

**Sept 2012**

**Issue**

# In the Spot Light

National Workshop on Private Sector Engagement in Pilot Urban Regeneration Program in Kathmandu City Core

Under the program “Promoting Public Private Partnership for Earthquake Risk Management (3PERM) supported by the United States Agency for International Development/Office of U.S. Foreign Disaster Assistance (USAID/OFDA), NSET conducted the Feasibility study of Urban Regeneration of a part of Kathmandu Core City Area as a DRM activity. In association with Kathmandu Metropolitan City (KMC), NSET is preparing to implement urban regeneration in the city core area of Kathmandu, i.e.; Ward No: 23 and some parts of Ward-21 as a pilot program.



In order to discuss the challenges and opportunities of Public private partnership for the urban regeneration in the city core areas of Kathmandu, i.e.; Ward No: 23 and some parts of Ward-21, and to share the initiatives taken so far, a Half-day Workshop on “Private Sector Engagement in Pilot Urban Regeneration Program in Kathmandu City Core” was organized on September 16, 2012 at the DUDBC Meeting Hall, BabarMahal, Kathmandu. The workshop was organized in line with the World Habitat Day 2012.

The workshop was jointly organized by Ministry of Urban Development (MoUD), Department of Urban Development and Building Construction (DUDBC), UNHABITAT, Federation of Nepalese Chamber of Commerce and Industries (FNCCI) and National Society for Earthquake

Technology-Nepal (NSET) with support from USAID/OFDA.

The specific objective of the workshop was to;

- » Make the stakeholders familiar on the concept of urban regeneration in the city core areas
- » Develop consensus on the various aspects related to the implementation of the project
- » Get the involvement of the government, private organization and community members for the implementation of the concept
- » Collectively address, questions, concerns and issues raised
- » Share what has been done so far

There were approximately one hundred participants at the workshop representing local and central government agencies such as Ministry of Urban Development, Department of Urban Development and Building Construction, Kathmandu Valley Town Development Committee, KMC, KMC 23 Ward Office, private sector, housing sector, media people, local leaders and residents of the pilot site. The list of participants is included in Annex I.



The half day workshop comprised of an opening session followed by a technical session, panel discussion and a concluding session.

The opening session of the workshop was attended by high level officials from Ministry of Urban

Development, Department of Urban Development and Building Construction (DUDBC), Ministry of Federal Affairs and Local Development (MoFA&LD), Kathmandu Valley Town Development Authority (KVTDA), Kathmandu Metropolitan City Office (KMC) and UNDP.

Dr. Mahendra Subba, Director General, DUDBC, chaired the opening session and Mr. Kishore Thapa, Secretary; MoUD was the chief guest of the session. Mr. Reshmi Raj Pandey, Joint Secretary, MoFA&LD, Mr. Kedar Bahadur Adhikari, Executive Officer, KMC, Ms Jenty Chriswood, UNDP and Ms Moira Reddick, Coordinator, NRRC, Mr. Amod Dixit, Executive Director NSET, Mr. Bhaskar Raj Rajkarnikar, Senior Vice President, FNCCI and Mr. Shambhu KC, Deputy Director General (DDG), DUDBC were the other guests during the session.

### **Workshop Outcome**

- There has been a consensus that the concept is very good and it has to be done at any costs and at the earliest possible.
- Although it's very challenging, we can do it, we have to do it. There are lots of examples within country and outside the country.
- The pilot project in Kathmandu should be replicated to other cities of the country also.
- There was consensus on the need of urban regeneration– to enhance the quality of life; to conserve the cultural heritage; to reduce the risk of earthquakes and disasters and for sustainability and economic development and diversification.

# 3PERM ACTIVITIES

## Massive Awareness Campaign on ERM

Weekly half an hour radio program (Earthquake Safety) is continued to produce and air from 20 Radio stations all over the country.

A total of 5 Audio PSAs with earthquake safety message has been produced and are being broadcasted from 20 radios 10 times daily regularly. Local radios are also producing and airing program promos and PSAs locally on their own.

Television program has been in the form of regular weekly magazine format and weekly Talk show.

Under weekly television program, special episode "Earthquake Special" has been continuing to produce and 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 (September 2012) the following consultative meetings, talk program, and workshops have been conducted with different stakeholders of DRR.

