

CARMA



Catastrophe and Risk Management in ASEAN

Agenda

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What is CARMA

-  CARMA is a website for the sharing of natural disaster information regarding natural perils and/or catastrophes in the ASEAN countries
-  Researchers, authors, journals, institutions, recognized individuals can upload and download papers and projects by subject

What is CARMA

- ① Anyone can do custom searches by title, by author and by type. Also, members can research on things which interest them
- ② An interactive portal, the papers and projects can be peer reviewed through the rating system and posting a comment

Who We Are

- Owned by the ASEAN Insurance Council (AIC)
- The portal was initiated by ANDREWS Committee
- Sponsored and managed by Catalytics Pte Ltd
- Catalytics Chairman is the Editor in Chief (EIC) of the online portal
- On March 1, 2014, received the signed letter of mandate from AIC

Development Timeline

July – December 2014

-  Initial Sponsorship and Production of CARMA website, brochures and marketing materials
-  Discussed appointment of ASEAN country representatives
-  Commence collection of members and data
-  Presented concept to ASEAN Insurance Council in Brunei and at the 1st ASEAN Insurance Summit in Singapore

Development Timeline

January – February 2015

- 🌐 Discovered the operations of the portal contained software issues.

February – March 2016

- 🌐 Employ in-house experienced web developer to rewrite CARMA software

Development Timeline

April – July 2016

-  Rebuild the software and change of Chairman of Catalytics with due advice to AIC and ANDREWS

August – September 2016

-  Consolidate all members data, full and extensive testing of new CARMA portal. Present progress and gain approval of AIC General Secretary to proceed with new Portal. Uploading of papers and articles.

Development Timeline

September 2016

- Soft in-house relaunch of CARMA. Gain support and approval from AIC General Secretary.

September – October 2016

- Develop CARMA marketing strategy, create material, terms and conditions, advertising rates and prepare resources for the full launch.

Development Timeline

-  Gain support and approval from AIC General Secretary.
-  Go Live.

November – December 2016

-  Approach markets and gain new advertising support for CARMA
-  Recruit and empower Country Editors
-  Target Universities, Science Journals and Institutions for CARMA support.

How We Can Help

-  CARMA a **definitive source** for **reliable papers** and projects related to Natural Catastrophe in the ASEAN
-  Offers **free space** for **everyone to have access** to catastrophe and risk management information

How We Can Help

- ① CARMA is **flexible** enough to service all the necessary aspects and articles.
- ① The **list of subjects are not restricted** and includes Flood, Earthquake, Windstorm, Pandemics, Tsunami, Disaster Risk Management, Cyclone, Drought, Landslide...

Visit to ASEAN Institutions

January 2015

- Meeting with ADB - Madeline Varkay to discuss Flood Hazard and CARMA.

February and March 2015

- CARMA staff met Dr. Alfredo Mahar Francisco Lagmay of DOST – Project NOAH (Nationwide Operational Assessment of Hazards) for discussions with his team. It is expected that his UP faculty will support CARMA.

Visit to ASEAN Institutions

-  Meeting with Dr. Pennung AIT in Bangkok to discuss EQ hazard and CARMA

July 2015

-  CARMA staff met Dr. Phuong Hong Nguyen of Earthquake Information and Tsunami Warning Center, Institute of Geophysics – together with his colleagues at the Vietnam Academy of Science and Technology. They confirmed their support for CARMA.

CARMA – Website Screenshots

[Click this Link](#)

Go live OCTOBER 2015

-  We gained approval of AIC General Secretary to new format
-  The soft launch of the new portal went live last 17 September 2015, under the supervision of the Editor in chief
-  Exciting new portal will be further enhanced by quality advertisers who wish to be seen to support ASEAN

Go live OCTOBER 2015

- Currently have almost 300 members expect over 1,000 members by mid 2016
- Uploaded papers currently over 60 with a developing pipeline
- First advertisers signing up and will be operational by end of October 2015

