

Business Preparedness Initiative



TOOLKIT

A GUIDE FOR FACILITATORS



Global Disaster
Preparedness Center

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BUSINESS PREPAREDNESS INITIATIVE (BPI)

OVERVIEW

This initiative helps to **build the disaster resilience of small and medium businesses and organisations.**

WHAT IS THE PURPOSE OF BPI?

To save lives, protect livelihoods, and shorten recovery times following disasters. It does this by providing small and medium businesses with adaptable preparedness tools.

WHAT ARE THE BENEFITS?

There are many benefits to using BPI tools, including,

- Quicker post-disaster recovery for communities
- More resilient supply chains for larger businesses
- Reduced economic impact from disasters
- Stronger stakeholder relationships
- Stronger societies-business relationships
- Engagement of business as part of civil society
- Wider insurance cover/lower premiums for SMEs
- Increased and sustainable resilience

WHO IS THE TARGET AUDIENCE?

BPI tools are intended to support small and medium enterprises (SMEs). Micro and larger organisations are welcome to use the tools but may need to adapt some of the content. The material is applicable to both for profit and non-profit organisations.

WHO IS THIS GUIDE FOR?

This guide is for Red Cross and Red Crescent national societies and other organisations, associations, and networks (e.g., Chamber of Commerce). The guide has been designed to support these groups to develop their own program of activity; it contains links to available

resources, as well as ideas and suggestions for customising the tools at a level that suits the resources available and the needs of local business communities.

WHAT TOOLS ARE AVAILABLE?



Atlas: Ready for Business is a mobile app that guides users on a journey towards business resilience.



Workshop in a Box provides the resources required to run Business Continuity and Resilience Workshops.

These tools are designed to be most effective when used together as part of a complete program; however, they can be used separately.

At the GDPC, we understand that one size does not fit all.

We encourage local groups to develop their own program of activity in line with the resources they have available and local business needs. We also suggest the first step is to look at what resilience activities are already available to businesses in your local area.

Using the tools available, we suggest three ways of engaging with the business Preparedness Initiative:

SUGGESTION 1: Focus on promoting the app, Atlas

SUGGESTION 2: Engage with the Workshop in a Box

SUGGESTION 3: Complete both

WHY FOCUS ON SMALL BUSINESS PREPAREDNESS



Small businesses play a critical role in communities and ultimately in global markets as well, contributing to employment locally and supply chains around the world.

They are an important part of restoring economic activity at a community level following crises and disasters. While many small businesses are aware of the importance of being prepared, studies have shown a vast majority do not actively plan ahead. This is often due to a high financial cost and lack of actionable guidance and can often cause hardships not only for the business, but also the surrounding community. BPI aims to address this situation.



INTRODUCTION TO THE TOOLS



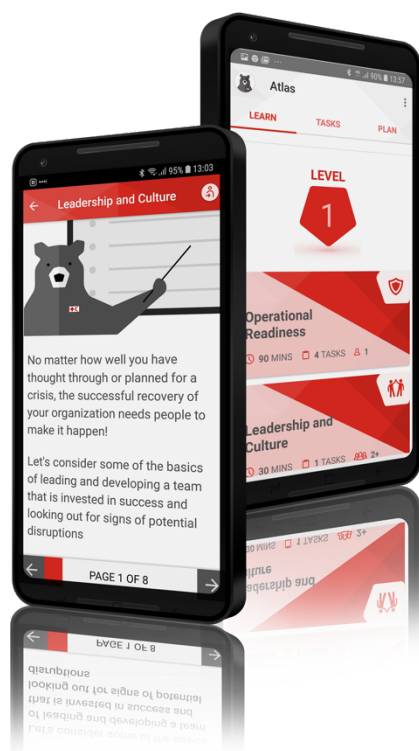
1. ATLAS: READY FOR BUSINESS

FREE MOBILE PHONE APPLICATION

Atlas: Ready for Business is a free mobile app currently available in multiple languages (with more to come) on [iOS](#) in the Apple App Store and on [Android](#) in the Google Play Store.

As a core component of BPI, Atlas is full of useful advice to help organisations build adaptability and to create basic business continuity plans. Atlas is an educational tool with activities, actions, and reflective exercises.

[Download](#) the Atlas one-pager.



