

PROJECT TITLE: *Disaster Management Alliance and Business Continuity*

IMPLEMENTING AGENT: *The Alliance for Disaster Management and Business Continuity Committee (AGERCA)*

LOCATION: *Port-au-Prince, Haiti*

PROPOSED STARTING DATE: *January 2010*

PROJECT DURATION: *2 years*

AMOUNT REQUESTED: *\$153,854 over two years (\$82,837 in the first year and \$71,017 in the second)*

AGERCA INPUTS: *\$76,200 over two years (\$35,600 in the first year and \$40,600 in the second)*

1) INTRODUCTION

a) Background: Haiti is highly vulnerable to flooding, hurricanes, landslides, earthquakes, tsunamis, and other natural phenomena. The effective preparedness and mitigation of the impacts from these events require integration of the private sector, working in coordination with public entities such as the Director of Civil Protection (French acronym, DPC), to implement the National Disaster and Risk Management Plan. **The Alliance for Disaster Management and Business Continuity Committee** (French acronym—**AGERCA**) has been working since August 2007—and Haiti was the first DMA affiliate country—to put many private sector organizations together to secure a comprehensive platform for public/private collaboration for disaster preparedness, mitigation, management, and response. In a message at the opening of the 2009 hurricane season, the Minister of the Interior and Territorial Collectivities, Mr. Paul-Antoine Bien-Aimé, addressed the public in the following terms: *“Protecting the population is everyone’s responsibility. The Civil Protection system is already partnering with AGERCA, which represents different groups within civil society. But we encourage other sectors and different groups to engage in the battle of protecting the population”*.

AGERCA is member of the Permanent Secretary’s Office of Disaster and Risk Management (French acronym, SPGRD) and, as such, it develops public/private partnerships to (1) support a network of private sector decision makers to implement risk reduction strategies, (2) reinforce AGERCA’s support of the DPC in emergency situations, and (3) organize the Civil Society Consultative Committee within the SNGRD. AGERCA additionally works with national, international and NGO partners involved in disaster management before, during and after a disaster.

b) Mission: To promulgate the tools necessary to empower enterprises and communities to implement coping strategies for business continuity risks and to respond to the impact of disasters.

c) Purpose/Approach/Justification: Haiti has long been in the line of Atlantic Ocean-originated tropical storms and hurricanes. Too many lives have paid the price for the population’s unawareness. Our project purpose is to stimulate the Haitian private sector to protect itself and its employees from natural

disasters and to more quickly recover therefrom; to use the economic power of the private sector to disseminate information on risk reduction to the general public; and to advocate to public sector decision-makers for better risk reduction measures. This will have the additional benefit of expanding and reinforcing the civil society consultative committee within the SNGRD—see flow chart in annex I—to better maintain its position as the public sector partner assisting the national system attain two of its objectives: (1) Acting on causes and factors generating a state of risk in order to reduce the possibilities in disaster and (2) Reinforcing the response capacity at all levels.

2) GOALS AND OBJECTIVES

- a) Goal: To make Haiti's businesses and general public as safe as possible from the effects of natural disasters.
- b) Objectives :
 - i) To increase public awareness and behavior modification in the face of natural disasters.
 - ii) To reinforce risk reduction capabilities among private sector companies.
 - iii) To create a network of volunteers from civil society to respond to emergencies.
 - iv) To organize and expand the Civil Society Consultative Committee of the SNGRD.
 - v) To lobby decision makers to adopt sustainable risk reduction measures.

3) OUTPUTS

- a) Two safety messages per week sent to three million cell phones for the 28 weeks from one month before the hurricane season to the end of it each year.
- b) Five training sessions during each year on business continuity and contingency plans directed toward business managers.
- c) Seven conferences during each year on seismic and flood risks information and disaster risk reduction.
- d) Minimum of 100 volunteers trained by the Red Cross in first-aid each year.
- e) Increase AGERCA membership from 15 to 25 the first year and to 35 in the second year.
- f) From within the DPC AGERCA members will assist the GOH to erect temporary shelters, to have at least one risk reduction measures package in the national curriculum, and to assist the DPC to become an autonomous agent within the Ministry of the Interior.

4) BENEFICIARIES

The primary beneficiaries of the project will be workers and their families living in vulnerable areas. It is projected that at least 10,000 workers and their families will be positively impacted by the training received by their managers and passed on to them. It is expected they will be able to return to work more quickly after a disaster and that there will be a concomitant decrease in the number of deaths and injuries. The second beneficiaries will be business owners who will receive the pertinent information on business continuity, contributing to a higher GDP and greater social welfare. The third beneficiary will be the general public, which will be measurably more aware of practical risk reduction measures. Finally, AGERCA, by reinforcing itself institutionally, will become a trademark, a reference, and a stronger and more capable organization in the ongoing fight for risk reduction in Haiti.