One on One Meeting with Private Sector:

No	Organization Name	Remarks
1	Panchakanya Industries	Private Sector Business

**Consultative Meetings:**

<b>No</b>	<b>Organization Name</b>	<b>Date</b>	<b>Remarks</b>
1	Federation of Nepalese Chamber of Commerce and Industries (FNCCI)- Urban Development Forum	17 Aug 2012	Corporate Sector
2	Hotel Association of Nepal	28 Aug 2012	Corporate Sector
3	Society of Nepalese Architects (SONA)	17 Sept 2012	Professional Society

A result of the collaborative initiative has been in the form of Lectures, Talk Programs and Orientation Programs on risk reduction and urban regeneration organized by different Organizations, Professional societies where professional from NSET was invited as the resource person

<b>No</b>	<b>Organization Name</b>	<b>Date</b>	<b>Remarks</b>	<b>No. of Participants</b>
1	Rotary Club of Kathmandu West	2 Sept 2012	Orientation lecture on ERR and need for earthquake preparedness was conducted in an invited lecture program organized for its members by RC of Kathmandu West in Grand Hotel, Kalimati	40-50
2	Hotel Association of Nepal (HAN)	6 Sept 2012	HAN Board Members got oriented on earthquake risk reduction from the presentation made by NSET at the Board Meeting of HAN	15-20

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

- Three alternative Urban Regeneration plans of the pilot site are developed and discussed among planners, architects and engineers. Detailing and costing of the alternatives initiated for cost benefit analysis.
- Three Advocacy and Consultation Meeting with officials of FNCCI, UDF and community leaders and local residents were held on 17th, and 30th August and 15th September 2012
- Three Talk Program with official and members of NEA, and FNCCI, UDF on Urban Regeneration as a tool for Earthquake Risk Reduction in historic city core of KMC were held on 19th and 23th August, 2012.

# PPP INITIATIVES

Case studies of private sector involvement in DRR activities

**Most successful case studies of business sector involvement found in the Asian region**

## Case 1

### **PETRONAS, Malaysia: employee volunteer programme**

Petroleum Nasional Berhad (PETRONAS) is wholly-owned by the Malaysian government and is vested with the entire ownership and control of the petroleum resources in Malaysia through the Petroleum Development Act 1974. The fully integrated oil and gas corporation has ventured globally into more than 32 countries worldwide.

The company has initiated and supported various social, environmental and community projects, in partnership with non-profit organisations in order to help the community gain from economic and social opportunities and a better quality of life. PETRONAS entered a partnership with the Malaysia-based NPO Mercy Malaysia shortly after the Tsunami in December 2004 as the company felt that it could expand its contribution and impact by entering a 'strategic alliance' with a professional humanitarian aid organisation. In the aftermath of the Tsunami PETRONAS contributed its expertise in identifying and assessing safe water sources and its network of warehousing and logistics.

While the company had been engaged in disaster relief efforts before the Tsunami, the Tsunami can be considered as the trigger towards a structured volunteer programme. As a result of the company's partnership with MERCY Malaysia the company has built up the PETRONAS Volunteer Opportunity Programme (PVOP) with the aim of developing a pool of volunteers trained in total disaster risk management and exposed to the area of humanitarian relief efforts in the Middle East and Asia. Further internal aims of the volunteer programme are to inculcate the spirit of volunteerism and to contribute to leadership development as well as personal and professional competency development and character building. The programme provides a platform for PETRONAS employees to contribute their time, skills and experience for the benefit of the community through specialised humanitarian relief programmes conducted by partners such as MERCY Malaysia

Within the partnership MERCY Malaysia trains PETRONAS employee volunteers in disaster readiness and engages them in its own disaster response teams. Volunteers are for example deployed in post-disaster activities for traumatised and distressed children as well as in acute response activities which provide initial care and medical and social support. Launched in April 2005 the PVOP has since enlisted over 350 staff members and deployed and trained a total of 100 volunteers on various humanitarian missions, locally and internationally. Approximately 150 volunteers have also undergone specialized trainings. PETRONAS volunteers are, for example, deployed in MERCY Malaysia's disaster-related activities throughout the Asia region in countries ranging from Iran and Pakistan to Malaysia and Indonesia.

With a growing understanding of the importance of pre-disaster risk reduction activities PETRONAS is seeking for new areas of involvement. The company is exploring the possibility

to get engaged in pre-disaster activities under a school preparedness programme (SPP) which has been developed by MERCY Malaysia and which aims to promote a culture of disaster preparedness and increase the capacity of schools and students to respond to disasters. Target beneficiaries of this programme are secondary school students and primary and secondary schools teachers. Activities proposed for the SPP include – school watching workshops (SWW) which seek to raise awareness about disasters and disaster preparedness using a hands-on risk assessment methodology, and – school response preparedness workshops (SRPW) which aim to form and train student taskforces to respond in the event of a disaster or emergency.

