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Jan-July, 2014

In the Spotlight

CNI and NSET sign MoU to reduce disaster risks in Nepal

NSET has joined hands with Confederation of Nepalese Industries (CNI) by signing an Memorandum of Understanding (MOU) to work together in reducing disaster risks in Nepal especially to bring private sector stakeholders in disaster risk reduction process and make the Nepalese business community disaster resilient, amid an MOU signing ceremony function organized by CNI at its office on Friday, 25th April 2014. The signing ceremony was held in the presence of Senior Government Officials, CNI, NSET representatives, Representatives from US Embassy, Private sector stakeholders and media people. The MOU has been signed and exchanged by Mr. Narendra Kumar Basnyat and Mr. Shiva Bahadur Pradhanang, Presidents of CNI and NSET respectively in the presence of Mr. Surya Silwal, Home Secretary and the Chief Guest of the program.

The Chief Guest of the program, Mr. Surya Silwal, Secretary for Ministry of Home Affairs, Government of Nepal made his remarks by expressing his happiness to be present at the MOU signing function to witness both institutions' commitment to work together for reducing disaster risks of Nepal and helping the Government in this regard. He also expressed his happiness over a good initiation taken by CNI and NSET and ultimately helping the Government to be the part of DRR process. He mentioned that private sector's involvement in DRR process is also a part of its Corporate Social Responsibility and the Government's witness in this partnership has opened doors to others to do the good works.

Ms. Brett Jones, Director, Disaster Risk Reduction Office, US Embassy mentioned that United States spent 6.6 billion dollars in Haiti for immediate rescue and relief work, but she said that even a dollar for preparedness be spent beforehand, this could save minimum 9 to 15 dollars in the future which would be very good strengths for risk reduction efforts. She told that such a good financial strength can be utilized

prior to major disasters rather than waiting for a huge requirement of money after the major earthquakes here in Nepal.

CNI President, Mr. Narendra Kumar Basnyat said that CNI as the main body of Nepalese private sector firmly believes that helping to empower the people and enhancing the capacity of the local communities and employees in the industries in terms of disaster preparedness and management through trainings and raising awareness which would be effective means to mitigate the effects of earthquake and other natural disasters in the country. He expressed his happiness to join hands with NSET to work together on earthquake/disaster risk reduction activities.

Dr. Amod Mani Dixit, Executive Director of NSET highlighted on the areas of collaboration with CNI and made his remarks by saying that working through a federation would bring the wider level participation of the private sector stakeholders in disaster risk reduction. Dr. Dixit mentioned that MOU opens the door to provide mutual professional assistance to the ongoing programs of each institution by other and to work together to develop new programs for supporting disaster risk awareness, capacity enhancement, and to promote public private partnership for earthquake disaster risk management in Nepal. He expressed his happiness to have MOU signing ceremony in the presence of Home Secretary, Government of Nepal as well as Director of DRR Office of US Embassy.

Mr. Hari Bhakta Sharma, Senior Vice President of CNI made his closing remarks and gave vote of thanks to all the invitees being present at the function and made commitment that CNI would closely work with NSET to reduce the earthquake risk and increase the level of disaster preparedness of private sector. He mentioned that Nepal lies in the highly seismic zone and there is a need to train the workforce in the private sector to reduce the risk and to make sure of less impact to the industrial sector in case of a big disaster. He told that CNI will work with NSET to raise awareness on earthquake risk and increase the level of preparedness of private sector stakeholders.

Events

Massive Awareness Campaign on ERM

Awareness Raising through Radio Programs

Based on the local need, willingness for local contribution and possibility of resource mobilization, NSET has increased the number of partner radios from 20 to 28. Weekly half an hour radio program, "Earthquake Safety", is now being produced and aired from 28 Radio stations all over the country. Audio PSAs on safety messages are also being broadcasted from all the partner radios, a minimum of ten times daily regularly. This partnership has also encouraged local radios to produce and air program promos and PSAs locally.

