

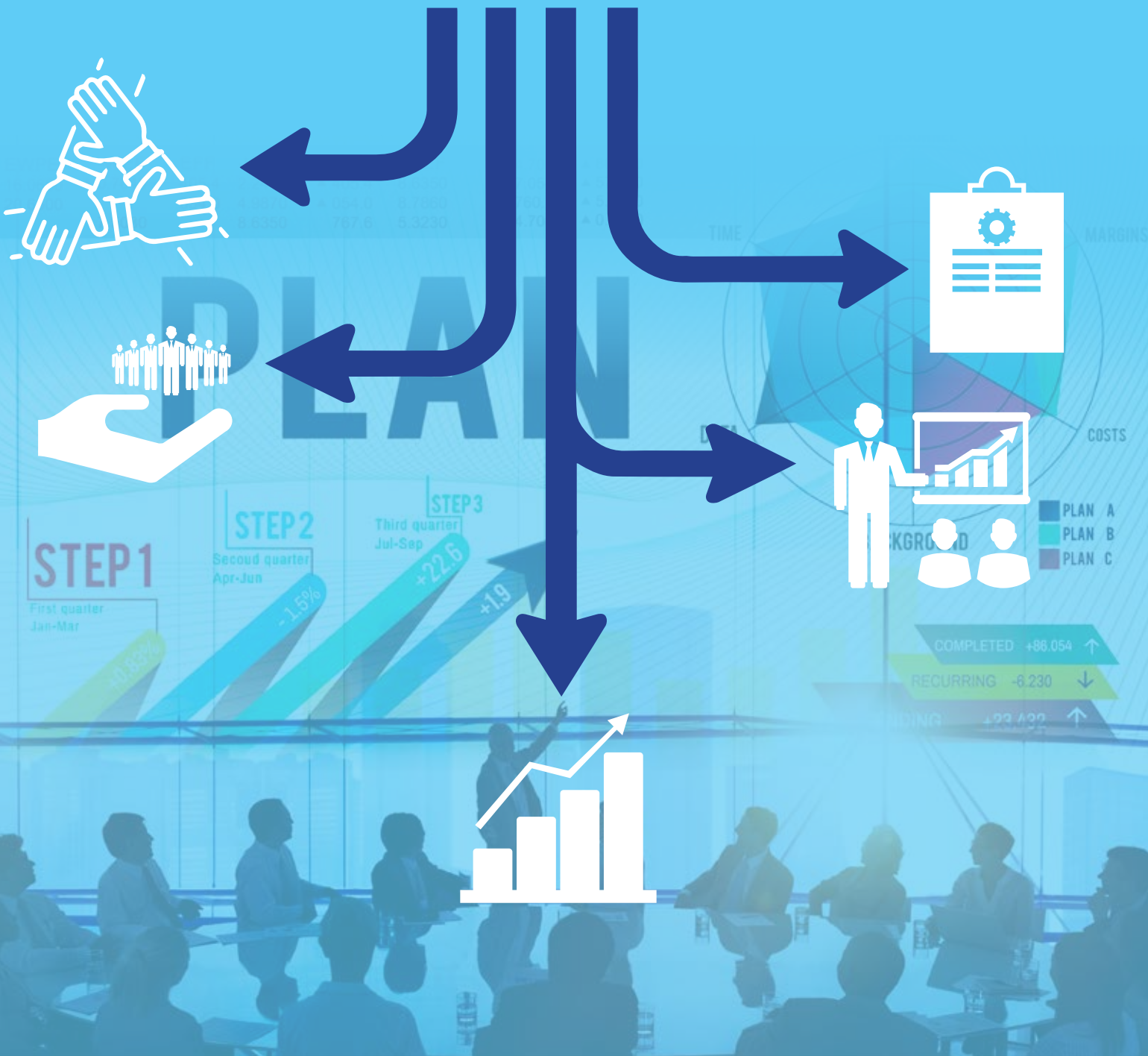



Pakistan
Resilience
Partnership



APP
ASIAN PREPAREDNESS PARTNERSHIP

Guidelines for Corporate Social Responsibility to Complement the Annual Development Planning





The flagship regional platform of Asian Preparedness Partnership (APP), was founded by six countries of Asia including Pakistan for improving the preparedness and emergency response to disasters by strengthening the capacity of local humanitarian actors. The initiative is being implemented by Asian Disaster Preparedness Center with support from the Bill and Melinda Gates Foundation.