5) IMPLEMENTATION

a) Activities

- i) Objective 1. There are more than three million cell phones in service in Haiti and the penetration is 25%, with a growing trend over the next five years. These consumers will receive risk reduction alerts through SMS via agreements made with the telecom companies. AGERCA will develop the messages in concert with the telecoms and the DPC to be short, to the point and to have a cumulative effect. Once developed, the messages will be sent out twice weekly from one month before the hurricane season through to its end. In the event of a disaster, the messages can be adapted to what is required, such as where to find relief supplies, numbers to call for assistance, and the like. Both major cell phone service providers, Digicel and Voilà, are active members of AGERCA.
- ii) Objective 2. Throughout each year, AGERCA will prepare and present risk reduction strategies through trainings and conferences on business contingency planning, building codes, and seismic risks, as shown in the table below. Seismic risks in the provinces will consist of three separate sessions, to wit: a first session for high school and university students in a conference room, a second one for the business sector and community leaders, and finally a session for the general public under the auspices of the Mayor with the participation of the Haitian National Police. These will be given by appropriate highly competent experts in each field. AGERCA will stress business continuity and the safety of workers.
- iii) Objective 3. AGERCA will sponsor the training of first-aid volunteers by the Red Cross for immediate response in case of emergency. The table below shows the proposed timeline for the first year for activities relating to Objectives 2 and 3 (Year 2 will be similar). The organizations and the volunteers who participated after the very successful telethon of 2006 already constitute the core AGERCA network within their respective communities. Volunteers from the private sector and 50 young people from a partner NGO called IDEJEN have already taken first-aid training with the Red Cross. Private enterprises—AGERCA members—aware of the problem, have already positioned themselves to help victims in case of a disaster.

Activity and Location (1st Year)	Date	Responsible	Attendees
Seismic risks in <i>Cap-Haitian</i>	Feb.	AGERCA/CCIN	80
Business Continuity Plan training, PAP	Mar.	AGERCA/Speaker	80
First-Aid Training in PAP	Feb	Red Cross/AGERCA	50
Seismic risks in <i>Les Cayes</i>	Apr.	AGERCA	80
First-Aid Training in PAP	Apr.	Red Cross/AGERCA	50
Business Continuity Plan training, Cap	May	AGERCA/Speaker	70
Seismic risks in PAP	May	AGERCA	70
Seismic risks conference PAP	June	AGERCA/Miyamoto	100
Telecoms continuity seminar in PAP	July	AGERCA	80
Building codes seminar in PAP	Aug.	AGERCA	80
Seismic risks in <i>Jérémie</i>	Sept.	AGERCA	50
Flood risks conference in PAP	Oct.	AGERCA	60
Business Continuity Plan training, PAP	Nov.	AGERCA	60
Seismic Risks conference, in <i>Jacmel</i>	Dec.	AGERCA	60

- iv) Objectives 4 and 5. Through an aggressive membership campaign, AGERCA will increase its membership from among the elite of Haitian business from 15 to 25 in the first year and from 25 to 35 (minimum) in the second. This will position the organization to bring much greater pressure to bear on the consultative committee and the sub-committees of education and shelter, strengthening them all to fulfill their roles in the SNGRD.

In general, AGERCA intends to work with the following groups to implement these strategies:

- o Business associations all around the country.
- o Enterprises with employees living in high risks areas.
- o All the other civil organizations currently working in this field.
- o Diaspora associations and organizations. (A Memorandum of Understanding will be put in place for organizations located abroad that wish to provide assistance to these initiatives.)
- o The Haitian Government, through the DPC.

