



ASIA-PACIFIC MINISTERIAL
CONFERENCE ON

Disaster Risk Reduction 2022

Brisbane, Queensland, Australia
19–22 September





ASIA-PACIFIC MINISTERIAL CONFERENCE ON
Disaster Risk Reduction

Brisbane, Queensland, Australia 19–22 September 2022



**Private
Sector Alliance
for Disaster Resilient
Societies**

PARTNER EVENT

Technology and Innovation for Disaster Resilience

through **Public-Private Partnership and
multi-sectoral and regional partnership**

Wed, 21 September 2022

03:30PM - 04:30PM (GMT+10)

Mezzanine Room M2





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Opening of event by the Moderator



Silvestre Barrameda, Jr.

Executive Director, National Resilience Council

MODERATOR



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Introduction of Session Background and Objectives and Speakers



Dr. Marqueza Reyes

Asst. Professor, Asian Institute of Management
Resilience and Change Management Consultant,
Climate Change Commission
Board Member, ARISE-Philippines

PRESENTER



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Collaborative Approach and Shared Responsibility and Commitment for Resilience: A whole of society approach



VAdm. Alexander Pama

Co-Chair, ARISE-Philippines
Resilience Consultant, SM Group of Companies
Former Administrator, Office of Civil Defense

PRESENTER



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Building Resilience Index: Private Sector-led Tools and Innovations for Leveraging PPPs toward Resilience



Ommid Saberi

Global Leader and Product Manager
Building Resilience Index, International
Finance Corporation – World Bank Group

PRESENTER

Building Resilience Index

2022-09-20 00:08 UTC

Recorded by

Ommid Saberi

Organized by

Ommid Saberi

Padayon Donation Matching Platform: Bridging Private Individuals and Organizations and Affected Communities in Times of Disasters



Maria Cynthia Diaz

Crisis and Resiliency Head, ePLDT Philippines
Asian Institute of Management

PRESENTER



PADAYON

Donation Matching App

A project conceptualized for the Executive Masters in Disaster Risk and Crisis Management (EMDRCM) Program of Asian Institute of Management (AIM)

Winner – Best Prototype

Winner – People's Choice

AHA Centre's HELIX iPitch Competition 2021

What are these men doing?

- A. Modeling their wives' clothes**
- B. Aspiring contestants of Drag Race Philippines**
- C. Wearing donated items they received in their evacuation center after being driven out by the Taal Volcano eruption**



What are these men doing?

A. Modeling their wives' clothes

B. Aspiring contestants of Drag Race Philippines

C. Wearing donated items they received in their evacuation center after being driven out by the Taal Volcano eruption



PROBLEM TO ADDRESS



“As what was reported on-ground by IOM Philippines – UN Immigration Situation Report dated 21 Jan 2020 for the Taal Volcano Eruption: there must be a system in place, which collects critical information such as demographic breakdowns and list of vulnerabilities and the need to consolidate these numbers and turn them into relevant data that can be used for **“better coordination and targeting of sectoral resources [which] could be of value added to the response.”**”

This would in turn address the problems identified in the situation report such as monitoring the donations and its distributions, which requires “better messaging to volunteer donors to avoid wasteful items” and a need for “a mechanism to communicate individual center’s needs...and ensure equitable allocations of support.”



PROBLEM TO ADDRESS

These were also our personal experiences from donation drives we organized or were a part of during some of the disasters that happened here in the Philippines.

Typhoon Yolanda: “Other affected municipalities such as the ones in Northern Panay (Carles, Estancia, Batad in Iloilo) did not get as much attention and help because almost all efforts were directed to Tacloban”

Typhoon Yolanda: “In the aftermath of Yolanda, there is over generosity. Even non-fishermen were given boats who, at the end, didn’t see the use for it.”

Taal Volcano Eruption: “Companies with no CSR departments were looking where they can bring their donations... but have no clue which municipalities are most affected and still need help.”