Available in multiple languages – with more languages currently in development.



2. WORKSHOP IN A BOX

BUSINESS CONTINUITY AND RESILIENCE WORKSHOPS

Workshop in a Box is a downloadable toolkit that provides all of the support information and customisable materials a facilitator needs to promote, organise, and run workshops to help small and medium organisations take basic steps toward being crisis ready. Workshops can help people get started with preparedness and inspire them to continue their journey using Atlas.

[Download](#) the Workshop in a Box one-pager.

TAKE ATLAS LESSONS OUT INTO THE REAL WORLD!



TOOL ONE:

ATLAS: READY FOR BUSINESS



One way of engaging with BPI is to create a program focused on promoting the mobile app, Atlas. This might involve creating a local or national campaign to generate awareness around the importance of taking action, and to promote engagement with the app.

[Download](#) the Atlas [one-pager](#) which introduces the app, the potential benefits, and where to download it. The one-pager is a good 'bite size' way of addressing people's questions.

CREATING AWARENESS WITH ATLAS

Creating awareness amongst SMEs of the need to take preparedness actions is an important part of any program. Awareness can be created through national and local level campaigns, by providing good quality hazard information, and by encouraging business owners that while we cannot always prevent disaster events, we can take actions to cope with their impacts.

Along with the app, there is a range of material available for download that can be used as part of creating an awareness raising campaign. This guide contains ideas for how you might create your own campaign.

In the ['Ideas for Promoting Atlas'](#) section there is a range of customisable material you can download or print, and further resources can be accessed in the ['Engaging Stakeholders'](#) section.

RUNNING EVENTS

One way you might create awareness and promote engagement is to organise events where you discuss the benefits of using the app answer any questions people may have, and support users in getting started. This could be a stand at a local community or business event, a launch party or a talk at a local business forum.

The FAQs on the next page can help you with answering people's questions. There is also a PowerPoint presentation you can [download](#) that may help if you are thinking of running an event.



Atlas, your friendly guide to business resilience

ATLAS FAQs FOR NATIONAL SOCIETIES

Below, we address some of the frequently asked questions about [Atlas](#).

WHO SHOULD USE THE APP?

The Atlas app is one useful tool for small to medium businesses that are aware of the need to prepare for crises and are looking for advice on what to actually do. Early adopters of the app in Australia, New Zealand and Uganda indicate the app is a useful way of accessing information on what needs to be done. Use of the app enables business owners to engage in capability building when and where it suits them and to the extent they feel is useful. Every step within the app can make a difference to their ability to better get through a disaster.

Another tool that may suit some business owners is workshops where similar information is delivered in a more concentrated format. No one tool, activity or message works for all businesses. The most improvement comes from offering a variety of means for businesses to raise capability.

Use of the app or attendance at a workshop may spark SMEs to use other tools or resources to improve preparedness.

CAN AN APP ACTUALLY CREATE BEHAVIOUR CHANGE?

The short answer is we really do not know yet.

The relative newness of this app as a medium for enabling changed behaviours means that scientific studies have not yet been completed and published to verify its impact. Our research from pilot evaluations suggests the app is successful at creating an intent to change. Verification of action and the impact on disaster recovery outcomes will require studies over the longer term.

One of the strengths of the Atlas app is that it is designed to engage the user and to cultivate a preparedness mindset. This is different to other tools on the market that are compliance focused. Compliance focused templates and checklists often do not create a real improvement in preparedness and can create a false sense of security.

There are no other tools in the market that are free, user friendly and aimed at real change rather than compliance.

We believe that creating an awareness and intent to change, particularly when the cost to implement is low, is better than doing nothing at all.

WHAT TANGIBLE OUTCOMES DOES THE APP PROVIDE?

As users progress through the app they populate a personalised crisis and recovery plan. An important aspect is that it allows businesses to share information with their staff which is a key part of any organisation being better prepared. Plans can also be shared with key business partners and this could be a catalyst for change along a supply chain or within an industry.

The crisis and recovery plan is readily accessible on the users' mobile device when disaster strikes and can help businesses understand the necessary steps to recover quickly, at a time when clear thinking can be difficult.

HOW LONG DOES IT TAKE?

