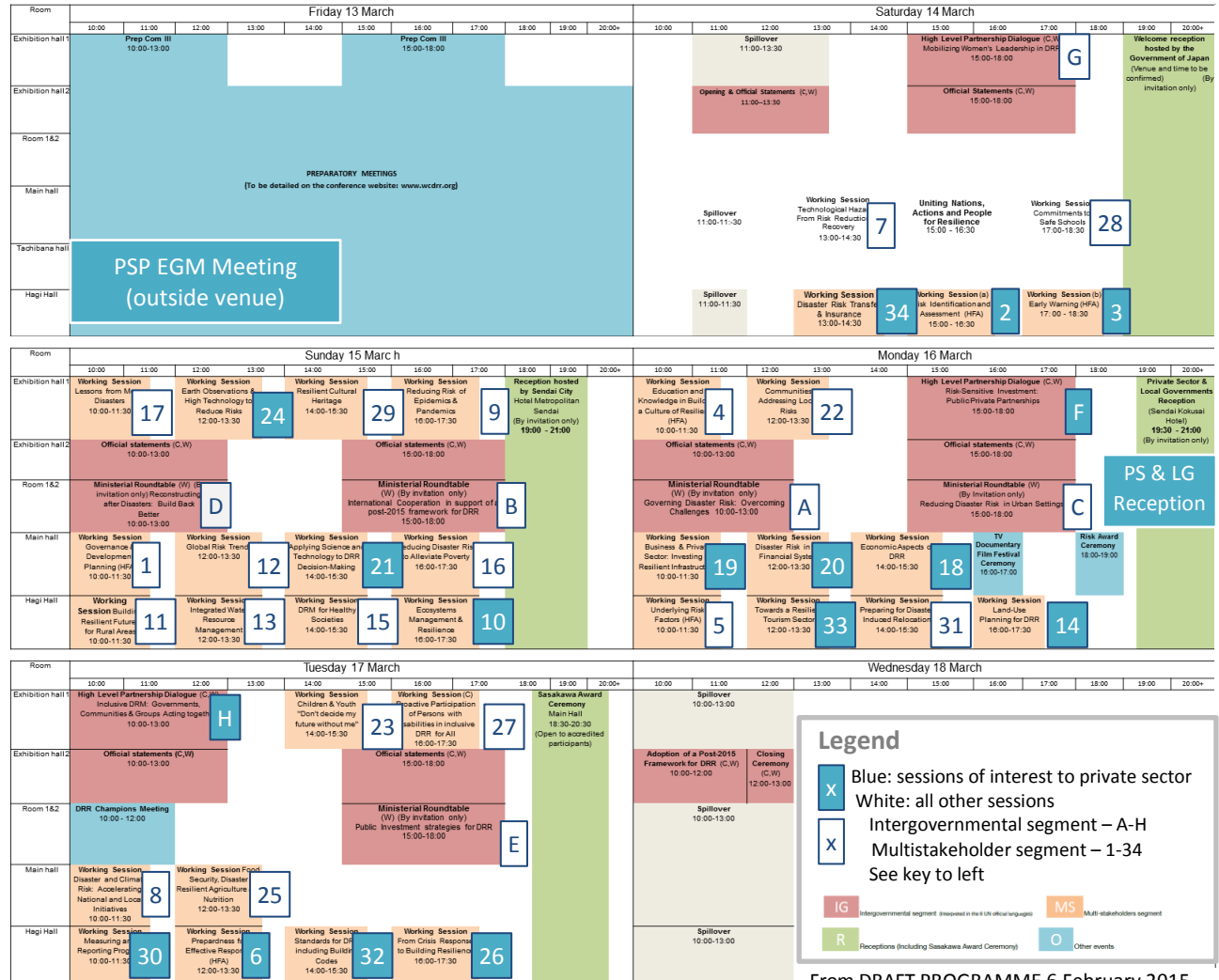
**Private Sector Partnership (PSP) Booth  
(Booth B)**  
Sendai Mediatheque  
2-1 Kasuga-machi, Aoba-ku, Sendai  
March 14 -18, 2015



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## Private sector key sessions at-a-glance

