Introduction to the Connecting Business initiative (CBi)

25 April 2019
Agenda

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3. CBi member network activities
4. Highlights of 2018 achievements
5. What to expect in 2019
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Introduction
The challenge

• In many places the private sector already contributes to disaster management, yet...
  • planning is not systematically done between the private sector and humanitarian actors before disasters;
  • the private sector (especially micro-, small- and medium-sized companies) are not familiar with the disaster risks and/or how they could collaborate with the public sector to prepare for, respond to and recover from disasters;
  • different actors speak different languages and do not always understand the operational frameworks or principles of others;
  • relevant actors do not know each other and do not know how or what to contribute.
  • support sometimes consists of ad hoc contributions requested and offered on a short notice when disasters strike.

→ this can result into lost time, missed opportunities, duplication and higher costs
Role of the private sector

• Due to their unique capacities, resources and networks, private sector actors can play a critical role in ensuring that individuals and communities are resilient and able to recover from shocks.

• They can provide, for example:
  • Financial and in-kind contributions: skills, expertise, experience, technology, reach etc.
  • Commercial solutions (products and services)
  • Advocacy
  • Resilient and responsible business processes and value chains
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
13 CBi Member Networks
Global partners

- On the country level, CBi collaborates with Governments, UN organizations, NGOs and the private sector.
- CBi member networks represent more than 1,500 companies, and reach over 40,000 SMEs.
CBi member network activities
Creating CBi Member Networks

Support is prioritized to demand-driven private sector-led networks in high-risk locations. CBi considers, among other things, the following factors when deciding on when and where to establish networks:

Baseline requirements:
- interest of the private sector to engage and the government, the UN and NGOs to support
- potential for finding an appropriate host organization
- willingness of private sector champions to drive creation and operation of network
- activities already undertaken
- capacity of existing coordination mechanisms
- availability of resources

Risk vulnerability criteria:
- assessed level of risks related to natural and man-made hazards
### 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...)
- **Effective response** (matching members resources to the most urgent needs)
- **Information management**
- **Recovery activities** (support to reconstruction, quick recovery of utilities, digital cash transfers, SME support etc.)
- **Policy engagement**
- **Long term agreements**
- **Monitoring and evaluation**

**Disaster mitigation**

**Preparedness**

**Response and recovery**
Example from Sri Lanka:
Asia Pacific Alliance for Disaster Management

“During a disaster, the private sector is also a victim, and needs to connect with others. Our approach is to work with government, civilian-military responders and local authorities -- we help each other.”

Firzan Hashim, Director, APAD SL

Photo from a Search and Rescue Swift Water Training programme coordinated by the APAD. Photo credit: The Daily News
A-PAD SL facilitated rapid response by the private sector

- Technological innovation to quicken the pace of rescue operations
- Prior agreed and signed MoU’s with food & water supply chains
- MoU with logistic companies in transporting goods during disasters
- Involving private sector in volunteering at emergencies in not only relief distribution but also administrative roles
- Early warning alerts localized into SMS and sent out to North and East of Sri Lanka during the monsoons, reaching out to 1.7 million people
- Helicopters owned by private entities utilized for government officials and media to engage in initial flood assessments.
Public-private dialogue: influencing national policy

- Multi-sectoral consultations
- Seminars and symposiums
- Standardization of relief kits
- National budget
- Drowning Prevention & Water Safety – National Action Plan
- Private sector input for Disaster Management Plan
- National Dengue Prevention Draft Plan
- Indian Ocean Tsunami Wave Steering Committee
Civil-Military coordination and Search & Rescue Operations
Highlights of 2018
achievements
Crisis response by networks

• Seven networks responded to a total of 15 crises in 2018: Cote d’Ivoire, Fiji, Haiti, Madagascar, the Philippines, Sri Lanka and Vanuatu

• Networks – including those that did not have crises – worked on preparedness and resilience building, taking part in simulation exercises, engaging in advocacy and national dialogues, building information and communication systems, and providing business continuity trainings
Examples of crisis response by CBi member networks

Earthquake in Haiti
A magnitude 5.9 earthquake struck the north of Haiti (Port de Paix) in early October. CBi Member Network, AGERCA, assisted the Haiti civil protection to send text messages about aftershocks to more than 3 million people in affected areas.

Cyclone Ava and outbreak of pneumonic plague in Madagascar
The Private Sector Humanitarian Platform in Madagascar faced two tropical cyclones and an outbreak of pneumonic plague in early 2018. The humanitarian platform conducted a rapid damage assessment of the telecommunications infrastructure, collected donations and distributed food and non-food relief items. It helped upgrade internet facilities for the National Bureau for Disaster Risk Management with the support of the Telma Foundation.

