

**Amber Lupin**

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**From:** Disaster Management Alliance [alupin@padf.org]**Sent:** Friday, October 17, 2008 12:00 PM**To:** Amber Lupin**Subject:** Disaster Management Alliance Update 10/17/08

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FROM THE AMERICAN PEOPLE



## **Disaster Management Alliance Update**

Friday, October 17, 2008

### **News from PADF in Washington, DC:**

In this week's edition we will frame the highlights and ongoing themes for discussion and development resulting from the Regional Integration Conference held in San Salvador from July 23 to 25.

#### **Overview**

PADF is grateful to OFDA/USAID as sponsor and to AmCham El Salvador as our gracious host.

The conference presented a unique opportunity to renew our dedication to the Alliance. All of the participating countries: El Salvador, Jamaica, the Dominican Republic, Costa Rica, Colombia, Trinidad & Tobago, Nicaragua, Honduras, and Haiti (in this order) are among the world's most at risk to multiple hazards (according to the 2005 World Bank report - Natural Disaster Hotspots: A Global Risk Analysis). The extent of the potential social and economic losses from disasters demands an integrated approach toward disaster preparedness, management, and risk reduction.

Representatives across sectors from all nine countries shared their perspectives and experiences from various stages in the evolution of the project's implementation. It is said that working through discomfort, growth and learning can take place. Limitations at all levels were discussed openly. Motivating examples of successful initiatives caused a sensation. Champions were applauded and invited to mentor those who want to follow their example.

It soon became clear that commitment, passion, and leadership from all stakeholders, as in any endeavor, is fundamental. Peer-to-peer communication at all levels gets the message across. Private sector representatives explained how to engage decision makers and a role-playing exercise showed everyone the power of considering other points of view.

Communicating carefully crafted messages and showcasing success stories will help create demand for the DMA. A "DMA how to kit" is needed to recruit and successfully engage corporate partners.

The private sector engages when asked and if the collaboration is within its own strategic, business interests. Both public and private sectors, however, are often unaware of what is at stake. Kit Miyamoto made an unforgettable presentation to demonstrate the business case for mitigation and the dramatic devastation witnessed when the option of "doing nothing" is chosen.

The authorities present from Costa Rica, Honduras and Jamaica stated that a legal framework and designated budget are indispensable. However, their most urgent need is to have access to logistics, communications, and other specialists found often in the private sector. Our champions from Colombia have a range of volunteering capacities to share!

### **Lessons Learned**

At the end of the conference, several themes emerged among the most pressing for the DMA's national and regional application looking forward to 2012. Communication between Alliance members and with other stakeholders, successful engagement with corporate partners, understanding and using legal frameworks, and strategic mobilization of resources all stood out as important themes. In the coming weeks, we will discuss these and other topics.

### **DMA Vision and Mission**

#### **Feedback from Alliance Members in Latin America and the Caribbean:**

Here are the current versions of the Mission and Vision statements you have all contributed to:

The DMA's vision is to be recognized as the premier private sector platform for disaster preparedness, continuity, and emergency management in Latin America and the Caribbean.

The DMA's mission is to maximize synergies, through private sector;

1. Strategic alliances;
2. Training and technical assistance; and
3. Leveraging (of human, material, technical and financial resources).

Engaged with the corresponding authorities and private sector representatives, the DMA facilitates transparent and voluntary collaboration which benefits companies, communities and governments with which we work in preparedness, mitigation, response and recovery (PMRR) activities.

Working together, Alliance partners are helping to create a more resilient business and social climate through targeted initiatives and investments that facilitate access to available resources, on-going dialogue about critical issues and promoting attention to the critical role of public-private partnerships in preparedness and disaster management arena.

We encourage discussion and welcome your questions and comments!

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