



**PADF/USAID (OFDA & GDA) DISASTER
MANAGEMENT ALLIANCE (DMA)
Close Out Report, July 29, 2004—June 30, 2010
Grant # PADF DFD-G-00-04-00198-03 LAC**

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ALLIANCE



Sept. 30, 2010

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Successes and Lessons Learned

The Disaster Management Alliance (DMA), was created in 2004 as part of USAID/OFDA's strategy to engage the private sector in disaster management and risk reduction. Specifically, PADF worked to increase the in-country partners' ability to engage key players and stakeholders in creating alliances that build capacity and synergies which strengthened the corresponding authorities, benefiting people and businesses at the local, national, and regional levels.

The unique elements and keys to success of the DMA are:

1. Relationship building between the private and public sector;
2. Identification of mutual interest, and mutually supportive actions, of the private and public sector, and
3. Emphasis on disaster management and risk reduction.

DMA partners identified their role and contribution to these efforts and found ways to work together. PADF established and maintained the dialogue and also created critical tools to assist the Alliance's partners so they could participate and benefit from this process.

This close out report tells the story of the DMA.

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**Note from John Sanbrailo
Executive Director, PADF**

We are very proud of what the DMA stakeholders have achieved throughout Latin America and the Caribbean. It is especially gratifying for the region that USAID/OFDA is adapting this successful model for replication in China, India and Indonesia.

DMA BACKGROUND

The origins of the Disaster Management Alliance offer some understanding of its multifaceted objectives and the evolution of its concept. To begin, PADF has been active in the encouragement of private sector development in Latin America and the Caribbean for over nearly fifty years. PADF pioneered the facilitation of private sector disaster relief assistance by setting up relationships with private sector donors, shippers and reliable distribution networks in disaster affected countries.

In 2000 PADF signed a Memorandum of Understanding with the Association of American Chambers of Commerce of Latin America (AACCLA) to collaborate on projects of mutual interest regarding natural disaster reduction, preparedness, and response. This MOU offered PADF a network of private sector organizations active in the domestic economy of virtually every country in the region. At approximately the same time, the Federal Emergency Management Agency initiated a domestic program of public/private partnership for disaster management and mitigation in the US. This program, known as Project Impact (<http://www.fema.gov/news/newsrelease.fema?id=8895>), brought together local government, public sector agencies, the local business community and relevant non-profit organizations at the city or community level to form disaster management alliances.

By 2004, there was strong encouragement at the highest levels of USAID for advancement of private sector models of development. At PADF the experience of Project Impact and the vehicle provided by the MOU with AACCLA were combined to develop the DMA concept. The DMA concept was favored by OFDA Washington and promoted with the regional OFDA office in San Jose. In 1998 OFDA had developed a RFP for a regional program called the Risk Management Program (RMP). The prime contractor for RMP has been IRG. RMP is a substantial program with 19 in-country coordinators serving 26 countries. It is housed in San Jose within OFDA's regional office. RMP is focused largely on assistance to governmental disaster management agencies and on training for response.

The DMA complements the RMP program by facilitating public private partnerships for disaster management and risk reduction. The initial case is being made by the DMA through alliances at the national and local levels. Now that the private sector begins to recognize that "healthy companies need healthy communities to be profitable" many opportunities are becoming apparent where the private sector is ready and willing to collaborate on disaster risk reduction. With declining public revenues in many countries both national and local disaster management activities must access the technical and managerial resources as well as the financial resources of the private sector.



Water tank for communities in San Manuel, Honduras co-sponsored by Cargill, the DMA and the Disaster Management and Business Continuity of AmCham Honduras.

DMA RESULTS 2004—2010

The Disaster Management Alliance is an initiative of the Pan-American Development Foundation (PADF). The DMA was organized through the U.S. Agency for International Development (USAID) through the Office of Foreign Disaster Assistance (OFDA), with support from the Office of Development Partners (ODP) of the Global Development Alliance (GDA), under the terms of cooperative agreement No. DFD-G-00-04-00198-03 LAC. Other partners included the Association of American Chambers of Commerce in Latin America (AACCLA), the Association of Contingency Planners (ACP) and over 140 companies in 9 countries.

Since 2004 USAID has partnered with the PADF on the Disaster Management Alliance (DMA) to help communities prepare for, respond to, and mitigate the impact of disaster. Through this Global Development Alliance, private sector partners in the region worked to improve capacity throughout their value chains, one partnership at a time. The DMA promoted effective communication with emergency management authorities and communities; provided a forum to target strategic corporate social responsibility (CSR) initiatives in support of business continuity; operated www.PlanforDisasters.org as an information and know-how clearinghouse to facilitate collaboration and sharing across sectors; encouraged businesses to participate in emergency operations centers; and built linkages to available resources for sustainable efforts on the ground. In a word, dozens of alliances have been formed and many more are in the making.

Fast Facts

From July 29, 2004 through June 30, 2010, the DMA has:

- ◊ Leveraged \$2,960,363 in private and public sector contributions with \$302,877 in project seed capital;
- ◊ Delivered 44 high-impact risk reduction projects, with an additional 2 projects which remain ongoing (in Honduras) for a total of 44 community initiatives. These projects benefit more than 343,894 beneficiaries directly in 154 communities in nine countries in this hemisphere;
- ◊ Trained over 2,974 government and private sector professionals in 46 trainings and conferences and 879 community leaders and volunteers in disaster preparedness, management and risk reduction in 34 additional workshops;
- ◊ Developed 23 community emergency plans and conducted a total of 13 practice drills with 656 participants
- ◊ PADF has completed, and in most cases, surpassed the target metrics for each indicator. Further details regarding all results is available by fiscal year and strategic objective in the OFDA 270 LOP Results Table 2004 to 2010 enclosed in Annex I of this report

**"Supporting evacuation drills, in coordination with disaster management authorities, is a prime example of how companies can work with the communities where they operate in the prevention of loss of life and damage."
- CHRISTINE HERRIDGE
PAN AMERICAN DEVELOPMENT
FOUNDATION**

