

Business Preparedness Initiative



Global Disaster
Preparedness Center

Introduction

- Global initiative from RC/RC Global Disaster Preparedness Center, with diverse contributors
- Fostering community-level preparedness by linking and protecting small businesses
- Based on evidence that strong local economies are major drivers to community safety and faster recovery from disasters
- Provides a global framework and tools to be adapted at country level by local RC/RC and partners, building on unique value of RC/RC volunteer network and private sector networks
- App-based platform offering a wide range of tools and guidance
 - Builds on success of the First Aid and Hazard apps in the GDPC Universal App program
- Piloting of prototype to start in Jan 2017 in Mexico, South Africa, Indonesia, New Zealand & South Korea

Goal

Save lives, protect livelihoods, and improve recovery through **improved levels of** preparation for small business from disasters.



Why small businesses

- The majority of companies are small businesses
- Companies with greater resilience recover faster and that reactivates the economy
- Community members are often the employees of these small businesses



Why small businesses

Small businesses often do not take steps to prepare because:

- The costs are perceived to be high
- The benefits are not guaranteed
- The directions are often not simple or easy to understand



The initiative



Ready4Business



1. Download the mobile assessment tool



2. Complete the assessment



3. Follow a guided process to easily create your Business Preparedness Plan



4. Educate your employees on the plan



5. Link up with other businesses to create a more resilient community

Main elements

Assessment Lvl 1 Questions

Move the slider to left or right to choose your answer

0 1 2 3 4 5 6 7
Don't Know Strongly Disagree Strongly Agree

Will we be able to communicate adequately with staff, customers, suppliers and any other important parties?

4

Lorem ipsum dolor sit amet, consectetur adipiscing elit?

6

Fusce mattis augue sit amet velit elementum at mollis mauris hendrerit?

3

Result >

< Level 1

Certificate Answers BCP Capabilities

You have completed the following exercises that help you to build the resilience of your organization

Business Continuity Planning

- Created/updated key contact lists ✓
- Reviewed data-back-up procedures ✓
- Reflected on resources needed to restore operations ✓

Leadership and Culture

- Reflected upon your strengths and weaknesses as a leader ✓
- Actively engaged staff in developing problem solving skills ✓
- Reflected on staff workload levels ✓
- Asked staff to actively engage in ✓

- Provide a mobile application that small businesses can use to evaluate and improve their state of preparedness.
- Take the user through a series of questions and interactive and fun exercises to develop preparedness plans.

Main elements

- Using the network of Red Cross Red Crescent volunteers to promote the initiative and engage businesses.
- Providing specific services of the Red Cross to meet identified needs, for example, courses in first aid, firefighting, evacuation of buildings, etc.
- Forming alliances to offer additional services that meet other needs, such as disaster insurance.



Expected benefits

- Reduced economic impact and faster recovery for communities
- Better partnerships between the private sector, public sector, NGOs, United Nations and the Mexican Red Cross.
- Better collaboration with businesses during disaster response
- Improved resilience of supply chains
- Better coverage and lower insurance costs for small businesses



Connecting to global networks

Business Preparedness Initiative

Contributors



The Connecting Business initiative



- Launched at World Humanitarian Summit in May 2016
- Strengthening business networks for disaster risk reduction, emergency preparedness, response and recovery
- Global portal to connect business networks, provide a clear entry point for business, and share best practice
- Connecting Business Network Members in Fiji / Pacific, the Philippines, Malaysia, Myanmar, Sri Lanka, Turkey, Madagascar, Kenya / East Africa, Nigeria, Mexico and Haiti – target of 40 countries by 2020

Thank you!



Please direct any questions about the initiative to
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