

Celebrating 45 Years of Advocacy, Outreach & a Unified Mission



The JMMB Group extends hearty congratulations to the management and staff of the Private Sector Organisation of Jamaica (PSOJ) on the occasion of its 45th anniversary.

Your over four decades of sterling service in representing the interest of the Jamaican business community and rallying your membership to make a positive impact on our nation, has not gone unnoticed.

Your continued role in influencing policy to stimulate the development and growth of the island's private sector, remains of paramount importance.

Many happy returns on this most significant milestone.





Continue to support the greater good for all Jamaicans

INCE 1976, the Private Sector As you continue to put Organisation of Jamaica (PSOI) has advanced its mission of effectively advocating for the implementation of public policy that enables strong, sustainable private sector-led economic growth and development. This is evidenced by your leading role in championing causes critical to education, agriculture, health, business and people development, in addition to COVID-19 recovery efforts.

Jamaica s private sector covers numerous industries and employs a significant portion of the country's labour force, underscoring your critical role in national development. It is as a result of your organisation's advocacy and meaningful representation of private-sector groups that members are able to benefit from trade agreements, technical resources and facilities, while they achieve

your advocacy into action, I encourage you to carry on your response to challenges in a manner that supports the greater good of all Jamaicans.

maximum productivity. These efforts serve to support the work of the Government and civil society groups in equipping Jamaica to achieve its Vision 2030 goals.

On this celebration of your 45th anniversary, I commend your continued commitment to honouring your corporate social responsibility, particularly in supporting initiatives such the E-commerce National Delivery Solution (ENDS), Crime Stop and the PSOJ COVID-19 Jamaica Response Fund. The work you do is a testament to your vision of unification in our shared efforts to make Jamaica the place of choice to live, work, raise families and do business.

As you continue to put your advocacy into action, I encourage you to carry on your response to challenges in a manner that supports the greater good of all Jamaicans. More critically than before, we must place the good of our nation above all else.

Continue to be exemplars of what we can achieve together through people, partnership and performance.

Happy 45th anniversary!

THE MOST HON SIR PATRICK ALLEN, ON, GCMG, CD, KStJ Governor General



Continue working in partnership to achieve Vision 2030

THE PRIVATE Sector and promoting competitive and Organisation of Jamaica (PSOI) has played an integral role in the socio-economic growth of Jamaica for decades. As a major driving force for sustainable development, the PSOJ promotes the practice of good corporate governance in the private sector and exemplifies best practices for all sectors. In this regard, I am pleased to extend congratulations to the PSOJ as it celebrates 45 years of effectively advocating for the implementation of public policy to enable a strong and sustainable private sector-led economic growth and development.

Since the 1970s, the PSOJ has made significant contributions to national development by formulating and promoting a macroeconomic policy framework to achieve high rates of sustained economic growth through strategic investments, job creation productive private-sector cooperation. Indeed, the PSOI has sought to influence national policy issues of a political, social, or economic nature to facilitate business development and growth. Since its inception, the PSOJ has made positive steps towards the official adoption of the market economy as the most appropriate framework for the country's longterm development.

I commend the leadership and staff for the strategic expertise used to guide the PSOJ to strengthen the organisation s ability to advocate on behalf of its members, and capitalise on the benefits of international trade agreements and social security.

As the world grapples with the COVID-19 pandemic, the PSOJ continues to lead in guiding its members to becoming a rightfit organisation and influence other integral sectors, improve its systems and service delivery to address the pandemic. The organisation has also been a key partner in promoting vaccination islandwide as a means of returning the country to full productivity and prosperity.

The Government extends sincere gratitude to the PSOJ for its outstanding contribution to several sectors in Jamaica, including the security forces, local government, education, and the medical and health sector by raising \$150 million to support the Government with the purchasing of ventilators, in response to the COVID-19 pandemic in 2020.

I am proud that the philanthropic spirit of the PSOJ is effervescent as the organisation collaborates with charities to form the Jamaica Response Fund, in partnership, to raise \$200 million that has impacted over 83,000 Jamaicans by mitigating



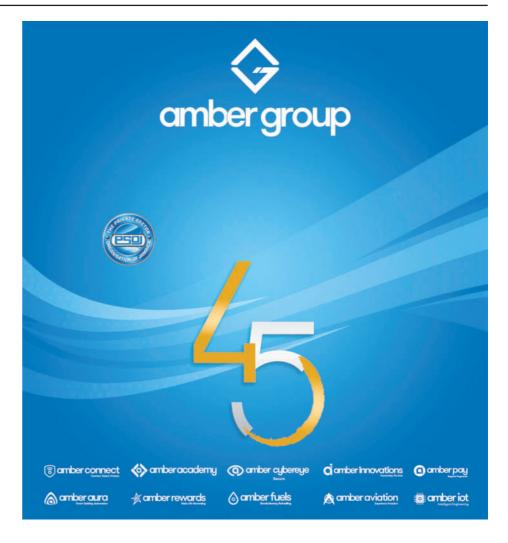
the threats associated with the pandemic, by distributing food packages and health services to areas that need it the most.

