



Capacity
Building



Disaster Preparedness and Response





Capacity
Building

Role of Partnerships for Disaster Management





Planning and initial outreach

- The best time to build relationships and develop partnerships is ahead of time, before they are needed.
- Successful examples of long-standing partnerships can be found, such as the ongoing work between Safaricom and the Kenyan Red Cross Society.

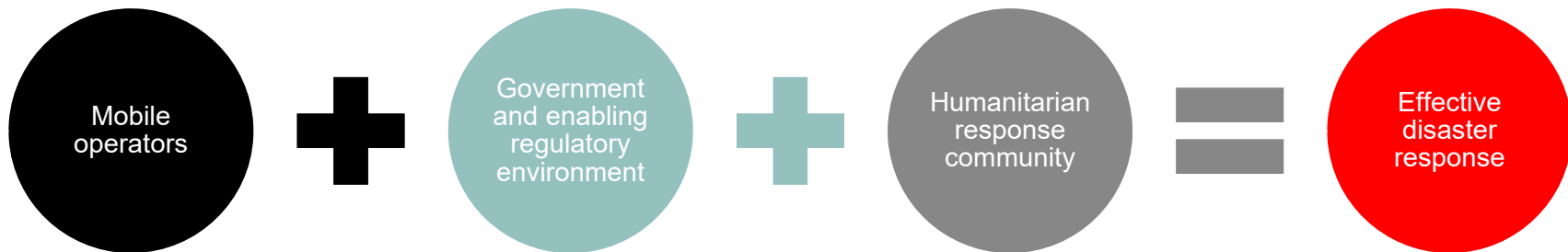


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Improving coordination is crucial



- Improving coordination between mobile operators, governments and the humanitarian response community creates a mobile system that can most effectively help people at the time of their greatest need.



Partnerships: Breaking down the myths

Several myths may be hindering the development of strong partnerships between MNOs, government and the humanitarian sector:

Myth 1

- “The private sector is all the same”

Myth 2

- “The NGO sector is slow, it takes ages to get anything done”

Myth 3

- “Mobile operators are not working to support humanitarian initiatives”

Myth 4

- “We can’t partner with them, they have a different operating model/values than us”

Myth 5

- “We have to wait until an emergency to work together”



Partnership checklist for governments, MNOs and the humanitarian sector

- This checklist highlights best practices for partnership development between MNOs, the humanitarian sector and governments before, during and after emergencies.

Checklist

- | | |
|--|---|
| <input type="checkbox"/> Understand timing | <input type="checkbox"/> Ensure the partnership is needed – avoid partnerships for the sake of partnerships |
| <input type="checkbox"/> Manage expectations | <input type="checkbox"/> Be aware of ‘language’ barriers |
| <input type="checkbox"/> Work for mutual benefit | <input type="checkbox"/> Outline financial commitments |
| <input type="checkbox"/> Plan for sustainability, scale and exit | <input type="checkbox"/> Create clear partnering agreements |
| <input type="checkbox"/> Clearly define roles and responsibilities | <input type="checkbox"/> Review with honesty |



New models of aid delivery emphasise the need for a partnership approach



- The shift in how aid is being delivered has necessitated that mobile operators, governments and humanitarian organisations work together to deliver life-changing interventions.
- The most successful partnerships are likely to be the ones where both parties benefit. For example, it may involve bringing together the expertise of the humanitarian sector with the communication competencies and scale that mobile operators provide.



Case study: RefUnite

- The key issues:
- Following a crisis, the fear of political persecution or violence may sometimes be so great that people intentionally avoid being traceable.
- For this reason, any service requiring personal information needs to be both secure and intrinsically trustworthy.
- Today, there are millions of forcibly displaced people worldwide, a large percentage of whom have lost contact with family members or friends.
- RefUnite is a non-profit technology organisation whose mission is to reconnect refugee families across the globe with missing loved ones.
- The partnerships it has fostered with a range of telecoms companies and non-governmental organisations is crucial to its work.