DMA RESULTS 2004—2010

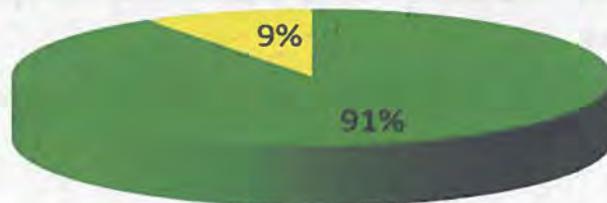
- ◊ Nurtured alliances and established additional working relationships, leveraging resources between authorities and private sector organizations in the region;
- ◊ Produced two publications to share DMA successes and innovations;
- ◊ Held two regional integration conferences to facilitate alliance building, mentoring, information sharing, and dialogue among peers with much to learn from one another;
- ◊ Developed partnerships to benefit the region with BDA Global, the Aidmatrix Foundation and Miyamoto International;
- ◊ Established a communications platform, www.PlanforDisasters.org, through which information, tools, and resources were made available for DMA stakeholders and collaborators throughout Latin America and the Caribbean.
- ◊ Leveraged over \$1,754,816 in cash and in-kind contributions to respond to disasters in DMA countries.

PADF and DMERP Partners for Disaster Response Efforts:

PADF has a [Disaster Management and Emergency Response Program](#) (DMERP) with hemispheric corporate partners. Corporate partners contribute to this fund annually with a predetermined amount. These funds are deployed as needed throughout the year, according to donor approval. Over the course of the DMA the DMERP, which began in 2007, has leveraged over \$ 1.38 million to assist over 1.18 million people affected by disasters through the hemisphere. The DMA countries have been primary beneficiaries of these efforts receiving over \$1.06 million in cash and in-kind contributions to assist over 596,000 people.

Life of Project Leverage

Since inception in 2004-2009 the Alliance has facilitated \$2,960,363 in private and public sector contributions with \$302,877 in project seed capital. This includes 44 high-impact risk reduction projects which benefited more



■ Public Private Leverage

■ Project Seed Capital

DMA IN COLOMBIA 2004—2010

Fast Facts

During Phase I in 2004, DMA began in Colombia where it was able to engage a national coordinator, Juan Carlos Lobo, and corporate partners such as the Merck and the Mutual Aid Committee, ASO-COLFLORES, ANDI and others to accomplish the following:

- ◊ Established a risk management committee and disaster protocol in Bogotá which is now being replicated in 4 cities: Barranquilla, Cali, Cartagena and Medellín
- ◊ Leveraged over \$129,000 in private and public sector contributions with \$54,718 in project seed capital for a total of 8 projects benefitting almost 127,000 people in 16 communities;
- ◊ Played a key role in the establishment of national guidelines for business continuity planning;
- ◊ Produced publications to educate the public about disaster preparedness, once especially was dedicated to seismic risk and mitigation;
- ◊ Trained over 781 government and private sector professionals in 8 trainings and conferences and 273 community leaders and volunteers in disaster preparedness, management and risk reduction in 11 additional workshops;
- ◊ Developed and tested 1 community emergency plan and conducted a total of 2 practice drills with 67 participants.
- ◊ Established a blog on mutual aid committees on the DMA communications platform, www.PlanforDisasters.org.



Mr. Omar Ramírez, HSE Manager, Merck Colombia and President of the Risk Management Committee, AmCham Colombia.



Merck and the Mutual Aid Committee partnered with the DMA to provide an emergency exit and alarm system as well as a vulnerability assessment of the community center.

DMA IN COSTA RICA 2004—2010

Fast Facts

As a DMA Phase I country, Costa Rica began DMA efforts in 2004. The DMA was able to engage a national coordinator, Jessika Brenes, and corporate partners such as the Del Oro S.A., Cadena de Supermercados Unidos (CSU/Walmart), and others to accomplish the following:

- ◊ Established a disaster management and business continuity committee and disaster protocol
- ◊ Leveraged over \$435,000 in private and public sector contributions with \$86,597 in project seed capital for a total of 8 projects benefitting almost 13,000 people in 45 communities;
- ◊ Trained over 277 government and private sector professionals in 13 trainings and conferences and 98 community leaders and volunteers in disaster preparedness, management and risk reduction in 5 additional workshops;
- ◊ Developed and tested 1 community emergency plan and conducted a total of 4 practice drills with 346 participants.
- ◊ Established a portal.



The AmCham Disaster Management and Business Continuity Committee (DMBCC) partnered with the DMA to donate disaster response equipment to the National Emergency Commission of Costa Rica.



Before



After

The Costa Rican AmCham and DMBCC partnered with the National Emergency Commission and achieved a government investment of over US\$220,000 to replace the Versailles bridge in Guanacaste with this modern, more resilient one.

DMA IN TRINIDAD & TOBAGO 2004—2010

Fast Facts

As a DMA Phase I country, Trinidad & Tobago began DMA efforts in 2004. In spite of changes of both the AmCham Executive Director and the Director of the Office of Disaster Preparedness and Management (ODPM) the DMA was able to engage both a national coordinator, Lisa-Marie Thomas, a local part-time facilitator in Couva, Desmond Baxter, and crucial corporate partners such as the Point Lisas Industrial Estate (PLIPDECO), the Couva, Tabaquite, Talparo Regional Corporation (CTTRC) and others to accomplish the following:

- ◊ Established a disaster management committee and protocol which later was absorbed by the Health, Safety, and Environment (HSE) committee
- ◊ Community Awareness and Emergency Response (CAER) committee efforts in schools
- ◊ Leveraged over \$244,000 in private, public, and community contributions with \$66,819 in project seed capital for a total of 5 projects benefitting almost 25,000 people in 14 communities;
- ◊ Played a key role in the establishment of national example for hurricane preparedness planning at the municipal level (CTTRC);
- ◊ Produced publications to educate the public about disaster preparedness, once especially was dedicated to seismic risk and mitigation;
- ◊ Trained over 137 government and private sector professionals in 3 trainings and conferences and 205 community leaders and volunteers in disaster preparedness, management and risk reduction in 7 additional workshops;
- ◊ Developed and tested 8 community emergency plans with a total of 2 practice drills with 103 participants



The Point Lisas Industrial Estate (PLIPDECO) partnered with the DMA and the Couva/Tabaquite/Talparo Regional Corporation (CTTRC) to develop 8 community emergency plans and put them to the test with practice drills.



