Engaging companies in manmade disasters – a guidance toolkit for private sector networks

Webinar 7 August 2019
Agenda

1. Background on the Connecting Business initiative (CBi)
2. Overview of the Guidance Toolkit
3. Example: CBi Turkey
4. Q&A
5. Next steps
Background on the Connecting Business initiative (CBi)
Connecting Business initiative (CBi)

- launched at the World Humanitarian Summit in May 2016 by OCHA, UNDP and partners to transform the way the private sector engages before, during and after crises
- improves disaster preparedness, response and recovery by integrating the private sector into national and international disaster management mechanisms
- reduces risks and duplication while increasing the resilience of companies and societies
Example activities of CBi networks

- Pre-disaster coordination (between the private sector, government and humanitarian and development actors)
- Information sharing
- Simulations
- Advocacy and awareness raising
- Business Continuity Planning trainings
- Trainings on humanitarian work (e.g. clusters), media, climate finance, insurance...
- Policy engagement
- Long term agreements
- Monitoring and evaluation

- Effective response (matching members resources to the most urgent needs)
- Recovery activities (support to reconstruction, quick recovery of utilities, digital cash transfers, SME support etc.)
- Information management

Disaster mitigation
Preparedness
Response and recovery
Overview of the Guidance Toolkit
Purpose and rationale

• To date, much of the focus of CBi Member Networks has been on addressing the impact of natural hazards, but networks have requested support in manmade disaster contexts.

• Collective private sector action in manmade disasters remains largely unexplored and limited to certain sectors.

• Previous efforts to engage the private sector in these operating environments have not sufficiently focused on the *local* private sector.
Purpose and rationale (continued)

• CBi and the Overseas Development Institute (ODI) co-developed a Guidance Toolkit for CBi Member Networks and other collective private sector action platforms (chambers of commerce, business associations etc.)

• The toolkit
  • provides private sector networks and their stakeholders with the rationale for engagement, guidelines, recommended activities, tools and templates enabling them to move from assessing the manmade disaster landscape to developing specific action plans for collective action
  • is being piloted by the CBi Member Networks in Cote d’Ivoire, Kenya and Turkey
Definition

• Manmade *hazards* are events that are caused by humans and occur in or close to human settlements.

• Manmade *disasters* occur when these hazards have an impact on vulnerable people.

• Manmade disasters cover a range of scenarios, but this Guidance Toolkit focuses on contexts characterized by:
  • Conflict
  • Food insecurity / famine
  • Displaced populations

• The focus of the Guidance Toolkit is on *humanitarian crises resulting from manmade hazards.*
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1. Landscape assessment

- The landscape assessment framework consists of eight elements under three broad categories.

- Underlying factors refer to the internal and external drivers that can trigger a manmade hazard. These are environmental, cultural, political, religious and ethnic, and socio-economic factors.

- Impact refers to the implications, time frame and geographic location that describe a given manmade disaster context. For example, a sudden-onset crisis in a localised context when conflict breaks out.

- Actions mean to take stock of what is already done and by whom, to enable networks and their members to see where there are gaps and how they might be able to support together with other partners.

- Remember to update the landscape assessment regularly as the situation in the country evolves.
2. Risk assessment

- All operating environments pose at least some level of risk to private sector networks and their participants.
- The private sector has tended to be less involved in manmade disaster contexts due to the elevated degree of perceived or actual risks.
- Experience from natural hazard-related disasters has shown that collective action coordinated by private sector networks can:
  
  ✓ SCALE IMPACT
  ✓ MINIMISE DUPLICATION
  ✓ PROVIDE AN ENTRY POINT
  ✓ IMPROVE BUSINESS CONTINUITY
• Use the outcomes of the landscape assessment to identify the top risks facing the private sector (network)
  • E.g. reputational, financial, regulatory etc.

• Define mitigation strategies as needed
  • Important to also eliminate misconceptions about the level and type of risks

• Check and update the risk mapping and collective mitigation strategies if/as needed
3. Business case for collective action

- Determine the rationale for private sector engagement in manmade disasters and refine it based on the specifications of the crisis.

Instability is not only bad for societies, but also for businesses. They cannot operate in environments that fail.

The private sector has a collective voice to advocate for policy changes – why would they not use it?

Companies can ensure that key facilities such as roads and ports stay open to support humanitarian operations, as they need them anyway to continue operating.
4. Engagement strategy and action plan

• Based on the outcomes of the landscape assessment and risk analysis, develop a collective engagement strategy and action plan to harness and expand the capacity and resilience of the private sector network and its members

• Depending on the context, focus activities on humanitarian preparedness and business continuity planning, humanitarian response or recovery and reconstruction efforts

• Evaluate action taken and revise strategies as needed to improve performance
5-6. Sample tools and templates & Additional resources

• Implement the action plan that has been developed to support private sector engagement in manmade disasters

• Actions could be roughly divided into capacity building, advocacy and direct engagement, but templates provided only act as a starting point and you may choose to select different – or more – activities.
  • Example 1: Awareness raising workshop for private sector participants
  • Example 2: Training on the humanitarian system and humanitarian principles
  • Example 3: Mapping of private sector capacity resources and capabilities
  • Example 4: Business continuity planning training
initiative and through the toolkit
Example: CBi Turkey
95% of Turkey is exposed to earthquakes. 70% of the population live in earthquake prone cities.

