

# **Systematic Changes in Disaster Preparedness**

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# Why is Disaster Preparedness Essential?

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The Asia-Pacific is the most disaster-prone region in the world. According to the UNFPA (Delivering Supplies when Crisis Strikes, 2018), nearly 45% of the world's natural disasters occur here, and more than 75% of those affected by natural disasters globally live in the region. Although predicting every disaster or saving every life is impossible, the level of investment into disaster preparedness has continuously proven to be the difference between needs satisfied and protracted hardship. In other words, the difference between life and death. Disaster preparedness is the measures taken to mitigate the impact of disasters, and there are a wide range of components that need to be considered. From search and rescue operations to revitalizing businesses, A-PAD takes a comprehensive approach in alleviating suffering by investing in systematic changes across sectors.

Enhancing disaster preparedness for effective response in action is the key to reducing disaster risk and building resilience. A-PAD has engaged in creating a framework for action in times of disaster, which allows the government, private sector, and NGOs to immediately contact each other and provide funds, information and necessary assistance for the people in need quickly and effectively in an emergency.

## Advancing Civil Military Cooperation

The term, "Civil-Military Cooperation" (CIMIC) in the field of disaster management was brought to life in the Asia-Pacific region through the A-PAD platform, initiated in Japan. A-PAD has since evolved and deployed as first responders in regional disaster events, and the concept of CIMIC in search and rescue was further expanded to fellow platforms. The success of this expansion has now materialized in Sri Lanka in reaching towards international accreditation and professionalism.

### SRI LANKA

2020 began with a series of search and rescue trainings, a CIMIC initiative established in 2016. A-PAD SL accumulated the resources of the service and private sectors, extreme sports and volunteer groups to further equip them to become internationally accredited Level 01 and 02 rescuers of Swift Water Rescue.

The COVID-19 task force in Sri Lanka was predominantly led by the military. A-PAD SL supported the military by garnering the resources of the private sector and donors both locally and internationally. Some of our initiatives included supporting frontline workers, providing social welfare to the destitute, securing good hygiene for affected communities, and ensuring access to the "right people at the right time."



*A-PAD SL facilitates the provision of PPE to military and frontline workers*



*CIMIC: Conducting Search and Rescue trainings in partnership with Sri Lanka Air Force*

## Improving Resilience of SMEs

Global studies claim that 40% of businesses do not open following a disaster and another 25% fail within one year of re-opening. Furthermore, over 90% of Small and Medium-sized Enterprises (SMEs) fail within two years of being struck by a disaster. A-PAD's parent body saw to the active building of resilience of local SMEs in each member country by providing technical expertise and diverse training programs. While the private sector is the driving force of national supply chains, it also plays a vital role in ensuring SME continuity in localities.



*SMEs and MSMEs were encouraged to provide PPE in an attempt to uplift local economy.*

### SRI LANKA

A-PAD SL acted as a conduit between the private sector and local SMEs, enabling them to continue their economic activities. Where larger companies lacked the luxury to take risks, SMEs developed innovative products such as hands-free sanitizer pedals and pocket sanitizer pens. Yet these SMEs lacked the capacity to secure a wide outreach of their products. This is where A-PAD SL forged strong links between the supply chains and SMEs to promote their products nationally.

A-PAD ensured that SMEs in lockdown areas were considered for business operations. A-PAD also supported business continuity by introducing customer friendly innovations to female-headed SMEs. Another key area of focus was to increase the resilience of SMEs in the tourism sector by conducting in-person trainings for selected hotels while movement was still possible.

## Tourism and Disasters

In each country, A-PAD has been supporting the business sector to enhance resilience through the Business Continuity Management (BCM) approach. BCM is an advanced planning approach that anticipates and prepares for the manner in which an organization can bounce back and resume business functions in the aftermath of a disaster. Since 2018, A-PAD Indonesia has been working with tourism industry entities (e.g., hotels and their business partners in the value chain) in building Business Ecosystem Preparedness and Resilience in facing disasters. In 2020, we took further steps through various stakeholder collaborations aimed at building inter-sector synergy.

### INDONESIA

The tourism industry is the second largest contributor to the Indonesian economy, providing livelihoods for millions of people. Many of the tourist sites are in areas vulnerable to disasters including places prone to severe climate-related hazards as well as health risks like the global COVID-19 pandemic.