Awareness Raising through Television Programs

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

TV Talk Show “Sankalpa”

DRR focused Television Talk Show ‘SANKALPA’ is being aired from Nepal Television, the state owned national television channel. This program is focused on helping build community resilience through knowledge dissemination and public discourses on the key issues and concepts of risk reduction and preparedness. The program is instrumental in raising public awareness about the risk of earthquakes in Nepal among the wider urban and rural population, sharing ideas, issues and knowledge about earthquake safety in Nepal among partners, stakeholders, politicians, the government and non-government sectors and local communities; and also to support policy advocacy. This is the regular weekly production of Watchdog Media Services in partnership with NSET under the USAID/OFDA funded program 3PERM.

TV Talk Show “Talk of the Town”

NSET has been partnering with Media Help Line for the Television Talk Show “Talk of the Town”, broadcast from Image Channel Television, one of the leading private channels of the country. This program is more focused to policy advocacy and lobbying for appropriate systems to address DRR issues be in place and maintained. The program is instrumental in supporting policy advocacy and also helping to raise public awareness about the risk of earthquake in Nepal.

TV Magazine “Earthquake Special”

NSET has been partnering with Watchdog Media for the "Earthquake Special" segment of regular TV program “Janachaso”. This is a weekly 10-minute magazine format being broadcast from Nepal Television. This program is targeted at everyday people with simple but useful concepts and ideas on earthquake preparedness and disaster resilience.

Redefining the priorities and contents of radio programs – Regional meetings with the partner radios

Partnering with many radios is important for broadening the program coverage and strengthening the reach to communities. And yet, more important is perhaps to know ‘what to convey’ and ‘how to convey it’. NSET has been undertaking periodic interactions with our media partners to jointly explore ways to strengthen the media's role in Disaster Risk Reduction (DRR). NSET's partner radio programs are combination of DRR in the national context and local priorities. Earthquake issues are at core but the contents are not limited solely earthquakes; rather, we prefer much to take a multi-hazard approach appropriate for the locality. In the past year, NSET conducted three regional meetings with partner radios across the country; at Itahari in the east, at Bharatpur in the centre and at Nepalgunj in the mid-west. Likewise, orientation interactions were held with separate teams of partners, Radio Sagarmatha, Radio Audio, Ujyaalo 90 Network and Star FM stations in the Kathmandu Valley. Each meeting included orientation on earthquake basics, conceptual brainstorming and a review of the radio program contents.

In the first week of February 2014, a group of radio journalists in eastern Nepal interacted intensively to help raise public awareness of more organized and effective means for disaster risk reduction through radios and mass media. The role of radios in building safer communities and reducing potential losses from natural disasters was much stressed on this occasion. The participants also explored ways to aid people in the communities to know the risks and take initiative with the correct actions. Saptakoshi FM, Itahari hosted the program locally. The NSET Communications team later visited the stations Radio Makalu in Dhankuta,

Radio Samad FM in Lahan, Radio Rudrakshya in Jaleswor and Radio Sarlahi in Sarlahi to support and encourage them to engage in risk reduction initiatives.

“We are working on various social causes; this event has further encouraged community radios like us to learn how we can contribute to save people’s lives and properties”, says Krishna Raj Shakya, Station Manager of Radio Khandbari, Sankhuwasabha.

Yamuna Khanal, Program Producer for the weekly radio magazine on earthquake safety at Radio Samad Lahan noted “its really challenging to find and promote good practices from local context where almost nothing has been done so far.”

Keshav Bhattari from Radio Saptakoshi finds that there is some lack of common understanding even amongst DRR actors, who implement similar program activities with a lot of variability, creating further dilemmas.

“Being from rapidly urbanizing VDC, we have yet more challenges”, highlights Gyanendra Niraula, Station Manager of Radio Sargam from Dhulabari, Jhapa.

