



# EFFECTIVE PUBLIC-PRIVATE PARTNERSHIP

GSMA Earthquake Forum  
Oriental Hotel  
June 19, 2013

# Foundation of CNDR



1990 Luzon earthquake PHIVOLCS  
photobank

The magnitude of the July 16, 1990 Earthquake was a catalyst for the deeper involvement of the private sector in disaster management

Companies were quick to mobilize to lend their support.

Corporate-owned helicopters were dispatched to bring in rescue teams as well as medical supplies.

**Mobile cellular communication was then a new technology and only larger companies had the handsets to lend the rescue teams.**

Mining companies deployed their underground mining experts and equipment to drill into collapsed buildings and pull out survivors.



[www.mrmartinweb.com](http://www.mrmartinweb.com)

The disaster laid the foundation for  
the creation of CNDR.

**CNDR**

CORPORATE NETWORK  
FOR DISASTER RESPONSE

# CNDR Mission

Build the capacities of the business sector and high risk communities in the Philippines to effectively prepare for and deal with disasters.

# Flagship Programs

## Business and Community Resilience

Community Based Disaster  
Risk Management

Private Sector Preparedness



PARTNERS FOR  
RESILIENCE

Business Continuity  
Management

**Emergency Response and  
Emergency Preparedness  
Planning**



Membership and Resource Mobilization  
Communication and Knowledge Management  
CNDR Institutional Capacity Building

# Two-pronged approach

1. Strengthening internal business resiliency of member companies.
  - Business continuity management
  - Building community of practice for BCM
2. Promoting disaster preparedness in the communities-at-risk where member companies implement their projects
  - Assist our member companies to integrate DRR in their community projects which include disaster preparedness like Noah's Ark



# We believe that

- ▶ Building community preparedness in terms of typhoon provides a platform in preparing for a bigger hazard such as earthquake
- ▶ The same kind of partnership will put us in a better position and will prove useful in preparing for earthquake
- ▶ Promoting a culture of safety and preparedness
  - Functional organizational structure
  - Communication and coordination protocol
  - Strengthened decision-making capacity
  - Efficient response mechanism



**Thank you!**

