
Corporate Community Interface in Environment and Disaster Management

Takaaki Miyaguchi, Rajib Shaw



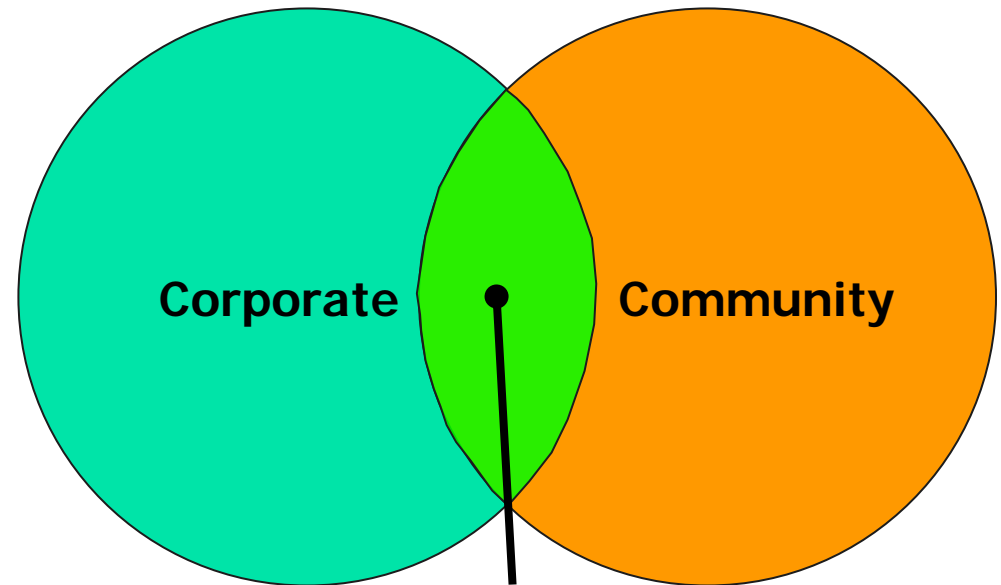
Interface of Corporate and Community

Corporate to Community

- Livelihood Support
- Financial Assistance
- Capacity Development
- Education
- Technical Assistance

Community to Corporate

- Employees / Labor
- Family Members
- Healthy Community
- Strongly inter-related stakeholders
- This stakeholder bondage is much stronger than other inter-related stakeholders



