

PRESS RELEASE

## PDRF highlights MSME resilience in comic book series

**MAY 18, 2023, MANILA**—The Philippine Disaster Resilience Foundation (PDRF), together with the Asian Preparedness Partnership Philippine Preparedness Partnership (APP PHILPREP), recently launched a comic book series that highlights stories of micro, small, and medium enterprises (MSMEs) that struggled and succeeded at the height of the COVID-19 pandemic.

The MSME Success Stories Comics Compendium features five (5) stories of recovery of small business owners affected by the pandemic that aims to increase awareness and appreciation of business continuity planning among MSMEs. It also highlights the best practices and challenges of MSMEs in times of disaster and business continuity planning processes that other businesses can replicate.



The graphic features logos for APP, PHILIPPINE PREPAREDNESS PARTNERSHIP, PDRF, PHILIPPINE DISASTER RESILIENCE FOUNDATION, BILL & MELINDA GATES Foundation, and adpc. Below the logos is the text: "Read and be inspired by these **STORIES OF RESILIENCE** of our MSME partners!". It displays five comic book covers: "NATURE'S WINERY", "GREEN TECHNOLOGIES", "Made By Pearl", and "AN PEOPLE STORY OF RESILIENCE". At the bottom, it says "Sign up on iADAPT to get your copy:" and provides the URL [www.iadapt.pdrf.org/msme-stories-of-resilience/](http://www.iadapt.pdrf.org/msme-stories-of-resilience/).

This initiative is under PDRF's MSME Resilience Program in partnership with APP—a multi-year program which highlights the need to promote business resilience through development of different tools and knowledge products for MSMEs and key stakeholders from different sectors. PHILPREP, composed of PDRF, the Center for Disaster Preparedness, and the Office of Civil Defense, is the localized tripartite platform of APP under the Asian Disaster Preparedness Center with support from the Bill and Melinda Gates Foundation and the United States Agency for International Development – Bureau of Humanitarian Assistance.

The comics compendium can be accessed through signing up on PDRF's e-learning platform, iADAPT: <https://iadapt.pdrf.org/msme-stories-of-resilience/>

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### About the PHILIPPINE DISASTER RESILIENCE FOUNDATION

The Philippine Disaster Resilience Foundation (PDRF) is the country's major private sector vehicle and coordinator for disaster resilience. As an alliance of businesses dedicated to building the disaster risk management capabilities of the private sector in the country, PDRF aims to contribute to the sustainable development and the general welfare of the Filipino people. For more information, visit [www.pdrf.org](http://www.pdrf.org).

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