



May 2020

PSHP – PRIVATE SECTOR HUMANITARIAN PLATFORM MADAGASCAR



Group of Private
companies



Based or
represented in
Madagascar



**Voluntary and coordinated
contribution to
humanitarian actions**



Created in 2014 and
structured as an
Association in 2017



OBJECTIVES

- Improve efficiency of humanitarian aid within the Risk and Disaster Management / SAVE LIVES.
- Contribute to improving access to basic social services



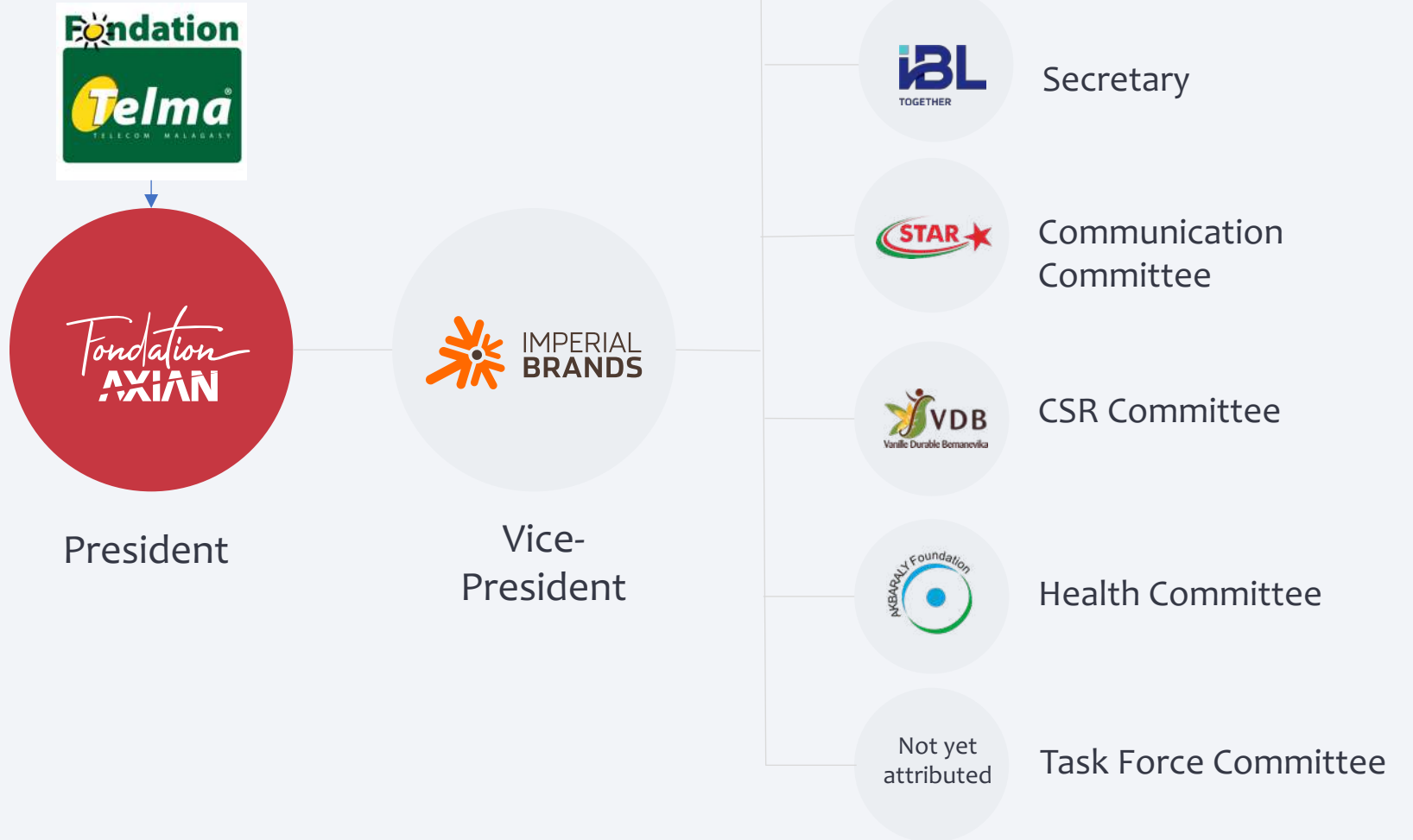
MISSIONS

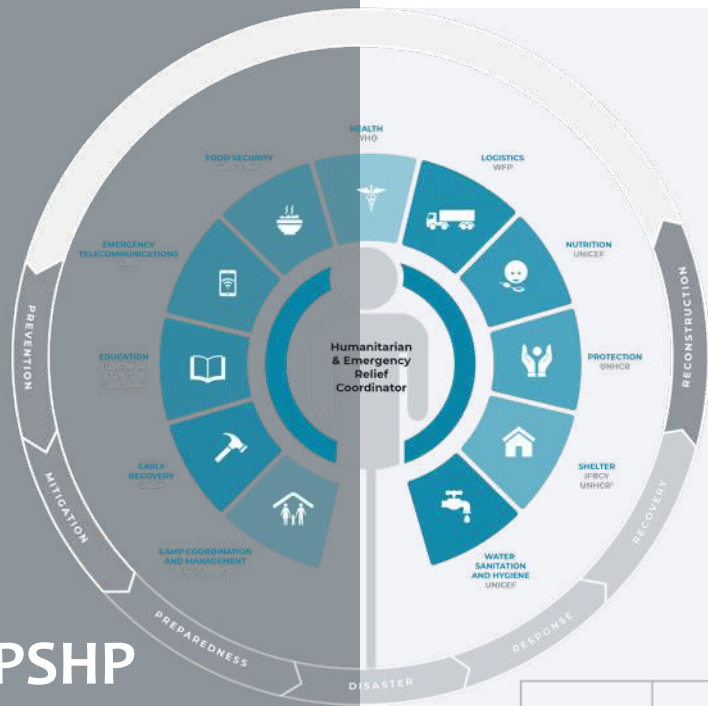
- Facilitate and Coordinate humanitarian action of our members
- Complement other traditional humanitarian actors
- Promote the CSR
- Take part and Develop programs (ex USAID IMPACT)

Who are we ?

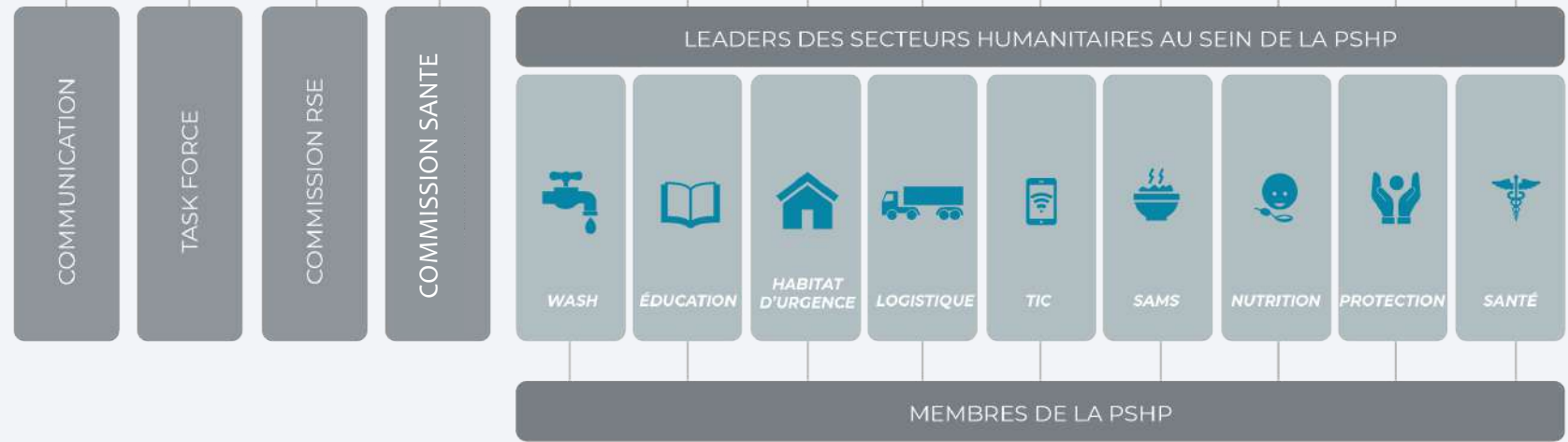
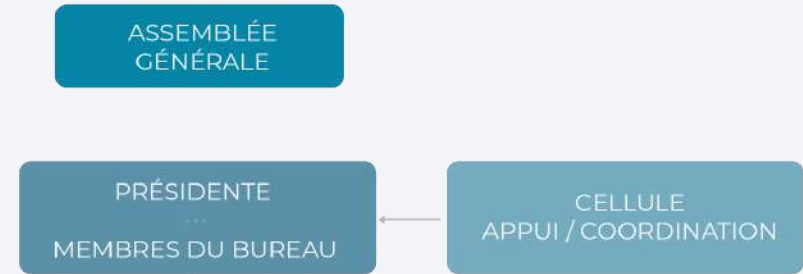
How is the PSHP organized ?