As the PSOJ celebrates 45 years as the unifying voice of the private sector, I implore all stakeholders to continue working in partnership with the public sector and civil society, to achieve Vision 2030 for Jamaica to be the place of choice to live, work, raise families and do business.

THE MOST HON ANDREW HOLNESS, ON, PC, MP **Prime Minister**

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Innovative approach to collective action

Organisation of Jamaica (PSOI) has achieved 45 years of operations, and I wish to congratulate the PSOJ and all its members on reaching this milestone. Happy anniversary!

The PSOI has been steadfast in ensuring that companies, corporate partners and individual members look beyond the interests of their individual firms and contribute meaningfully to national development. Over the past several months, many of your

THE PRIVATE Sector members have played an important role in fighting the COVID-19 pandemic. For the PSOIs commitment to this critical national task, and its innovative approach to collective action, I salute you and thank you for your valuable service to Jamaica.

> The PSOJ has as its core, the goal of being a unifying voice for the private sector. Its approach in pursuing this vision has been constructive, working in tandem with the public sector and civil society to deliver on Jamaica s

Vision 2030. With this enlightened approach, it is generally accepted that the PSOJ occupies an important space in our national

PSOJ 45TH ANIVERSARY FEATURE

Our democracy is strengthened when all sectors of society are engaged in public affairs in pursuit of the best interests of Jamaica, fairly and courageously encouraging our leaders to adhere to the laws of the land and their commitments made to the public. The PSOJ aspires to execute this important role with



great commitment and efficacy, which is the source of its benign influence on our body politic.

Happy 45th anniversary to the

MARK J. GOLDING, MP Leader of the Opposition

The PSOJ has as its core, the goal of being a unifying voice for the private sector. Its approach in pursuing this vision has been constructive, working in tandem with the public sector and civil society to deliver on Jamaica's Vision 2030.

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Committed to building a competitive and productive private sector

ONGRATULATIONS TO the Private Sector Organisation of Jamaica (PSOJ) on their 45th anniversary.

The Ministry of Industry, Investment and Commerce (MIIC) commends your role in enhancing the Jamaican business landscape as the premier umbrella group for private-sector associations, corporate companies and individuals over the past four and a half decades.

Your tireless effort to influence issues of national policy of a political, social or economic nature, in keeping with your mission to effectively advocate for the implementation of public policy that enables strong, sustainable private sector-led economic growth and development, are commendable and has helped to shape many industries. I commend the management, staff and executive officers of the PSOJ for their dedication and hard work, and your over 350 members for their contribution to job creation and the economic growth and development of the Jamaican economy.

I would especially like to commend the organisation for its considerable support to the national effort to address the current challenges resulting from the COVID-19 pandemic. Of note is the establishment of the PSOI COVID-19 Jamaica Response Fund, and the development and execution of the E-commerce National Delivery Solution (ENDS) programme to enable approved service industries and delivery stakeholders registered on the platform, to operate in specified curfew hours.

The Ministry of Industry, Investment and Commerce also applauds the successful execution of the Crime Stop programme, which has established

The MIIC pledges our support to our continued collaborative efforts to harness opportunities for the growth and development of the Jamaican economy. Your work has shown that you are committed to building a competitive and productive private sector. and we look forward to our continued collaboration and more private-public partnerships as we work together to develop strategies to overcome the current challenges and recover stronger and faster.

a partnership between the community, the police and the media to involve the public in the fight against crime. Many criminals have been brought to justice through your efforts.

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Again, my heartiest congratulations on the achievement of this significant milestone, your 45th anniversary.

HON AUDLEY SHAW, CD, Minister of Industry, **Investment and Commerce**



We've been by your side, turning dreams into reality, transforming houses into homes and changing meals into memories.

We'll continue to deliver the quality products and services you deserve because you are the reason we're here.









We resolve to continue playing our part in engendering growth



T IS a special year for us as the Private Sector Organisation of Jamaica (PSOJ) celebrates its 45th anniversary.

THE FOUNDING fathers of the organisation envisioned several key objectives for the PSOJ, including advocating on behalf of its members, acting as the unifying voice for the private sector, as well as coordinating the resources within the private sector, with specific emphasis on economic development. Successive presidents have been committed to this mission, and it is my honour to serve as the 19th president of this impactful organisation and to maintain the tradition of transformation at the national level as we focus on strong advocacy, but underlined by active engagement and execution.

I give my heartfelt gratitude to the members who serve tireless on our council, executive, and on our various standing committees. Your contribution is invaluable and this milestone was realised because of your work, as you are the heartbeat of the organisation.

As we reflect on the achievements of the past, we look ahead to the future and the role the organisation will play in shaping a Jamaica that we are all proud to call home, and one that increases inclusive and equitable growth.

Our 45th year has been underscored by the looming presence of a pandemic that has provided unprecedented challenges but, simultaneously, has demonstrated the power of the PSOJ network through collaborative and solution-oriented national projects, such as the PSOJ COVID19 Response Fund, Connect a Child, Children Helpline, E-commerce National Delivery Solution (ENDS) and the Private Sector Vaccine Initiative (PSVI). Perhaps more importantly, the pandemic has demonstrated that the nation is capable of responding to challenges for the common good through public, private and civil sector partnership.

