Development and Implementation of Legal and Political Frameworks for VEER Management

National Society of Industries of Peru Business Work Group for Emergency Response, Corporate Volunteering

Context:

The high Andean regions of southern Peru are frequently hit by cold waves that are the cause of child mortality and economic losses of great impact on the population. Although government agencies implement response mechanisms, the capacity to meet the needs of the affected population is not sufficient, hence the need to resort to external support, for example, from the private sector. However, the lack of clear mechanisms for coordination between the government and the private sector could lead to improvised and unarticulated actions.

Given this situation and being aware of its role, the National Society of Industries of Peru decided, since 2008, to implement actions to voluntarily support the emergency response capacities of government agencies by developing actions aimed at improving the mobilization and channeling of resources for the support of the affected communities.

What does the experience consist on?

It consists on creating a business network to support government agencies implementing emergency responses and early recovery processes. This, in turn, encourages the business sector to commit to prevention and risk reduction in Peru. This initiative has been led by the business associations, with the National Society of Industries being the initial coordinating association.

The main objective of the experience was to encourage business leaders of including in their work agendas a strategic plan to support emergency response and early recovery in the affected areas of the Country, taking into consideration predefined roles coordinated with government agencies mainly with the National Institute of Civil Defense (INDECI, Spanish acronym).

Some of the achievements of the experience are:

- A matrix of the main business leaders available to support emergency response.
- Printed material for community awareness of disaster risks.
- An inventory of the resources of the business sector for emergency response.
- Transfer of knowledge to personnel from companies for the improvement of their capacities to support response.

Why is it considered a good practice?

- It promotes and generates new opportunities for voluntary participation in emergency response and early recovery.
- To make the voluntary contributions of the private sector in emergency response visible.

What innovations have been made?

• Emergency response and risk reduction mechanisms have been incorporated in private business associations in Peru.
• Strategies have been identified to ensure process sustainability, for example, rotation of responsibilities among the different business associations to fund meetings, workshops, and other events for discussion on progress and the actions to be taken.
• There is a constant search for new training topics.

Positive Impact:

• The concept of corporate social responsibility has been reinforced, with the incorporation of the role that companies may play in risk reduction processes, emergency response and early recovery.

• Coordination mechanisms with INDECI have been established.

• Participating associations understand the importance of drawing up contingency plans for their companies.

• The voluntary actions of the private sector have gained greater visibility from the perspective of the government agencies.

Gender and non-discrimination:
As part of the awareness processes, the business associations promote a gender-based and nondiscrimination approach in the implementation of actions to support communities; however, it is necessary to strengthen this type of strategies within the business associations with a view to improving the participation of women and minorities from companies in corporate volunteering.

Lessons learned:
To achieve the voluntary and determined involvement of the business sector in emergency response and early recovery, a particular management is required. This involves getting to know the work philosophy, the social responsibility vision and the real courses of action of companies.

Other lessons learned are:

• At the beginning of the process, there was confusion regarding the role of business associations, therefore, it was necessary to define the scope between the associations and the government.

• The absence of a regulatory framework that guides the participation of the private sector in emergency response processes and early recovery could make it difficult to improve coordination with the government.
• Process leadership must rotate to generate shared responsibility among the different actors of the Group.

Improvements to be made:
• Document experiences in order to generate information that may be used in other contexts.
• Use the human talent of companies to strengthen knowledge sharing in areas which contribute to improving the response capacity of the business sector.
• Disseminate actions for greater recognition and positioning of the Group.

Transferability:
Practice can be replicated in similar contexts; however, it is recommended that this process be implemented by people who are part of the business associations and are familiar with their dynamics.

Additional Information: www.sni.org.pe/

1. *ADITIONAL CREDITS.*

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IFRC Document reference