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Eco Commerce Review

Building Resilience of the Coastal Businesses to Climate Risk

July 10, 2013, Atlanta, GA, ICCR ---- Situated in the coastal zones, businesses face considerable challenges posed by vulnerability to floods, torrential rains, erosion, and severe storms and tidal surges especially coastal communities which will be exacerbated by climate risk.

Many here in America didn't know much about tsunamis until 2004 when an earthquake in the Pacific Ocean resulted in a tsunami that wound up killing approximately 230,000 people in 14 countries bordering the ocean. Almost all of us have some familiarity with flooding, however, whether it has occurred at our businesses, in our fields, or at homes and we understand how damaging water can be.

To increase the resilience of the businesses and enterprises to natural disasters, the **Innovation Center for Climate Resilience (ICCR)** working group in Atlanta, is helping business build climate resilience through 'Business Innovation for Climate Resilience' initiative 2013-16.

In the United States coastal area businesses and communities have made remarkable progress toward achieving climate resilience and sustaining economic growth over the last decade. However, the vulnerability to natural disasters can greatly impact the coastal business, affecting the economic growth of those communities. To help improve business's resilience to natural disasters, the **ICCR is hosting 'Investing in Innovation for Climate Resilience' Summit** in support to increase the resilience of the coastal business communities to natural disasters.

During the past years, ICCR's international working group has sought to protect businesses across the Gulf Coast region from natural hazard risks. Continuous involvement since 2009 in the Gulf Coast region in the U.S.A has resulted in the establishment of a collaborative learning platform, supported by **thought leaders in Climate Finance, Technology, Climate Resilience, and Disaster Recovery**.

'Access to actionable knowledge, funding, technology and other critical resources in a timely manner before, during and after disaster strikes, is vital to any size business. In addition, sharing lessons learned is crucial to building the resilience for business and mitigating risk from economic disaster of coastal communities. The

vulnerability of the coastal areas is on the rise. Climate variability will accentuate the **risks facing businesses across coastal areas**. Information exchange is vital providing **protection to the businesses and their assets'**, says Tana Torrano, CEO, Organization Supporting Business Owners (OSBO).

The key risks in the coastal areas span from hurricanes, cyclones, tornadoes, storm surges, river bank erosion, vulnerability of islands and chars, sea level rise, saline intrusion, and coastal erosion. With these challenges in mind, **'Investing in Innovation for Climate Resilience' is focused on adaptation measures for business today, potential profits for investors, and huge savings for businesses and enterprises** in the future by minimizing the damages associated with extreme weather events.

Improvement of climate resilience for business can enhance the economy in coastal areas. This in turn will enhance the economic growth through increased production during normal weather and reduced loss of life and assets, in the event of a disaster.

'Technology can play a pivotal role in helping business avoid climate risk related losses. This initiative will help **drive investment and stimulate economic development** by facilitating the growth of new business activities, and provide direct protection to the businesses and enterprises. The initiative is expected to benefit all businesses, mobilize investment, boost economic growth, create new business opportunities, and provide employment and energy and food security. The initiative is expected to increase confidence among the coastal business communities by securing and expanding local industries, while generating jobs. This is an essential step forward in building the [resilience for business](#) of the coastal business communities to climate risk," said Minna LeVine, CEO, Chamber of Eco Commerce, and Advisory Board Member of the ICCR.

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*Requests for invitations are open for 'Investing in Innovation for Climate Resilience' Trade Missions & Advisory Board (by-invitation only) September 15, 2013.

Contact: Ms. Tana Torrano
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'INVESTING in INNOVATION for CLIMATE RESILIENCE'

SUMMIT 2013

The smart money is taking new approach: Working under the assumption that climate change is inevitable, Wall Street firms are investing in businesses that will profit as the climate risk grows. Timing is right to start investing.

Mobilizing funding and access to capital and technology for building Climate Resilience: An executive workshop for the top thought leaders in Climate Finance, Technology, Climate Resilience, and Disaster Recovery.

Looking ahead, we foresee that climate risk will increase and affect the entire value chain for small to large size businesses, enterprises, and communities.

The profit in climate resilience is growing. This by-invitation only executive workshop will bring together the key stakeholders and facilitates intimate collaboration with the goal of mobilizing investment and access to funding, sharing solutions, revealing innovation and technology advancements, and changing the way businesses and enterprises build climate resilience.

This invitation-only one and a half day summit, aims to bring together top investors, technology executives, corporate executives, entrepreneurs, and public sector leaders to focus on key business innovation themes: Finance, Insurance, Technology, and Disaster Mitigation, Response, and Recovery.