The app is designed to be used over a period of months or years. The business owner or manager can open and close the app as many times as they wish with all progress saved for their next visit. If the app isn't used for a length of time, the user will get friendly reminders to build on their progress. The further the user progresses in the app, the more resilient they will be when disaster strikes.

WHAT'S IN THE APP?

Atlas has four levels of content across five subject areas:

- Operational Readiness
- Leadership and Culture
- Networks and Relationships
- Change Readiness
- People at Work

The content enables organisations to learn, practice and improve these areas which are proven to impact on disaster resilience.

The app includes:

- Interactive features, including chat that helps the user through their unique journey.
- Guided reflections to assess readiness for a disaster.
- Ability to allow business owners and managers to

- assign tasks to another employee.
- A user-friendly dashboard to track progress.
- An auto-generated Crisis and Recovery Plan that can be stored in the cloud and shared with others during a

disaster.

ATLAS FAQs FOR USERS

Below, we address some of the frequently asked questions **USERS** may have with regard to **Atlas**.

DO I NEED TO KNOW ANYTHING BEFORE I START?

No. This tool requires no prior knowledge.

I ALREADY HAVE A BCP. IS THERE ANY VALUE TO ME IN USING THE APP?

Yes. It is fantastic that you have a BCP but there is also a lot more you can do to prepare for crises. The app will also help you to check that your BCP has the right content and is kept up-to-date.

WHAT IS THE BENEFIT OF USING THE APP?

The skills you will learn in this app will help you better understand your business, improve your preparedness for crises and improve your day to day performance. Plus, we think you'll have fun using the app! It's really action orientated and there are lots of ideas of activities you can work through with your team.

I'VE GOT THROUGH LOTS OF CRISES BEFORE, DO I REALLY NEED TO KNOW ANY MORE?

Every crisis is different and, as I am sure you know, there are always things you could do better. This app will help you develop the skills required to turn crises into opportunities. The skills you will develop will also help to create a high performing organisation in non-crisis times.

IS THIS ONLY TO PREPARE FOR DISASTERS?

There is a lot of overlap between building your organisation's preparedness for disasters and crises and building a high performing organisation. So, while the

focus is on crisis preparedness, many of the steps will be of benefit in 'business as usual'.

DOES THE APP WORK FOR ANY KIND OF BUSINESS?

Yes. We have made it highly flexible to suit most businesses. However, because every business is unique, you may need to adjust some of the activities to suit. We are also interested in your feedback if you find the app really doesn't work for you. Please let us know at gdpc@redcross.org.

WE ARE A NOT-FOR-PROFIT, IS THE APP RELEVANT?

Yes. Much of the content is applicable to any organisation.

I HAVE NO EMPLOYEES, IS THIS TOOL USEFUL FOR ME?

The tool is primarily aimed at smaller enterprises with employees. However, you will still benefit from using the app, you just may not be able to complete all the activities.

WILL I GET CERTIFIED?

No. This app is an action-orientated educational tool. Your reward is being able to confidently get through the next crisis your business is faced with.

HOW MUCH TIME WILL IT TAKE TO COMPLETE THE APP CONTENT?

This will differ for each organisation. The content is designed to dip in and out of and has activities that you will need to go away and potentially do with your team. You could complete Level One over weeks or months but the actual time to do so is between 2 - 20 hours depending on how prepared you already are.

HOW MANY LEVELS DO I NEED TO DO?

This is entirely up to you and your aspirations. Each level improves your readiness. We highly recommend completing the entire content.

HOW IS MY DATA KEPT SECURE?

Your data is stored only on your device. Ensure your device is password protected and backed up to keep your Atlas data safe.

CAN I PRINT A REPORT OF MY PROGRESS?

Your crisis and recovery plan can be shared or printed directly from the Atlas app.

THE RC IS A HUMANITARIAN ORGANISATION, WHY GET INVOLVED WITH BUSINESSES?

Businesses provide employment, a sense of purpose and essential goods and services to community members. Without functioning organisations, effective community function is impaired. While big business may have access to expert advice on disaster preparedness, little exists to help SME's ensure they remain part of their communities after a disaster.

WHAT DO THE RC KNOW ABOUT BUSINESS PREPAREDNESS?

The tool content has been prepared by business resilience experts with extensive consultation and input from resilience practitioners and SME's who have been through major disasters.