Corporate-Community Interface



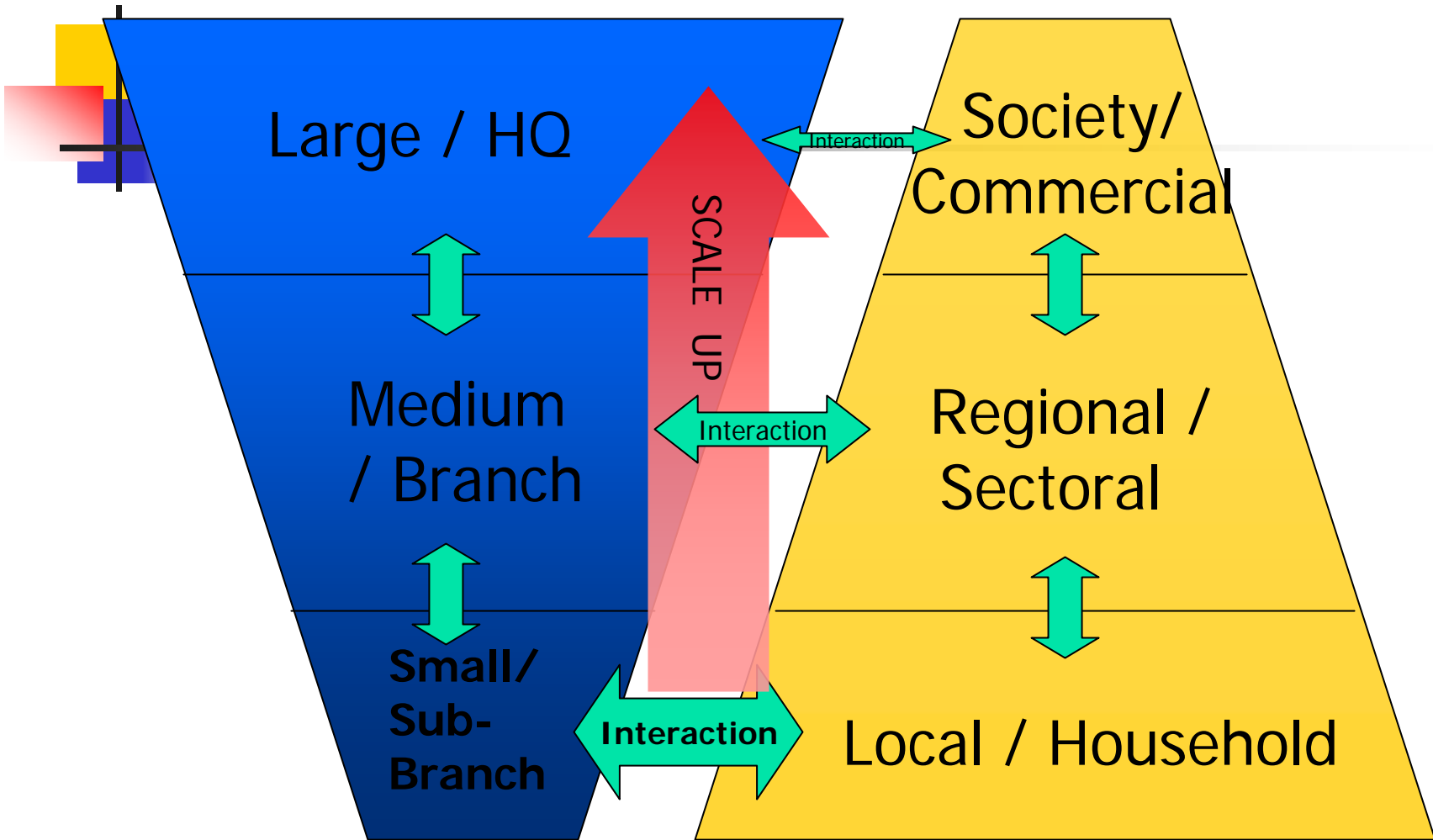
Objectives of CCI

1. To find/analyze interactions between corporate and community & to find differences of community involvement with corporate sector size
2. To identify and share best practices from developing countries
3. To devise methodology and tools for effective scale-up and co-learning