b) Roles/Responsibilities

- i) Seminar specialists/speakers: Trainings, seminars and conferences will be held by local specialists such as Ing. Prepetit, a Geologist working with the Mines and Energy Bureau in Haiti, specialists of the Haitian Red Cross, or other national specialists working on risk reductions. Other seminars or conferences will be conducted by international specialists that have worked in the past with AGERCA such as BDA Global, Capstone or PADF.
- ii) Responsible person: In order to prepare the seminars, the Executive Director will need to rent conference rooms, make at least two trips for each seminar held in the provinces, rent hotel rooms for all the participants in the provinces, rent hotel rooms for the international consultants and purchase airline tickets. Invitations will need to be advertised in newspapers. Additionally, depending on the time the seminars or the conferences will be held, breakfast, lunch or a cocktail will be served. In all cases, training materials or other documents will need to be prepared for the participants. Depending on the speaker, translators will need to be hired. Also press kits will need to be prepared for the journalists.
- iii) Issues Management: To manage the project, AGERCA needs additional human resources. The Executive Director will manage project administration and will work as the main public relations officer to encourage more businesses to attend the seminars/trainings and to join AGERCA. Due to the number of seminars and trainings, an Administrative Assistant will be engaged to help the Executive Director in her tasks. The committee will need one more computer for the Administrative Assistant as the organization presently only has a laptop, which is used by the Executive Director. A car will also be needed to manage the above activities. It will be more cost effective to lease a car than to buy one, given the short duration of the activity.
- iv) Exit strategy after the second year AGERCA will have enough members to continue its mission; the Consultative Committee of the civil society will be stronger. Revenues will be doubled, which will enable to continue with similar activities even if at a somewhat reduced level.

6) ASSUMPTIONS AND RISKS

The following risks might prevent AGERCA from achieving all the objectives:

- a) Low attendance at the seminars. In the event this should happen another seminar will be held. However, whenever a conference or a seminar is programmed, radio interviews will be made by the Executive Director to broadcast the event and to talk about the related risk, in order to ensure the number of projected attendees.
- b) Lack of sponsors. AGERCA will try as much as possible to have sponsors funding the seminars: in the event this should happen, AGERCA will have to use its own funds, for which eventuality provision has been made in the budget.
- c) Political instability. Election disruptions will be quite possible with the run up to the parliamentary and presidential elections of 2010. In this or other event, AGERCA will use its knowledge and understanding of the political reality in Haiti to cajole and convince those responsible, to the extent possible, to allow these life-saving activities to proceed. Event rescheduling will be used as a last resort.
- d) Occurrence of natural disasters. Should there be a situation similar to 2008, when four hurricanes made it difficult simply to manage the response to each, it could be impossible to achieve the objectives and at this point the donor will be asked to redirect the funds to relief and mitigation activities.

7) REPORTING, MONITORING AND EVALUATION

- a) A consultant will be engaged to conduct a baseline survey at the beginning of the activity and additional surveys at the end of each year to provide project guidance to prove that the objectives have been attained.
- b) Semi-annual technical and financial reports will be prepared by AGERCA management signed by the board and sent to sponsor.
- c) At the end of the project, focus group sessions will be held with different beneficiary groups to evaluate the impact of the program and to provide guidance to AGERCA for future activities.

8) BUDGET

A budget is attached on the next page complete with budget notes on the following page.

Budget, 2 Years, USD

Items	Quantity	Units	Cost/Unit	Totals		
				Year 1	Year 2	Total
REVENUES				35,600	40,600	76,200
1. Admission fees				15,100	15,100	30,200
Business continuity training	370	participants	30	11,100	11,100	22,200
Risk reduction conference	100	participants	40	4,000	4,000	8,000
2. Sponsor contributions				20,500	25,500	46,000
Business continuity training	5	Sponsors	2,000	10,000	12,500	22,500
Risk reduction conference	5	Sponsors	2,000	10,000	12,500	22,500
Red Cross training	1	Sponsor	500	500	500	1,000
EXPENSES				118,437	111,617	230,054
1. Business continuity training sessions				35,445	35,445	70,890
Conference room rental	5	Days	250	1,250	1,250	2,500
Speaker fees	5	Sessions	1,000	5,000	5,000	10,000
Refreshments	385	Participants	16	6,160	6,160	12,320
Transportation						
Air fare	3	Ticket	160	480	480	960
Vehicle rental	1	Week	700	700	700	1,400
Vehicle fuel	500	Miles	0.21	105	105	210
Lodging/Meals	3	Nights	150	450	450	900
Documentation preparation and distribution	385	Participants	40	15,400	15,400	30,800
Administrative Assistance	15	Weeks	250	3,750	3,750	7,500
Publicity	1	Unit	1,850	1,850	1,850	3,700
Communications	5	Phone Cards	60	300	300	600
2. Risk reduction conferences/seminars				42,765	42,765	85,529
Conference room rental	11	Days	250	2,750	2,750	5,500
Speaker fees	1	Session	5,000	5,000	5,000	10,000
Translation	1	Day	500	500	500	1,000
Refreshments	530	Participants	16	8,480	8,480	16,960
Transportation				-	-	-
Air fare	10	Tickets	160	1,600	1,600	3,200
Vehicle rental	2	Weeks	700	1,400	1,400	2,800
Vehicle fuel	450	Miles	0.21	95	95	189
Lodging/Meals	60	Nights	150	9,000	9,000	18,000
Documentation preparation and distribution	535	Participants	12	6,420	6,420	12,840
Administrative Assistance	21	Weeks	250	5,250	5,250	10,500
Publicity	1	Unit	1,850	1,850	1,850	3,700
Communications	7	Airtime cards	60	420	420	840
3. Red Cross volunteer training				500	500	1,000
Training expenses	100	Participants	5	500	500	1,000
4. DPC, SPGRD and other meetings				17,760	17,760	35,521
Vehicle rental	25	Weeks	700	17,500	17,500	35,000
Vehicle fuel	1,240	Miles	0.21	260	260	521
5. Other Direct Costs				11,200	5,000	16,200
Baseline Surveys	2	Units	5,000	10,000	5,000	15,000
Office Equipment						
Computer	1	Unit	1,000	1,000	-	1,000
Printer	1	Unit	200	200	-	200
6. Indirect Costs				10,767	10,147	20,914
Indirect Cost Recovery			10%	10,767	10,147	20,914
FUNDING SOUGHT				82,837	71,017	153,854

