



Private Sector
Humanitarian
Platform
MADAGASCAR

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1 CREATION OF MADAGASCAR PRIVATE SECTOR HUMANITARIAN PLATFORM

In order to better coordinate humanitarian actions implemented by the private sector, the United Nations Resident Coordinator, UNOCHA and the National Bureau for Disaster and Risk Management (BNGRC) launched a competition to elect the “Best Humanitarian Actor” under the theme “I was here” in 2012 on World Humanitarian Day. The competition also served as an awareness-raising campaign among private sector companies. As prizewinner, the Telma Foundation represented the private sector in regional forums and consultations, and was selected by UNOCHA to represent the private sector for Eastern and Austral Africa at the Steering Committee for the preparation of the World Humanitarian Summit. The Telma Foundation has taken the lead in encouraging its peers within the private sector to contribute to the country's humanitarian activities, under the 2013 World Humanitarian Day's theme, “The world needs more heroes” with the objective to better coordinate humanitarian responses to disasters and become more efficient. Launched on December 5th 2014 in Antananarivo, the Private Sector Humanitarian Platform, first initiative of this kind in the world, ensures a better

coordination of humanitarian efforts. Some sixty companies expressed their interest in joining the platform.

2 MISSION AND OBJECTIVES OF THE PLATFORM

The mission of the Platform is to gather, facilitate and coordinate the humanitarian actions of its members for better effectiveness. The Platform is primarily motivated by the desire to contribute to humanitarian efforts and to promote mutual aid to create a network facilitating the achievement of these humanitarian actions. The members of the Platform are asked to adopt an approach dictated by their Corporate Social Responsibility, continuously targeting a better effectiveness of their actions.

The platform's objectives are the following :

- A stronger involvement of the private sector to increase the effectiveness of humanitarian aid particularly in the context of disaster and risk management and ; enroll in the national contingency plan.
- Identify the inputs on which each company can contribute, whether in services, provision of materials, equipment, technical, human or financial capital.

- Develop a clear and precise mapping, region by region, step by step, of what each company is likely to bring in order to best meet the needs arising from the decision-making humanitarian community through the prevention, preparedness, response, assessment and reconstruction phases.

- Act in complementarity and transparency with «traditional» humanitarian actors and the National Bureau for Disaster and Risk Management (BNGRC) to increase the effectiveness of humanitarian aid.

- After every major disaster or at least at the end of each cyclonic season, make an assessment and an experience feedback of actions initiated by the private sector, proceed to a global assessment and develop an action plan taking lessons learned into account.

- Promote companies Corporate Social Responsibility : create and execute sustainable projects following a pooling of the platform capacities, etc.

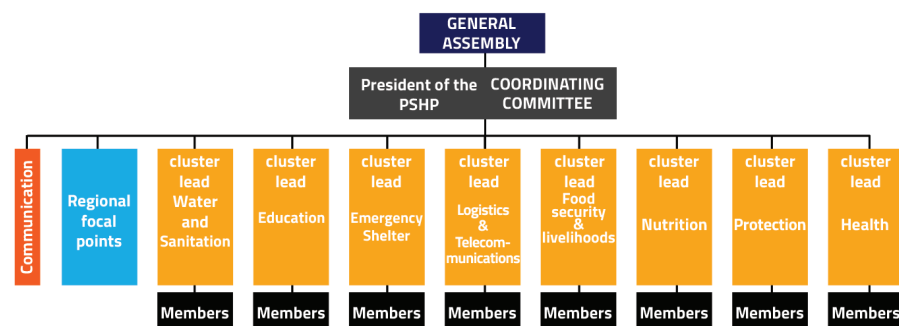


3 STRUCTURE OF THE PLATFORM

The platform works closely with the Government and traditional humanitarian actors. The platform follows the cluster approach in alignment with the Disaster and Risk management system in Madagascar.

To improve the predictability, timeliness and effectiveness of emergency responses, the cluster approach promotes the effective use of the expertise and the technical knowledge of mandated organizations in various sectors.