Enterprises Level

Community Level



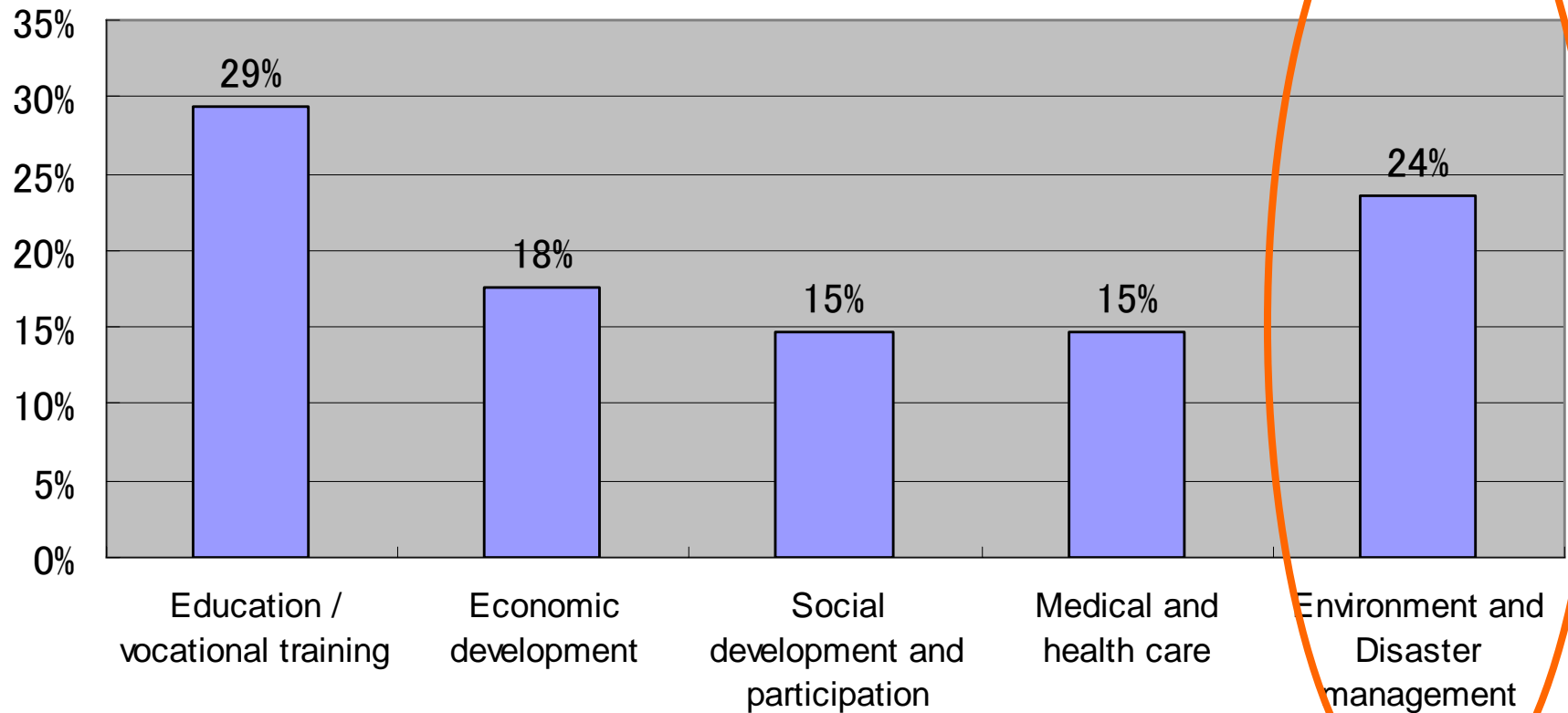


Case Study in India

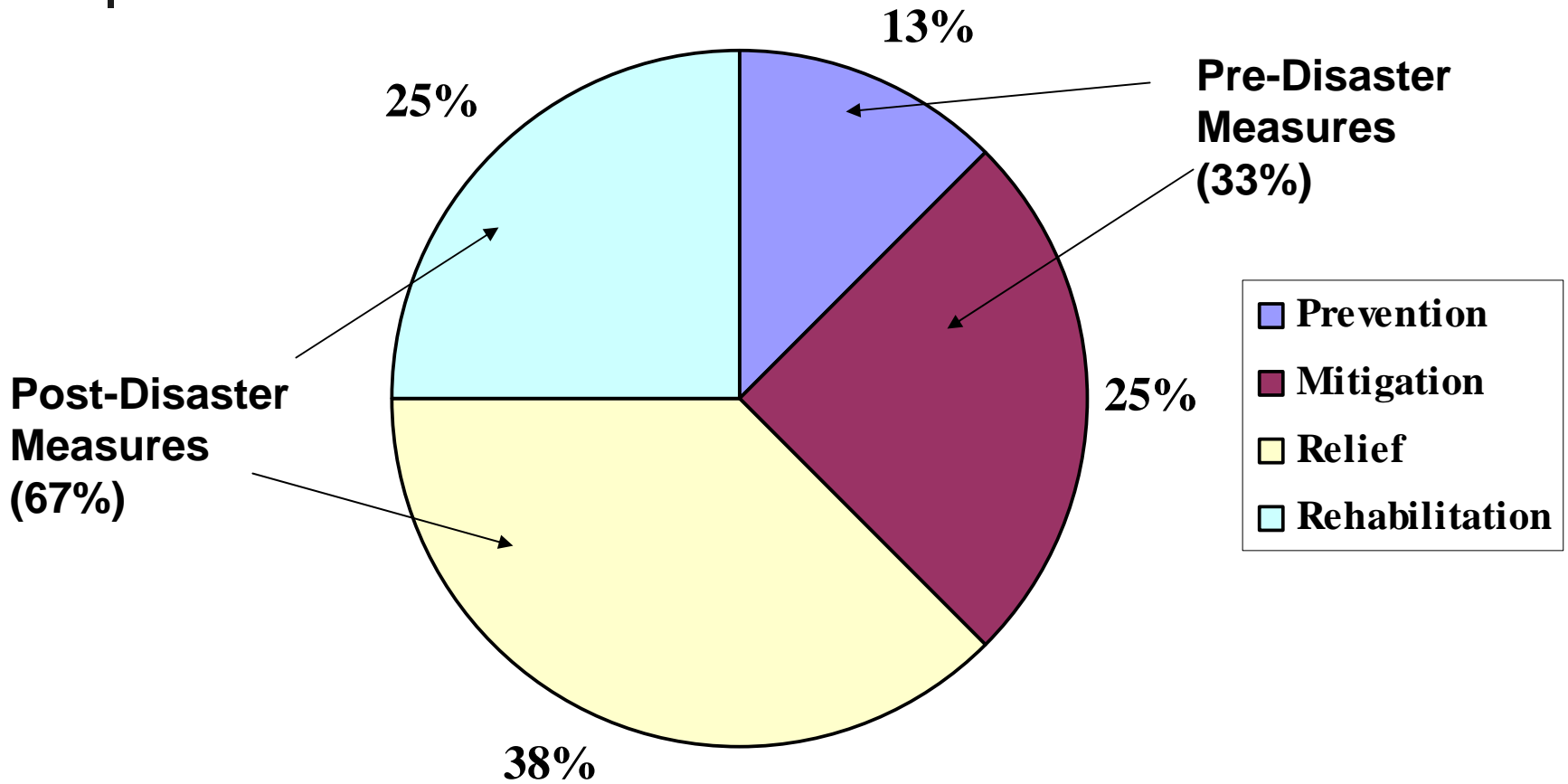
- Duration of 2 week (Nov 2005) in Mumbai, India
- The targeted companies in this study were those based in Mumbai
- The total of 12 types of sectors and 34 activities
 - ranging size from 300 to more than 10,000 employees
- By survey, interviews, and meetings