| Ministerial Roundtables (invitation only)                |      |                       |  |
|--|------|-----------------------|--|
| A. Governing Disaster Risk: Overcoming Challenges        | 3/16 | 4, 5, 19, 20, 22, 33  |  |
| B. International Cooperation in Support of a Post-2015   | 3/15 | 9, 19, 15, 16, 21, 29 |  |
| C. Reducing Disaster Risk in Urban Settings              | 3/16 | F, 14, 18, 31         |  |
| D. Reconstructing After Disasters: Building Back Better  | 3/15 | 1, 11, 12, 13, 17, 24 |  |
| E. Public Investment Strategies for DRR                  | 3/17 | 23, 26, 27, 32        |  |
| Partnership Dialogues                                    |      |                       |  |
| F. Risk Sensitive Investment: PPP                        | 3/16 | C, 14, 18, 31         |  |
| G. Mobilizing Women's Leadership in DRR                  | 3/14 | 2, 3, 28              |  |
| H. Inclusive DRM: Governments, Communities, Groups       | 3/17 | 6, 8, 25, 30          |  |
| Working Sessions   |      |                       |  |
| 1. Governance and Development Planning (Priority 1)      | 3/15 | D, 11, 17             |  |
| 2. Risk Identification and Assessment (Priority 2)       | 3/14 | G, UN session         |  |
| 3. Early Warning (Priority 2) (was 2a)                   | 3/14 | G, 28                 |  |
| 4. Education and Knowledge (Priority 3)                  | 3/16 | A, 5, 19              |  |
| 5. Underlying Risk Factors (Priority 4)                  | 3/16 | A, 4, 19              |  |
| 6. Preparedness for Effective Response (Priority 5)      | 3/17 | H, 25                 |  |
| 7. Technological Hazards: From DRR to Recovery           | 3/14 | 34                    |  |
| 8. Disaster and Climate Risk: Accelerating...            | 3/17 | H, 30                 |  |
| 9. Reducing the Risk of Epidemics and Pandemics          | 3/15 | B, 10, 16             |  |
| 10. Ecosystems Management and Resilience                 | 3/15 | B, 9, 16              |  |
| 11. Building Resilient Futures for Rural Areas           | 3/15 | D, 1, 17              |  |
| 12. Global Risk Trends (GAR)                             | 3/15 | D, 13, 24             |  |
| 13. Integrated Water Resource Management                 | 3/15 | D, 12, 24             |  |
| 14. Land Use Planning for Disaster Risk Reduction        | 3/16 | C, F                  |  |
| 15. Disaster Risk Management for Healthy Societies       | 3/15 | B, 21, 29             |  |
| 16. Reducing Disaster Risk to Alleviate Poverty          | 3/15 | B, 9, 10              |  |
| 17. Lessons from Mega-Disasters                          | 3/15 | D, 1, 11              |  |
| 18. Economic Aspects of Disaster Risk Reduction          | 3/16 | C, F, 31              |  |
| 19. Business and PS: Investing Resilient Infrastructure  | 3/16 | A, 4, 5               |  |
| 20. Disaster Risk in the Financial System                | 3/16 | A, 22, 33             |  |
| 21. Applying Science and Technology to DRR               | 3/15 | B, 15, 29             |  |
| 22. Communities Addressing Local Risks                   | 3/16 | A, 20, 33             |  |
| 23. Children and Youth                                   | 3/17 | E, 32                 |  |
| 24. Earth Observation and High Technology                | 3/15 | D, 12, 13             |  |
| 25. Food Security, Disaster-Resilient Agriculture        | 3/17 | H, 6                  |  |
| 26. From Crisis Response to Building Resilience          | 3/17 | E, 27                 |  |
| 27. Proactive Participation of Persons with Disabilities | 3/17 | E, 26                 |  |
| 28. Commitments to Safe Schools                          | 3/14 | G, 3                  |  |
| 29. Resilient Cultural Heritage                          | 3/15 | B, 15, 21             |  |
| 30. Measuring and Reporting Progress                     | 3/17 | H, 8                  |  |
| 31. Preparing for Disaster-Induced Relocation            | 3/16 | C, F, 18              |  |
| 32. Standards for DRR Including Building Codes           | 3/17 | E, 23                 |  |
| 33. Towards a Resilient Tourism Sector                   | 3/16 | A, 20, 22             |  |
| 34. Disaster Risk Transfer and Insurance (was 19a)       | 3/14 | 7                     |  |



From DRAFT PROGRAMME 6 February 2015



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## i. Private Sector Programme

Friday, March 13, 2015

### 10.00am – 3.00pm | HUMOS 5\*

### PSP Extra-ordinary General Meeting (EGM)

[Open to PSP and PSAG members]

Provisional agenda:

- Adoption of Five Private Sector Visions as the PSP Action Plan to support implementation of the post-2015 Framework for Disaster Risk Reduction
- Implementation of PSP Voluntary Commitments
- ‘PSP Ignite Stage’: PSP members present a resilience project that they are currently doing, or planning to start soon
- Initiatives to be launched at the Private Sector & Local Governments Reception

\*External meeting room, please see map on p. 17.

Note: Participants who have not collected their conference badges yet will be able to collect them at the entrance of the Reception Building until 6pm.

### 10.00am – 1.00pm | Exhibition Hall 1

### PrepCom III

[Open only to WCDRR participants who registered for PrepCom III]

PrepCom III will transmit the draft post-2015 Framework for Disaster Risk Reduction, produced by States as a result of several months of open-ended negotiations which ended on 28 January 2015, to the Conference, thus transferring the responsibility of guiding the text to completion to the President of the Conference, H.E. Ms. Eriko Yamatani, Minister of State for Disaster Management of Japan. Up to five representatives of each Major Group who pre-registered for the session may attend PrepCom III as observers. No official statements of Major Groups are expected at this stage.

### 3.00pm – 6.00pm | Exhibition Hall 1

### PrepCom III

[Open only to WCDRR participants who registered for PrepCom III]

See above description.

#### Contact for Japan-based Private Sector Representatives

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## Saturday, March 14, 2015

### 8.30am – 9.30am | B&I Booth (Booth A)

### PSP and Business & Industry Major Group (B&I) Briefing

[Open to all PSP and B&I members]

The PSP and B&I Briefing will update participants on the key events and activities of the day and discuss key points for private sector participation.

### 11.00am – 1.30pm | Exhibition Hall 2

### Opening Ceremony

[Open to all WCDRR participants]

After the official opening of the World Conference, Heads of States and Government representatives will present their official statements. Updates on Major Group statements will follow soon.

