

# ***Role of the Private Sector in Disaster Management***

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# Introduction

- ✚ **Indonesia hit by earthquake and tsunami**
  - **Tsunami casualty reaches 150,000**
  - **International community gives active support**
  
- ✚ **Japan**
  - **Prone to natural disasters**
  - **Good system reduces damage**

# Characteristics of a Disaster

## Characteristics

- Large in scale
- Comes in a rush
- Resources are limited

## Classification

- By source: Man-made or natural disaster
- By motivation: Pure or speculative risk

# Corporate Disaster Management

## Purpose

- Design optimal response to surrounding risks

## Determining the Level of Disaster Management

- Variables surrounding the current situation
- Risks acceptable, and the crisis evaluation

# Private Contributions to Nationwide Disaster Management

- ✚ Primary responsibility lies with the government
- ✚ Government's shortfall is delegated to private sector
- ✚ Government, companies and regional organizations collaborate to increase efficiency

# Volunteer System (U.S. )

## Private-Public Cooperation

### FEMA (Federal Emergency Management Agency)

- Provides direct support at the disaster site and assists VOAD

### VOAD (Voluntary Organization Active in Disaster)

- Organizes volunteers at the disaster site

# Volunteer System (Japan)

- ✚ Vulnerability to natural disasters
- ✚ Good public-private network
- ✚ Central Government's Disaster Management Headquarters
- ✚ Autonomous Disaster Prevention Organizations
- ✚ Volunteer Centers

# Private Participation (Korea)

## ■ **‘Business Network for Disaster Recovery’**

➤ **Brings together government bodies, relief NGOs and volunteer teams**

## ■ **Guidelines to counter disaster at each different phase**

## ■ **Manual for allocation of human resources, relief supplies and equipments**



# Official Development Assistance (ODA)

- ▣ **ODA as a means of international support**
- ▣ **Private international contributions are hard to quantify**
- ▣ **ODA is a long-term investment to disaster-hit countries or developing nations**
- ▣ **Improvement of national and corporate image, and brand value**

# Safety Awareness & Education

- ✚ Safety awareness is the core of all disaster management systems
- ✚ Enhancement of public safety awareness
  - Consensus building through education and promotion
  - Joint efforts between public and private sectors

# Conclusion

- **“Fill with a spade what should have been filled with a hoe.”(= a stitch in time saves nine)**
- **“It is hard to recover from a disaster, but it is much easier to prepare against it when you expect it coming.”**

**Thank You!**