Fields of CSR Activities



Type of DRM Activities



Forms of Intervention

(A) Business continuity as a basis for local level mitigation

(B) Collective initiatives

(C) Committees and discussion groups

(D) Hardware stores

(E) Information materials

(F) Insurers' contribution to CSR

(G) NGO creation

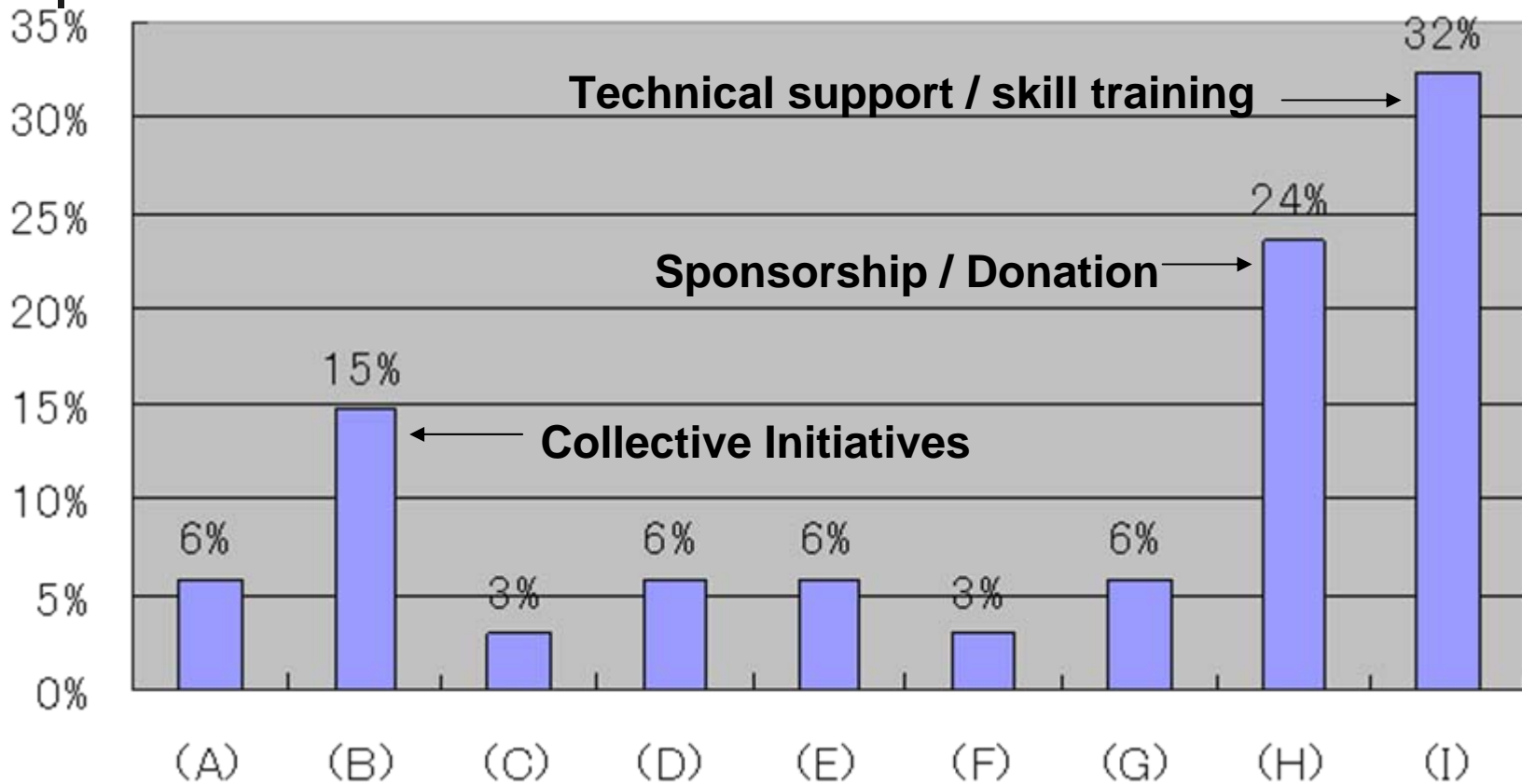
(H) Sponsorship / Donation

(I) Technical support / skill training

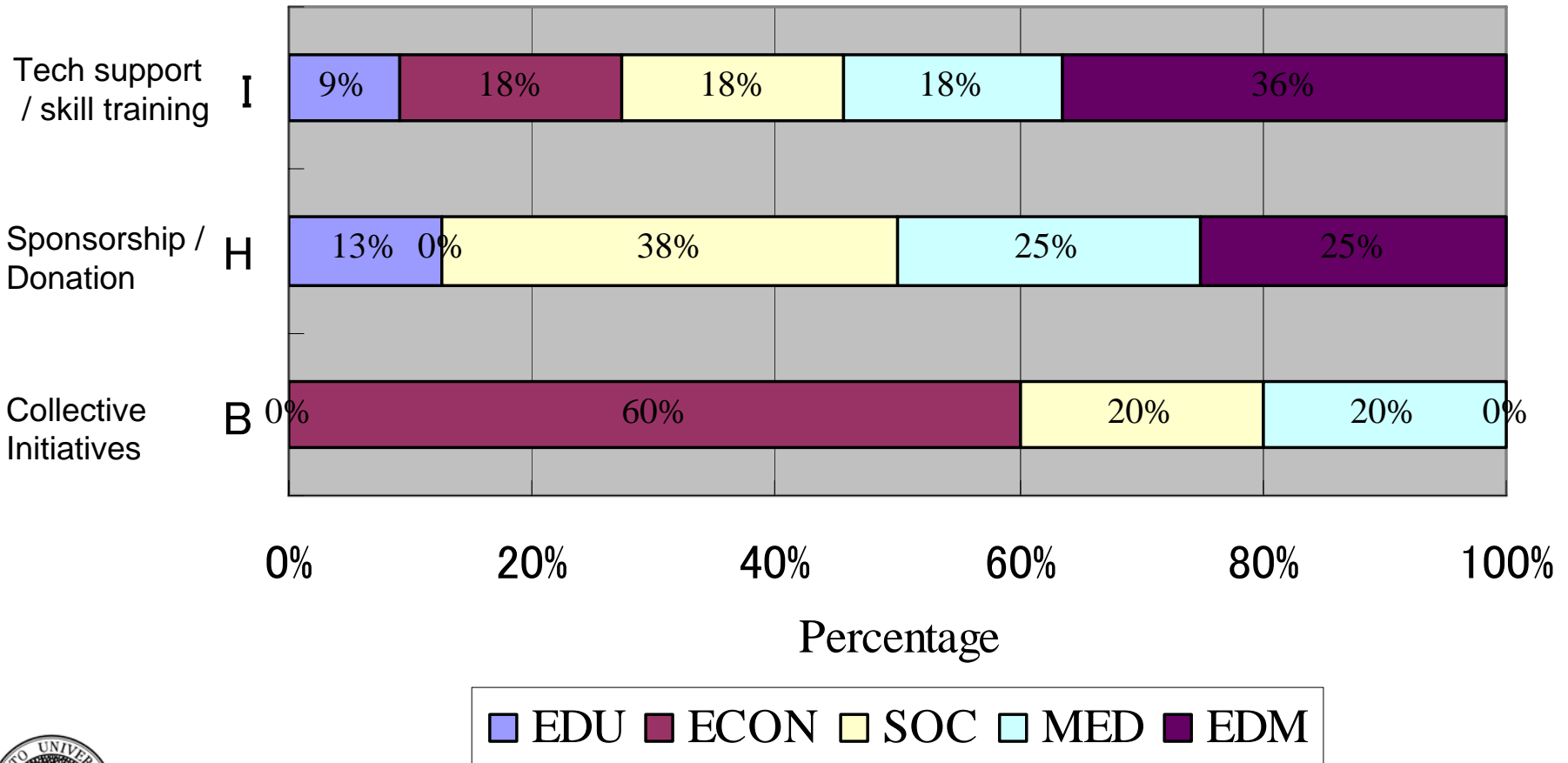
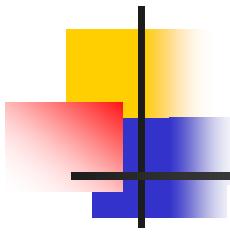
Source: Twigg (2001)



