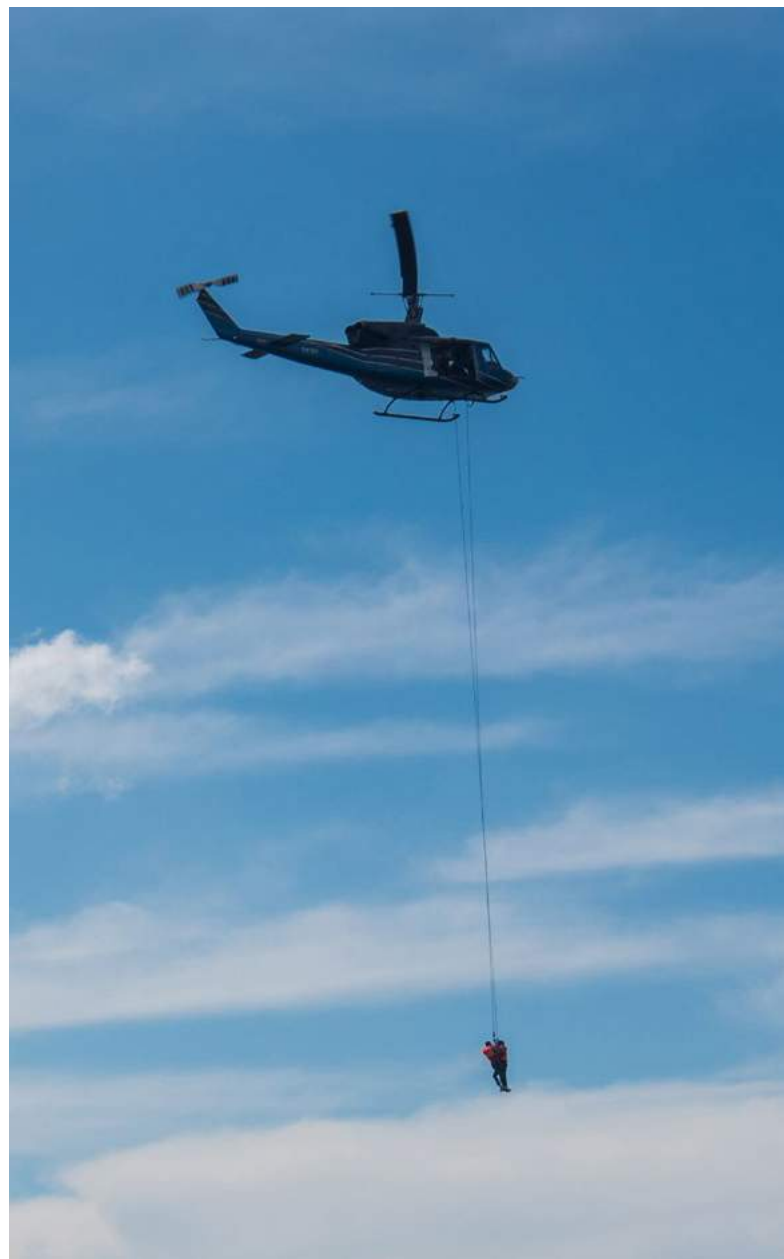


# PROGRESS REPORT 2018



# CONNECTING BUSINESS INITIATIVE

launched at the World Humanitarian Summit in May 2016, the Connecting Business initiative (CBI) aims to transform the way the private sector engages before, during and after crises. It is the only joint initiative between United Nations organizations at the intersection of the humanitarian, development and peace agendas that engages with the private sector.

The Connecting Business initiative is operated by a Secretariat based in Geneva, which is jointly managed by the United Nations Office for the Coordination of Humanitarian Affairs (OCHA) and the United Nations Development Programme (UNDP).

CBI helped mobilize and carries on support to private sector networks in 13 countries: Côte d'Ivoire, Fiji, Haiti, Kenya, Madagascar, Mexico, Myanmar, Nigeria, Pacific, Philippines, Sri Lanka, Turkey and Vanuatu. These networks encompass more than 1,500 companies and local business associations that together reach over 40,000 small- and medium-sized enterprises.