The pandemic's most significant impact on the tourism industry led to reduced activities and the need to make necessary adjustments to adapt to the new normal. Entrepreneurs in this sector – especially the hotel industry – retain their value chains by introducing the Business Continuity Management approach to their Micro, Small & Medium Enterprises (MSME) partners. This approach is integrated with their efforts to build hotel resilience through Disaster Safety Certification in Bali and Lombok.



*Tabletop Exercise of the Disaster Safety Minimum Standard for a Hotel in West Nusa Tenggara*

## Awareness Raising

Awareness raising is the means to create social and behavioral change and undertake policy advocacy by providing access to information or knowledge through various means of engagement. A-PAD has been conducting awareness raising for various issues throughout the region including but not limited to the topics of Disaster Risk Reduction, hygiene and sanitation, health, and the legal aspects of disaster response and management in general.



A-PAD Indonesia activities in Disasterchannel.co

### INDONESIA

A-PAD Indonesia held a Disaster Resilience Outlook Forum for the business sector as a "One Stop Event" to gain insights and perform knowledge exchange on disaster trends and forward potential risks, and how these might affect their business continuity.

The recent International Symposium is another example of a sharing forum. Attended by over 200 participants, it brought together perspectives from local stakeholders, and promoted knowledge sharing among A-PAD and other local networks throughout the Asia Pacific to develop best practices.

DSC Training of Trainers (ToT) was conducted within the hotel industry, a key player in the tourism sector. It aimed to not only build the resilience capacity of each participant, but to also create wider awareness within this sector on the importance of hotel safety for their future business sustainability.

The main disaster media/communication channel in Indonesia is DisasterChannel.co (DC) and in the pandemic, this information platform

heavily relied on digital and online formats. APAD Indonesia prioritized revitalizing DC as a Disaster Knowledge Management Center to serve as a central reference point for the public on any disaster-related matters. In addition to presenting articles, the channel provides updates on disaster events and promotes efforts on risk reduction, response, rehabilitation and reconstruction.

### BANGLADESH

The current COVID-19 pandemic is affecting the lives of people and health care workers worldwide including in Bangladesh. Throughout the country, A-PAD Bangladesh has collaborated with government authorities, partners, and communities themselves to strengthen its multi-sector partnership approach to respond and raise COVID-19 awareness in both rural and urban communities. A-PAD Bangladesh has undertaken initiatives to provide COVID-19-related services to people in seven divisions. The government is actively supporting the identification of priority areas for this effort. This government-private multi-partnership approach is committed to providing COVID-19 support across a wide spectrum of activities. A-PAD Bangladesh, along with CIS, distributed face masks, soap, hygiene kits, COVID awareness leaflet, and brochures. In addition, A-PAD Bangladesh installed hand washing stations, provided hygiene education, and raised awareness on prevention measures in public places throughout Bangladesh. Combining community-driven COVID-19 disaster response with a local-level health system strengthening approach was imperative to scale-up community-level prevention efforts.



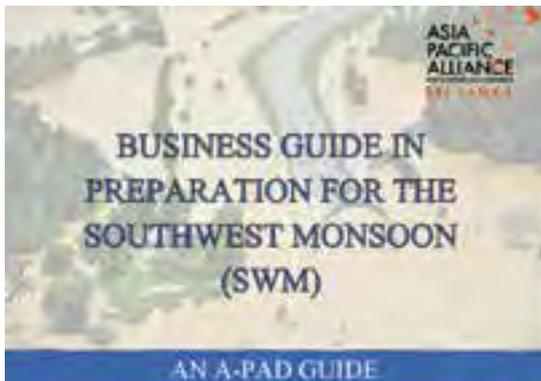
Hand washing station for maintaining hygiene protecting COVID-19

## SRI LANKA

In the past, A-PAD Sri Lanka has been careful to ensure that its member networks are well aware and informed of any potential hazards or disasters. 2020 was no exception and with COVID-19 being declared a global pandemic, A-PAD SL spread awareness amongst its private sector members of the virus by disseminating COVID-19 preparedness/preventive measures. Further, in the lead up to seasonal monsoons, the platform disseminated early warning messages and business resilience tips while it also launched a social media campaign to inform the public about possible ways to safeguard against heavy rain, floods and landslides. A-PAD SL believes in emergency preparation ahead of national events



