


2023/05/31	ARISE Board Elections Self-nomination Form (deadline for submission: 21 June 2023)	 arise
PU-BENF		
Revision: 1		
Page 1 of 6		

1. Basic information

1.1 Nominee's name:

Lorenzo Marchetti

1.2 Title:

Public Affairs & Government Relations Manager

1.3 Company:

Everbridge

1.4 ARISE member since (specified in the ARISE welcome letter):

2023

1.5 Current ARISE Board member:

Yes

If "Yes":

First term

Second term


No

1.6 Network or individual member:

Network Member: My network leader has endorsed my application.


If "Network Member," please specify [which network](#):

ARISE US – Dr. Peter Williams

2023/05/31	ARISE Board Elections Self-nomination Form (deadline for submission: 21 June 2023)	 arise
PU-BENF		
Revision: 1		
Page 2 of 6		

Individual Member (i.e. no network affiliation)



2023/05/31	ARISE Board Elections Self-nomination Form (deadline for submission: 21 June 2023)	 arise
PU-BENF		
Revision: 1		
Page 3 of 6		

2. Curriculum Vitae

2.1 PLEASE ATTACH YOUR CV OR RESUME TO THIS SELF-NOMINATION FORM.

3. Questionnaire


3.1 Please indicate any past or present affiliations and accomplishments related to Disaster Risk Reduction / Prevention / Resilience / Corporate Social Responsibility (CSR) / Environmental Social Governance (ESG) (max 200 words)

Since joining Everbridge, I have led the company's positioning on the sustainability and disaster reduction agenda internationally. After almost three years, Everbridge is now a strong advocate of disaster risk reduction through several fora: at the UN (UNDRR, ITU, World Bank), and through partnerships with other private sectors members, such as Skyline Partners for parametric insurances.

As the leading tech company for digitization of critical event management and critical event communication software and services, we channel our know-how and experience through crucial initiatives and partnerships. I have been a strong advocate of the Early Warning for All initiative, on which we are currently working with ITU, many private sector enterprises (Howden), and academia (Johns Hopkins SAIS Europe and University College London). I revamped our membership in ARISE after years of inactivity. I launched, in partnership with the Business Development team, the Insurance Backed Risk Facility (IBRF), a btb financial vehicle, that brings together parametric calculators, insurers, technology, and response mechanisms for disaster reduction and response.

Outside Everbridge, I have been collaborating with the City of Imola to bring the city into the UN Making Cities Resilient 2030, and drafted EU projects based on ESG+R.

3.2 Please specify if you have the decision-making and support capacities for ARISE within your company relating to at least one the four ARISE focus areas (SME resilience, investment, insurance, resilient infrastructure) at

2023/05/31	ARISE Board Elections Self-nomination Form (deadline for submission: 21 June 2023)	
PU-BENF		
Revision: 1		
Page 4 of 6		

a) Senior level (max 100 words each)

The strategy for the global engagement through the ARISE pillars is shared by the Senior Management Team (SMT), as it closely resembles our business strategy. Because my engagement in the Global Board of ARISE has been approved by SMT, my voice on the Global Board would reflect the perspective of the company and would be supported accordingly.

The capacity to develop projects and initiative with a role on the Global Board will be ensured by my coordinating role in Everbridge regarding themes that mimic the ARISE pillars in EVBG.

b) Technical level (max 100 words each)

SME Resilience: EVBG is strategically invested in working to ensure business and operational resiliency to all enterprises globally. Our work to digitize Standard Operating Procedures during critical events already covers hundreds of companies.


Investment & Insurance: Through the launch of IBRF we are developing new models which use new sources of investment (impact, green and possibly resilience investments).

Resilient Infrastructure: By developing our public safety portfolio, EVBG is invested in ensuring the protection of lives and livelihoods globally.

3.3 Please specify if you have the decision-making and support capacities within your company relating to other key areas such as Early Warning or Public-Private Partnership at national or local level (100 words)

Everbridge is one of the most vocal tech companies in the area of Early Warning for All. We are invested in the UNDRR process for shaping the Sendai Framework (primarily Target G), and we already work with the ITU to understand how to encompass regional mandates for dissemination systems at the global level.

Support for the Early Warnings for All initiative is an EVBG OKR.

2023/05/31	ARISE Board Elections Self-nomination Form (deadline for submission: 21 June 2023)	
PU-BENF		
Revision: 1		
Page 5 of 6		

3.4 Indicate if your company is affiliated with / member of any other global private sector networks such as the UN Global Compact, World Economic Forum (WEF), World Business Council for Sustainable Development (WBCSD) International Chambers of Commerce (ICC), or other private sector network, including of other UN agencies (please specify) (max 100 words each)

Everbridge is currently part of:

- 1) UNDRR ARISE
- 2) ITU SECTOR MEMBER GROUP D
- 3) WORLD CLIMATE FOUNDATION
- 4) COMMON ALERTING PROTOCOL CALL TO ACTION (supported by WMO)
- 5) Global Digital Compact
- 6) 3GPP, ETSI (currently chair of the EMTEL committee)
- 7) We are in discussion with ANTICIPATION HUB


3.5 Please list 3 goals which you would aim to achieve as Board Member of ARISE, specifically within (max 100 words)

- a) your 1st year
- b) long term

In my first year, I will start a coordination process for relevant initiatives to the Early Warning for All initiative which are being currently developed within the four pillars. Through this process, that would see me as a focal point in the Global board, ARISE will be in a better position to support UNDRR in furthering the initiative and its related projects globally while fostering new synergies between private sector members on this topic.

Long term, my vision is to create a fifth ARISE pillar related to Early Warnings for All that would bring together more private sector partners to share their knowledge and effectively support UNDRR initiatives.

Note:

2023/05/31	ARISE Board Elections Self-nomination Form (deadline for submission: 21 June 2023)	 arise
PU-BENF		
Revision: 1		
Page 6 of 6		

Please consider the responsibilities for Board members and the parameters for a Board member to be designated inactive as specified in the Board elections Standard Operating Procedure (SOP).