CENTI



LUDWIG



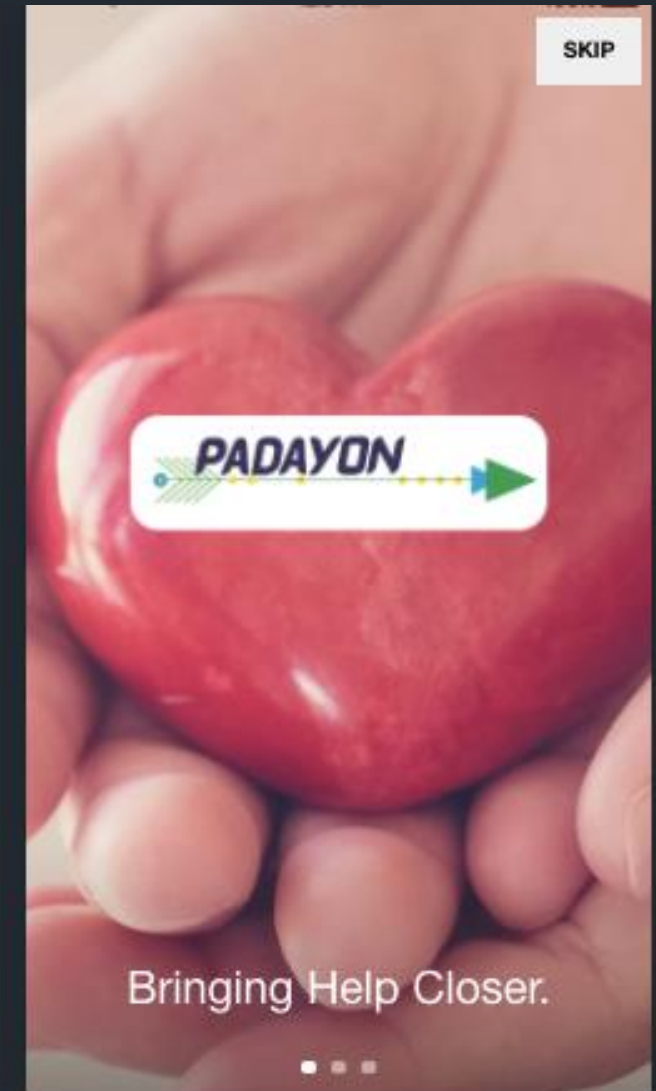
CYNTHIA

What is the Problem? Why is it a Problem? How Big is the Problem?

HUMANITARIAN LOGISTICS PROBLEM STATEMENTS

The **PADAYON Donation Matching App** aims to address the following problem statements:

- 1) “How can **humanitarian needs be quickly identified or estimated** to enable humanitarian logistics teams to swiftly plan the types and volume of relief items...”
- 2) “How can beneficiaries know **what type of relief items will be distributed, when, to whom...**”
- 5) “How can decision-makers and humanitarian agencies know **what types of relief items will be provided by whom, to where, when, and in what quantities...**”
- 6) “How can governments and public **track the amount of public and private donations during a response and where they went...**”



**CHOOSE COMMUNITY
TO HELP**



Welcome, Cynthia Diaz !



