

National Consultation Workshop

PUBLIC PRIVATE PARTNERSHIP FOR DISASTER RISK REDUCTION IN VIETNAM

REPORT



Under Joint Advocacy Networking Initiative (JANI) in Vietnam – Phase 3

Activity 1.3 Promoting Provincial Level Partnership with Private Companies
for disaster risk reduction

Supported by

European Commission (ECHO), Directorate-general Humanitarian Aid & Civil Protection



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I. Background

In order to reduce the risks of natural disasters, Vietnamese government has issued various frameworks for disaster mitigation such as Water Law, Land Use Law, Forest Protection Law, and Environment Protection Law, Ordinances on Dyke protection and Flood and Storm Control, etc. Key initiatives and strategy are the National Strategy for Natural Disaster Prevention, Response and Mitigation to 2020 issued in 2007 and CBDRM (project 1002) issued in 2009.

The long-term sustainability of the disaster risk reduction interventions depends, to a large extent, on its ability to achieve and maintain a meaningful association with variety of stakeholders including the corporate sector. Promoting Community – Business Partnership in Disaster Risk Reduction in Mekong Delta is a new and innovative initiative which is expected to motivate the involvement of public and private companies in the sector. The article 2 (section 6) in the National Strategy identifies the private sector as one of the important partners for the GoV in the implementation of the CBDRM activities. Recently, a public private consultation organized under the leadership of the Central Committee for Flood and Storm Control (CCFSC) and the Vietnam Chamber of Commerce and Industry (VCCI) resulted in creating an interest among business companies in disaster preparedness activities rather than responding to disasters as and when it happens..

Growing number of Businesses now realize that whilst their first priority is to be profitable, they must also contribute to the wellbeing of wider society, and for business to prosper they must be part of a strong healthy social climate. They believed that a good image of private sector will be created in customers' feeling by involving in social activities.

In order to sustain the nationally and externally aided DRR programs, it is important to foster a partnership with the business community for sustainability and to achieve the targets set in the National Strategies of the Government. Countries like Vietnam is moving with its partnership with the corporate sector in implementation of their National CBDRM program.

The Asian Disaster Preparedness Center (ADPC) in partnership with the development partners under the network of Joint Advocacy Network Initiative (JANI) is supporting the Disaster Management Center (DMC) in promoting public private partnership with Vietnam Chamber of Commerce and Industry (VCCI) to contribute to CBDRM activities such as public awareness, training and capacity building activities.

II. Description

a. Workshop objectives:

Under this initiative, a consultative workshop on **Public Private Partnership for Disaster Risk Reduction in Viet Nam is jointly** organized by DMC and VCCI under technical support from ADPC. The objective of the workshop is

- To rationale Public Private Partnership and need for strong cooperation with private companies for effective natural disaster risk reduction in Viet Nam.
- To promote better understanding between private sector and Government agencies in supporting implementation of National CBDRM program.

b. Expected outputs:

- Stronger partnership between Government Agencies and Private companies on natural disaster risk reduction initiative in Vietnam
- Priority Issues under the national CBDRM Programme and areas of cooperation between private sectors and Government agencies at national and sub-national levels

c. Date and venue:

- Date: **28 April 2011.**
- Venue: Conference Hall of VCCI Head Office (09 Dao Duy Anh, Hanoi)

d. Chairmen:

1. **Pro.Dr. Dao Xuan Hoc** – Vice Minister of Ministry of Agriculture and Rural Development.
2. **Mr. Pham Gia Tuc** – Deputy President of Vietnam Chamber of Commerce and Industry.
3. **Dr. Bhichit Rattakul** – Executive Director of Asian Disaster Preparedness Center

e. Participants:

Government agencies:

1. Ministry of Agriculture and Rural Development.
2. Disaster Management Center.
3. Department of Dyke Management – Flood and Storm Control.
4. Institution of Hydro-Meteorological Forecasting
5. Ministry of Planning and Investment
6. Ministry of Natural Resource and Environment
7. Ministry of Education and Training
8. Ministry of Transport
9. Ministry of Health
10. Provinces: Lao Cai, Nghe An, Da Nang, Quang Tri, Thanh Hoa, An Giang.

Development Partners in Vietnam

11. NGOs Working in Vietnam
12. Mass Organization including VNRC
13. UN agencies, ADB, World Bank, AusAid, Netherladn Embassy etc.