“This is an attempt by NSET to enhance media engagement thereby building community resiliency – our experience says FM Radios scattered in various communities in Nepal are the one of the most effective mediums for reaching people with safety messages”, mentions Khadga Sen Oli, Advocacy and Outreach Manager, NSET.

A similar program were held a week later at Bharatpur, with participation from eight partner radios from Dolakha, Lamjung, Kaski, Myagdi, Palpa, Rupandehi, Nawalparasi and Chitwan districts. The NSET team from the Building Code Implementation Program in Nepal (BCIPN) from the field office at Bharatpur also joined in the program. The program was locally hosted by Radio Triveni. Participants also visited the radio station. The NSET team visited the radio station of Vijay FM at Gaindakot, Nawalparasi and met with the Station Manager, Program Chief and Radio Staff to discuss program ideas, relevance, response and feedback.

The third episode in this program was held in Nepalgunj, and there was participation from partner radios in the mid-west and far-west regions. The program was locally hosted by Community Radio KrishnaSar FM. The NSET Communications team also visited and interacted with the teams from partner radio stations Dinesh FM, Dhangadhi, Mahakali FM, Kanchanpur, Radio Madhyapaschim, Dang and Butwal FM, Butwal.

Communicate facts and take necessary action is utmost: CDO, Dolakha

In a DRR key stakeholders meeting, Chief District Officer of Dolakha Mr. Prahlad Pokharel shared his experience of last monsoon’s incident when Tamakoshi river was blocked for eight to ten minutes due to sudden debris flow in one watercourse. “The importance of minute-to-minute disaster situation updates, especially to properly communicate facts and take necessary action is of the utmost importance” stresses Mr. Pokharel.

Mr. Jagadish Aryal, Acting LDO of Dolakha DDC, Mr. Tika Narayan Pradhan, Secretary of NRCS Dolakha and Mr. Uddav Pokharel, President of the Federation of Nepali Journalists Dolakha also shared their memories of past disasters from the district and focused on the need to undertake more risk reduction at the local level. NSET partner Radio Kalinchowk FM in Dolakha organized the meeting.

In a presentation, NSET professionals briefed participants on the facts and figures of losses in the district from past disasters. DesInventar reports 388 deaths during past 41 years; landslides caused 132 deaths. Landslides were found to be a recurrent and highly deadly threat. The following day, the NSET team also interacted with Municipal Engineer Mr. Suresh Raut to explore ways to work together to upgrade safety in Bhimeshwor Municipality.

The management team and staff of Kalinchok FM were also oriented on earthquake risk reduction and disaster preparedness issues and the role of media.

Mothers' Groups in Lamjung join in earthquake talks

Community Radio Marsyangdi 95 MHz, based in Beshishahar, Lamjung organized the event "Orientation to Mothers Groups on Disaster Preparedness" on April 12, 2014 at Tamu Sangrahalaya, Beshishahar, Lamjung. The purpose was to provide local women with a basic understanding of earthquake risks and disaster preparedness. There were more than 70 participants including the Mothers Groups from Beshishahar and various stakeholders from the districts. The program was designed as a part of series of activities to celebrate the 8th anniversary of radio establishment.

Orientation presentation included hazards, risks and vulnerabilities of Lamjung district and Nepal at large and also mitigation and preparedness measures to adopt to cope with potential threats. The concluding segment was for interactive discussions. Participating Mothers Groups members shared their experiences and also reflected on the worthwhile quality of such activities. Chairperson Mr. Gam Prasad Gurung and Station Manager Ms. Prem Kumari Ghale expressed gratitude to the community people for the continuous support and encouragement they have provided to the radio.

"We have been producing and airing weekly radio program on risk reduction and also disseminating messages on disaster preparedness. This program is to conduct face-to-face interactions with community women, DRR stakeholders and media persons" says Meena Gurung, Director of the Radio who is also leading production of the DRR program in radio.