Our Private Sector Vaccine Initiative demonstrates the high priority the PSOJ puts on the vaccination of our workforce,



in ensuring that we protect our workers, customers, families and communities. The PSVI complements the Government s effort in achieving a minimum of 65 per cent level of vaccination of our population.

Additionally, the PSOJ Access to Finance Panel, which was initiated in 2019 to focus on increasing access to finance for MSMEs, has played a key role in advocating for policies and initiatives to provide relief to companies, as well as allow for business continuity and digitisation. The organisation, through the PSOJ Access to Finance Facilitation Panel responded to the pandemic by creating and communicating strategies through the weekly COVIDCast business podcast and three game-changing virtual conferences. Through these media, guidance was provided to the more vulnerable MSMEs to navigate this difficult period, along with strategies to pivot and

Over the last 18 months, the PSOJ has hosted three major virtual conferences with record-breaking attendance and engagement. These conferences focused on the first Crossing the Chasm, which focussed on challenges and opportunities created by the COVID-19 pandemic and, subsequently, the digital and financial literacy conferences, which broke down the content into non-technical communication style, which was well received and continues to be available on the website smallbusinessportal.com.

to digitise their businesses.

The PSOJ played a lead role in providing leadership and support to the COVID-19 Economic

Recovery Task Force and was instrumental, through the leadership of the Local Services Committee, in developing guidelines and protocols for the opening of businesses and the economy.

The PSOJ is happy to have played a part in developing and executing strategies and projects in a once-in-a-century pandemic which has challenged us globally, and especially the more vulnerable in our country.

Whilst we have seen relative stability in our fiscal and macroeconomic indicators, we have a steep hurdle to climb as we simultaneously tackle matters of corruption, crime and public order, low productivity levels, digital transformation, formalisation and MSME development. This must be underpinned by a focus on our environment and climate change, to ensure the sustainability of our industries and the future of our citizens. We will continue to be constructive, solution-oriented, with a positive mindset as we look to continue to make our contribution to human capital development and inclusive growth, which has a focus of increasing per capita wealth to drive domestic spending that will spur growth in our domestic economy.

We celebrate this anniversary and resolve to continue to proactively play a part in developing an environment that is beneficial to businesses, while engendering growth and development in Jamaica through advocacy and action.

KEITH DUNCAN PSOJ President



Collaboration is the thorough conviction that nobody can get there unless everybody gets there.



to the **Private Sector Organisation of Jamaica** on **45 years** of building partnerships with the Government, private sector and the people of Jamaica



Continued commitment to high-quality service

F WE take a moment to assess the or- Private Sector Organisation of Jamaica ganisation s contribution to business (PSOJ) has become a national institution and the country in general since its in- and has made an indelible mark through ception in 1976, it is undeniable that the impactful discourse and action on a wide





array of subject matters.

Our members are at the core of who we are. Whether they are small, medium or large corporate companies, associations or individuals, each of our members, through the years, has been the engine of the accomplishments of the organisation. We are committed to continue our strategic engagement with all our valued members, and to strive to create even more synergies for the advancement of commerce, social issues and national development.

Among our most important assets is the well-qualified and dedicated staff. The PSOJ secretariat has been an important factor in the longevity of the organisation, and various teams, led by previous executive directors, have remained committed to delivering the highest quality service that makes the PSOI the membership

organisation of choice for over 300 companies, individuals and associations islandwide.

I am extremely proud to be a part of this strong membership association.

Having joined the team as executive director in this the organisation s 45th year, I am even more excited about our outlook for an equally impactful future. I stand ready to continue to helm the organisation and oversee its transformation to maintain relevance in an ever-evolving global environment, while continuing to positively contribute to the growth and development of Jamaica.

With continued commitment,

IMEGA BREESE MCNAB **Executive Director**

The importance of minimal crime to a stable economy

■HE NATIONAL Crime Prevention Fund (NCPF), commonly known as Crime Stop Jamaica, is a not-forprofit, charitable organisation that offers a confidential conduit for Jamaicans to anonymously share information on criminal activities within their communities. Crime Stop is a tripartite partnership between the private sector, the Jamaica Constabulary Force (JCF) and the media.

AS A past chief executive officer of the PSOJ and a long-standing member of the board of the NCPF, I am proud to lead a 13-member board of directors, comprising seven females and six males, including representatives of the media, the Jamaica Constabulary Force, and the private sector. Sixteen private-sector associations are trustees of Crime Stop.

The more crimes that are committed, the worse Jamaica appears to the international community. People planning their vacations will choose to go to places that have less crime. Jobproducing companies will not want to locate in Jamaica, or existing Jamaican companies may leave Jamaica, if it is not safe to operate here. Young, promising Jamaicans may choose to leave Jamaica to work in safer havens, rather than stay and exercise their talents and abilities

All these factors will lead to fewer jobs, which means more crime and corruption. As a result, we must recognise that crime is not simply a local issue, but rather an issue that affects Jamaica as a whole.

The Honourable Mr Justice Michael Tulloch, judge of the Ontario Appeal Court, 2019.

