

# IMPROVED DISASTER RISK MANAGEMENT FOR PORTS IN THE CARIBBEAN

Stakeholder Management (External Affairs)

Presentation on Stakeholder Engagement Principles

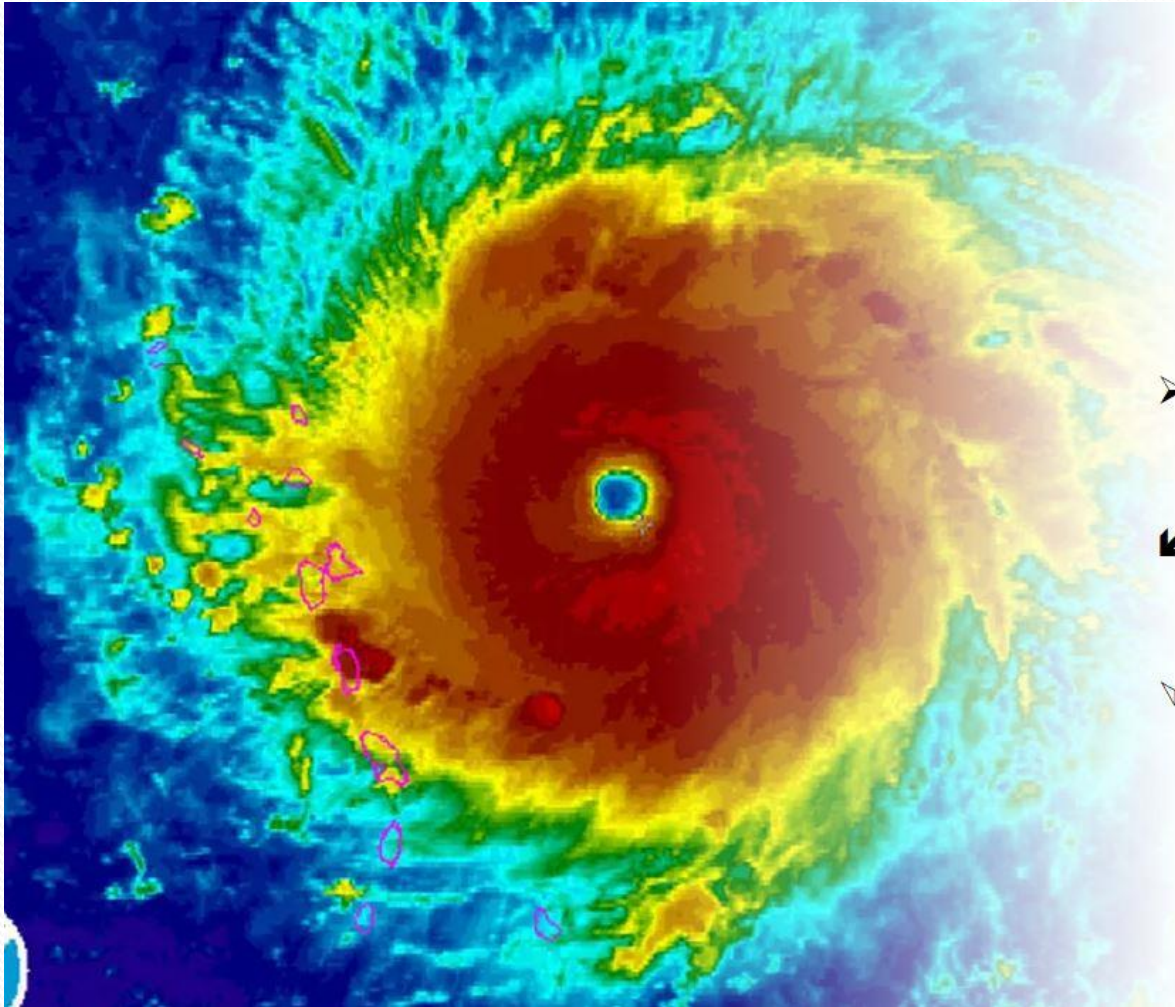
**Yellow Team**

# Contents

## **SCENARIO: HURRICANE THREAT**

- **THREAT ASSESSMENT**
- **WHAT IS A STAKEHOLDER?**
- **IDENTIFICATION OF ALL POSSIBLE STAKEHOLDERS FOR CARIBBEAN PORT**
- **IDENTIFICATION OF ROLES OF STAKEHOLDERS AND PRIORITIZE AUTHORITY**
- **ESTABLISH GOALS & OBJECTIVES OF STAKEHOLDERS**
- **BENEFITS OF STAKEHOLDERS MANAGEMENT APPROACH**
- **FORUMS USED TO ENGAGE STAKEHOLDERS**

# THREAT ASSESSMENT



## HURRICANE THREAT

- Vulnerability of the islands of the Caribbean Region.
- ⚡ Increase threat to the islands as a result of climate change.
- Business continuity resilience.