In line with the regional initiative, Pakistan Resilience Partnership (PRP) was established in 2018, under the umbrella of NDMA. The objective of the PRP is to improve the interface and partnership between PRP partners namely government, local humanitarian organizations, private sector, media and academia for enhancing their capacities through partnerships, knowledge resources, training, and networking opportunities.

The Pakistan Resilience Partnership is contributing towards strengthening the disaster preparedness and emergency response capacity at national and local levels in disaster-prone areas within the country. The PRP strategy aims to develop the local humanitarian networks comprising of National Governments, Local Humanitarian Organizations, Private sector, media and academia, which will result in enhanced coordination and information exchange, during the period of emergencies caused due to disasters.




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1. Context

Pakistan's population growth rate is one of the fastest in South Asia with 3.6 children per couple¹. Pakistan is also among the most urbanized countries of the South Asia. By 2030, more than half of Pakistan's projected 250 million citizens are expected to live in cities². South Asian economic outlook is grim. World Bank reported that the region is set to plunge into 2020 into worst-ever recession as the devastating impact of Covid-19 on South Asian economies linger on, taking the disproportionate toll on informal workers and pushing millions of South Asians into extreme poverty³.

The economy of Pakistan is the 22nd largest in the world in terms of purchasing power parity (PPP), and 42nd largest in terms of nominal gross domestic product. GDP per capita has been \$1,186 in 2020-21, which ranks 154th in the world and its GDP per capita of \$5,839 was in 2019, which ranks Pakistan 132nd in the world for 2019. Pakistan is a developing country and comparatively a poor country of South Asia⁴. Pakistan's economy is semi-industrialized and semi-agricultural, with centres of growth along the Indus River. Primary export commodities include textiles, leather goods, sports goods, chemicals and carpets/rugs⁵. Growth poles of Pakistan's economy are situated along the Indus River; the diversified economies of Karachi and major urban centres in the Punjab, coexisting with lesser developed areas in other parts of the country⁶.

Pakistan's socio-economic growth against its extraordinary population growth largely depends on how, 1) Government of Pakistan allocates its resources for the human development and poverty eradication, especially on the sectors of Education, Health, Safety net, opportunities for employment, entrepreneurship and the professional skills. 2) On its policies and overall environment for the growth of the private sector/ industry, 3) Last but not the least the cooperation of international donors and funding agencies, their priorities and their partners capacity to help government of Pakistan and people of Pakistan to overcome the development challenges.

Pakistan, being the lower spenders on education⁷, current expenditure on Education and Health sectors are concerning in comparison with South Asian countries. An average of 2% of Pakistan's GDP is spent on education each year – far short of the estimated 5 to 6% needed to educate the children. Similar, decrease is reported in health sector expenditure with 3.20%, far less than Afghanistan and Maldives at 9.4% and Nepal at 5.84%.

Still, despite of these not so good statistics and the development situation of the country on the global development index, Pakistan's development potential is great, and the World Bank sees a great development potential. Pakistan could become a \$2 trillion economy in the next 28 years if it remains steadfast in its reforms and manages to reduce its population growth rate to 1.2%⁸.

“Pakistan Industrial Production Index Growth” indicates rise in industrial growth by 11.4% in Dec 2020 following an increase of 14.4% in the previous month. However, the average industrial growth rate from April 2008 to Dec 2020 remained 2.2%. In this projected and anticipated socio-economic development of the country, role of the Industrial sector is quite significant, considering the crucial contributions of small and medium enterprises into country's economy. Though, how extensive their part in economic development is can vary from country to country, but Pakistan being a developing country owes a significant chunk of its GDP to SMEs. There are almost 3.3 million Small and Medium Enterprises in the Country for which 175 financial institutions are currently working. These include manufacturing units, service providers, and startups operating on various levels. SMEs employ 78% of the non-agricultural labor force, make up about 25% of manufacturing exports and over 30% of the GDP in Pakistan. The part that they play in the economy is elaborate, but the attention paid to them is negligible in comparison⁹.