Climate-related disasters are on the rise. 2018 was a record year, with 840 events.

More than 2,700 climatic disasters over the last 4 years.

Since 2015, Turkey is the global lead in hosting refugees.

Total of 4.2 million refugees, out of which 3.6 million are Syrians.
Country dynamics

• Turkey’s DRM system evolved out of adversity, rather than being developed, and adapted to the changing risk profile of the country.

• Every system has milestones, or transformative events:
  • The 1999 Marmara Earthquake has led to an overhaul of the DRM system, and the establishment of AFAD, marking a transition from a traditional military led civil protection to a more comprehensive, civilian led DRR system.
  • The Syrian Refugee crisis has elicited a strong political discourse of solidarity and humanitarian assistance, but has failed to evolve into a full-fledged social inclusion, livelihood recovery strategy.
Country dynamics (continued)

• Today, the Syrian refugee crisis is a sensitive and controversial issue based on:
  • An overwhelming negative press coverage and public perception;
  • Misconceptions about complex emergencies, refugees and refugee employment;
  • A highly politicized context, not favoring private sector engagement.
54% of Syrians are at working age (18 to 59)

13% official unemployment in Turkey (50% among universities graduates)

Only 40% of working Syrians are legally registered

Over 7,500 registered Syrian formal businesses in Turkey
CBi Turkey on complex emergencies

• CBi Turkey was established in November 2018, as a collaboration between UNDP Turkey and TURKONFED, the leading association for SMEs. TUSIAD, the leading association for large enterprises is also on the board.

• The first task was to conduct a landscape assessment to understand the evolving risk profile and its impact on businesses. On complex emergencies, this included a desktop review, a survey with SMEs (over 300 entries) and a series of focus group meetings in key cities.

• The team also contributed to the elaboration of the global CBi Guidance Toolkit.

• There were also 2 workshops done with the private sector, one in Istanbul and one in Urfa.

• The work of CBi Turkey on complex emergencies is closely linked with UNDP Turkey Refugee Resilience Program, UN Habitat/ILO work on recovery, and NGO initiatives.
Summary of key findings

• Turkey has witnessed mass population movements from neighboring countries in the past, but never at this scale and pace. As Turkey's economy grew, the country moved steadily from a transit to a destination country.

• Since 2015, Turkey is the global lead in hosting refugees, especially from Syria. The ongoing complex emergency continues to bring in more refugees to the country which increases the pressures on the municipal services and infrastructure, economic inequalities, social tensions, inequalities in access to services, thus becoming a challenge for both the host communities and refugees.
Summary of key findings (continued)

• Instability in Syria and resulting influx of Syrian refugees into Turkey have affected economies of cities more than macroeconomic dynamics.

• Syrian refugees are perceived as competition in the local labor market.

• Refugee labor force is very vulnerable to exploitation and mostly active in the informal economy.

• Turkish businesses have mostly been hesitant to engage with the refugees, they need more policy clarity and data to make informed decisions.
CBi Turkey on complex emergencies – the way forward

• ECHO funding
  • Carry 2 more workshops in Mersin to further explore how the private sector can engage in complex emergencies, particularly through the socio-economic recovery phase. The activity consists of 2 workshops and a self-help guideline for business located in communities hosting refugees.

• Global Humanitarian Action Executive Alliance
  • Develop solutions for sustainable livelihoods of refugees by identifying, mapping and promoting the best practices of successful Syrian businesses and the good relations with the host communities. The focus will be on existing Syrian entrepreneurs, particularly for business development and financial inclusion.

• Lobbying
  • Meeting scheduled with the new mayor of Istanbul as he expressed his interest to develop new solutions for the Syrian refugees, to be piloted in Istanbul and replicated throughout Turkey.
For more information, please reach out to:

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Q&A
Next steps
Guidance Toolkit
• Guidance Toolkit is being translated to Arabic, French and Spanish
• E-learning course on the Guidance Toolkit will be available in August

Workshops
• Makati City, Philippines on 14 August
• Nairobi, Kenya on 14 August
• Mersin, Turkey
• Bogota, Colombia on 21 August (tbc)
Create your online profile and engage in conversations:
www.connectingbusiness.org

If you have any questions, please reach out to the CBi Secretariat: Ms. Tiina Mylly tiina.mylly@undp.org
Thank you!