PRIVATE PUBLIC PARTNERSHIP: A CARIBBEAN PERSPECTIVE

V Regional Meeting on Partnerships between public and private sectors for disaster risk reduction in Latin America and the Caribbean

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Replication for Private Sector in the DRM Community

ALERT! Private sector in DRM
PPP Achievements

- 13 Vulnerability Risk Assessment sessions completed
- Thirty-one (31) teachers exposed to disaster preparedness training
- Over 200 children participated in 25 Student training sessions
- 168 students with intellectual disability exposed to puppet shows for repetitive learning
- 5 Building Inspection reports completed
- Facility upgrades for 3 schools completed
- Upgraded ODPM Manual
  - More recent information for care of persons with special needs
  - Disaster planning templates and checklists
  - Specific mitigation instructions for each disability
  - Instructional actions for each stage of the disaster management cycle
- 5 Building Inspection Reports completed
- 5 Disaster Management posters per school
- Safety Infrastructural Upgrades- 3 Schools-Detection, Alarm System, Egress indicators, Extinguishers, Electrical, Testing &Training
- Project Video for replication in other countries
- ODPM Special Needs Database updated for mapping of vulnerable groups
PPP Achievements

- Streamlining DRM with Private Sector Marketing Campaigns
- 2013 - 2016

**PROMOTING PREPAREDNESS**

Dr. Stephen Ramroop, CEO of ODPM, receives a hamper of Duracell items from Ross Cabral, Duracell brand manager at Marketing & Distribution, at a press conference to announce a partnership between the two to promote hurricane preparedness.

**Duracell ODPM team up**

In the midst of the 2013 hurricane season, Duracell and the Office of Disaster Preparedness and Management (ODPM) partnered to promote preparedness for such a disaster.

While Trinidad and Tobago is outside of the hurricane belt, it does not exclude the country from the possibility of being hit by a hurricane. In light of this, the two organizations teamed up to raise awareness and educate citizens on the importance of being prepared.

Speaking at a press conference to announce the cooperation, Duracell Brand Manager at Marketing and Distribution, Ross Cabral, said Duracell was happy to work with the ODPM on the initiative. As part of the partnership, Duracell has provided the ODPM with portable flashlights and T-Shirts to assist in their community outreach programs and help them to further their disaster preparedness efforts.

**ODPM CEO, Dr Stephen Ramroop**, accepted the donation of items on behalf of the organization and thanked Duracell for its commitment to the cause. “We are very pleased that Duracell is working with the ODPM to increase awareness of and preparedness for hurricanes, and want to encourage other private sector companies to join the ODPM in its ongoing campaign to prepare our citizens for all natural disasters,” Ramroop said. “Being prepared can help save lives, and according to Disaster Risk Reduction experts, every dollar spent on mitigation will save 7 dollars in recovery efforts. That’s a small price to pay for our safety and survival, and the contribution of the private sector would greatly assist.”

Ramroop added that ODPM is constantly working on ways to enhance disaster preparedness in Trinidad and Tobago.

**Dual Benefits**

- Brand Visibility - both
- Donation of items for vulnerable areas and outreach programs
Private Sector’s Competitive Environment

TELL YOUR SURVIVAL STORY & YOU CAN BE A WINNER!

Live to Tell
International Day for Disaster Reduction
13 October 2016

TELL US YOUR STORY
#ODPMITliveltoTell #IDDR2016

What’s it all about?

The ODPM is commemorating International Day for Disaster Reduction 2016 by encouraging people to "Tell a Survival Story" of how you or someone who inspires you to prepare, has lived through a natural or man-made hazard. You can post a video clip or an image with a short description of your story. Within your write-up you must state at least one preparedness measure or lesson learnt if a similar hazard event was to occur in the near future. Inspire us to prepare.

How to Win:

1. Your post must include the following:
   a. It must be a disaster/hazard related with at least one preparedness measure or lesson learnt.
   b. The correct hashtags: #ODPMITliveltoTell #IDDR2016
2. Share your post with your friends and the post with highest likes will win. Winners will be announced upon completion of the contest. The competition is open to all stakeholders, communities, groups and individuals in Trinidad and Tobago.

Competition ends November 30, 2016
PPP assisting crisis communication efforts

- Memorandum of Understanding for EMS SMS
- Ticker Tape Services, Visibility for releases on Cable Channel
- Geo location SMS – e.g. Kick Em Jenny Sub atlantic Volcano in Grenada
PPP New Opportunities

- Bermudez – Hurricane Season Marketing Campaign

- Kaizen (selling water waste management systems, Oil spill monitoring system and environmental products) – Green Fund Project which has been delayed due to budget cuts, we are negotiating financial assistance and have promised to introduce Kaizen to our stakeholders to showcase their products. NOTE – We have not endorsed but we are offering them an opportunity to expand their customer base which equals
Current PPP Environment in Trinidad & Tobago

- Budget cuts & lack of DRR Staff resources
- Budget cuts in programming and increase in demand for technical training

ODPM (Trinidad) Strategy for CB-PPP

- Cabinet NB
- Offering Technical – in kind contributions for monetary assistance in programming
- BCM Planning & Consultation
- Health and Safety Training for staff
Caribbean Disaster Emergency Management Agency
Tropical Storm Erika

- Shipping of Emergency Supplies at a reduced rate
- MOU Signed
Recapping PPP

PPP is crucial to DRR in the Caribbean and can be maximised considering the following:

■ Explore Charity foundations liaised with major private sector agencies
■ Become apart of their Marketing Strategy
■ Take advantage of their Competitive business nature for brand visibility
■ Be mindful of their Social Corporate Responsibility