

# THE PRIVATE SECTOR IN DISASTER RISK REDUCTION MANAGEMENT

September 2019

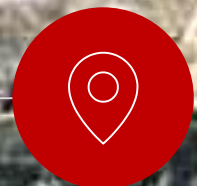
This is not an ADB material. The views expressed in this document are the views of the author/s and/or their organizations and do not necessarily reflect the views or policies of the Asian Development Bank, or its Board of Governors, or the governments they represent. ADB does not guarantee the accuracy and/or completeness of the material's contents, and accepts no responsibility for any direct or indirect consequence of their use or reliance, whether wholly or partially. Please feel free to contact the authors directly should you have queries.





## Baguio, 1990

- Casualties – 2,412
- Property damage – PHP15 Billion

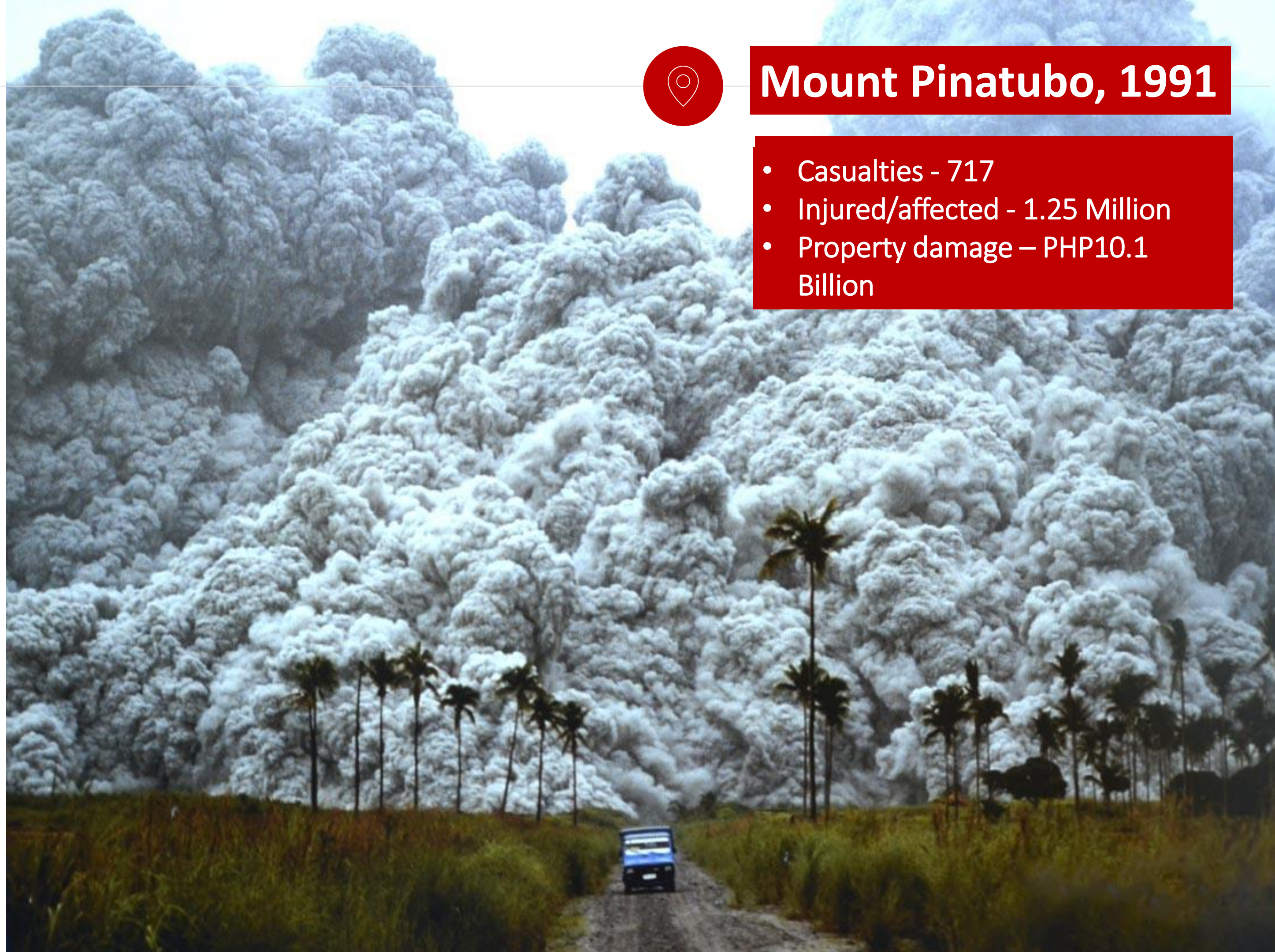




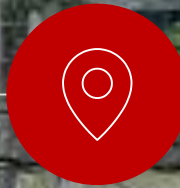


## Mount Pinatubo, 1991

- Casualties - 717
- Injured/affected - 1.25 Million
- Property damage – PHP10.1 Billion







## Ondoy, 2009

- Casualties - 464
- Injured - 529
- Missing - 29
- Affected – 4.9 Million
- Property damage - P11 Billion







## Bohol, 2013

- Casualties – 209
- Injured – 877
- Missing – 8
- Property damage – P2.2 Billion

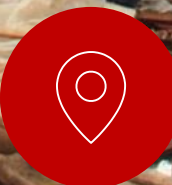




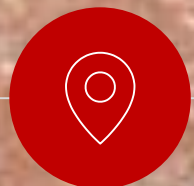


## Haiyan/Yolanda, 2013

- Casualties – 6,300
- Injured – 28,589
- Missing – 1,061
- Injured/Affected – 14 Million individuals
- Property damage – P89.6 Trillion







**Dengue and Zika**





# Goals of the Emergency Operations Center

## Goal 1: Ensure coordination and collaboration

- Build an ecosystem of corporations and partner organizations
