Green Cross International (GCI), founded in 1993 by President Mikhail Gorbachev, is a non-profit, non-governmental organization working to address the inter-connected global challenges of security, poverty and environmental degradation through advocacy and local projects. GCI is headquartered in Geneva, Switzerland and has a network of national organizations in some 30 countries.

GCI launched its new programme on environmental emergency preparedness at the Rio+20 conference in June 2012. Its objective is to **improve human safety and reduce the economic losses from industrial accidents** by building capacities of communities and local authorities near hazardous industrial sites in developing countries.

This programme ensures that communities and emergency services at the vicinity of industrial sites are adequately trained and prepared to respond to industrial emergencies, with effective coordination among the industries and other actors at local level. Local authorities (municipalities, firemen and police) and populations, in collaboration with the relevant industries would improve their own ability to deal with industrial disaster management significantly by establishing local mechanisms and processes for identifying, assessing, preventing, preparing and responding to various potential industrial accidents they could be exposed to.

The process involves a close collaboration with the industrial companies and includes the development of community emergency plans, with practical aspects such as simulation exercises.

All our projects involve international experts in the field of industrial emergencies and capacity building. Our work is based on the methodology developed by the APELL process (Awareness and Preparedness for Emergencies at Local Level) of the United Nations Environment Programme, which has been successfully introduced in more than 30 countries and in over 80 industrialized communities.

Capacity building projects would be carried out through the network of Green Cross national organizations in some 30 countries. In addition, as a partner of many other organizations, GCI is able to carry out on-the-ground projects in all regions of the world.
Green Cross International attaches a great significance to the role of the private sector in the realization of the objectives of its programme. A constructive dialogue and partnerships between GCI and industries can be a powerful lever for achieving their respective missions. In particular, corporations such as oil, chemical, petrochemical, as well as mining companies operating in developing countries are amongst the most relevant for this programme but we are also considering any other relevant industry for partnership.

GCI does not see the private sector as simply a source of funding. Helping local populations to improve their own abilities in disaster management by preparing and responding to various potential industrial accidents, cannot be done without the private sector’s active involvement.

Industrial and private business partners will benefit from knowledge and capacity building on local emergency preparedness with a better communication with the local authorities, which could reinforce corporate social responsibility actions and create an improved image, as a result of transparency and actions taken to protect populations from accidents. Companies interested in loans from the International Finance Corporation (World Bank) can also contact GCI in this perspective.

GCI is willing to establish partnerships with industrial companies so as to promote the integration of preparedness for environmental emergencies at the local level in corporate policies and practices. Green Cross can help businesses adopt practices that avoid and minimize impacts of accidents and generate benefits for people living in proximity to industrial sites. One of GCI roles would be advising the private sector and facilitating access to its network of experts to carry out projects at local level. Thus, a pragmatic dialogue and partnership with the private sector is one of the cornerstones of GCI Programme of Environmental Emergency Preparedness.

We appreciate your consideration and hope to work with you in the future.

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Why partner with us?

BY PARTNERING WITH GREEN CROSS, YOUR COMPANY:

- Improves the safety of populations where it is operating
- Is promoted through national and international press releases
- Improves its image at local level and globally
- Is promoted through the Green Cross online network
- Contributes to sustainable development and disaster risk reduction in developing countries
- Is promoted during international conferences and events
- Alleviates environmental impacts of accidents
- Reduces the costs of accidents (particularly relevant for industries with captive insurances)
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