Forms of intervention



CSR Fields of Selected Forms of Interventions



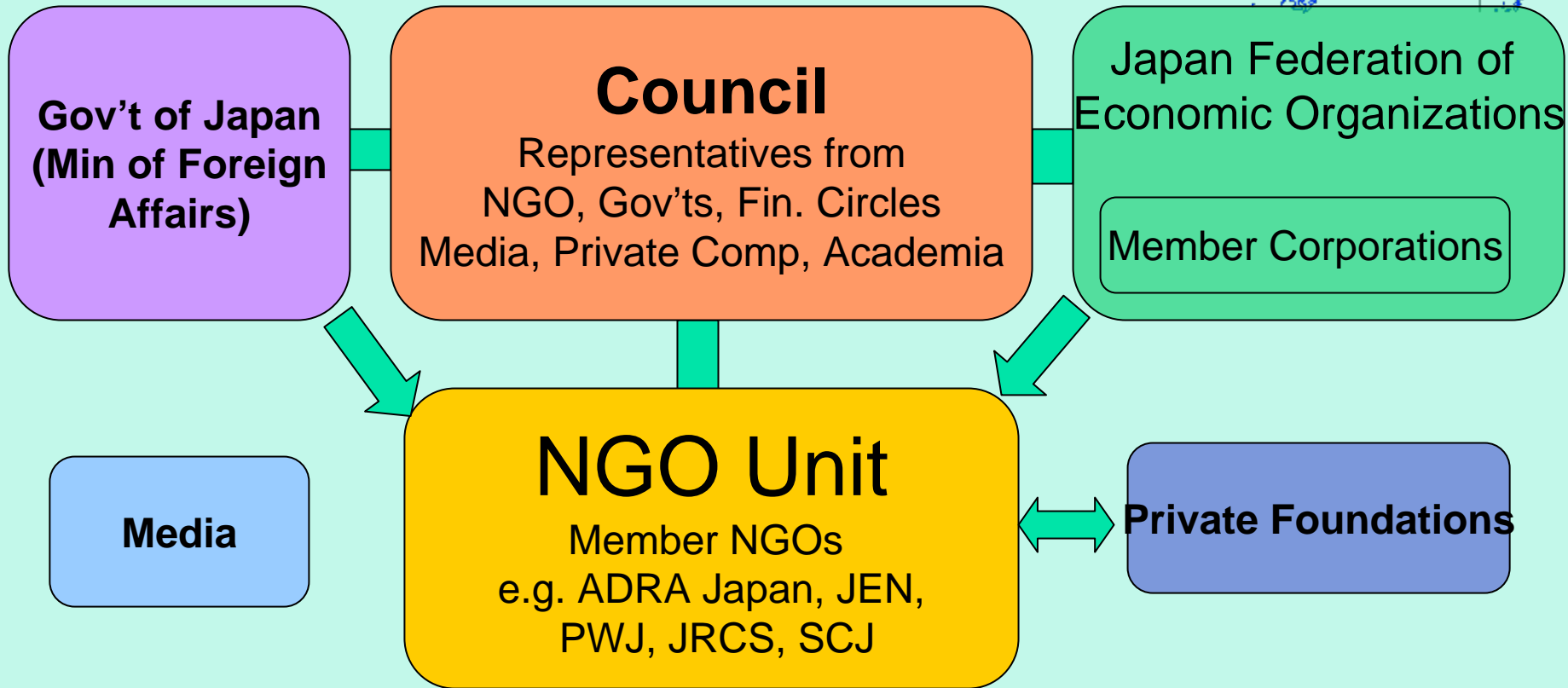


Findings from India

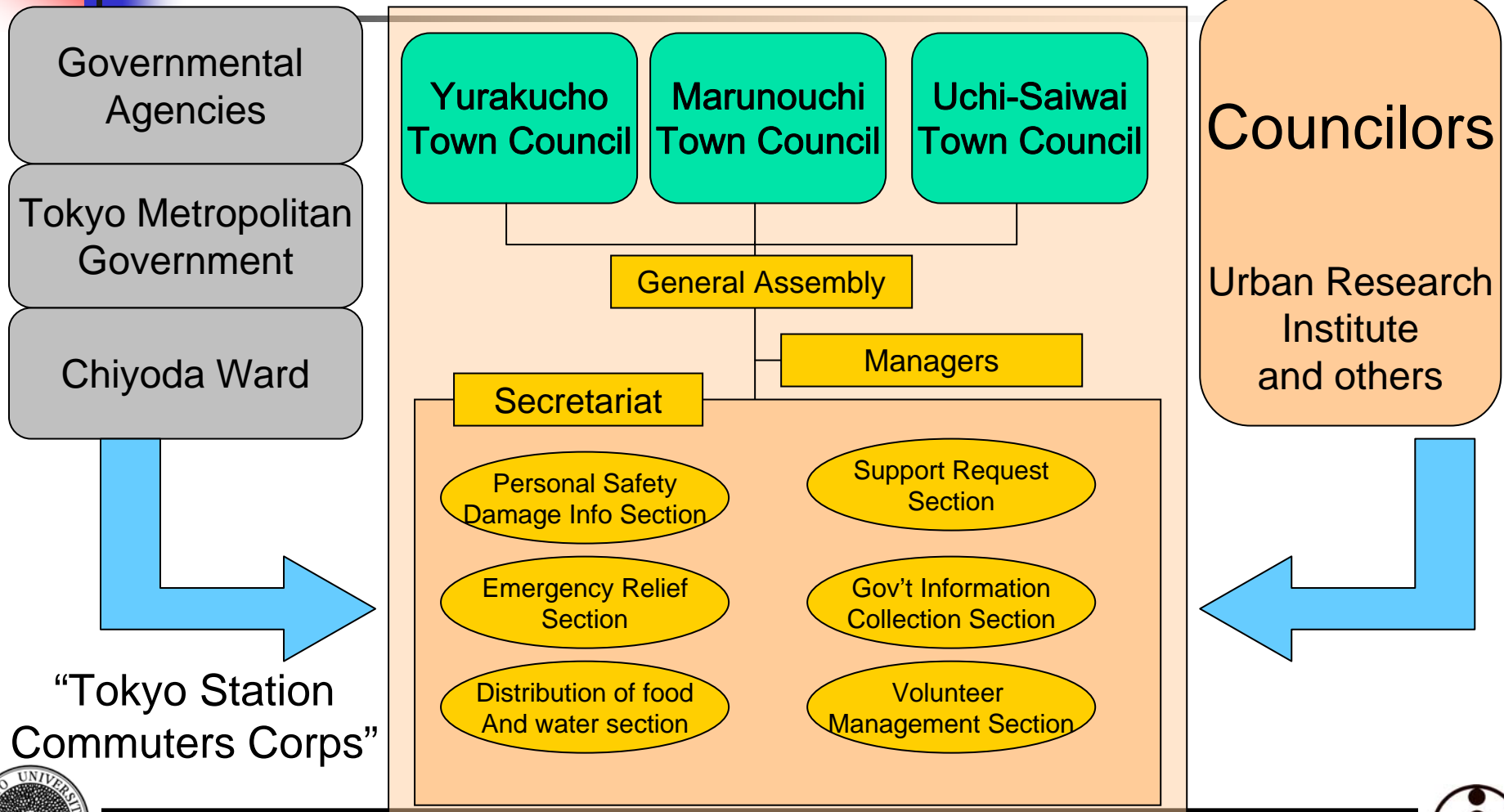
- Majority of CSR activities were either donation or one-off technical assistance
- Incentive Making is very important
- Lack of lesson sharing
 - e.g. Small/medium businesses role in Gujarat Earthquake, but no dissemination
- Interest to know more



JPN Case 1: Japan Platform



JPN Case 2: “Tonarigumi”



JPN Case 3-4:

P&G and Komeri NPO

Procter & Gamble (P&G)

- Great Hanshin-Awaji Earthquake (Jan '95)
 - \$280K in-kind donations / \$1m for scholarship
 - Company's Volunteer Corps & Taskforce for Community
- Organizing community-level reconstruction events

Komeri NPO

- Mid-Niigata Earthquake (Oct '4) and Flood (Jul '04)
- Komeri Disaster Preparedness Center (Dec '05)
- Emergency relief, knowledge sharing, environmental management for risk reduction





Characteristics

Government Related

- Government's heavy budgetary help
- Business community Involvement
- Interaction with local community?
- Voluntary-base, no clear commitment in disaster situation

Company Activities

- Unilateral intervention, donation-oriented
- First Corporate-NPO in DRM in Japan
- Lesson sharing?



Proposed List of Contents



- Preamble and General Principles
- CEO (Vision level)
- Mid-level managers (Decision-making level)
- Employees (Implementation level)
- Case Studies
- Appendix

