Private Sector Engagement in DRR in Jordan

Workshop Report
Grand Millennium Hotel Amman – 6-7, December 2015

1. Background

Exposure of people and assets to disasters increased in the past decade in all countries, leading to new risks and an increase in economic losses. Direct losses from disasters between 2000 and 2013 are estimated at USD 2.5 trillion, impacting developed and developing economies substantially. With the private sector contributing to between 70-85% of capital investment globally, private sector engagement in resilience and disaster risk reduction is vital.

Jordan is subjected to a range of natural hazards, and it is critical for the country to be adequately prepared to respond to disasters. In this context, the Swiss Agency for Development and Cooperation (SDC) agreed to launch a project to support the Ministry of Interior in Jordan to establish its disaster risk reduction/management unit and corresponding risk reduction strategy. The project also supports the establishment of disaster risk reduction/management units in the five governorates of Zarka, Irbid, Balqa (Salt), Madaba and Jarash. The Units will support the implementation of the Sendai Framework for Disaster Risk Reduction\(^1\) and building the capacities of all stakeholders.

To support this initiative, the UNISDR Regional Office for Arab States (ROAS) in consultation with the Swiss Agency for Development and Cooperation (SDC), agreed to undertake a pilot project to strengthen disaster risk reduction capacities and knowledge in the five municipalities of Zarka, Irbid, Balqa (Salt), Madaba and Jarash and their respective governorates to facilitate the integration of risk reduction into their policies and plans, including those related to climate change adaptation and sustainable development.

The project focuses on enhancing public awareness on disaster risk reduction in Jordan and equipping local focal points for disaster risk reduction with the knowledge and tools that will ensure the effective integration of disaster risk reduction measures in city planning and local development.

\(^1\)http://www.unisdr.org/we/coordinate/sendai-framework
Rationale:

Disasters can result in high economic and human losses and can severely impact private and public firms. Small businesses are often particularly affected by disasters, and despite the large impact on businesses, disaster risks are not well accounted for by the private sector in Jordan. Many firms in the Arab region have developed business continuity plans to mitigate damage to operations and image when disasters strike. While business continuity plans are effective solutions to respond to disasters, proactive strategies to reduce the risk of disasters are essential to ensure long-term competitiveness and sustainability.

Corporations can contribute significantly to local disaster risk reduction activities by identifying risks and investing in human, technical and financial resources to reduce them and ensure resiliency of operations, internally and externally. Investing in disaster risk reduction offers a triple return by ensuring business continuity, safeguarding long-term investments, and protecting employees, their families, communities and the environment.

To ensure sustainable economic growth of Jordanian businesses and cities, disaster risk reduction needs to be integrated in standard business solutions, together with measures to adapt to climate change variability and economic challenges. Many firms around the world have started to integrate disaster risk reduction in their business plans. Studies show that for every US$1 invested in resilience and prevention, between US$4 and US$7 are saved in response.²

In this context, the ‘Private Sector Engagement on DRR in Jordanian Cities’ meeting was organized with three main objectives: Firstly; to share the progress of the project entitled “Strengthening Disaster Risk Reduction Capacities and Knowledge in Jordanian Cities” to give space for the municipalities of Zarka, Irbid, Balqa (Salt), Madaba and Jarash to present their resilience action plans. Secondly, the meeting placed emphasis on the business case of DRR and the importance of engaging the private sector with local governments in Jordan, and thirdly; agreeing on a coordination mechanism that will provide technical and financial support to the implementation of the resilience action plans being developed in the 5 cities.

Workshop:

The workshop was officially opened by H.E. Governor Mamdooh Al Da’jaal representing the Secretary General of the Ministry of Interior along with the mayor of Jarash Municipality, Dr. Ali Gogazeh.

The meeting brought together more than 30 key representatives from the Ministry of Interior, Civil Defense, Ministry of Municipalities, as well as DRR focal points from the Municipalities of Jarash, Mabada, Zarkaa, Irbid, and Salt. Additionally, representatives from 8 businesses and the local

²California Emergency Management Agency/UN Development Programme
private sector participated in the discussions. The meeting also provided a forum for the cities to discuss the progress being made in their resilience action

The meeting was co-organized by the Swiss Agency for Development Cooperation (SDC), the Ministry of Interior in the Hashemite Kingdom of Jordan, the Municipalities of Jarash, Mabada, Zarkaa, Irbid, and Salt and the United Nations Office for Disaster Risk Reduction (UNISDR). Funding was provided through SDC Jordan.