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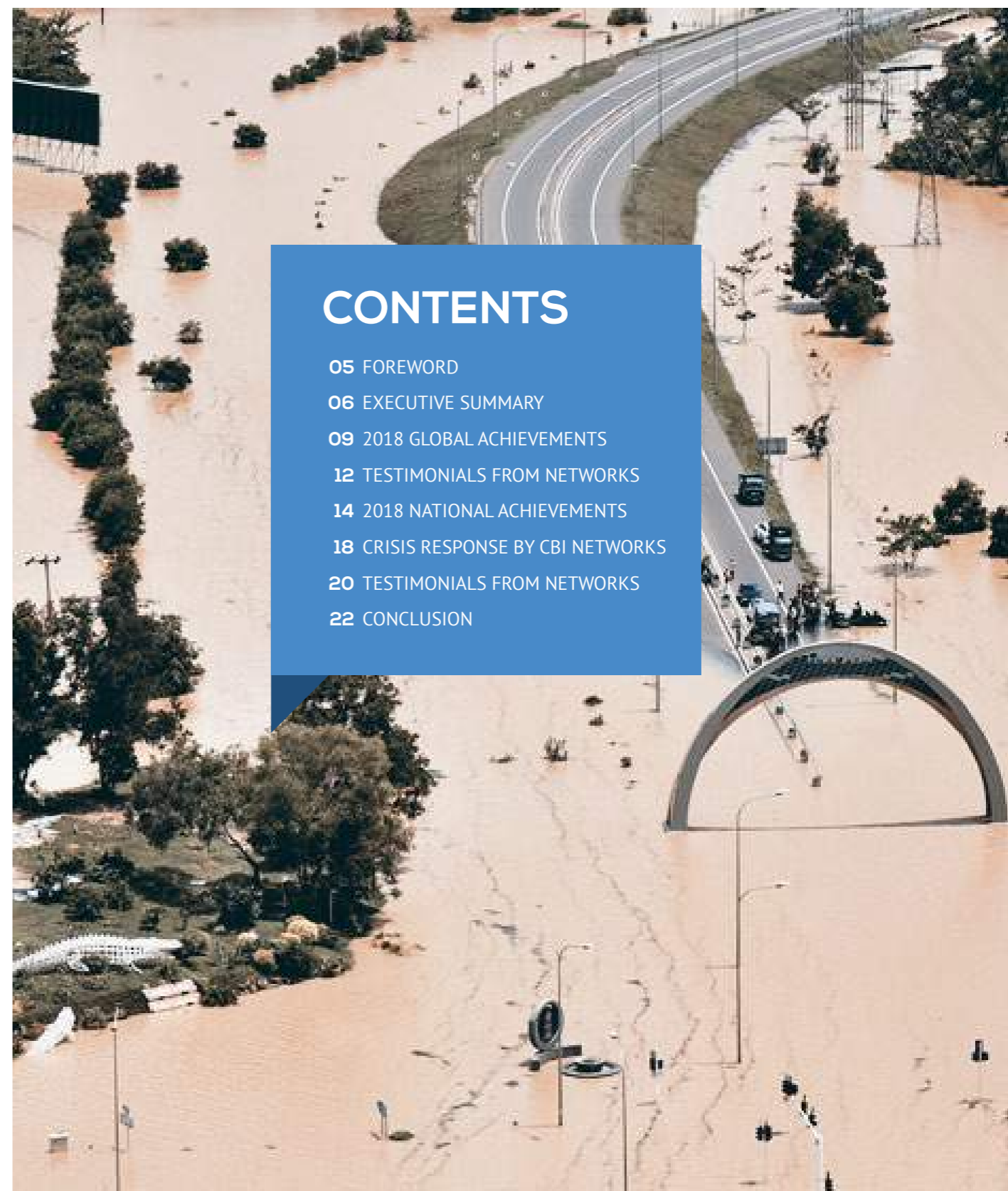
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The views expressed in this publication are those of the author(s) and do not necessarily represent those of the United Nations, including UNDP and OCHA, or UN Member States.