Monsoon awareness flyers prepared by A-PAD SL



Business guides prepared by A-PAD SL

## Working Together with the Government

The concept of A-PAD revolved around Public-Private-Partnership and inter-governmental partnerships within the Asia-Pacific region. The expanse of the platforms

such as public school examinations and elections, and has collaborated with state authorities on varied occasions in developing guidelines and resource material to minimize potential damage.

has also been made possible due to the trust and credibility established over the years between the management office and the national platforms. The winning formula for the sustainability and continuity of our activities in each nation largely depends on the bond established with the state in supporting its initiatives.



A-PAD SL maintains a positive rapport with the Disaster Management Center

## SRI LANKA

A-PAD Sri Lanka strongly believes in the value of complementing the efforts of the government in emergency response. Since its inception, the platform has established a progressive dialogue with the state actors. This has led to an effective transition from disaster response to early preparedness and mitigation through Public-Private Partnership. The results of this change were evident in 2020 when the pandemic, along with multiple hazards, affected Sri Lanka. The government took to the forefront in battling COVID-19, while the resources for social and economic continuity remained with the private sector.

Furthermore, A-PAD SL represents the private sector in national policy making/reforms where recognition and acceptance of A-PAD's expertise enables crucial events such as examinations, elections, COVID-19 exit strategies, monsoonal preparedness, etc. to be multi-sectoral and holistic for execution.

The positive rapport with the state further enhances the credibility of the work A-PAD carries out in Sri Lanka as well as beyond its borders.



Handing over "Right to Vote amidst Disasters" - National Policy document, to the Disaster Management Centre

## Regional and Local Collaboration

A-PAD is fully invested in broadening and strengthening its collaboration network of various stakeholders during the disaster preparedness stage. A-PAD believes this collaboration work will directly result in an effective emergency response. Moreover, it builds a culture of unity and cooperation which are essential elements in building a resilient community. These efforts came into fruition when different sectors within and outside National Platforms came together to address the different emergencies in 2020. A-PAD's local and international response to the COVID-19 pandemic gives a resounding message that no person, group or society can address the disaster problem alone.



A-PAD Philippines provided food, hygiene and sleeping kits to 1,711 families who were displaced because of Taal Volcanic eruption in January 2020.

### PHILIPPINES

In the Philippines, local networks built within the Regional Platform have tremendously aided each other during successive disasters last year. The year 2020 began with a volcanic eruption, an earthquake, successive strong typhoons and the COVID-19 pandemic. Throughout all these events, local business chambers, civil society organizations, and private individuals actively responded by pooling and sharing resources to aid severely affected communities. When the Philippines was hit by 2020's world strongest typhoon, local chambers of commerce from the different regions and cities around the country mobilized resources to support A-PAD's emergency response.

## Expanding Membership/ Partnership

A-PAD functions as a hub of partnerships across governments, private companies, and NGOs in the Asia-Pacific region. Members/partners are a fundamental piece in achieving A-PAD's mission. As indicated earlier, multi-sectoral partnerships are strengthened in A-PAD member countries, engaging actors from various sectors with diverse perspectives and expertise to help tackle increasingly complex disaster risks. Outcomes of partnerships created in each National Platform in 2020 are summarized as follows:

#### A-PAD Sri Lanka

600 partner agencies joined with the health sector playing a key role in the pandemic.

#### A-PAD Bangladesh

14 new partners joined A-PAD Bangladesh and now it totals 25 network partners.

#### A-PAD Japan

Has 6 local government partners and two newly joined in 2020. SEMA, of which A-PAD is a co-founder, has 59 companies and 7 CSO members.

#### A-PAD Philippines

Has more than 120 members and 6 Regional Platforms.

#### A-PAD Indonesia

Established partnerships with two local government agencies, three CSOs, two hotel groups and four business forums at local and national levels.

#### A-PAD Korea

Has a strong partnership MOU with the I Consumer Cooperative which includes more than 100 local consumer cooperatives.

