

Business Sector's Participation to “Yolanda” Disaster Relief and Rehabilitation Programs in Selected Areas in the Philippines

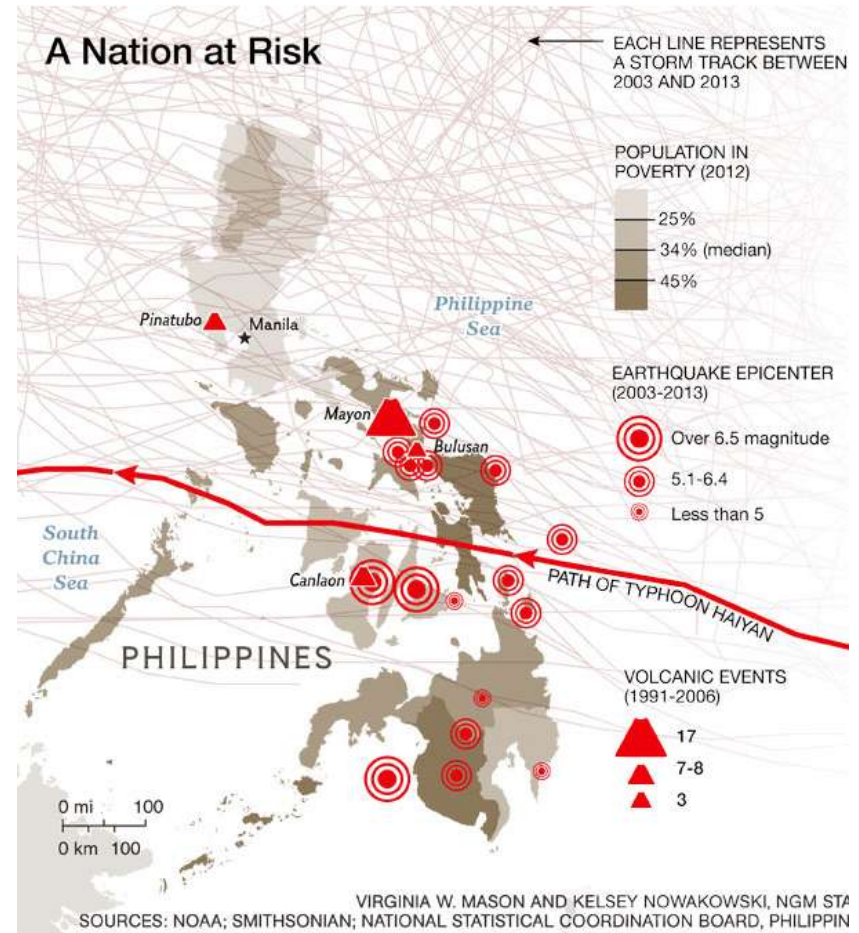


A country in the face of disasters...

- Typhoons in the last five years continue to increase its intensity becoming more and more destructive to the people:

- Ondoy (Ketsana) 2009
- Basyang (Conson) 2010
- Sendong (Washi) 2011
- Hanging Habagat (Haiku) 2012
- Yolanda (Haiyan) 2013