# WHAT IS A STAKEHOLDER

- A stakeholder is someone who is affected by your performance.
- They could be adversely or positively affected by your actions and therefore have an interest in what you do.



# STAKEHOLDER MANAGEMENT

- Stakeholder Management – The practice of winning people over to gain the support you need to be successful.
- Steps in Stakeholder Management
  - Planning - Process of determining what you need to do to win over your stakeholders.
    - Analysis
    - Communication Planning
  -

# STEPS IN STAKEHOLDER MANAGEMENT



Planning



Analysis



Communication  
Planning

# STAKEHOLDER ANALYSIS

- Identify
  - Brainstorm to find out who are your stakeholders
  - Who have influence or power over your work
  - Interested in your success or failure /Who you have to communicate with
- Prioritize
  - Power to block or advance your work
  - Who are interested or who don't care
- Understand
  - How they feel about your project
  - How to communicate with them and when

# STAKEHOLDER COMMUNICATION PLANNING

- Plan on how to communicate with your stakeholders.
- To win them to support your project.
- Prepare a communication Worksheet
  - Stakeholder name
  - Communication approach
  - Key Interest and issues
  - Current status
  - Desired support
  - Actions desired
  - Messages needed
  - Actions and Communications

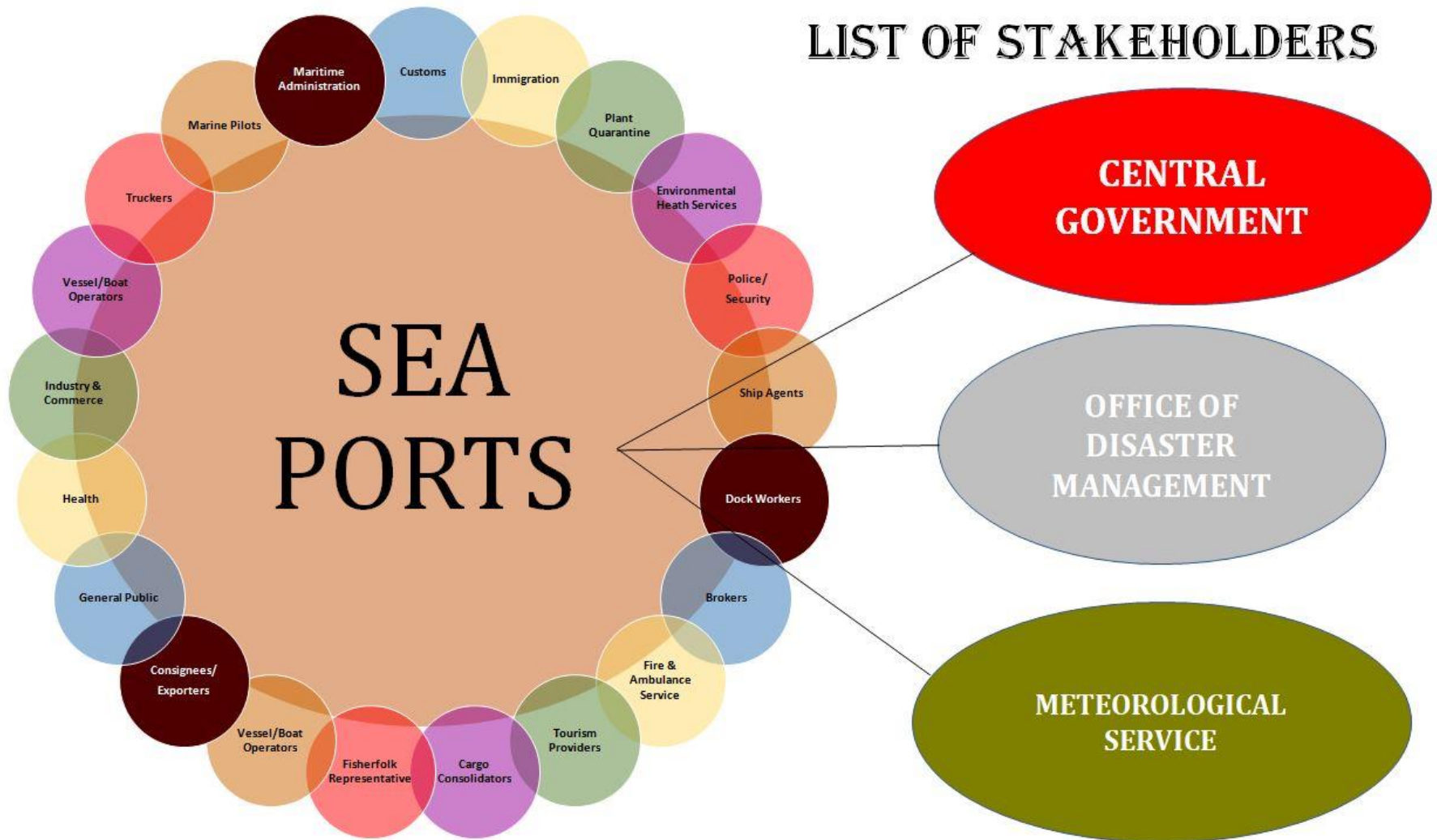
# Communication Worksheet

Stakeholder Name	Communications Approach (from Power/Interest Grid) <sup>1</sup>	Key Interests and Issues	Current Status <sup>2</sup>	Desired Support <sup>3</sup>	Desired Project Role (if any)	Actions Desired (if any)	Messages Needed	Action and Communication

1. Manage closely/Keep satisfied/Keep informed/Monitor.
2. Advocate/Supporter/Neutral/Critic/Blocker.
3. High/Medium/Low.

# IDENTIFY ALL POSSIBLE STAKEHOLDERS FOR CARIBBEAN PORT

## LIST OF STAKEHOLDERS



# IDENTIFY ROLES OF STAKEHOLDERS AND PRIORITIZE AUTHORITY

Authority	Stakeholder	Role	Contingency
National Telecommunications Authority	Telecommunications providers (Digicel, Lime, Flow etc.)	Provision of telecommunication services. (Cell phones, Sat Phones, BGHANS, fax, landline)	Enter MOUs and plans with multiple providers for redundant communication
National Security	National Fire Department	Firefighting, Search and Rescue, Hazmat	Fire response/Hazmat teams in private manufacturing/industries
National Security	National Police Service	Provision of security services, establish cordon during incident etc.	Contracts and arrangements with private security firms
National Health Authority/Ministry National Public Health Authority	Local Health Unit/Department	Provision of healthcare services during and emergency and in peacetime. Provision of national ambulance services	Agreements with private healthcare agencies in proximity. Employment of on-site private ambulance services or agreements with ambulance service providers.