To date, MERCY Malaysia has conducted six SWWs for students and eight training-of-trainers workshops for teachers with a total number of 297 students and 406 teachers participating. PETRONAS has just started getting engaged in this programme and so far only one member of the PVOP participated as a trainer in the pilot SWW in Muar, Malaysia in November 2007. The company sees a major success criterion for its partnership with MERCY Malaysia in the common values being shared by both parties, namely integrity, professionalism, and beneficiary focus. The partnership has evolved over time and allowed PETRONAS to develop a deeper understanding of the disaster management concept and thus open opportunities for new areas of engagement. PETRONAS is now further exploring ways of strategically contributing its expertise in infrastructure construction and design for long-term DRR activities.

## **Case 2**

### **The Coca-Cola Company: disaster preparedness and relief project in Thailand**

The Coca-Cola Company (TCCC) aims to make a positive difference around the world by being responsive to the needs of the communities where the company operates. For this purpose the company works with various local communities and governmental and nongovernmental organizations on customized local initiatives focused on those areas where TCCC feels it can make a unique and sustainable difference. Disaster relief - and to an increasing extent disaster response preparedness - is one of these areas. In 2007 TCCC made charitable contributions of US\$ 99 million of which US\$ 4 million supported disaster relief activities worldwide.

TCCC and its local bottling partners provide both financial and in-kind donations for relief and reconstruction partnership efforts and contribute its large distribution network and employee volunteers to deliver aid materials and other necessities to communities, in particular those in remote and not easily accessible locations. The company further supports relief efforts by engaging its bottling companies in providing safe drinking water in the aftermath of disasters. In Aceh, Indonesia, the company helped enable long-term provision of water supply and public sanitation facilities to some of the villages impacted by the tsunami.

Over the years TCCC has gained profound experience and expertise in disaster relief activities and developed a good understanding of disaster response concepts. The company acknowledges the important role of building preparedness in pre-disaster times and has started a pilot project on disaster preparedness and relief in Thailand. The pilot project builds on a partnership between The Coca-Cola Foundation Thailand (established in 2003 by Coca-Cola (Thailand) Ltd, Thai Namthip Ltd and Haad Thip PCL) and the Thai Red Cross Society and was initiated in September 2007. As part of this project around 1,700 Coca-Cola system employees across the country are receiving intensive training every year on first aid and disaster-relief basics from the Relief and Community Health Bureau of the Thai Red Cross Society with the aim to be prepared for a decentralized rapid-response deployment in emergencies. The Coca-Cola system's nationwide distribution system is also being used to deliver effective and timely

support to disaster relief efforts including the provision of clean bottled water, tents, and other equipment for relief efforts. The project is expected to benefit over 200,000 Thai households with over 2.5 million bottles of 'Namthip' water. The first phase of this four year project runs from 2007 to December 2010 during which lessons learned will be gathered and a possible replication of the project in other areas of the region will be explored. According to TCCC the project is part of the company's enduring commitment to Thai communities and builds on the long history of both financial and in-kind support from the Coca-Cola system in Thailand and globally on disaster relief. TCCC seeks to formalize this partnership for the future in order to make the company's response more effective and meaningful. TCCC considers the partnership to leverage the core competencies of the Coca-Cola system e.g. its nationwide distribution system (trucks, warehouses); its employee volunteers and its products (especially its 'Namthip' bottled water) to support the Thai Red Cross Society in providing effective and timely support to disaster relief efforts nationwide.<sup>56</sup> Lieutenant General Dr. Amnat Balee, M.D., Director of the Thai Red Cross Society's Relief and Community Health Bureau comments that, "Experience has taught us not only that public-private sector partnerships can play a substantive role in disaster response but that the best time to start planning is before the next disaster occurs. Working on this project with a world-class business like Coca-Cola – with good processes and systems, an extensive distribution network, and most importantly, team members who care and commit to take action – supports our overall mission. We hope that this partnership with Coca-Cola will be a best practice for other disaster preparedness and relief partnerships in Thailand."

TCCC was able to develop a deeper understanding of disaster management and public-private partnerships through a unique and innovative partnership with UNDP Regional Centre in Bangkok in November 2005. At that time TCCC's Public Affairs Manager for Asia, Stuart Hawkins, was seconded to the UNDP Regional Centre in Bangkok for one year. The aim of this "loaned executive" assignment was to build and manage new partnership activities for longer-term tsunami reconstruction efforts. This unusual secondment was a new experience on both sides and indicates TCCC's and UNDP's openness to a more creative and innovative approach to public-private partnerships. It has allowed both parties to learn from each other and to deepen their collaboration. For Stuart Hawkins the secondment assignment has been "a great entrée into the world of the UN and the world of development".

**Source:** The Development of a Public Partnership Framework and Action plan for Disaster Risk Reduction (DRR) in Asia, UNISDR

# WORLD FORUM

APEC Emergency Preparedness Working Group Workshop on Public-Private Partnerships and Disaster Resilience, Bangkok, Thailand from 24-27 August 2010

## OVERVIEW

The APEC workshop on Public-Private Partnership and Disaster Resilience was held in Bangkok, Thailand from 24-27 August 2010 with funding from APEC and AusAID and co-hosted by Thailand and Australia. Representatives from Australia, Chile, China, Indonesia, Japan, Malaysia, Papua New Guinea, Peru, Philippines, Russia, Chinese Taipei, Thailand, the United States and Vietnam attended the workshop.

