



# 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) is partnering 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 organisations have teamed up to raise awareness and educate citizens on the importance of being prepared.

Speaking at a press conference to announce the collaboration, 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 ponchos, flashlights and T-Shirts to assist in their community outreach programmes and help them to further their disaster preparedness efforts.

ODPM CEO, Dr Stephen Ramroop, accepted the donation of items on behalf of the organisation and lauded 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 \$6-\$8 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. One such programme is Communities Organised and Ready for Emergencies (CORE), a mitigation and education project that targets vulnerable populations, such as children, single parents, and the differently abled, as well as high-risk communities in general. CORE's efforts centre around empowering and preparing these groups for natural disasters.

While citizens can depend on the ODPM to assist in disaster preparedness, Cabral added that they can also rely on Duracell, especially during hurricanes, to keep their devices powered.

"Duracell®, the Trusted Everywhere brand, will give your critical devices the power they need to endure the storm. With the new Duracell Duralock Power Preserve™ Technology, not only does Duracell lasts up to six times longer but Duracell batteries are now guaranteed to stay powered for up to ten years in storage."

As part of the campaign, Duracell will also be conducting consumer promotions at malls, major supermarkets and stores nationwide where consumers can purchase batteries for a chance to enter into the Duracell Hurricane Wind Machine and win various Duracell hurricane gear including umbrellas, flash lights, rain ponchos, T-Shirts etc. These weekly store promotions would not only allow consumers to have fun and win prizes, but also provide a forum for them to learn about hurricane preparedness from Duracell representatives.

### Dual Benefits

- Brand Visibility - both
- Donation of items for vulnerable areas and outreach programs

PICTURE

### CORNER



# Private Sector's Competitive Environment

## TELL YOUR SURVIVAL STORY & YOU CAN BE A WINNER!

Competition ends November 30, 2016



**Live to Tell**  
International Day for Disaster Reduction  
13 October 2016



### TELL US YOUR STORY

#ODPMTTlive2tell #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

- Your post must include the following:
  - It must be disaster/hazard related with at least one preparedness measure or lesson learnt
  - The correct hashtags: #ODPMTTlive2tell #IDDR2016
- Share your post with your friends and the post with highest likes will win. Winners will be emailed upon completion of the contest. The Competition is open to all schools, communities, groups and individuals in Trinidad and Tobago.

#### How to Enter the Competition

- Create a video or share an image with your disaster survival or preparedness inspiration story based on the title – "Live to TELL"
- Videos should be no longer than two minutes or and stories no more than 200 words with the image attached.
- Send your name, contact information and your post for screening to:
  - ODPM's Facebook inbox or
  - Email: [publicinfo.odpm@gmail.com](mailto:publicinfo.odpm@gmail.com)
- Successful entries will be posted daily on the ODPM's Facebook page.

#### HURRY UP AND SUBMIT YOUR STORY.



WORKING AS ONE TO SERVE THE NEEDS OF ALL



Office of Disaster Preparedness and Management

A DIVISION OF THE MINISTRY OF NATIONAL SECURITY

WEBSITE: [www.odpm.gov.tt](http://www.odpm.gov.tt) | EMAIL: [publicinfo.odpm@gmail.com](mailto:publicinfo.odpm@gmail.com) | HOTLINE: 511

FACEBOOK: ODPMTT | TWITTER: ODPM\_TT | YOUTUBE: OfficialODPM | INSTAGRAM: ODPMTT Official

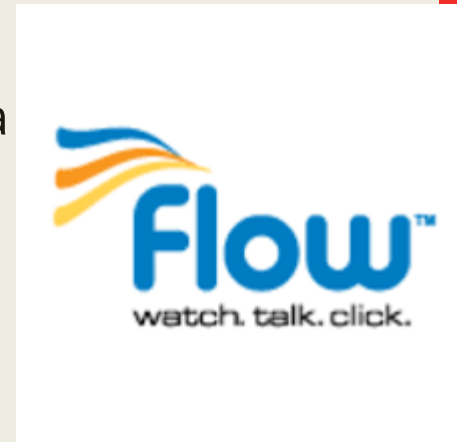
Download 'ODPM Disaster Ready' App



Samsung Galaxy S7 Edge  
donated by **bmobile**  
in support of IDDR Awareness

# 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