

# Help Businesses and NGOs in your Region Get Ready to Get Through

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- 2. Global Disaster Preparedness Center, [www.preparecenter.org](http://www.preparecenter.org)

**Atlas** is a new **FREE app** for **businesses** packed full of useful advice to build adaptability and to create a basic business continuity plan.

## Download the App:

iOS/Apple Store:  
[3cu.be/sharerfb](https://3cu.be/sharerfb)  
Android/Google Play:  
[3cu.be/sharerfb](https://3cu.be/sharerfb)



## Why?

Organisations have a vital role in community recovery following disasters providing:

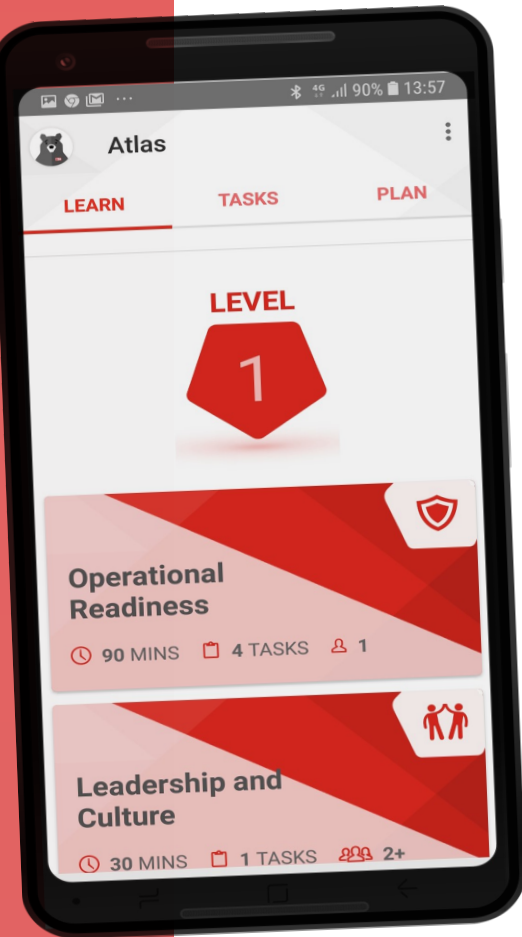
- goods and services needed in both response and recovery efforts;
- employment and economic wellbeing of communities;
- stability within the community, contributing to people’s sense of ‘normality’ and psychological wellbeing.

There is growing recognition of the importance of engaging the business community in resilience building efforts, however there are currently limited tools to incentivise and guide small and medium sized organisations to engage with resilience.

**Atlas is an engaging, accessible tool to help these organisations and not-for-profit organisations to get ready to get through.**

## How does it work?

The app content uses best practice business continuity management standards but without the jargon or complexity. It contains a mix of practical tasks and educational content.

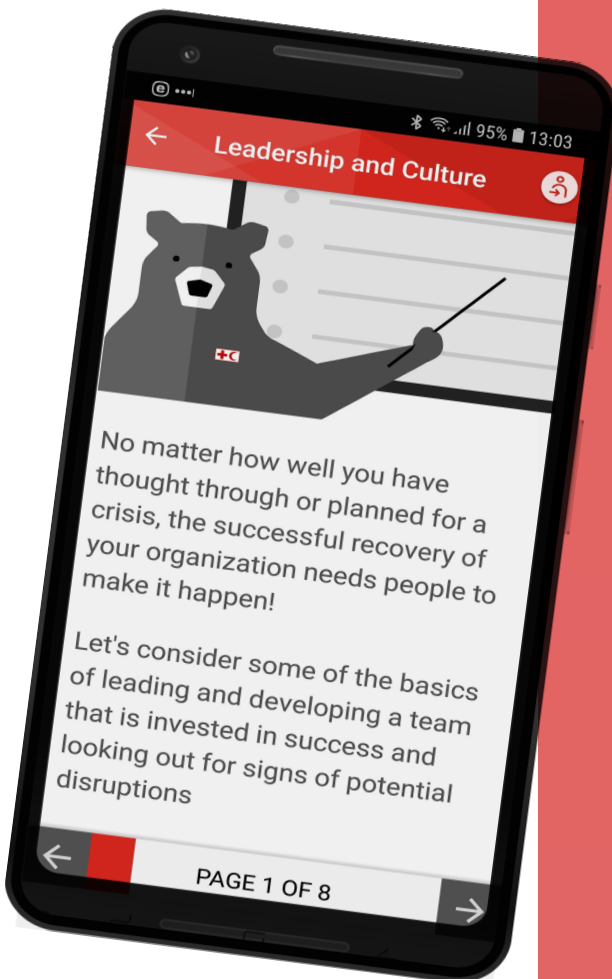


There are 4 levels of content taking users on a journey from basic ideas such as ensuring data is backed up, to more advanced concepts such as being ready to capitalise on opportunities that may present in a crisis.

As users progress through the app, a basic customised business continuity plan is developed.

Users can dip in and out of the app, building their capabilities over time.

The app is designed for small and medium organisations (SMEs). Micro and larger organisations are welcome to use the app but may need to adapt some exercises to their circumstances.



## Who created it?

Atlas: Ready for Business has been developed by the Global Disaster Preparedness Center, a partnership between the International Federation of Red Cross and Red Crescent Societies (IFRC) with the American Red Cross.

Resilient Organisations created the content based on 14+ years of research into what helps organizations to survive a crisis and thrive in an uncertain world.

Expert working groups provided input and oversight to ensure content validity.

## Get involved

This app will be rolled-out globally in partnership with national Red Cross and Red Crescent societies and other networks, including chambers of commerce and trade organisations.

Put your name and email or business card in the envelope below if you would like to find out more.