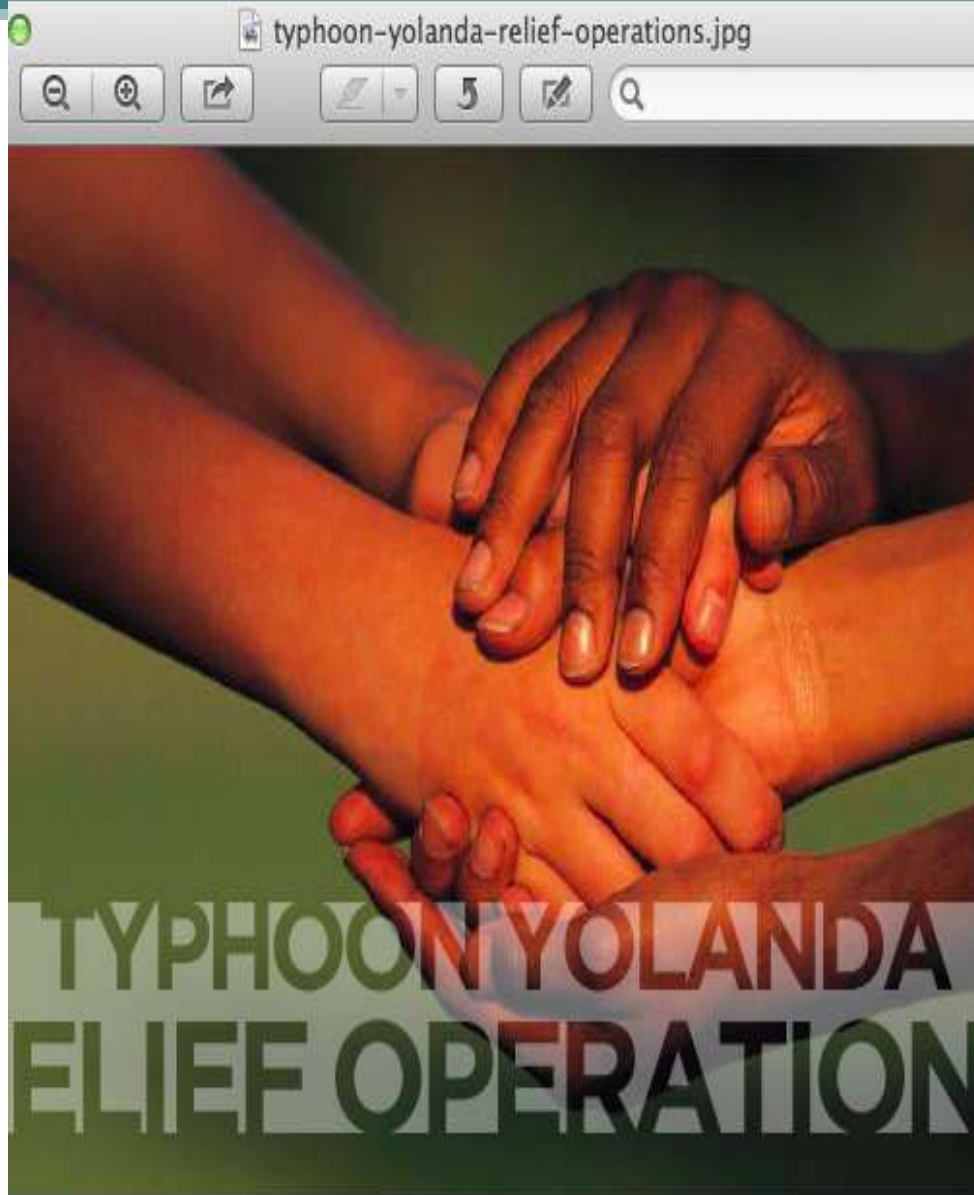
All these strong typhoons left the country with thousands of people their properties and livelihood affected.



Yolanda's destruction...

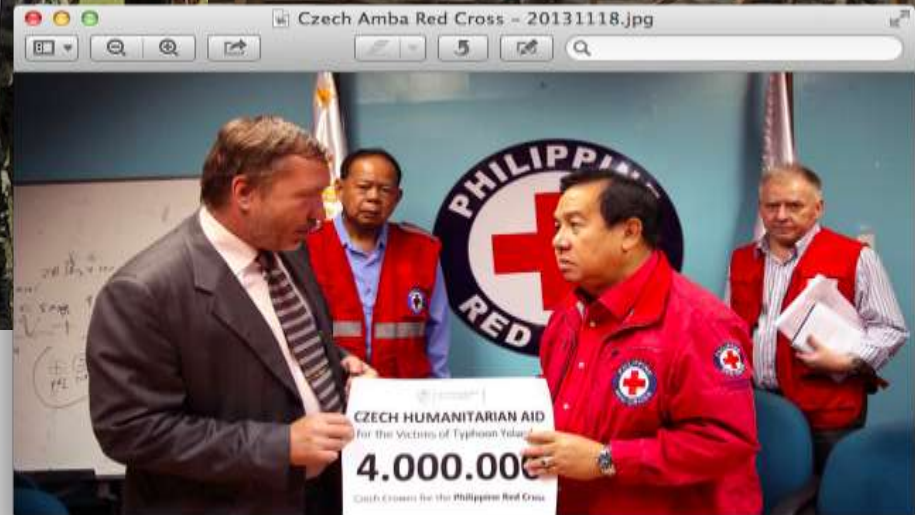
- Category 5 cyclone, 315 km/h affecting 44 provinces, 575 municipalities and 10,436 barangays.
- 13.28 M people, 6,230 confirmed deaths and 1,785 missing.
- Estimated cost of damage to properties and livelihood is \$1.5 billion (Mangosing, 2013)





- The country received unwavering support, compassion and assistance, humanitarian aid and others (air and sea vessels) from countries across the globe.
- Public and private sectors joined hands to rebuild the typhoon-ravaged country...

With the extent of damage, we need the help of everyone, public and private sectors alike.....



Thus, this study aimed to:

1. characterize the PBSP member companies and determine their CSR programs and projects;
- 2) discuss their relief and rehabilitation programs for Yolanda victims and relate it to the Comprehensive Rehabilitation and Recovery Plan (CRRP);
- 3) discuss the role of private sector to the governments' strategy to implement the CRRP.

The companies...

