Role of the Private Sector in Disaster Management

Yong-Sung PARK

Chairman
International Chamber of Commerce (ICC)
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’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!