IDEAS FOR PROMOTING ATLAS

There are a variety of ways you might create awareness and promote engagement with Atlas; this section has tips and advice to get you started.

GETTING STARTED

TIP: One way of starting this process might be to first think of how and where you might use digital material, and how and where you might use printed material.

DIGITAL MATERIAL

Below are links to material you can download and customise to create your own digital marketing campaign.

- You might want to display a [banner](#) on your own website, or that of a partner organisation.
- Social media is a great way of reaching a target audience; perhaps you could post to [Instagram](#), [Facebook](#), or [Twitter](#)? The files you can access here have been formatted so that they are ready to upload to each of these platforms.
- You might want to post an advert online, perhaps on a partner organisations website? Perhaps a 'billboard' header on a website? A 'leader' header? A 'half page'? A 'medium rectangle'?

All of these files have been formatted so that they are ready to use in a variety of standard digital settings.

PRINTED MATERIAL

Printed material is a good accompaniment to a digital campaign, and sometimes, this is most effective way to reach local businesses. These materials can be downloaded and printed in colour or black and white.

- Maybe a [newspaper advert](#) in your local area?
- [Stickers](#) can be a fun and cost-effective way of spreading the word
- Do you have somewhere you can display or distribute [flyers](#)?
- Perhaps [postcards](#) are more convenient or manageable?
- Do you have somewhere you or others can display a [poster](#)?

EXAMPLES:

DIGITAL ADVERTISING



SOCIAL MEDIA POST



POSTCARDS



TOOL TWO:

RUNNING WORKSHOPS



Another way of engaging with BPI is to run a series of workshops (or a one-off workshop) to raise awareness of the importance of being prepared, and to help support small and medium organisations in taking basic steps to be crisis ready.

THE WORKSHOP MATERIAL IS SUITABLE FOR BOTH FOR-PROFIT and not-for-profit organisations

Workshops are a great way of creating an engaging learning environment where people have the opportunity to ask questions and support one another.

WHAT'S IN THE BOX?

Workshop in a Box includes all the information and optional resources a facilitator (Red Cross, Red Crescent, or partner organisation) needs to organise, promote, and facilitate a one-off or series of workshops.

All resources are available for free download. These resources can be translated and customised to suit your context and the features of your local business community.

[Download](#) the **Complete Resource Set** as a Zipped file.

WHO CAN USE THE RESOURCES?

Any facilitator can present the material regardless of their knowledge about business preparedness. The core material is universally applicable; however, we recommend reviewing and customising some of the material to suit your local context. For example, you may wish to change the images and hazards focused on to ensure they resonate with your audience.

WHAT RESOURCES ARE AVAILABLE?

The customisable resources and templates available are grouped into three for easy reference and access.

1. INVITATION AND PROMOTIONAL MATERIAL

This includes material that might help you with the logistics of organising a workshop:

- Workshop in a Box planner
- Media release
- Workshop poster/flyer
- Invitation and reminder email
- Participant confirmation email
- Welcome poster, name badges and sign-in sheet.

Using these resources is optional, you can devise your own way of inviting and organising participants at the workshop.

2. WORKSHOP CONTENT

This includes the material that might help you to present the workshop:

- Agenda
- PowerPoint presentation
- Suggested presenter's script
- Participant workbook
- Certificate of attendance
- Workshop feedback form
- Participant resilience assessment

3. POST WORKSHOP

This includes material that might help you conclude and evaluate the success of your workshop:

- Thank you email
- Evaluation survey for three months post-workshop

WORKSHOP OUTCOMES

The workshop content is only a small subset of the content contained within Atlas. The workshop is designed to inspire attendees to take some basic steps to ensure organisational continuity. Workshop attendance is complementary to using the Atlas app to record and continue an attendee's preparedness journey.

ENGAGING STAKEHOLDERS



Engaging potential partners may be a key part of any successful program for the business community.

Regardless of how you engage with BPI (e.g. app, workshop, or your own business preparedness ideas), engaging stakeholders may be important. Two groups of stakeholders you might **consider** are:

1. potential **partners** (e.g., corporate partners),
2. **volunteers** to help facilitate the process.

POTENTIAL PARTNERS

Getting partners on-board can provide benefits including access to the funds required to advertise and promote the program, as well as extending your reach through new networks and connections.

