

LAUNCH OF THE AMCHAM DISASTER RELIEF PLAN

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On November 17, 2009, U.S. Ambassador Cameron Hume invited AmCham members to his residence to celebrate the launch of AmCham's Disaster Response Plan (DRP). Ambassador Hume brought attention to the Padang earthquake that devastated the region less than two months prior. Noting that 4,000 people remained in camps, he reminded businesses of how their contributions were important to restoring the region and supporting the host country.

After thanking the founding DRP members for their commitment and encouraging other interested firms to participate, the Ambassador passed the floor to AmCham President Joe C. Bartlett. Mr. Bartlett reiterated the Ambassador's comments on private sector contributions to disaster relief, adding that the response to the Asian Tsunami highlighted this important role. However, he encouraged businesses to strengthen coordination in order to more effectively address times of major crises. International business and AmCham have a long history of supporting Indonesia in times of extreme emergencies and the DRP exemplifies that relationship in its endorsement by the Business Roundtable. Although the DRP would not be fully activated until the first quarter of 2010, it moved quickly to help coordinate relief requirements for the Padang Earthquake and has been able to facilitate a stream of material support, services, volunteers and financial resources.

The final speaker of the evening was AmCham Corporate Citizen Committee Co-Chair, Dave Finneren. Mr. Finneren briefly outlined the DRP process whereby companies identify the resources they would be willing to contribute in the event of a major natural or man-made disaster. These goods are

then efficiently channeled to credible relief organizations responding directly to the emergency crisis. He highlighted the importance of public-private partnerships and acknowledged the key counterpart roles played by the United States Agency for International Development (USAID), the United Nations Office for the Coordination of Humanitarian Affairs (UNOCHA), the National Coordinating Agency for Disaster Management (Badan Nasional Penanggulangan Bencana), and the International Federation of Red Cross/Crescent Societies (IFRC) with its in-country partner, Palang Merah Indonesia (PMI). Mr. Finneren thanked Ernst & Young for providing a third party oversight role on resource accountability, including feedback on subsequent impacts and benefits for the stricken area and victims. In closing, he thanked the expanding group of founding member contributors and encouraged more companies to get involved. **NOW!**



The AmCham Indonesia Disaster Response Plan (DRP) is guided by a technical document that coordinates the collection and distribution of aid to the victims of major natural and man-made disasters in Indonesia. Humanitarian assistance provided on behalf of AmCham's corporate and individual members includes goods, services, volunteers and financial resources.

In its simplest form, the plan gathers donated goods that have been pledged by participants in a central collection area for prompt delivery to disaster victims. The DRP is buttressed with a second level of aid in the form of financial contributions earmarked in anticipation of and in response to a humanitarian crisis. These funds are channeled through an established AmCham Indonesia Disaster Response Action Account in cooperation with credible alliance counterparts.

The plan consists of 6 Phases:

Phase 1 - Planning and Protocol Formulation: pre-disaster coordination, information gathering and administrative tasking. In this Phase, the criteria for major disasters and AmCham Indonesia's DRP mission are defined; an organizational structure is established to include key roles with full position descriptions; and communications Standard Operating Procedures are detailed.

Essential to Phase 1 is the Disaster Response Plan Questionnaire and the Disaster Response Plan Database. These two integrated features are critical to effective DRP execution as mechanisms inform leaders as to what resources are available and who is providing them.

Phases 2 through 6 organize execution and detailed procedures and protocols.

Phase 2 - Activation: the DRP Activation Criteria begins with Five Critical Questions for the U.S. and Indonesian government disaster site commanders. It also details the AmCham Indonesia DRP Alert Procedures.

Phase 3 - Goods Mobilization: the DRP Activation Protocol mobilizes donors to coordinate the supply of contributions to a pre-designated Resource Collection Point (s). This Phase marks the beginning of aid delivery to the disaster site.

Phase 4 - Funds Mobilization: in-country and offshore financial contributions must meet specific criteria before being mobilized through the pre-established AmCham Indonesia Disaster Response Action Account.

Phase 5 - Communication: the AmCham Indonesia community is informed on the status of humanitarian assistance and financial support to designated implementers. Embedded throughout the DRP are a series of internal and public communication milestones.

Phase 6 - Evaluation: mandates a full evaluation of the AmCham Indonesia Disaster Response Plan, including reviews from its key partners and the AmCham Board.