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The country’s major private sector vehicle and coordinator for disaster risk reduction and management
ABOUT US

The Philippine Disaster Resilience Foundation (PDRF) is the country’s major private sector vehicle and coordinator for disaster management. As 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 for collaboration among the private sector, the public sector, and the civil society in 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 of building a strong, resilient, and disaster-ready Philippines.

OUR WORK

PDRF works toward 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 agencies during times of response and recovery.

PREPAREDNESS

PDRF strengthens disaster preparedness in the country through various training programs in business continuity, disaster risk reduction and management, emergency operations center management, and the incident command system.

RESPONSE

PDRF is an active member of the NDRRMC and UN Humanitarian country team. Through its emergency operations center, it works closely with the government and other stakeholders to efficiently allocate business sector resources and critical services during a disaster period.

RECOVERY

Since typhoon Ondoy in 2009, PDRF has carried out various recovery programs including: the Marikina Watershed Initiative, cash-for-work, distribution of livelihood kits for MSMEs, revival of sari-sari stores and other small businesses, rebuilding of classrooms, and creating resilient communities in disaster-stricken areas.

HISTORY

Following the devastation caused by tropical storm Ketsana (local name Ondoy) in 2009, leaders of some of the country’s largest private corporations and non-government organizations (NGOs) established the Philippine Disaster Recovery Foundation (PDRF) to harness private sector resources to help affected communities.

When super typhoon Haiyan (local name Yolanda) struck in 2013, PDRF saw the need to go beyond response and recovery, and in 2015, its name was formally changed to Philippine Disaster Resilience Foundation.
The PDRF Emergency Operations Center (EOC) is the first private sector-led and operated Disaster Management Operations Center in the region. Focused on disaster resilience (e.g. prevention, preparedness, and mitigation), it aims to be a 24/7 self-sufficient operations hub geared towards training for disaster preparedness and coordination of relief and recovery efforts during major disasters. It has advanced communications software and technology that enhance PDRF’s capability to monitor climate-related and natural hazards and coordinate with deployed resources in the field.

In 2016, a prototype operations center was set up at the Shell House in Makati and on April 4, 2018, the Clark Operations Center officially opened.

PH72 is a nationwide tool for emergency preparedness focused on connection rather than catastrophe. In an emergency, it takes 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 on getting prepared, PH72 helps everyone be disaster ready.

www.PH72.org /PH72org
The PDRF Business Continuity and Organizational Resilience Program aims to achieve the following:

(1) Developed awareness, appreciation, and understanding of business continuity principles and practices;

(2) A more resilient supply-chain of major lifeline companies that are able to prepare for disruptions in the delivery of services and products and are capable of immediately recovering from disasters; and

(3) A robust business and public sector continuity mindset that can be scaled up and scaled out.

The PDRF cluster system aims to provide a more robust platform for collaboration. It is divided into eight clusters that comprise the core strengths of the Philippine private sector where the business community can respond swiftly and contribute effectively in times of disaster.

**Connects Business Initiative**

The Connecting Business Initiative of three UN agencies—UN OCHA (United Nations Office for the Coordination of Humanitarian Affairs), UNDP (United Nations Development Program) and UNISDR (United Nations International Strategy for Disaster Reduction)—showcases PDRF as a model for building local business disaster management networks around the world.

**Supply Chain Resilience**

provision of capacity building programs and technical assistance on business continuity management and supply chain resilience

**Business Continuity Management for MSMEs**

capacity building interventions specially customized for micro, small, and medium-sized enterprises (MSMEs) that form the supply chain of corporate members and other partner organizations

**Public Service Continuity**

In partnership with the Office of Civil Defense and the Department of the Interior and Local Government, PDRF provides technical assistance in establishing public service continuity programs for national government agencies. Through PDRF’s intervention, a standard Public Service Continuity Plan format has been developed for all government agencies.
PDRF is at the forefront of post-disaster and post-conflict recovery and rehabilitation initiatives, ensuring that both the short-term and the long-term needs of vulnerable communities are addressed through capacity building.

1. **EDUCATION.** PDRF coordinates with member companies and organizations in rebuilding disaster-hit school buildings and learning centers. This includes scaling up innovative and disaster-proof methods of deploying mobile learning solutions.

2. **LIVELIHOOD.** PDRF works closely with communities, private sector partners, and the government in restoring employment and income opportunities in areas affected by disasters. Interventions may be direct or through the enhancement of skills.

3. **ENVIRONMENT.** Anchored on science-based approaches and community engagement, PDRF’s environmental protection and rehabilitation programs strengthen the resilience of communities.

4. **SHELTER.** PDRF works with reputable partners from the construction and utilities industry and with community development organizations in building emergency, transitional, and permanent shelter facilities for communities affected by disasters.

5. **W.I.S.H.** Through strategic partnerships with the private sector, PDRF addresses gaps in the supply and quality of water resources, strengthens the resilience of public infrastructure, and broadens community access to health facilities.

**PREPLAB** is the learning and knowledge resource center of the Philippine Disaster Resilience Foundation. Through this platform, experience and expertise converge to enrich the discourse and practice of resilience.

**Core Courses** – recommended for all company employees

- a. Weather Training
- b. Earthquake Preparedness Training
- c. Disaster Resiliency Planning Workshop for Employees & their Families

**Technical Courses** – specialized courses for specific company representatives that belong to business units related to operations, business continuity, safety, and security

- a. Emergency Operations System (EMOPS) Functional Training
- b. Rapid Earthquake Damage Assessment System (REDAS) Training
- c. Incident Command System for the Private Sector

**Elective Courses** – learning sessions designed to help enhance the existing disaster resilience programs of the company

- a. Emergency Operations Center Management
- b. Psychological First Aid & Mental

**COMMUNITY RESILIENCE**

PDRF promotes the culture of resilience not only in large businesses but also in the local government and in communities. Through partnerships with local and international organizations, PDRF has formulated a blueprint of activities that enhance efforts in reducing hazard vulnerability at the local level.

**Participatory 3-Dimensional Mapping**
PDRF offers Participatory 3-Dimensional Mapping activities at the barangay level in partnership with the Philippine Geographical Society.

**Community-Based Disaster Risk Reduction and Management**
In collaboration with the Center for Disaster Preparedness, PDRF also offers community-based disaster risk reduction and management modules.

**Barangay Disaster Risk Reduction and Management Planning.** PDRF works with World Vision in conducting disaster risk reduction and management planning at the barangay level.