



“Private sector contribution to disaster resilient communities”

Report date: 28 April 2018

Event date: 7 March 2018 (15:00-17:30 and mini reception 17:30-19:30)
Organized by: ARISE Japan
Co-organized by: UNISDR Office in Japan
Supported by: Association for Resilience Japan
Japan Bosai Platform

Event organizing committee within ARISE-J (in Japanese alphabetical order):

H. Urashima (MS&AD Insurance Group Holdings); M. Enokida (Japan Conservation Engineers); Y. Omi (NEC); S. Katsumata (Mitsui Sumitomo Insurance); S. Kotani (Japan Bosai Platform); H. Shimada (Tokio Marine & Nichido Fire Insurance); M. Takamatsu (JTB Tourism & Marketing Research); K. Nakamura (Japan Conservation Engineers); O. Numata (Japan Bosai Platform); M. Hijikata (Tokio Marine & Nichido Fire Insurance); T. Futami (Marsh Japan); S. Honda (InterRisk Research Institute & Consulting); T. Maruki (Sompo Japan Nipponkoa Insurance); R. Matsubara (Sompo Japan Nipponkoa Insurance); Y. Watanabe (Wellthy Corporation)

Event staffing: W. Haruta (Kabto Co., Ltd.); S. Kotani, T. Shiomi, and O. Numata (Japan Bosai Platform); H. Morimoto (MS&AD Insurance Group Holdings); many from Kokusai Kogyo Co., Ltd.

Event secretariat: Kokusai Kogyo Co., Ltd (ARISE Japan secretariat, ARISE focal point Asia)

Event sponsors: Japan Conservation Engineers; KABTO Co.Ltd. (KABTO); Kokusai Kogyo Co, Ltd.; Mitsui Sumitomo Insurance Co., Ltd.; Sompo Japan Nipponkoa Insurance Inc.; Tokio Marine & Nichido Fire Insurance Company (TMNF); Wellthy Corporation

Other support: Tokio Marine & Nichido Fire Insurance Company (folders)

Event webpage: <https://www.preventionweb.net/events/view/57100>

Final programme:

https://www.preventionweb.net/files/57100_20180307arisejapanpublicsymposiumb.pdf

UNISDR news article (13 March): <https://www.unisdr.org/archive/57445>

Programme and contents:



15:00 Welcome remarks by organizer

Sandra Wu

Board member (focal point Japan and Asia), ARISE Chairperson and CEO, Kokusai Kogyo Co., Ltd.

Ms. Wu gave an overview of ARISE, the ARISE Five Missions (raise awareness of disaster risk, exercise influence in respective spheres of expertise, share knowledge and expertise of the private sector, be a catalyst towards innovation and collaboration, and implement tangible projects towards the Sendai Framework goals), and the Sendai Framework. She discussed the objectives of this symposium, and how its outcomes would be fed back into a larger conversation within ARISE.

15:05 Welcome remarks by co-organizer

Loretta Hieber Girardet
Regional Director, UNISDR Regional Office for Asia and the Pacific

Ms. Hieber Girardet introduced UNISDR, ARISE, and the Sendai Framework, and the necessity for private sector engagement in DRR. She mentioned examples of disaster risk-sensitive investments, resilient facilities and value chains, business continuity and education of staff and employees, as well as innovation of products and services. She discussed the role of women in DRR in honor of International Women’s Day, the new SRSG, and expressed her hopes for greater private sector engagement in, and a sharing of Japanese leading practices at, AMCDRR2018.



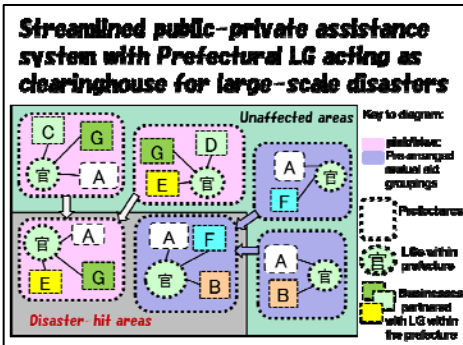
15:20 Keynote: Role of the private sector in creating disaster resilient societies

Itsuki Nakabayashi
Professor, Graduate School of Political Science and Economics, Meiji University

Prof. Nakabayashi discussed how issues such as a rapidly ageing population, population decline, and upticks in natural hazard frequency and intensity affect the disaster resilience of Japanese society. In Japan, citizens are encouraged to prepare, and utilize, provide self-help and community-based help before seeking public (government-provided)-help when disasters occur, but now some communities struggle to provide the former two due to demographic change. He also pointed out that a new pattern of disaster casualties have emerged in recent years, where ‘disaster-related’ deaths from prolonged stays in shelters and temporary housing now outnumber disaster direct deaths.