- Enable collaborative efforts with Government and International Humanitarian Organizations aimed towards disaster risk reduction
- Ensure swift, strategic and coordinated response in times of disasters

## Goal 2: Empower member companies in building disaster resilience

- Promote greater awareness of disaster risks
- Encourage disaster preparedness and mitigation measures within individual businesses

## Goal 3: Strengthen the preparedness of SMEs that work directly with larger organizations





---

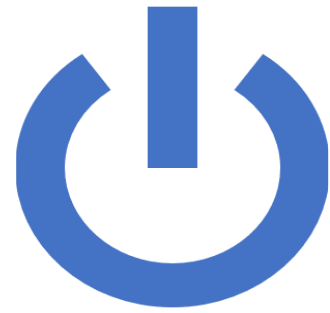
# THE PDRF CLUSTER SYSTEM

*The PDRF Cluster System aims to provide a more robust platform for collaboration. It is divided into eight clusters that comprise the core strengths of the Philippine private sector where business communities can respond swiftly and contribute effectively in times of disaster.*

---



## Power, Fuel, and Energy



Aboitiz Power Corporation  
 AES Philippines  
 First Philippine Holdings Corporation  
 Isla Petroleum & Gas Corporation  
 Isla Lipana  
 Meralco  
 Phelps Dodge Phils. Energy Products Corp.  
 Pilipinas Shell Petroleum Corp.  
 Team Energy  
 National Grid Corporation of the Philippines  
 Philippine Institute of Petroleum  
 Energy Development Corporation

## Food and Non-Food



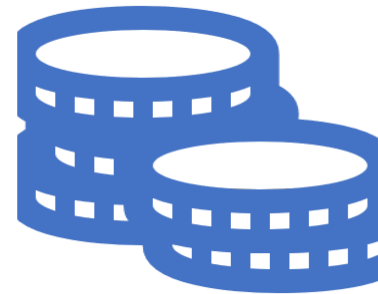
Coca-Cola Philippines  
 Jollibee Foods Corporation  
 Liwayway Marketing Corp.  
 Pepsico, Inc.  
 Pepsi-Cola Products Philippines, Inc.  
 Philippine Hotel Owners Association  
 Pilmico Foods Corporation  
 RI Chemical Corp.  
 Roxas Holdings, Inc.  
 Nestle Philippines, Inc.

