

SM Prime Holdings, Inc., Philippines



SM Prime Holdings owns 46 shopping malls in the Philippines. It incorporates innovative technologies for mall design in disaster-prone areas. Mall design takes into consideration hazard risk in each location as well as the need to reinforce resilience in their immediate surroundings. The SM City Masinag mall includes a 15,000-cubic metre holding tank to alleviate nearby flooding. It, along with the SM City Marikina, has contributed to the reduction of damages from recent typhoons. Local government cited them as an asset to the community. SM's business continuity planning has helped speed recovery from past typhoons that have hit the country.

A holistic emergency management plan has enabled a fast recovery for the business, as seen when SM City Rosales reopened only 2 months after floodwater devastation from Typhoon Pepeng. The emergency management system has a chain of command that covers all employees and a proper backup and retrieval mechanism for office computers. During emergencies, the malls coordinate with local government to help restore the town. Other projects include public-private partnerships such as the 'Adopt An Estero' programme whereby SM is committed to help restore the health of the San Juan River.

Links:

- [Reason for nomination, candidate's presentation \[PDF 90.53 KB\]](#)

For more information, visit:

<http://www.unisdr.org/we/campaign/sasakawa/2013/>