Overall, Pakistan's industrial sector accounts for about

1. <https://www.dawn.com/news/1570070/>
2. <https://www.theigc.org/blog/the-six-biggest-challenges-facing-pakistans-urban-future/>
3. <https://www.worldbank.org/en/region/sar/overview>
4. <https://www.worldatlas.com/articles/the-poorest-countries-in-south-asia.html>
5. <http://www.worldstopexports.com/pakistans-top-10-exports/>
6. https://en.wikipedia.org/wiki/Economy_of_Pakistan#cite_note-31
7. <https://wenr.wes.org/2020/02/education-in-pakistan>
8. <https://tribune.com.pk/story/1932240/2-world-bank-sees-pakistans-potential-2tr-economy>
9. <https://dailytimes.com.pk/547057/unleashing-the-true-potential-of-smes-in-pakistan/>

64% of GDP. Cotton textile production and apparel manufacturing are Pakistan's largest industries, accounting for about 65% of the merchandise exports and almost 40% of the employed labour force. Cotton and cotton-based products account for 61% of export earnings of Pakistan.¹⁰ In Pakistan there are national industrialists, but in the past few years several multinational companies have also increased their investment in the country, either directly or in partnership with the local companies. CPEC is another example of a huge foreign direct investment in the country¹¹. Besides CPEC, there is investment by energy, telecommunications, construction, financial, automobile, and pharmaceutical companies in Pakistan, which allows Pakistanis to find jobs locally. Though still many Pakistani youth are always on the lookout for the jobs outside of Pakistan, as remittances from Gulf, USA, UK and European countries are a crucial source of income¹².

Ministry of Planning, Development and Reforms is the main Ministry of the Government of Pakistan, for the socio-economic development of the country¹³. This ministry spearheads the planning of all major development plans of the country and provides quasi – technical support to the planning and development departments functional at the provincial levels. Within this Ministry there exists a Planning Commission of Pakistan, which is responsible for the strategic planning and planning of the Medium-Term Development Plans (earlier known as the 5 years development plans). Importantly, this Federal level commission is supported by Planning & Development Board from Punjab Province and Planning & Development Departments in other provinces of Pakistan including the Gilgit Baltistan. Further, these departments are supported by the District Governments as the Deputy Commissioner in each of the district holds responsibility to report on planning and development matters. After having inputs from across the county' relevant boards and departments we get these development plans finalized for approval/s. These development plans are known as the Annual Development Programme¹⁴ and the Public

Sector Development Plans¹⁵, for which Prime Minister's cabinet approves the Annual Budget before the start of the fiscal year.

Once these plans are conceived by the Planning Commission at Federal level and Planning & Development Departments at provincial level, these PSDPs and ADPs further become roadmaps for the respective departments and the relevant ministries. Execution of these development plans depend upon the funding allocations, made in the annual budget¹⁶. However, due to the rapid population growth, war against terrorism¹⁷, major natural disasters¹⁸ and a variety of governance challenges¹⁹, Pakistan has seemingly lost its track and control of its development agenda, and therefore is greatly dependent on the development reforms and packages offered by the International Monetary Fund²⁰, World Bank²¹ and Asian Development Bank's²².

Development and the social sector programmes are also implemented by UN agencies, international and national NGOs through the funding of various development donors²³ including USA, UK, European Union, Japan, Canada, Australia, Arab Countries, China and multilateral banks and funds. Their respective contributions and roles have often been acknowledged²⁴ and praised²⁵ by the Government of Pakistan²⁶. In the recent years Pakistani Charity organizations have also made some great impact on the Health and Education spectrum of the country, these organizations include names such as Shaukat Khanum Memorial Trust, the Citizen Foundation, Hands Pakistan, the Indus Hospital and Zindagi Trust etc.