In addition to the above A-PAD member countries, a new A-PAD National Platform will be established in Nepal

# Messages from Key Stakeholders

## Mr. Ferdinand Sia

*President, Metro Naga Chamber of Commerce  
Lead Convenor, A-PAD Bicol Regional Platform,  
Philippines*



"The Metro Naga Chamber of Commerce is immensely proud to be part of the larger A-PAD Family not only here in the Philippines but in

Asia Pacific as well. In the past five years, our partnership with other stakeholders under A-PAD Bicol Regional Platform gave us an opportunity to broaden our horizon to be of service to others.

It allowed us to consolidate and mobilize our locally available resources to respond promptly in times of disasters and mediate for the long-term needs of the affected communities. Moreover, the Chambers' involvement with A-PAD helped us realize our role and capacity to contribute to a more strategic approach to disaster management. That being said, the chambers of commerce involvement went beyond response and to a greater extent, it immersed itself in preparedness and mitigation measures to reduce risk, safeguard businesses, especially the MSME, through business continuity and resilience and forge multi-stakeholder alliances to help create a disaster-resilient community."

## Maj. Gen. Sudantha Ranasinghe (Rtd.), RWP RSP MSc ndu psc

*Director General,  
Disaster Management Centre (DMC), Sri Lanka*



"DMC's partnership with A-PAD dates to 2016, since the inception of the A-PAD Platform in Sri Lanka. Together we have led many innovative

initiatives, with the mutual aim of saving more lives and minimizing risks. Through a neutral conduit like A-PAD, forging public-private partnerships have been easier, allowing many private sector actors to contribute towards the fraternity.

A-PAD's international connectivity and expertise has also been introduced to local rescue personnel, bringing on board civil-military cooperation while emphasizing the need for professionalism when deployed. Having personally collaborated with the platform on several occasions, I have seen how the state's efforts have been complemented in reaching sustainable development, social development as well as in creating a resilient Sri Lanka."

## Ms. Weni Kristanti

*Aruna Senggigi Resort General Manager,  
West Lombok, Indonesia*



"Aruna really appreciates the opportunity to take part in A-PAD Indonesia's Disaster Safety Certification initiative. The Lombok area is prone to disasters,

and in 2018 Aruna was also affected. The training taught us standards in building disaster-resilient hotels, on how to prepare a disaster-resilient team at Hotel Aruna. The hotel refreshed our Emergency Response Team (ERT) capacity as part of the service. By being a Disaster Resilient Hotel, it will give assurance to guests on their safety in any potential disaster. Increased trust from tourists will also increase the hotel's star classification in the future. The Disaster Safety Certification will gain back tourists' confidence in visiting attractions. We are aware of maintaining our assets to meet emergency response standards. The sense of security and comfort are the main parameters in the tourism industry to create disaster-resilient tourism."

## Dr. Mototaka Inaba

*Airborne Rescue and Relief Operations With Search (ARROWS), Japan*



"The ARROWS project, of which A-PAD Japan is a member, began its COVID-19 response supporting Wuhan, China in January 2020. In Japan, we have provided

personal protective equipment to small clinics and nursing homes that could not be covered by government support. In addition to providing supplies, the medical team is sent to hospitals and nursing homes where cluster infections have occurred to assist in managing the situation. In order to provide such support, it is necessary to collaborate with public institutions and private companies, an A-PAD goal, and I feel that it is necessary to have a crisis management system appropriate for adequate disaster response."

## Professor Imtiaz Faruk

*FCPS (Surgery), FRCS (Glasgow,UK), FACS(USA)  
Professor of Surgery Dhaka Medical College  
& Hospital, Ministry of Health, Bangladesh*



"A - P A D Bangladesh, along with DCHT, has been contributing both health services & disaster management in different parts of Bangladesh from

its inception. Remarkable health services including PHC, ANC, PNC, NVD, emergency health care, school & industrial health services for both rural & urban areas of Bangladesh and forcibly displaced people from Myanmar has touched me greatly and felt happy to be a part of these services.

