

Private sector aid highlights need for collaboration amid Luzon earthquake aftermath



25 April 2019, CLARK, PAMPANGA— In a race against time following the magnitude 6.1 earthquake that hit parts of Central Luzon last Monday, April 22, the Philippine private sector—led by Philippine Disaster Resilience Foundation (PDRF) and its member companies—immediately extended help to save survivors buried alive under the rubble of the collapsed Chuzon Supermarket in Porac, Pampanga.

PDRF member company Meralco provided generator sets, floodlights, and heavy equipment to assist in the search and rescue operation that commenced after the collapse, while Makati Development Corporation deployed one rescue team aside from providing generator sets and floodlights.

Member companies Philex Mining Corporation and Energy Development Corporation (through Wilderness Search and Rescue Philippines) also helped quicken the pace of the rescue operation. Furthermore, Clark Water and Pepsi-Cola Products Philippines distributed drinking water for rescue teams and affected communities, and Alagang Kapatid Foundation, Jollibee Foods Corporation, and McDonald’s Philippines delivered food packs for rescuers.

“I want to acknowledge those who have already sending help, and we are very grateful to them for their support. I’m grateful that everybody is doing everything to save lives, help the injured and restore normalcy as soon as possible,” stated House Speaker Gloria Macapagal-Arroyo, commending these efforts.

“We are proud to be part of a group of businesses that do not hesitate to lend a helping hand to help communities and families bounce back after a disaster. We are glad to have helped save lives during this time of crisis,” said PDRF President Butch Meily.

“Disaster preparedness and prevention are extremely important in saving lives. PDRF’s ability to respond quickly on April 22 to help mount a search-and-rescue operation was instrumental in saving lives. We are extremely grateful to the many companies who responded to calls for assistance and collaborated with government agencies and LGUs,” added PDRF Chief Resilience Officer Guillermo Luz.

To augment disaster response efforts, the Clark-based PDRF Emergency Operations Center (EOC), led by Operations Center Director Ninoy Castro, raised its Alert Level to Red, activating its eight member company clusters: Food and Non-Food; Water & Sanitation; Power, Fuel, & Energy; Finance & Insurance; Search & Rescue / Medical; Logistics; Information, Communications, & Technology; and Infrastructure.

As of April 24, the private sector has deployed the following resources:

- Search and rescue teams, K9 units, and equipment
 - Meralco
 - Energy Development Corporation through Wilderness Search and Rescue Philippines (WISAR), Bulacan and Raja Rescue
 - Philex Mining Corporation (miners for search and rescue support)
 - Makati Development Corporation
 - Ayala Land Alviaera
- Response coordination
 - PDRF quick response team from PDRF EOC
- Logistics support for search and rescue
 - Meralco (generator sets, floodlights, heavy equipment)
 - Pilipinas Shell Petroleum Corporation (fuel)
 - Makati Development Corporation (generator sets, floodlights, structural engineers)

- Food and water for search and rescue teams
 - Alagang Kapatid Foundation (food relief packs)
 - One Meralco Foundation
 - Jollibee Foods Corporation
 - Clark Water (water tank)
 - Pepsi-Cola Products Philippines, Inc. (bottled water)
 - McDonald's Philippines
- Food and water for affected population
 - Alagang Kapatid Foundation (food relief packs)
 - PLDT-Smart Foundation (food relief packs)
 - Manila Water Company, Inc. (water tanks, drinking for IDPs in Brgy. Camias, Porac, Pampanga)
 - Maynilad Water Services, Inc. (water tank, bottled water)
 - Jollibee Foods Corporation
- Damage assessment
 - Ayala Corporation (helicopter)
 - Pacific Global One Aviation Company (helicopter)
- Emergency telecommunications
 - Globe Telecom (cell site on wheels; free call and charging stations)
 - PLDT-Smart (Libreng Tawag and charging stations)

- Medical assistance
 - Makati Medical Center Foundation (wheelchair and prosthetic support)
 - Kapampangan Development Foundation (wheelchair and prosthetic support)
- Temporary shelters for travelers and tourists
 - Clark Development Corporation

The PDRF EOC continues to monitor and coordinate private sector response and early recovery efforts for affected communities in Central Luzon and Eastern Visayas, which also suffered damages due to a magnitude 6.5 earthquake that hit Eastern Samar less than a day after the magnitude 6.1 earthquake incident.