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About the Summit

'Investing in Innovation for Climate Resilience' Summit: An exclusive, C-level workshop for the world's top thought leaders and influencers in **Climate Finance, Technology, Climate Resilience, and Disaster Recovery for Business.**

The challenges of climate risk facing the entire value chain - businesses, enterprises, and communities - have been well documented and thoroughly discussed. Access to capital, experts and expertise is needed to build climate resilience for business across industries and regions.

Executive Workshop

The Summit includes a Pre-workshop briefing, in-session engagement, and post-workshop follow-up. This one and a half day summit will be invitation-only, leading investors and executive influencers, to ensure the highest quality dialogue. Our selection bias for participants will be toward those working actively putting capital to work in financing climate risk and building resilience for business.

The summit attendees will be true participants in interactive workshops and moderated group discussions. We ask that all participants share their expertise and contribute to a collaborative learning environment.



Attendee Participation

Workshop/ Round-table Engagement

We invite all attendees to actively contribute to the discussion. Moderators will ensure your voice is heard and incorporated into the dialogue. Specific dialogues will benefit every participant and we will have areas setup for you to have informal discussions in parallel to the main session.

Post Event Follow-Up

At the end of the workshop, we intend to have, as a group, developed directives on partner projects which to act over the following 36 months (2013-16). Each topic/action item will have a subject leader and committee in charge of follow up with progress reports and conclusions delivered at the next live or online gathering.

Investors' growing interest in climate risk related investments is a very encouraging sign. It will boost new relationships, technology development, and B2B contracts. It will take business innovators, investors, technology experts, corporations, and government regulators all working together to make a difference in the market.

Our goal is to bring together an exclusive group of the top thought leaders to **tackle the Climate Risk for Business issues, expose areas for Investments, and make connections that will move new Technology-Driven projects forward.**



ACT NOW to HELP BUILD CLIMATE RESILIENCE for BUSINESS

Climate risk poses challenges but also creates opportunities. Concepts such as green growth, low-carbon development, and carbon-resilient economies are beginning to drive development policies and investments worldwide.

Businesses and enterprises can expect climate-related impacts. If timely action is not taken and potential risks are not addressed, the disaster can limit many businesses' ability to survive. Fortunately, a range of management and technological approaches can enable the businesses to better handle current challenges, build resilience to the climate risk of the future, and even rebuild business after disaster strikes.

Since 2009, the **Innovation Center for Climate Resilience (ICCR)**, ICCR's international working group, has analyzed the specific challenges and opportunities for those businesses particularly vulnerable to the adverse effects of climate risk. The group has agreed on the need to address the economic impact of natural disasters on businesses and enterprises. To help organizations mitigate and manage risk better, the ICCR has created a collaborative web-based learning platform to support small to large size organizations.

This effort has brought together an international group of thought leaders and experts from the private sector, finance, federal and state government agencies, academia, civil society, and the community of development partners to 'Build Business Back Better' to discuss how the business can be made more climate resilient, in accordance with the National Adaptation Strategies and Plans of Action on Climate Change.

The ICCR welcomes partnerships and recognizes its significance for helping businesses, enterprises, and communities build climate resilience - and for the leadership role it can play in the global effort to respond to climate risk by offering access to FREE Webinars, and showcasing business innovation and proposing practical short-term priority actions, as well as complementary longer-term actions, that could help organizations and communities to mitigate the threat that climate risk poses.

To support the international B2B community in this effort, ICCR looks forward to reinforcing its partnership with the

private and public sector to start acting now to help build climate resilience across industries and communities worldwide.

Innovation Center for Climate Resilience (ICCR)

The purpose of the ICCR is to make a collaborative contribution to the efforts towards technology-driven B2B climate-resilience development worldwide.

The ICCR provides FREE education and workforce training programs and brings together top thought leaders in **Climate Finance, Technology, Climate Resilience, and Disaster Recovery** to drive investment, mobilize access to capital, and accelerate adaptation to the impacts of climate risk, taking into account the needs of small to large size organizations that are particularly vulnerable to the adverse effects of climate risk.

Access to Funding

Financial markets play a critical role in the process of building resilient businesses, enterprises, and communities. Climate risk investment practices offer not only the benefits of reducing economic, environmental, and social risks, but also the potential for investors to achieve superior risk-adjusted financial returns.

[Financing Climate Resilience for Business](#)

[Build Business Back Better](#)

[Disaster Recovery for Business](#)

[Investors Embrace Climate Change. Chase Hotter Profits](#)

[Insurers Unready for Climate Change-related Disasters](#)

[Expect the Unexpected](#)

[The Rockefeller Foundation Launches Challenge to build](#)

[Resilience in 100 Cities around the World](#)

[Understanding the Concept of Resilience](#)

[New York: Climate Risk Information 2013](#)

[GAO: Climate Risk](#)

[Worldbank: Turn Down the Heat](#)

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