### 1.00pm – 2.30pm | Hagi Hall

### Working Session on Disaster Risk Transfer & Insurance 34

[Open to all WCDRR participants]

The Working Session on Disaster Risk Transfer & Insurance will examine how risk transfer and insurance mechanisms – public, private, cooperatives and mutual – can reduce the risk of governments, businesses, and households and promote economic stability. It will examine disaster risk transfer and insurance options available at different scales – including societies and communities with low penetration rates and/or subject to recurrent small-scale disaster events.

**Private sector panelists (TBC):** Mr. Kengo Sakurada, Chairman, General Insurance Association of Japan, PSP member; Mr. Michael J. Morrissey, President and Chief Executive Officer, International Insurance Society



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### **3.00pm – 4.30pm | Hagi Hall**

### **Working Session on Risk Identification and Assessment (HFA) 2**

[Open to all WCDRR participants]

Governments need appropriate hazard and risk information to decide and design better policies and investments for reducing the risk and to monitor progress. The most valuable tools for providing the risk information are the hazard and risk assessments. But conducting risk assessments as a basis for disaster risk reduction policies and investments is still a rare practice all around the world. The gap in disaster risk identification and assessment needs to be identified and requires attention.

**Private sector panelist (TBC):** Mr. Louis Gritz, Vice President Research, FM Global, PSP member

### **4.40pm – 6.00pm | Hagi Hall**

### **Working Session on Early Warning (HFA) 3**

[Open to all WCDRR participants]

Over the last decade s there has been an increase in weather-related disasters, changes in societal structures, and advancements in weather prediction technologies. The session will examine in particular experiences in early warning. The integration of geospatial technology as part of risk communication has been a key to success to early warning systems and risk information application by governments, businesses and individuals. The identification of policies and regulations; the prioritization of disaster risk reduction and climate change adaptation investment options; the development of sovereign risk financing options; the design of risk-sensitive business models; and better risk management decision-making has added to more effective early warning.

### **7.00pm – 9.00pm | Venue TBD**

### **Welcome Reception hosted by the Government of Japan**

[By invitation only]



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## Sunday, March 15, 2015

### 8.30am – 9.30am | B&I Booth (Booth A)

### PSP and Business & Industry Major Group Briefing

[Open to all Business & Industry Major Group members]

The PSP and B&I Briefing will discuss members' updates on sessions and events of the previous day, share information with participants on the key private sector-related events and activities of the day and discuss key points for private sector participation.

### 10.00am – 1.00pm | Room 1&2

### Ministerial Roundtable on Reconstructing after Disasters: Build Back Better D

[Open only to invited participants]

Post-disaster recovery and reconstruction is an opportunity to re-build nations and communities more resilient to disasters through integrating disaster risk reduction into development measures, in particular land-use planning and improving standards and building codes. There is no one size fits all approach to recovery and reconstruction. Case studies and good practices on "build back better" in selected countries will identify the gaps and help other countries to determine the best approach to reconstruction and recovery. The aim is to ensure communities are more resilient in disaster affected areas. Steps for achieving resilient recovery and sustainable development will also be identified.

### 12.00pm – 1.30pm | Exhibition Hall 1

### Working Session on Earth Observations & High Technology to Reduce Risks 24

[Open to all WCDRR participants]

The session will demonstrate how new innovations in the application of earth observation, satellite imagery, geographic and geospatial information and ICT can support the implementation of the post-2015 framework for disaster risk reduction. The session will share good practices of the practical application of satellite and earth observation data, service and information for disaster risk reduction. Emphasis will be on the users of satellite data and services to identify areas for improvement and increased cooperation. The session will highlight how local communities, have benefitted from these advanced technologies through the sharing geospatial information between remote areas where no conventional communication infrastructure is available.

**Private sector panelist (TBC):** Ms. Sandra Wu, Chairperson and CEO of Kokusai Kogyo, Chair PSP/PSAG



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### **12.00pm – 1.30pm | Main Hall**

[Open to all WCDRR participants]

The session highlight prevalent patterns of disaster risk and present the findings of the 2015 Global Assessment Report on Disaster Risk Reduction, titled “Making Development Sustainable: The Future of Disaster Risk Management”. Contributors from science, countries and the private sector will present new data and analysis: from the first-ever global probabilistic risk assessment from the scientific and private sectors will present new data and analysis; discussion of global risk drivers; and lessons from new approaches to disaster risk management. The session will be an opportunity for governments and private sector to discuss current and emerging risks and ways of integrating risk information into development planning and practice in support of sustainable development.

### **Working Session on Global Risk Trends**

### **12.30pm – 1.30pm | Room TBD**

[Open to all WCDRR participants]

The built environment is our first line of defense against natural hazards and global investment in urbanization is growing at a rapidly increasing rate. An increasing number of failures in our built environment shows us that the current approach to infrastructure development is not fit to meet the challenges posed by future natural disasters. This failure to improve building standards is now putting the lives of millions of people at risk. There is an urgent need for a fundamental change in the way that the public and private sectors work together to strengthen the resilience of the built environment . Stronger public-private partnerships are needed to create the right regulatory environment that incentivizes businesses to increase investment into disaster risk reduction and resilience. This event will ask some of the world’s key leaders to discuss how the public and private sectors can best work together to increase our resilience to disasters. It will be moderated by the well-known BBC World presenter, Mr. David Eades, and broadcast globally via a range of international broadcasters. (TBC)

### **TV Talk Show on Radically rethinking Investment in the Resilience of our Built Environment (title TBC)**

**Private sector panelist (TBC):** Mr. Aris Papadopoulos, Former CEO, Titan America, PSP/PSAG

### **2.00pm – 3.30pm | Main Hall**

[Open to all WCDRR participants]

The application of evidence for science and technology is fundamental to disaster management and decision-making. The session will set the agenda for the future of science and research for disaster risk reduction and explore new partnerships for promoting evidence-based disaster risk reduction for sustainable development. The session will also discuss the proposal of the scientific community to re-initiate an international scientific advisory mechanism for disaster risk.