NOTES

Revenues

- 1. Fees will be charged for the training sessions and conferences
- 2. AGERCA members will sponsor these events for the publicity value

Expenses

1. Business continuity training sessions

AGERCA will pay one local speaker \$1,000

Refreshments are required due to the length of the sessions

370 participants plus 3 staff members for each of 5 trainings = 385 participant days

Transportation: 3 people for a round trip fare to Cap-Haitien

A vehicle will be required for several days before and after each event

A 7-passenger diesel SUV gets about 15 mpg; the fuel cost of 130 gdes/gal @ 42:1 = 21¢

Lodging: 3 people for 1 night in Cap Haitian, \$100/hotel and \$50/meal and incidentals

Documentation preparation and distribution: includes 370 hand outs and press kits

An Administrative Assistant will be required for three weeks for each session to prepare materials, contact participants and collect fees/sponsorships, etc.

Publicity:

10 Newspaper ads	\$75.00	\$750.00	Two appearances per session
20 mail outs	\$5.00	\$100.00	To key people only; they will distribute
5 banners	\$200	\$1,000.00	One per session
<u>Total</u>		<u>\$1,850.00</u>	

Communications: Administrative Assistant will need to make many calls to guarantee attendance

2. Risk reduction conferences/seminars

The provincial conferences will be 2 days each and those in P-au-P will be one day each for a total of 13 conference days for 7 planned conferences

Fees for foreign speaker coming from abroad (includes expenses); need to hire translators

Refreshments are required due to the length of the sessions

500 participants plus 5 staff members for each of 7 Conferences = 530 participant days

Air fare: 10 tickets representing 1 trip for 5 people to each of Cap-Haitien and Jérémie

A vehicle will be required for several days before and after each event

Lodging and meals: 4 provincial seminars at 3 nights each for 5 people = 60 nights

Documentation preparation and distribution: includes 500 hand outs and press kits

An Administrative Assistant will be required for three weeks for each conference/seminar to prepare materials, contact participants and collect fees/sponsorships, etc.

Publicity:

6 Newspaper ads	\$75.00	\$450.00	Ads only for PAP conferences
0 mail outs	\$5.00	\$0.00	distributed by local chambers of commerce
7 banners	\$200	\$1,400.00	One per session
<u>Total</u>		<u>\$1,850.00</u>	

Communications: Administrative Assistant will need to make many calls to guarantee attendance

3. Red cross training

AGERCA will attempt to find 100% of the Red Cross training cost from sponsors

4. Meetings

At least two meetings per week with DPC;

At least one meeting per month with IOM;

At least one monthly meeting with FAES, all at about 10 miles per meeting

5. Other Direct Costs

A professional surveyor will be competitively engaged to establish the baselines for each objective at the beginning of the project and determine the degree of their achievement at the end of each year. Three sessions of \$5,000 each are planned: two in year 1, one in year 2.

A laptop computer and a simple ink-jet all-in-one printer will be required for the Administrative Assistant (AGERCA presently has only one computer)

6. Indirect Costs

AGERCA does not have a negotiated Indirect Cost Agreement with USAID; 10% default rate is used.

The ICR covers expenses of the Project Management Committee, Executive Director, AGERCA office rent, office utilities and all other expenses related to this project not referred to in the budget.

ANNEX 1

The following flow chart describes the role Civil Society plays within the SNGRD system. AGERCA is part of a small group participating since August 2007 in disaster and risks reductions and supporting DPC. This group needs to become larger to reach the majority of the population in order to increase awareness and mitigation as “we are all concerned”.

Flow chart of the National System of Disaster and Risks Management