IDEAS FOR WHO YOU MIGHT ENGAGE

Here are some questions and ideas you might want to think about and brainstorm with your team:

- Which large businesses **operate** in your region? Remember, they do not have to be based there.
- Which businesses **provide services** to other business in your area? These are often called as B2B (business-to-business) companies. Examples might include postal/mail delivery services, electricity companies, gas and water suppliers, as well as manufacturers and suppliers of equipment.
- **Think BIG!** Many small businesses use import and export companies and rely on supplies provided by other businesses.
- Less obvious examples might include paper suppliers, financial service providers, call centres, property management companies.
- **Think digital!** Many businesses use computers, software, cloud storage, and social media platforms.

CASE STUDY

When GDPC and partners ran a Business Preparedness Initiative program in Uganda, the GDPC engaged UPS, a multinational delivery and supply chain management company. This is a good example of a large corporate partner that is interested in developing the resilience of smaller businesses in their supply chain.

THINK CREATIVELY!

Potential partners come in many shapes and sizes. A partner could be any organisation, association, or network with an interest in supporting local businesses to become more resilient. For example,

- Local councils
- Business associations
- Local or national trade organisations
- Government departments
- Religious institutions
- Universities and colleges

All of these organisations are potentially interested in the health of small and medium businesses in their region.

THE BENEFITS OF PARTNERSHIPS

- Potential funding to promote the programme and run workshops.
- Access to more small and medium businesses through partner networks.
- Positive association with high profile brands.

ENGAGING STAKEHOLDERS: PROCESS

Below are some steps you may want to consider when engaging potential partners.

1. BRAINSTORM

Using the prompts on the previous page, brainstorm with your team which organisations might make good partners for your program; this is also a good opportunity to find out which personal contacts and connections your team already has. Use online searches and key words to cast a wider net.

2. RESEARCH

Once you have a shortlist of potential partners, you may want to research the organisations to make sure you understand what they do, how you might pitch the idea of partnering, and what partnerships they may already be in.

TIP: To increase your chances of success, contact several organisations at once, you never know, they may even be willing to work together!

Bear in mind many corporations make decisions about their sponsorships and partnerships in the last quarter of the financial year, try and use this to your advantage!

3. MAKE CONTACT

When the time comes to make contact, it is a good idea to find out who is responsible for partnerships/ sponsorships, the sooner you know this, the sooner you can move forward. If you are doing this by email, make sure you have tailored your communication to the particular organisation and ideally, a particular individual. Bear in mind that engaging partners can be a lengthy process; it may take several months to arrange a partnership, so be patient.

We have included a [suggested text](#) that you might want to copy and paste, translate, and customise to suit.

Don't forget to include a [Business Case](#); this communicates why small business resilience is important to all of us, including large corporations, and how BPI helps address a lack of resilience awareness.

4. INITIAL FOLLOW UP

If you do not hear from a potential partner two weeks after making contact, follow up with a phone call or email; it may simply be that they are busy, have overlooked your email, or not received your message.

5. MAKE THE PITCH

If a potential partner is interested, you may be invited to make a pitch presentation. This might involve meeting face-to-face, sending more information digitally, or meeting via video link.

TIP: Be prepared in advance with a generic pitch that you can then customise!

The following page has some ideas on how you might want to pitch to a potential partner.

6. CUSTOMISE THE MATERIAL

When you find a partner that is interested, remember that the Atlas promotional material accessible through this guide (or through BPI portal online) can be customised to suit both your organisation, and to include the logos of your new partners.

If you do not have access to the software or skills to enable your organisations to do this, do not despair, all of the files can be sent to the partner organisations so that they can customise the material.

[Download](#) a package of customisable material.

ENGAGING STAKEHOLDERS: PITCHING

As you may know, it is common practice to send out a 'pitch deck' when looking to engage a corporate partner or funder; below are some suggestions you may want to consider when putting together your own deck.

THE PITCH DECK

Here are some key things to remember when creating your own Pitch Deck:

Tell them the problem you're addressing through BPI

- Low levels of small business preparedness

Tell them why it is important

- Remind them that it affects them too

Tell them how BPI tools are part of the solution

- Free, professional advice in a format that is customisable, scalable, and easy to access.

Show them an example of a BPI successes

- In Uganda, many small businesses attended workshops and the app has been downloaded hundreds of times already.