### **Working Session on Applying Science and Technology to DRR Decision-Making 21**



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**4.00pm – 5.30pm | Hagi Hall**

**Working Session on Ecosystems Management & Resilience** 10

[Open to all WCDRR participants]

Environmental degradation erodes the resilience of communities and nations to disasters. Drivers of degradation such as land conversion for urban growth, agriculture and infrastructure as well as extractive industry and pollution are well understood. Knowing where new urban areas or infrastructural projects are being planned can enable policy makers, business and the public to better analyse the impacts for disaster resilience and economic growth and development. This session considers how partnerships between science, business, government and communities can enable better identification of risks and introduce solutions that restore and protect ecosystems that are the roots of resilience.

**Private sector panelist (TBC):** Mr. Ivo Menzinger, Managing Director, Head Asia Pacific, Swiss Re





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**Monday, March 16, 2015**  
**Business day**

**8.30am – 9.30am | Meeting Room 1/2**

**PSP and Business & Industry Major Group Briefing**

[Open to all Business & Industry Major Group members]

The PSP and B&I Briefing will discuss members' updates on sessions and events of the previous day, share information with participants on the key private sector-related events and activities of the day and discuss key points for private sector participation.

**10.00am – 11.30am | Main Hall**

**Working Session on Business & Private Sector: Investing in Resilient Infrastructure 19**

[Open to all WCDRR participants]

The session will discuss the gaps in addressing disaster risk reduction, with suggestions on enhancing the role of private sector for reducing disaster risks. The discussion will also reflect on the link between resilience and sustainable development, and how private sector investments in critical infrastructure can be more sustainable in the future, with increasing disaster and climate risks.

**Private sector panelists (TBC):** Mr. Hiro Nishiguchi, President, Japan Bosai Platform, Executive Managing Director Japan Innovation Network, PSP member (Moderator); Ms. Alyson Warhurst, CEO, Verisk Maplecroft; Mr. Oz Ozturk, Global PwC Leader on RISE Initiative; Mr. Toshiyuki Shiga, Chairman of the Japan Automobile Manufacturers Association

**12.00pm – 1.30pm | Main Hall**

**Working Session on Disaster Risk in the Financial System 20**

[Open to all WCDRR participants]

Integrating climate and disaster risk into the very heart of economic and financial decision-making of insurers, investors, businesses and governments will save millions of lives and livelihoods and billions (or trillions) of dollars in the decades ahead. This session will explore how this might be realized.

**Private sector panelists (TBC):** Mr. Shaun Tarbuck, Chief Executive, International Cooperative and Mutual Insurance Federation; Mr. Yoshihiro Kawai, Secretary General, International Association of Insurance Supervisors; Mr. Oz Ozturk, Partner, PwC; Mr. George Brady, Deputy Secretary-General, International Association of Insurance Supervisors; Mr. Dominic Casserley, Group CEO, Willis Group Holdings, Mr. Michel Lies, CEO, Swiss Re

Business Day



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### 12.00pm – 1.30pm | Hagi Hall

### Working Session on Towards a Resilient Tourism Sector **33**

[Open to all WCDRR participants]

Globally, tourism is one of the most dynamic and fastest growing business sectors. The tourism sector needs to plan for and consider how their businesses will survive and recover in the event of a natural hazard or disaster. The tourism sector also needs to consider if new developments may create new risks. Assisting the tourism industry to make better choices to become more resilient to disasters enhances competitiveness, helps promote continued local employment, ensures livelihoods are protected and benefits the national economy.

**Private sector panelists (TBC):** Ms. Jayne MacDougall, Le Meridien Hotels; Mr. Masato Takamatsu, Japan Tourism Marketing Co (JTM), PSP member

### 2.00pm – 3.30pm | Main Hall

### Working Session on Economic Aspects of DRR **18**

[Open to all WCDRR participants]

This session will explore the role of economics in supporting the development of disaster risk reduction policies for public and private risk-sensitive investments. The session will examine and enhance understanding of recent developments in economic impact analysis, probabilistic cost benefit analysis, macro-economic modelling of disaster impacts on GDP and public finance. In particular is how such policies stimulate action to reduce existing risk, prevent new risk generation, strengthen resilience and deepen the understanding of risk. The aim will be to better combine risk information with economic analysis to produce action that is more easily understandable for policy makers.

### 3.00pm – 6.00pm | Exhibition Hall 1

### High-level Partnership Dialogue on Risk-sensitive Investment: Public Private Partnerships **F**

[Open to all WCDRR participants]

Risk-sensitive investments, scaled up efforts and improved business practice are now needed to address disaster risks. Updated evidence, financial analysis, asset and insurance management will be required to implement a post-2015 framework for disaster risk reduction. Measures to adequately price risk and benchmark for effective risk management will be presented as a basis for an agreement of minimum requirements (in terms of information, institutions and incentives) in public investment policy, planning, regulation and business development.