Private sector:

14. 35 – 45 participants invited by VCCI

Media agencies:

15. Vietnam News
16. VnExpress
17. Bussinessmen Forum
18. VTV
19. VTC 16, VTC 14

f. Speeches and presentations:

Key note address: Pro.Dr. Dao Xuan Hoc – Vice Minister of MARD

Dear Mr. Pham Gia Tuc Vietnam Chamber of Commerce and Industry (VCCI)

Dear Dr. Bhichit Rattakul, Executive Director of the Asian Disaster Preparedness Center (ADPC),

Dear Participants, representatives of private enterprises, Ladies and Gentlemen

On behalf of the Central Committee for Flood Storm Control and Ministry of Agriculture and Rural Development, I would like to warmly welcome you to this important workshop on *“Public Private Partnership for Disaster Risk Reduction in Viet Nam”*.

Distinguished guest!

Viet Nam’s location – in one of the most typhoon prone areas of the world – makes it vulnerable to a wide range of natural disasters, especially flood and storm which cause the most damage and losses. Under the context of global climate change, the climatic extreme phenomenons have become more frequent with higher intensity.

In 2010, Vietnam was suffered from 6 typhoons, 4 major floods, an extreme hot weather period, and very low water level in some main rivers. Under the influence of natural disaster such as flood and typhoon, there are 378 dead people, 480 damaged houses. The estimated economic damage and losses is nearly 16 thousand billion VND. After the historical floods in the Central region, the Northern provinces were affected by the long lasting cold spells, killing tens of thousands of livestock and poultry. That caused huge damage and losses in terms of people’s property and agricultural production to many localities. According to the statistics from 2000 to 2010, each year, natural disasters caused 400 dead people and estimated damage and losses totalled nearly 1 – 1.2% GDP.

For years, Vietnam’s Government and people have paid much attention and placed priority to natural disaster reduction and climate change adaptation. Annually, the Government has invested thousands of billion Vietnam dong to construct the natural disaster reduction and climate change response structures; enhance the warning and forecasting equipment; improve the legal framework, promote information, education and communication; and raise the community awareness on natural disaster risk reduction and climate change adaption. All the priority programs and projects have been implemented under the action plan framework of National Strategy on Natural Disaster Prevention Response and Mitigation to 2020 and National Target Program to Respond to Climate Change approved by the Government.

The National Strategy on Natural Disaster Prevention Response and Mitigation to 2020 clearly identified that the natural disaster preparedness, response and mitigation work should be implemented under the principles including jointly operate between government and community, efficiently utilize the state resources, and mobilize all the resources for disaster prevention, response and mitigation.

The Prime Minister has approved and directly provided concrete guidance in order to implement the Program on community awareness raising and community based disaster risk management – CBDRM to 2020. This Program targets to more than 6 000 most vulnerable communes all over the country. Ministry of Agriculture and Rural Development and Central Committee for Flood Storm Control have worked in close collaboration with relevant ministries, local authorities, community, and mass organizations to implement this Program. This is considered as one of the most important activities in natural disaster reduction – community centre.

Promoting socialization in the works of disaster reduction, implementation of the national strategy, and implementation of CBDRM Program is one of the priority agenda of the Government in order to reduce natural disaster. Especially, the participation of private sector is necessary and should be promoted.

In fact, in many years, the partnership activities among the central and local government agencies, community, international funding agencies, non-governmental organizations, academy institutions, and private enterprises have been conducted in close collaboration. Many projects and programs using the State budget, contributions from community, funding agencies, non-governmental organizations, and private enterprises have been deployed and implemented in many disaster prone areas. Especially, after



the occurrence of natural disaster, and with the tradition of mutual support, both public and private sectors take part in the relief activities, supporting to overcome the disaster consequences, helping impacted people, stabilizing the daily life, and rehabilitating the production. Deeply sympathize with the community as well as the lessons learnt are the basic foundation for us to promote the partnership and better the cooperation.

However, all the coordination and cooperation activities are under the general events and mainly focus on specific stage in the overall disaster management circle namely preparedness – response – overcome consequence and reconstruction.

Ladies and gentlemen!

