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Date: Sept. 11, 2015

PRESS RELEASE

CSO, NAGA BUSINESS CHAMBER, ACADEME, AND PROFESSIONALS CONVENE AT A STAKEHOLDERS' FORUM ON DEVELOPING DISASTER MANAGEMENT SYSTEM PLATFORM

A dialogue towards a framework for collaboration on disaster response and recovery

The Citizens' Disaster Response Center (CDRC) and its regional center Tarabang para sa Bicol Inc. (TABI), in partnership with the Metro Naga Chamber of Commerce and Industry (MNCCI), organized a disaster risk reduction conference with the theme "Towards a New Platform for Reducing Risk, Raising Resilience." It was held on Sept. 10, 2015 at 2:00 pm at the Regent Hotel, Elias Angeles St. in Naga City.

Major players from the business community and private sectors in Naga, along with representatives from academes and CSOs were in attendance to express their support in disaster risk reduction and management initiatives. "Disaster is also a concern of the private sector, everything that we've worked on would be nothing when disaster strikes so we have to prepare for it," President of the MNCCI Gilbert Alberro said in his opening remarks.

Typhoon Specialist David Michael Padua from the Weather Philippines Foundation and Ed Laguerta from the Philippine Institute of Volcanology and Seismology (PHIVOLCS) were among the main presenters of the workshop forum. They gave detailed accounts on the Philippines' vulnerability to tropical cyclones, earthquakes, and other hazards. In this regard, participants raised their concerns on the current situation of disaster response in the country. It was proposed that a conveners group should be established within the MNCCI to tackle disaster management plans.

Ms. Athea Peñaloza, the A-PAD Philippines National Project Coordinator, introduced Asia-Pacific Alliance for Disaster Management (A-PAD) to MNCCI and explained that the forum was a part of the overall initiative of creating a national platform where various collaborations could be forged for the purpose of delivering effective and efficient disaster assistance through disaster preparedness, risk reduction, relief and recovery.

"Partnership with MNCCI entails harnessing the potential of the business community in Naga City to contribute and take part in strengthening the disaster resiliency of Bicol," she said.

Gilbert Albero, president of the Metro Naga Chamber of Commerce and Industry as co-partner, said the activity aims to: 1) update participants on the Sendai Framework for Disaster Risk Reduction 2015 – 2030 and identify areas for local cooperation in line with the new framework; 2) provide a venue for developing/ firming up DRM agenda of key sectors of the economy where current policies are insufficient to enable the mainstreaming of the same at all levels of planning and program implementation; and, 3) forge linkages on the prospects of local, national, and international partnership in reducing risk and raising resilience among private organizations and government agencies alike.

The event was supported by A-PAD. A-PAD is a trans-national disaster aid alliance that works to facilitate cooperation and understanding between governments, private companies and NGOs in the Asia Pacific region. It is currently organizing its local counterpart in the Philippines.

About A-PAD PHILIPPINES

A-PAD Philippines is a pioneering effort by the civil society to formally engage the business sector on disaster management through memorandum of understanding. At the national level, CDRC is working closely with the Philippine Disaster Recovery Foundation (**PDRF**). To learn more, visit apadm.org, or call us at (632) 929-9822; (632) 929-9820.

Citizens' Disaster Response Center (CDRC) is a non-government organization that pioneered and continues to promote community-based disaster management in the Philippines. CDRC operates nationwide through a network of regional centers affiliated with the Citizens' Disaster Response Network (CDRN) and through people's organizations.

Tarabang para sa Bicol Inc. (TABI) is the only institution in the Bicol Region addressing natural and human-made disasters through community-based disaster management and health programs. For more than twenty years now, TABI has implemented programs and services directed at disaster risk reduction, emergency response, rehabilitation and community development.