**Private sector panelists (TBC):** Mr. Toshiyuki Shiga, President and Chief Operating Officer, Nissan; Ms. Sandra Wu, Chairperson and CEO of Kokusai Kogyo, Chair PSP/PSAG



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#### 4.00pm – 5.30pm | Hagi Hall

#### Working Session on Land-use Planning for DRR 14

[Open to all WCDRR participants]

Much of the social, economic and environmental impact of disasters could have been prevented or reduced if prospective and corrective risk reduction measures were put in place beforehand. The session will present good practices and challenges surrounding the incorporation of risk reduction in existing land-use planning and management practices at the local level. The session will also make practical recommendations on how to ensure that local governments have access to the information, tools and capacities necessary to develop and implement risk-sensitive land-use planning ready for implementing a post-2015 framework for disaster risk reduction.

**Private sector panelist (TBC):** Mr. Mathijs van Ledden, Director Business Development Flood Risk Reduction at Royal HaskoningDHV, PSP member

#### 6.00pm – 7.00pm | Main Hall

#### Risk Award Ceremony

[Open to all WCDRR participants]

The RISK Award, endowed with 100.000 €, will be assigned to operational projects in the field of risk reduction and disaster management. Organisations from all areas of disaster management had been invited to submit project suggestions dealing with the subject of "Disaster risk reduction – people centred, sustainable and innovative". The winner has been selected out of 145 applications from 60 countries.

#### 7.00pm – 9.00pm | Sendai Kokusai Hotel

#### Private Sector & Local Governments Reception

[By invitation only – PSP members will receive their invitation card from UNISDR's Business Partnerships Team]

Sendai City and Kokusai Kogyo cordially invite Business and Industry Major Group delegates, Mayors from Campaign Cities, representatives of all Major Groups as well as Member States and UN representatives to the Private Sector and Local Governments reception.

\*External venue, please see map on p. 17.



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**Tuesday, March 17, 2015**

**8.30am – 9.30am | B&I Booth (Booth A)**

**PSP and Business & Industry Major Group Briefing**

[Open to all Business & Industry Major Group members]

The PSP and B&I Briefing will discuss members' updates on sessions and events of the previous day, share information with participants on the key private sector-related events and activities of the day and discuss key points for private sector participation.

**10.00am – 11.30pm | Hagi Hall**

**Working Session on Measuring and Reporting Progress** 30

[Open to all WCDRR participants]

A post-2015 framework for disaster risk reduction will require the generation of baseline information for its monitoring. The specificities of monitoring and reporting in each country will be examined, the mechanics of inter-disciplinary review, feedback on policy improvement and how monitoring and evaluation facilitates future disaster risk reduction. The session will discuss options available to Member States to start building their monitoring mechanism building on the current HFA Monitor.

**Private sector prioritized speaker:** Mr. Dale Sands, Senior Vice President & Technology and Practice Leader, AECOM Technology, Vice-Chair PSP/PSAG

**10.00am – 1.00pm | Exhibition Hall 1**

**High-level Partnership Dialogue on Inclusive DRM:  
Governments, Communities & Groups Acting together** H

[Open to all WCDRR participants]

How do you promote an inclusive approach to disaster risk reduction? The post-2015 framework for disaster risk reduction calls for an inclusive approach and identifies the importance of all stakeholders identifying and reducing risks that they face. The dialogue will illustrate effective and inclusive approaches to disaster risk reduction. Specific suggestions will be identified to promote the inclusive approach to the implementation of a post-2015 framework for disaster risk reduction.



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### 12.00pm – 1.30pm | Hagi Hall

### Working Session on Preparedness for Effective Response (HFA) 6

[Open to all WCDRR participants]

The number of deaths due to disasters is reduced in some regions and evidence points to better preparedness of communities as one of the principal reasons. Experience over the last ten years has shown that national and preparedness at the local level is much more effective when disaster risk reduction measures are undertaken through a decentralized approach focused on local needs. The session will draw on country experiences in preparedness for effective response and will identify emerging challenges of new risk, new actors and what resources are required for better preparedness.

### 2.00pm – 3.30pm | Hagi Hall

### Working Session on Standards for DRR including Building Codes 32

[Open to all WCDRR participants]

Standards and codes are a critical component of disaster risk reduction. Yet we see many instances where an opportunity to reduce risks is missed due to non-adherence to standards or due to a complete lack of any standards. The different impacts may be attributed to variance in codes and standards. The session will focus on enforcement, awareness and other efforts required to ensure codes and standards are dynamic and updated regularly.

**Private sector panelist (tbc):** Mr. Louis Gritz, Vice President Research, FM Global, PSP member

### 4.00pm – 5.30pm | Hagi Hall

### Working Session on From Crisis Response to Building Resilience 26

[Open to all WCDRR participants]

Disaster impacts and losses can be substantially reduced if authorities, individuals and communities in hazard-prone areas are well prepared and equipped to reduce their vulnerability. It is crucial for communities and nations to have adequate response capacity. With good information, strategic thinking and joint planning, the international community, governments and local communities can contribute to saving lives and protecting livelihoods. The session will highlight innovative practices in preparedness and will demonstrate how whole of society preparedness measures can help reduce mortality during crises.

### 6.30pm – 8.30pm | Main Hall

### Sasakawa Award Ceremony

[Open to all WCDRR participants]

The 2015 United Nations Sasakawa Award for Disaster Risk Reduction focuses on the theme: Shaping the Future. The purpose of the theme "Shaping the Future" is to bring out cases of individuals or organizations that have shown convincing examples of leadership to guide our actions in ways that will make us more safe, healthy, wealthy and resilient now and in the years to come.