Board Members





How is the PSHP organized ?



Be part of the entire DRM cycle
« Not only to responses »



Status



Website

www.pshp-mada.org

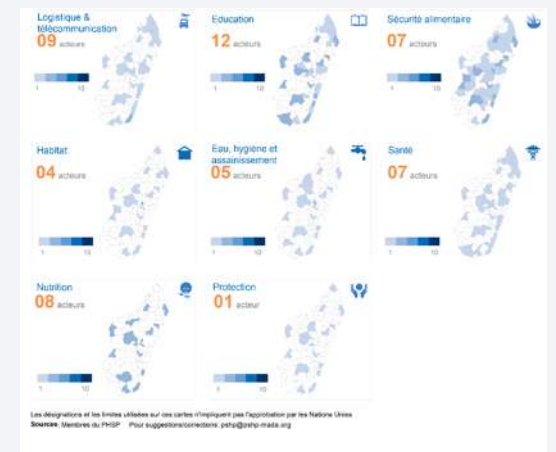
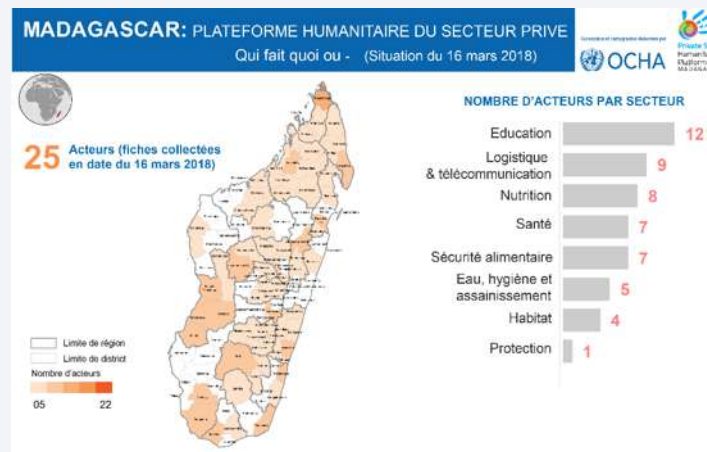


Business Continuity Plan

Private Sector Contingency Plan



Capabilities Map



Tools we have
developped



Humanitarian
Relief/
Emergency
Responses

Disaster Risk
Reduction/
Training and
Capacity building
of our members

Strategic
Partnerships

Social
Commitment

Our Key Contribution Areas

Some emergency responses Overview

2014

START OF THE PSHP

37 Private Companies signed the charter of PSHP



2017

RESPONSE TO CYCLONE « ENAWO »

- Fundraising: **75,000 USD**
- 8 330 beneficiaries
- 15 schools built with an anti cyclonic technique



RESPONSE TO PLAGUE

- Sanitary equipment
- Cleaning kits
- Emergency line 905



2019

RESPONSE TO MEASLE EPIDEMIC

- SMS Broadcast for 250 000 targeted people
- Providing & transportation of medicines for Tana – Toamasina
- Communication support (poster, radio, TV ...) to sensitize and inform communities



RESPONSE TO FIRE OUTBREAKS

32 families supported with Water supply, Toilets and WASH supplies, school kits, food



RESPONSE TO DROUGHT IN THE SOUTH

Fund Raising to give access to drinkable water for 200 families



2020

RESPONSE TO FLOODS IN SEVERAL REGIONS

- Fund Raising : 18,000 USD
- 126 238 affected people



2015 – 2016

ANDRANOFENO PROJECT – Urban Exodus

- 100 families assisted -
- 2,000 USD raised



DROUGHT IN THE SOUTH

- 1 000 families assisted for nutrition support (rice, oil, noodles)



