



# ANNUAL REPORT 2017

Building disaster resilient businesses  
and communities in the Philippines.

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# Our Company

The Philippine Disaster Resilience Foundation (PDRF) is the country's major private sector vehicle and coordinator for disaster management. An alliance of businesses dedicated to building the disaster risk management capabilities of the private sector in the country, PDRF aims to contribute to the sustainable development and the general welfare of the Filipino people.

It provides an innovative platform to collaborate with the private sector, government, national and international humanitarian agencies for disaster prevention/mitigation, preparedness, response, recovery and rehabilitation.

Backed by the country's largest conglomerates, industry movers and top corporate leaders, PDRF is an embodiment of solidarity that transcends business competition and promotes the common vision to build a strong, resilient and disaster-ready Philippines



## Our Vision

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A country of disaster resilient businesses and communities.

## Our Mission

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PDRF is an alliance of businesses dedicated to building the disaster risk reduction management capabilities of the country.

We do this through an innovative platform to collaborate with the private sector, government, international humanitarian agencies and development partners for disaster prevention, mitigation, preparedness, response, recovery, and rehabilitation.

## Our key words to success



### Inclusive

PDRF is collaborative in nature, respectful of differences and diverse backgrounds and interests, non-discriminatory and without bias.



### Integrity

PDRF strives to be transparent and accountable in what we do and who we work with.



### Commitment

PDRF serves our stakeholders efficiently, effectively, and to the best of our ability.



### Innovative

PDRF harnesses core competencies of the private sector by utilizing best practices towards building disaster resilience and continuously seeks creative solutions to addressing challenges.



### Service to Others

PDRF creates ripples of positive change by sharing its knowledge and expertise in disaster resilience, aimed at better and sustainable businesses and communities.



# The Team



## Executive Management



**RENE 'BUTCH' MEILY**  
PRESIDENT



**GUILLERMO 'BILL' LUZ**  
CHIEF RESILIENCE OFFICER, PDRF EOC



**VERONICA GABALDON**  
EXECUTIVE DIRECTOR

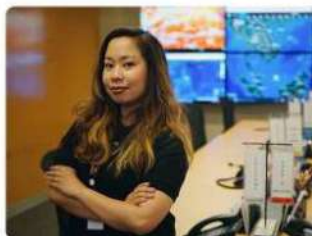
# Our Professional Staff



**ARVIN CARO**  
GEOHAZARD & SPATIAL INFORMATION MANAGER



**TONI ZUNIGA**  
TRAINING MANAGER/GOVERNMENT LIAISON



**RHIZA NERY**  
BUSINESS CONTINUITY PROGRAM MANAGER



**JOYCE DIWA**  
EXECUTIVE ASSISTANT



**CANDICE BISMONTE**  
COMMUNITY FACILITATOR



**MARY GRACE AZADA DELOSO**  
FINANCE OFFICER



**ABIGAIL GUIANG**  
BUSINESS CONTINUITY PROGRAM OFFICER



**MELISSA LAVENTE**  
PROGRAM OFFICER



**ENRIQUE 'KIETH' RUIZ**  
IT SUPPORT ENGINEER



**LK TABELISMA**  
PROGRAM OFFICER



**MARIE ROSE ABEJUELA**  
PARTNER RELATIONS OFFICER



**YENNY GONZALES**  
FUND DEVELOPMENT DIRECTOR



**TRINA SALONGA**  
CLUSTER COORDINATOR



**ANGELICA HERICO**  
CLUSTER COORDINATOR

# What We Do

PDRF carries its mission through Research, Planning, Capacity-Building, Business Continuity Programs, Mitigation, Preparedness, Relief, Recovery and Rehabilitation Operations in crisis areas and the Management of its Emergency Operations

center. PDRF is supported and operated by a network of private corporations and partners. PDRF operates in close collaboration with the National Government Agencies, Development Partners and International Humanitarian Agencies.