DATU SALIBO

MAGUINDANAO, MINDANAO

@7.0073489,124.4382342,10931m

TYPHOON, FLOODING



MENU



ABOUT

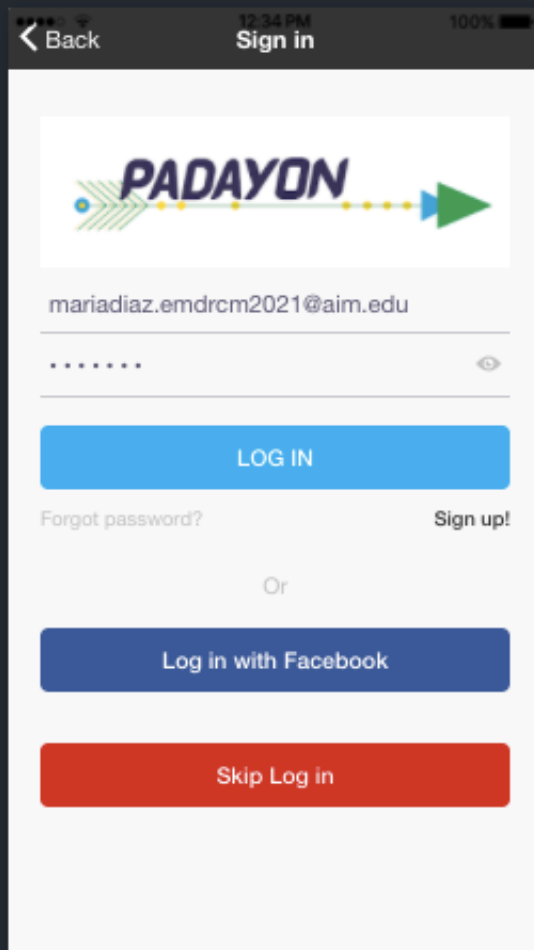
PADAYON IN A NUTSHELL

**Bridging Donations
of Individuals and Corporations
to Areas (LGUs) that need it
the most in times of disaster**

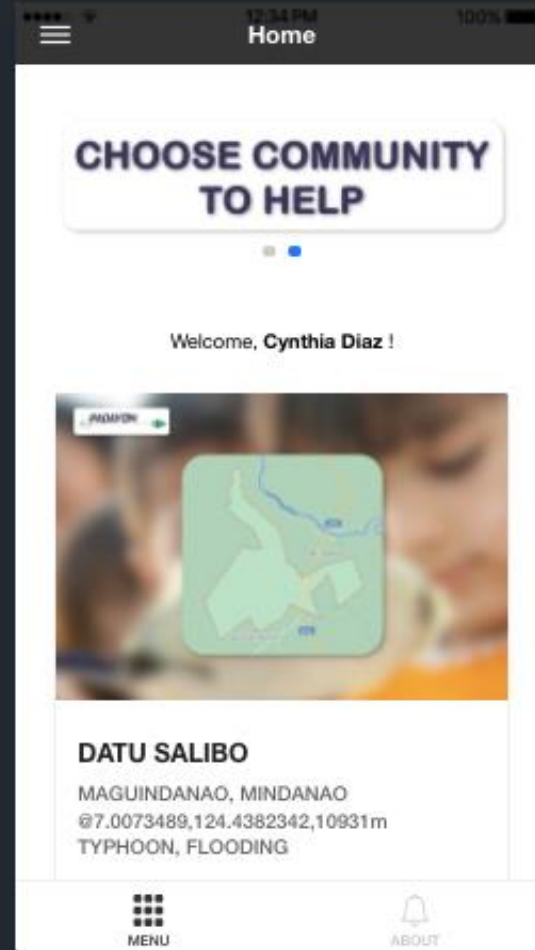
**Easy and Multiple Options to Donate
Donations Matched to the Exact Needs of an Area
Feedback for Donation Receipt
Full Transparency**

DONATE IN 3 EASY STEPS

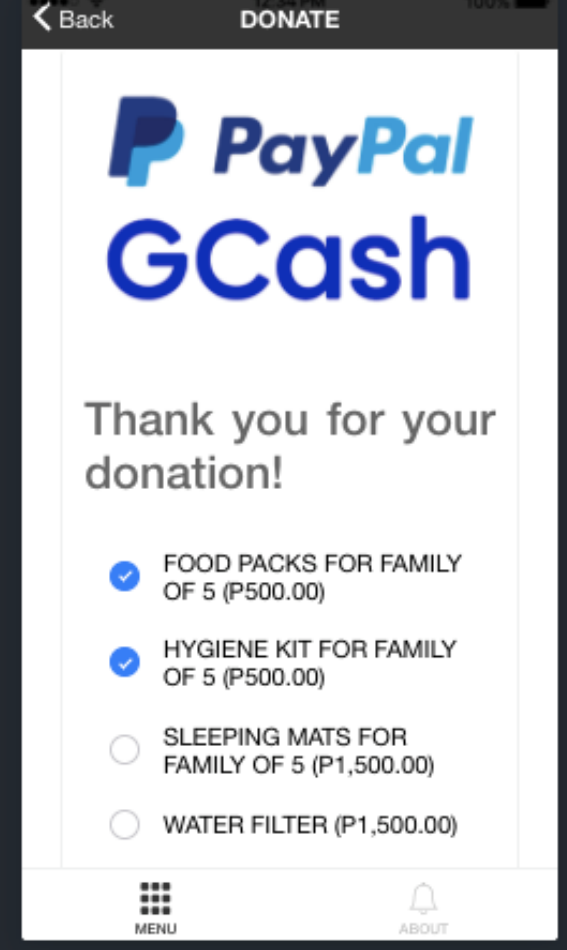
STEP 1 Create an Account



STEP 2 Choose an Affected Area (LGU) *Highly Vulnerable Areas with Pre-Identified Needs*