RESPONSE TO CYCLONE « CHEDZA »

- 1600 families assisted
- Cash transfer to families
- Construction of emergency shelters
- 4,000 USD raised



2018

RESPONSE TO CYCLONES « ELIAKIM - AVA »

- School rehabilitation
- Food support



2019

RÉVEILLONS L'HUMANITÉ - TERRIEN

- Road Show « Pierrot Men
- Fund Raising



RESPONSE TO LANDSLIDES

- 189 displaced families
- WASH supplies



« EVENTS »

- JIRRC
- Private Sector Exhibition
- Social Good Exhibition
- HPNW



ESTABLISHMENT OF LOCAL FOCAL POINTS in Madagascar Regions

- Lead Atsinanana : Ambatovy
- Lead Boeny : Imperial Brands
- Lead Diana : Telma
- Lead SAVA : Vanille Durable
- Lead Anosy : Telma
- Lead Atsimo Andrefana : Telma

TRAINING

- Training by the BNGRC on communication strategy in GRC
- Capacity building in information transmission for the GRC

OTHERS

- Contingency Plan of the PSHP
- Business Continuity Plan
- SIMEX



Training &
Capacity building
Lessons learnt

National Scale

Capacity Building on a REGIONAL SCALE :

1st step towards a
PSHP Indian Ocean



ORGANISATIONS INVOLVED

Governmental Institutions



Regional Organizations



Consortium



Private Companies



Through the Connecting Business Initiative (CBI)

- Sharing our experience with other countries :
 - Needs from Ivory Coast Platform to develop tools in french for the DRM
 - Needs from Direction Générale de la Société Civile de Comores to mobilize the private sector in Comoros (good involvement during cyclone Kenneth)
- Learning from the experience of other platforms in the development of tools or organization (PDRF, etc)
- Capacity building through training (webinars, etc) and Financial grants (UNOCHA/UNDP/CBI)
- 2020 : PSHP member of the Executive Committee

Participation to international events

- 2016 : World Humanitarian Summit (WHS) in ISTANBUL
- Since 2017 : Participation to the annual « Humanitarian Networks and Partnerships Week" (HNPW) in GENEVA



Training – Best
practices and
experiences sharing
–
International Scale

PSHP – An opportunity for the government, « traditional » humanitarian actors and for the private sector – A strength for a better efficiency in humanitarian action

For our members

- Have a better understanding of the humanitarian world and how a private and commercial company could be a leverage for better efficiency in humanitarian aid
- Enhance their CSR and ensure that the given help is really needed and truly benefit the community
- Respond to emergencies, not only through financial help but also by providing products and services, sharing logistics means, competences and support
- Not only RESPOND to emergencies but also be involved in the preparation phase by meeting and working with the government, UN agencies, NGOs, and civil society through the humanitarian clusters
- Have a better image and be recognized as a « good » and « human » company (by clients, providers, partners and institutions, etc)

For the Government and traditional humanitarian actors

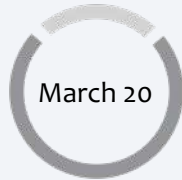
- Be able to speak with the private sector and have the opportunity to sign MOU and PPP to be better prepared in case of emergency
- Access to relevant capacities, products, services more promptly,
- Have another source of reliable information from the field. Companies are based all over the country and are the first affected by disasters.
- Develop new partnerships and innovative solutions to avoid, minimize or respond to natural disasters or epidemics.
- Ensure a better and more coordinated distribution of humanitarian aid

Key facts on COVID-19 evolution in Madagascar



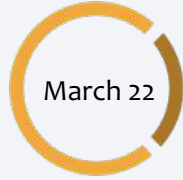
March 18

PSHP organizes an information meeting with WHO and UNOCHA. Members and non-members were invited



March 20

3 first cases in the country



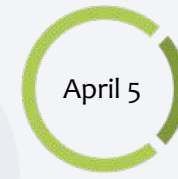
March 22

Health Emergency declared for 2 regions (Analamanga & Atsinanana)



