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Issue

In the Spot Light

Promoting Public Private Partnership for Earthquake Risk Management (3PERM)

The private sector has a vitally important role to play in averting disasters, safeguarding economies, nations, communities, and themselves by investing more in disaster risk reduction, both for their own business continuum, and in the local communities where their workforce resides.

The participation of the private sector is essential, and should be a “matter of fact” perpetually in disaster risk reduction processes. Therefore, it is necessary to raise awareness of the private sector, convince the businesses that earthquake risk management is much more than “charity”, and demonstrates the economic, social and corporate feasibility of PPP in disaster risk reduction, and persuade that it is a sound investment to be done.

The role of private sector in disaster risk reduction beyond charity is being recognized and discussed in several recent disaster related events in Nepal. Many private institutions and group of companies and individuals such as manufacturers, Rotary Clubs have shown keen interest on implementing concrete initiative for disaster risk reduction in Nepal.

National Society for Earthquake Technology-Nepal (NSET) is implementing the program “Promoting Public Private Partnership for Earthquake Risk Management (3PERM)” with the funding support from United States Agency for International Development, Office of U.S. Foreign Disaster Assistance (USAID/OFDA) during October 2011 – September 2014. This program envisions on tapping the vast potentials of private sector for contribution to earthquake risk reduction in Kathmandu Valley and Nepal. Capacity development of the stakeholders is also a focus of the program. 3PERM thus complements the on-going initiatives for Earthquake Risk Reduction in Nepal, especially the OFDA-supported ongoing Nepal Earthquake Risk Management Project Stage 2 (NERMP II).

Public Private Partnership (PPP) for Disaster Risk Management (DRM) is a new concept in Nepal. However this approach promises to be one of the most effective approaches as it helps creating win-win situation by:

- Sharing by the public and private sectors the perceived roles in disaster risk management,
- Unleashing the local potentials by contributing towards fulfilling the roles expected by the society, not only as a responsibility but as “business as usual”,
- Contributing to reduce disaster risks, protection of the environment, raising voice for a better governance including making cities safer by better enforcement of the building codes; enhancing both the government's and companies' ability to recover from earthquake losses.

Public private partnership for earthquake risk reduction is expected ideally to continue for perpetuity. However, NSET is implementing this program for a period of three years. Within this period, NSET expects awareness raised to the extent that the corporate sector commits for increasing responsibilities of earthquake risk reduction for perpetuity. This will help taper financial contribution from USAID/OFDA and even NSET's involvement with the private sector taking the steering role gradually and steadily.

The activities planned for the successful promotion of the public-private partnership are;
"Massive Awareness Campaign" on ERM

Enhancement of Public Private Partnership for Earthquake Risk Reduction
Feasibility Study of Urban Regeneration of a Part of Kathmandu Core City Area as a DRM activity

3PERM ACTIVITIES

Massive Awareness Campaign on ERM

A massive awareness campaign is planned to be conducted for raising general awareness on DRM and also on the possibilities of public private partnership for ERM. The campaign itself will be conducted on a public private partnership approach. Collaboration with several private companies will be explored and encouraged for the campaign.

NSET as a part of the earthquake safety awareness campaign through print media and TV PSAs has selected 20 Radio stations, both among from community run as well as commercially operated, from all over the country for the production and broadcasting of half an hour weekly program on earthquake safety. The selection was done in view of institutional capacity, 3PERM program priority and geographical coverage. The weekly program has been conceptualized to provide 10-12 minute audio matters from Kathmandu by NSET and rest to be produced locally by individual radios in consultation with NSET. In Kathmandu, one production group was hired for the partial production of program and preparing audio PSAs. Production and broadcasting of half an hour weekly program started from 20 radio stations in 3rd week of March. Similarly 2 audio PSAs have been produced and started broadcasting from 20 radios 10 times daily regularly.

Television Program:

Under weekly television program, one social hard talk "Talk of the Town" continued to produce and broadcast under 3PERM until February second week. Another special episode on Earthquake Safety promotion has been started under 3PERM to broadcast from Nepal Television. This is a regular weekly 10 minute magazine format.

Enhancement of Public Private Partnership for Earthquake Risk Reduction

A series of brain-storming meeting, consultative meetings, and work detailing workshops has been planned to be organized inviting senior corporate sector personnel and key disaster risk managers together with some well-known social leaders. The consultative and advocacy meetings will be geared towards identifying and analyzing potential areas of collaboration for DRM on PPP approach Such consultative meetings will be on one hand helpful in raising awareness of the private sector on disaster risk reduction, and on the other hand, will be useful in identifying possible areas of collaboration for PPP.

