



# Panel Discussion on Promoting Public Private Partnership for Disaster Risk Management

18:00-20:00 HRS. | TUESDAY, 17 MARCH, 2015  
SENDAI CIVIC AUDITORIUM MEETING ROOM 3

## NSET Invites You to be Part of a Discussion on Private Sector Businesses in DRM !

*"Without question, business must respond for their own good, and  
what is good for them is invariably good for the community"*

- Nelson Mandela

- How do businesses perceive Business Continuity Planning in developing countries?
- How can a business plan to successfully bounce-back after a disaster?
- In developing countries, can PPP be incorporated within a sustainable business model?
- How to accelerate involvement of private sector on DRM?
- Besides profit, what are the other measures of success for a business?
- Investment on DRR: is it a cost or a value?
- DRM for private sector: is it just a social responsibility or is it a business opportunity? How can we successfully tie-up the strategic DRM needs and sustainable CSR values of a company?
- PPP for DRM: Is it a charity? or can it be a profitable business? Can disaster risk management prove to be a creative business opportunity for companies?



### About the session:

Private sector is the largest contributor to the national economy of any country. It plays vital role in providing employment and social growth as well as in recovery, reconstruction and rehabilitation post disaster. In recent decades, increasing number of natural disasters in developing countries is the reason of greatest setback to development efforts. In this regard, participation of private sector in aspects of Disaster Risk Management (DRM) is crucial, and hence should have been a self-understood "Matter of Fact".

### Objectives:

The main purpose of this session is to foster discussions on Public Private Partnership (PPP) for Disaster Risk Management (DRM) in order to distil some learning from the limited successes of PPP in varied socio-economic and political environment.

- Share the experience of successful PPP models of Disaster Risk Reduction (DRR) in developing countries

### Panelists:

- Mr. William S. Berger, Principal Regional Advisor, U.S. Office of Foreign Disaster Assistance (USAID/OFDA), Regional Office for Asia-Pacific, Bangkok, Thailand.
- Mr. Loy Rego, Advisor, Global Disaster Preparedness Center, American Red Cross, Washington, D.C., U.S.
- Professor Kimiro Meguro, The University of Tokyo, Japan
- Mr. Iwan Gunawan, The World Bank

### Session Moderator:

- Dr. Amod Mani Dixit, Executive Director, National Society for Earthquake Technology-Nepal (NSET).

- Explore possibilities of adapting PPP experience/methodology from developed countries to developing countries, especially in business continuity planning for medium and small private sector businesses.
- Identify options and concrete ways forward to establish resilient private businesses, especially in developing countries.
- Discuss, compare and contrast the concept progression from Charity to Social corporate responsibility to business continuity planning in the DRR context.

### Intended Outcomes:

- Shared understanding on major factors influencing private sector involvement in DRM
- Consensus on major issues, challenges and solutions which can be replicated in other developing countries
- Post-symposium: Consolidated proceedings document reflecting key issues discussed and consensus reached

### Expected Audience:

- Private sector involved or intending to involve in DRM processes
- Officials from government authorities related to promoting private sector engagement in disaster risk management
- Professionals and practitioners from civil society organizations, non government organizations, and professional societies working with authorities and private sector to promote PPP
- Bilateral agencies, UN organizations and International financing institutions supporting PPP process in developing countries
- Researchers from academic and research institutions

### Acknowledgements:

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To serve the strategic DRM needs as well as sustainable CSR values of a company, BCP implementation could be a milestone initiative by the private sector businesses.



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