Emergency Preparedness through Public Private Partnership in Asia

Asian Disaster Preparedness Center,
Bangkok
The Disaster Context
Disasters don't strike equally across the globe; they hit the poor the hardest.
The worst natural disasters don't intentionally seek out poor people. They just do the most damage to people with the fewest resources.
Every major disaster tells only one story:

We could have done better

Bridging the gaps, tightening the loose ends and putting people first
“One dollar invested in disaster risk reduction saves up to seven dollars in emergency response and rehabilitation.”
Case Study 1:

Thailand Floods: Effect on regional and global supply of automotive parts and vehicle exports
Impact of floods on different OEMs and estimated production loss

<table>
<thead>
<tr>
<th>OEM</th>
<th>Plant Location – Province</th>
<th>Severity of Impact</th>
<th>Production Status due to floods</th>
<th>Average Monthly Estimated Loss of Production</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toyota</td>
<td>Chachoengsao</td>
<td>Medium</td>
<td>Halted - Supply Chain Disruption</td>
<td>30,000-35,000</td>
</tr>
<tr>
<td>Honda</td>
<td>Ayutthaya</td>
<td>High</td>
<td>Halted - Assembly plant flooded</td>
<td>10,000-15,000</td>
</tr>
<tr>
<td>Nissan</td>
<td>Samut Prakarn</td>
<td>Medium</td>
<td>Normal Production but likely to be affected due to Supply Chain Disruption</td>
<td>10,000-12,000</td>
</tr>
<tr>
<td>Mitsubishi</td>
<td>Chon Buri</td>
<td>Medium</td>
<td>Halted - Supply Chain Disruption</td>
<td>12,000-15,000</td>
</tr>
<tr>
<td>Auto Alliance Thailand (Ford-Mazda)</td>
<td>Rayong</td>
<td>Medium</td>
<td>Ford PV production resumed but Pick-up production halted</td>
<td>5,000-8,000</td>
</tr>
<tr>
<td>GM</td>
<td>Rayong</td>
<td>Low</td>
<td>Normal production</td>
<td>-</td>
</tr>
<tr>
<td>Isuzu</td>
<td>Chachoengsao</td>
<td>Medium</td>
<td>Halted - Supply Chain Disruption</td>
<td>10,000-15,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td></td>
<td>80,000-100,000</td>
</tr>
</tbody>
</table>

Source: Frost & Sullivan
Preparing to Meet Future Disaster

• **Increase the stockpile in terms of parts** and revisit the process of JIT (Just In Time) so that there is enough stock at the vehicle assembly plant for at least a month if there are any disruptions related to autoparts supply;

• **Multi-sourcing strategy** that involves not only sourcing parts from different suppliers but from different regions that will have a lower impact if this situation arises again;

• **Climatic de-risking** of the supply chain that involves carmakers’ investments at geographic locations that are least impacted due to natural disasters.

Source: Frost & Sullivan
Lessons learnt about SME recovery from natural disasters

Don’t underestimate the ability of small businesses to adapt
ADPC activities in post Thailand floods

1. Assessment of Causation of Thailand Flood 2011 to ECCO (Thailand) Co., Ltd. in Saharattananakorn Industrial Estate, Ayutthaya, Thailand
2. The Flood Impact Assessment: a case study of Bangbua and other surrounding communities
3. Mobilizing the Private Sector for Disaster Preventive Adaptation to Climate Change: Thailand flood 2011 and its impact to private sector/ SMEs

Launching of Multi year Public Private Partnership Programme...

1. Program for Reduction of Vulnerability to Flood in Thailand, Ayutthaya, Thailand
2. Capacity Building for Communities on Flood Risk Management in Thailand, Ayutthaya, Thailand
1- Program for Reduction of Vulnerability to Flood in Thailand

- **Funded by:** USAID
- **Objectives:** Strengthen community, local and national capacities to undertake risk reduction measures through enhanced understanding of the vulnerabilities to floods and associated hazards
- **Target areas:** Ayutthaya, Thailand
- **Period:** Feb 2012 – Aug 2013
- **Activities:**
  i) Training and capacity building
  ii) Demonstration activities at community level
  iii) Information and networking
  iv) **Emergency Response Planning with SMEs**
2- Capacity Building for Communities on Flood Risk Management in Thailand

- **Funded by:** JTI Foundation
- **Objectives:** to improve preparedness at the community level for flood risk management and emergency response
- **Target areas:** 2 communities in Ayutthaya, Thailand
- **Period:** 1 April 2012 – 30 April 2013
- **Activities:**
  1. training of communities on community disaster risk planning
  2. training of community response teams
  3. training of Instructors for future community training
  4. Development of a Hazard Ready Tool kit for the SMEs
Case Study 2: Promoting Public Private Partnership: Learning from Viet Nam
• Commitment by the Central Government under the National Strategy for Natural Disaster Prevention, Response and Mitigation-2020

• Business Community’s involvement in various activities of natural disaster preparedness and response

• Local companies in the provinces have sponsored flood preparedness activities
STRENGTHENING PARTNERSHIP AT NATIONAL & PROVINCE LEVEL

- Brining the National Government developing an *Action Plan for Corporate Sector* through the Vietnam Chamber of Commerce and Industry (VCCI)

- Provincial level partnership with An Giang Province Business Association (ABA) to *develop and implement disaster preparedness activities*
JOINT ACTIVITIES WITH PROVINCIAL GOVERNMENT AND PRIVATE COMPANIES

• Disaster Information Dissemination
• Public Awareness on Disasters
• Training and Capacity Building Activities
• Dissemination Workshop and fund raising activities
LESSON LEARNT: MULTI STAKEHOLDER APPROACH TO MANAGE DISASTER RISKS

• The long-term sustainability of the disaster risk reduction interventions depends, to a large extent, on its ability to achieve and maintain a meaningful association with variety of stakeholders including the corporate sector.

• Growing number of Businesses now realize that whilst their first priority is to be profitable, they must also contribute to the wellbeing of wider society.

• DRR programs will be benefitted by fostering partnerships with the business community for sustainability and to achieve the targets set in the National Strategies of the Government.

• Countries like Vietnam is moving with its partnership with the corporate sector in implementation of their National CBDRM program.
BENEFITS OF CORPORATE SECTOR PARTNERSHIP TO MANAGE DISASTER RISKS

• Complement the ongoing activities under various government and external aided projects

• Contribute to a safer and healthier society.

• Build a good brand image with potential customers and create a good company profile:

• Promote company’s social contribution in to the customers’ heart

• Increased employees’ morale and spirit and their contribution by reducing the disaster risk of vulnerable communities
THANKS

Contact for PPP initiative in DRR

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