Community disaster preparedness efforts also included first aid training co-sponsored by PLIPDECO Community Awareness and Emergency and Response (CAER) committee and the DMA.

Fast Facts**DMA IN HONDURAS 2006—2010**

As a DMA Phase II country, Honduras began DMA efforts in 2006. In spite of changes of both the AmCham Executive Director and the Director of the Permanent Contingency Commission (National Emergency Management authority, COPECO) the DMA was able to engage both a national coordinator, José Aguilar, and corporate partners such as the Seaboard Marine, Rio Garment, Grupo Lovable, Cargill, and others to accomplish the following:

- ◊ Established a risk management committee and disaster protocol in San Pedro Sula
- ◊ Leveraged over \$372,000 in private and public sector contributions with \$44,903 in project seed capital for a total of 13 projects benefitting almost 332,000 people in 38 communities. Two of these projects remain ongoing as of the close of the DMA;
- ◊ Trained over 47 government and private sector professionals in 2 trainings and conferences and 100 community leaders and volunteers in disaster preparedness, management and risk reduction in 4 additional workshops;
- ◊ Developed and tested 3 community emergency plans and conducted a total of 3 practice drills with 77 participants.
- ◊ Took a leadership role in developing a platform agreement for public private collaboration for disaster management and response with the national authorities, COPECO and the national private sector organization, COHEP.

When the DMA support for the coordinator position had concluded the corporate partners began to finance the committee coordinator and activities. To their great credit they have accomplished the following on their own steam:

- ◊ Organized a Marlin Fishing Tournament Fund Raiser to cover committee coordinator and activity expenses
- ◊ Galvanize corporate support for dissemination of the School Disaster Curricula developed by COPECO with the Ministry of Education and international support.



Successful Marlin Fishing tournament organized by AmCham Honduras as a fund-raiser for the Disaster Management and Business Continuity Committee to cover staff and activities for one year.



The DMA and AmCham Honduras affiliate companies partnered to improve the conditions of three contiguous schools in Choloma to serve as a shelter center for this flood prone com-

DMA IN EL SALVADOR 2006—2010**Fast Facts**

As a DMA Phase II country, El Salvador began DMA efforts in 2006. In spite of three changes of both the AmCham Executive Director and the Director of Civil Protection the DMA was able to engage both a national coordinator, Raúl Palomo, and corporate partners such as the Salvadoran Association of Engineers and Architects (ASIA), Pacific Rim, La Geo and others to accomplish the following:

- ◊ Established a disaster management and business continuity committee and disaster protocol
- ◊ Leveraged over \$325,000 in private, public, and community contributions with \$36,769 in project seed capital for a total of 5 projects benefitting almost 9,200 people in 9 communities;
- ◊ Trained over 349 government and private sector professionals in 5 trainings and conferences and 83 community leaders and volunteers in disaster preparedness, management and risk reduction in 3 additional workshops;
- ◊ Developed and tested 5 community emergency plans and conducted 1 practice drill with 40 participants.
- ◊ Hosted the first DMA Regional Integration Conference in San Salvador with representatives from 10 countries.



The DMA partnered with the Salvadoran Association of Engineers and Architects (ASIA) to stabilize this flood and erosion-prone slope in Berlin.



The DMA and AES partnered to train volunteers from each of AES's offices nationwide in LSS/SUMA in order to assist the Civil Protection with reporting needs and other crucial information in the event of a disaster, simply as data entry volunteers to the National Authority and its authorized representatives.

DMA IN DOMINICAN REPUBLIC 2006—2010**Fast Facts**

As a DMA Phase II country, the Dominican Republic began DMA efforts in 2006. The DMA integrated PADF's DR disaster risk management team and a part-time coordinator, Juan Carlos Sanchez, in the Veron/Bavaro/Punta Cana area in the far eastern part of the island to accomplish the following:

- ◊ Leveraged over \$425,000 in private, public, and community contributions with \$10,198 in project seed capital for a total of 4 projects benefitting almost 2,200 people in 5 communities.
- ◊ Trained 54 government and private sector professionals in 1 conference and 70 community leaders and volunteers in disaster preparedness, management and risk reduction in 3 additional workshops.
- ◊ Developed and tested 5 community emergency plans and conducted 1 practice drill with 23 participants



The DMA stakeholders in the DR include Grupo Punta Cana, Fundación Punta Cana and the Fundación Ecológica Punta Cana. Their investment in a rescue/environmental surveillance boat complemented the community disaster preparedness training sponsored by the DMA.



The Fundación Ecológica Punta Cana partnered with the Univ. of Puerto Rico to install this seismic monitoring station. The DMA facilitated efforts to improve the efficiency and access to critical seismic notifications for tsunami warnings.

DMA IN HAITI 2006—2010

Fast Facts

As a DMA Phase II country, Haiti began DMA efforts in 2006. Amazingly, in only a four month period the following was accomplished by the national coordinator, Marie-Louise Augustin Russo:

- ◊ Established a disaster management and business continuity committee within AmCham Haiti which became known for its French acronym AGERCA
- ◊ Published a one page flier to promote disaster preparedness and mitigation
- ◊ Held a successful business continuity planning seminar

When the DMA support for the coordinator position had concluded the AGERCA corporate partners began to finance the committee coordinator and activities. To their great credit they have accomplished the following on their own:

- ◊ Established an excellent relationship with the Department of Civil Protection, the media, the private sector and the communities
- ◊ Leveraged over \$472,000 in private contributions to provide humanitarian assistance to over 2,217 families in 21 communities in response to Hurricanes Fay, Gustav and Ike in 2008.
- ◊ Trained over 1,142 government and private sector professionals in 10 trainings and conferences and 50 students in Jacmel regarding Haiti's natural hazards in 1 additional workshop.
- ◊ Promoted disaster preparedness in conferences, fairs, youth first aid trainings and other efforts;
- ◊ Established a portal <http://www.agerca.org/ht/> to share their message and raise support for their efforts.



Digicel donation to AGERCA for hurricane relief efforts.



Public outreach and disaster risk management awareness raising includes book fairs and other public events to disseminate information about Haiti's hazards, risks and vulnerabilities as well as appropriate mitigation measures.

