

FACT SHEET

Disaster Risk Reduction Office

PROMOTING PUBLIC PRIVATE PARTNERSHIPS FOR EARTHQUAKE RISK MANAGEMENT (3PERM)

The project aims to increase disaster awareness and promote public-private partnerships and investment in disaster risk management in Nepal.

BACKGROUND

The private sector has a vitally important role to play in averting disaster and safeguarding economies, nations, communities and their own staff by investing more in disaster risk reduction (DRR), both for their own business continuity and for the local communities in which their workforce resides. In developing countries like Nepal where the effects of natural hazards are often severe, public-private partnerships (PPPs) offer a promising alternative to conventional insurance policies. Interest in public-private partnerships for disaster management beyond charity has been stimulated by losses from catastrophes around the world. In Nepal, many private institutions and professional associations, including clubs like the Rotary, have shown keen interest in implementing concrete initiatives for Disaster Risk Reduction.

This activity engages various associations and chambers of commerce to ensure private sector participation in earthquake risk management, thereby making use of private sector potential to safeguard quality construction, increase disaster awareness and develop business continuity plans.

PROJECT OVERVIEW

The 3PERM project, supported by USAID's Office of Foreign Disaster Assistance (OFDA), works to increase disaster awareness and promote PPPs and investment in disaster risk management in Nepal. The project seeks to convince the business sector that earthquake risk management is in its interest, and demonstrates the economic, social, and corporate responsibility to develop PPPs in DRR.



Workshop on Understanding the Potential Impact of Natural Disasters on the Banking and Insurance Sectors

SNAPSHOT

Life of Project: September 30, 2011 – September 26, 2014

Goal: The project seeks to tap private sector potential to contribute to earthquake risk reduction in Nepal. Awareness raising, capacity development and the potential for urban re-generation programs are among the focal points.

Implementing Partner: National Society for Earthquake Technology-Nepal

Geographic Focus: Nationwide

By bringing in the private sector—including businesses, industrialists, developers, builders, material suppliers, and manufacturers—this project increases public awareness and demand for DRR in Nepal, including for the enforcement of building codes and development of business continuity plans. 3PERM also emphasizes the added benefits of DRR to other sectors, such as tourism, cultural heritage preservation, and safer urban neighborhoods by renovation or reconstruction of houses.

The three-year program targets Kathmandu city, four sub-metropolitan cities, 53 municipalities, and 135 small towns with rapid urbanization leading to increased earthquake vulnerability.

PROJECT ACTIVITIES

Raise Public Awareness of Disaster Risks in Nepal

The project conducts DRR public awareness-raising campaigns, including street dramas, a monthly e-bulletin, national radio programs, television public service announcements, and weekly articles in popular newspapers and magazines. Building on the positive experiences NSET's pilot earthquake safety campaign with a prominent steel rebar manufacturing company, the project has collaborated with several private companies for the campaign.

Enhance Public-private Partnerships

The project organizes one-on-one and collective meetings with major businesses, industrialists, trading houses, bankers, insurers and associations to explore and encourage collaboration on DRR. NSET has organized and will continue to organize a series of consultative and brainstorming meetings with senior corporate sector personnel and key disaster risk managers, as well as renowned social and political leaders, to raise public and corporate awareness on DRR and identify possible areas of public-private collaboration.

Conduct a Feasibility Study on Urban Regeneration

The project conducted a detailed feasibility study of a model “urban regeneration” project in the core city area of Kathmandu. The study included an earthquake risk perception survey, a survey and analysis of tourism potential, identification of alternatives for urban regeneration, a cost-benefit analysis, consensus-building meetings, workshops at local and central levels for seismic hazard and safe practices, and publication of public awareness materials like documentaries, PSAs, radio talk programs publications, maps, and brochures. It also involved the community beneficiaries, government authorities, civil society groups, and potential private sector institutions.

RESULTS

- Under the public awareness activities, 20 radio stations aired programs for 80 weeks daily produced 72 episodes of TV talk shows, and aired TV PSAs a total of 454 times.
- Print media partnership resulted in various publications integral to public awareness campaign, including street drama and earthquake safety messages.
- Private sector community, including banks and schools, developed earthquake preparedness plans and conduct an annual earthquake drill.
- Conducted 70 orientation/lectures, one-on-one meetings, and consultative meetings for public private partnership on earthquake risk reduction.
- Completed the collection and analysis of relevant data and information on buildings, socio- economic survey and analysis, earthquake perception survey of the residents, survey and analysis for tourism potential of the pilot site comprising of 1,016 houses.

CONTACT

U.S. Agency for International
Development
G.P.O. Box: 295
Brahma Cottage, Maharajgunj
Kathmandu, Nepal
Tel: 977-1-4007200
Fax: 977-1-4007285
Email: usaidnepal@usaid.gov
www.usaid.gov/nepal
www.facebook.com/usaidnepal
www.twitter.com/usaidnepal

NSET-Nepal Office

Sainbu VDC, Ward #4, Bhaisepati
Residential Area, Lalitpur
GPO Box 1377
Kathmandu, Nepal
Tel: +977-1-5591000
www.nset.org.np