Crime has been Jamaica s biggest and scariest identifier. It is an issue that has plagued the country for decades. In 2020, Jamaica had the highest rate of homicide 46.5 incidents per 100,000 people.

High levels of crime and violence in Jamaica remain a public health challenge, despite the plethora of social interventions implemented. Youth who are not in school, who are in conflict with the law, are unemployed and/or not participating in any training programme, comprise approximately 30 per cent of the total youth population, and are the primary perpetrators and victims of the most violent crimes in Jamaica.

Fighting the scourge of crime and violence is not only the job of the police. There is an urgent need for increased citizen cooperation in the fight against crime and violence. One way to accomplish this, our board believes, is through a nationwide campaign, targeting youth especially, appealing for persons to Stand for Jamaica,



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take back the country and become silent heroes in the fight against crime.

Over the years, Crime Stop's media campaigns have had limited successes in recruiting confidential informants, providing valuable tips to the JCF, and offering monetary rewards to tipsters. However, one of Crime Stop's proudest achievements is that over its 31 years of existence, no informant has ever been compromised.

That is why, with the support of many of the PSOJ s members, the NCPF raised \$28 millon in 2021 to develop and execute a multimedia campaign which featured several social media influencers and, through multiple channels, reached the demographic that we believe can help to eradicate Jamaica s long-standing informer fi dead culture, by re-representing what it means to be a good citizen.

The health of Jamaica s economy is ultimately a reflection of the well-being of each of its citizens. Crime Stop and its partners continue to work in earnest to improve the well-being of all Jamaicans, through our efforts to supporting the reduction of crime in our country.

SANDRA A.C. GLASGOW

Chairperson, National Crime Prevention Fund and Chief Executive Officer of the PSOJ, 2007-2013

Innovation & Digital Transformation

'ever let a good crisis go to waste. I don t know for sure who actual said it first, be it Rahm Emanuel in the USA recession of 2008 or Sir Winston Churchill in the mid-1940s, near the end of World War II, but the statement has been a wake-up call to businesses globally seeking to innovate digitally and transform their operations in order rise above the negative headwinds of this COVID-19 pandemic.

Digital transformation (DT) in any organisation is, surprisingly to many, less about the technology and a lot more about the people and their mindset. Innovation is all about change, Digital transformation is also all about change, and what we as practitioners can all agree on is that everyone supports the need for the change we propose, as long as it has nothing to do with them.

The most senior leadership of any organisation must be fully committed to, and agree on, a digital strategy for the business and provide their teams with the resources and support to deliver same.

The leadership must understand that this is not a project for the IT department or any one department in the business.

This digital transformation decision will require major companywide change management practices, because it will be necessary for the culture of the company to shift to embrace, among other things, an ongoing improvement process touching all areas of the business. The major areas that must be top of mind, and a key part of the strategy, must include leveraging digital technology to enhance and improve the customer journey, employee engagement, operations optimisation, and product and service delivery.

Is it for everyone?

In a recent presentation at the PSOJ s Let s Go Digital conference, I proposed a highly simplified MSME digital transformation roadmap: (1) Realisation, (2) Digitalisation, (3) Transformation. Simply put, step 1, realisation, is that moment when you notice that during lockdowns, only your competitors who are more digitally advanced were still open for business and thriving. In this stage you define your why, and your strategy. In step 2, digitalisation, this is where you do a deep dive into your business to review what can be digitally transformed. For some, it will mean some changes to the business model for sure; for most, not so much. A basic starting point is to go through



the business and identify all the niggling challenges that currently exist and digitise those. For example, how does your staff engage with the HR department? Is that mainly still a manual process, with forms to be filled out? Digitise that. What about the accounts department? Do your internal approval processes still require something to be printed and brought to a manager or two for a signature? Digitise that. Are you still issuing paper invoices? Digitise that.

Step 3, (digital) transformation, is realised when the organisation leverages and successfully maximises the value of this new technology to enhance and improve the customer journey, employee engagement, operations optimisation, and product and service delivery.

Remember, innovation and digital transformation is more of a people thing than a technology thing. Leadership of the business MUST be involved every step of the way.

Christopher Reckord is committee chairman, **PSOJ Innovation & Digital Transformation, and CEO** of managed IT services provider tTech Limited. He has over 30 years of experience helping organisations of varying sizes procure and implement information technology solutions and transform digitally. Email any questions to chris.reckord@ttech.com.jm.



Flow Jamaica, Flow Business and C&W Business Jamaica, subsidiaries of Liberty Latin America, salute the Private Sector Organization of Jamaica (PSOJ) for 45 years of sterling contribution to Jamaica's economic and national development.

The PSOJ's commitment over the years to the country's private sector associations, companies and individuals has significantly enabled and facilitated business development and growth through its influence on various national policy issues.

As a proud member, we are happy to be associated with such a prestigious organization and look forward to our continued partnership.

Congratulations on this significant milestone. Here's to another 45 years!











Visit psoj.org/memberships.com for more information

Congratulations on your

45th



Anniversary

Continue to be a pillar of strength and support to Jamaica.