## Partnerships

PDRF has become a global model for innovative private-public partnerships on disaster resilience. It works towards strengthening the business sector and creating a significant impact in mainstreaming the role of the private sector in disaster preparedness and response.



## Training Programs

PDRF seeks to carry promote the disciplines of Resilience Building, Business Continuity Management and Disaster Risk Reduction and Management (DRRM) for PDRF's network of corporations; micro, small and medium enterprises (SMEs); and various organizations.



## Business Continuity Planning

PDRF's Business Continuity Programs, focus on providing capacity-building interventions aimed at developing knowledge on business and service continuity management. The overarching goal is to build resilient economic lifeline supply chains and establish a community's capacity to immediately recover from disasters.



# Promoting and developing a disaster-resilient Philippines.



## Monitoring Natural Hazards

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Through the PDRF Emergency Operations Center, PDRF continuously monitors natural hazards such as heavy rainfall, tropical cyclones, earthquakes and volcanic eruptions and updates the PDRF network of these hazards on a continual basis.



## Community Resilience

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Through Participatory 3D Mapping (P3DM), PDRF enables communities to strengthen their resilience by plotting and identifying hazards, analyzing vulnerabilities and risks, enhancing local knowledge and awareness, and emphasizing sense of ownership of local stakeholders in the process.



## Recovery Programs

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PDRF's recovery programs strengthens the collaboration and coordination of the private sector towards rebuilding stronger, more resilient communities. An example is the Marawi Consortium where PDRF has organized and unified business sector efforts towards rehabilitating war-torn Marawi city.

# Reach and Impact

PDRF has worked towards disaster preparedness, response and recovery throughout the Philippines. With running programs and activities across the three regions of the country, PDRF continues to increase awareness on disaster preparedness and work closely with the business sector, communities and government during times of response and recovery.



## Preparedness

PDRF works towards strengthening disaster preparedness in the country through various training programs, table-top exercises, business continuity planning, and disaster risk reduction-related forums.



