

## Corporate Participation in Disaster Reduction & Business Continuity Planning (BCP)

*Enhancing Public-Private Partnership*

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## Disaster Reduction Activities of Corporate Sector Why are they necessary ?

- ① Where are people working during the daytime?
  - Kobe Earthquake in 1995 . . . Before dawn in Monday
  - Niigata Earthquake in 2004 . . . Saturday Evening
  - Fukuoka Earthquake in 2005 . . . Sunday Morning
- What if they had occurred during the working hour?
- Who should secure safe places employees and customers?
- ② Corporate Citizenship: as a member of community
- ③ Business Continuity is essential for corporations.
  - Lack of smooth supply of goods/services causes economic loss.
  - Without quick business restart, they are forced to leave market.

## Examples of Business Discontinuity

- Niigata Earthquake in 2004
  - Shutdown of an electronic company posed serious damage on regional employment.
  - Two confectionery companies restarted their business at early stage, and their revival helped the revival of the region and its economy.
- Fukuoka Earthquake in 2005
  - A lot of broken glass fell down to the ground from the buildings. What if it had occurred in daytime of a weekday?
- Capital Tokyo Earthquake in 2005
  - Japan Railway and subways stopped for long hours.
  - Stops of and confinement in many elevators led to confusion. (Lack of Business Continuity Planning)

## Self-help, Mutual-help and Public-help



**Not only individuals or families but  
also corporations are indispensable  
for Self-help & Mutual-help.**

## Necessity of Corporate Participation in Disaster Reduction

What if Tokyo is hit by a strong earthquake?  
(Worst Scenario)

Item	Estimated Death Toll	
Building collapse	Approx. 3,100	Huge economic loss
Steep slope landslide	Approx. 900	
Fire (wind:3m/s)	Approx. 2,400	Velocity of the wind:3m/s Approx. \$940 billion
(wind:15m/s)	Approx. 6,200	Velocity of the wind:15m/s Approx. \$1,120 billion
Block wall collapse and outdoor falling object	Approx. 800	
Traffic accident	Approx. 200	
<b>Total number of deaths</b>		
(wind: 3m/s)	Approx. 7,300	
(wind:15m/s)	Approx.11,000	

## Measures for Millions of Commuters Stranded

3.9 million in Tokyo

The Number of Commuters Stranded = **6.5 million**

### Corporate cooperation in

Reduction of people returning home at the same time

Rescue activities at community

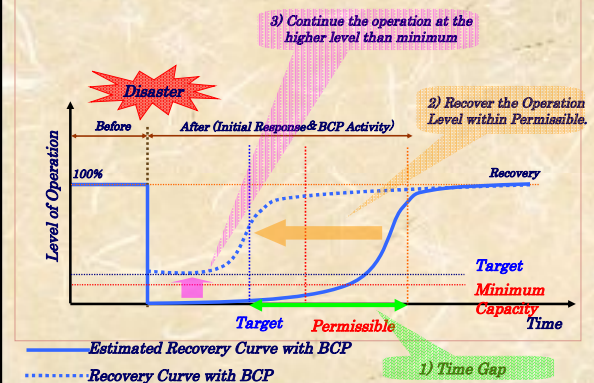
### Preparations for emergency situation

- > Be aware of appropriate actions by commuters:
  - "Do not start to move without plan"
- > Secure accommodation for affected employees
- > Establish and enhance a system for employees safety confirmation
- > Support for returning home on foot

## Enhancement of Corporate Disaster Reduction Capacity

- **Securing Business Continuity**
  - > Establishing evaluation system
  - > Formulating and implementing Business Continuity Plan
- **Contribution to the Disaster Reduction Society**
  - > Securing the safety of customers and employees
  - > Preventing secondary disasters
  - > Supporting rescue activities at community
  - > Developing technologies/goods for disaster reduction, risk financing
- **Effective Implementation of Measures**
  - > Draw up basic strategy, plans, manuals Immediately
  - > Follow up periodically

## Business Continuity Planning



***Official Report on Guideline for  
Corporate Disaster Reduction***

- 1) *Business Continuity Guideline*
- 2) *Checklist for Business Continuity Guideline*
- 3) *Sample models of Business Continuity Plan*
- 4) *List of the issues for self-evaluation regarding  
“Corporate Disaster Reduction Activities”*
- 5) *Reports for public relations about Corporate  
Disaster Reduction Activities*

***Corporate Responsibilities to  
Disasters***

- *Saving human lives (employees and  
customers)*
- *Business Continuity*
- *Contribution to / cooperation with  
community*
- *Prevention of secondary disasters*



***Thank you for your attention***