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## Wednesday, March 18, 2015

### **8.00am – 9.00am | Hagi Hall (TBC)**

[Open to all Business & Industry Major Group members]

The PSP and B&I Briefing will discuss members' updates on sessions and events of the previous day, share information with participants on the key private sector-related events and activities of the day and discuss key points for private sector participation.

### **PSP and Business & Industry Major Group Briefing**

### **10.00am – 12.00pm | Exhibition Hall 2**

[Open to all WCDRR participants]

### **Adoption of a Post-2015 Framework for DRR**

### **12.00am – 1.00pm | Exhibition Hall 2**

[Open to all WCDRR participants]

### **Closing Ceremony**

### **1.00pm – 2.00pm | B&I Booth (Booth A)**

[Open to all Business & Industry Major Group members]

### **PSP and Business & Industry Major Group Final Briefing**



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## Other WCDRR Events taking place in the week from March 13 to 18, 2015

### Ignite Stage | Sendai International Centre

[Open to all WCDRR participants]

The Ignite Stage is a special venue where participants have 15 minutes to present an innovative and exciting disaster risk reduction topic, project or initiative. The aim is to widen the array of topics beyond those that are presented in the main sessions and events. The Ignite Stage will take place in the foyer of the 2nd floor of the Sendai International Centre and will be open from 12:00 to 18:00 on March 14, 10:00 to 18:00 on March 15, 16 and 17 and 10:00 to 12:00 on March 18, 2015. Read more about the Ignite Stage and find the programme at: <http://www.wcdrr.org/conference/programme/ignite>

### Exhibition Booths | Sendai Mediatheque & Sendai Civic Auditorium

[Open to all WCDRR participants]

The main exhibition and presentation space at the Conference will be in the Sendai Mediatheque at 2-1 Kasuga-machi, Aoba-ku, Sendai from March 14 -18, 2015. Over 200 countries and organizations will present their latest work and will be ready to engage in discussions and form new partnerships. Displays include national, regional and private sector booths, as well as civil society and expert networks.

An updated list of exhibition booths is available on the WCDRR website: [http://wcdrr.org/wcdrr-data/programme.php#type3\\_subtype2](http://wcdrr.org/wcdrr-data/programme.php#type3_subtype2)

**Key private sector booths: ISDR Private Sector Partnership (PSP) booth; RISE booth** on Disaster Risk-Sensitive Investments

### Study Tours | Sendai & Surroundings

[Open to all WCDRR participants]

The Sendai Committee will organize a wide range of study tours, covering 'Experiences and lessons learned from the Great East Japan Earthquake and Tsunami', 'Actions of multi-stakeholders' and 'Build back better'. Participants will visit affected areas in and around Sendai City, and have a chance to share the experiences and lessons from the Great East Japan Earthquake and Tsunami. Participants will see the efforts undertaken by stakeholders including both public and private sectors. The study tours will be free and open to accredited participants of the Conference. Reservations for the study tours can be made before 20 February online at: [www.bosai-sendai.jp/en/studytours.html](http://www.bosai-sendai.jp/en/studytours.html) Subject to availability, last minute reservations will be accepted until noon of the day prior to departure. On site, registration for study tours will take place at the 2nd floor of the Reception Building of the conference venue.



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## Public Forum Side Events | Various venues in Sendai

[Open to all WCDRR participants]

Around 350 side events will be held over the period of the Conference. The main objectives are to raise awareness on disaster risk reduction and building the resilience of nations and communities and to contribute to knowledge promotion. There will be particular reflection and lessons from the reconstruction and recovery of the Tohoku region following the Great East Japan Earthquake and Tsunami of 11 March 2011. The complete list of side events with venues is available on the conference website at: <http://www.wcdrr.org/uploads/WCDRR-List-of-Public-Forum-Side-Events-1st-Draft.pdf>

### Side Events organized by PSP members

| Side Event Title  | Organizer   | Venue  |
|---|---|--|
| Saturday, 14 March 2015   |   |  |
| The Roles of Public Help, Mutual Help, and Self-Help & the Necessity of Earthquake Insurance  | The General Insurance Association of Japan                              | AER TKP Garden City Sendai Hall  |
| Sunday, 15 March 2015   |   |  |
| Disaster Prevention Education for Children - Exploration for Disaster Prevention Program: The Past 10 Years & The Coming Decade           | The General Insurance Association of Japan                              | AER TKP Garden City Sendai Hall  |
| Disaster Prevention Education Project   | Sompo Japan Nipponkoa Insurance Inc.                                    | AER TKP Garden City Sendai Hall C  |
| Monday, 16 March 2015   |   |  |
| Financial initiatives for building resilient societies: Financial Sector's Roles for Pre and Post Disaster Response and Revival of Tohoku | Development Bank of Japan Inc.  | Sendai Park Bldg. TKP Garden City Sendai Kotodai Hall                    |
| Building Effective KM, Collaboration and Predictive Modeling Strategies for DR  | Mind-Alliance Systems, LLC  | Sendai Civic Auditorium Meeting Room 7                                   |
| Partnerships in DRR with the insurance business   | AXA Group   | Tokyo Electron Hall Miyagi 401 Medium Meeting Room                       |
| The Geneva Association's Extreme Events and Climate Risks Seminar   | The Geneva Association/ Tokio Marine & Nichido Fire Insurance Co., Ltd. | Tohoku University Kawauchi-kita Campus B200                              |
| Insurance as contributors to problem solving and impact reduction   | The Geneva Association  | Tohoku University Kawauchi-Kita Campus, 41 Kawauchi, Aoba-ku, Room B-200 |





