

# Engaging the Private Sector

 KOKUSAI KOGYO GROUP



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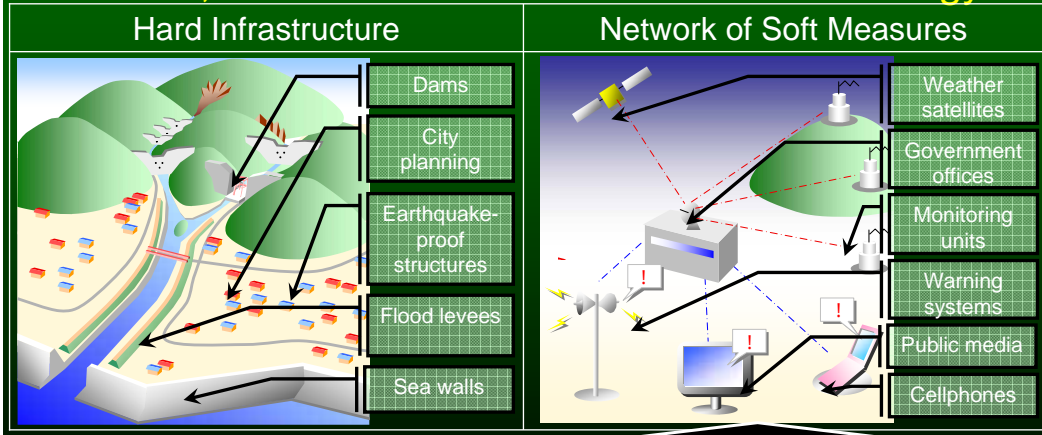
## Watershed Events in Japan's DRR

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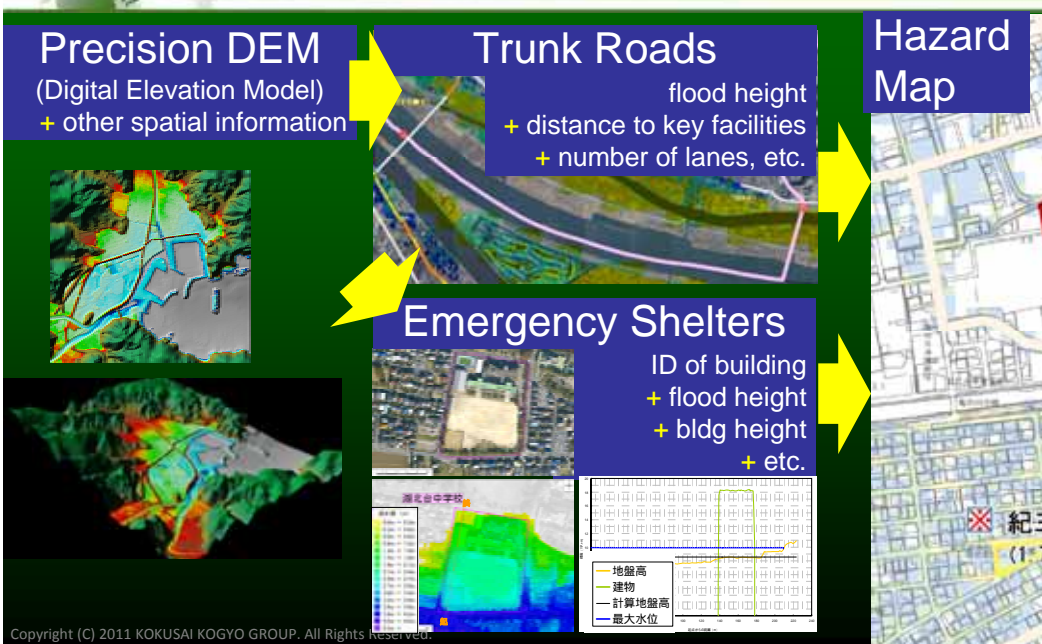
# Infrastructure is Not Enough

Japan's approach: Utilization of public and private resources, hard and soft measures in DRR strategy