## Water



Manila Water  
 Maynilad

## Finance and Insurance



Bank of the Philippine Islands  
 Cebuana Lhuillier  
 LandBank  
 P.J Lhuillier Group of Companies  
 Peace and Equity Foundation  
 Philippine Exporters Confederation, Inc.  
 Phinma  
 SGV & Co.  
 UnionBank of the Philippines  
 UCPB-CIIF

## SAR-Medical



Ayala Corporation  
 Emergency Response  
 Integration Center  
 Makati Medical Center Foundation  
 Philex Mining Corporation  
 Pilipinas 911, Inc.  
 St. Lukes Medical Center  
 Zuellig Pharma Corporation  
 Canadian Emergency Risk Management

## Logistics



Clark Development Corporation  
 DHL Express  
 DHL Supply Chain Philippines, Inc.  
 International Container Terminal Services, Inc.  
 Magsaysay Maritime, Inc.  
 Metro Pacific Tollways Corporation  
 Monark Equipment Corporation  
 Pacific Global One  
 Philip Morris Fortune Tobacco Corp, Inc.  
 Philippine AirAsia  
 Procurement and Supply Institute of Asia  
 Semirara Mining  
 San Miguel Corporation  
 SM Supermalls  
 Teekay Shipping Philippines, Inc.  
 UPS Philippines

## Telecoms



Globe Telecom  
 PLDT Smart  
 DelNet International Group

## Infra structure



DMCI  
 FF Cruz  
 Filinvest Group  
 Ayala Land  
 Mariwasa Siam Ceramic  
 Casas+Architects  
 Megaworld  
 Palafox Associates



## INTER-OPERABILITY WITH PHILIPPINE GOVERNMENT & UN CLUSTER SYSTEMS

### Governement Cluster System

DND - Office of the Civil Defense

Office of the Civil Defense

Department of Health

Department of Social Welfare & Devt

Department of Trade & Industry

Department of Health

OCD (under logistics)