Sagicor Group Jamaica salutes the Private Sector Organisation of Jamaica for
45 years of unwavering service to the Jamaican people. For almost five decades, the organisation has worked alongside
the public sector to ensure the maintenance of the country's stability as we move towards development and has
provided meaningful representation to the diverse entities within its membership.



JAMAICA PRODUCERS GROUP

CONGRATULATES





MC Systems congratulates the PSOJ for their role in ensuring that businesses and individuals across all sectors have access to opportunities for growth, expansion and mutually beneficial partnerships, through membership.

We anticipate celebrating more years together as we collaborate in pioneering technology that will shape the future of business.











MEET THE BOARD



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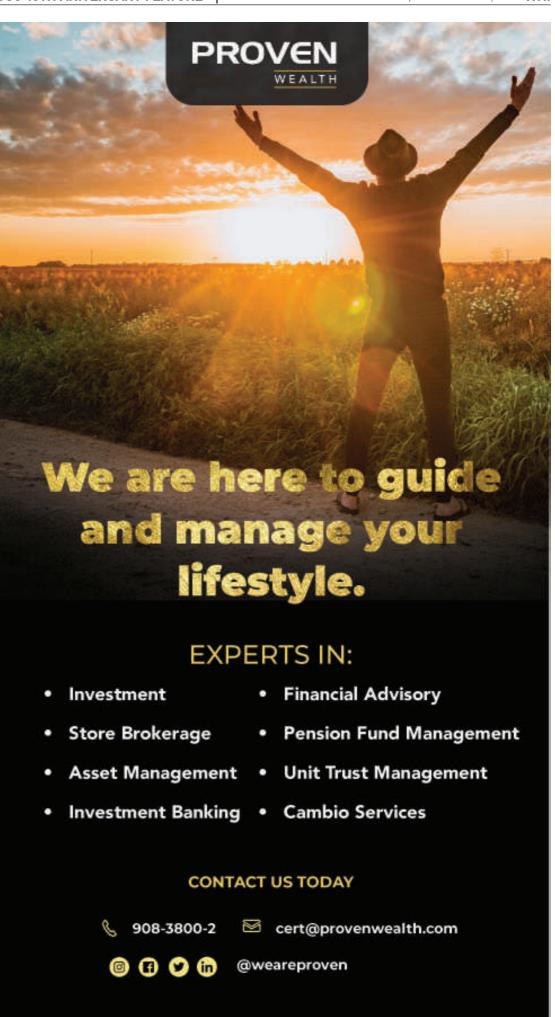
Mr William Mahfood (2014-2016)



Mr Paul B. Scott, CD (2016-2017)



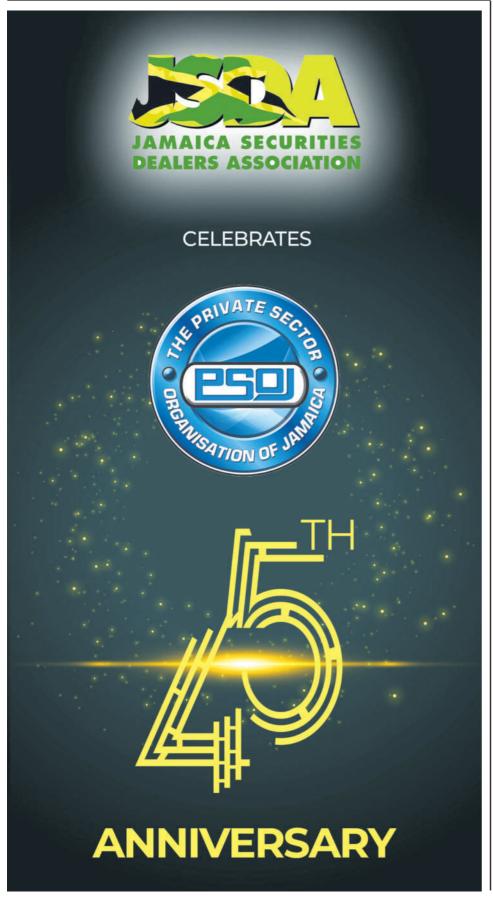
Mr Howard Mitchell, CD, JP (2017-2019)



PSVI putting vaccines to work!

infection. On March 10, 2021, the programme.

N MARCH 10, 2020, Jamaica re- Ministry of Health and Wellness (MOHW) corded the first case of COVID-19 began implementing its vaccination





Throughout all the phases of the COVID-19 pandemic, the private sector and, indeed, the PSOJ have played the role of collaborator, connecting and mobilising stakeholders in the fight to protect lives and livelihoods from the social and economic devastations brought on by the

It was this same spirit of collaboration that spurred the leaders of the Jamaica Chamber of Commerce, the Jamaica Manufacturers and Exporters Association and the Private Sector Organisation of Jamaica, to embark upon the establishment of a mechanism to support the ministry s national vaccination plan.

The mechanism was named the Private Sector Vaccine Initiative (PSVI) and in March when it began, it was clear that its set purpose was to accelerate the pace and penetration of vaccines across the island and support the MOHW s drive towards herd immunity which was a target of inoculating 65 per cent of the Jamaican population by March 2022.

