

21 January 2014

## Resilience Guard GmbH admitted as member of UN Disaster Risk Reduction group

[Resilience Guard GmbH](#), the boutique business continuity consultancy, has been admitted as a new member of the Disaster Risk Reduction Private Sector Partnership (DRR-PSP). The Zurich, Switzerland-based firm will support the [United Nations Office for Disaster Risk Reduction](#) (UNISDR) in its mission to enhance national and local resilience to disasters by raising awareness and advocating disaster risk reduction as a national priority.

The UNISDR works with various partners around the world to reduce disaster risk and build resilient communities. As one of 53 companies approved by the UNISDR, Resilience Guard GmbH will bring specialist private sector experience of risk anticipation, management and business initiatives in disaster mitigation to the group.

Created in December 1999 to ensure the implementation of the International Strategy for Disaster Reduction, the UNISDR's mandate is to serve as the focal point in the United Nations for the coordination of disaster reduction. The International Strategy for Disaster Reduction reflects a major shift from the traditional emphasis on disaster response to disaster reduction, and in effect seeks to promote a "culture of prevention".

Disaster Risk Reduction aims to reduce the damage caused by natural hazards like earthquakes, floods, droughts and cyclones. Its central belief is that there is no such thing as a 'natural' disaster, only natural hazards. As a member of the group, Resilience Guard GmbH will work with DRR-PSP partners worldwide to share best practice and expert knowledge of disaster risk reduction.

According to a report<sup>1</sup> put together by the United Nations secretariat for the International Strategy for Disaster Reduction, disaster-related losses are increasing across all regions, threatening the economies of low- and middle-income countries as well as outpacing wealth gains across many of the world's more affluent nations.

Sandra Wu, chair of the UNISDR Private Sector Advisory Group, commented, *"We would like to thank Resilience Guard for being an agent of change through its crucial role in managing disaster risks and in building resilience...helping to save lives and reducing costs."*

For further information, please call **+41 (0) 44 266 10 62**, or visit [www.resilienceguard.ch](http://www.resilienceguard.ch)

---

<sup>1</sup> Global Platform for Disaster Risk Reduction (2012) ---  
<http://www.preventionweb.net/english/professional/publications/v.php?id=23895>