Show them examples of what a partnership might look like

- ...literally, put their logo on things!

Tell them how they stand to benefit

- It is likely their supply chain, for example, relies on small businesses in some way.

Tell them who you (your organisation) and your team are

- Don't forget to tell them how you can be contacted!

PRE-MADE PITCH DECK

[Download](#) a Pitch Deck that has been created in PowerPoint.



This is a good starter, or it can be used for inspiration. The best way to send this is to save it as a PDF and email it along with a personalised and well-researched introduction.

MAKING THE BUSINESS CASE



When small businesses recover quickly after a disaster, people and **communities recover faster as well.**

To get partner organisations on-board, it is a good idea to be prepared with a business case. This guide has ideas and resources to support you.

TELL THEM WHY SMES ARE IMPORTANT

As the backbone of the economy, small and medium size organisations are a critical part of every community. These businesses provide employment, a sense of purpose, and essential goods and services to community members. Without functioning organisations, effective community function is impaired.

THE RESEARCH

Multiple studies around the world have identified that few small and medium enterprises have any plans to reduce losses from disasters, despite their frequent occurrence. With little disaster insurance, businesses need to look broadly at how to reduce their potential losses. While big business may have access to expert advice on disaster preparedness and resilience, little exists to help SME's ensure they remain an important, integral and vibrant part of their communities after a disaster.

There is plentiful evidence from disasters around the world that businesses can reduce disaster impact and hasten their recovery time by taking proactive steps prior to a disaster – both in terms of implementing mitigation measures and improving their capacity to deal with crises and change. Many of these steps involve an investment of effort, rather than money.

[Download](#) the **Business Case one-pager**, this can be attached to an email when you contact potential partners.



ENGAGING STAKEHOLDERS: OUTREACH

The following text offers language you might want to use as part of your **outreach to potential partners**. This text can be copied and pasted, translated, and customised to suit your organisation and that of a potential partner, it also has areas highlighted where you can insert details.

TIP: TRY OUT DIFFERENT SUBJECT LINES TO GRAB THE ATTENTION OF POTENTIAL BUSINESS PARTNERS!

For example: Opportunity to support local business resilience | Increase the resilience of global supply chains

SUBJECT: Join us in supporting the resilience of small and medium businesses

EMAIL TEXT:

Dear <insert name>,

Disasters have profound impacts on small and medium sized businesses with huge flow on impacts on community wellbeing and economic recovery. These businesses are your suppliers, neighbours, customers and potentially your friends. Taking steps to plan and prepare for disasters can minimize business disruptions, contribute to a shorter recovery time, and protect local economies and livelihoods.

To help small and medium businesses prepare, the Global Disaster Preparedness Center and partners have developed a suite of educational tools that businesses can use to strengthen their preparedness capabilities. To be in a position to promote this innovative approach to business preparedness, and to promote the use of a free mobile app, Atlas (currently available), we need organisations like yours to join us.

We would like to invite <insert organisation name> to meet with us to talk through the potential we see in partnering with your organisation.

Attached you will find a document that explains the Business Case for investing in small business resilience, as well as a description of the Business Preparedness Initiative.

We can be contacted on the detail below and look forward to hearing from you.

Many thanks,

<Insert name>

<Insert contact details>

<insert logos if required>

ENGAGING STAKEHOLDERS: VOLUNTEERS



Engaging volunteers, existing and new, is a key part of any successful program for the business community.

VOLUNTEERS

Volunteers are often a crucial part of a successful community initiative; the Business Preparedness Initiative provides a great opportunity to engage a new or potentially wider group of volunteers.

These volunteers could support with outreach activities, awareness creation, promotion in the business community, and facilitating workshops.

There is an opportunity here to engage with volunteers who are knowledgeable about business, who understand the messages that resonate with business, and the barriers to engaging in disaster preparedness.



IDEAS FOR WHO YOU MIGHT ENGAGE

- Business retirees who have a wealth of experience in various business sector that want to give back to their local community.
- Employees of local or regional business community associations.
- Family and friends of the business owners and managers that attend your workshops or use Atlas.
- Young entrepreneurs who want to be an active part of their community, or those who are starting out and would like the opportunity to connect with businesses in their area; after all, they are the future of business.