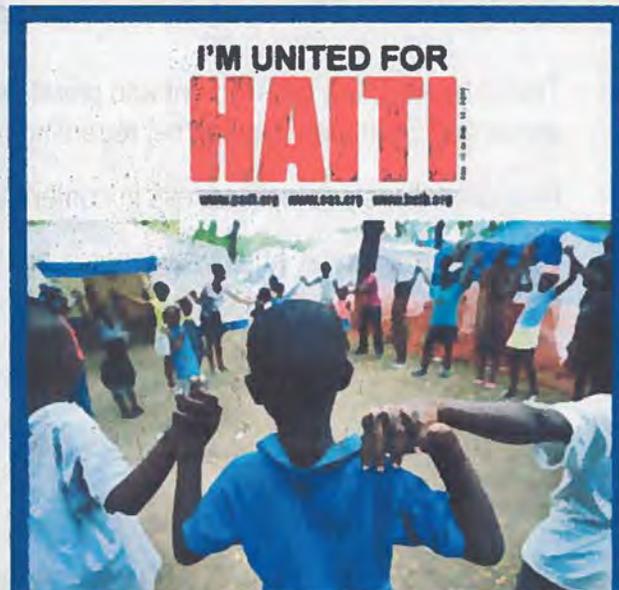
DMA SPOTLIGHT ON HAITI:

The pre-earthquake activities of DMA in Haiti have facilitated private sector recovery and provided a point of contact for private sector assistance in the absence of government capacity or resources. AGERCA, the alliance created by DMA was one of the few alliance-based organizations capable of assisting in the organization of a response in the wake of the earthquake that totally incapacitated the government. In addition, AGERCA facilitated the application of critical technical and scientific assistance provided by PADF in the emergency phase. AGERCA will continue to be an important player in the organization of recovery and reconstruction.

In February 2010, after the January earthquake, AGERCA made a partnership with "Fondation Rose et Blanc" (Pink and White Foundation) to transmit messages written by AGERCA, approved by Ing. Claude Prepetit, and recorded by Michel Martelly (Sweet Micky) a well-known artist in the community. These messages (in creole) are being broadcast free of charge by several radio stations in Haiti and helped create awareness for the general population on:

- Seismic hazards and Disaster Management
- What to do before, during and after a disaster
- How to protect themselves for earthquake
- And to get ready for the rainy season.

The DMA has received enthusiastic endorsements for the linkages it facilitated in Haiti:



Picture of PADF's publication cover: PADF Haiti Earthquake response report 2010

DMA SPOTLIGHT ON HAITI

Dr. Eric Calais, Professor, Dept. of Earth & Atmospheric Sciences, Purdue University:

"...the USAID/OFDA-sponsored Disaster Management Alliance gave AGERCA - the Disaster Management and Business Continuity Committee - its start in Haiti. Since 2007 AGERCA has been dynamic and creative mobilizing private sector support for disaster management and risk reduction. Christine Herridge of PADF introduced me to AGERCA's Executive Director, Marie-Louise Augustin Russo. Thanks to them both corporate partners such as Voila Foundation are collaborating with our research and will give full scholarships to two Haitian specialists to study at Purdue University, building capacity for Haiti as the nation strives to build back better." The video clips – of Dr. Calais' DMA endorsement and critical updated technical findings for Haiti - in both English and French are on [this link](#) in the resources section of the DMA portal:



Dr. H. Kit Miyamoto, President and CEO of Miyamoto International:

"Because of the DMA PADF was able to respond immediately to the earthquake in Haiti by activating private sector earthquake engineering technical resources."

A week after the devastating earthquake, PADF brought in structural engineer and post-disaster expert Kit Miyamoto to assess the safety of homes and buildings. His work is essential to PADF's "tagging" of 50,000 homes and other buildings in Port-au-

Prince. Click [here](#) to check out a video about Kit's work.

USAID Administrator tours PADF's building inspection project

U.S. Agency for International Development Administrator Rajiv Shah toured major recovery projects in Haiti, including the Pan American Development Foundation's extensive building inspection program that will benefit more than 125,000 people. [More](#)

Click [here](#) to watch a video and learn more about PADF's "tagging" efforts.

DMA IN JAMAICA 2007—2010

Fast Facts

As a DMA Phase III country, Jamaica began DMA efforts in 2007. Without the aid of a DMA country coordinator or seed capital budget Jamaica has:

- ◊ Received a business continuity planning seminar by BDA Global
- ◊ Gathered key corporate and institutional representatives to learn about the DMA model and provide information for a DMA disaster management protocol and committee to be formed.
- ◊ Produced publications to educate the public about disaster preparedness, once especially was dedicated to seismic risk and mitigation;
- ◊ Trained over 139 government and private sector professionals in 3 trainings and conferences
- ◊ The Jamaica Power Service (JPS), following the DMA facilitated multi sector round table session in April 2009, established a Planning, Preparedness, and Mitigation Working Group in support of the Office of Disaster Preparedness and Emergency Management (ODPEM). Other critical services such as communications, water etc. will be integrated into coordinated public private initiatives for hurricane season.



Jamaica played a key role in coordinating and collaborating with the earthquake response efforts in Haiti in 2010.



The DMA and AmCham Jamaica multi-sector roundtable session for ODPEM with the private sector in April 2009 led to the establishment of a planning, preparedness and mitigation group headed by JPS for ODPEM.

DMA IN NICARAGUA 2007—2010

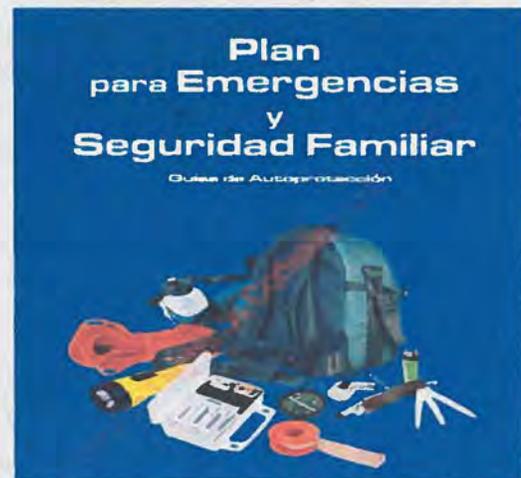
Fast Facts

As a DMA Phase III country, Nicaragua began DMA efforts in 2007, the same week as Hurricane Felix. Without the aid of a DMA country coordinator or seed capital budget Nicaragua has:

- ◊ Received a business continuity planning seminar by BDA Global
- ◊ Gathered key corporate and institutional representatives to learn about the DMA model and provide information for a DMA disaster management protocol and committee to be formed.
- ◊ Leveraged resources both cash and in-kind in response to Hurricane Felix
- ◊ Has taken a leadership role in developing a platform agreement for public private collaboration for disaster management and response with the national authorities, SINAPRED, and the national private sector organization, COSEP. This emulates the example set by the DMA team in Honduras. AmCham Nicaragua is committed to following up on this initiative.
- ◊ Promoted a Family Emergency and Safety Plan donated in digital form to the DMA portal (<http://www.planfordisasters.org/ht/d/sp/i/595/pid/595>) by Mr. Luis González Nogales ;
- ◊ Played a key role in communications skills session in the 2nd DMA Regional Integration Conference in Guatemala in January 2010.
- ◊ Organized a BCP webinar on the DMA portal with an expert volunteer with Marsh Risk Consulting, Mr. Roberto Zegarra.
- ◊ Trained 48 government and private sector professionals in a Business Continuity Planning conference on September 5 and 6, 2007. This was the same week that Hurricane Felix affected many communities on Nicaragua's north coast. AmCham Nicaragua ran a telethon to raise resources for those who needed humanitarian assistance.



Mr. Avil Ramirez, Executive Director of AmCham Nicaragua, was a key speaker during the working group discussion regarding communications during the DMA Regional Integration Conference in Guatemala in January 2010.



Mr. Luis González, on behalf of the AmCham Nicaragua Overseas Security Advisory Committee (OSAC) and security expert donated the digital version of this family emergency preparedness guide for the DMA portal: www.PlanforDisasters.org

Over a 14 month period, the DMA carried out one of its main goals, which was to solidify its communications platform through the implementation of knowledge sharing services and tools for disaster preparedness and business continuity. The ultimate goal being to save lives and livelihoods, and communications played an important role in strengthening our partners' ability to leverage resources and information by enabling them to use the latest online technology.

The goals of the DMA's communication strategy included:

1. Encourage and promote coordination between the public and private sectors for disaster preparedness, mitigation, response, recovery, and risk reduction.
2. Link corporate representatives, public agencies, non-profit organizations and national authorities to relevant materials and information that they can use to take action at the community, local, national, and/or regional levels.
3. Give partners a platform for promoting their programs and attracting new resources (partners, volunteers, funding).
4. Increase knowledge and information exchange by connecting users virtually through online forums, blogs, and webinars.

To achieve these goals, the DMA launched www.PlanforDisasters.org, which provides a variety of features including a document library, media galleries, a rolling calendar, latest news, and blogs and forums features.

The launch of the website was accompanied by the release of the new DMA logo. The logo helped communications build the programs brand identity.



In addition, the DMA also launched a new information hotline called AskDMA (info@planfordisasters.org) to ensure partners and other interested parties received the information they needed in a timely manner. Another aspect of the communications strategy was to share best practices from the region. Several features were launched or enhanced to facilitate the dissemination and sharing of information as well as promote learning.

First, the DMA Newsletter was reformatted to include upcoming events, announcements, and more stories from the field. [See DMA News>>](#)

Secondly, the DMA engaged partners and collaborators to launch blogs on different themes. With the help of Gaston Boisson, BCP expert at BDA Global, we launched the Business Continuity Blog. Through the blog, users can ask Gaston questions they have about business continuity planning at no cost. [See the Business Continuity Blog>>](#)

MAKING THE MOST OF COMMUNICATION:

In addition, Juan Carlos Duque, Technical Director of Responsabilidad Integral in Colombia helped us launch the Mutual Aid Committee blog focusing on logistics and transportation issues. [See Mutual Aid the Committees Blog>>](#)

Lastly, the DMA engaged partners and collaborators to provide distance and face-to-face learning opportunities in the form of webinars and conferences. Earlier this year, BDA Global offered a free business continuity webinar to all the DMA's partners, conducted by BCP expert and PADF partner, Gaston Boisson from Washington, D.C.

More recently, the DMA enlisted Mr. Roberto Zegarra, Business Continuity expert with Marsh Risk Consulting located in Sao Paulo, Brazil, as a volunteer presenter for an online webinar for the members of AmCham Nicaragua. Mr. Zegarra was highly recommended by one of the DMA's partners in Colombia.

In January 2010, the DMA brought together over 55 participants representing a strategic balance of government, non-profit, corporate and donor leaders from 10 countries. The Regional Integration Conference: *Driving Effective Partnerships for Disaster Preparedness and Business Continuity* was held in Guatemala City, Guatemala. The conference focused on providing the partners with successful practices and tools to build long term, strategic public-private partnerships and alliances. [See presentations \(including audio\) and other media from the conference>>](#)

The DMA's communications strategy was implemented to help partners build up local preparedness and risk reduction efforts. The team worked to bridge the knowledge gaps that exist between sectors by sharing successful practices and letting people know about the results of other projects throughout the region; using online technology proved to be a cost-effective way to achieve these goals.

DMA | DISASTER MANAGEMENT ALLIANCE

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2010 Regional Integration Conference Guatemala City, Guatemala
(click here to see content)

DMA NEWS

- Read the April Issue of DMA News (English/ Español)
- Structural Engineer and CEO of Miyamoto International, **Koji Miyamoto** talk about his experiences in Haiti as he and other engineers provide their technical expertise to help with the reconstruction process. [More >>](#)
- New Blog Entry:** Develop your Business Continuity Plan [Do it and Don'ts for Developing an Actionable Plan on a Budget. \[More >>\]\(#\)](#)
- Also read the latest issue of the **USAID/OFDA/LAC newsletter** ([click here](#))
- See **Disaster Response News** about Haiti and Chile earthquakes on [PanAmericanRelief.org](#) ([click here](#))
- Learn about the DMA partners** and what they are doing to advance disaster preparedness in their countries through release from the DMA Regional Integration Conference. Go to [Videos >>](#)

Business Continuity Forum

The DMA Forum was created to facilitate information sharing. To use the Forum, you must register in our website. Once you register, you will be able to post comments. To request a new topic or if you have any questions, please email [AADC@DMA.org](#). Please read the User Guidelines and User Agreement.