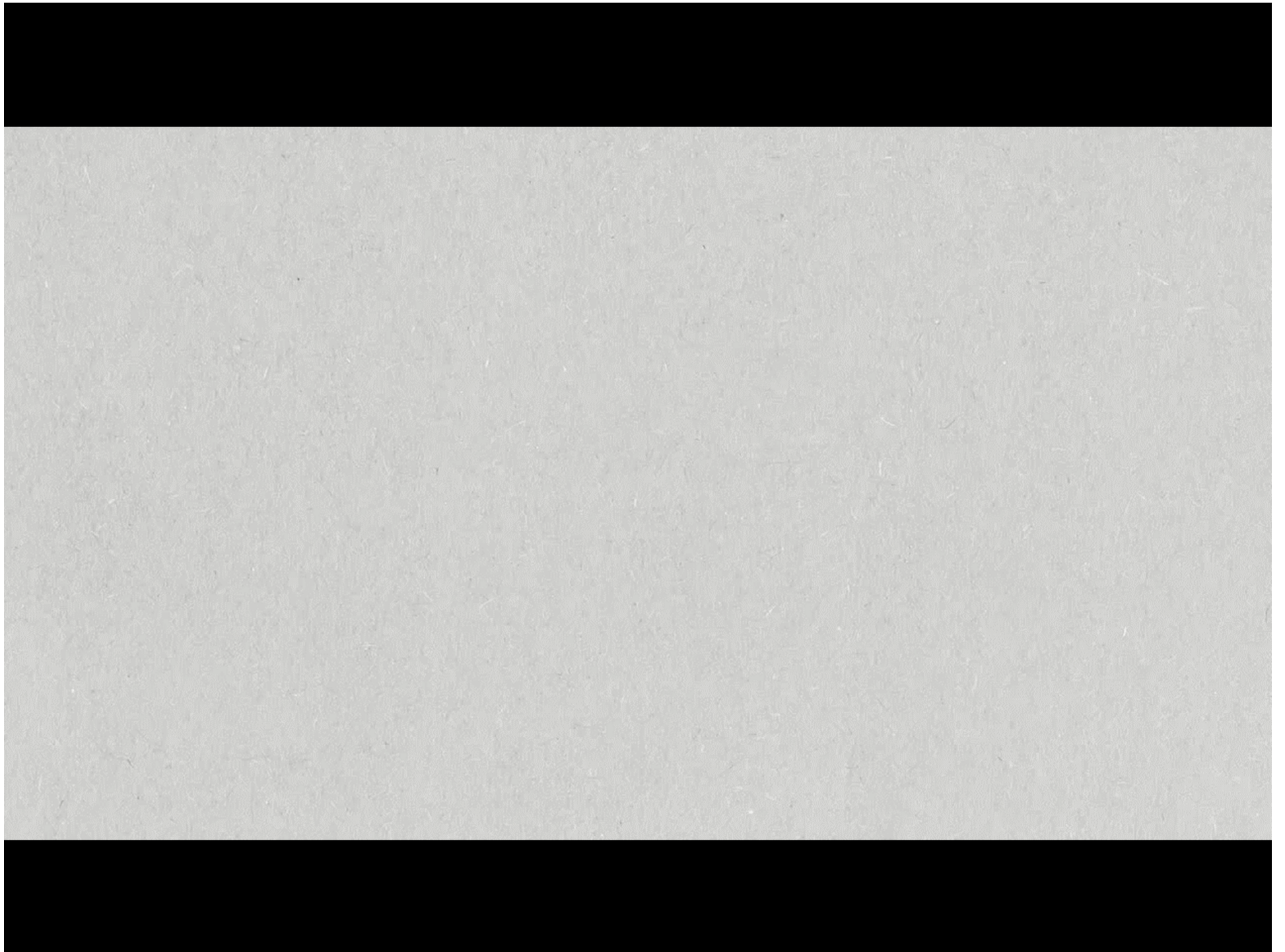
Case study: RefUnite

- The approach:
- RefUnite aims to empower refugees to take the search for missing loved ones into their own hands, via a mobile device.
- To achieve this goal, RefUnite has fostered partnerships with mobile operators as they have the infrastructure, brand and reach to cover even the remotest regions.
- Current partnership agreements cover operators in Kenya, the Democratic Republic of the Congo, Somaliland, Somalia, Jordan, Turkey, Iraq, Philippines, Egypt and South Sudan.
- RefUnite also partners with a number of humanitarian organisations in each region and with technology vendor, Ericsson.



Case study: RefUnite

- The outcomes:
- Partnerships with the mobile industry is enabling RefUnite to carry out family tracing work on a scale previously inconceivable for a small NGO.
- Mobile operators view their partnership with Refugees United as part of their social responsibility, but there may be indirect benefits including increased customer loyalty, improved customer satisfaction and brand health, as well as new marketing opportunities.
- Partnerships with larger humanitarian organisations have helped RefUnite gain the trusted of users who may otherwise have not signed up to the service.
- By February 2014 registrations for RefUnite were growing at a rate of 12,000 people per month and by early 2016 the service had managed to sign up over 400,000 users.





Partnerships: Summary

1

The best time to build relationships and develop partnerships is ahead of time.

2

Improving coordination is crucial.

3

Several myths may be hindering the creation of strong partnerships between operators, government and the humanitarian sector.