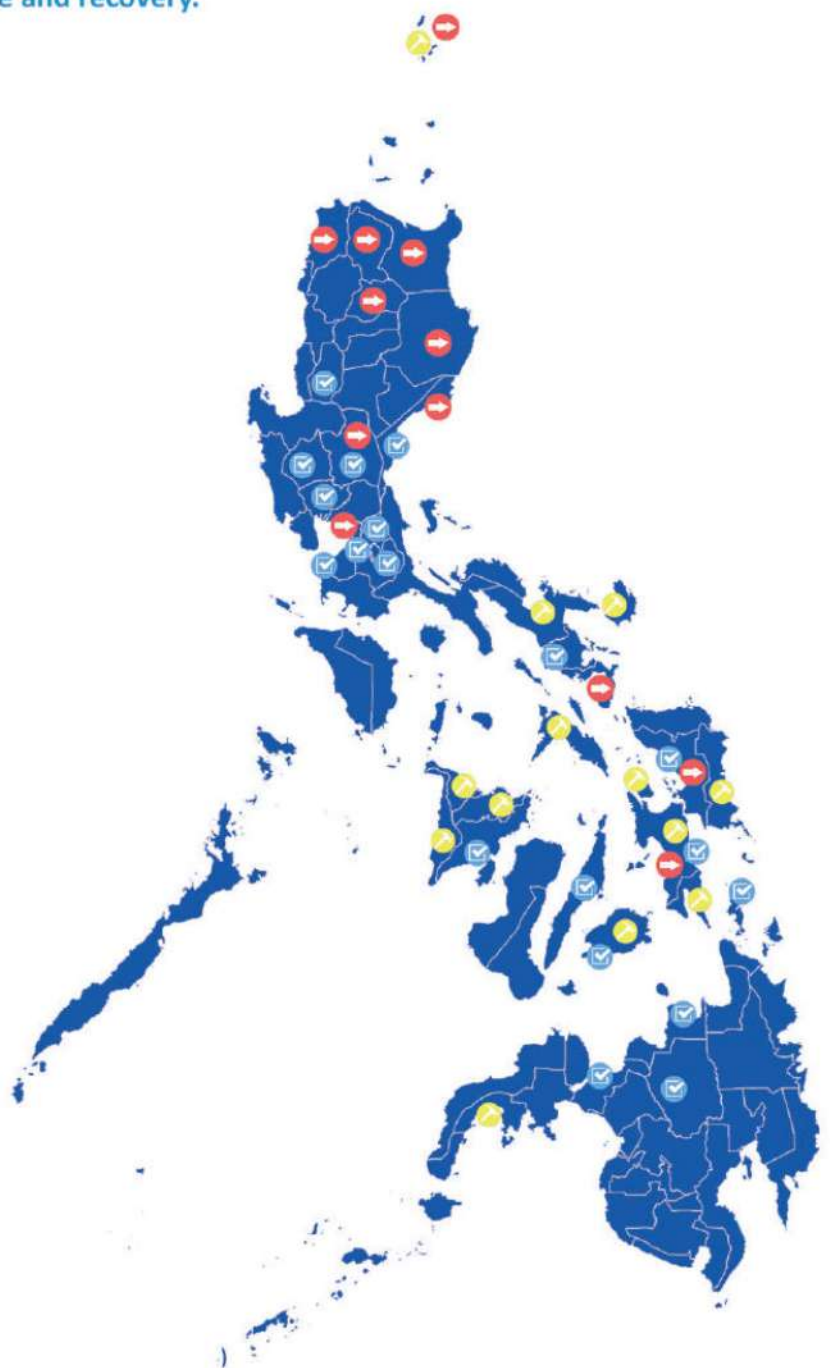
## Response

PDRF works closely with the government and other DRR stakeholders to efficiently allocate business sector resources during a disaster period.



## Preparedness

Since Typhoon Ondoy in 2009, PDRF has carried out an extensive list of recovery programs towards creating resilient communities in disaster-stricken areas.



## PDRF Snapshots



PDRF Shakedown - July 14-17, 2017



WFP FLEX Program - February 2017



Turnover of Multi-Purpose Evacuation Center in Brgy. Licod, Tanauan November 8, 2017



EOC Activation Tropical Depression Maring September 11-13, 2017



Business Continuity Planning November 24, 2017



6th Top Leaders Forum November 29, 2017

# How We Work

The PDRF network is organized into a cluster system that aims to provide a more robust platform for collaboration. It is organized in eight clusters that represent the core strengths of the Philippine private sector where the business community can respond swiftly and effectively during disasters.