STEP 3 Choose What and How to Donate



KEYS TO OPERATIONALIZATION

AFFECTED AREAS (LGUs)

- Identify highly vulnerable areas (LGUs) from published risk assessments, news reports, and other historical data
- Approach these LGUs should they want to be a part of the donation recipient database, identify their needs, and establish engagement process

INDIVIDUAL DONORS

- Engage individual donors by creating share links to social media sites where awareness, consideration, and action take place

CORPORATE DONORS

- Engage companies to include Padayon in their CSR program
- Tap companies with no established CSR department to let Padayon be their CSR arm

SUPPLY AND LOGISTICS PARTNERS

- Establish a database and partnerships with local supply chains and logistics companies to help provide and deliver the goods needed on-ground quickly, without the need for goods to be procured and shipped from Manila.

ITERATION 1

ITERATION 2

ITERATION 3

ITERATION 4

IMPROVEMENTS

- Install **donation tracker** to see the goal and how much more is needed
- **Automatically suggest other area/s** should chosen area has reached its goal
- **Recipient sign-up (and verification)** for those who want to be part of the donation recipient database

TRANSPARENCY

- Recipient to **upload photos and videos** of donation distribution
- **QR Code scanning** (of donation boxes) done within app to confirm receipt of items (along with type and quantities)

DRRM PHASES

- Choose to donate to other projects that focus on **other DRRM phases** such as:
 - **Preparedness**
 - **Recovery**
 - **Mitigation**

NOTIFICATIONS

- Issue **notifications** on incoming / ongoing calamities / disasters
- **Monitor events real-time** from partner news outlets or from #hashtags garnered from Facebook or Twitter

INNOVATION STAGE

PROTOTYPE

Working Application
Basic Functionalities
Iteration Development
For Trial



[CLICK TO PLAY FOR DEMO](#)



**Thank You.
Salamat.**

**Executive Masters in Disaster Risk and Crisis
Management (EMDRCM 2021)**

Asian Institute of Management

CYNTHIA DIAZ

CARLOS "CENTI" CENTENO

LUDWIG FEDERIGAN

Cloudtec

ALBERT DIAZ



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Working with and for Children and Young People in DRR and Innovation



Rana Flowers

UNICEF Representation for Viet Nam

PRESENTER



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SM's inclusive and sustainable urban development thru the adoption of technological application

SMDC



Jessica Sy

Asst. Vice President / Project Director
SM Development Corporation

PRESENTER



SM'S INCLUSIVE AND SUSTAINABLE URBAN DEVELOPMENT
THRU ADOPTION OF TECHNOLOGICAL APPLICATION

MS. JESSICA BIANCA T. SY
Business Development Cluster Head
SM Development Corporation

Partner Event
Asia-Pacific Ministerial Conference on Disaster Risk Reduction 2022
September 21, 2022 | Brisbane, Australia



SM PRIME HOLDINGS INC.



86



Malls (Philippines & China)