Public Sector investment, plus... Private Sector know-how and services

# Private Sector Contribution to DRR



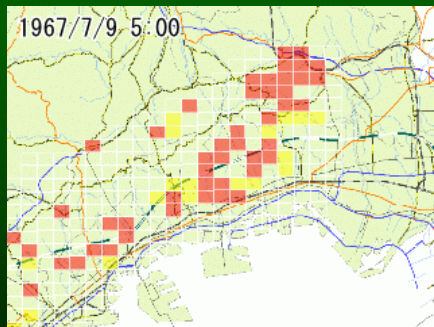
# Private Sector Contribution to DRR

## Hazard Map

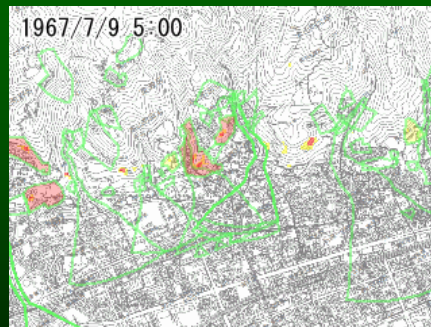


# Private Sector: Innovations

## Hazard map + time-sensitive information + interface



Real-time rainfall information



Urgency of evacuating residents

= real-time monitoring and decision making



**Outsourcing to the Private Sector** 

**Periodic DRR events + innovative tools**



Residents study hazard maps and build their own emergency plan

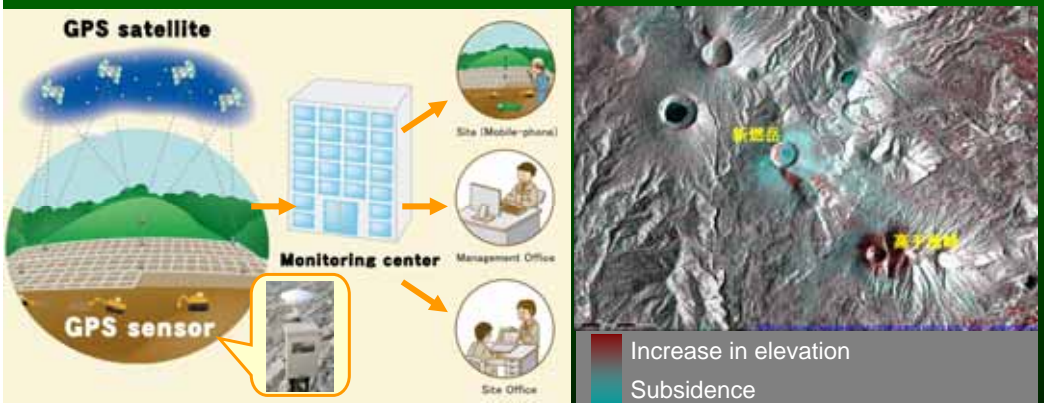


Evacuation training at a company

**= better awareness and preparedness**

**Outsourcing to the Private Sector** 

**Periodic or 24/7 monitoring + remote monitoring**



GPS monitoring units on slopes send signals 24/7

Periodic satellite imagery analyses in volcanic areas

**= easier DRR for local governments**

# Great East Japan Earthquake

14:46, 11 March 2011



## Characteristics

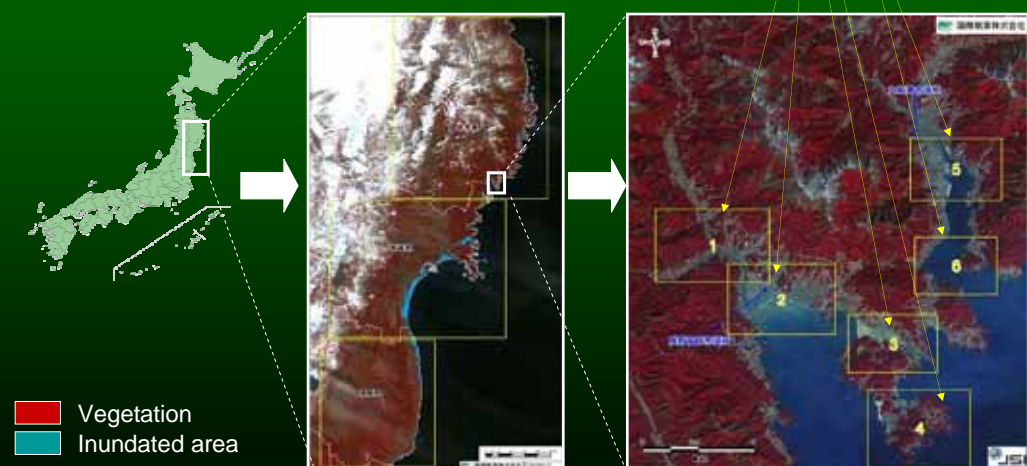
- Tsunami devastation of large area (500km of coastline)
- Communities tucked away in folded coastline; rescue difficult
- Caused subsequent nuclear disaster

# Benefits of Engaging the Private Sector

## Day 1-3: Capture, process, release satellite data

Wide area: Terra (Modis)\* 250m/pixel

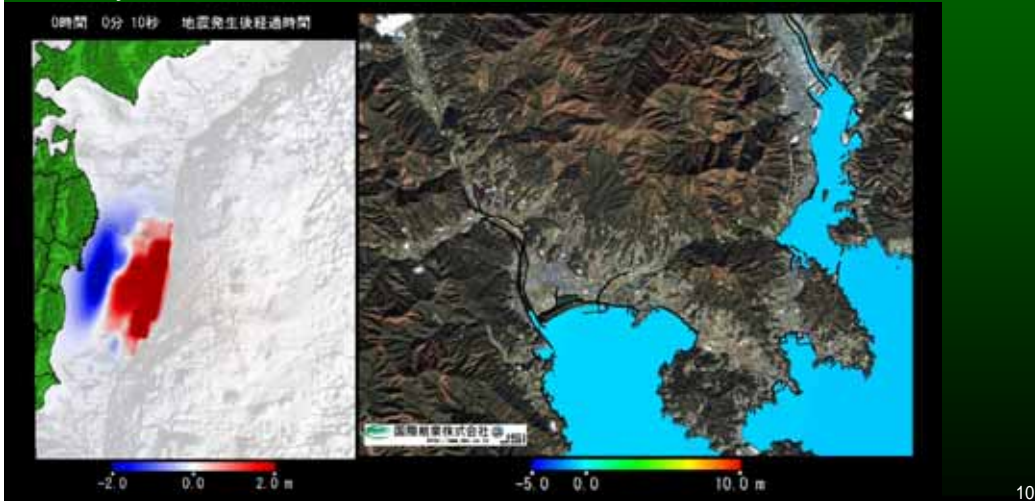
Targeted: GeoEye\* 50cm/pixel



## Benefits of Engaging the Private Sector

Day 1-10: Create, calibrate, release computer simulations

Highly accurate computer models assist rescue planning by showing intensity of devastation at *all* affected locations



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## Engaging the Private Sector

- Utilization of public *and* private resources, hard *and* soft measures in DRR strategy.
- Local level DRR will benefit from technology and services of Private Sector
- Local community benefits from Private Sector CSR, especially when CSR is linked to core business