

CONNECTING BUSINESS INITIATIVE

Transforming private sector engagement before, during and after crises



CONNECTING
BUSINESS
INITIATIVE



VBRC / Glen Craig

ABOUT CBI

The Connecting Business initiative (CBI) was set up in 2016 to encourage coordinated private sector engagement before, during and after crises. It increases the resilience of businesses and people, while integrating private sector networks into disaster management mechanisms.

CBI'S AUDIENCE

- For CBI Member Networks, CBI offers technical support, guidance, resources and connections.
- CBI helps UN partners engage with the private sector in a coordinated and collective manner.
- For the broader business community, CBI provides information, online courses and tools, webinars and events.

CBI global partners



CBI SUPPORTED 19 BUSINESS NETWORKS IN 2019



ACHIEVEMENTS IN 2019

Nine CBi Member Networks, along with their partners, responded to 31 crises in 2019. These included cyclones and a measles epidemic in Madagascar, earthquakes and typhoons in the Philippines, and the Easter Sunday attack in Sri Lanka.

CBi Member Networks, including those that did not experience disasters, engaged

in preparedness and resilience activities. The networks organised simulation exercises, engaged in advocacy, contributed to national dialogues, built information and communication systems, and provided business continuity planning trainings, especially to micro-, small- and medium-sized enterprises (MSMEs).



ACHIEVEMENTS IN 2019

31 disasters responded to by CBI Member Networks and their members

50,000 companies are part of CBI Member Networks

35 million people reached through CBI media coverage

62,000 people from 176 countries visited the CBI information portal



PARTNERS

CBi is jointly managed by UNDP and OCHA, and supported by global and local partners – Boston Consulting Group, Conrad N. Hilton Foundation, European Civil Protection and Humanitarian Aid Operations, International Federation of Red Cross and Red Crescent Societies, United Nations Global Compact, The UPS Foundation and United States Agency for International Development. These partners provide much-needed financial and in-kind contributions, expertise and guidance to the initiative. Furthermore, partnerships with the local business networks and their members are crucial for driving the initiative at the country level and also contributing to global knowledge exchange.

CBi global partners



WHAT OUR NETWORKS SAY

80% find CBI very successful at providing opportunities for peer-to-peer learning.

100% think CBI is positively influencing its Member Networks' efforts to address disaster management

90% said CBI successfully raised awareness of and advocated for the role of the private sector in disaster management.

Top three reasons to partner with CBI:

1. exchange expertise
2. network with others
3. enhance visibility and credibility

WHAT YOU CAN DO



Connect with
the CBI
community



Help create,
support or
participate in
CBI Member
Networks



Contribute
information,
knowledge
and ideas



Make
financial or
in-kind
contributions



Advocate for
the
Connecting
Business
initiative

[WWW.CONNECTING
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