In 2009, a national workshop on “Promoting Community – Business Partnership in Disaster Risk Reduction in Mekong Delta” was jointly organized by the Central Committee for Flood Storm Control and Vietnam Chamber of Commerce and Industry (VCCI). This is a new and innovative initiative which is expected to motivate the involvement of public and private companies in disaster reduction.

This workshop is a follow-up activity in order to create opportunity for private businesses, government agencies, and non-governmental organizations to share information, existing needs and available experience. Accordingly, we will have change to recognize and indentify that the “community” including the private sector, in addition to participating the relief work, supporting affected people, can gain the initiative in taking part in the stages of disaster preparation, development, prevention and capacity building.

Today, we will have chance to share the experience on funding and supporting modality in An Giang Province which has been implemented for recent years including the establishment of the provincial public private corporation framework. This framework hence will facilitate the performance of disaster reduction activities and directly support the implementation of national program on CBDRM as well as the training and capacity building at natural disaster prone areas.

With that experience and various cooperation modalities have been implemented, and at this workshop, I would like you to focus on the concerned issues of businesses in order to improve the coordination, facilitation to government agencies. The main contents for discussion will be included as the followings:

Support local authorities and communities to conduct training and develop the human resources for natural disaster reduction by funding and distributing training materials, disseminating information such as printing leaflets, panels, posters,...on natural disaster mitigation;

Support and sponsor to newly construct infrastructure, improve rescue facilities at commune level in order to better the their condition to response to natural disaster

Fund and provide additional fund for natural disaster reduction at local level; and participate in relief activities for affected people in case of natural disaster occurrence

Ladies and gentlemen!

In recent year, Ministry of Agriculture and Rural Development has received many practical supports from the funding community, UN agencies, international organizations, non-governmental organizations as well as the private businesses in disaster reduction work. These supports are very respectful and effective

On this occasion, on behalf of the Ministry of Agriculture and Rural Development and Central Committee for Flood and Storm Control, I highly appreciate these supports. I would like to send thank to Vietnam Chamber of Commerce and Industry and ADPC for your cooperation to organize this workshop; thank all the representatives of private enterprises, relevant agencies of Vietnam and international organizations for participating and provide fruitful contributions to the success of this workshop.

Wish all of you health and success for the workshop!

Welcome address: Mr. Pham Gia Tuc - Deputy President of VCCI

Dear Chairmen,

Dear participants,

Ladies and gentlemen,

VCCI in cooperation with MARD and ADPC to organize the National Consultation Workshop on “Public Private Partnership for Disaster Risk Reduction in Vietnam”

The workshop aims to rationale Public Private Partnership and need for strong cooperation with private companies for effective natural disaster risk reduction in Viet Nam; to promote better understanding between private sector and Government agencies in supporting implementation of National CBDRM program; to advocate private sectors to support, cooperate and actively participate into disaster preparedness and risk reduction and participate with Government in developing Action plan on disaster risk reduction in Vietnam.



With geography and complicated terrain and long sea border with thousand kilometers from north to south, every year, we receive many different types of disaster such as flood, storm, inundation, landslide, drought, flash flood, forest fire and in risk of salt infection, etc. At recent year, with affection of climate change, disaster occur more complicated in capacity as well as areas. Disaster affects not only economy, infrastructure, decreased of GDP, but also human life. It causes poverty and destroys products of sustainable development efforts.

To reduce negative impacts of disaster and enhance capacity and awareness of community, Government has issued many legal programs, strategy and initiatives, annual flood and storm control as well as invested to infrastructure, technique and budget for disaster preparedness, response, relief and recovery. In general, disaster preparedness, response and risk reduction include following stages:

- Develop and implement flood and storm control plan
- Organize relief activities and disaster response
- Implement risk reduction activities during and after disaster

Enhancing partnership and participation of private sector in disaster risk reduction is a new initiative. In 2009, VCCI in Hochiminh city and Cantho city cooperated with Department of Dyke Management – Flood and Storm Control, Southern office and ADPC to organize a National Forum on “Promoting Public Private Partnership for Disaster Risk Reduction in Mekong Delta of Vietnam” held in Hochiminh city. In the forum, a draft Action plan of activities and involvement of VCCI was developed. In 2010, a provincial workshop on “Private Sector together with Government in Disaster Preparedness and Response” held in An Giang province. Private sectors participated in these events expressed their understanding and willingness to participate. Representative members from An Giang Bussiness Association have signed MoU with Provincial Committee for Flood and Storm Control to implement public awareness raising activities.

