



## What is the RISE Initiative?

RISE is a unique alliance of business, academic organizations, and public and private sector, who aim to take leadership on disaster risk reduction. The main objective of RISE is to **make all investments risk-sensitive**.

The initiative calls for a change in behaviour patterns around investment decision-making across all sectors in favour of risk management and resilience. It will aim to do this by facilitating the exchange of experience and knowledge across sectors to implement tangible disaster risk reduction projects. Eight activity streams have been identified to promote collaborative actions and produce tangible results in.

Following the 2013 Global Assessment Report on Disaster Risk Reduction launched by the Secretary-General in New York in May 2013, which highlighted that today and tomorrow's disaster risks go beyond the mandate or ability of the public sector alone, the RISE Initiative was conceived by the United Nations Office for Disaster Risk Reduction (UNISDR), in collaboration with PricewaterhouseCoopers (PwC).

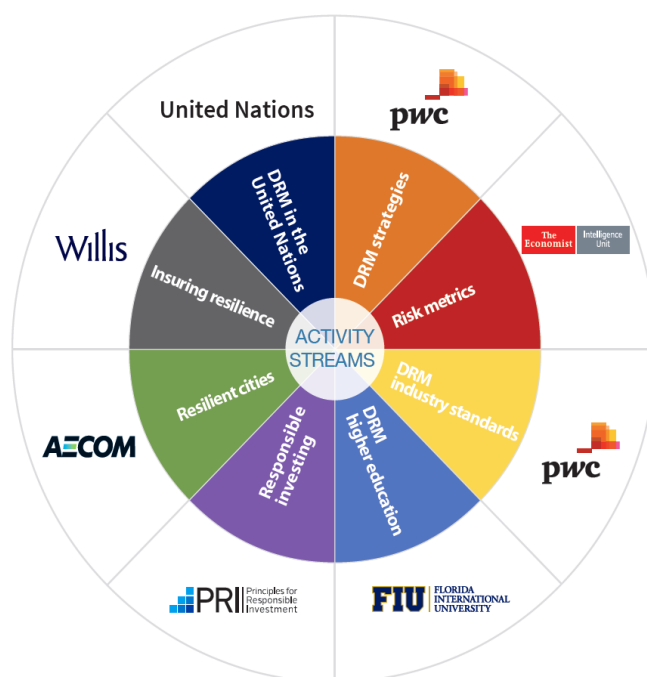
Creating a concrete platform like RISE provides an avenue for the private sector and other stakeholders to address global challenges and play their part in contributing to the global goals on disaster risk reduction, climate change, and sustainable development. It also allows for increased public-private partnership aimed at decreasing shared risk and increasing shared value.

By bringing together 6 connected communities – business, investors, insurers, public sector, educational professionals and civil society – RISE will convene stakeholders who have the capacity and resources to develop a common vocabulary, create concrete approaches to risk management, and deliver on responsible investing.

The RISE Initiative is structured around 8 activity streams with the aim to deliver tools, recommendations and good practice to implement comprehensive disaster risk management for investments.

Each Activity Stream is led by a major and experienced actor of the relevant area of work and including PricewaterhouseCoopers (PwC), The Economist Intelligence Unit (EIU), Florida International University (FIU), Principles for Responsible Investment (PRI), AECOM and Willis.

With a 6-year horizon to 2020 for achievement of its ambitious goals and programs of work, **the RISE initiative seeks to build a strong alliance that spans the globe, connect countries and allows for open exchange within and between activities and sectors.**



### The RISE Initiative launches on 19 May 2014 in New York.

The RISE Initiative aims to commence all activities streams before the Secretary General's Climate Summit in September 2014, and measure initial outputs and results in anticipation of the 3<sup>rd</sup> World Conference on Disaster Risk Reduction.

Launch of RISE

19 May 2014

SG's Climate Summit

22 September 2014

The UN WCDRR

14-18 March 2015