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| Chile - Earthquake & Tsunami Case Study  | eVigilo Ltd.  | Tohoku University Kawauchi-kita Campus C200            |
| Disaster Management and Private Sectors<br>*Launch event of publication featuring PSP chapter                        | IRIDeS, Tohoku University and Kyoto University                        | Tohoku University Kawauchi-kita Campus C206            |
| <b>Tuesday, 17 March 2015</b>  |   |  |
| Risk-sensitive Investment – get to know RISE (9am – 12pm)  | PwC, AECOM, Willis, UNISDR, Government of Netherlands, NTT and Nissan | Tohoku University Kawauchi-kita Campus, Room C106      |
| A DRR information and knowledge management system in France  | Mission Risques Naturels (MRN)  | Tohoku University Kawauchi-kita Campus A205            |
| The French National Observatory for DRR (ONRN): an IKM4DRR tool, for participative governance from national to local | Mission Risques Naturels (MRN)  | Tohoku University Kawauchi-kita Campus C205            |
| <b>Wednesday, 18 March 2015</b>  |   |  |
| A Changing Business Continuity Management -The 10th Anniversary Memorial Seminar of BELFOR JAPAN                     | Tokio Marine & Nichido Fire Insurance Co.,Ltd.                        | Sendai City Silver Center 1 <sup>st</sup> Seminar Room |

## Children & Youth Forum | Tohoku University Kawauchi & Katahira campuses

[Open to all WCDRR participants]

The Children & Youth Forum will showcase strengths, skills and abilities of young people to lead change in reducing risk and building resilience to disasters. Through open discussions and exhibitions, the Forum will provide space for children and youth to share views, ideas and experiences in reducing disaster risk and in building community resilience. The forum will take place from 14 to 17 March at the Tohoku University Kawauchi and Katahira campuses.

## Solutions for Local Resilience | Sendai City Museum

[Open to all WCDRR participants]

Making Cities Resilient Campaign of UNISDR with the support of Rebuild by Design along with other partners and cities will organize an interactive exhibition featuring solutions for city resilience. The exhibition aims to showcase practical solutions that cities worldwide could adapt and implement to reduce risks and address sustainability. Based on the successes of Rebuild by Design, the exhibits and solutions developed by international experts will promote and inspire innovative interventions to promote Resilience.



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## **DRR Industry Exhibition | Yume Messe Miyagi, Halls A, B and C**

[Open to all WCDRR participants]

A disaster risk reduction industry exhibition named the BOSAI Industry Fair will be organised at Yume Messe Miyagi, which was recovered from the damage of the Great East Japan Earthquake. This business expo will introduce and present a large panel of innovations related to disaster risk reduction and 145 exhibitors will present technologies and products for earthquake resistant and seismic isolation.

## **IKM4DRR Workshop | Sendai City Museum (TBC) | 13 March 2015, 9:00am - 5:00pm**

[Open to all WCDRR participants]

Information and knowledge management for is key to coordinated action for disaster and climate risk-informed decision making. This interactive, hands-on workshop will engage government, IGO, NGO, academic and private sector partners with an aim to strengthen the information and knowledge management capacity of Local, National and Regional stakeholders for DRR and CCA; facilitate knowledge-sharing among information and knowledge management professionals and their target audiences; increase collaboration between DRR and CCA platforms; and review the IKM4DRR Framework and Scorecard against the anticipated Priorities for Action set forth in the draft post-2015 framework for disaster risk reduction.



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## ii. Official WCDRR Programme and Handbook

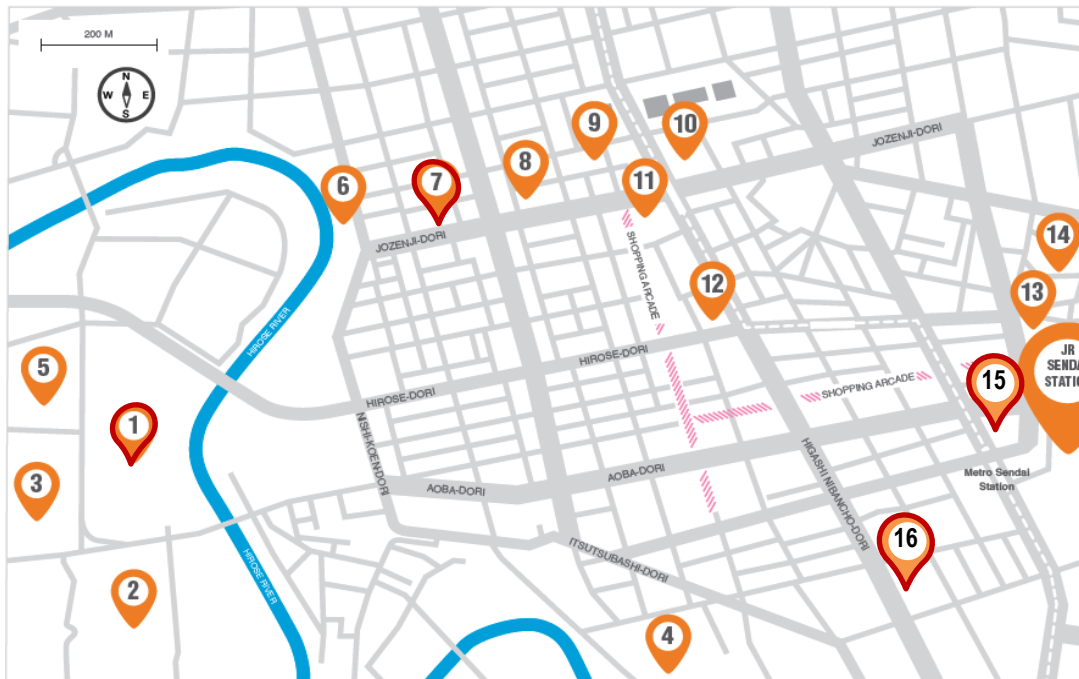
- ✓ **Read more about the Third World Conference on Disaster Risk Reduction:**  
<http://www.wcdrr.org/home>
- ✓ **Find more events and sessions in the Official WCDRR Programme:**  
<http://www.wcdrr.org/uploads/UN-WCDRR-Draft-Programme-622015.pdf>
- ✓ **Find key information about WCDRR sessions, events and activities as well as practical information in the WCDRR Conference Handbook:**  
<http://www.wcdrr.org/uploads/UN-WCDRR-Conference-Handbook.pdf>
- ✓ **Identify all of your sessions of interest in the consolidated list of official WCDRR sessions:**  
<http://www.wcdrr.org/uploads/List-of-WCDRR-Sessions.pdf>
