10. Industry of Pakistan - Wikipedia

11. <http://cpecinfo.com/cpec-is-a-key-driver-of-fdi-in-pakistan/#:~:text=China%20holds%20the%20top%20slot,implementation%20of%20CPEC%20related%20projects.>

12. <https://www.thenews.com.pk/print/686412-remittances-hit-all-time-high-of-23-12-billion-in-fy20>

13. <https://www.pc.gov.pk/web/ministry>

14. <https://www.pc.gov.pk/web/annualplan/>

15. <https://www.pc.gov.pk/uploads/docs/Ch2-Public-Sector-Development.pdf>

16. http://www.na.gov.pk/uploads/uploads/1591967016_128.pdf

17. <http://www.sjbipp.org/publications/RP/researchpaper/RP-06-11.pdf>

18. <https://blogs.worldbank.org/endpovertyinsouthasia/improving-pakistan-s-fiscal-resilience-natural-disasters>

19. <http://www.akmalhussain.net/Publish%20Work/PakistanProblemsOfGovernance/chapter1.pdf>

20. <https://www.imf.org/en/News/Articles/2020/04/16/pr20167-pakistan-imf-executive-board-approves-disbursement-to-address-covid-19>

21. <https://www.worldbank.org/en/news/press-release/2020/12/08/world-bank-announces-300-million-for-pakistan-to-build-resilience-to-natural-disasters-and-health-emergencies>

22. <https://www.adb.org/countries/pakistan/main>

23. [http://climateinfo.pk/frontend/web/attachments/data-type/UN%20\(2014\)%20Pakistan%20Donor%20Profiles%20and%20Mapping.pdf](http://climateinfo.pk/frontend/web/attachments/data-type/UN%20(2014)%20Pakistan%20Donor%20Profiles%20and%20Mapping.pdf)

24. <https://tribune.com.pk/story/40422/zardari-urges-ngos-to-cooperate-with-the-govt>

25. <https://reliefweb.int/report/pakistan/pakistan-un-under-secretary-general-calls-president/>

26. <https://www.dawn.com/news/213936/ngos-playing-active-role-in-relief>

2. Corporate Social Responsibility Guidelines

2.1. CSR Need & Functioning Mechanism

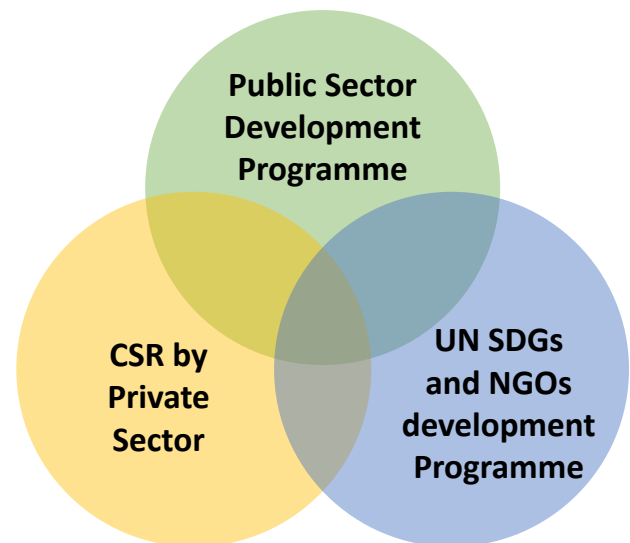
Corporate social responsibility (CSR) is a self-regulating business model that helps a company be socially accountable—to itself, its stakeholders, and the public. It is when a company operates in an ethical and sustainable way and deals with its environmental and social impacts. This means a careful consideration of human rights, the community, environment, and society in which it operates.