Marawi crisis, super typhoons and a volcanic eruption in the Philippines
The Philippines Disaster Resilience Foundation (PDRF) supported recovery efforts in the wake of Marawi crisis and responded to three catastrophic events: Mayon volcanic eruption in January, super typhoon Mangkhut in September and super typhoon Yutu in October. The network participated in a rapid post-disaster needs assessment together with humanitarian organizations following the landfall of Mangkhut, collected donations and deployed ten UPS and NLEX trucks to deliver food packs and other relief items to thousands of displaced people in shelters. The PDRF’s Emergency Operations Centre monitored typhoon landfalls and the Mayon volcanic eruption.
Reach and influence

50K
• Visitors on the global online portal

150K
• Twitter impressions (676 followers)

4 + 4
• Global webinars conducted by the CBi Secretariat
• Global events convened and supported by CBi

100+
• Media outlets covered the official launch of CBi Turkey in November

1
• Article authored by the Boston Consulting Group authored, OCHA and UNDP: In a Crisis, Companies Are Better Off Working Together

3
• Number of global reports in which CBi was featured: Agenda for Humanity Progress Report 2017, and two UN Secretary-General’s reports entitled Enhanced cooperation between the United Nations and all relevant partners, in particular the private sector and Strengthening of the coordination of emergency humanitarian assistance of the United Nations (2018)
What to expect in 2019
Work streams

Manmade disasters

In 2018, with the support of the DG-ECHO and its Enhanced Response Capacity, the Connecting Business initiative and the Overseas Development Institute (ODI) started developing a Guidance Toolkit for private sector networks in manmade disasters. The toolkit is being piloted by the CBi Member Networks in Cote d’Ivoire, Kenya and Turkey.

In addition to launching the Guidance Toolkit, in 2019 CBi will continue to raise awareness about private sector engagement in manmade disaster contexts, organize webinars and events.

Impact measurement

Measuring impact is essential for aligning resources and systems to meet strategic objectives and to provide early warning on issues that require adjustment.

In 2018, all 13 Member Networks completed the CBi Network Assessment Tool to assess their performance against others, and identify future focus areas.

In 2019, CBi will update its impact measurement framework and metrics to better capture lessons on how networks have evolved and meet new demands on disaster management.

Innovation

CBi Member Networks utilize many innovative approaches. In 2018, CBi developed an inventory of the tools developed or supported by these networks and convened a webinar to take stock of existing tools in information management.

In 2019, CBi will organize inter-network learning activities to share innovative products and approaches across networks, continue to host webinars, and support network programs and activities related to innovation.
Potential new networks

• CBi is looking to expand into new countries – resources and capacity permitting

• Discussions are currently ongoing with partners in Ecuador, Indonesia, Viet Nam and Yemen
## Upcoming webinars

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<tr>
<th>Webinar name / theme</th>
<th>Date</th>
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<td>Private sector successes and failures on disaster management innovation</td>
<td>May</td>
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<td>Gender considerations in humanitarian action</td>
<td>June</td>
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<td>Impacts of climate change on disaster management</td>
<td>August</td>
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<td>International humanitarian law – what’s in it for the private sector?</td>
<td>September</td>
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<td>Introduction to the Connecting Business initiative</td>
<td>October</td>
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<td>Role of the private sector in addressing food insecurity</td>
<td>December</td>
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For more information and instructions on how to join the webinars, please visit the [event calendar](#) on the CBi online portal. Upcoming webinars will also be announced on the CBi Newsletter.
Engagement opportunities
Options to consider

1. Contribute content and connect with others on the CBi online portal

2. Follow CBi on social media (Twitter, Facebook, YouTube)

3. Support and participate in a CBi Member Network

4. Lead or support efforts to establish a new CBi Member Network: reach out to the CBi Secretariat to discuss the criteria, options and process for expanding CBi presence

5. Become a global Resource Partner: provide financial or in-kind contributions to strengthening the global initiative; Executive Resource Partners are eligible to serve in the CBi Executive Committee, engaging in the governance and strategic direction of the initiative

6. Become a global Program Partner: provide technical advice to the initiative and collaborate in the delivery of programs (e.g. undertake research and develop tools and resources)
Create your online profile and engage in conversations:

www.connectingbusiness.org

Reach out to the CBi Secretariat by emailing:

- Irwin Lopez irwin.lopez@undp.org
- Tiina Mylly tiina.mylly@undp.org
Thank you!