La intención de los Foros de la DMA es facilitar el intercambio de información. Para usar los foros es necesario registrarse en nuestro sitio web. Una vez registrado en el sistema, podrá publicar comentarios. Para agregar un nuevo tema o si tiene alguna pregunta, por favor escriba a [AADC@DMA.org](#). Por favor lea la Guía para el Usuario y el Acuerdo del Usuario de Internet.

4 New Categories | Login | Register for a topic

Webinars to Plan for Disaster Business Continuity Blog
Posted by Gaston Boisson on Sep 18, 2009 | 1 comment

Blog

Koji Miyamoto, Miyamoto International: Structural Engineer in Haiti

Dr. Erik Cahala, Purdue University: [Introduction to BCP](#)

DMA portal lead page dedicated to the Regional Integration Conference in Guatemala in January 2010.

2008 DMA REGIONAL INTEGRATION CONFERENCE-EL SALVADOR



THE 2008 DMA REGIONAL INTEGRATION CONFERENCE

The Disaster Management Alliance

Private Sector Involvement in Disaster Preparedness and Management: *Successes & Innovations*



USAID
FROM THE AMERICAN PEOPLE



PADF
PAN AMERICAN DEVELOPMENT FOUNDE

2010 REGIONAL INTEGRATION CONFERENCE GUATEMALA



Regional Integration Conference-Guatemala

The 2010 Regional Integration Conference brought together over 55 participants representing 10 countries and a variety of sectors. It was noted by many attendees that "there is a growing agreement around the region that more needs to be done to work together, that it is increasingly crucial to bring all stakeholders – governments, NGOs, donors, and especially the private sector – to the table for common action." Speaking of the Latin America and Caribbean region, Stephen Jordan, Vice president of the BCLC, said, "We need a *network of networks*."

The DMA continued to emerge as the go-to resource helping alliances develop toward their full potential. The conference was a golden opportunity to showcase resources and capacities available to the alliances. PADF brought alliance building specialists Andrew Mack and Felipe Custer of AMGlobal to facilitate regional sharing, mentoring and learning for the DMA's Alliances in the Making. The AMGlobal team achieved full participation by all attendees. In each session alliance stakeholders were drawn out of their comfort zones and challenged to look both critically and strategically at their alliances. Participants learned to see their alliance from various perspectives, consider effective ways to communicate the purpose and direction of the alliance as well as jointly determine the next best steps to take together. The earthquake in Haiti was also a critical unifying theme. Partner countries shared their efforts and developed ideas to collaborate. Please visit this [link](#) to learn more.

A successful balance of government, non-profit, corporate, and donor participants had the opportunity to hear from leaders about the vision for the future of disaster management in the region with an emphasis on the role the private sector can play in building local, national, and regional resilience.

Key messages of the conference emphasized:

- The value of preparedness
- The need to collaborate/partner
- The need to build understanding about the role of risk, risk mitigation (insurance/preparedness), communications, employees by sharing local experiences in each country
- The role and value of the DMA as a network
- The role of the company/group/agency in the DMA
- Together we have enough resources

With these key messages in mind, the skill sessions focused on maximizing sharing between individuals from different backgrounds. In the course of the conference, the participants:

- Identified financial, technical, and institutional requirements for success;
- Developed alliances that will evolve with defined roles and responsibilities and a strategic plan for next year and beyond;
- Shared lessons learned from the past year.



DMA PUBLICATIONS APPLICATIONS AND MEDIA



DMA | DISASTER MANAGEMENT ALLIANCE

Plan for Disasters

March 31, 2010

Upcoming Events

March 17-June 2: (Guatemala) - National Certification on Early Warning Systems

The National Coordinator for Disaster Reduction (CONRED), the Emergency and Disaster Humanitarian Response unit (CRHED), with the support of the Schools of Doctors of Guatemala is offering a nine-week course aimed at building a culture of preparedness and risk reduction in Guatemala. Contact CONRED for more information ([click here](#)).

April 9: (Port-of-Spain, Trinidad & Tobago) - HSE committee meeting, AmCham TT

April 10: (San Pedro Sula, Honduras) - AmCham's Disaster Management & Business Continuity Committee visit to Sula Valley Agricultural School

April (TBD): (San Pedro Sula, Honduras) - there will be a breakfast/conference called "Why Save Energy?" with Ing. Carlos J. Flores, Energy Consultant, Tecsa

Upcoming AACCLA meetings ([click here for more information](#))

- **April 21-23:** CG-LA Infrastructure's 8th Annual Latin American Infrastructure Leadership Forum, Bogota, Colombia
- **May 4-6:** AmCham Dominican Republic's Building a New Haiti: Trade and Investment Conference, Santo Domingo, Dominican Republic
- **June 21-24:** Business Future of the Americas and AACCLA's Mid-Year Meeting (, 2010) Lima, Peru
- **October 4-6:** Forecast on Latin America and the Caribbean and AACCLA's Annual Meeting, Washington, DC

Director's Note

Dear Colleagues,

March 15 through 20, I participated in a rapid needs assessment mission conducted by a team led by my PADF colleague Marc Wachtenhem. The team attended meetings with members of the American Chamber of Commerce of Chile, its corporate trustees, the US Ambassador, the Rotary Club of Chile, the COANIQUEM hospital, the Santiago Volunteer Fire Department (throughout all of Chile the



2004—2010 DMA EXTERNAL EVALUATION

Fred Krimgold, Ph.D.; KC Soares, Ph.D.

The program's final evaluation was conducted in five countries: Colombia, Costa Rica, Honduras, Jamaica, and Trinidad & Tobago.

The critical assumptions were that:

- ◊ Private-public alliances would better ensure socio-economic sustainability;
- ◊ Mutual interests were the starting point for productive working relationships;
- ◊ Time and working together would help change decades of stereotypes and misunderstandings between private and public sectors; and
- ◊ It is necessary to develop mutual respect to work together in Alliance-building efforts.

This set of assumptions refers to values that are integral in the DMA and its ability to mobilize people and organizations. The majority of them refer to the respect necessary for "working together" – people, organizations, and civil society institutions. This is critical to move the emphasis toward a more holistic and multi-sector approach to disaster management.