A-PAD Bangladesh is also contributing greatly to building up resilient communities and creating continuous awareness on disaster management. A-PAD Bangladesh is assisting capacity building

of local communities and the private sector in developing sustainable emergency healthcare initiatives to tackle any potential impacts of natural or man-made disasters. I appreciate their efforts of working throughout Bangladesh especially with ground-level, vulnerable local communities. The collaborative multi-sectoral platform with government collaboration will assist in efficient action planning and leverage the maximum level of impact in disaster risk reduction in Bangladesh. A-PAD Bangladesh has been enthusiastically supporting communities vulnerable to different disasters with aid support, alternative livelihoods and capacity development for climate resilience.

I have had an opportunity to join most of the training workshops, seminars and the international symposium and am honored to be a part of the disaster response and emergency health services to vulnerable communities. I acknowledge and will always support A-PAD Bangladesh's developing initiatives in both the health & disaster management sectors for social well-being and future prosperity."

## Mr. Chevaan Daniel

*Executive Group Director,  
The Capital Maharaja Group (CMG)*



"The responsibility of the media in disaster management has evolved over the past two decades to where it is today: a critically important

stakeholder in all aspects of an effective response. CMG operates Sri Lanka's largest media network and its 'Gammadda' Grassroots Movement has been in the forefront of disaster management for over two decades. Our partnership with A-PAD, born in Geneva at the UN World Humanitarian Summit, has proved to be an impactful alliance. Together, A-PAD and Gammadda, has progressed from innovating in not just the key area of Emergency Relief but also to Preparedness and Search & Rescue.

Our shared vision has meant that we work not as two, but one single united force".

# Multi-Sector Partnership in Disaster Response

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# Why Are Multi-Sectoral Partnerships Essential?

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In times of disaster, the most effective response is often the product of substantial preparedness in advance and a multi-sector delivery of relief activities. Particularly in large-scale disasters, no one entity can provide all the solutions to the myriad of needs. Governments are responsible for leadership and overall disaster management, mobilizing manpower and allocating resources in the response. The private sector contributes invaluable resources including relief items, donations, logistics, and their own services during response efforts. NGOs lean on their areas of expertise - implementing and supplementing relief activities, tapping into their network of partners, and understanding of local contexts including assisting vulnerable subgroups.

Multi-sector partnership is important for all actors to generate better policy outputs for managing complex emergencies. A-PAD has been optimizing private sector and NGO engagement in disaster management as well as closely working with governments in order to co-create quality improvement in their response and reconstruction after a disaster.

## Health and Disasters

Time and again, A-PAD has shown its commitment to minimizing the human toll of disasters. Man-made or natural disasters bring about countless challenges for the public health care system. Some challenges include poor hygiene facilities and practices as well as an increased risk of the spread of communicable diseases. COVID-19 has further exacerbated the problem.

Some major tools that many of the A-PAD national platforms continue to utilize are multi-sector partnerships. In 2020, a key initiative in the context of COVID-19 involved providing health and hygiene kits to the public, and more importantly to victims of disasters.

The multi-sector approach of A-PAD aims to facilitate collaboration and coordination among various stakeholder groups (e.g., government, civil society, and private sector) and various sectors (e.g., health, environment, and economy) to jointly achieve a common vision and standpoint. In particular, cross-sectoral cooperation is extremely effective in responding immediately to various health problems that may occur in a disaster.

### BANGLADESH

A-PAD Bangladesh, CIS (Community Initiative Society) and medical partner DCHT (Dhaka Community Hospital Trust) worked together with the support of government health authorities by involving local partners and the community itself. This unique partnership plays a vital role in improving the design and execution of different methods for managing multiple health risks arising in times of disaster in Bangladesh.

The partnership also facilitates resilience and long-term sustainable and innovative solutions, mostly in action and strategic planning in the



*Health Camp for Flood Affected Vulnerable Community*

community context. This partnership of A-PAD Bangladesh, strengthened community ownership, accountability, stewardship of resources, and organizational effectiveness around health emergency preparedness, readiness and response.

A-PAD focuses on multi-sectoral disaster risk management, a core element of sustainable development and an essential component for a safer world in the 21st century. A-PAD Bangladesh is working on community health and a disaster risk management system emphasizing vulnerability reduction, strengthening communities, health facilities and emergency response. Additionally, A-PAD Bangladesh aims to strengthen partnerships, organizational capacity and multi-sectoral collaboration for global, national and community health emergency and disaster risk management.

