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## POLICE COURTESY WEEK A PSOJ/JCF INITIATIVE



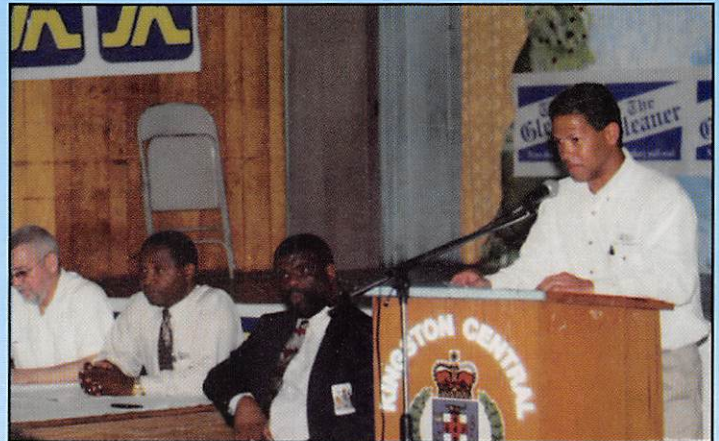
In support of the Jamaica Constabulary Force's new policy of providing training in customer service, ethics and values, the Private Sector Organisation of Jamaica (PSOJ) launched the first in a series of Police Courtesy Weeks in the parish of St. Elizabeth in December, 2002. Police Courtesy Week was planned to emphasize police courtesy and the partnership between the police and the public that they serve with the objective of creating a stronger and more positive relationship between the community and the police in each parish.

During this week, a variety of activities are held, including church service launches, "Community Work Days", Public Fora, Sports Days and all policemen in the parish wear special pins promoting Police Courtesy Week. A plaque is presented to the citizen or group who has helped to contribute to promoting law and order in each parish.

As at the end of August, Police Courtesy Weeks have now been held in ten parishes. "We have been receiving extremely positive reports of increased cooperation between the citizens and the police in each parish", PSOJ President, Beverley Lopez reported "Through the various activities, the citizens have been given the opportunity to observe the police assisting the poor and needy and to interact with the police at the various activities".

In a recent letter to the PSOJ, Superintendent Herman Brown of the St. Elizabeth Police commended the impact that the Police Courtesy Week has had on the parish of St. Elizabeth. He noted specific examples of improved cooperation between the police and citizens and also pointed out that the citizens in the area had expressed feeling greater trust and respect and improved relations with the police.

During August, St. Andrew South and Kingston Central and Western simultaneously hosted Police Courtesy Week activities. Under the direction of the area superintendent, these events were coordinated by the Corporate Strategy Coordination Unit of the Jamaica Constabulary Force and The Private Sector Organisation of Jamaica, (PSOJ), with the assistance of



PSOJ Vice President, Mr. Donovan Perkins, addressing the Public Forum held in Kingston Central during Police Courtesy Week August 2003.

corporate sponsors Jamaica National Building Society (JNBS) National Housing Trust (NHT) Gleaner Company, Red Stripe and the Police Cooperative Credit Union.

Superintendent Carlton Wilson of Kingston Central expressed his appreciation to the corporate sponsors for the opportunity to host this event. "A successful week of activities was held and the community took the opportunity to come out to the various events and share their concerns and suggestions with the police in their area", continued Wilson. Police Courtesy Weeks will continue throughout Jamaica until these events have been held in each parish.

### OTHER POLICE COURTESY WEEK DATES:

OCTOBER 12-18 - St. Catherine

North and South

NOVEMBER 9-15 - St. Thomas

DECEMBER 7-13 - St. Andrew

Central/North &  
Kingston East

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## PSOJ COMMITTEE NEWS

### THE BUSINESS COUNCIL FOR THE ENVIRONMENT (BCE)

#### Private Sector's Environmental Voice!



L-R Programme Manager of ENACT, Mr. J. J. Bellamy converses with Ms. Greta Bogues Co-Chairman of the BCE and Mr. Oliver Clarke Past President of the PSOJ at the launch of the BCE in June 2002.

The Business Council for the Environment (BCE) has completed its first year of operation as a collaboration of 10 private sector organizations. With the support of the Environmental Action Programme (ENACT), the BCE has coordinated private sector effort at focusing attention on key issues that are of common interest to participating organisations.

Jamaica's private sector organisations are all challenged by limited resources dealing with a wide range of environmental and trade issues. The BCE, therefore, demonstrates how private sector organizations can work collaboratively on subjects of common interest.

