

Unit 3

Establishing Public-Private Partnerships



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Visual 3.0

Unit Objectives

- Explain the steps to establish public-private partnerships



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Establishing a Partnership

1. Define purpose and objectives



2. Identify likely partners



3. Discuss value of partnership



4. Secure commitment



5. Finalize objectives and activities



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Step 1: Define the Purpose

The purpose needs to be clearly defined because:

- Public and private sector groups will be more likely to participate
- Having a defined purpose makes it easy to identify partners



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Common Needs, Drivers, and Motivators (1 of 2)

- Corporate social responsibility
- Avoid or mitigate against emergency impacts
- Stay in business/recover faster
- Two-way access to information
 - Sensitive information
 - Threat information and risk analyses
 - Accurate and timely situation reports
 - A “seat at the table”



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Common Needs, Drivers, and Motivators (2 of 2)

- Assistance in emergency planning, response, and recovery
- Restoration of services
- Access to resources
- Increased coordination and problem-solving



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Step 2: Identify Likely Partners

Initial membership can be shaped by:

- Purpose and objectives
- Geographic location
- Industry



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Value = Benefits - Cost

Benefits:

- Innovation
- Depth of experience
- Broader reach
- Force multiplier
- Increased quality



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Value Proposition

- Communicates to all partners why the partnership is essential
- Improves partner engagement
- Clarifies common mission



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Step 3: Discuss Value

- Do you agree with the common mission of this new partnership?
- Do you see a need for this partnership?
- Are you interested in sharing in the benefits of this new partnership?
- What needs, resources, and capabilities do you bring to this partnership?



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Step 4: Secure Commitment

- Formal commitments establish a clear relationship
- Informal commitments are built on personal relationships



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Visual 3.10

Step 5: Finalize Objectives and Activities

Members should:

- Agree on the initially defined objectives
- Determine administrative structure
- Plan regular activities such as training and exercises
- Engage in joint planning



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Allotted Time: 30 minutes

ACTIVITY: FORMING A PARTNERSHIP



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Visual 3.12

Unit Summary

In this unit, you learned about:

- Establishing partnerships
- Communicating value to partners



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Visual 3.13