The team, with Chris Zacca chairing the oversight committee; Peter Melhado chairing the logistics and operations committee; Tarun Handa heading up the finance committee, and Keith Duncan helming communication and public education, set out immediately to mobilise the leaders across all sectors to share the vision and to enlist the support to help make it happen.

Central to the plans were the commitment of companies to pay for the vaccination of staff and dependents, active participation in the education and assurance of work teams about vaccine safety and efficacy, as well as the contribution of inventory items to support the vaccination centres set up by the ministry across the island. Together with the utilisation of established medical facilities and personnel within the associations network that were prepared to contribute to supporting increased vaccination capacity islandwide, the PSVI championed a plan described

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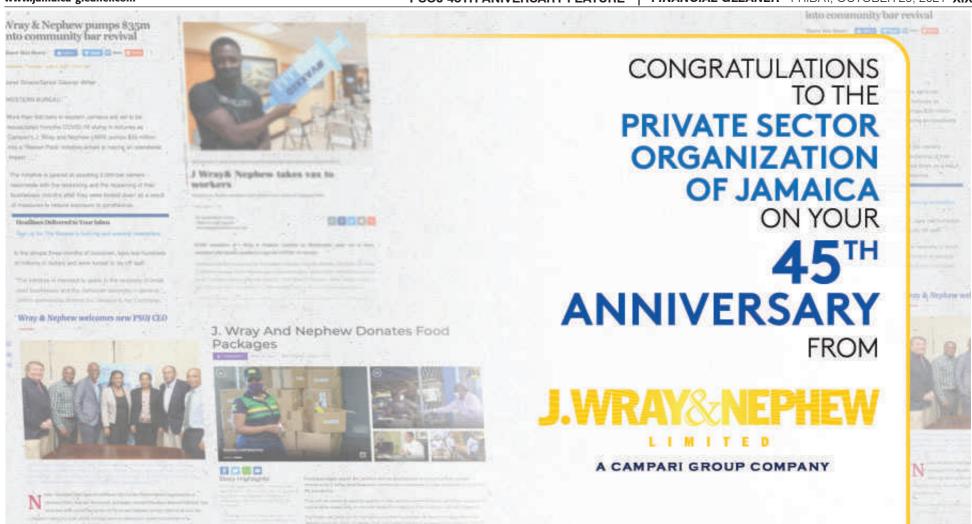
by Chris Zacca as one that identified the vaccination programme as the clear and significant pathway for us to return economic activities to levels of normality and bring back jobs to families and communities that were hard hit by the pandemic.

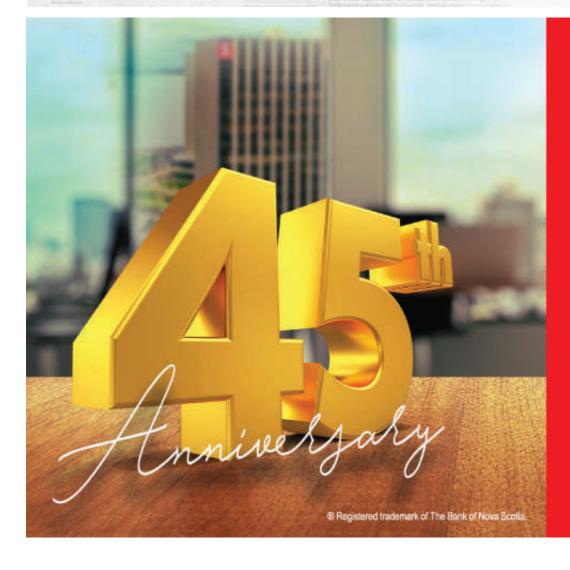
In a matter of months the initiative had contributed in excess of \$25 million to the effort, including the purchase of 400 tablets that the MOHW uses in its vaccination centres to support registration and data management, and quarterbacking the development of the Health Records Management platform, funded

On July 29, acting as a vaccination agent of the MOHW, the PSVI vaccinated its first 1,100 private-sector employees and dependents in its vaccination programme. Eight weeks later, the vaccinated numbered 20,213. Thirty-four companies, spread across nine parishes, hosted Vax Days at their office locations, and more than 300 used the fixed site on Waterloo Road in St Andrew to get their work teams vaccinated.

The engagement with the private sector in March is keeping steady pace up to now, much to the satisfaction of the logistics lead, Peter Melhado, who, in commenting on the vaccination numbers the initiative has logged so far, expressed:

We are very pleased with the responses we are getting from the private sector, which has contributed to the progress we are making with our programme. We have a ways to go yet, but this milestone, in just about two months, is an encouraging sign.





Well done, PSOJ!

Scotiabank Jamaica congratulates **The Private Sector Organization of Jamaica** on 45 years of service to
Jamaican businesses, organizations and associations.

You have demonstrated that we truly are stronger together. Your efforts have elevated the business landscape and galvanised support for scores of critical issues and worthwhile causes.

Kudos to 45 years of excellent service.

Scotiabank.

COURTS



Wisynco team members participating in the vaccination blitz.



We got vaxxed! This corporate team shows off their vaccination cards after getting the jab at the PSVI Waterloo Centre in St Andrew.