## JAPAN

A-PAD Japan implemented a project to provide personal hygiene kits at evacuation centers across Japan. The project aims to improve the hygiene environment and prevent further casualties from infectious diseases in disaster settings. The hygiene kit includes masks, toothbrush, nail clipper, disinfecting wipes, razor, and more.



Hygiene kit provided by Japan to Evacuation Centers

## The COVID-19 Pandemic

In 2020, an unforeseen and devastating public health catastrophe caused countless deaths, crippled livelihoods, and tore the social fabric of our communities. As news of COVID-19 slowly trickled in, A-PAD vigilantly monitored and prepared to meet this new threat. However, the unique challenges COVID-19 posed compelled us to diverge from our standard operating procedures and presented new opportunities for innovation.

The national platforms carried out various initiatives in response to the pandemic with the help of multi-sector partnerships. A few of these included providing COVID-19 precautionary items to underprivileged families and evacuation centers as well as conducting COVID-19 health awareness campaigns.

## JAPAN

In April 2020, at the request of Nagasaki Prefecture, ARROWS (Airborne Rescue & Relief Operations With Search), which was established by A-PAD Japan and sister organizations, sent five staff members including doctors and nurses to a cruise ship. A COVID-19 cluster occurred aboard the ship and so ARROWS provided medical assistance during the night to support the ship's medical team.



ARROWS medical assistance to a cruise ship in Nagasaki

## Natural Disasters amidst the Pandemic

As the world has been grappling with the COVID-19 pandemic this past year, in addition to responding to needs arising from the virus, formulating an emergency response plan that adapts to intersecting disasters was also imperative. A-PAD has fared remarkably well in addressing the needs brought on by the pandemic, while also responding to concurrent natural disasters.

A-PAD's framework facilitates transnational assistance between the national platforms in the event of natural disasters. However, COVID-19 limited some key cross-national response activities such as dispatching search and rescue teams. Despite these limitations, A-PAD forged ahead taking full precautions and continued developing multi-sector response plans to natural disasters.

## Search and Rescue (SAR)

A-PAD believes that it is important to prepare a multi-sector disaster response system through collaboration between the public and private sectors and NGOs in advance of disasters for more effective search and rescue operations.

### JAPAN

In 2020, A-PAD Japan and its sister organization established the ARROWS (Airborne Rescue & Relief Operations With Search) medical SAR team. ARROWS is a multi-sectoral group consisting of doctors, nurses, and rescue and logistics personnel so that comprehensive support can be provided to affected areas. Regular training is carried out every month, and in preparation for upcoming disasters, we are working with various experts to improve each skill.

In response to the heavy rain in Kyushu in July 2020, ARROWS mobilized 25 people - doctors, nurses, rescue personnel, and pilots - in addition to three rescue dogs, two helicopters, and six vehicles to provide support. The rescue team cooperated with the Japanese Self-Defense Force in search and rescue operations. The rescue team successfully saved people from an isolated area by helicopter, and doctors checked their physical conditions. Additionally, with the

cooperation of private companies, various supplies needed to reduce the risk of contamination while living in evacuation centers such as masks and sanitary goods were distributed.



ARROWS Helicopter Search and Rescue Operations in Kyushu

### SRI LANKA

In Sri Lanka, the A-PAD Search and Rescue team has been established and trained to Levels 01 & 02 of Swift Water Rescue, leveraging Japanese principles and expertise to engage in flood/landslide operations. The diverse array of



skills that the team brings enables us to deploy assistance effectively on-ground under the guidance of the state.



A-PAD SL facilitates international Search and Rescue training and operations in Sri Lanka

## Disaster Response with the Government

Responding to disasters is a collective effort and the highest validation can be achieved by working with respective governments and state sector officials. However, to enhance the capacity of the government, private sector support is vital.



A COVID-19 Response: A-PAD SL facilitates the provision of medical essentials to the State Ministry of Primary Health Care, Epidemics and COVID Disease Control



A COVID-19 Response: A-PAD SL facilitates the provision of non-medical equipment to COVID-19 Treatment Centres in the presence of Secretary, Ministry of Health

## SRI LANKA

The Disaster Management Centre (DMC) cannot reach its maximum potential in managing and responding to disasters on their own, especially with a limited budget. As such, in response to numerous man-made and natural disasters, A-PAD SL has continued to harness local resources and during the pandemic, this was very evident, whereby the health sector was provided with much needed essentials.

