

Unit 2

The Role of Public-Private Partnerships



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Visual 2.0

Unit Objectives (1 of 2)

- Recognize the value of the private sector engaging with the public sector in all aspects of the emergency management cycle
- Define public-private partnerships
- Explain how the whole community approach to emergency management promotes public-private partnerships



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Unit Objectives (2 of 2)

- Recognize the role public-private partnerships play in national response and recovery policy and guidelines
- Describe what makes public-private partnerships successful
- Describe how public-private partnerships can support the nation's emergency management cycle



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Who is the Private Sector?

Private sector includes organizations or entities not part of any governmental structure, such as:

- Non-profit organizations
- For profit businesses
- Trade unions and associations
- Academic institutions
- Faith-based organizations



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Role of the Private Sector

“There’s no way government can solve the challenges of a disaster with a government-centric approach. It takes the whole team. And the private sector provides the bulk of the services every day in the community.”

Craig Fugate, FEMA Administrator



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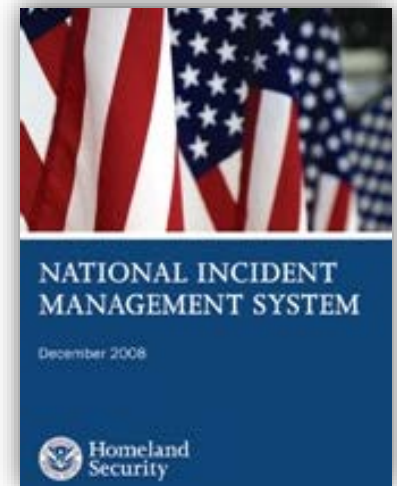
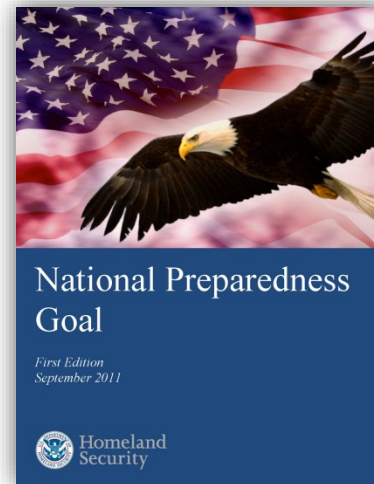
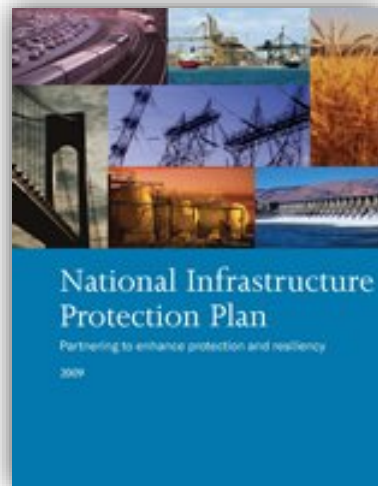
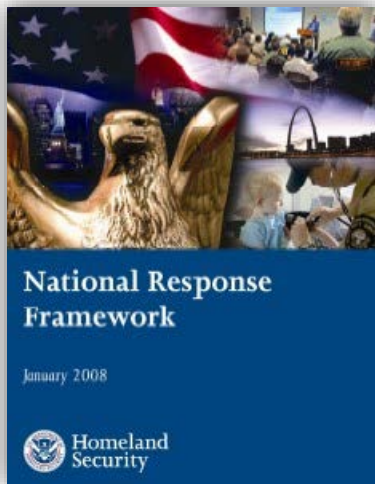
Allotted Time: 15 minutes

ACTIVITY: THE ROLE OF THE PRIVATE SECTOR



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National Policy



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Definition of Partnership

Partnerships are collaborative relationships built on:

- Needs
- Capabilities and resources
- Two-way communication



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Purpose of Partnerships

Public-private partnerships can be formed to:

- Address a specific incident
- Bring together groups in geographic area
- Represent a common interest



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Forms of Partnerships

Partnerships can differ in:

- Level of formality
- Membership
- Activity taken to support emergency management



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Discuss: Forms of Partnerships

What are some other ways in which forms of partnerships might differ?