Drawing on his study of the *perception* of recovery and well-being among post-Great East Japan Earthquake communities, Prof. Nakabayashi illustrated the four dimensions/ elements of disaster resilience (below), and noted that only businesses that invested in ‘self-help’ measures, i.e. towards their own business continuity, are able to contribute towards the resilience of the communities they belong in.



Prof. Nakabayashi also noted that most disaster drills focused on how to not become victims of disasters, but ‘reconstruction drills’ that begin with the premise of severe impact, and asks community members, including the private sector, to think about both the

reconstruction process and build-back-better visions of their community, may provide effective and instructive.

Finally, Prof. Nakabayashi noted that, while Japanese communities are well prepared with public-private and LG-to-LG pre-arranged agreements for assistance in place, the system would likely be overwhelmed during the large-scale, wide-area disasters that are predicted as likely to occur in Japan in the near future, and leave some communities underserved. He proposed that the 47 prefectures act as nodes in an overarching system (above right) of pre-arranged mutual aid that would facilitate effective deployment of public, private, and other resources.



15:50 ARISE Japan activity report
Akira Doi, ARISE Japan secretariat

Mr. Doi introduced the contents of the ARISE Japan Annual Report 2018, which reports on ARISE Japan member companies' contributions towards DRR. He noted that an English version of the report would be made for AMCDRR 2018. ARISE Japan published its first annual report in 2017, available on Preventionweb.



16:00 Multi-stakeholder panel discussion: How private sector may work together with other stakeholders in order to contribute to the creation of disaster resilient communities

Panelists:

- Setsuko Saya, Director for international cooperation, DRR Bureau, Cabinet Office (Government)**
- Atsushi Yanagisawa, Disaster-Resilient and Environmentally-Friendly City Promotion Office, City of Sendai (Local Government)**
- Itsuki Nakabayashi, Professor, Graduate School of Political Science and Economics, Meiji University (Academia)**
- Fumihiko Inagaki, Director, Chuetsu Organization for Safe and Secure Society (Civil Society)**
- Yoshiki Kinehara, Mitsubishi Research Institute, Inc., ARISE member (Private Sector)**

Moderated by: Yuki Matsuoka, Head, UNISDR Office in Japan

Moderator Yuki Matsuoka described the disaster resilient society envisioned as the outcome of Sendai Framework implementation, as background to the panel discussion. She noted that various existing forms of private sector engagement in Japan has been introduced as good examples to the global DRR community.



Panelist (Local Government) Atsushi Yanagisawa discussed his city's DRM shortcomings discovered during the 2011 Great East Japan Earthquake, as well as

the new measures introduced by the City of Sendai, which includes more user-friendly documentation, strong encouragement of business continuity, self-help and community-help, and measures to ensure stranded commuters are taken care of *in situ* in order to avoid transportation bottlenecks.



Panelist (Civil Society) Fumihiko Inagaki introduced his organization which fosters public-private-academic collaboration and is based on direct engagement of citizens affected by the 2004 Niigata Chuetsu Earthquake, who bring their lessons learned in community resilience, rural depopulation, and regional revitalization in other areas of Japan. He noted the need to be sensitive to differences, not only of disaster risk profiles, but of culture and community characteristics, and that the same sensitivity may need to be applied when working with SMEs.

Panelist (Government) Setsuko Saya introduced how progress continues to be slow in reaching the national target on business continuity planning (BCP). She reported that, according to a recent Cabinet survey, a large number of businesses affected by the recent Kumamoto Earthquake failed to indicate any interest in BCP. She noted with concern that, while government BCP guidelines underwent several heavy revisions, businesses may be holding onto an outdated and incorrect understanding of business continuity, which focuses on emergency planning, instead of as strategies to

avoid, or reduce, disaster risk as a way of ensuring the survival of the business.

Panelist (Private Sector) Yoshiki Kinehara, drawing on his experience in advising both public and private sector clients in business continuity, noted that in a resilient society, four activities (consumption, production, funding, and public services) must continue as usual: local governments must continue public services as usual; businesses and individuals must continue to provide, and consume, products and services as usual; and various institutions, combined, ensure the flow of funds. Resilient communities are communities where everyone ensures their own continuity of 'business as usual'. He discussed how businesses lead DRR efforts in office districts, and how DRR platforms encourage sharing and collaboration among business competitors.