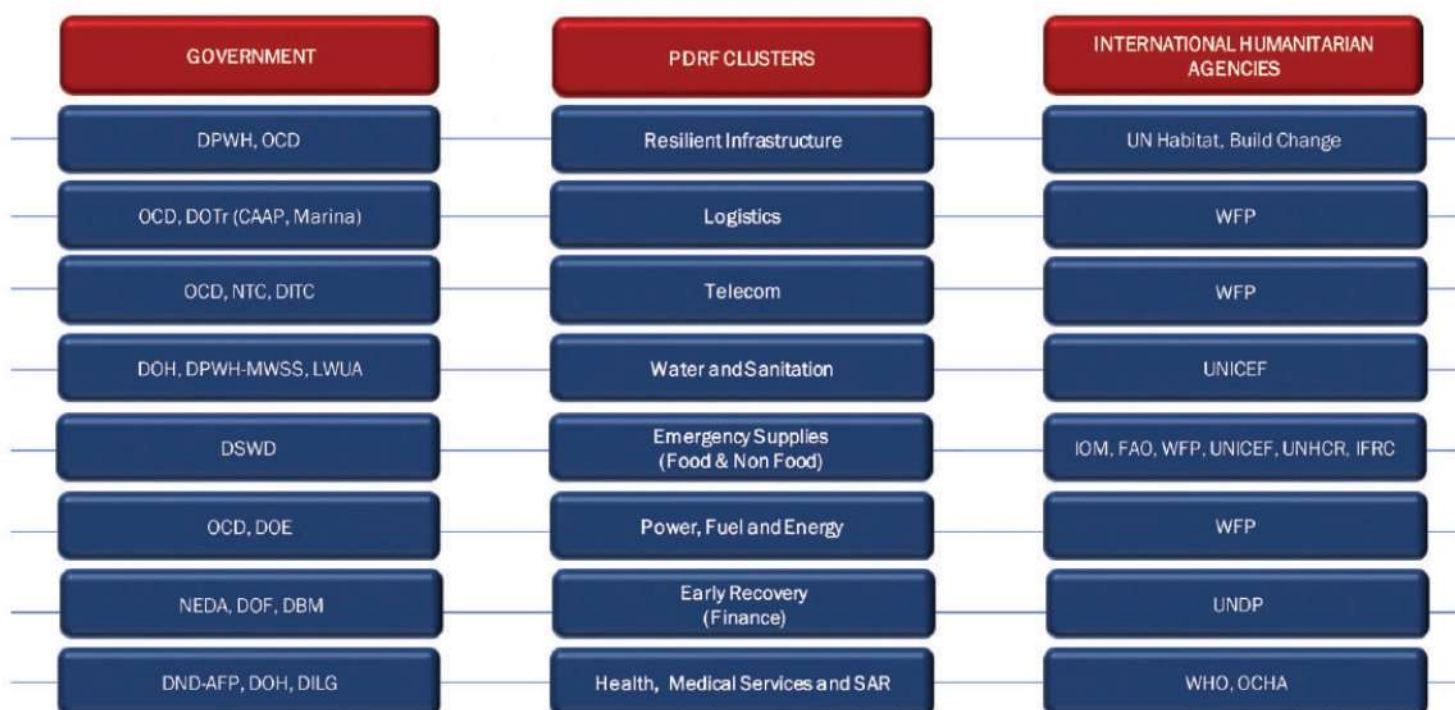
The eight clusters include: (1) Infrastructure, (2) Logistics, (3) Insurance, and (8) Health and Emergency Services / Search & Telecom, (4) Water and Sanitation, (5) Emergency Supplies (Food Rescue. and Non Food), (6) Power, Fuel and Energy, (7) Finance and

## PDRF Cluster System



# Inter-Operability with Philippine Government and International Humanitarian Agencies

The cluster system is aligned with its respective government and international humanitarian agencies to ensure efficient coordination during times of disaster.



# Emergency Operations Center

The PDRF Emergency Operations Center (EOC) continues to monitor natural hazards in the country and updates the PDRF network on a consistent basis via text blasts and email advisories. With a satellite office in Makati, the PDRF EOC in Clark is currently being developed and is set to be completed in 2018.



The PDRF Emergency Operations Center in Clark is set to be fully operational by the first quarter of 2018.



PDRF Emergency Operations Center Building  
(Early 2017)



PDRF Emergency Operations Center Building  
(October 12, 2017)



Command Center (December 15, 2017)



22

## Activations

The Emergency Operations Center activated for heavy rainfall, tropical cyclones, earthquakes and volcanic eruptions.



118

## Updates and Alerts

91 advisories and 21 text blasts were sent out in 2017 to keep the PDRF network updated on natural hazards in the region.



84

## Member Companies

PDRF network continues to increase with business companies investing in disaster preparedness and business continuity measures.

# Marawi Consortium



**The Philippine Disaster Resilience Foundation (PDRF) along with the Philippine Business for Social Progress (PBSP), the Makati Business Club, UNDP and CODE-NGO formed a consortium for Marawi's rehabilitation where several companies nationwide have already pledged their support.**

The consortium aims to organize and unify rehabilitation efforts for the war-torn city of Marawi and its affected residents.