To implement Vietnam National Agenda from 2005 – 2010, VCCI has established an office “For sustainable development”. Advocating private companies to participate in disaster risk reduction is one of its activities. On 17 December 2010, VCCI has officially presented Bussiness Council for sustainable development of Vietnam to support sustainable development for private companies. VCCI together with UNIDO, Ministry of Labor, Invalid and Social Affairs, Bussiness Associations developed a program on Social Responsibility to enhance roles of private sectors to social responsibility through implementing principles and agreement, especially strengthen public private cooperation for sustainable economic development.

Vietnam private sectors care about social activities, relief and recovery after disaster. We can say partnership between private sector and community has been implemented through disaster response and recovery and achieved respected outputs. However, it is crucial to help private sectors recognize and understand important of their partnership with community in disaster preparedness and reduction.

In this workshop, we expect that:

- Potential of public private partnership in disaster risk reduction studied and recommended.
- Suggestion on development of Action plan on participation of private sectors into disaster risk reduction recommended and implemented.
- Develop format of Action Plan of public private partnership. It should clearly show that which activity private companies can participate in? To establish disaster management fund in private companies, what is the model can applied? Operational mechanism and management: from which source? How to use it? Who is beneficiary? Etc.

Opening remark: Dr. Bhichit Rattakul – Executive Director of ADPC

Dear Participants, Ladies and Gentlemen

On Behalf of ADPC, it is my privilege to participate and welcoming you to this important consultation workshop on *Public Private Partnership for Disaster Risk Reduction in Viet Nam*, being jointly organized by DMC, VCCI and ADPC.

ADPC highly appreciate the Vietnam Government's efforts in natural disaster risk reduction including the recent National CBDRM as well as the National Target programme on Climate Change Adaptation

With ever increasing frequency and magnitude of disasters such as flooding, sea water intrusion with high tide, contaminated soil, sea level rise, seasonal tropical storms every year, the ASEAN region need to put more efforts in strengthening multi stakeholder partnership at various levels

The long-term sustainability of the disaster risk reduction interventions depends, to a large extent, on its ability to achieve and maintain a meaningful association with variety of stakeholders including the corporate sector

Linking Corporate Sector to Disaster Risks, Government Initiatives and Community Resilience is one of the innovative approach that is being practiced in many countries in the region. Growing number of Businesses now realize that whilst their first priority is to be profitable, they must also contribute to the wellbeing of wider society, and for business to prosper they must be part of a strong healthy social climate. They believed that a good image of private sector will be created in customers' feeling by involving in social activities.

ADPC in partnership with the Disaster Management Centre (DMC) has supported such initiatives in the Mekong Delta and we are highly satisfied by the interests show by the provincial authorities, private companies and other partners. You will hear some of the results today. We are also happy to be associated with the Joint Advocacy Initiative (JANI) in Vietnam with the support from the European Commission Humanitarian Aid and civil protection office (ECHO). We believe the contribution made by JANI is important for the successful implementation of the CBDRM activities as well as the national CBDRM project of Vietnam Government

Under the public private partnership initiative in Vietnam, we have been working on these aspects;

- Awareness raising in private sectors: cooperation with local agencies to organize workshop, events to disseminate and enhance public awareness of private sectors to disaster, climate changes mitigation, preparedness and adaptation.
- Advocate to establish private sector networking on disaster and climate changes preparedness and mitigation.
- Honor to private sectors that are good in environment protection and integrate disaster preparedness and mitigation into their annual plans
- Establish province level partnership with business enterprise to create a disaster risk reduction fund and initiate public awareness activities

The pilot initiatives need to upscaled and to be initiated in other provinces as well as taken up nationally. I hope this national level dialogue would provide more input and direction to this initiative.

At the end, I would like to thank Dr Hoc , the Vice Minister Ministry of Agriculture and Rural Development (MARD) for his leadership role in taking such innovative interventions as well as Mr. Pham Gia Tuc of VCCI for their interest in disaster risk reduction partnership

I look forward to a fruitful discussion this morning



Bringing experience from different countries in the world, ADPC has shared a brief introduction on Global Scenarios of multi-stakeholder partnership in Disaster risk reduction. The presentation provides general information on good practice and achievements of public private partnership.

