

Long Term Support System for Flood Management in term of Business Continuity Management Case Study: Thailand Flood 2011

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Problems:

At that time of disaster event.

- We (everyone) know nothings.**
- We don't know how big is floods will come to the city**
- We don't know how to use the data**

Actually we have the risk data set in the interior department, but we don't know how to action those kind of data at that time.

That's why we've got the severe impact at that time

1) Challenges and incentives for SMEs to implement Business Continuity Management (BCM)

Challenges

- > Disaster management is limited to water management (reducing exposure-land use planning, infrastructure (structure and non-structure))
- > Crisis in Communication, pre-vulnerable factors of social condition i.e. informal settlement, SMEs, direct and indirect cost VS compensation
 - Governments know nothing when SMEs got flood
 - Entrepreneurs don't know how their companies should communicate with during disaster event.
 - Because there is no specific plan or action plan for SMEs > lack of data archives
- > Gaps between SMEs and Government (in term of implementation)

1) Challenges and incentives for SMEs to implement Business Continuity Management (BCM)

Incentives

- > Holistic Approach to manage risk → structural problem of what city can and cannot do
- > Insurance
- > Business Promotion Area
- > Risk reduction at individual/household/SMEs level
- > Long term plan VS crisis period of changes

2) Key success factors for Area-BCM

- > Need the Risk Evaluation and Control (Business Impact Analysis > Decreasing risk)
 - a. Identify the Risks/Threats and Vulnerability by Maps for example Risk Area Map
Because, we need to know the SMEs Location. It will be easy to manage and control that risks.
 - b. Data needs : Big Risk Data Archives and Risk Map
- > Need Scenario based Risk Assessment
 - a. A set of plausible, internally consistent and coherent scenarios which are focused on the most relevant issues and have some decision-making utility.
 - b. Data needs : information intelligence (data organizing, analyzing)
- > Need Disaster Insurance (Increasing coping capacity)
 - a. SMEs believe they would be successful if they applied for insurance.
- > Urban Land Use (Increasing coping capacity)
 - a. Policy & Vision plan for zoning (Risk and non-risk area)
- > Urban Infrastructure (Increasing coping capacity)
 - Need to make sure that these infrastructures will be available and get back for the normal as soon as possible.
 - a. Electric Supply
 - b. Water Consumption
 - c. Transportation
 - d. Waste Management

THANK YOU