Several companies pledged their support: : US Philippine Society, FF Cruz, PLDT, Gabay Guro, San Miguel Foundation, SM Foundation, Pepsi, Liter of Light, Pacific Global One and Ayala Foundation Inc. among others. Aside from PDRF and PBSP, consortium members include the Makati Business Club, CODE-NGO, the Association of Foundations, and the United Nations Development Programme (UNDP).

The consortium hopes to complement the rehabilitation initiatives of Task Force Bangon Marawi and see where the technical working group can cover gaps and provide aid in the process of rebuilding healthcare, livelihood rehabilitation, infrastructure, utilities, Islamic financing, and other facilities needed by the returning residents



# Participatory 3D Mapping



In partnership with the Philippine Geographical Society (PGS), a professional organization of geographers and geography enthusiasts, PDRF promotes the use of Participatory Three-Dimensional Mapping (P3DM) methodology in community-based disaster risk reduction and management.

The activity encourages collective contribution and emphasizes the sense of ownership engaging community leaders, barangay health workers, PWDs, senior citizens and youth in the process.

Through the Participatory 3-Dimensional Mapping Activity (P3DM), the Philippine Disaster Resilience Foundation and Philippine Geographic Society helped the community of Barangay Pitogo to identify risks and hazards in their community and plot vulnerabilities via mapping methodologies.

# Global Activities

**Through the Connecting Business Initiative (CBI), PDRF continues to showcase the country's public private sector collaboration towards disaster risk reduction, recovery and resilience.**

The Connecting Business Initiative (CBI) was created in 2016 by 3 UN agencies -- UN OCHA (Office for the Coordination of Humanitarian Affairs), UNDP (United Nations Development Program), and UNISDR (International Strategy for Disaster Reduction). In its first year, CBI supported private sector-led

networks in 13 locations: Côte d'Ivoire, Fiji, Haiti, Kenya/East Africa, Madagascar, Mexico, Myanmar, Nigeria, the Pacific, the Philippines, Sri Lanka, Turkey, and Vanuatu. Eight of those networks mobilized in response to emergencies in the last year, and CBI plans to expand to 40 countries by 2020.



## Philippine representatives at the UN Conference on Disaster Risk Reduction, Recovery and Resilience (September 19, 2017).

From L-R: Mr. Inia Seruiratu, Minister for Agriculture, Rural and Maritime Development and National Disaster Management, Government of Fiji, Ms. Morika Hunter, Chair, Fiji Business Disaster Resilience Council, Ms. Adoracion Navarro, Undersecretary, National Economic and Development Authority Regional Development Office, Government of Philippines, Mr. Butch Meily, President, Philippine Disaster Resilience Foundation, Mr. Edmund J. Cain, Vice President, Grant Programs, Conrad N. Hilton Foundation (moderator), Mr. Mark Lowcock, Under-Secretary-General for Humanitarian Affairs and Emergency Relief Coordinator, OCHA, Ms. Gwi-Yeop Son, Director of Corporate Programmes, OCHA, Mr. Marcos Neto, Director of Istanbul International Center for Private Sector in Development, UNDP, Mr. Christos Stylianides, EU Commissioner for Humanitarian Aid and Crisis Management



PDRF has served as the model for local business disaster management networks for countries around the globe.

## Global

### Asia Leadership on Business Resilience

PDRF was part of the Asian Disaster Preparedness Center (ADPC) organized leadership forum in Bangkok which aimed to increase understanding of business resilience among executive leadership while fostering dialogue and public-private partnerships for future action.

### One ASEAN, One Response

PDRF works closely with the ASEAN Coordinating Centre for Humanitarian Assistance on Disaster Management (AHA Centre) to establish best private-public partnership practices towards disaster management and coordination.

