



# PDRF Initiatives Toward Climate-Resilient Communities

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The Philippines' major private sector vehicle and  
coordinator for disaster risk reduction and management

# PHILIPPINE HAZARD PROFILE

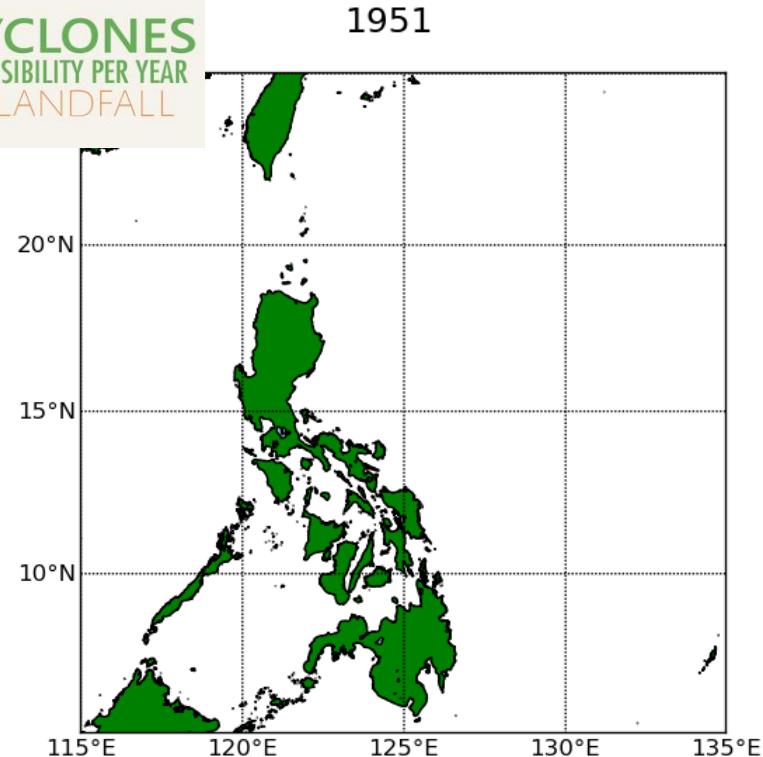
**20** TROPICAL CYCLONES  
ENTER THE PHILIPPINE AREA OF RESPONSIBILITY PER YEAR  
**9** OF WHICH MAKES LANDFALL



Flooding



Pandemic



Landslide



Storm Surge

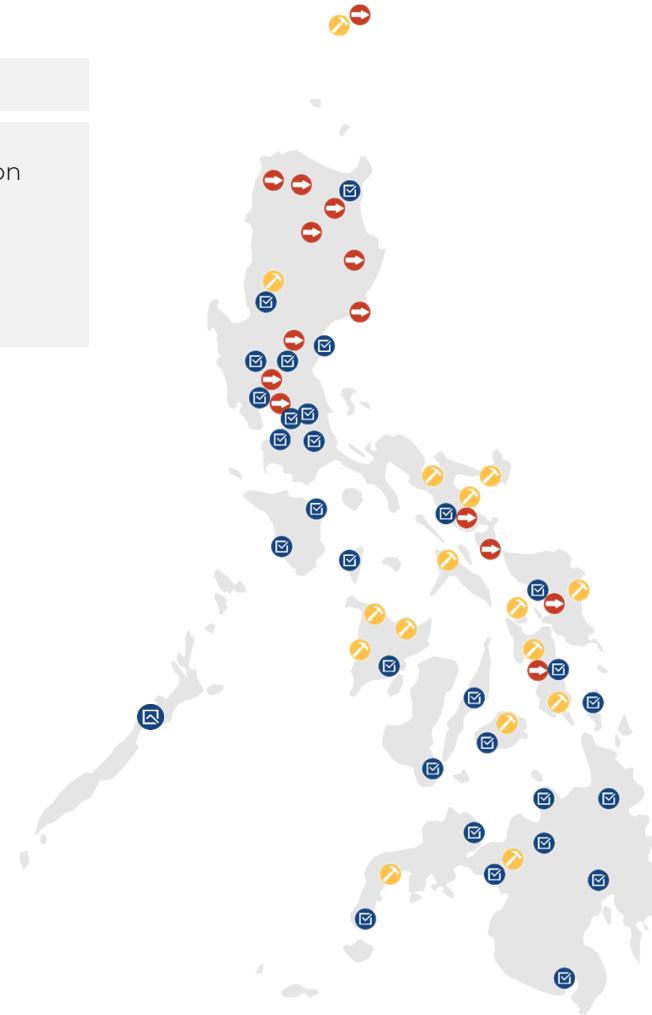


The Philippine Disaster Resilience Foundation (PDRF) is the **Philippines' major private sector vehicle and coordinator for disaster resilience**. As an alliance of businesses dedicated to building the disaster management capabilities of the private sector in the country, it works on all areas: prevention and mitigation, preparedness, response, and rehabilitation and recovery.