Name of Company	Year Established	Industry	Scope
CDO Foods Inc	1976	Food	Local
East West Seed Company	1982	Agriculture	International
Holcim Phils	1974	Non-metallic mineral products	International
ICTSI	1987	Transportation and storage	International
Medicard Phils, Inc	1987	Health Insurance	Local
Deloitte	1997	Professional Services	International
Phleps Dodge	1955	Electricity, Gas	International
Smart Comm	1991	Information and Communication	Local

Their CSRs before “Yolanda”

Name of Company/No of years with PBSP	Focus of their CSR programs/projects
CDO Foods Inc (5)	Health and nutrition, education, environment, livelihood
East West Seed Company (25)	Training services, environment
Holcim Phils (25)	Training services, livelihood and environment
ICTSI (22)	Health and nutrition, training, environment, livelihood
Medicard Phils, Inc (11)	Health, disaster management
Deloitte (3)	Environment, infrastructure, children’s welfare, education
Phelps Dodge (43)	Health and nutrition, infrastructure, livelihood
Smart Comm (11)	Education, livelihood, environment, health disaster mgt.

Their CSRs with “Yolanda” victims

Name of Company/No of years with PBSP	Their CSR programs/projects with “Yolanda” victims	Partner Organizations
CDO Foods Inc (5)	Donated P10M to Habitat for Humanity Philippines	Habitat for Humanity, local government units (LGUs)
East West Seed Company (25)	Provide vegetable seeds, fertilizers, gardening tools and vegetable production training	LGUs
Holcim Phils (25)	Conduct training programs in masonry and accredit the trained masons to contractors	LGUs, TESDA
ICTSI (22)	Relief and clean up operation, training on improved port operation, gift giving	DSWD, Phil Natl Red Cross, religious organizations

Their CSRs with “Yolanda” victims

Name of Company/No of years with PBSP	Their CSR programs/projects with “Yolanda” victims	Partner Organizations
Medicard Phils, Inc (11)	Relief operation, medical caravan, donation of goods and services	Food for the Hungry Phils, Scout Royale, PBSP
Deloitte (3)	Building/rehabilitation of schools and provision of schools supplies	Locally-based non government organizations (NGOs)
Phelps Dodge (43)	Donated P1.5 M to Phil National Red Cross and ASF	Phil Natl Red Cross and ASF
Smart Comm (11)	Free calls/text messaging, relief distribution, training program for livelihood recovery	LGUs, locally-based NGOs

Focus: Relief and Rehabilitation



- To ensure the sustainability of their programs, many of the companies worked closely with the affected communities, local government units and local NGOs (multi-sectoral)
- All of their programs are in line with the government's P170.9 billion Comprehensive Rehabilitation and Recovery Plan (CRRP)

The focus of CRRP and its cost ...

- Resettlement (P75.6 billion)
- Infrastructure (P35.1 billion)
- Livelihood (P33.6 billion)
- Social services (P26.4 billion)

Other concerns of the plan:

- Climate change adaptation
- Environment
- Gender-sensitive needs and equality; and
- Disaster preparedness for future hazards

*(<http://www.mb.com.ph/lacs>
on)*



How are we going to do it?

- Engage the private sector (contributed P5.2B so far and many more CSR programs coming)
- Work closely with locally-based NGOs, universities and colleges and the LGUs.
- Participation of many, if not all government agencies
- Be transparent with the foreign donors (committed P24 billion and P700 million already received)
- Good governance.



Conclusion

- The relationship between the government and private sector evolves. For many years now, the government acknowledges the role of private sector as important partner in nation building and rebuilding (in disaster affected areas).
- More and more private businesses are involved in CSR programs/ projects that are in line with the focus of the CRRP.
- Disasters are borderless, no boundaries. Our disasters may also be your disasters. Let us work together for a better future for us and for our children.



Arntein's ladder of participation of the companies to DRR programs and projects.

Name of Company/No of years with PBSP	Their CSR programs/projects with "Yolanda" victims	Level of Participation
CDO Foods Inc (5)	Donated P10M to Habitat for Humanity Philippines	Therapy (non-participation)
East West Seed Company (25)	Provide vegetable seeds, fertilizers, gardening tools and vegetable production training	Placation (Tokenism)
Holcim Phils (25)	Conduct training programs in masonry and accredit the trained masons to contractors	Partnership (citizen power)
ICTSI (22)	Relief and clean up operation, training on improved port operation, gift giving	Partnership (citizen power)

Arntein's ladder of participation of the companies to DRR programs and projects.

Name of Company/No of years with PBSP	Their CSR programs/projects with "Yolanda" victims	Level of Participation
Medicaid Phils, Inc (11)	Relief operation, medical caravan, donation of goods and services	Informing (Tokenism)
Deloitte (3)	Building/rehabilitation of schools and provision of schools supplies	Placation (Tokenism)
Phelps Dodge (43)	Donated P1.5 M to Phil National Red Cross and ASF	Therapy (non-participation)
Smart Communications (11)	Free calls/text messaging, relief distribution, training program for livelihood recovery	Partnership (citizen power)