### Global Platform for Disaster Risk Reduction

PDRF took part in UN's Global Platform for Disaster Risk Reduction in Mexico in support of the Sendai Framework for Disaster Risk Reduction

# TRAINING PROGRAMS

## FUNCTIONS & SERVICES:

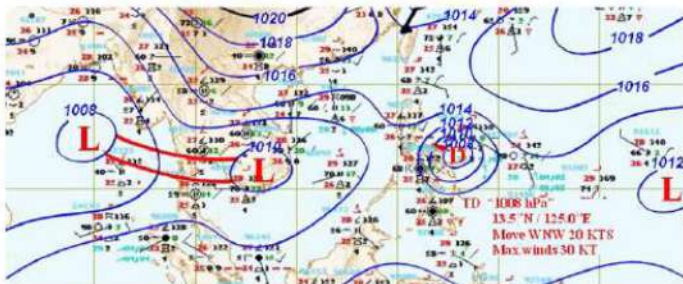
- I. Training & Capacity Development
- II. Advocacy & Partnerships
- III. Research Knowledge and Exchange Management

PREPLAB is the learning and knowledge resource center of the Philippine Disaster Resilience Foundation.

It is an online and offline platform where experience and expertise converge to enrich the discourse and practice of resilience.

It seeks to promote the disciplines of Resilience Building, Business Continuity Management and Disaster Risk Reduction and Management (DRRM) for PDRF's network of corporations; micro, small and medium enterprises (MSMEs); and various partner organizations.

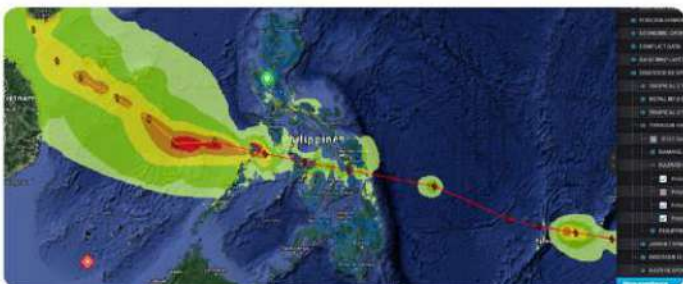
## COURSES



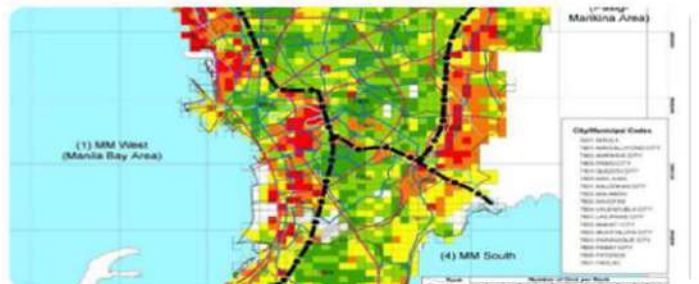
**WEATHER TRAINING**



**FAMILY RESILIENCE WORKSHOP**



**EMERGENCY OPERATIONS SYSTEM (EMOPS)  
TRAINING**



**RAPID EARTHQUAKE DAMAGE ASSESSMENT  
SOFTWARE (REDAS) TRAINING**

# BUSINESS CONTINUITY PROGRAMS

PDRF's Business Continuity Programs, focus on providing capacity-building interventions aimed at developing knowledge on business and service continuity management.

The program targets Small and Medium Enterprise (SME) clients that form the supply chain of our corporate members and partner organizations. The overarching goal is to build resilient economic lifeline supply chains and fence line communities in order to ensure their ability to continue the delivery of services and products, and to establish their capacity to immediately recover from disasters.



