

marketing campaigns and donate materials to encourage homeowners to retrofit their roofs with hurricane straps.

These are only a few examples, for much of the cooperation in disaster reduction remains undocumented. Only recently has the international community become aware of this flexible and technically expert resource. Both at the corporate and local community level, the private sector can provide guidance, support and leverage to disaster reduction activities of local government and community organizations, particularly where there are areas of mutual self interest (such as protecting a port facility, supporting a voluntary fire brigade, and so forth).

### ■ Safeguarding Development

In my nearly three decades in the development and humanitarian assistance field, I have witnessed cholera epidemics, catastrophic droughts, and major floods. In all cases, the effects of these particular catastrophes could have been greatly reduced through proper, timely and cost-effective development programmes.

These disasters mostly occurred in rural areas, miles from the capital and the national ministries. Bilateral and multilateral aid partners of these ministries often did not take disaster reduction strategies into account in their programme planning for food production, public health and enterprise development. As a consequence, disasters affected implementation of development programmes by diverting resources, including the attention of government officials.

Little consultation or study was made of community coping mechanisms in the disaster-prone or disaster potential regions. Narrowly sectoral or subsectoral development project designs did not, for example, make the proper linkages between food production and controlled grazing and reforestation which could have reduced land degradation and drought.

Fortunately, today much more attention is being paid by

development practitioners to these factors. This was evident at the World Conference by the number of

presentations stressing the importance of the disaster prevention and mitigation linkage to sustainable development. Such a relationship should not be viewed in the abstract, however. Development planners need to incorporate the views of local community groups and businesses to ensure that programmes are doable and encourage local collaboration.

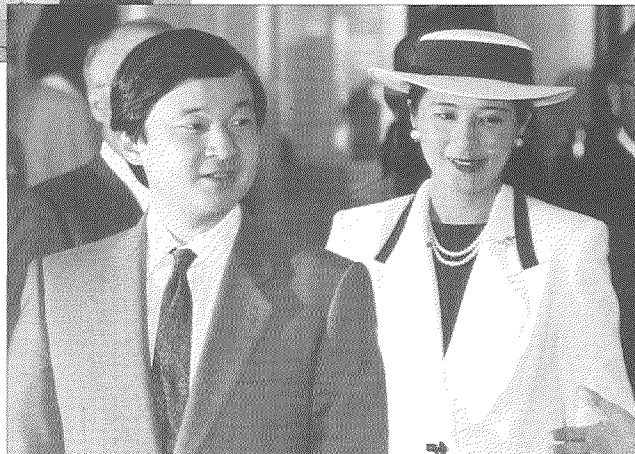
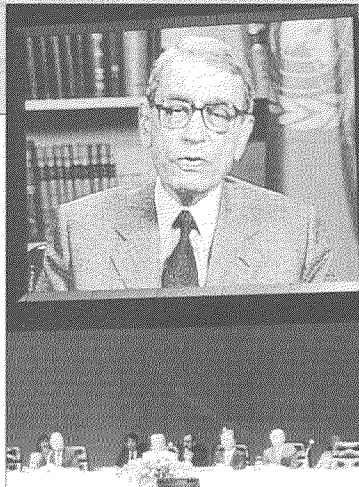
As we move toward the last few years of this century and the end of the disaster reduction decade, it will be important not only to harness new telecommunications and information technology for prevention, preparedness and response but to engage all sectors — government, business/industry and voluntary organizations — in effective training, public education and mitigation activities. ■

***As we move toward the end of the  
disaster reduction decade,  
we must not only  
harness new  
information technology,  
but also engage all sectors  
in training, education  
and mitigation.***

### **Harold S. Fleming**

Deputy Assistant Secretary  
For International Organizations  
US Department of State

*Mr. Fleming was formerly a USAID Mission Director, a US Peace Corps Director, a member of the Permanent US delegation to the United Nations and a senior officer of UNICEF. At the time of the Yokohama conference, he was a Director at Volunteers in Technical Assistance (VITA) charged with disaster information, preparedness and mitigation activities, under a grant from the US Office of Foreign Disaster Assistance.*



Photos: UN Dept. of Public Information

*From top. Flags of nations on display; UN Secretary General Boutros Boutros Ghali addresses the conference, Dr. Olavi Elo, Director of IDNDR, with the Mayor of Yokohama City, Mr. Hidenobu Takahide; Their Imperial Highnesses, the Crown Prince Naruhito and the Crown Princess Masaka.*

# ***"From Disaster Management to Sustainable Development: How the Public Sector, Private Sector and Voluntary Organizations Can Work Together"***

Yokohama, Japan, 24 May 1994

## **Programme**

<ul style="list-style-type: none"> <li>• <b>Dr. Fabrizio Bassani</b> Director Division of Emergency and Humanitarian Action World Health Organization, Switzerland</li> <li>• <b>Prof. Mohammed Mahmoud Mahfouz</b> Chairman Public Services Committee of the Shoura Assembly and former Minister of Health, Egypt</li> <li>• <b>Mr. Carlo Presenti</b> Head, National Department for Technical Services Presidency of the Council of Ministers, Italy</li> <li>• <b>Ms. Julia Taft</b> President and Chief Executive Officer Interaction, USA</li> <li>• <b>Prof. Albert Tevoedjre</b> President African Centre for Social Prospects, Benin</li> <li>• <b>Ms. Marcia Feria-Miranda</b> Specialist Social Marketing and Partnership Development, Philippines</li> <li>• <b>Dr. Gerhard Berz</b> Head, Geoscience Research Group Munich Reinsurance Company, Germany</li> <li>• <b>Mr. R. Natarajan</b> President Union Carbide Asia Pacific, Singapore</li> <li>• <b>Mr. Kevin Lyonette</b> Director, Conservation Policy WWF International, Switzerland</li> <li>• <b>Mr. Omar Dario Cardona</b> National Director Risk Mitigation and Disaster Preparedness, Colombia</li> </ul>	<p><b><i>Introduction</i></b></p> <p><b><i>Coping with Disasters: A Culture in Egypt</i></b></p> <p><b><i>Technical Services and Research in Emergency Management: The Italian Experience</i></b></p> <p><b><i>The Role of Nongovernmental Organizations in Disaster Reduction</i></b></p> <p><b><i>Emergency Management in Africa: A Social Responsibility</i></b></p> <p><b><i>Building Bayanihan: The Partnership Role of NGOs in a New Disaster Management Paradigm</i></b></p> <p><b><i>Cost of Disasters: Areas of Cooperation with the Insurance Industry</i></b></p> <p><b><i>The Role of the Private Sector in Disaster Management</i></b></p> <p><b><i>Session Commentator</i></b></p> <p><b><i>Session Chairman</i></b></p>
--	--