During the peak of the COVID-19 lockdown in 2020, schools transitioned to online learning, leaving many students in rural areas of Sri Lanka bereft of access to education. A-PAD Sri Lanka facilitated a public private partnership between HSBC and the government, providing past paper packs to over 3,000 children who were to face Grade 05 Scholarships, G.C.E Ordinary Level and G.C.E Advanced Level Examinations in 2020. The Zonal Education Directorates from the government provided their support during the



student selection process as well as in organizing the distributions of the past paper books to the selected students.



Reviving Education: A-PAD SL in partnership with Provincial Education authorities provide past paper book packs to students without access to distance learning

# Disaster Response with the Private Sector

The private sector has repeatedly proven that it drives economic recovery in the face of disasters. The strength that it gives the public sector is phenomenal – lending its broad network, funds and resources. It is of our view that private sector support is imperative and irreplaceable in saving lives and businesses.

## KOREA

In the wildfire disaster of 2019, A-PAD Korea's disaster response team failed to efficiently distribute non-food items to survivors. Although A-PAD Korea received a lot of resources and donations from the private sector, we did not have the capacity to handle the enormous volume of non-food items.

From this experience, A-PAD Korea learned that we needed to coordinate more closely with the private sector. Immediately following the disaster, A-PAD Korea and several business entities agreed to work more collectively at the disaster field level and signed a detailed MOU to solidify the agreement.

During 2020 in flood-affected areas, A-PAD Korea and the I Consumer Cooperative launched and operated the first collective disaster response projects.

I Consumer Cooperative is the largest cooperative in South Korea, equipped with a nation-wide logistics network. The Cooperative provided volunteers and non-food items for the people temporarily displaced by the flood. With assistance from A-PAD, they also operated a restaurant providing free meals and public baths for the victims at their facilities.

Although most global and domestic companies in Korea suffered from COVID-19, the private sector's social contributions greatly increased in 2020. After the spread of COVID-19, corporate social responsibility (CSR) of the private sector continues to stronger and make a larger impact on Korean society.

## PHILIPPINES

In the aftermath of the world's strongest typhoon of the year 2020, A-PAD Philippines teamed up with Que Rica, a private company for a project called Fleet of Hope, a livelihood recovery and economic rehabilitation initiative.

The project received much support from the local business community and partner organizations that it was able to raise PP 7 million to build 140 units of motorized fishing boats that were handed over to fishermen who lost their only means of livelihood from the typhoon.



*Fleet of Hope: A livelihood early recovery initiative for fisherfolks affected by Super Typhoon Goni in the Philippines. A total of 140 motorized fishing boats were handed over to beneficiaries.*



*Certificates of Award were handed out to beneficiaries of Fleet of Hope during a simple awarding ceremony held in Sangay Camarines Sur.*

## JAPAN

A-PAD Japan is a co-founder of SEMA (Social Emergency Management Alliance) which is a mechanism for providing collaborative disaster support from private companies and CSOs. YAHOO! Japan launched SEMA and they coordinate between CSOs and companies during disaster response. In response to the heavy rain in Kyushu in July 2020, they provided more than 30,000 articles of clothing, 6,000 beverages, 30,000 sanitary items, and 880L of rubbing alcohol.



*Distribution of relief items procured through SEMA to assist the people affected by the heavy rain in Kyushu.*

# Disaster Response with People

True to its core value of humanity at the heart of it all, A-PAD has been reaching out and working with people in the most vulnerable parts of society. In response to multiple disasters in the year 2020, A-PAD was able to immediately provide food and non-food items to communities heavily affected by typhoons and earthquakes in Bangladesh, Japan, Indonesia, and the Philippines. When lockdowns imposed by countries due to the pandemic caused a massive disruption to the livelihoods of people, A-PAD was able to immediately respond by sourcing out locally produced PPEs and washable face masks. This was also intended to stimulate the economic activity of small-scale businesses engaged in the textile and garment industry.