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Visual 2.10



Allotted Time: 30 minutes

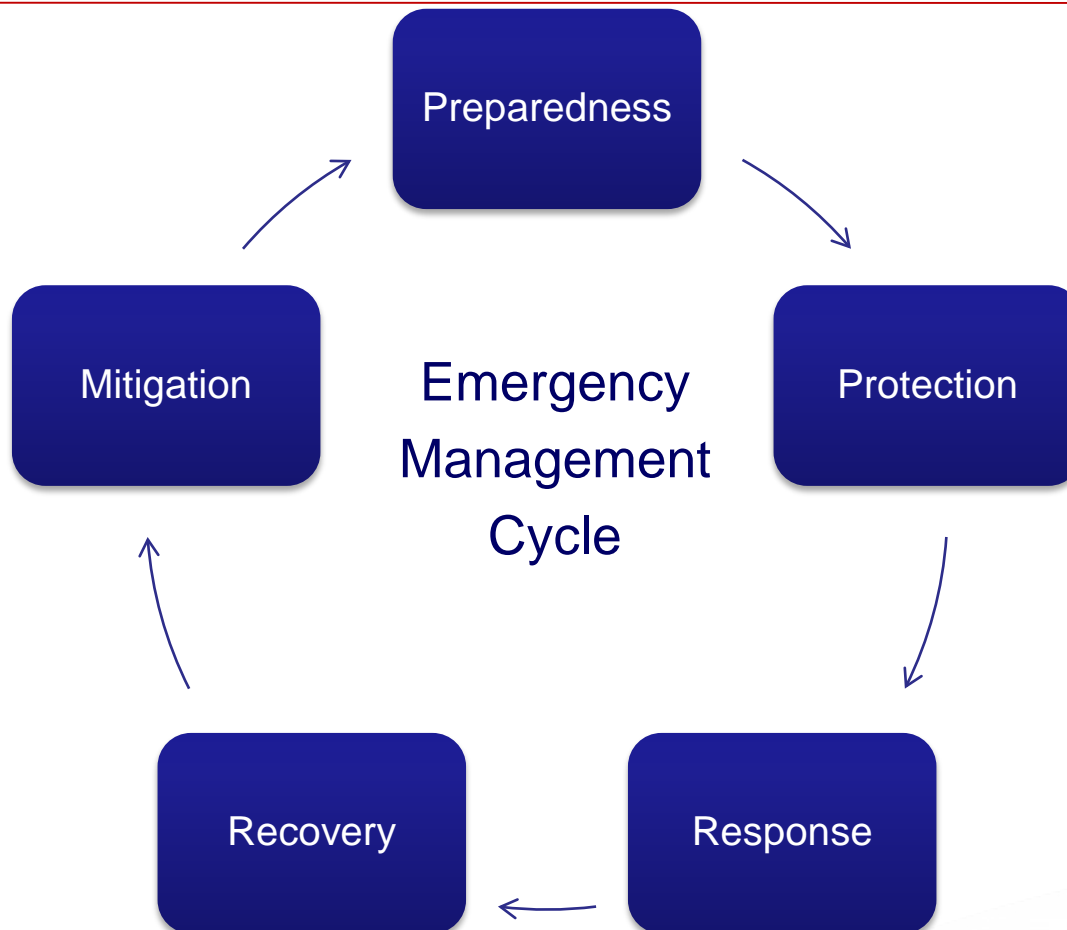
ACTIVITY: PARTNERSHIP NEEDS AND CAPABILITIES



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Visual 2.11

Partnerships and Emergency Management



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Preparedness

Preparedness measures include:

- Assessing risks and vulnerabilities
- Response planning
- Conducting training and exercises



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Protection

Protection activities include:

- Continuity of systems and operations planning
- Understanding of threats and vulnerabilities to critical facilities, systems, and functions
- Expansion of information sharing



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Response

Response activities include:

- Saving lives
- Restoration of services
- Providing supplies
- Providing volunteers
- Sharing information
- Providing real-time situational awareness



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Recovery

Recovery activities include actions taken to:

- Repair damages
- Return to normal activity
- Attempt to recover losses



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Mitigation

Partnerships can support mitigation by:

- Enforcing building codes
- Adopting zoning ordinances
- Retrofitting buildings



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PADRES (1 of 2)

In order to be successful, partnerships should be:

- **Publicly Accessible**
 - Contacts, skills, capabilities are available to general public
 - Public trusts the partnership
- **Dedicated**
 - Partnership is staffed



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PADRES (2 of 2)

- **Resourced**
 - Necessary funding, tools, and staffing
- **Engaged**
 - Active support, participation, and communication between partners
- **Sustainable**
 - Supported with resources and plans for long-term viability



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Allotted Time: 30 minutes

ACTIVITY: USING PADRES



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Visual 2.20

Unit Summary

In this unit, you learned about:

- Role of the private sector
- Forms of partnerships
- Purpose of partnerships
- PADRES



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