Awareness Raising through Display (Hoarding) Boards

An awareness campaign has begun through displaying messages on hoarding boards. Dissemination of information and raising awareness in the DRR field requires using different extension tools. This is simple and effective medium that pulls individual towards the new ideas or technological information to be adopted in earthquake risk management process.

Shivam Cement collaborated with NSET and placed such boards at 5 places in Lalitpur. Production and installations costs are borne by the company as a part of CSR. Likewise, Saakha Group collaborated with NSET and placed similar boards at 11 places in Bhaktapur and Kirtipur on cost sharing basis, half contributed by the company as a CSR and rest managed under NSET program.

Enhancement of Public Private Partnership for Earthquake Risk Reduction

Building a resilient business sector is one of the major components of making a nation resilient. Extensive effort is being put into exploring and expediting collaborative efforts by highlighting the economic impact of disasters and need for disaster preparedness in the private sector. In this regard, NSET had several consultative meetings and workshops with different specific sectors; Travel and Tourism, Hotel, Telecommunications, Banking and Insurance, Construction, Media and stakeholders like Federation of Nepali Chambers of Commerce and Industries (FNCCI), CCIs, Retail Business Association, Rotary Clubs

S.No	Name of the Organization	Date	Remarks	No. of Participant
1	Telecommunication Industries	4 Feb 2014	Government and Private Sector	More than 100
2	Salt Trading Corporation	Feb 2014	Private Sector Business	45
3	Confederation of Nepalese Industries (CNI)	25 April 2014	Private Sector Business	100
4	Nepal Chemists and Druggists Association (NCDA) - Bagmati Sector and Nepal CRS Company	May 2014	Private Sector Business	40
5	Nepal Bankers' Association (NBA)	May 30, 2014	Private Sector Business	40

and Lions Clubs on the need for disaster preparedness, to increase the level of awareness of the private sector and encourage them in disaster preparedness. The workshops also suggested many issues that need to be addressed for their preparedness and sought the Government's commitment to making a favorable environment to bring the private sector together for the Disaster Risk Reduction (DRR) of the country.

A number of consultative meetings, talk program, and workshops have been conducted with different stakeholders of DRR during the period such as;

NSET and the Nepal Bankers' Association (NBA)

NSET and the Nepal Bankers' Association (NBA) jointly organized a short interactive presentation session on "Disaster Recovery and Business Continuity Plan for Banking Sector" in May 2014 in the presence of the Governor of Nepal Rastra Bank. Representatives from 24 participating banks were present at the

session. Technical presentations on BCP were done by experts from Paramarshak Nepal and Lootok Ltd. of USA. Few banks have agreed to collaborate with NSET to develop the comprehensive BCP for its overall business continuity management.

NSET and the Telecommunications Industry

Discourse has commenced to enhance the disaster resiliency of Nepal's Telecommunications Industry, a major sector of the national economy that is contributing around nine per cent (9%) of GDP. NSET together with Nepal Telecommunications Authority (NTA) organized workshop on "Earthquake Risk of Nepal and Need for Preparedness of Telecommunications Industry" in February 2014 with the purpose of bringing the telecommunications sector stakeholders into the disaster risk reduction process and raise disaster risk awareness in this sector by implementing various collaborative works together.

NSET and the Trading House

Salt Trading Corporation (STC) Limited and NSET organized the interactive session on "Earthquake Risk of Nepal and Need for Preparedness of Trading Business Sector" in February 2014 for Kathmandu based STC staff. STC is one of the largest business organization in Nepal established as an experiment of the utility of PPP for a developing country. STC provides its services through 93 offices and has over 400 staff and has provided opportunities for over 1000 workers and laborers. With these vast resources, STC has realized there is a great need for disaster preparedness to save its human resources and properties. STC has been planning to gradually orient all of its regional level staff members and conduct other activities in terms of disaster preparedness with technical assistance from NSET.

