Business Leadership in Fostering a Culture of Disaster Preparedness

Submitted by: Corporate Network for Disaster Response (CNDR)
Business Leadership in Fostering a Culture of Disaster Preparedness

Alberto A. Lim
Chairman, Corporate Network for Disaster Response
23 provinces in 6 regions
228,000 families affected
1,283 deaths
2,786 injured
P12.23B cost of damages
Shell turnover of donations for Typhoon Frank (July 2008)

A CALL FOR HELP for the Typhoon Frank Victims
Turnover Ceremony
30 June 2008

Pilipinas Shell Petroleum Corporation

Corporate Network for Disaster Response
One Million Pesos Only

Relief distribution for Typhoon Frank (July 2008)
Relief distribution for Typhoon Frank (July 2008)

Ormoc flashflood (Nov 1991)
“Promote the establishment of **public-private partnerships** to better engage the private sector in **disaster risk reduction activities**; encourage the private sector to foster a **culture of disaster prevention**, putting greater emphasis on, and allocating resources to, pre-disaster activities such as **risk assessments and early warning systems**.”

-Hyogo Framework for Action
Tokyo in the time of SARS

POLITICALLY CORRECT

By Jim Huber

www.conservativecartoons.com
Indian Ocean Tsunami (Dec 2004)
## IMMINENT CRISSES

<table>
<thead>
<tr>
<th>FORCE MAJEURE</th>
<th>DAY-TO-DAY</th>
<th>SUPPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Typhoon</td>
<td>Primary line bursts</td>
<td>IT breakdown</td>
</tr>
<tr>
<td>La Niña</td>
<td>Sewer main bursts</td>
<td>Labor strike</td>
</tr>
<tr>
<td>Earthquake</td>
<td>Chemical spills / leaks</td>
<td>Media Backlash</td>
</tr>
<tr>
<td>El Niño</td>
<td>Power outages</td>
<td></td>
</tr>
<tr>
<td>Fire</td>
<td>Water quality problems</td>
<td></td>
</tr>
<tr>
<td>Terrorism</td>
<td>Facility shutdown</td>
<td></td>
</tr>
</tbody>
</table>
Gabion construction in St. Bernard town

Asia-Pacific Economic Cooperation
Thank you