Representatives from the Asian Disaster Preparedness Center, Coca-Cola (Thailand) Limited, Corporate Network for Disaster Response, DP-DHL, Forbes Calamity Prevention Pte Ltd, Japan International Cooperation Agency, Mercy Malaysia, Pacific Disaster Center, Thai Red Cross, Thai Motorcycle Enterprise Association, The General Insurance Association, the World Bank and the United Nations International Strategy for Disaster Reduction also participated. The workshop was part of the APEC Emergency Preparedness Working Group's efforts to contribute to capacity building in the region to mitigate, prepare for and respond appropriately to emergencies and natural hazards, including by building businesses' resilience and fostering public-private partnerships to protect businesses, trade and economic growth from disruption. The main objective of the workshop was to improve knowledge on, and opportunities for, public-private partnerships for disaster resilience.

At the end, the participants of the Workshop recommended the endorsement of common principles for public private partnerships. These principles highlight the need for a whole society approach to enhance an economy's disaster resilience and outline the general objective and scope of collaborative partnerships in the context of disaster resilience. The principles further stress the need to build capacity of small and medium-sized enterprises and companies, local NGOs and local academic groups as they play a key role in building and sustaining local livelihoods in developing economies. They acknowledge the crucial role of women in building and maintaining livelihoods and communities' ability to prepare for, mitigate, respond to and recover from disasters.

## Draft Principles

- A whole society approach is needed to enhance an economy's disaster resilience. This approach should be based on collaborative partnerships across all levels of government, the non-government sector, business including SMEs, civil society organizations and communities. As such, establishment of partnerships should be encouraged with the private sector in all phases of disaster management.
- Strategic approaches and mechanisms for working with the private sector and setting-up frameworks for public-private partnerships should be developed and strengthened. The private sector should be engaged in collaborative initiatives to build disaster resilience at local and national level. The aim is to enhance both the capability of the public and the

private sector to respond to and recover from disasters. Regular information sharing, emergency planning, and practical exercises are crucial in building resilience.

- Partnerships should be based on shared responsibilities and clearly assigned roles and tasks that engage the private sector not merely as a source of funding but use core competencies and expertise and engage the private sector as partners in long-term efforts to build community resilience.
- Platforms for regular dialogue and sharing of best practices and lessons learned should be enhanced to further raise awareness of the potential of public-private partnerships and help establish responsible and good practice. Existing programs should be identified, leveraged, and built upon to avoid duplication and ensure cost-effectiveness.
- Public-private partnerships aiming to build disaster resilience in an economy should be understood as learning journeys where mistakes are allowed to be rectified and learnt from. Public-private partnerships should be open to new and innovative ways of working together and allow for some flexibility to adapt the partnership as it evolves.
- Economies should maximise the opportunities that arise from partnerships that develop during a disaster and look to build and strengthen longer term collaborative engagement with these partners.
- Further collaboration should take place which allows the private sector to better understand and develop capacities in disaster risk reduction. A process for assessing the effectiveness of partnerships should be developed and both parties understand and agree on the mechanisms.
- The integration of small and medium-sized enterprises and companies, local NGO and local academic groups should be encouraged as they play a key role in building local livelihoods and thus contribute to disaster resilience of local communities. These companies and organizations should be supported in efforts to build disaster resilience.
- The consideration of the crucial role of women in local communities and the local economy should be encouraged further. Women play a fundamental role in building and maintaining livelihoods and community ability to prepare for, mitigate, respond to and recover from disasters.
- Building local capacity and community education is a key element in building disaster resilience. Public and private sector stakeholders need to play an active role in such efforts. The role of NGOs and volunteers, and the extent to which business and community contribute to building resilience and response, needs to be recognised and integrated into PPPs.
- Partnerships should be fully funded and staffed. Rather than rely on good will or personality based
- Leadership, long term success is developed through consistent and adequate funding, dedicated staff and the resources needed to build and grow the partnership.
- Partnerships may contain similar characteristics, but they should allow for flexibility in their approach to better incorporate regional opportunities, risks, political situations and

other unique features. This tailored approach will enable partnerships to focus resources and funding where it can make the most impact.

- Governments should explore ways to create incentives to leverage public-private partnerships in disaster resilience with the private sector who are engaged in partnership as part of their Corporate Social Responsibility programmes.
- Governments should work with the private sector to ensure the resilience and continuity of
- Supply chains and essential services in the context of potential disasters.