At the operational level, member companies are grouped by cluster at the platform level and work closely with humanitarian clusters established at the national and decentralized levels. This translates into common planning and joint initiatives implemented to manage natural disasters. Thus, clusters are formed by industry. The national plan has eight operational clusters : Food Security and Livelihoods, Water and Sanitation, Education, Emergency Shelters, Logistics, Nutrition, Protection and Health ; supported by eight humanitarian clusters. The structure of the Private Sector Humanitarian Platform is the following :



Upon admission into the platform, members are directed into the cluster of their choice according to their sector of activity or the type of assistance they intend to provide. This structure responds to the need to implement coordinated actions that fit into the existing national system. The role of the platform is not to substitute itself to the Government, but to complement its actions. Within the platform, the Coordinating Committee manages the received data and ensures a coordination both internally (national and local) as well as with local authorities and other humanitarian actors.

4 ACHIEVEMENTS OF THE PLATFORM

Since its creation, a number of initiatives have been launched through the Platform, including :

- Participating in the update of the national contingency plan and simulation exercises.
- The reception and dissemination of meteorological alerts and other emergency documents (situation reports, bulletins, etc.) through Telma Foundation in partnership with the NDMO and the National Meteorological Department.
- Facilitating the donation of internet connections and SIM cards with data management in emergency response situations in collaboration with Telma Foundation.

- Conducting a post-disaster lessons-learned exercise supported by UNOCHA.

- Testing the use of cash-transfers during an emergency response in collaboration with Telma, Telma Foundation, the BNGRC, UNICEF and Madagascar Oil.

- Facilitating the partnership between CARE International and Leader Price to prepare dignity kits to be donated to communities.

- Responding to calls for assistance from the government and from UN agencies by connecting private companies directly to communities through the BNGRC and/or UN Agencies, facilitating partnerships, the collection of food and clothing, and organizing national and international fundraising (mobile money), etc.

- The provision of flying hours by helicopter for assistance by Ambatovy.

- The provision of fast boats to evacuate people in danger by Copefrito.

- The delivery of emergency kits by boat by Aqualma and the deployment of a team by Aqualma in collaboration with the Northern regions.

- Numerous cases of food and non-food assistance and financial support from the private sector.



Dignity kits CARE International and Leader Price

5 TESTIMONIALS

A-Beneficiaries



«My name is Georgette. The floods have been extremely difficult for my children and I. The water level rose really high. I had to put the fatapera (Malagasy portable stove using charcoal) on the table to cook. At some point, we did not have anything to eat for 4 days. I am very happy to receive my ticket to collect the money I received by mobile cash transfer. It will enable me to buy some rice for my family.»

Georgette

B-Platform members

«DHL is proud to be part of the Coordinating Committee of the Private Sector Humanitarian Platform to bring humanitarian assistance to people affected by disasters. With our logistical expertise, we have the capacity to intervene quickly in emergencies. When every minute counts, this can make the difference. The private sector has the capacity to not only take action and have positive impacts in emergencies, but also on daily situations. Problems arise every day and we can intervene together as a group to make a difference. The Platform is a great opportunity to share the competencies of each actor and fight together for a noble cause. DHL also aims at launching joint initiatives and projects with platform partners to combine our sustainable development efforts by promoting our sector's commitment to environmental and social issues. For a better CSR. For a better Madagascar.»

DHL

« The massive participation of the private sector to the workshop organized on March 9 and 10, 2016 on the creation and development of the Private Sector Humanitarian Platform's Contingency Plan attests of companies' commitment, each in their own way, to their corporate social responsibility. This is particularly true as this participation is voluntary and is not subject to any rule, unlike what happens in other countries. This also demonstrates a raising awareness on the importance of strengthening the synergy of actions among partners. It denotes the professionalism of each and every one of us towards having a higher impact. Finally, the workshop allowed us to get an overview of standards to adopt and of possible adjustments for future actions, so that the assistance provided by the private will not lead to additional complications or dangers. In conclusion, we hope that this civic initiative from the private sector will not limit itself to emergency plans. We hope that we will jointly develop initiatives in other key sectors contributing to sustainable development in the country, such as education among others. »

IMPERIAL TOBACCO

6 OUR PARTNERS :



7 OUR MEMBERS



BushProof



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8 TO CONTACT US :

For more information and to contact us, please find us at

www.pshp-mada.org