In the context of Vietnam, Vietnam Government is also taking a lot of efforts in promoting this initiative. To prove this, Disaster Management Center (DMC) introduced the “Implementing National CBDRM program (1002/QD-TTg) to support the National Strategy on Natural Disaster Preparedness, Response and Mitigation to 2020”. This presentation helps participants, especially private sector to understand what are strategy, objectives, expected outputs and direction from National Government related to disaster risk reduction in Vietnam.

Representative from Ministry of Natural Resource and Environment has added impressive information on climate change adaption issues and interventions in Vietnam to help participants get general views of existing situation and forecasting on future scenarios by changing climate.

With the above information and intervention, what did private sectors contribute and support disaster risk reduction activities in Vietnam? The Vietnam Chamber of Commerce and Industry (VCCI) has share a brief report on what private companies and VCCI have done to support disaster management activities. Many ideas and thought on how to establish the partnership and management mechanism.

To answer for the above queries, a “Good practice of private sector contribution to DRR public awareness activities in Mekong Delta of Vietnam and how private companies participate in DRR activities?” was jointly presented by An Giang Provincial Committee for Flood and Storm Control and the Business Association.

The PCFSC and ABA has clearly shared with participants how they established the partnership and what have been done so far and what is the next plan. These activities are implemented with close cooperation and consultation between 02 parties.

g. Discussion:

Deputy President of Minimum and Small Business Association (MSBA): (Mr. Han)

The MSBA - representative for 25 industry areas under umbrella of Ministry of Industry and Trade – is responsible for many roles, activities in which environment protection is included.



This is a historical and important event. It undertakes multi-stakeholders. The Vietnam National Party and Government has been greatly supporting to this initiatives. We would look forward to direction and facilitation from Government to private sectors to participate in this DRR activities. In this important event, we highly appreciate the chairmanship of

Ministry of Agriculture and Rural Development as well as participation of participants from different sectors. We are delighted to be present, to share our point of view and to know more about important of disaster risk reduction and what kind of support provided by private sectors.

Vietnam Red Cross is one of the strongest organizations for this disaster preparedness and response as well as relief activities.

We has 1,500 members in countrywide. We acknowledge that to combine efforts among private companies, it needs to have a voice from bussiness association and encouragement to have private companies participate with local authorities. We will strengthen the voice of bussinuess accosiations and private companies and would also like Vietnam Red Cross to take part in with us.

Thanh Ha Company Ltd.

I'm participating in this workshop with concern on climate change and disaster in Vietnam. This is an urgent global issue. Vietnam is one of the countries who is most affected. I strongly agree with comments and reccommendation from you all. Disaster affects to everybody including rich and poor one. We see its impact more on us than to community. And agriculture is most affected directly and fastly. During recent years, MARD and other related agencies intervented and supported a lot to recovery activities. We recommend involvement and participation of Research Center and Training Center to study more on this field. In Vietnam nowadays, we have many partners on recovery and rehabilitation, but most of them are for agriculture.

I appreciate the good practice from An Giang province. We may have many different objectives on disaster maanagement activities, but similar motivation. However, the objecties and outputs must be clear with leadership from Government and action from private sectors. When private sectors participate in any activities, they would like to receive benefit also from that activity.

Motivation from Government is still limited to private sectors, in the field of disaster management. And what is about motivation from private sectors? It is also very weak. Therefore, it is a brainstorming for private sectors.

In this initiative, we recognized that the southern provinces undertook it before the northern provinces while the north is more in vulnerable of disaster.

A foreigner

Reply for questions from companies. Benefit is for private companies to exist. However, private companies can choose which activities, approaches to achieve their expected benefit. We have a picture of private company, planet and community. We need to maintain the planet and we need to make profit and develop community.

Mr. Nguyen Van Gia – Save the Children

This is a good opportunity for us to know more about contribution of private sectors. We, non-government organizations, are working based on fund from private sectors in the world. In Vietnam, we can easily recognize contribution of private sector to disaster recovery after disaster. In disaster preparedness, we have a quote of “Invest today for safer tomorrow”. Therefore, to private sector, do invest for today. You can contribute by fund, money or just simply a joint-voice to show up your attention to community’s safety.