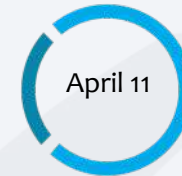
March 23

Implementation of the Operational Command Center (CCO) led by BNGRC



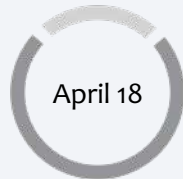
April 5

- National Health Emergency declared
- 1st responses from PSHP members



April 11

100 confirmed cases



April 18

- National Health Emergency extended
- Official launch of Covid Organics, the malagasy natural remedy



1st week of May

- Business Brief n°1 presenting PSHP responses to CCO



May 17

- 1st death announced in Madagascar
- New epidemic hot spot declared in Toamasina (East of Madagascar)
- Involvement of our local focal point in Toamasina to coordinate the information transmission and the distribution (IPE, food and other needs)



May 24

- 500 confirmed Cases
- Isolation of the Atsinanana Region (Toamasina)



June 12

- National Health Emergency extended
- 10 death
- 1 272 confirmed Cases (896 in treatment and 367 cured)



Interventions of PSHP members



NATIONAL

18th of March : INFORMATION MEETING FOR THE PRIVATE SECTOR, WITH WHO and UNOCHA

Meeting with the WHO before any cases of COVID-19 were confirmed in the country. More than 50 companies participated to know more about the issues, receive advice and share practical solutions in relation to previous pandemics.

EMERGENCY MEETING ABOUT TELECOM ISSUES

Emergency conference with the WFP, BNGRC, main telecommunication operators and some companies of other sectors to discuss and evaluate the capacity of telecommunication operators to support the response initiatives.

WEBINARS conducted by the CONNECTING BUSINESS INITIATIVE + WhatsApp Group for real time communication

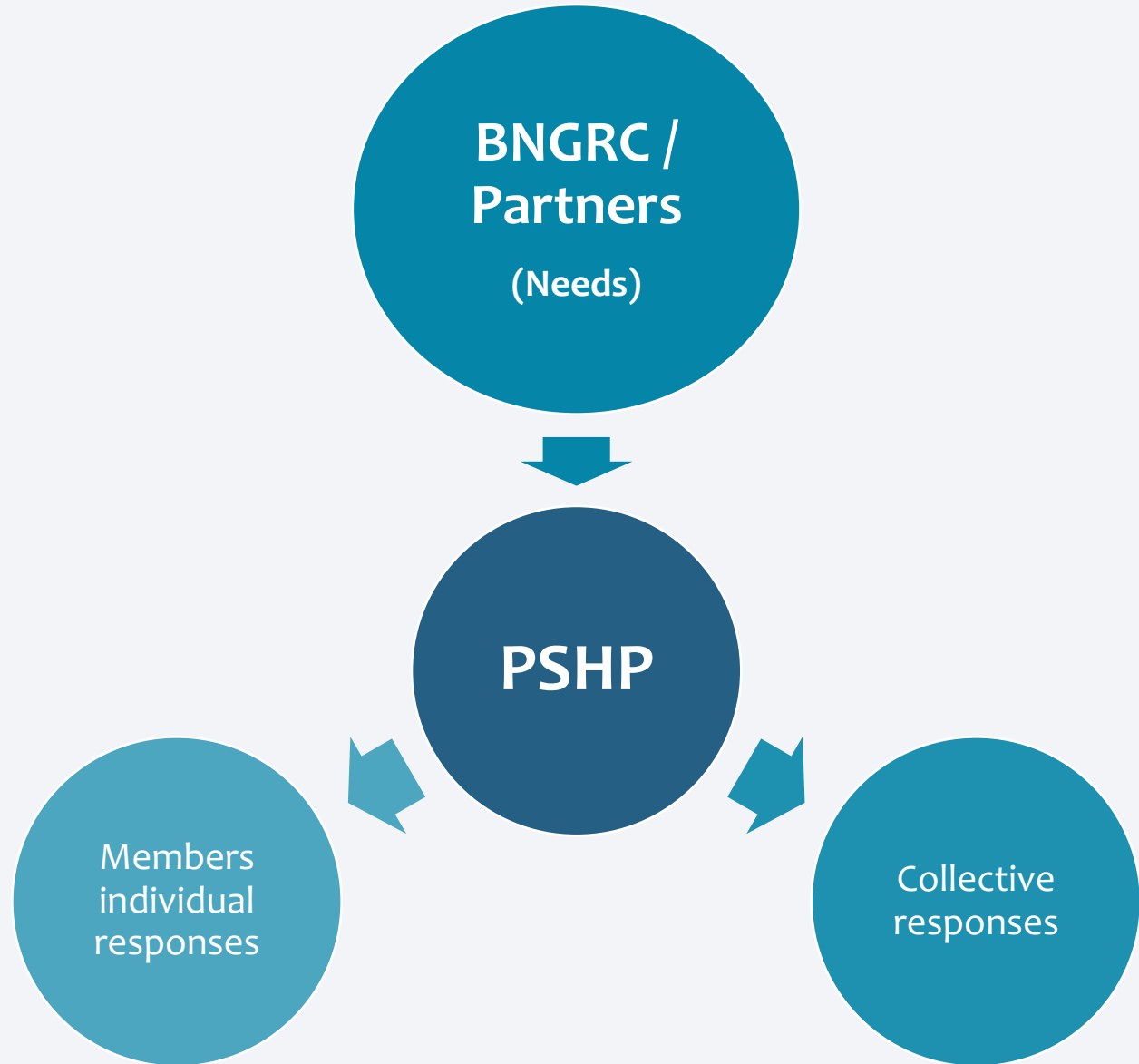
Monthly international meeting. Connecting Business Initiative (by webinar) share and support the preparation/response of every country members against COVID-19.