# IDENTIFY ROLES OF STAKEHOLDERS AND PRIORITIZE AUTHORITY

Authority	Stakeholder	Role	Contingency
Emergency Management	National Disaster Office	Coordination of national response. Planning and mitigation. Integration of regional and international response if needed.	Hazard mitigation departments in agencies. Preparedness and response departments in agencies. EOC management in agencies
Ministry of The Environment or associated ministry	National Meteorological Office	Undertake meteorological observations. Conduct upper-air soundings. Provide forecasts to national entities .	Meteorological offices in neighboring islands
University of the West Indies Seismic Research Center	University of the West Indies Seismic Research Center	Monitor earthquakes, volcanoes and tsunamis in Eastern Caribbean. Disseminate advice and information	Neighboring seismic centers in the North-Western Caribbean
Customs and Excise	National Customs and Excise	Manage entry of items/goods. Clearance of items/goods.	Agreements with neighboring countries to provide surge capacity
Immigration	Immigration Division	Immigration records. Departure and entry of persons.	Agreements with neighboring countries to provide surge capacity

# ESTABLISH GOALS & OBJECTIVES OF STAKEHOLDERS

- ❖ To identify and prioritize who are the important stakeholders.
- ❖ To identify any barriers (cultural, legal, structural, communication, leadership) that can affect any interagency cooperation and interoperability during the disaster.
- ❖ To undertake a stakeholder analysis to assist with the dissemination of information and inter agency co-operation.
- ❖ To prepare a clear and strategic approach to deal with senior leaders among stakeholders.
- ❖ To form a Port Security Committee to ensure shared expertise, knowledge and capacity building amongst agencies.
- ❖ To prepare a communications plan that speaks to a clear understanding of goals and objectives to be achieved.

# BENEFITS OF STAKEHOLDERS MANAGEMENT APPROACH

- ❖ Fewer surprises.
- ❖ Better understanding of needs.
- ❖ Better understanding of concerns.
- ❖ Time invested in the right places.
- ❖ Happier stakeholders.
- ❖ Improved communication.
- ❖ Better management of expectations.



# FORUMS USED TO ENGAGE STAKEHOLDERS



# FORUMS USED TO ENGAGE STAKEHOLDERS

- ❖ Create Stakeholder Committees
- ❖ Appoint a Chairman of the Committee
- ❖ Conduct Monthly Stakeholder Meetings
- ❖ Create Agendas for meetings
- ❖ Create a WhatsApp group with all Stakeholders
- ❖ Provide Meeting Minutes to all Stakeholders
- ❖ Have Table Top Exercises with Stakeholders

# End of Presentation

- Questions?
- Recommendations?