The Disaster Management Alliance Indicators are:

1. Change in the policies, legislation, regulations or behavior of communities, local and regional entities on disaster risk reduction and management.
2. Development of a Strategic Investment Plan (SIC) to help public-private partnerships adopt a shared, long-term engagement and investment approach to disaster preparedness, mitigation and management.
3. Number of public and private entities joining the Regional Alliance.
4. Number of corporate mentoring relationships facilitated at the national and regional level.
5. Number of partnerships for continuity leveraged at both the national and regional level.
6. Number of tools created to facilitate a capacity for Alliance members to self-monitor, assess, and learn.

Highlights of the Disaster Management Alliance (DMA) External Evaluation:

- ◊ The partnerships created critical bases of organizational support and coordination for DMA activities in their respective countries.
- ◊ The introduction of business continuity planning provided a business oriented approach to disaster management and disaster risk reduction.
- ◊ The private sector companies involved with the DMA have led its expansion to, for example, other regions and facilitated the inclusion of local towns and communities.

DMA EXTERNAL EVALUATION

Fred Krimgold, Ph.D.; KC Soares, Ph.D.

Highlights of the Disaster Management Alliance (DMA) External Evaluation (continued):

- ◇ Good results on the ground, good press and effective peer-to-peer communication attracts people and organizations to the DMA.
- ◇ Revenue generating activities in the DMA provided the basis for expanded attention to DMA initiatives and directly impact the sustainability of partners' efforts.
- ◇ The private sector understands that the "healthy company" relies on a healthy workforce, reliable supply chains, public infrastructure and access to markets.
- ◇ The public sector recognizes its dependence on the technical, managerial and financial assets of the private sector.
- ◇ The interdependency of business and government underlies the necessity of public/private partnership for disaster risk reduction. Neither side can be successful in isolation.
- ◇ This partnership is facilitated by the trust-building that is occurring as alliances are increasingly working more productively with other public and private organizations and civil society.
- ◇ One of the marked successes of the DMA was the conducting of two regional meetings (El Salvador and Guatemala). These two meetings were cited many times by DMA stakeholders as producing, for example, incredible synergies, learning, sharing of successful approaches, and networking opportunities.
- ◇ The framing of the communication messages of the DMA has been particularly effective.
- ◇ DMA communications tools created include the:
 - ◇ DMA portal – www.PlanningforDisasters.com a fundamental frame of reference and communication linkage between the various stakeholders and persons interested in disaster management.,
 - ◇ Videos,
 - ◇ Bulletins and newsletter, and
 - ◇ One-pagers and brochures.

NOTE: The stakeholders in the countries, in general, were more interested in communicating their activities, concerns and successes through presentations and meetings.

DMA EXTERNAL EVALUATION

Fred Krimgold, Ph.D.; KC Soares, Ph.D.

The unique elements and keys to success of this OFDA-sponsored DMA project are:

1. Relationship building between private and public sector;
2. Identification of mutual interest, and mutually supportive actions, of private and public sector; and
3. Emphasis on disaster management and risk reduction.

Each of these is synergistic and helped the Alliances accomplish their goals, attract new participating companies and organizations, and further the information/communications with communities.

The most innovative DMA efforts and services include:

1. Self-supporting Business Continuity Training program
2. Earthquake Vulnerability Assessment Training
3. Post-earthquake Building Evaluation
4. Seismic Hazard Analysis
5. Self-supporting Hazard Information Publications
6. DMA Web portal
7. Projects in fence-line and other communities
8. Support, in discussions, of Ministry of Education/Honduras – publication and distribution of new “Methodology Guidelines” for schools and universities in SPS - Proactive efforts to engage new associations in DMA and to engage new companies.
9. Mitigation projects and training in both fence-line communities and other communities
10. Training programs, in general, for partnership organization personnel and persons from civil society. The CUSE-Course on School Security (in Honduras) was mentioned as being effective and impactful, and was considered an important pilot program.

Recommendations: Adjustments in the DMA model based on experience to date should include:

1. Expand beyond AmCham to reach local private sector;
2. Provide matching funds for PPP linking positions;
3. Emphasize mentoring role for U.S. companies;
4. Encourage public/private partnership at the local/community level;
5. Ensure coordination of RMP and DMA programs;
6. Encourage the utilization of micro-financing programs as the PPP increases linkages with towns and communities;
7. Emphasize business continuity planning as a core action and one that contributes to project and organizational sustainability; and
8. Encourage the introduction of conflict resolution practices – especially, mediation and negotiations – in the human capacity building and institutional development of the DMA.

Challenges & Solutions

The DMA has faced a number of challenges since it began in 2004. The solutions fall into several categories (further details is available in the quarterly reports presented throughout the life of the project and annexed on the companion CD). They are summarized as follows:

Internal, PADF:

Met personnel challenges by recruiting project staff as necessary, due to turnover and other factors. As an example, Christine Herridge was recruited, in September 2004, to fill in for Steve Pratt as DMA Director shortly after the DMA started.

Endeavored to maintain a productive relationship with USAID (both OFDA/DC and GDA/DC) representatives changed at least twice over the course of the project. Also, GDA modified the nature of its efforts from focusing on global corporate partnerships to assisting USAID Missions in each country to develop public private partnerships. Thus, during the last phase, from 2008 to 2010, PADF also had to adapt to meet program objectives by developing the regional partnerships on its own with BDA Global, Miyamoto International and the Aidmatrix Foundation, without the support and corporate contacts GDA had originally offered.

External:

The DMA team repeatedly had to “start from scratch” with partner AmChams, Civil Protection and other key stakeholder offices as Directors and crucial staff rotated. This is especially noteworthy in countries such as Costa Rica, El Salvador, Trinidad & Tobago, and Honduras. This motivated the development of the DMA portal: www.PlanforDisasters.org to ensure that information would be available regarding activities and accomplishments. The platform also enabled regional mentoring and information exchange through BLOGS, newsletters with articles featuring the efforts and results of DMA stakeholders. The website also provides metrics to help DRM alliances develop and self assess, even offering insight into global efforts within the Hyogo Framework for Action.

