



---

# **Philippine School of Business Administration**

## **Graduate School of Business Disaster Risk Management Unit**

**826, R. Papa Street Sampaloc Manila**

### **Title: Disaster Risk Management Expert Lecture Series 2021**

### **Theme: Progression of Vulnerabilities & Mitigation Simplified**

**To be held on October 24, 2021  
3:00 PM – 5:00 PM Singapore Time**

**Virtually/online  
(Webinar through Zoom App)**

**ZOOM URL and Credentials:**

<https://us02web.zoom.us/j/82315630745?pwd=K2RYODBnQTJGNXFNblgreEhudlBLZz09>

**Meeting ID: 823 1563 0745**

**Passcode: DRM-UET**



---

## CONCEPT NOTE

In adherence to the International Day for Disaster Risk Reduction (IDDRR), observed every 13<sup>th</sup> of October since 1989, the Disaster Risk Management (DRM) Unit, Philippine School of Business Administration in coordination with the School of Urban and Regional Planning, University of the Philippines (UP-SURP), and Department of City and Regional Planning, University of Engineering and Technology (DCRP-UET), Lahore Pakistan will be hosting an Expert Lecture Series on Disaster Risk Management (DRM) with the theme “Disaster Risk Assessment: Progression of Vulnerabilities & Mitigation Simplified” virtually on October 24, 2021, from 3:00 PM to 5:00 PM.

This Expert Lecture Series will provide a platform wherein resource speakers from the academe, CSOs, and government are able to share their knowledge and expertise to help develop core competencies that relate to specific functions within the DRM. Specifically, it aims to create connections and network among the different stakeholders to strengthen disaster risk assessment in order to understand the interaction of hazards, exposure and vulnerability for effective disaster prevention.

“The starting point for reducing disaster risk ... lies in the knowledge of the hazards and the physical, social, economic and environmental vulnerabilities ... and of the ways in which hazards and vulnerabilities are changing in the short and long term, followed by action taken on the basis of that knowledge.” – Hyogo Framework for Action 2005-2015.

Robust understanding of disaster risk, active engagement in risk assessment processes, fostered partnerships with relevant national technical agencies, and strengthened interagency linkages are the critical building blocks for undertaking risk-informed development.

This series will discuss a comprehensive disaster risk assessment underpinning the following key areas:

1. **Understanding of current situation, needs and gaps** to assess what already exists, avoid duplication of efforts, and build on existing information and capacities. This is done through a systematic inventory and evaluation of existing risk assessment studies, available data and information, and current institutional framework and capabilities.
2. **Hazard assessment** to identify the nature, location, intensity and likelihood of major hazards prevailing in a community or society.
3. **Exposure assessment** to identify population and assets at risk and delineate disaster prone areas.



- 
4. **Vulnerability analysis** to determine the capacity (or lack of it) of elements at risk to withstand the given hazard scenarios.
  5. **Loss/Impact analysis** to estimate potential losses of exposed population, property, services, livelihoods and environment, and assess their potential impacts on society.
  6. **Risk profiling and evaluation** to identify cost-effective risk reduction options in terms of the socio-economic concerns of a society and its capacity for risk reduction.
  7. **Formulation or revision of DRR strategies and action plans** that include setting priorities, allocating resources (financial or human) and initiating DRR programs.
  8. **Humanitarian Logistics and Supply Chain Management** using probabilistic forecasts to determine the timing of activating procurement and deploying people. Further, it explores the use of supply chain management techniques to overcome barriers encountered by logistics managers during humanitarian relief operations.

Among the current topics of interest are recent trends on DRM in the Association of Southeast Asian Nations (ASEAN), DRM Programs, Projects and Activities (PPAs) implemented, and such other fundamental topics on policy formulation, capacity building, sustainable development, hazards, exposure, and vulnerability and others that will promote and strengthen regional cooperation among stakeholders to understand disaster risks for advancing resilient development.



## GUEST & RESOURCE SPEAKER'S PROFILES

<p><b>Welcome Remarks</b></p> <p><b>His Excellency Dr. Imtiaz Ahmad Kazi</b> Ambassador to the Republic of the Philippines</p>	
<p><b>Disaster Risk Management and Mitigation Simplified</b></p> <p><b><i>Cdr. Aldrin C. Cuña</i></b> President and Fire Chief Central District Fire and Rescue Volunteer Brigade Inc. &amp; Former City Administrator Quezon City Government, Philippines</p>	
<p><b>Dynamic Pressure, Underlying Causes, the Progression of Vulnerability</b></p> <p><b><i>Prof. Dr. Tabassam Raza</i></b> Associate Dean and Director of Research and Development Graduate School of Business, Philippine School of Business Administration Event Chair</p>	
<p><b>Current Challenges towards DRM cross cutting Architectural Design</b></p> <p><b><i>Ar. Yasmeeen Abid Maan</i></b> Head Architecture Department Lahore College for Women University Lahore, Pakistan</p>	



**The Concept of Humanitarian Logistics and Supply Chain Management towards Post COVID-19 Risk Sensitive Planning**

*Prof. Dr. Hussein S. Lidasan*

Dean  
School of Urban and Regional Planning  
University of the Philippines, Diliman



**Significance of Launching Master and PhD Programs under City and Regional Planning Department**

*Prof. Dr. Shaker Mahmood Mayo*

Professor/Chairman, City & Regional Planning Department,  
University of Engineering & Technology, Lahore-Pakistan





## PROGRAM OF ACTIVITIES

Time (PM)	Title	Person In-charge /Speaker
3:00 PM – 3:10 PM	<b>Guest Speaker: Welcome Remarks</b> (will be introduced by <b>Dr. Muhammad Asim</b> City & Regional Planning Department, University of Engineering & Technology, Lahore-Pakistan)	<b>His Excellency Dr. Imtiaz Ahmad Kazi</b> Ambassador to the Republic of the Philippines
3:10 PM - 3:40 PM	<b>Resource Speaker:</b> Disaster Risk Management and Mitigation Simplified	<b>Cdr. Aldrin C. Cuña</b> President and Fire Chief Central District Fire and Rescue Volunteer Brigade Inc. & Former City Administrator Quezon City Government, Philippines
3:40 PM – 4:00 PM	<b>Resource Speaker:</b> Dynamic Pressure, Underlying Causes, the Progression of Vulnerability	<b>Prof. Dr. Tabassam Raza</b> Associate Dean and Director of Research and Development Graduate School of Business, Philippine School of Business Administration & Event Chair
4:00 PM - 4:10 PM	<b>Resource Speaker:</b> Current Challenges towards DRM cross cutting Architectural Design	<b>Ar. Yasmeen Abid Maan</b> Head Architecture Department Lahore College for Women University Lahore, Pakistan
4:10 PM - 4:35 PM	<b>Resource Speaker:</b> The Concept of Humanitarian Logistics and Supply Chain Management towards Post COVID-19 Risk Sensitive Planning	<b>Prof. Dr. Hussein S. Lidasan</b> Dean School of Urban and Regional Planning University of the Philippines, Diliman
4:35 PM – 4:55 PM	<b>Resource Speaker:</b> Significance of Launching Master and PhD Programs under City and Regional Planning Department	<b>Prof. Dr. Shaker Mahmood Mayo</b> Professor/Chairman, City & Regional Planning Department, University of Engineering & Technology, Lahore- Pakistan
4:55 PM – 5:00 PM	<b>Open Forum and Synopsis</b>	<b>Prof. Dr. Shaker Mahmood Mayo</b> & <b>Prof. Dr. Tabassam Raza</b>