NSET and the Pharmaceuticals Trading Business Sector

Domestic consumption of allopathic medicines is increasing day by day in Nepal. There are more than 6000 pharmaceuticals distributors in Bagmati Zone of Nepal alone. Realizing the need of disaster preparedness of pharmaceuticals business sector, Nepal Chemists and Druggists Association (NCDA) - Bagmati Sector and Nepal CRS Company jointly organized workshop on "Earthquake Risk of Nepal and Need for Preparedness of Private Sector Business" with technical support from NSET in May 2014. NCDA Bagmati has made commitment that the community will be a part of DRR process and will involve more stakeholders from the health sector in their preparedness and their contribution to overall risk reduction processes. With the initiation from Nepal CRS Company, the first workshop with NCDA was organized in Pokhara in March 2014.

PPP Initiatives

3PERM's continued efforts in working together with the private sector to improve earthquake risk management have led to some important successes in the past year.

Strengthening of NCELL communications network

Together with the Nepal Telecommunications Authority (NTA), NSET facilitated a half-day workshop "Earthquake Risk of Nepal and Need for Preparedness of Telecommunications Industry" in February 2014. This workshop brought together over 100 key telecom industry stakeholders from the public, private and NGO sectors for the purpose of discussing disaster preparedness in Nepal's telecom industry. Given that

almost eighty per cent (80%) of buildings that are being used to erect antenna towers from are not assessed for seismic vulnerability (DUDBC study), action in this sector is vital given how important communications are in the event of a disaster. Based on the workshop, Ncell Pvt. Ltd resolved to come up with actions to address earthquake risk, including making their Kathmandu and Biratnagar switching centres earthquake resilient.

By April 2014, NCELL had announced that it would be making all its switching centres and mobile towers earthquake-resilient to ensure functionality in the case of a natural disaster. At present, Ncell has two earthquake-resilient switching centres (in Pokhara and Hetauda), which can withstand earthquakes measuring IX on the Modified Mercalli Intensity (MMI) scale. This important and exciting development from one of Nepal's largest mobile and Internet service providers shows that the private sector is recognizing its vital role in Nepal's earthquake risk management and the value in a business continuity sense as well.

Addition of earthquakes to insurance policies

After an engagement and education campaign by the 3PERM program, in July 2013, Nepal's Insurance Board (IB) made it compulsory for insurance companies to bundle earthquake and fire insurance policies into a single package. Furthermore, earthquake and fire insurance premiums have been decreased by 10 per cent each. Insurers are also endeavoring to keep the deductible (which must be paid by the insured in the event of a claim because of an earthquake) low, by setting the deductible at whichever is lower of 2.5 per cent of the insurance amount or RS 1 million. These notable developments will help to improve the resilience of Nepal in the event of an earthquake by making it easier and more affordable for everyday Nepalis to insure themselves, thereby safeguarding their economic interests.

World Forum

European Business Summit talks disaster risk reduction

BRUSSELS, 16 May 2014 – For the first time, the United Nations Office for Disaster Risk Reduction (UNISDR) held a special session on private sector contributions to the post-2015 framework for disaster risk reduction at the European Business Summit.

UNISDR's session, "Reducing Risks in post-2015: Contribution of the Private Sector to Building Resilience to Disasters", addressed three themes that are fundamental to the private sector: Business Opportunity, Business Continuity Management, and Access to Risk Information and Resilience Solutions. Specifically, the discussion focused on how to capitalize on and optimize incentives for disaster resilient business practices and identifying investment opportunities.

"There has been a tremendous shift away from disaster response to disaster prevention and resilience," noted European Commissioner for International Cooperation, Humanitarian Aid and Crisis response Kristalina Georgieva.

EU Commission Director of Directorates-General Market and Services, Mario Nava, discussed how Private-Public Partnerships (PPPs) are critical for risk prevention, noting that the European Commission

the Green Paper on Insurance of Natural and Man-Made Disasters is a step to the development of PPP policy on insurance of disasters.