A WhatsApp group was also put in place and allows best practices, documents and information sharing between all the countries.

INTERNATIONAL



Response Coordination



Interventions of PSHP members



200,000 USD

- **Installation of Fibre optic internet connection** for CCOs in Tana and Atsinanana and Boeny regions
- **Dotation of 35 smartphones** with communication and data credit included for the CCOs in Toamasina, Morondava, and Anosy region.
- National SMS broadcasted campaign to raise awareness for COVID-19, beginning 23 mars – Value : **80,000\$** -
- **Dotation of telecommunications tools and services for a value of 60,000\$**
- Set up of 2 call-center platforms dedicated to COVID-19, with a dedicated staff of 60 people, to reinforce and manage the 2 emergency lines 910 and 913
- Dotation to the **Ministry of Industry** : working stations, equipped and connected, to monitor the emergency line 812.



246,200 USD

- **10 tons** of rice for **338** homeless people
- **1 million** bottles of water for the CCO
- **14 bags** of rice of 50 kg per week for 2 months to prison detainees at the prison of Antanimora
- **210 bags** of 50 kg of white rice, **528 litres** of cooking oil and **10 kg** of sugar for Atsinanana
- **206 bottles** of water, **270 bags** of pasta, **40 supplementary meals** for the ill individuals (Morafeno Hospital)
- **735 Kg of food supplement** for the children in Antananarivo



Interventions of PSHP members



- Variety of medical supplies : IPE (gloves, masks), thermometers, oxygen glasses...)

624,000 USD

- **5 200 suits** TYVEK for Analamanga, Alaotra Mangoro and Atsinanana
- **500 glasses** for protection
- **700 masks** for the SAMVA
- **100 bottles** of 500 ml of hydroalcoholic gel for Atsinanana
- **6 000 boxes** of Hydroxychloroquine corresponding to treatment for 2 000 patients donated to the Présidence de la République de Madagascar



- C4D : Distribution of **CORONABOKY** for students and children (illustrated book for children raising awareness on COVID-19)



13,600 USD

- **200 blankets** for 338 homeless people
- **45 single mattresses** for the CCO Atsinanana region
- **500 liters** of fuel
- Site to store donations
- **50 devices** for handwash and **1200 soaps** for SAMVA and the Anjozorobe district
- **18 boxes** of soap
- **80 bottles** of Sur'Eau
- **80 mattresses** (50 CHU Fort Dauphin and 30 CUA)
- **10 boxes** of 20 bars of soap
- Availability of **21 vehicules** of intervention for the CCO



How private sector support the institutions in preparedness and response to pandemics