#### ENVIRONMENT & TRADE

The BCE has defined its roles as 'advocacy' to influence governments policies which provides 'service to members' to ensure Jamaica's private sector is ready for the challenges and opportunities that will result from trade liberalization. The Council's programmes are designed to provide businesses with the tools to influence government policies and to provide the incentives necessary to encourage sustainable business practices.

The BCE will continue to expand its activities focussed on influencing the economic policies as it relates to environmental sustainability. It will also provide companies with the knowledge and skills to participate successfully in the global marketplace.

The current structure of governance by Co-chairs and work groups has allowed the BCE to operate as a collaboration of equals. The first year of operation has required the BCE to gain the full support of participating

organization's Boards, and the membership of the participating business associations. This will be continued through engaging them in advocacy roles, as well as supporting the upgrading of knowledge and skills for meeting the environmental standards and requirements of international trade.

In order to build the capacity of the BCE, a number of environmental professionals from companies within member organizations are serving on the BCE. Other institutions such as the Bureau of Standards and National Environment Protection Agency are invited to nominate a representative to the Council to give technical guidance to the work of the committee. The USAID EAST project has recognized the work of the BCE and has included the Council in the scope of work for the 2003/2004 phase of the project.

#### ADVOCACY WORK GROUP

Chaired by Jamaica Institute of Environmental Professionals (JIEP), the Advocacy Work Group successfully coordinated private sectors positions on a number of environmental imperatives, including Consultation on Air Quality and Sewage Regulations. The Regulatory Impact Analysis Statement (RIAS) for the Air Quality Regulation was utilized in communicating the implications of the regulation to companies.

The BCE also spear-headed the National Container Recovery Project which attempted to approach waste management in a holistic manner by incorporating a Container Recovery Programme. The project is expected to develop a detailed operational framework and implementation plan for the National Container Recovery Programme and also develop costings for financing of the implementation plan and the required infrastructure.

EnviroNet: The BCE's information network 'EnviroNet' was established with the assistance of ENACT and launched in July 2002 for the promotion by associations of training events and the communication of advocacy positions for member consultations.

#### WORK PLAN 2003-2004

The BCE's work plan for 2003-2004 will continue to strengthen current initiatives by focusing private sector resources on the few critical components, i.e., Governance, Advocacy, Development and Financial Support.

In addition, the BCE offers associations an effective resource for services to their members to provide solutions to environmental degradation and imperatives relating to globalization.

*(This article is a continuation in a series which will provide information on individual PSOJ Committees)*



## Bulletin Board

### JAMAICA CLUSTER COMPETITIVENESS PROGRAMME (JCCP) UPDATE

In collaboration with the Jamaica Exporters' Association (JEA) the Dept. for International Development (DFID) US Agency for International Dev. (USAID) and the Ministry of Industry Commerce & Technology, the Jamaica Cluster Competitiveness Programme (JCCP) was launched in September 2002. It is designed to foster greater prosperity in Jamaica by building new competitiveness advantages at the firm level, strengthening national competitiveness leadership and diffusing positive competitiveness attitudes and practices across the country. This two (2) year project will be working with a myriad of firms in three (3) clusters. The tourism cluster is working with seventy (70) firms and is creating three (3) alternative "experiences" to attract a new tourist segment to Jamaica offering new tours, local guides and innovative group marketing.

The Agribusiness Cluster is also pursuing a number of supply-related initiatives. Working with Land-O-Lakes, the cluster will establish a grading program for Scotch Bonnet Peppers. This cluster will also support the establishment of a company that will process pepper mash for jerk and hot sauce manufacturers.

The Entertainment cluster was launched on August 28th with key players in the industry. Some members have already engaged in pre-work to understand the strategy of different entertainment hubs around the world. Building on previous research done on the industry, the cluster will begin focusing on the music industry, and how to upgrade the product offerings for export markets.

Understanding the gaps in the Jamaican market, such as production, distribution, promotion, etc. will allow the cluster to concentrate on collective activities to bridge those gaps.

For further information please contact David Rabkin, Project Director, JCCP at tel. 927-6238; Ext. 2227.

### JOB CREATION AWARDS — AUGUST 2003



Awardees shown here displaying their plaques presented to them by Muna Issa (third left) a member of the PSOJ Economic Policy Committee.

### TRADE UPDATES

Since February 2003 the Trade Policy Committee has been hosting a series of Sector Specific Rap Sessions on Trade. The aim of the exercise is to update members of the business community on the trade negotiations, both regionally and internationally. In particular, the Trade Policy Committee's aim is to ensure that the private sector's level of preparedness is such that it will be able to take advantage of the respective free trade agreements, but more importantly, to encourage businesses to make themselves ready through retooling, in order to firstly, survive in a free trade competitive regime and secondly, to reap the full benefits through competitiveness.