The European Business Summit is Europe's key meeting place for business leaders and decision makers. Every year, the EBS attracts more than 1,500 participants from over 60 countries, including: European Commissioners, Prime Ministers, high-ranking individuals and about 200 journalists.

For more information: <http://www.unisdr.org/archive/37512>

UN's new push to revolutionize business world's approach to disaster risk

NEW YORK, 19 May 2014



Following on a statement by the UN Secretary-General Ban Ki-moon that “economic losses are out of control and can only be reduced in partnership with the private sector,” the UN Office for Disaster Risk Reduction (UNISDR) today launched the R!SE Initiative to mainstream disaster risk management into corporate planning and investment decision-making.

The R!SE initiative brings together leading names in business, investment, insurance, the public sector, business education and civil society to develop and promote global standards on risk metrics and voluntary industry standards for disaster risk-sensitive investment following ten years of record-breaking economic losses and disruption.

This new partnership comprises: PricewaterhouseCoopers (PwC), The Economist Intelligence Unit (EIU), Florida International University (FIU), Principles for Responsible Investment (PRI), AECOM and Willis. Jan Eliasson, Deputy Secretary-General of the United Nations, congratulated business leaders and UNISDR on the launch of R!SE, stating that this initiative “provides a new formula for averting economic losses from disasters, which are a major brake on economic growth and development. Because R!SE brings together businesses, investors, insurers, public bodies and educators, it can be the catalyst we need to bring lasting change to how we approach risk.”

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Margareta Wahlström, Head of the UN Office for Disaster Risk Reduction (UNISDR), explained: “Corporate planners and investment decision-makers must be aware of disaster risk. They owe it to their employees and shareholders. Managing disaster risk is good for the world’s economy and will help avoid job losses and reverses in economic development from events which are largely predictable in scale and scope whether its floods, storms or earthquakes. There are consequences for ignoring the principles of good land-use and building regulations in any business.

“The goal of the R!SE Initiative is to revolutionize the way the world does business. Disaster risk is not natural but is produced by investment decisions and the range of factors that influence those decisions. Embedding disaster risk management in business processes is key to resilience, competitiveness and sustainability.”

By 2020, the R!SE Initiative will have reached out to a minimum of 1,000 asset owners and investment managers, 200 insurers and re-insurers and 100 global businesses in at least 50 cities and 20 countries.

PwC will build on work already carried out with 14 of the world's largest corporations, including Walmart and Citibank, to develop a robust approach to disaster risk management and create voluntary industry standards which will strengthen social demand for disaster risk-sensitive products.

The Economist Intelligence Unit will develop risk analysis for economic and business forecasts that include disaster risk. The methodologies will leverage its experience in developing country-level operational risk ratings seeking to score countries based on the likelihood that their business operating environment will suffer disruptions in the event of a disaster. In doing so, it will examine how to allow Annual Average Loss and Probable Maximum Loss figures, available from the UNISDR Global Risk Model, to be factored into investment decisions.

Florida International University will take the lead on supporting academic institutions, training centres and business associations in improving their curricula on business risk management, particularly in MBA programmes.

The United Nations-supported Principles for Responsible Investment will engage major institutional investors, such as sovereign wealth and pension funds, to consider disaster risk in their investment portfolios. The aim is to have at least 1,000 investment managers committed to disaster risk-sensitive investments by 2020.

AECOM will support local business communities, municipalities and cities to measure and improve city-level disaster preparedness across 50 cities initially. AECOM and IBM have already developed a city Resiliency Score Card for use by 1,800 cities and towns involved in UNISDR's Making Cities Resilient Campaign.

Willis will support the goal of increasing access to optimal and sustainable disaster insurance, particularly in emerging economies. By 2020, 50 businesses will have benefitted and 200 (re-) insurers will have revised the pricing of risk based on state-of-the-art risk data. It will further support the correct pricing of risk and the development of insurance incentives for disaster risk reduction.

For more information: <http://www.unisdr.org/archive/37549>