The common mistrust between the public and private sector affected the nature, frequency and results of communication for DMA purposes. In Nicaragua the DMA offered its model and capacity through the Red Humanitaria (Humanitarian Network) run by the UN with development NGO's. In 2009 the DMA team assisted in creating a more productive dialogue during multi-sector roundtables in Trinidad & Tobago, Nicaragua, Jamaica, Dominican Republic and Colombia. These sessions were scheduled for El Salvador, Costa Rica, Haiti and Honduras but had to be postponed and later cancelled due to political circumstances and/or natural events which dominated the attention and efforts of the intended participants/beneficiaries.

Challenges & Solutions Cont.

The pandemic flu (H1N1) followed by a global economic crisis served as major distracters and acted in detriment to the capacity of the DMA Team and the resulting Disaster Management and Business Continuity Committees in each country to engage financial and human resources. These and other challenges were addressed during the regional conferences both in El Salvador in 2008 and in Guatemala in 2010. The information sharing, networking and technical assistance provided offered solid next steps for our "Alliances in the Making".

In countries where the AmCham did not permit the committee enough autonomy or support to effectively raise resources the committee either merged with another committee (such as the Health, Safety, Security and Environment Committee in Trinidad & Tobago), moved to a new platform (as AGERCA did in Haiti by moving to the Haitian Industrial Association, for example) or disbanded (as in Costa Rica).

Limited project resources and standard donor regulations on activities involving travel were an impediment to providing more personalized attention to the DMA stakeholders in each country. The DMA team became adept at maintaining working relationships and providing follow up through e-mail, Skype and other means available. Additionally the DMA team worked with stakeholders to suggest alternate collaborations to facilitate efforts. Connections were made to enable contributions through skills-based volunteering and other types of in-kind support.

List of Hyperlinks

Please visit the following links to find more information about each of the DMA's partner countries.

- Colombia: <http://www.planfordisasters.org/ht/d/sp/i/588/pid/588>
- Costa Rica: <http://www.planfordisasters.org/ht/d/sp/i/589/pid/589>
- Dominican Republic: <http://www.planfordisasters.org/ht/d/sp/i/590/pid/590>
- El Salvador: <http://www.planfordisasters.org/ht/d/sp/i/591/pid/591>
- Guatemala: <http://planfordisasters.org/ht/d/sp/i/13191/pid/13191>
- Haiti: <http://www.planfordisasters.org/ht/d/sp/i/592/pid/592>
- Honduras: <http://www.planfordisasters.org/ht/d/sp/i/593/pid/593>
- Jamaica: <http://www.planfordisasters.org/ht/d/sp/i/594/pid/594>
- Nicaragua: <http://www.planfordisasters.org/ht/d/sp/i/595/pid/595>
- Trinidad & Tobago: <http://www.planfordisasters.org/ht/d/sp/i/596/pid/596>



Primary Business Address:
Pan American Development
Foundation
1889 F St, NW, 2nd Floor,

**Fostering Private Sector
Support in Community
Preparedness**

The Disaster Management Alliance (DMA) works throughout Latin America and the Caribbean, promoting the integration of the private sector into disaster preparedness, management, and risk reduction. The Alliance facilitates a wide variety of activities in high impact areas including establishing disaster management and business continuity committees and protocols, facilitating risk and vulnerability reduction initiatives, and offering training and technical assistance.

History of the Agreement: Grant # PADF DFD-G-00-04-00198-03 LAC**PADF/OFDA: Disaster Management Alliance:
Fostering Private Sector Support in Community Preparedness****July 29, 2004 – June 30, 2010****Original Award:**

On July 29, 2004, the Pan American Development Foundation (PADF) was awarded a US\$430,513 Office of Foreign Disaster Assistance (OFDA) grant to be matched with at least US\$170,000 in private sector funds over a two-year period—through July 27, 2006. It aims at promoting private sector engagement and contributions to emergency management activities before, during, and after disaster events in Latin America and the Caribbean.

Modification #1:

During a two-month no-cost extension, on August 21, 2006 PADF was granted an 18-month cost extension through January 31, 2008. This included an additional US\$440,041 for a new OFDA/USAID total of US\$870,554 to expand this successful model into at least three new countries. Then PADF was granted a three-month no-cost extension through April 30, 2008.

Modification #2:

On April 16, 2008 PADF was granted a five month cost extension through September 30, 2008 with an additional US\$100,000 for a new OFDA/USAID total of US\$970,554.

Modification #3:

On September 8, 2008 OFDA/USAID awarded an 18-month cost extension from October 1, 2008 through March 31, 2010 for an additional US\$583,648. This brings the total OFDA/USAID award since 2004 to US\$1,554,202. These funds, to date, have leveraged over US\$2,655,363 in private and public contributions.

Modification #4:

During an 18-month cost extension, on March 9, 2010 PADF was granted a three-month no-cost extension through June 30, 2010.

History of the Agreement Grant # PADF DRP-6-00-00196-03 LAC
PADF/ODA Disaster Management Alliance
Fostering Private Sector Support in Community Preparedness

July 9, 2004 - June 30, 2010

Original Award

On July 9, 2004, the Bill & Melinda Gates Foundation (BMGF) was awarded a US\$10.5 million grant to support the Disaster Management Alliance (DMA) grant to be matched with at least US\$10.5 million in private sector funds over a two-year period through July 31, 2006. It aims at promoting private sector contributions to emergency management activities before, during, and after disaster events in Latin America and the Caribbean.

Extension #1

During a two-month request extension on August 31, 2005 PADF was granted an 18-month cost extension through January 31, 2006. This included an additional US\$440,000 for a new ODAUSGID project US\$870,000 to expand the successful model into at least three new countries. The PADF was granted a three-month request extension through April 30, 2006.

Extension #2

On April 16, 2008 PADF was granted a five month cost extension through September 30, 2008 for an additional US\$100,000 for a new ODAUSGID total of US\$970,000.

Extension #3

On September 8, 2008 ODAUSGID awarded an 18-month cost extension from October 1, 2008 through March 31, 2010 for an additional US\$552,845. This brings the total ODAUSGID project value to US\$1,522,845. These funds to date have leveraged over US\$2,657,349 in private sector contributions.

Extension #4

On October 10, 2009 PADF was granted a three month cost extension through January 31, 2010.