We got our jab! PSVI Vax Day at JP Foods in St Mary.

PSOJ and PSVI join helping hands to vaccinate the private sector





Staff members from Television Jamaica brandishes the PSVI vaccination message after getting their jab!



PSVI Wisynco blitz.



Team member for Kingston Freeport Terminal brandishes the PSVI vaccination programme message during the Vax Day on the port.



FLOW staff members show off the PSVI message on VAX Day.

'Investments for sustainable development'

Climate change ravishing vulnerable communities

CODE red for humanity is how UN Secretary General António Guterres describes the recent report by the UN s Climate Science Body the Intergovernmental Panel on Climate Change.

The report indicates that It is unequivocal that human influence has warmed the atmosphere, ocean and land. Since 1970, global surface temperatures have risen faster than in any other 50-year period over the past 2,000 years. The panel states that

This warming is already affecting many weather and climate extremes in every region across the globe .

The past five years have been the hottest on record since 1850.

The recent rate of sea level rise has nearly tripled, compared with tthe period 1901-1971.

Human influence is very likely (90 per cent) the main driver of the global retreat of glaciers since the 1990s and the decrease in Arctic sea ice.

Additionally, they predict that the earth s surface warming is projected to reach 1.5°C or 1.6°C in the next two decades, and that the world is at a tipping point.

Climate models project dire consequences for small islands as global temperatures rise. Temperature increases exceeding 1.5°C above pre-industrial levels will result in increased water stress, more intense rainfall during tropical cyclones, and increased exposure to irreversible sea

Against this background of present and future vulnerability to climate change, the Caribbean Community (CARICOM) and other small island developing states (SIDS) mooted the slogan 1.5 to Stay Alive. The threshold of 1.5°C, it is argued, represents the global mean end-of-century temperature change with respect to pre-industrial times which must not be exceeded if Caribbean life is to remain viable.

For centuries, the ravages of climate- and weather-related events and environmental degradation have impacted the most vulnerable among the people of lower income communities, the disabled, women, and children. Last year, climate-related disasters caused a record 55 million people to migrate. The UN estimates that environmental factors may cause the number of

climate refugees to increase to between 25 million and one billion people by 2050. Climate change threatens global security and food production, affects people s lives and livelihoods, and impacts heavily on governments coffers.

And according to the Swiss Re Institute, The largest impact of climate change is that it could wipe off up to 18% of GDP off the worldwide economy by 2050 if global temperatures rise by 3.2°C. Climate change is a systemic risk that must be addressed

For economic development to be effective, it needs to be implemented with a climate-aware lens to ensure inclusiveness and sustainability. Perhaps that s why more than half of the Sustainable Development Goals are directly linked to the environment and/or address the need to sustain natural resources.

Opportunities for the Private Sector

Caribbean governments have committed to the Paris Agreement, and have acknowledged the importance of addressing the region s vulnerability to climate change and natural disasters. However, amid the prevailing COVID pandemic, the public sector is even more severely

The private sector, traditionally dubbed the engine of growth, must play an even greater role in spearheading and being more involved in innovating high-impact, environmentally friendly and sustainable projects that benefit the people, the planet, and their bottom line.

The concept of the triple bottom line is gaining traction, as businesses around the world are increasingly measuring social and environmental impact. Investors and customers are demanding sustainability, accountability, and transparency from companies. Given these developments and their own sense of corporate social responsibility, many companies are answering the call and are moving rapidly to contribute towards the SDGs and net-zero goals.

In the Caribbean, the private sector will need to better prepare and leverage the growing raft of opportunities associated with new business models and product

For example, as one of the world s most

tourism-dependent regions, the Caribbean is uniquely placed to help lead the way and showcase the blue economy and sustainable business models that are both powered by the ocean and protect the ocean. Wave energy and green hydrogen could be pioneered, and the Caribbean could become a model for climate adaptation, resilience, and circular economy technology.

Promoting sustainability in projects

As the region s foremost development partner, we work closely with governments, private sector, and civil society to promote environmentally sustainable initiatives that will redound to the benefit of the people. We provide technical advice and financing, and play an important role in making the business case for sustainable investment, especially as it relates to clean energy and climate-smart, resilient initiatives. We are actively working to ensure that social and environmental safeguards are embedded in our projects, whether they be transportation, agriculture, energy, health, housing, sanitation, water, and even developing smart, sustainable cities.

In this way, we are reflecting our commitment to strengthen the global response to the climate change threat, which corresponds to the Sustainable Development Goal No. 13 Climate Action. This is also in keeping with our Vision 2025 programme, which seeks to focus on and include proactive climate change action, the digital economy, and strengthening the SMEs ecosystem across Latin America and the Caribbean.

Give us your moonshots - let us help you bring them to reality

Last year we launched the Caribbean Pivot movement, which encouraged Caribbean visionaries and future leaders to share moonshots of what the Caribbean could look like in 2040 in key sectors such as tourism, electric mobility, and digital transformation.