74



Residential Projects

17



Hotels & Convention Centers

12



Office Buildings



SUSTAINABLE PROPERTY DEVELOPMENT

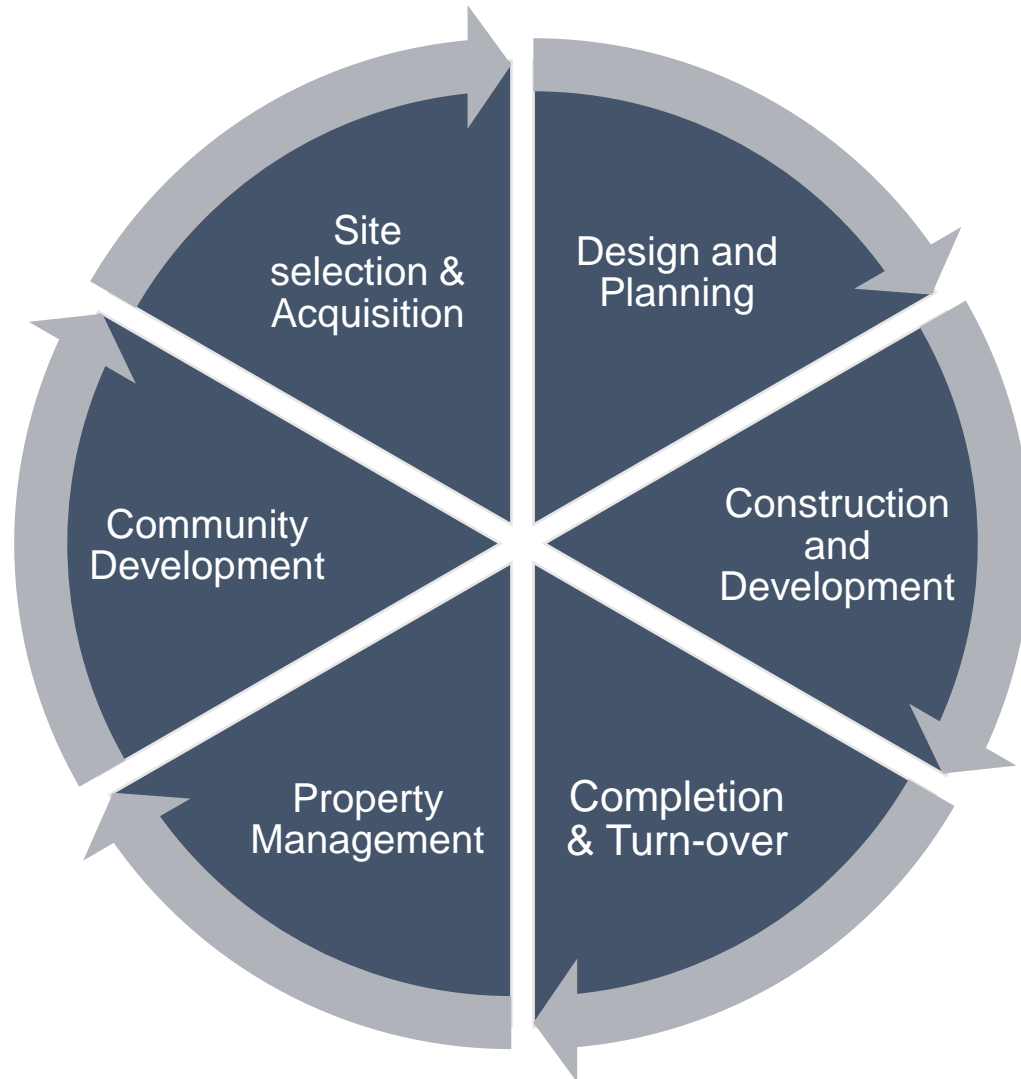


Mall of Asia (MOA) Complex

- Integrate disaster resilient features
- LEED certified buildings
- Utilize renewable energy
- Recycle water
- Easy access to public transportation
- Pedestrian-bike friendly roads and elevated and interconnected walkways
- Strong social support system



SM DEVELOPMENT PROCESSES



ASSESSMENT & ACQUISITION

- Identify and assess potential multi-hazards risks using software
- Prioritize impact of risks
- Analyze current resiliency capacity

DESIGN AND PLANNING

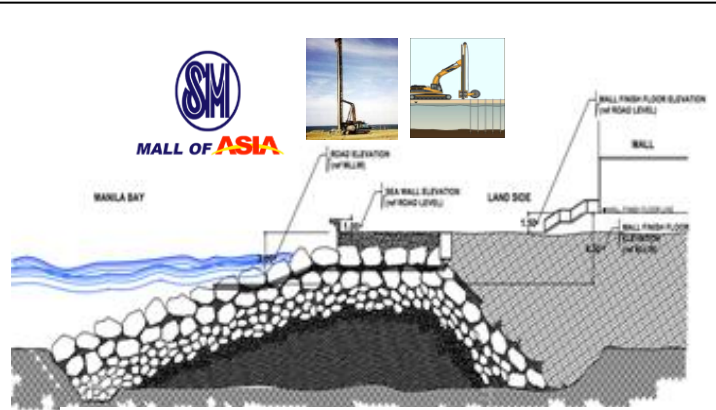
- Design for risk reduction
- Plan business operations
- Incorporate resilient and sustainable features to mall and residential design

EXECUTION AND MANAGEMENT

- Ongoing program management of DRR
- Validate plans' effectivity
- Community-based initiatives