The corporates view CSR as an integral part of their brand image, believing that customers will be more likely to do business with brands that they perceive to be more ethical. In this sense, CSR activities can be an important component of corporate public relations. It thus has its own benefits for the corporates such as:

- Improved public image
- Increased brand awareness and recognition
- Cost savings
- An advantage over competitors
- Increased customer engagement
- Greater employee engagement
- More benefits for employees

In a recent report, Pakistan Centre of Philanthropy estimated that annually 2 billion dollars are paid/contributed in the form of charity by Pakistanis, which makes it, as one of the most charitable nation of the world²⁷. This large sum also includes charitable work conducted by the renowned philanthropists and corporate social responsibility efforts of the local private sector companies and businesses. However, there is a huge scope for channelizing this sum into the nation building, and precisely for the fulfilment of national development agenda by investing into the sustainable initiatives of Education, Health, Water & Sanitation, Skills development, Housing, Forestation and other areas. There

is much greater scope for the collaboration among public, private, and social sector departments and institutions, for being able to overcome the myriad of problems that this 5th largest population of the world faces. It is important to define the common ground of development, therefore a new set of CSR guidelines are required for the private sector companies operating in Pakistan, to be able to strengthen the implementation of the Public Sector Development Programme of the Government of Pakistan, and there is also the need of greater cooperation and exchange of expertise with the UN agencies and its development partners working in Pakistan for creating a synergized momentum.



27. <https://tribune.com.pk/story/1664949/9-pakistan-one-charitable-nations-world-reveals-stanford-study>

2.2. Scope of CSR Guidelines



1. These guidelines are made to help business/ corporates / industry to work in collaboration with the government of Pakistan and the social development sector organizations, so that through CSR funds, businesses also contribute into the national development agenda through linking up their CSR plans to the Annual Development Plan and the Public Sector Development Programme by the Planning Commission of Pakistan.
2. These Guidelines are voluntary in nature and businesses are encouraged to move beyond the recommended minimum provisions articulated in this document.
3. The Guidelines are being published for all companies that have initiated or intend to initiate corporate social responsibility (“CSR”) activities. Further, it is expected that all companies may endeavor to adopt working models that complement the recommended guidelines with a focus on fair, transparent and responsible business practices.
4. For the purpose of facilitation, companies are encouraged to use (self-assessment) CSR governance benchmark and terms of reference of CSR committee, annexed to the guidelines.
5. The Guidelines are being issued in exercise of powers under section 506B of the Companies Ordinance, 1984.

2.3. CSR Objective



The objective of these Guidelines is to promote the development of a framework for CSR initiatives by all companies. Companies are encouraged to strive and work in cooperation with stakeholders (Planning Commission of Pakistan and United Nations focal points for the SDGs) for implementing a transparent and socially responsible strategy.

2.4. CSR governance



Companies are encouraged to have a CSR policy, that is aligned with the medium term development plan of the Government of Pakistan, and annual targets are connecting to the Public Sector Development Programme and the Annual Development Plans of the respective provinces and the regions, endorsed by the board of directors (“board”) of the company, reflecting their understanding and commitment to CSR, thereby ensuring that:

1. CSR policy is incorporated into the vision, code of ethics and business plan/strategy of the company.
2. CSR commitment statement is agreed through meetings/session by Board of Directors w.r.t CSR definition, business value of CSR, vision and commitment (resources, time, personnel).
3. Output of the CSR commitment is integrated into a board level CSR policy.
4. CSR Plan is aligned to the Government of Pakistan’s Medium Term Development Plan i.e. supporting the Public Sector Development Programme (PSDP schemes) and Annual Development Plan approved by the respective cabinets at the federal and provincial/ regional levels.
5. CSR mandate is executed either through a pre-existing committee or by forming a new CSR committee.
6. Hold education/orientation sessions to ensure that board members have adequate understanding and expertise of CSR (in aligned with the Government of Pakistan’s development agenda and corresponding to the Sustainable Development Goals) for making informed decisions.
7. Include CSR activities as part of agenda of the board meetings and incorporate CSR as part of annual board evaluation.
8. Periodically review operations of the board to identify and implement measures to align the board operations with CSR strategy of the company.
9. Ensure that CSR goals, objectives and targets that correspond to the targets of the PSDP and ADP are incorporated into business plans/strategy.
10. Board members determine CSR risks, opportunities and impact prior to any major business decisions (acquisition, mergers, product variation, capital expenditures).
11. Review and approve CSR related communications to internal and external stakeholders ensuring compliance with relevant reporting framework.
12. Hold high level meetings through SECP and the respective chambers of commerce to invite the designated officials of the Planning Commission of Pakistan to receive periodic orientation on Government of Pakistan’s medium-term plan, and key development priorities of the PSDP
13. Hold Annual meetings jointly with the Chamber of Commerce to review the progress of the CSR targets, jointly with the Planning Commission designates and SDG focal points
14. Invite UN / partners, and Planning Commission designates to the CSR project sites for their joint review and technical inputs
15. Prepare updates/ reports on the CSR projects for sharing with the stakeholders.
16. Organize trainings and inductions of CSR committee on the Sustainable Development Goals and medium-term development plan of the Government of Pakistan