Advertising Rates

SUPPORT THE ASEAN

PLEASE SUPPORT THE ASEAN INSURANCE COUNCIL and CARMA

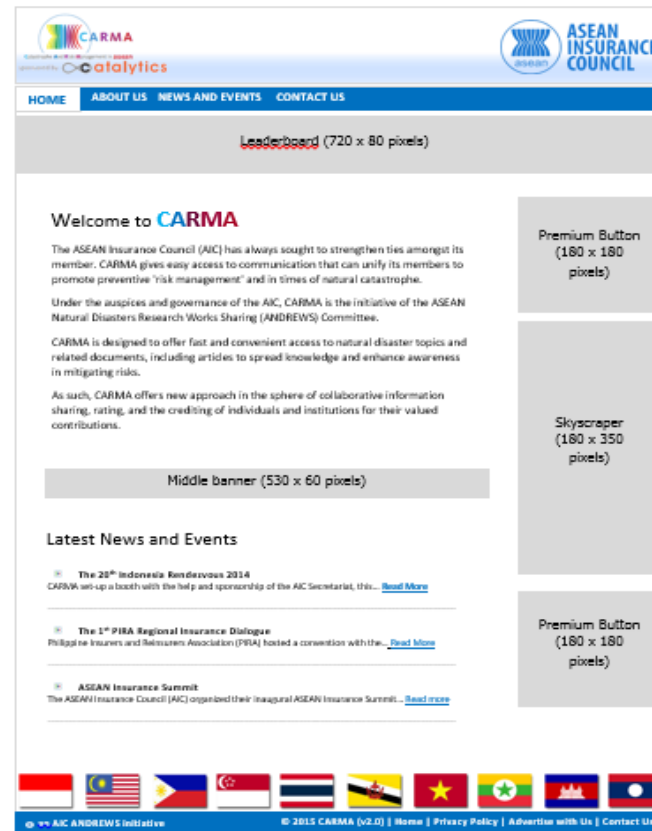
SHOW THE WORLD THAT YOU CARE ABOUT THE ASEAN BY GIVING
YOUR PUBLIC SUPPORT FOR THE ASEAN INSURANCE COUNCIL
AND THE ASEAN ECONOMIC REGION, RAISE YOUR CORPORATE
AWARENESS

Advertising Rates

Ad sizes:

- 📺 **Leaderboard 720 x 80 pixels**
- 📱 **Premium button 180 x 180 pixels**
- 📺 **Skyscraper 180 x 350 pixels**
- 📱 **Middle banner 530 x 60 pixels**

Sample Ad locations



Advertising Rates

- The following rates are based upon a “minimum” rolling banner time of 15 seconds per minute, thus a max of 4 advertisers per banner position, fixed solo banner and applicable rates available upon request

Advertising Rates (USD)

CATEGORIES	Main page		Succeeding pages	
	MONTHLY	YEARLY	MONTHLY	YEARLY
Leaderboard	850	7,650	700	6,300
Premium Button	350	3,150	300	2,700
Skyscraper	488	4,392	439	3,951
Middle banner	488	4,392	439	3,951

Terms and Conditions

CARMA is a not for profit portal and after costs, surplus funds collected from advertising will be annually donated to the ASEAN Insurance Council

Click this link to view terms and conditions of CARMA

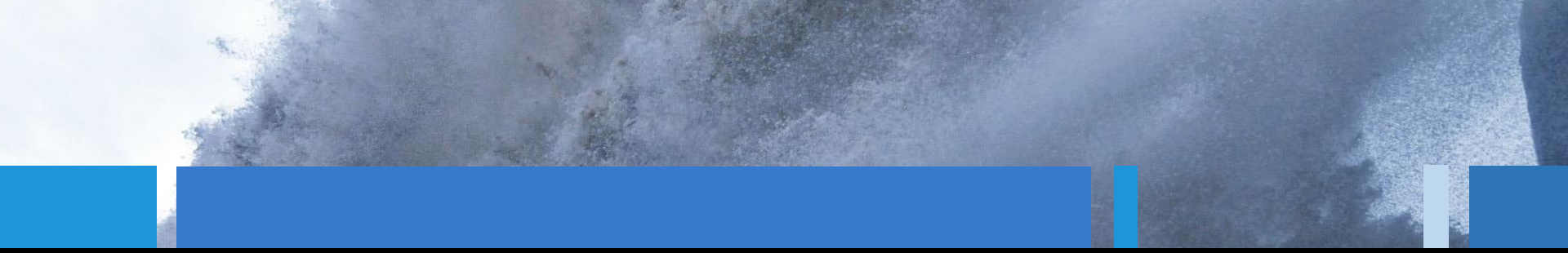


The future of CARMA

- ④ The growth and long term success of CARMA will depend on ASEAN drivers promoting the portal and using it for the sharing of natural catastrophe information.
- ④ Its success will depend on levels of protectionism of knowledge within scientific institutions and research companies being reduced and CARMA being embraced by ASEAN institutions, researchers, university faculties and academics.

The future of CARMA

-  The success of CARMA will depend on financial support from advertisers to enable CARMA staff and Country Editor Champions to gain support from, Institutions, Ministries, Regulators and Educators within ASEAN.
-  The success of CARMA will depend on the support it obtains from the ASEAN Insurance Council and the individuals within the ASEAN community who care and who can make a difference.



**A Definitive Source of Disaster
Information:**

CARMA

THANK YOU