### PDRF Cluster System

Logistics

Telecom

Water & Sanitation

Emergency Supplies

Early Recovery

SAR - Medical

Power, Fuel, & Energy

### UN Cluster System

World Food Programme

World Food Programme

UN Children's Fund

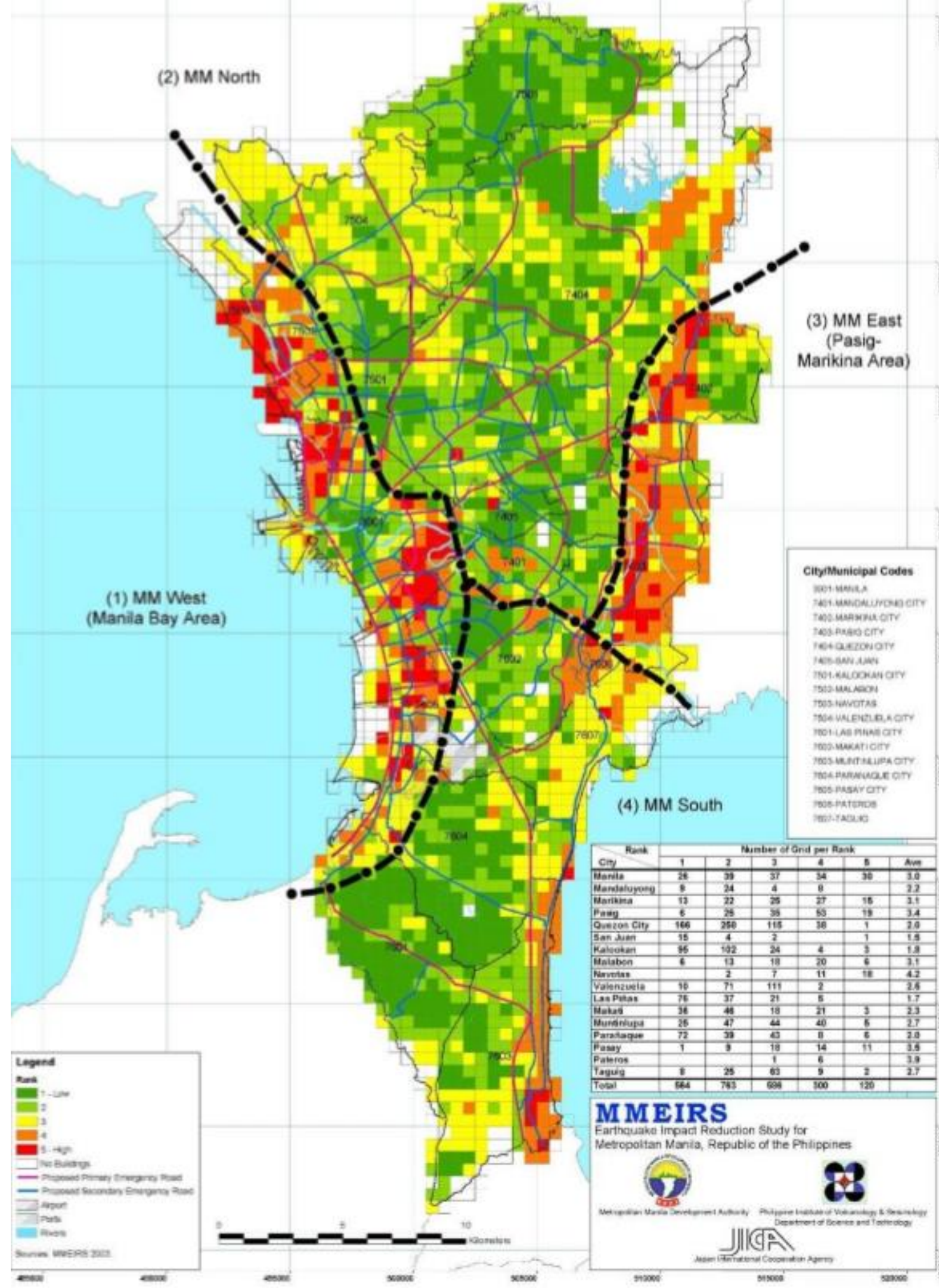
Int'l Organization  
for Migration + WFP

International Labor  
Organization + UNDP

World Health Org +  
UN-OCHA

WFP (Under Logistics)





# Training Rapid Earthquake Damage Assessment System (REDAS)





PHILIPPINE  
DISASTER  
RESILIENCE  
FOUNDATION



weather philippines

My Philippines. My Weather.

# Training Weather 101 Tropical Cyclone 101

13.5°N / 125.0°E  
Move WNW 20 KTS  
Max.winds 30 KT





- The country's major private sector vehicle and coordinator for disaster management.
- Through strategic partnerships with companies, government agencies, civil society organizations, and other stakeholders, PDRF synergizes and mobilize efforts towards building disaster resilient businesses in communities across the nation.







- Established in 2018 in Clark Field, Pampanga,
- First private sector-led Emergency Operations Center (EOC) in the world.
- An operational model of a self-sufficient facility for
  - Capability building for disaster preparedness of the private sector members
  - Emergency Operations Center for private sector coordination in emergency preparedness and response during disasters affecting the country.
- 21 EOC Activations , 155 Advisories released to the PDRF Network in 2018