2.5. Consultative Committee



The Company is expected to adopt a focused approach towards CSR through formation of a CSR Consultative Committee ideally led by a CSR expert. The committee members are expected to have an understanding and experience of implementing CSR activities/projects. The committee may be entrusted to ensure transparent, specialized supervision of CSR activities and periodic reporting to Board of Directors in adoption of CSR policy and reporting its progress.

A sample term of reference of CSR Committee is annexed to these Guidelines.

2.6. CSR Management Systems



CSR policy of a company is expected to be formulated in a manner that serves as a guide to its strategic plans, paves way for a systematic CSR management system and projects the roadmap of CSR initiatives. The systems are expected to reflect following broad indicators:

1. Express commitment of the board and the top management to formulate and implement CSR Policy
2. Ensure that policies, processes and systems exist and support the CSR policy. This is measured by:
 - (i) Specifying the organizational approach towards CSR
 - (ii) Incorporating the CSR approach into code of ethics of company
 - (iii) Defining objectives for carrying out CSR activities
 - (iv) Setting targets for achievement of CSR objectives
 - (v) Determining the working model and devising action plan (time, resources, budget)
 - (vi) Delegating responsibility and management of resources with respect to CSR policy
3. Sensitization and training of the board, senior management and employees on the Medium Term Development Plan of the Government of Pakistan, including priorities of the PSDP and ADP for implementation of CSR targets
4. Mechanism for stakeholder engagement prior, during and on conclusion of CSR plans
5. Periodic monitoring and evaluation of CSR activities
6. Disclosure and reporting of CSR achievements
7. Recognizing and documenting the shortfalls/failures
8. Incorporating improvement in future CSR policy/plans

2.7. Areas of Interest



CSR policy is expected to clearly determine the priority areas (in line with the Medium Term Development Plans of the Government of Pakistan) wherein the CSR projects are currently being managed (ongoing projects) and are planned to be initiated (upcoming projects). The areas may broadly cover:

1. Community investment (skill development, livelihood, health, education, infrastructure, social enterprise development, safe drinking water, poverty alleviation, youth development and environment conservation)
2. Governance (human rights, transparency, anti-corruption, business practices, stakeholder relations, responsible marketing)
3. Product responsibility
4. Work life balance
5. Safety (risk management, disaster management)
6. Climate Change / environment protection

2.8. Implementation Structure



1. The CSR policy is expected to be implemented through a systemized structure that measures and reflects progress of CSR goals/targets. It is imperative that the system must be able to identify the role of the company and the extent of involvement of internal and external stakeholders for carrying out CSR plans.
2. The implementation system may indicate the following:
 - a) Specific goals, business plan and working model to be implemented
 - b) Resources aligned for implementation of CSR goals
 - c) Extent of implementation and completion of CSR activities
 - d) Incorporating changes in its working model to changes in business/social needs
 - e) Specifying the role and resources of partnering agencies
 - f) Systemized periodic assessment of impact of CSR policy/goals
 - g) Define systematic reporting of implementation status to internal and external stakeholders

2.9. Allocation of Resources



The company is expected to earmark specified resources (quantifiable), specific criteria (for e.g. hours of service at partnering agency) or a proportion of their profit (preferably 1-2%) for selected CSR initiatives. The method of allocation of resources or identified criteria must ideally be predetermined, duly endorsed by the board and form part of CSR Policy.

