

“ Among first responders, **local business** has a vital role to play



Connecting Business initiative

Private sector networks create significant gains in reducing disaster risks, preparing for and responding to humanitarian crises, and in helping communities recover and become more resilient. In 2016, at the World Humanitarian Summit, governments and other humanitarian actors called on the private sector to join their efforts in addressing the growing humanitarian challenges societies face.

● About us

The Connecting Business initiative (CBI) is transforming the way the private sector engages before, during and after natural and manmade disasters.

Jointly managed by the United Nations Office for the Coordination of Humanitarian Affairs (OCHA) and the United Nations Development Programme (UNDP), CBI helped mobilize private sector networks in 13 countries. To date, the initiative carries on support to these networks in: Côte d'Ivoire, Fiji, Haiti, Kenya, Madagascar, Mexico, Myanmar, Nigeria, Pacific, Philippines, Sri Lanka, Turkey and Vanuatu.

The primary responsibility for responding to natural and manmade disasters rests with governments and humanitarian actors. Business is an indispensable partner, as local expertise and resources are often more effective and beneficial to affected communities.



Impact

The more resilient businesses and societies are, the more lives and livelihoods are saved.



Objective

More resilient people, societies and business sectors.



Outputs

Global entry point. Strategic engagement of the private sector in disaster risk reduction, emergency preparedness, response and recovery.

Regional, national and local entry point. Private sector networks are connected with national disaster management structures.

Work streams

Complex emergencies. The Connecting Business initiative and the Overseas Development Institute have developed—with support from ECHO—a guidance toolkit for business working in complex emergency contexts, that is piloted in Côte d'Ivoire, Kenya and Turkey.

Innovation and new technologies. In preparing for and responding to disasters, networks use innovation on a broad scale, ranging from emergency mobile apps, online calls to action, crowdfunding to a unique setup of a private sector-led emergency operations centre.

Impact measurement. The Connecting Business initiative assists its networks in demonstrating their organizational effectiveness and evidence of impact on societal and business resilience thanks to a flagship tool prepared in collaboration with the Boston Consulting Group—the Network Assessment Tool.



Emergency operations centre (Philippines) © PDRF



13 networks

The Connecting Business initiative supports private sector networks in 13 countries around the world.



15 emergencies

Seven networks addressed—with cash donations, logistics or search and rescue—15 emergencies such as typhoons, a volcanic eruption, floods and an earthquake.



200 companies

engaged in civil-military search and rescue operations and drills with A-PAD Sri Lanka.



2 million people

reached by in-kind support from companies—worth 50 million US dollars in total—after the earthquake in Mexico.



1,500 companies

and **40,000 small- and medium-sized enterprises** are members of CBI private sector networks.



150,000 people

The Philippine Disaster Resilience Foundation served 150,000 people with a water supply project in Marawi.

The success of the Connecting Business initiative would not have been possible without the support of our global **Resource and Programme Partners**—namely (in alphabetical order), the Government of Australia, the Boston Consulting Group, Conrad N. Hilton Foundation, European Union (EU) Enhanced Response Capacity, International Federation of Red Cross and Red Crescent Societies, United Nations Global Compact, USAID's Office of U.S. Foreign Disaster Assistance and The UPS Foundation—which have provided much-needed financial and in-kind contributions, expertise and guidance, as well as strategic leadership to the initiative.



CBI Global Partners