# OUR WORK

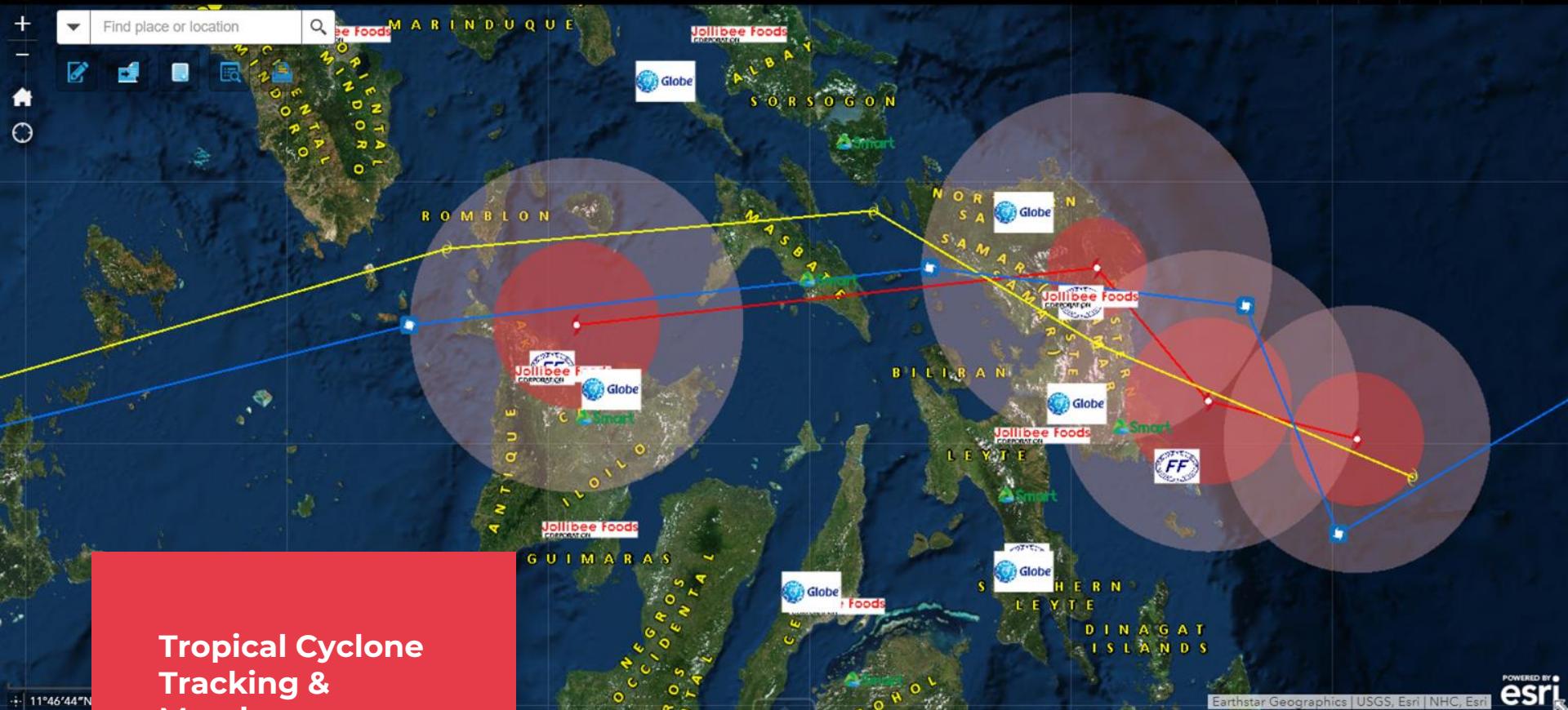
PDRF's programs and initiatives cover all four pillars of disaster risk reduction and management. By continuously working with the business sector, the humanitarian sector, international organizations, non-government entities, and government agencies, PDRF strengthens the disaster resilience of communities and businesses across the country.



# PDRF OPERATIONS CENTER

The **PDRF Emergency Operations Center (EOC)** is the first private sector-led national operations center in the Asia-Pacific Region. Located in the Clark Special Economic Zone in Pampanga, the PDRF EOC uses advanced communication software and technology to monitor climate-related and natural hazards (hydrometeorological disasters, earthquakes, volcanic eruptions, and pandemics), provide alerts and updates to the PDRF network, and coordinate relief and response efforts.





Tropical Cyclone  
Tracking &  
Member  
Company Hazard  
Assessment

# MARIKINA WATERSHED REHABILITATION



**Total area planted from June 2010 to Sept 2013:  
725.97 hectares supported by the PDRF Network**

**15 nurseries**  
established  
managed by  
PO partners.  
One cycle  
per year can  
produce  
**1,077,000**  
**seedlings.**



To protect, reforest and rehabilitate the Marikina Watershed  
in line with the Government's National Greening Program

# MANGROVE REHABILITATION

ROXAS CITY, CAPIZ





**Raising local community awareness**



**Strengthening strategies, plans, and policies**



**Promoting partnerships**



**Fostering inclusive participation**



**Ensuring sustainability**

# COMMUNITY RESILIENCE

PDRF's **Community Resilience Program** aims to empower communities, including local government units, families, and livelihoods, to harness local knowledge and capacities in preparing for, quickly responding to, and recovering from disasters.



