

Achieving Natural Disaster Business Success by Developing Clients and Community: Lessons from Local Leading Companies in Nagaoka City, Niigata, Japan

- Japanese flood monitoring experiences for the Philippines –

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Abstract:

After the Great East Japan Earthquake, the economic resilience of the region became a new keyword to develop a new mitigation plan. And it includes a new role of private companies to start a disaster prevention related new businesses. The Nagaoka City government is a leading local government in the field of natural disaster management. We investigated a success of a local company, operating a series of floods management systems. Because of the continuous floods, the local government, community leaders and local private companies invented various measures to mitigate the potential floods. The author investigated the plan and the role of the local companies. An observational study, including the several discussions among stake holders and field surveys found that the new challenges to mitigate the natural disasters in the city can be a new business model. In this paper, we examined the process of developing disaster related clients and communities to the disaster mitigation plan. It includes trainings, evacuation drills, community education and daily managements of the clients. And we concluded this new business model can be transferred to the developing countries. This paper demonstrates the possibilities and challenges to transfer the new local initiatives to the Philippines.

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