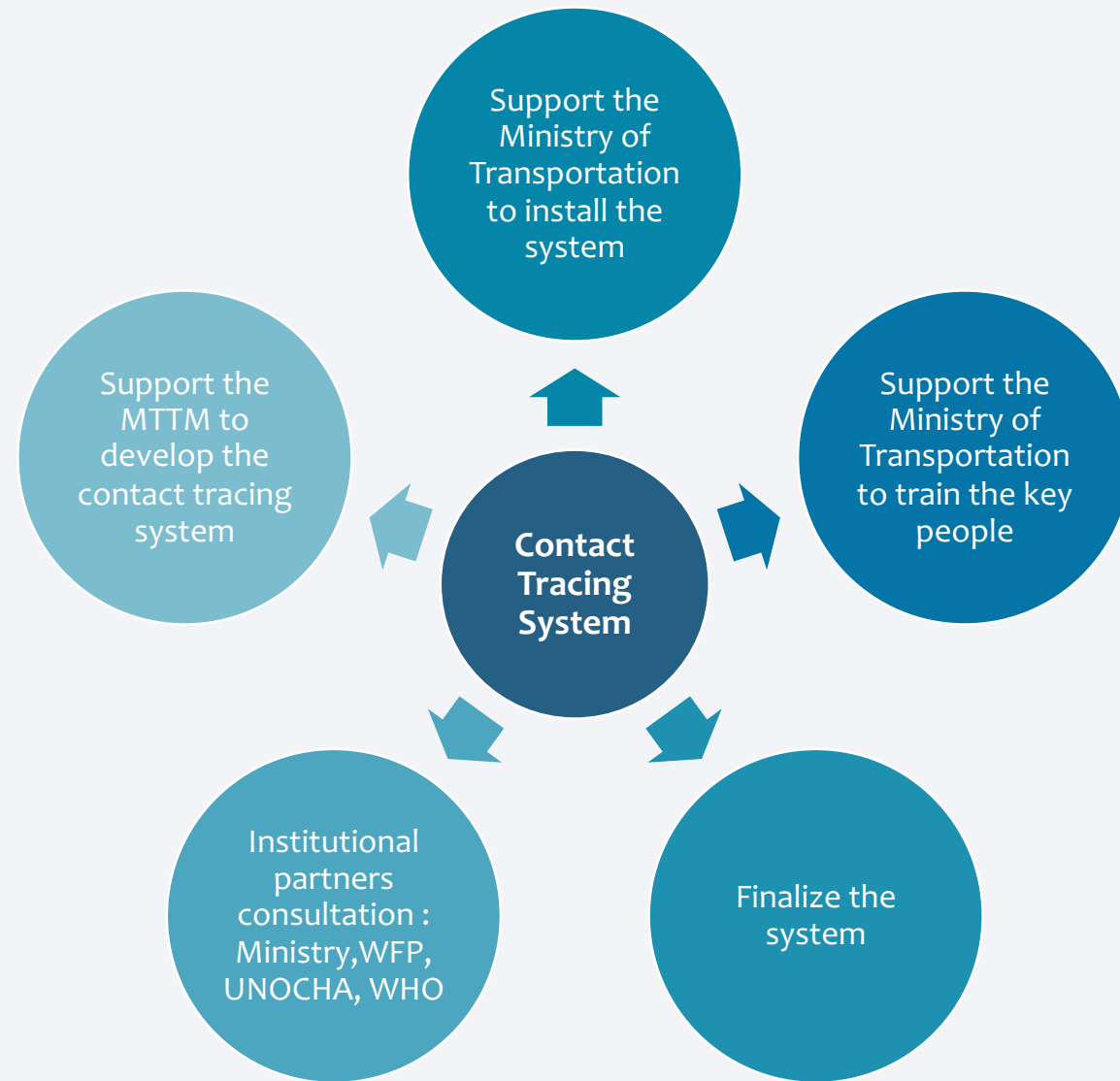


OBJECTIVES

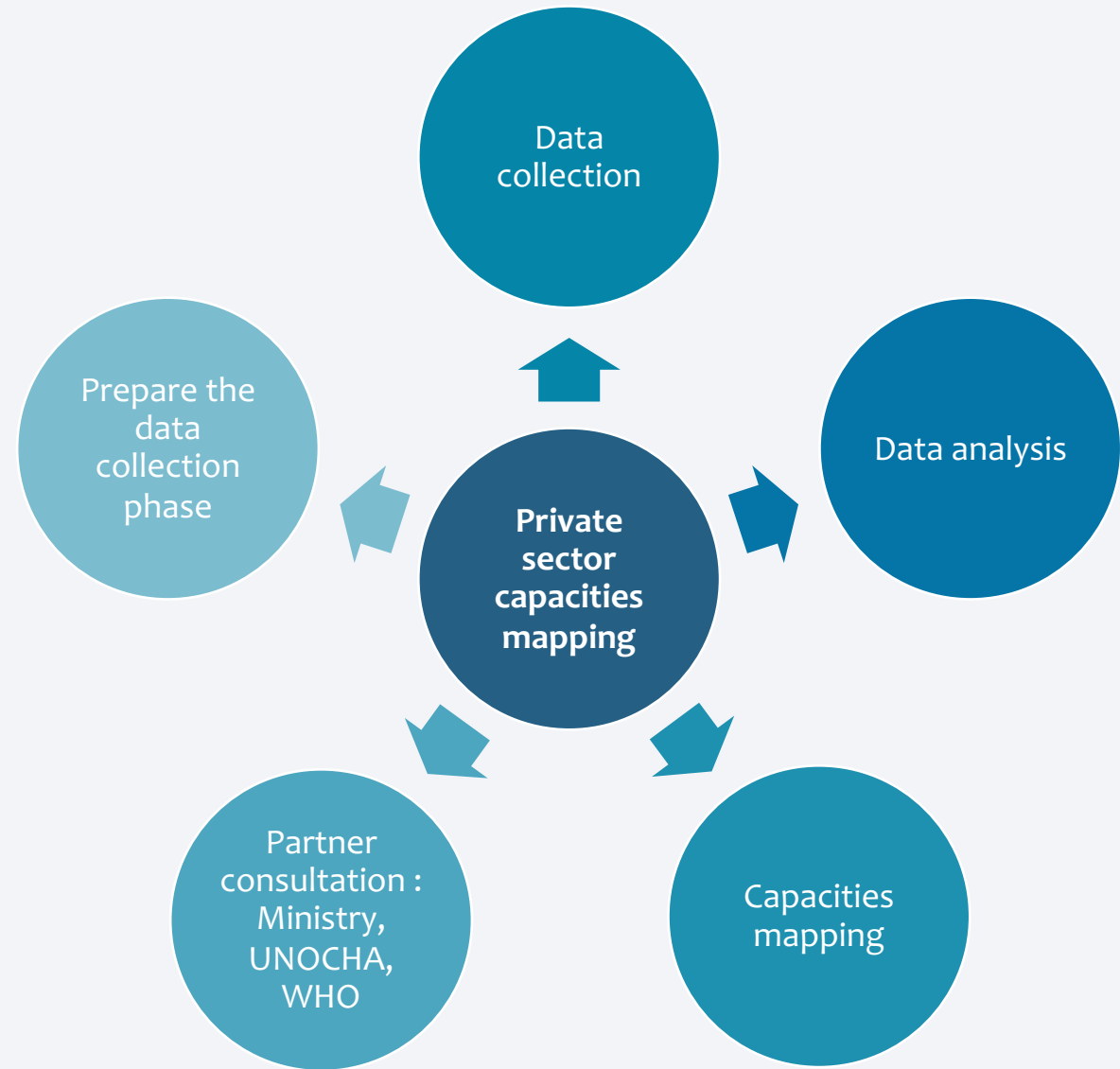


1. Develop a **Contact Tracing system** to collect information on the people having been in contact with confirmed cases
2. Map the capacities of private companies available for responses to pandemics.

How private sector support the institutions in preparedness and response to pandemics (1/2)



How private sector support the institutions in preparedness and response to pandemics (2/2)



| | | | | | | | |
|--|---|---|--|--|--|--|--|
| <p>INSURANCE</p>   | <p>MINE EXTRACTION</p>  | <p>BANK SECTOR</p>    | <p>WASH</p>  | | | | |
| <p>TELECOM & NTIC</p>     | <p>FOOD & BEVERAGE</p>    | <p>TRANSPORTATION & LOGISTICS</p>   | | | | | |
| <p>TRADING</p>       | | | | <p>OIL INDUSTRY</p>  | <p>HOTEL & CATERING</p>  | | |
| <p>TRANSFORMATION INDUSTRY</p>       | | | | | | <p>COMMUNICATION & SERVICES</p>   | |
| <p>HEALTH</p>       | | | | | | <p>SOCIAL PROTECTION</p>  | |
|     | | | | | | | |

Our members

Our Partners





FOR HUMANITARIAN CAUSE