Back to presentation by Dr. Phuc – DMC, we can see the total fund for Program 1002 is very big and will be implemented in long period of time. However, with contribution from private sector, it will be strengthened and more activities will be implemented.

Mr. Thai – President of Vietnam Red Cross

This is a great opportunity for us to acknowledge a potential force for disaster risk reduction – they are private sectors. Practically, private companies participate in disaster preparedness and reduction is not to do for others, but for themselves as they are also affected by disaster. I appreciate this opportunity for private sector to take part in disaster preparedness and reduction in Vietnam. So, how can private sector participate in disaster risk reduction?

- Enhance awareness, skills of labor on disaster preparedness and reduction
- At national level, if we have disaster management fund, it would be better for private companies to participate in. It is not a contribution, but their responsibility. Therefore, it should be considered to submit Dr. Hoc on establishment of Disaster management fund at national level.
- Mass organization in which community is included: train on skills, volunteers in community, etc. I would recommend mass organizations including Red Cross will support private companies to do awareness raising and trainings. Recently, Red Cross cooperated with private companies to provide training on first aids, skills related to disaster preparedness and response, etc.
- Private companies should not stop at contribution, but continue to mobilize and advocate participation of other private partners and disseminate within their companies.

I believe that the Program 1002 will be implemented successfully with active participation of multi-stakeholders.

Nutrition Center – Ministry of Health

Private sectors need to have responsibility on this. We can take example of Nuclear power factory. They also need to protect themselves. In some cases, private companies cause disaster in community.

In disaster recovery after disaster, usually, private companies provide relief support, although in many cases, it does not satisfy nutrition standards.

Mr. Nguyen Huy Dzung – World Bank

Recently, contribution from private companies is just spontaneous, voluntary and temporary. I appreciate ideas of strengthening roles and responsibilities of private companies into disaster preparedness.

We should encourage participation of private companies and enhance their responsibility in this field. We are now working as a group to develop law on disaster management. I think we should include expected responsibility of private company into the law to make it official and stronger.

I would share information of this workshop to Consultant group who are developing this law.

There are 03 issues for us to think about:

- Enhancing responsibility of private companies: should private sector be one of members of Committee for Flood and Storm Control? Potential private companies should participate in disaster management activities at their local level. About benefit, during participating in disaster management activities, images of private companies will be advertised.
- Private companies should buy insurance for their infrastructure. For example, station of Mobile Phone usually is in high risk areas. When they buy insurance, that money will be used for ensuring their infrastructure while creating safer community.
- Should we have priority mechanism for private companies who support community development project at local level to motivate their participation?

III. Conclusion and Next steps:

Pro.Dr. Dao Xuan Hoc provided a conclusion and summary recommendation at the end of workshop. He appreciates participation of all participants from national and provincial levels, partners, private companies and their comments, suggestions during the workshop, especially the successful model of An Giang province and involvement of private companies in Mekong Delta to disaster management activities. In their strategy, CCFSC planned to implement this model.

On behalf of Ministry of Agriculture and Rural Development, he would express our sincere thanks to private companies who support recovery and rehabilitation after disaster and poverty reduction, etc. in all region of Vietnam. In disaster management, we have 04 stages. However, the first 02 stages are not well implemented. It is one of objectives of CCFSC to have this workshop to strengthen disaster preparedness activities, especially with participation of different sectors. We should help private sectors to understand this is necessary. We should not consider this is their responsibilities, but advocate their participation. On legal aspect, the Ministry is working on it and will continue to complete. At recent, CCFSC are compiling list of all trained teachers. As we know, teachers play important roles in education, especially disaster risk reduction. CCFSC has appropriate curriculum for different regions. Private sector can support to print for 01 village/commune/ district/

province, it is welcome. He would like to suggest DMC to consult with Ministry of Finance. He expects VCCI to disseminate this information to other private sectors that this is one of their opportunities to contribute while receiving benefit from it. He would like to thank you Dr. Bhichit and ADPC for supporting disaster management in Vietnam and sincere thanks to VCCI as well as private companies for supporting community in disaster prone areas in many years. However, we should acknowledge that disaster preparedness is more important. He would also like to thank you NGOs, donors and expect to continue receiving support from all of you. He would recommend other provinces to learn successful model from An Giang province and have internal discussion in your province to implement this activity.