Community-Based  
Disaster Risk  
Reduction  
And Management



Community Risk  
Assessment



Basic Life  
Support



Barangay DRRM &  
Contingency Plan



Business  
Continuity



Participatory  
3D Mapping



Drills &  
Simulation



Family  
Preparedness

# PARTICIPATORY 3-D MAPPING (P3DM)



ROAD AND LAND USE PAINTING

# PDRF MULTI-PURPOSE HALL



Multi-purpose design  
(classroom, functional  
space, community  
evacuation area)



Disaster-resilient design  
to withstand 250kph  
winds and M7  
earthquakes



Inclusive design with  
rooms for  
breastfeeding  
mothers, etc.



Whole-of-society  
involvement in the  
development to  
address needs of  
community



Sustainable

# BUSINESS CONTINUITY & ORGANIZATIONAL RESILIENCE



**MSME RESILIENCE**

In collaboration with national government agencies, PDRF works toward awareness raising and the implementation of DRRM-related programs and policies specifically for micro, small, and medium enterprises (MSMEs) across the country.



**BC FOR MEMBER COMPANIES**

PDRF provides capacity building programs and technical assistance on business continuity management and supply chain resilience for member companies.



**PUBLIC SECTOR CONTINUITY**

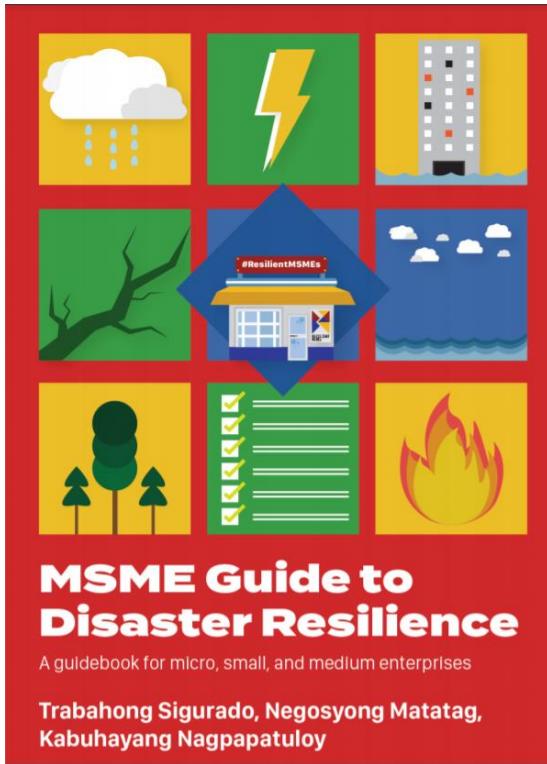
In partnership with the Office of Civil Defense and the Department of Interior and Local Government, PDRF provides technical assistance in establishing public service continuity programs for national government agencies and local government units.

# **DIMATINAG**

THE ENTREPRENEURS' UNBREAKABLE SPIRIT



# RESILIENCE CORE GROUP



# PROGRAMS FOR MSMEs



## SARI-SARI STORE PROJECT



Unilever



sikap

PASCO

Jefferies



[sikap.com.ph](http://sikap.com.ph)



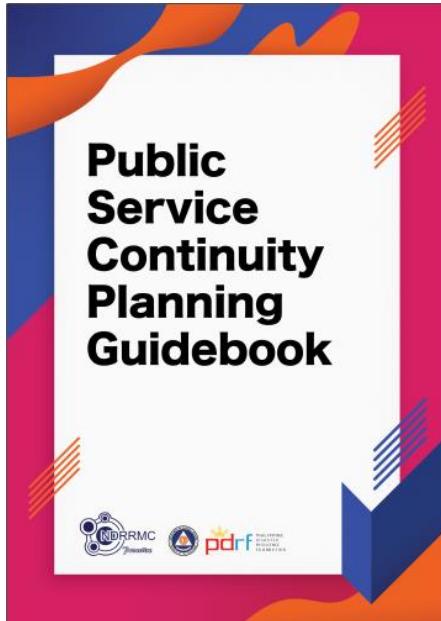
Innovations Academy for Disaster  
Awareness, Preparedness, and Training

[www.iadapt.pdrf.org](http://www.iadapt.pdrf.org)

## iADAPT COURSES

- Public Service Continuity Planning
- Championing Business Continuity
- Family Preparedness Planning
- DOH and DICT's COVID-19 ICT Courses
- UNFPA's Gender and Development Training Courses
- Smart Communities Learning Resources

# PROGRAMS FOR PUBLIC SECTOR



**KALINGA PARA SA  
KALUSUGAN NG KOMUNIDAD**





PDRF IN ACTION



## Partner with us!

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Ortigas Avenue, Pasig City 1600 Philippines

Clark Polytechnic Compound Jose Abad Santos Avenue  
Clark Freeport Zone, Pampanga 2009 Philippines

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