Participatory discussion on Community Risk Assessment and Business Continuity Planning in Brgy. Pitogo



PDRF-DILG Partnership on Service Continuity for the Public Sector

## BUSINESS CONTINUITY PARTNERS



Business Continuity Planning Workshops and Training of Trainers Course on Business Continuity Management



Strengthening SME Capacity on Disaster Preparedness and Recovery through BCM



Building Economic Resilience of MSMEs and Fence-line Communities through BCM



Business Continuity Planning for communities and local chambers



Business Continuity Planning for the SME Partners of Meralco Biz Group

Forging a nationwide Public-Private-People Partnership for Strengthening SME Disaster Resilience in the Philippines

4 pilot areas: Cebu, Naga, Davao, Luzon, NCR



## SERVICE CONTINUITY PARTNERS

Development of Public Sector Continuity Program for National Government Agencies

Development of Public Sector Continuity Program for LGUs



# EVACUATION CENTERS

The “Safe Shelters, Safer Communities” Program builds multi-purpose buildings that can be used as an evacuation shelter in times of emergency. Designed by WV Coscolluela & Associates, the building follows the principle of ‘*Build, Back, Better*’ in that it can withstand many hazards that affect the community. As a safer structure for the community this shelter can withstand 300kph winds and an earthquake with a magnitude of 8 or higher.



## Evacuation Center | Multi-Purpose Hall

- Two storey multi-purpose hall/ evacuation center
- PWD accessible with kitchen and restrooms on both floors

Funded by:



## Site Locations:

- (1) Brgy. Canramos, Tanauan, Leyte
- (2) Brg. Licod, Tanauan, Leyte
- (3) Brgy. San Jose, Tacloban, Leyte
- (4) AP Banez Elementary School, Tacloban, Leyte

For more information or inquiries, please email [pdrf.opscenter@gmail.com](mailto:pdrf.opscenter@gmail.com).

# PH72.ORG

PH72 is a nationwide tool for emergency preparedness focused on connection rather than catastrophe. In an emergency, it may take 72 hours or 3 days for help to arrive so one must be prepared during that time.

With helpful information on what to do in an emergency, simple steps to get connected and useful guides to help you get prepared, PH72 aims to show you are more prepared than you think by helping you prepare and plan with your friends and family so you all can be disaster-ready.



/PH72org



www.PH72.org

# PH72 - your tool for emergency preparedness



# PDRF HANDA PLATFORM

HANDA is PDRF's platform for *Hazard and Disaster Analysis* for Business Resilience.

HANDA is a Filipino term that means to be ready. This platform is created to equip the country's business sector with the proper tools to be prepared for the different geohazards present in the country.

The HANDA platform currently has 4 applications than can be used for disaster management.

## APPLICATIONS



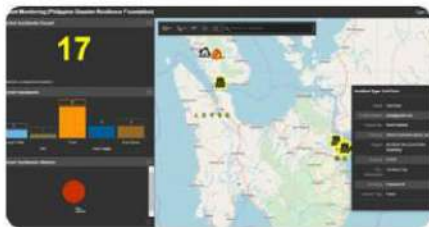
### INCIDENT REPORTING

This allows the PDRF Network to report natural-hazard related incidents that can be coordinated within their respective company, the PDRF EOC and the NDRRMC for immediate response.



### HAZARD MONITORING

Containing geohazard data from various government agencies, this application allows PDRF members to plot their facilities assets and properly assess the threats of different hazards around the country.



### INCIDENT MONITORING

*(Available for Platinum and Diamond members only)*

PDRF Donor companies can monitor the incidents that are reported by their company across the country using the incident monitoring dashboard. Through this dashboard, PDRF and member companies will be able to monitor which incidents have already been coordinated with proper authorities.



### INCIDENT MANAGEMENT

*(For PDRF EOC only)*

The incident management application is the ticketing system of the PDRF EOC to manage all reported incidents of the PDRF network.

*For more information or inquiries, please email [pdf.opscenter@gmail.com](mailto:pdf.opscenter@gmail.com).*