The panelists then engaged in a lively discussion of roadblocks encountered on the path towards resilience. **Mr. Yanagisawa** shared that Miyagi Prefecture businesses also showed low interest in BCP in a survey, even after experiencing the 2011 disaster. He also cautioned that a significant number of pre-arranged public-private emergency agreements, which have been noted as a leading practice coming out of Japan, are in fact dormant, where cities and businesses have failed to take further action after concluding the agreement.

Mr. Inagaki drew on recent examples of wide area evacuations and stranded commuters to highlight that there may be disaster scenarios where local communities, designated as the key actor to local DRR in the Japanese system, may be nonexistent. He recommended that businesses as well as residents in urban areas invest in leadership training programmes and engage in rural area volunteering to grow human resources and connections as building blocks to societal resilience. **Ms. Saya** noted the potential of private sector peer-to-peer learning, in events such as this one, for businesses to learn from each other and take the first proactive step towards resilient societies.



Participants were invited to share examples from the floor. **Mr. Takayuki Hariu from DIC Corporation** contributed his company's good practice of fostering a working relationship with local neighborhood associations in the ward where DIC's head office is located, which is expected to host a large number of stranded office workers in a weekday disaster scenario. DIC hosts meetings, timed to coincide with local festivals, to strengthen the relationship between the company, local residents, and the local government. Panelists and moderator appreciated the replicability of this approach.

Prof. Nakagawa reiterated his recommendation of a structured, prefecture-based, mutual aid system (as discussed in the keynote) encompassing public, private, and volunteer resources, to prepare the nation for large-scale and wide-area events that cannot be managed on a direct and needs-based basis.

Mr. Kinehara noted how Japanese companies outsourcing their workforce abroad invested in resilience as a matter of course. Businesses not only physically upgraded their own overseas facilities and systems as compared to the local norm, but petitioned for better services by the host locality that benefited surrounding communities. He noted that investment in resilience begins by a commitment by businesses to stay and work with a community, domestic or international. In the 2011 Thai floods, Japanese companies did not relocate, but continued to operate and provide employment, and contributed to Thailand's economic recovery by additional investment and insurance payouts.

Panelists concluded by noting the need to further disseminate Japanese leading practices globally, and encourage resilience via cross-industry platforms such as ARISE, and reach out to SMEs via chambers of commerce. They noted that, as businesses help communities around their workplace stay resilient at times of disaster, they rely on other businesses near their homes to be helping their families stay safe; in short, we rely on each other to have effective continuity plans.





17:00 Closing remarks by organizer and co-organizer

Sandra Wu, Board member ARISE
Yuki Matsuoka, Head, UNISDR Office in Japan

Ms. Wu ARISEdelivered four commitments from ARISE Japan members towards implementing the global plan for reducing disaster losses, the Sendai Framework for Disaster Risk Reduction:

Towards Priority for Action 1: Understanding Disaster Risk: to utilize business expertise to raise awareness on disaster risks and their impacts and improve understanding of disaster risk;

Towards Priority for Action 2: Strengthening disaster risk governance to manage disaster risk: to pursue Public-Private-Academia Partnerships (PPAP) to strengthen disaster risk management systems;

Towards Priority for Action 3: Investing in disaster risk reduction for resilience: to encourage companies along supply and value chains to invest in resilience; and

Towards Priority for Action 4: Enhancing disaster preparedness for effective response and to “Build Back Better” in recovery, rehabilitation and reconstruction: to invigorate discussions in disaster resilient societies to enhance our capacity to “build back better” in the post-disaster reconstruction phase.

Master of Ceremonies
Wakana Harata, Kabto Co. Ltd.



ARISE Japan group photo



Reception



Participant breakdown:

Classification	RSVP		Actual	
Private sector	51 organizations	72 persons	40 organizations	56 persons
Non-ARISE	31 organizations	37 persons	23 organizations	29 persons
ARISE	13 organizations	28 persons	12 organizations	22 persons
Media	7 organizations	7 persons	5 organizations	5 persons
Science and academia	8 organizations	9 persons	6 organizations	7 persons
Government and public sector	6 organizations	6 persons	5 organizations	5 persons
UN and international organization	3 organizations	5 persons	3 organizations	5 persons
UNISDR		2 persons		2 persons
Civil society organizations	3 organizations	3 persons	3 organizations	3 persons
Other		3 persons		2 persons
Total	71 organizations	98 persons	57 organizations	78 persons