We are keen in bringing to life some of these ambitious ideas to help the Caribbean overcome its challenges and become a global leader in these fields. To do so, we are actively looking forward to engaging more with private-sector actors, especially through IDB Invest, our private-sector arm, and IDB Lab, our creative and technolog-

Today, as the COVID pandemic rages on, we are committed to building forward smarter and better. We have an ambitious programme to contribute towards financing the \$3.5-billion infrastructure gap in the Caribbean, and leveraging infrastructure projects to make technological leaps in the region, which will help stimulate new jobs and create wealth. We believe a stronger partnership with the private sector in novel projects can help to bring about this change.

Here's to stronger partnerships

In Jamaica, we have already partnered with the sector in several projects, including the hotel sector, the transport sector and a more recent bank partnership with the JMMB Group. There is the Water Project, an IDB Lab initiative, in partnership with JN Foundation, which promotes the integration of water-adaptation measures into new homes in Jamaica. Through other partnerships, such as with the Development Bank of Jamaica, our investments in programmes like the Boosting Innovation, Growth and Entrepreneurship Ecosystems and the Caribbean Climate Innovation Center are contributing to the further strengthening of the business ecosystem and more climate-smart, resilient initiatives.

We hope to encourage greater private-sector investment by partnering with the PSOJ in a series of deep discussions, to identify and remove barriers faced by the private sector when considering investment in Jamaica.

We congratulate the PSOJ on your 45th anniversary milestone, and we look forward to working with you even closer to create a more sustainable future for the people of Jamaica.

THERESE TURNER-JONES **IDB** General Manager Caribbean Country Department **Country Representative Jamaica**



File February 16, 1990: PSOJ SUPPORTS IMF MEASURES: Mr Butch Stewart (left), President of the Private Sector Organisation of Jamaica, outlines the PSOJ's position on the new IMF package. The PSOJ president said the organisation supports "with some exceptions", the new measures announced recently. The PSOJ supports the incentives for exporter s and hoteliers, but wants to see government's divestment programme s peeded up. To the left of Mr. Stewart are Mr Dennis Lalor (centre) and Mr Joseph Matalon (far right), both vice-presidents of the PSOJ.



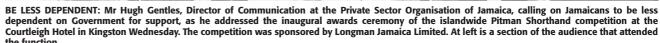
Dennis Lalor (left), president of the Private Sector Organisation of Jamaica (PSOJ), and Douglas Orane (second left), co-managing director, Grace Kennedy Company Ltd, are very amused at what William McConnell, general manager, Wray and nephew Ltd (third left), is saying to an equally amused Hugh Small, minister of finance and planning. The men met at the annual PSOJ luncheon at the Wyndham Hotel, Kingston, on February 20.



FAMILY PLANNING POSTER FOR GG: Governor General, Sir Florizel Glasspole (second right) admiring a specially mounted copy of the Private Sector Organisation of Jamaica's 'Male Responsibility Campaign' poster he just received from Michael McCallum, Jamaica's WBA Junior Middleweight Champion (centre) on Thursday, January 8, at King's House. The poster has McCallum on it with his young daughter, depicting the message of male sexual responsibility. Sharing in the occasion are (from left) Mrs Jean Lowrie-Chin, a director of the Jamaica Family Planning Association; Mr Whylie Lopez Jr, chairman of the PSOJ's Health and Family Planning Committee; and Mrs Ruth McFarlane, PSOJ's director for human resources.









January 29, 1983 – ROAD SAFETY LAUNCHED: Mr Oliver Clarke, vice-president of the Private Sector Organisation of Jamaica opening ceremony for safer roads at the Pegasus Hotel, New Kingston, yesterday (Friday, January 28, 1983). Others are (from left) Mayor Coleen Yap; Police Commissioner Joe Williams; Rev C. Evans Bailey; Minister of State for Public Utilities, E. K. Powell, and Mr. David Rich, managing director of Glob e Insurance Company West Indies Limited. The campaign is being promoted and back up by the Crime Stop Committee of 1980 with a view to coordinating the relations and support of the Private Sector with the security forces.



GLOWING TRIBUTE TO THE GG: Mr Prakash Vaswani (left), honorary secretary of the Private Sector Organisation of Jamaica (PSOJ), having read in glowing terms about the life of Jamaica's Head of State, the Most **Honourable Sir** Florizel Glasspole, presents the citation to him at the Pegasus Hotel, New Kingston, on Saturday night (September 26).







PRESIDENT of the Private Sector Organisation of Jamaica (PSOJ) **Douglas Orané** (right), sharing a ke with Prime Minister P. J. Patterson (centre): Minister of Tourism, Industry and Commerce, **Senator Carlyle** Dun kley (left) and chairman of JAMPRO, Claude Clarke. They were at a Jamaica House news conference yesterday (September 7, 1993



Vision. Focus. Leadership.

Digicel salutes the Private Sector Organisation of Jamaica (PSOJ) for 45 years of steadfast business advocacy and outstanding contributions to nation-building.

Through our shared corporate vision of a prosperous

Jamaica, the PSOJ has placed sharp focus on advocating and leading the development of business and innovation into the digital future.

Congratulations on this big occasion, and many wishes for your future success!



We Congratulate



on 45 years

dedicated to successful entrepreneurship, nation-building and excellence