The Trade Policy Committee has thus far conducted briefing sessions with the following sectors:

- Life and General Insurance
- Cosmetics, Personal Care
- Apparel and Giftware
- Building Societies and other Housing Financiers
- Chamber of Commerce Presidents islandwide

Briefing sessions are scheduled for October with the Business Community of Saint Ann through the Saint Ann Chamber of Commerce and with Housing and Financial institutions. For further information please contact Sacha Vacciana, 927-6238 Ext. 2246; email: sachav@psoj.org

### Better Family Life



Over the past two decades, we have seen a decay in marriage and family structures, including child abuse, infidelity, and domestic violence. It is out of this growing concern that The Victoria Mutual Building Society (VMBS) and the Private Sector Organisation of Jamaica (PSOJ), have identified the need to promote positive attitudes and the development of relational skills at the family level.

This led to the development of the "Family Life Project". Training videos and workbooks on Family Matters, Parenting Matters, and Marriage Matters have been developed by the project to be used to promote the message of better family life to a wide cross section of the population.

The Better Family Life Project was formally launched in July 2003, and the video presented to invited representatives from the private sector, government, the church and civil society. The distribution of video cassettes and workbooks have been made available through VMBS branches, the PSOJ office and The Registrar General's Department. For further information, please contact Tanya Pringle at 927-6238, Ext. 2244, tanyap@psoj.org or Lawrence Fraser at 754-8627, Ext. 4016, email: lfraser@vmbs.com.



## ~ FOR YOUR INFORMATION ~

### JAMAICA TRADE MISSION

#### "Target Atlanta"

Plans are now in high gear for the staging of the "Target Atlanta" Business Mission during the week of October 14 – 18, 2003.

Over 30 companies spanning the tourism, manufacturing, apparel, giftware, agro-processing and financial sectors have indicated interest in participating in this mission, which will be led by Minister of Industry, Tourism & Culture, Aloun N'DombetAssamba.

Atlanta based consultant – Mark Towery - was in Jamaica for the period September 1 – 4 and held one-on-one meetings with participants to identify their objectives for participating. Mr. Towery will be scheduling business appointments in Atlanta for the mission participants.

Activities planned for the Mission include a cocktail reception with Atlanta's Mayor, the Hon. Shirley Franklin in attendance, a power breakfast-seminar, display of products of the participants, as well as focused business rounds.

Persons interested in doing business in Atlanta and wish to be part of this mission are asked to contact:

**Camille Beckford** at 927-6957 or 927-6238 ext. 2250  
email: [camilleb@exportja.org](mailto:camilleb@exportja.org)

### INNER CITY DEVELOPMENT EMPLOYMENT AGENCY AND LIAISON SERVICE (IDEALS)

This organisation was created to assist members and the wider population of inner city communities to obtain and maintain gainful employment within the business community. IDEALS will link employers with appropriate employees suitable for their needs and provide follow up to ensure satisfaction. The graduates of this programme are trained in:

**Human and Interpersonal Relations, Conflict Resolution, Family Life, Entrepreneurship, Community Leadership, Employability Skills, Personal Hygiene and Grooming, Positive Work Attitude and Work Ethics, etc.**

IDEALS is an extremely worthwhile initiative of the Jamaica Chamber of Commerce Inner City Development Committee and is based at the JCC office. Companies are encouraged to register with this programme, provide employment wherever possible and introduce this programme to others. Their contact details are:

**Inner City Development Employment Agency and Liaison Service (IDEAL)** c/o Jamaica Chamber of commerce, 85a Duke Street, Kingston. Tel: 922-1773, 922-0419, fax: 924-9056.

## Upcoming Events

#### SEPTEMBER 23

PSOJ/C&W Job Creation Awards  
Terra Nova All-Suite Hotel  
at 7:45am

#### SEPTEMBER 23 - 24

JIOB Seminar - "Leadership & Management Essentials"  
Jamaica Pegasus Hotel,  
8.30 am to 4.30 pm each day

#### SEPTEMBER 30

Trade Awareness Seminar  
PSOJ Secretariat  
39 Hope Road  
8.00 am to 1.30 pm

#### OCTOBER 1

Hall of Fame Banquet  
The Jamaica Pegasus Hotel

*Members who are interested in placing strip ads (4x19 cm) in our PSOJ NEWS are invited to do so by contacting Tanya Pringle or Karen Payton at Telephone: 927-6238, Extensions: 2244 or 2247*