Till date (April, 2013) the following consultative meetings, talk program, and workshops have been conducted with different stakeholders of DRR. One on One Meeting with Private Sector:

One on One Meeting with Private Sector:

Sno	Organization	Date	Remarks	No of Participants
1	Pachakanya Group	14 Jan 2013	Private Sector Business	5
2	SAKHA Group representative	29 Jan 2013	Private Sector Business	3
3	Sonapur Cement Pvt. Ltd	30 Jan 2013	Private Sector Business	3

Feasibility study of Urban Regeneration of a part of Kathmandu Core City Area as a DRM activity

NSET has initiated concept work on Urban Regeneration in the city core area of Kathmandu. Under this activity, NSET is conducting a detail feasibility study of this model.

Until April 2013, review of the additional 2 alternatives Urban Regeneration plans of the pilot site has been initiated.

And further a Consultative meeting with social leaders of the Urban Regeneration Pilot area was conducted on 28 February 2013 for detail survey of around 80 houses.

PPP INITIATIVES

Earthquake Safety Awareness Campaign

Jagadamba Steels Pvt. Ltd. And NSET collaborated for a wider media campaign on promoting Earthquake Safety in Nepal. Under the joint initiative, series of Earthquake Resistant Construction Techniques have been massively disseminated through National broadsheet Newspapers & periodicals. The concepts and ideas shared are simplified versions of construction technologies based on scientific studies and year-long experiences of NSET & many other institutions. The messages have been developed in such a way that it could be individually complete & clear as well as together comprise a set of safe construction techniques in sequence. The campaign is now undergoing and more messages are to go next.

Also the collaboration conducted television campaign with the similar purpose. Television PSAs have been produced and disseminated through different Television stations.

The collaborative effort was expanded at yet another avenue, "Mobile Clinic" aimed at conducting site visits at different localities with pre-plan and give consultation to under-construction buildings' owners/constructors. The campaign has been named as "OPERATION SAFE CONSTRUCTION". On such occasions, NSET Professionals served door to door campaign to brief on & impart safe construction knowledge & techniques to the working people and house owners.

This joint initiative has been found to be an exemplary model for Public-Private Partnership (PPP).

WORLD FORUM

Dialogue on Private-Public Partnerships for Disaster Risk Reduction

World Bank Group Headquarters, Main Complex Meeting Room 13-121, February 22, 2007

OVERVIEW

On February 22nd, 2007, about 70 professionals from the private sector and the development community met at the World Bank Headquarters in Washington, D.C. to explore the opportunities and challenges for developing Private-Public Partnerships (PPPs) for Disaster Risk Reduction (DRR). This dialogue was organized under the auspices of the World Bank's new Global Facility for Disaster Reduction and Recovery (GFDRR) in partnership with the United Nation's International Strategy for Disaster Reduction (ISDR) and the World Economic Forum (WEF).

BACKGROUND

The Hyogo Framework for Action 2005-2015: Building the Resilience of Nations and Communities to Disasters (HFA) was adopted by 168 countries at the UN World Conference on Disaster Reduction in January 2005 to galvanize international and national efforts to reduce vulnerability to natural hazards. The HFA is the global commitment to disaster risk reduction offering a strategic framework for multi-stakeholder engagement. The private sector as a major driver of economic growth is a natural partner of public institutions in this global campaign. Safety of people and property is one of the main responsibilities of any government. At the same time, business could not thrive in the society that fails. Therefore, private and public partners have a strong mutual interest to make communities and businesses disaster resilient.

Under the HFA, promoting PPPs is one of the important strategies for promoting and implementing risk mitigation and risk financing in high-risk countries. The GFDRR – the World Bank's new global partnership that aims to boost national, regional and global capacities to reduce disaster risk, particularly in low and middle income countries – is supporting joint efforts of ISDR, the WEF and the World Bank to foster PPPs at all levels.

GOAL

The goal of the one-day dialogue held at the World Bank Group headquarters in Washington, D.C. on February 22nd, 2007 was to identify opportunities and incentives for PPPs, learn from past experiences, exchange good practices and agree on specific actions to scale-up PPPs in DRR.

Objectives

The objectives of the dialogue were:

- To learn from past experiences in private-public partnerships in both developed and developing world,
- To explore key policy, legal and institutional issues regarding private-public partnerships in different country settings; and
- To develop a common action plan that would facilitate such partnerships for risk mitigation.

Expected results

In line with the above objectives, the dialogue was expected to achieve the following:

- A business case paper for guidance on greater private sector engagement in disaster risk reduction is developed that takes into account related policy, financing and institutional considerations in its analysis;
- A program for promoting multi-stakeholder risk reduction dialogues which brings together public and private sectors to develop a common framework for disaster risk mitigation and risk financing;
- Developing modalities for catalyzing private public partnership for risk mitigation and risk financing; and
- Increased collaboration with sectors and companies interested in reducing their disaster risks, particularly through private public partnerships.