**Workshop Outcomes**

The workshop succeeded in raising the awareness of the private sector on matters related to corporate social responsibility. The attention of the private sector was also drawn to some of the activities in the resilience action plans, which would benefit from private sector support. Based on this, private sector representatives made the commitments indicated below:

**Irbid Municipality:** The **Arab Islamic Bank**, as part of their social responsibility program in Irbid City, announced its interest to support the Municipality by sponsoring major activities related to education and public awareness.

*Under the Making Cities Resilient campaign: The Arab Islamic bank agreed to support activities under essentials 6 and 7 which focus on understanding and strengthening institutional and societal capacities for resilience.*

**Al Salt Municipality:** The **Housing Bank for Trade and Finance** announced their interest to work with the Municipality of Al Salt to support capacity building and awareness programmes on resilience and DRR.

*Under the Making Cities Resilient campaign: The Housing Bank for trade and Finance agreed to support activities under essential 7 which focuses on understanding and strengthening societal capacities for resilience.*

**Jarash Municipality:** The **Jordanian Engineers Association** announced their interest to work and support the Municipality of Jerash through rehabilitation efforts of the main road networks. It will provide graders and snowplows during snowstorms in support of the municipality’s response efforts. The Association also showed interest to support the designing and developing of parks to enhance the natural ecosystems of the city.
Under the Making Cities Resilient Campaign: The Arab Islamic Bank agreed to support activities under essentials 4 and 5 focusing on resilient urban development, which includes safeguarding natural buffers to enhance the protective functions of natural ecosystems.

Madaba Municipality: The Jordan Contractors Association announced their interest to support the Municipality of Madaba, by sponsoring activities related to capacity building in DRR, as well as education and public awareness programs. They also committed to provide heavy machinery and 4-wheel-drive vehicles during snowstorms and other emergencies.

Under the Making Cities Resilient Campaign: The Jordanian Contractors Association agreed to support activities under essentials 6, 7 and 10 which focus on understanding and strengthening institutional and societal capacities for resilience, as well as recovery.

Zarkaa Municipality: The Housing Bank for Trade and Finance announced its interest to support and work with the Municipality of Zarkaa by sponsoring the infra-structure and cliff-cutting works for one of the main roads (with an approximate cost of 70,000 USD). The Abu Shraikh Private Contractual Company also committed to sponsor capacity building and awareness activities in Zarkaa as well as support a risk assessment exercise, if needed.

Under the Making Cities Resilient campaign: The Housing Bank for Trade and Finance agreed to support activities under essential 8 which focuses on increasing the resilience of infrastructure. Note: This activity needs to be undertaken in collaboration with Abu Shraikh Private Contractual Company which decided to focus on essentials 2 and 7. Through the implementation of Essential 2, the city will understand how critical infrastructure systems will cope with disasters which will also allow them to develop contingency plans to manage infrastructure related risks.

Way Forward and Next Steps:
- The representatives of the private sector emphasized the need to receive well-designed proposals, which describe in detail the purpose of the activities, the estimated cost and prospects for sustainability;
- It was agreed that SDC, UNISDR and the project consultants would work with the Municipalities to support them in preparing the proposals before Feb 2016;
- Each municipality will arrange a one-day workshop with more local businesses and the private sector to enhance the implementation of their resilience action plans.
Communication and Relevant links:

- **Event page:** [http://www.preventionweb.net/events/view/47007](http://www.preventionweb.net/events/view/47007)
- **Facebook post with pictures:** [https://www.facebook.com/UnisdrArabStates/photos/pcb.912408038813492/912406378813658/?type=3&theater](https://www.facebook.com/UnisdrArabStates/photos/pcb.912408038813492/912406378813658/?type=3&theater)
- **Video Message** from H.E. Governor Mamdooh Al Da’jaa representing the Secretary General of the Ministry of Interior: [https://www.facebook.com/UnisdrArabStates/videos/912476222140007/?theater](https://www.facebook.com/UnisdrArabStates/videos/912476222140007/?theater)

Relevant Publications:

- **Sendai Framework for Disaster Risk Reduction:** [http://www.unisdr.org/we/coordinate/sendai-framework](http://www.unisdr.org/we/coordinate/sendai-framework)
- **Private Sector UNISDR webpage:** [http://www.unisdr.org/partners/private-sector](http://www.unisdr.org/partners/private-sector)
- **Public-Private partnership documents on Prevention Web:** [http://www.preventionweb.net/english/professional/publications/?tid=42](http://www.preventionweb.net/english/professional/publications/?tid=42)
- **Making Cities Resilient campaign:** [http://www.unisdr.org/campaign/resilientcities/](http://www.unisdr.org/campaign/resilientcities/)
- **A Handbook for Local Government Leaders:** [http://www.unisdr.org/campaign/resilientcities/home/toolkitblkitem/?id=2](http://www.unisdr.org/campaign/resilientcities/home/toolkitblkitem/?id=2)
- **Local governments lead resilience in Jordan:** [http://www.unisdr.org/archive/43821](http://www.unisdr.org/archive/43821)
## ANNEX:

### Agenda

#### Day-1: Sunday 6\textsuperscript{th} Dec, 2015

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Responsibility</th>
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<tbody>
<tr>
<td>09:00 – 09:30</td>
<td>Registration</td>
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<tr>
<td>09:45 – 10:30</td>
<td>Opening Session: - Objectives, expected outcomes and participants’ Introduction - Introduction to Disaster Risk Reduction</td>
<td>Facilitated by Dr. Soud Quran</td>
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<tr>
<td>10:30 – 11:00</td>
<td>Sendai Framework for Disaster Risk reduction 2015-2030. + Making Cities Resilient campaign</td>
<td>Mr. Ragy Saro</td>
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<tr>
<td>11:00 – 11:20</td>
<td>Coffee Break</td>
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<tr>
<td>11:20 – 12:00</td>
<td>The Business Case of Disaster Risk Reduction</td>
<td>Mr. Ragy Saro</td>
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<tr>
<td>12:00 – 12:30</td>
<td>Private Sector Activities in Disaster Risk Reduction (Good Practices and Lessons Learned)</td>
<td>Dr. Soud Quran</td>
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<tr>
<td>12:30 – 13:00</td>
<td>Business and Private Sector: Investing in Resilient Infrastructure</td>
<td>Dr. Soud Quran</td>
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<tr>
<td>13:00 – 14:00</td>
<td>Lunch Break</td>
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#### Day-2: Monday 7\textsuperscript{th} Dec, 2015

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Responsibility</th>
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</thead>
<tbody>
<tr>
<td>09:30 – 10:00</td>
<td>Overview and analysis of the city resilience action plans (Jerash, Madaba, Zarka, Irbid, and Salt)</td>
<td>Dr. Soud Quran</td>
</tr>
<tr>
<td>10:00 – 11:00</td>
<td>Working Groups and Discussion: Private Sector representatives to be divided among their respective fields or as per their interest (Infra-Structure, Industrial, Marketing, Education...)</td>
<td>Dr. Soud Quran + Municipalities</td>
</tr>
<tr>
<td>11:00 – 11:20</td>
<td>Coffee Break</td>
<td>Dr. Soud Quran + Municipalities</td>
</tr>
<tr>
<td>11:20 – 12:30</td>
<td>Continue on Working Groups and Discussion:</td>
<td>Dr. Soud Quran + Municipalities</td>
</tr>
<tr>
<td>12:30 – 13:00</td>
<td>Concluding remarks and agreeing on commitments</td>
<td>Dr. Soud Quran, Mr. Ragy Saro and Eng. Nayef Khouri</td>
</tr>
<tr>
<td>13:00 – 14:00</td>
<td>Lunch Break</td>
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</table>
Participants representing:

- Irbid Municipality
- Zarka Municipality
- Al Salt Municipality
- Madaba Municipality
- Jerash Municipality
- Ministry of Interior
- Ministry of Municipal Affairs
- Ministry of Public Works and Housing
- Higher Council of Civil Defence
- Jordan Engineers Association
- Jordan Contractors Association
- Industry Chamber – Zarka
- Housing Bank for Trade and Finance
- Islamic Arab Bank
- Shaker Abu Ghram Establishment – Al Salt
- Amjad Al Zoubi Establishment – Irbid
- Ahmad Abu Saif for Construction and Contracting
- SDC Jordan
- UNISDR Regional Office for Arab States