RISK-INFORMED INVESTMENTS



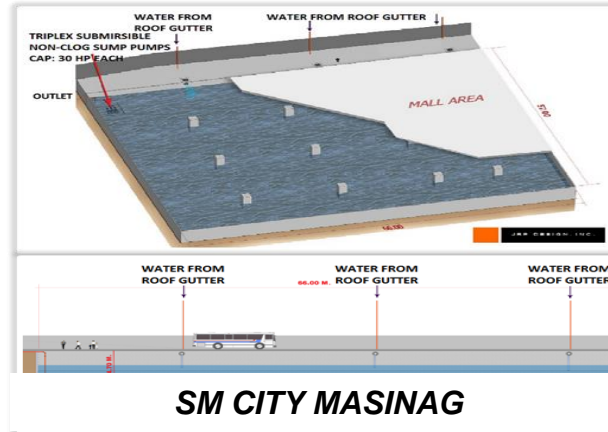
SM MALL OF ASIA

- **HAZARDS**

- Sea level rise
- Storm surge
- Liquefaction
- Typhoon

- **RESILIENT FEATURES**

- Built 4.5 m high MWWL
- Wick drains
- Drainage Channel
- Sewage Treatment Plant



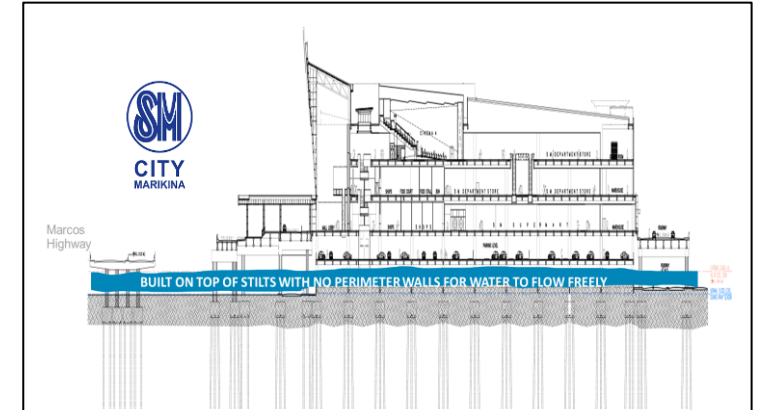
SM CITY MASINAG

- **HAZARDS**

- Flooding
- Earthquake

- **RESILIENT FEATURES**

- Rainwater catchment basin
- Sewage Treatment Plant



SM CITY MARIKINA

- **HAZARDS**

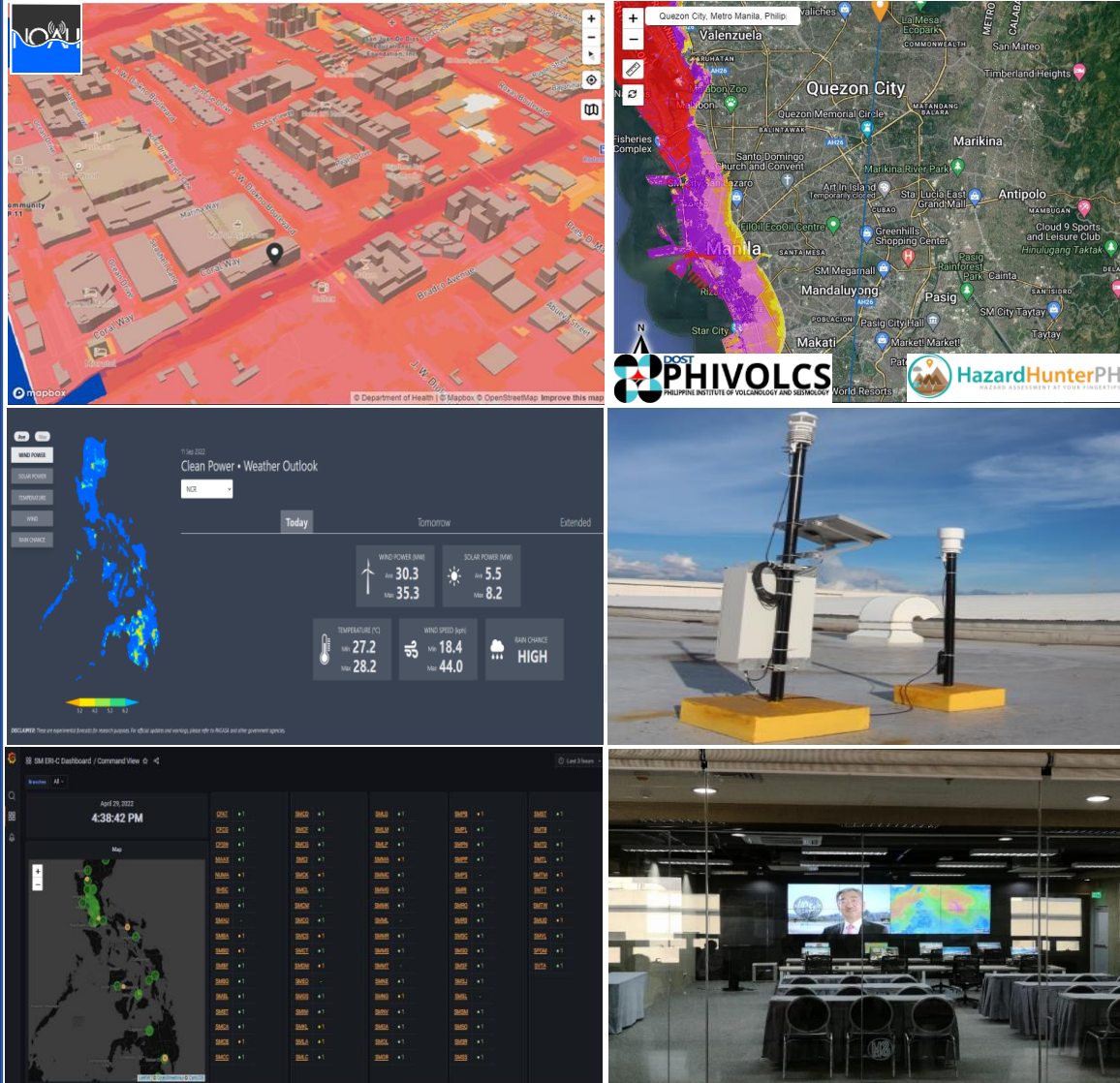
- Flooding
- Earthquake

- **RESILIENT FEATURES**

- Built on 246 stilts
- 20m additional setback
- Sewage Treatment Plant
- Elevated parking



TECHNOLOGY IN SUSTAINABILITY



- **HAZARDHUNTERPH (DOST-PHIVOLCS)**
 - Seismic, volcanic, hydrometeorological hazards
- **PROJECT NOAH (UP RESILIENCE CENTER)**
 - Flood, landslide hazards
- **SM & MANILA OBSERVATORY CLIMATE AND WEATHER FORECASTS PROJECT**
 - Daily clean energy and weather maps
 - Climate projections for select time slices
 - Risk maps and reports for particular areas of concern
- **EARTHQUAKE RECORDING INSTRUMENTATION**
 - Record building response during major seismic events for subsequent analysis
 - Immediate alarm annunciation for safe evacuation of tenant/occupants



BUILDING SUSTAINABLE COMMUNITIES



THE GOOD GUYS COMMUNITY PROGRAMS

- The Good Guys Volunteerism Program
- The Good Guys Weekend Market
- The Good Guys Start-Up Program
- The Good Guys Health and Wellness Caravan
- The Good Guys Job Fair
- The Good Guys Go Green
- The Good Guys Safety Training Skills
 - Disaster Preparedness
 - First Aid
 - Fire and earthquake drill





BUILDING SUSTAINABLE COMMUNITIES



- Emergency Preparedness Forum for Seniors and PWDs;
- Support in recognizing women championing Resilience in their communities thru the WIN DRR leadership awards;
- Promote Business Continuity Planning to Small and Medium Enterprises;
- Provide free data storage facility for insurance and operational documents;
- Pre-agreements with national and local governments in disaster recovery and rehabilitation;
- Internal capacity building on disaster risk reduction and management





PUBLIC & PRIVATE PARTNERSHIPS



Sendai Framework for Disaster Risk Reduction 2015 - 2030





“SM remains steadfast in our commitment to respond to the ever-evolving needs of Filipinos”





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Open Forum & Synthesis



Silvestre Barrameda, Jr.

Executive Director, National Resilience Council

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