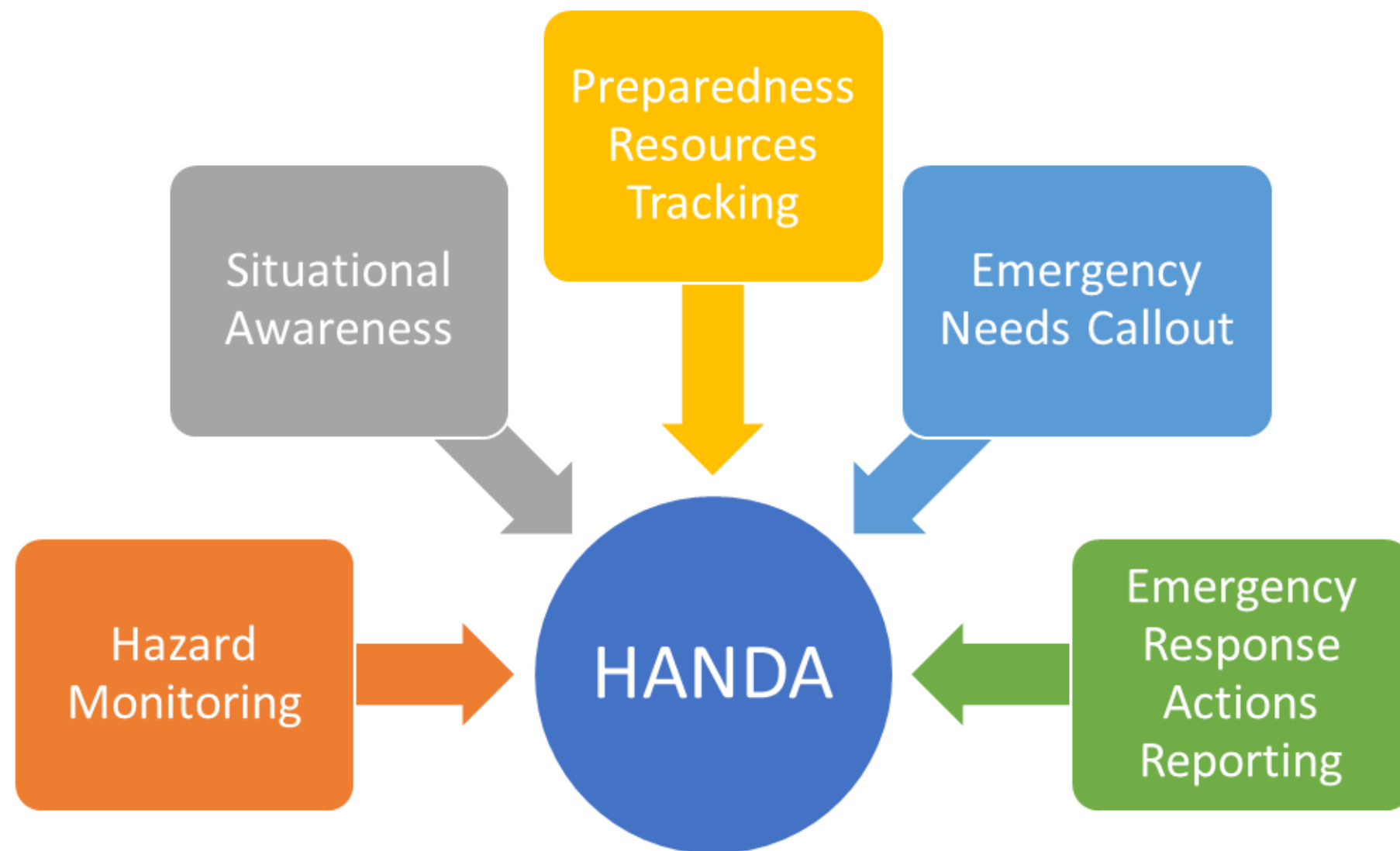




Hazard and Disaster Analysis for Business Resilience  
(HANDA)

# HANDA

Powered by PDRF



- Integrates all information on disaster risk reduction
- Serves as a unified platform that enable member companies to assess and reduce their risk prior to disasters.
- Allows companies to plan response and rehabilitation efforts that complement business continuity plans and programs.



# 2019 ACTIVATION STATS



**284** earthquakes  
magnitude 4 and above

**237** shallow earthquakes

**2** destructive earthquakes

**40** advisories for  
weather disturbance

**13** advisories for  
earthquake

**2** advisories for  
dengue epidemic





# MAJOR RESPONSE EFFORTS





Thank you

[www.pdrf.org](http://www.pdrf.org)

[www.ph72.org](http://www.ph72.org)