2.10. External Assurance



1. The company may undertake arrangement for obtaining assurance by an external party. The external assurance is expected to be implemented in a manner that is systematic, documented, evidence-based, and characterized by defined procedures.
2. External assurance²⁹:
 - Be conducted by entities, groups or individuals external to the reporting organization, who are demonstrably competent in the subject matter and assurance practices;
 - Should utilize groups or individuals who are not unduly limited by their relationship with the organization or its stakeholders to reach and publish an independent and impartial conclusion on the report.
 - Is implemented in a manner that is systematic, documented, evidence-based, and characterized by defined procedures.
 - Assesses whether the CSR report of the company provides a reasonable and balanced presentation of performance, taking into consideration the veracity of report data and the overall selection of content.
 - Assesses the extent to which the report preparer has applied any Reporting Framework; and
 - Results in an opinion or set of conclusions that is publicly available in written form, and a statement from the assurance provider on their relationship to the report preparer.
3. The assurance report may form part of its CSR Report.

2.11. Disclosure & Reporting



1. Companies are expected to report concise and material information regarding their CSR policy and activities that may be consolidated and reported in the form of a separate CSR report.
2. CSR report may prominently disclose the CSR objectives, working model, implementation status, impact/achievements, risks, opportunities, challenges and working partners. This may also include comparison drawn from previous year.
3. CSR reporting is expected to state the goals that the board has planned to set forth for the next year. This may be descriptive narration of the areas of concentration or any specific projects along with brief overview of source of generation of funds for said goals.
4. Companies are expected to prominently disclose CSR report (summarized or detailed format). The said reports may be disseminated on its website (if any), annual reports, separate report and other communication media.
5. Notwithstanding the preparation of CSR report, the company shall provide descriptive as well as monetary disclosures of the CSR activities undertaken by it during each financial year in line with the requirements of Companies (Corporate Social Responsibility) Order, 2009. This may also include disclosure to the effect of compliance by companies with relevant industry/regulator guidelines or standards.

3. Annexure A: CSR Committee – Terms of Reference

Strategy and Policies:

Review and recommend to the board of the company in forming or refining the CSR vision, strategy and policy of the company. This includes ensuring that appropriate management systems, implementation model and regulatory compliance are in place.

Assessing indicators:

Monitor and recommend changes in working model of CSR in line with best practices, economic indicators, social implications and stakeholder trends that may impact the company.

Stakeholder Engagement:

Review and monitor stakeholder relations and devise mechanism to incorporate input of partnering agencies/stakeholders into CSR plans/policies

Management of Risk:

Monitor, periodically review and document the major CSR risks, opportunities and impact of CSR policy. It may also recommend to the board the appropriate changes in CSR policy/management systems.

CSR Assessment:

Review and report impact of CSR plans/activities on business. Further review and recommend impact of CSR policy on major business decisions.

CSR Report:

Determine the overall extent of reporting of CSR activities, provide input on CSR reports and recommend to the board for adoption of CSR report. This includes ensuring CSR reports are in accordance to relevant CSR reporting framework.