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### iii. Sendai City Map with Conference Venues

The main conference venue is the Sendai International Centre where all sessions of the Inter-governmental and Multi-stakeholder segments will be held. The Sendai International Centre and the Sendai City Museum will be open to WCDRR participants. The other facilities located in Sendai will be used by partners for events at the Public Forum.



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| <p><b>1</b></p> <p><b>SENDAI INTERNATIONAL CENTRE</b><br/>Aobayama,<br/>Aoba-ku, Sendai<br/>(Access with conference badge)</p>  | <p><b>15</b></p> <p><b>HUMOS 5</b><br/>10-1 Chuo, Aoba-ku<br/>Taxi directions:<br/>仙台駅前貸会議室<br/>ヒューモスファイヴ</p>  | <p><b>16</b></p> <p><b>RECEPTION VENUE</b><br/><b>SENDAI KOKUSAI HOTEL</b></p>  |
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|   |   |
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| <p><b>2</b></p> <p><b>SENDAI CITY MUSEUM</b><br/>28 Kawauchi<br/>Aoba Ward, Sendai<br/>(Access with conference badge)</p>  | <p><b>2</b></p> <p><b>TKP GARDEN CITY SENDAI KOTODAI</b><br/>3-6-1 Kokubun-cho, Aoba-ku,<br/>Sendai</p>    |
| <p><b>3</b></p> <p><b>TOHOKU UNIVERSITY</b><br/>Centennial Hall<br/>40 Kawauchi, Aoba-ku,<br/>Sendai</p>                   | <p><b>3</b></p> <p><b>KOTODAI PARK</b><br/>3 Honcho, Aoba-ku,<br/>Sendai</p>   |
| <p><b>4</b></p> <p><b>TOHOKU UNIVERSITY</b><br/>Kawauchi Campus<br/>41 Kawauchi, Aoba-ku,<br/>Sendai</p>                   | <p><b>4</b></p> <p><b>L-PARK SENDAI</b><br/>5th, 6th Floors, 141 Building<br/>Aoba-ku, Sendai</p>    |
| <p><b>5</b></p> <p><b>SENDAI CIVIC AUDITORIUM</b><br/>4-1 Sakuragaoka Koen,<br/>Aoba-ku, Sendai</p>                        | <p><b>5</b></p> <p><b>SENDAI CITY SUPPORT CENTER FOR CIVIL ACTIVITIES</b><br/>4-1-3 Ichibancho, Aoba-ku,<br/>Sendai</p>    |
| <p><b>6</b></p> <p><b>SENDAI CIVIC AUDITORIUM</b><br/>4-1 Sakuragaoka Koen,<br/>Aoba-ku, Sendai</p>                       | <p><b>6</b></p> <p><b>SENDAI CITY INFORMATION &amp; INDUSTRY PLAZA 5/F(LAER), TKP GARDEN CITY SENDAI 2/1/30F (LAER)</b><br/>1-3-1 Chuo, Aoba-ku, Sendai</p>                 |
| <p><b>7</b></p> <p><b>SENDAI MEDIATHEQUE</b><br/>2-1 Kasuga-machi,<br/>Aoba-ku, Sendai</p>                               | <p><b>7</b></p> <p><b>SENDAI CITY SILVER CENTER</b><br/>1-3-2 Kakyoin, Aoba-ku,<br/>Sendai</p>   |
| <p><b>8</b></p> <p><b>TOHOKU ELECTRON HALL MIYAGI</b><br/>3-3-7 Kokubun-cho, Aoba-ku,<br/>Sendai</p>                     | <p><b>8</b></p> <p><b>MIYAGI EXHIBITION CENTRE</b><br/>1-7 Minato 3-chome<br/>Miyagino-ku, Sendai<br/>(Located outside the map, 11km east<br/>from Sendai JR Station)</p>  |



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#### iv. Map of Sendai International Centre

The Sendai International Centre includes a reception building where accreditation, badging and screening will take place and two main buildings which will host the Inter-governmental and Multi-stakeholder segments as well as a media centre, a business centre, a restaurant and the offices of the conference secretariat and conference services. Floors are numbered 1F (first floor), 2F (second floor) and 3F (third floor).

