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Tackling Climate Risk for Business

July 19, 2013, Atlanta, ICCR --- Building Climate Resilience for Business is a new business and economic growth opportunity for all size organizations.

'Investing in Innovation for Climate Resilience' (IICR) initiative 2013-16 is growing worldwide. This business call to action is a new attempt to encourage companies and communities to invest in technology-driven projects to build climate resilience.

More companies are taking a proactive role in building climate resilience, and for good reason. Corporate leaders seek solutions to better mitigate and adapt to climate risk now and in the future. There's too much at stake for the private sector to not take action today.

Building climate resilience for Business makes strategic sense to engage and start to contribute to solutions now. As the impacts of climate risk grows, we will see increased opportunities for technology companies to help business and communities build resilience. Small to large size business innovators should get involved now.

The thought leaders and experts in climate resilience realize that collaborative action will be very good for business, industry, economy and the well-being of people and the planet. Building climate resilience for business simply makes sense. Tackling climate risk now will drive innovation, will save money, improve efficiency, and will keep business competitive and more sustainable.

The **'Investing in Innovation for Climate Resilience' initiative** and **'Virtual Technology Showcase'** is about bringing companies to the table to exchange challenges and solutions to **'Build Business Back Better'**. It is an international platform for a large number of companies to come in and share solutions, create new jobs,

contribute to economic growth, and get business under the same roof engaging companies and investors and their supply chains and reaching marketing and social media networks.

In 2009, a large group of mostly European and U.S. based companies, today led by the Innovation Center for Climate Resilience (ICCR) working group in Atlanta, agreed to collaborate and enact the IICR initiative that would mobilize and drive investment in technology-driven B2B climate resilience projects.

Technology can play a pivotal role in helping business avoid climate risk related losses. There is a momentum for opportunity now for business innovators for reasons mentioned above. So what should business do specifically to build climate resilience now? IICR encourages more public-private investment in public partner projects that improve climate resilience business to tackle climate risk. Companies can sign on today to 'Virtual Technology Showcase' to share their expertise, experts, challenges and solutions, promote best practice and technologies, reach motivated customers, and support collaborative education and workforce training programs.

The **Virtual Technology Showcase** helps business innovators to market available solutions more effectively to motivated customers - to help them fight against climate risk. This powerful platform can help do just that. All of us will benefit from easy web-based access to experts and expertise, new technology and funding, and it seems like that's finally beginning to happen!

To learn more, please go to: [Virtual Technology Showcase](#), to join us please contact Tana Torrano, osbollic@gmail.com