## PHILIPPINES

A-PAD Philippines responded to the affected communities' need for access to safe drinking water and basic hygiene measures in order to prevent the spread of infectious disease. With the help of partners, A-PAD Philippines was able to distribute 248 water filtration units to communities in Catanduanes and Albay during Typhoon Goni and constructed a water pipeline that will serve 350 families in Pio Duran Albay in response to Typhoon Kammuri in the early part of 2020. The provision of safe drinking water will not only serve communities during emergency settings but is also a sustainable contribution to



*A beneficiary from Catanduanes holds a water filtration bucket donated by Albayanihan, one of A-PAD PH partners during the Typhoon Goni Response.*

their long-term development. Also, a total of 2,150 jerry cans and 2,011 hygiene supplies were distributed to communities affected by disasters in 2020.

## JAPAN

Through crowdfunding, A-PAD Japan received more than 43 million JPY in 2020, including more than 11 million JPY for COVID-19 emergency response. In addition, our activities are supported by many others including supporters of ARROWS.



*A-PAD Japan COVID-19 Emergency Response*

# Mutual Support

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# Why is Mutual Support Essential?

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A-PAD recognizes the importance of interdependence in disasters and “mutual help” is one of the core values of A-PAD. A-PAD’s mutual help increases mobilization and improves the allocation of resources during disasters by utilizing the different strengths and networking of each A-PAD member country to deliver effective and efficient assistance.

## Cross-Border Disaster Responses

### KOREA

In cooperation with a local NGO in Myanmar, A-PAD Korea began emergency humanitarian aid in Yangon, Myanmar’s largest city. In early March 2021, protests spread across the city, and many citizens, including non-participants, were harmed. In response, A-PAD Korea resolved to provide emergency relief and first aid through a humanitarian relief project.

First, local NGOs conducted on-site assessments to analyze and distribute urgently needed items. They also distributed relief kits that included first aid, outdoor relief supplies, and items to protect themselves. To fund this project, A-PAD Korea raised 50,000 USD from individual donors in South Korea and many local branches of the I Consumer Cooperative provided support. Although this project proved too sensitive for government funding and many global business corporations, individual donors and domestic companies wanted to participate in the project.

### SRI LANKA

Sri Lanka has been a recipient of external support and offers support externally as well. The COVID-19 outbreak saw nations like Japan and Korea coming to our aid in response and providing early recovery activities in health and safety, reviving education, and for other intersecting interruptions. A-PAD SL, through its private sector resources and global connectivity, also responded to Wuhan, China at the start of the pandemic by providing masks via local stockpile and logistics.



*A-PAD SL in partnership with A-PAD Korea provides COVID-19 health kits to children of the plantation sector*



*A-PAD Japan join hands with A-PAD SL in providing sanitizer bottles and pedal hand sanitizers to District Disaster Management Offices*

## JAPAN

ARROWS has provided more than 1,000kg of Infection Control Supplies such as PPEs, medical masks, boots, and gloves which A-PAD Japan had previously stockpiled. After being transported to Shanghai with the cooperation of Spring Airlines, they were delivered to hospitals in Wuhan and Shanghai through the International Medical and Welfare Organization.



*A-PAD Japan's Emergency Assistance for COVID-19 Affected Hospitals in China*

## Learning and Sharing among Countries

Knowledge sharing is essential for an international or national platform to achieve success. The A-PAD platform facilitates decision-making capabilities and has built a learning routine by brainstorming different approaches and working towards cultural change.

## BANGLADESH

A-PAD Bangladesh always learns from its fellow A-PAD partners and shares its own innovative and challenging activity approach. This kind of knowledge exchange is always productive for member countries to assess recurrent challenges and best practices and to develop higher-level thinking skills to design dynamic action planning and policy-making. A-PAD Bangladesh's international symposium was fruitful because of the mutual collaboration and assistance of all its respective partners A-PAD-Indonesia, A-PAD Japan, A-PAD Philippines, A-PAD Sri Lanka and A-PAD Korea. A-PAD Bangladesh reinforced our national platform and promoted knowledge sharing among government institutions to improve the country's national development policy and contribute to international development cooperation as well. Additionally, A-PAD Bangladesh previously developed international partnerships with Cambodia, Nepal, Myanmar and India in preparation to respond to any kind of global disaster.



*International Collaboration for sharing Experience and Knowledge on Disaster Preparedness*