4. Annexure B:

CSR Governance - Benchmark

Board of Directors is expected to develop and evaluate their governance framework w.r.t corporate social responsibility initiatives. Following is a self-assessment table that shall complement Board of Directors in the evaluation process:

S. #	Direction	Assessment (please tick)					Comments
		Yes	No	Partial	Don't Know	Not relevant	
1.	Has the board developed a CSR vision and strategy in align with the Government of Pakistan's social development agenda i.e. medium term development plan.						
2.	Have the board and management expressly declared its commitment to CSR?						
3.	Has the board communicated the company's business case for CSR to the management?						
4.	Do the board and management share common CSR aspirations?						
5.	Does the CSR vision coincide with the vision and Code of Ethics of the Company?						
6.	Does the board have clear understanding of CSR and industry practices?						
7.	Are CSR goals incorporated in the business plans of the company?						
8.	Is there a specific CSR committee?						
9.	Does the CSR Committee comprise of one or more CSR experts? (Indicate the number in comments section)						
10.	Is there a designated CSR committee member reporting to the board?						
11.	Does CSR committee seek guidance with board approved CSR policy?						
12.	Does the CSR committee periodically report the progress of company on CSR goals, objectives and targets?						
13.	Does the CSR committee review and make recommendations in the implementation model of the Company?						
14.	Is the CSR committee involved in preparing implementation model for CSR plans?						
15.	Is management's incentives linked to CSR goals/ targets?						
16.	Is CSR progress included as a factor in remuneration/ recruitment of CEO?						

S. #	Direction	Assessment (please tick)					Comments
		Yes	No	Partial	Don't Know	Not relevant	
17.	Does the CSR committee review and recommend suggestion for incorporating CSR risk in company's risk management policy?						
18.	Is CSR committee entrusted with the role of recommending major CSR risk and its impact prior to major business decisions?						
19.	Are CSR risks, opportunities, impact and issues are considered by the board and management in approving major business decisions?						
20.	Is there a system of implementation of CSR goals?						
21.	Are there adequate measures in place to determine the impact of CSR policies by the board and senior management?						
22.	Does the internal audit process include assessment of CSR commitments?						
23.	Does the board hold CSR orientation session and periodically review progress on CSR commitment/goals?						
24.	Does the CSR committee provide its input in preparation of CSR reports?						
25.	Does the board give its input in extent of disclosure in the CSR reports?						
26.	Does the board review and approve external reporting of CSR issues in compliance of relevant regulatory requirements?						
27.	Does the board consider CSR report as a record of company's performance on CSR goals for disclosure to its stakeholders?						
28.	Does the board approve external assurance of CSR activities?						
29.	Does the board approve the external assurance report to be made part of CSR report of the Company?						
30.	Does the board approve of placing the CSR report on website of the company?						
31.	Has the annual joint meeting with the planning commission and the partners representatives taken place?						
32.	Do our CSR priorities connect logically with the PSDP/ ADP and the Sustainable Development Goals (SDGs) and its indicators?						

S. #	Direction	Assessment (please tick)					Comments
		Yes	No	Partial	Don't Know	Not relevant	
33.	Have we facilitated the joint Planning Commission and partner representative visit to the CSR project sites?						
34.	Do we have the copy of the Planning Commissions Medium Term Plan available for the Board of Directors, and have we conducted the orientation session on the same at the start of our business year?						
35.	Are we consistent in implementing and achieving our CSR targets that are in line with the ADP/ PSDP?						

Established in 1986, Asian Disaster Preparedness centre (ADPC) is an intergovernmental organization and supporting the advancement of safer communities and sustainable development, through implementing Partnerships that reduce the impact of disasters upon countries and communities in Asia and the Pacific.

ADPC with support of Bill and Malinda Gates Foundation (BMGF) is implementing the program *“Increased locally led actions to prepare for, respond to, and recover from disasters in selected high risk countries of Asia”* to strengthen the capacity of at risk-communities. This will be achieved through systematic capacity development of individuals, organizations and the systems at national, sub-national and local levels. The program utilizes a unique approach by creating APP, which promote and support the locally-led actions where all partners take a lead role, in a collaborative manner to plan and implement priority actions in disaster preparedness, humanitarian response and recovery through mobilizing internal resources and external humanitarian funding.

With the creation of national partnership in the program countries and commencement of planned activities, it would be imperative to highlight the value addition of this collaborative approach in the overall humanitarian architecture of each project country. as part of this strategy, communication and outreach can play a critical role in the dissemination of work undertaken to improve and strengthen coordination mechanisms and emergency response capacity of our key stakeholders.