## For more information

[www.connectingbusiness.org](http://www.connectingbusiness.org) or contact [connectingbusiness@un.org](mailto:connectingbusiness@un.org)

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**“IN A CRISIS, COMPANIES  
ARE BETTER OFF WORKING  
TOGETHER”**



## FOREWORD

It has been almost three years since the partnership was launched at the World Humanitarian Summit, and it's amazing to see the growth of the business networks that are members of the Connecting Business initiative.

Private sector networks are making a significant difference in people's lives in the countries where CBI works, strengthening business capacity to coordinate preparedness and response, and being an active party to speeding up recovery.

In Côte d'Ivoire, Haiti, Sri Lanka, Madagascar, the Philippines, Fiji and the Pacific islands, seven CBI networks last year responded to 15 emergencies, ranging from cyclones and floods to an earthquake.

With their on-the-ground networks, expertise and ability to swiftly adapt and innovate, companies played an integral role in ensuring that lives and assets were saved, and that communities recovered from shocks more rapidly.

Importantly, these networks contributed to the longer-term resilience of affected communities, where they helped rebuild basic infrastructure and telecommunications, and maintained essential supply chains.

We are proud of the commitment of 13 private sector networks to the Connecting Business initiative and we look forward to expanding to new countries.

It is a tremendous honour to work with OCHA, and a great example of partnership between UN agencies and the private sector, working together towards addressing humanitarian challenges societies face.

Finally, we would like to thank our global partners without whom this extraordinary journey would not have been possible. We look forward to our continued collaboration in 2019.

In recent years, we have witnessed major natural disasters that have left undeniable traces on affected communities, whose recovery has been very difficult. Responding to such disasters presents a continuous challenge for all of us, and requires the combined efforts of humanitarian organisations as well as the private sector.

The private sector has a large role to play by contributing with its knowledge, its innovation, its supply chains and its resources. The Connecting Business initiative that OCHA and UNDP—the humanitarian and development arms of the United Nations—are fortunate to lead includes a dozen private sector networks.

Half of these networks responded to emergencies last year; and this is only the beginning of what brings an enormous benefit to humanitarian response. Private sector networks also help each other and the communities they serve in better preparing for catastrophic events—a critical element of disaster management, particularly in countries that are prone to recurring natural disasters.

This report points to inspiring examples of private sector engagement in humanitarian action—the kind of action we need to see wherever possible, because the more local communities and businesses prepare themselves, the sooner they will react and recover from disasters.

As we prepare to mark the third anniversary of the Connecting Business initiative, we are reminded how far we have come since its launch at the World Humanitarian Summit in May 2016. We look forward to further engaging with our private sector partners and continuing to expand and deepen this initiative in different contexts.

**Marcos Athias Neto**  
Director Finance Sector Hub & Director International  
Center for Private Sector in Development a.i.  
United Nations Development Programme

**Ramesh Rajasingham**  
Director Coordination Division  
United Nations Office  
for the Coordination of Humanitarian Affairs

## EXECUTIVE SUMMARY

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.

Ever since, the Connecting Business initiative (CBI), which is led by the UN Office for the Coordination of Humanitarian Affairs (OCHA) and the United Nations Development Programme (UNDP) supports 13 private sector networks, which encompass more than 1,500 companies and local business associations reaching to over 40,000 small- and medium-sized enterprises.

The Connecting Business initiative has become fully-fledged in terms of depth and diversity of experiences. Companies better identify the risks they face and their own vulnerabilities and they prepare for disasters. Business continuity plans are in place and the private sector contributes to collective action where disasters strike.

The primary responsibility for responding to natural and manmade disasters rests with governments from affected countries and humanitarian actors. However, the private sector is an indispensable partner, that has too often been overlooked.

As first responders, local businesses are in a unique position to swiftly contribute to collective action. Local expertise and resources—as opposed to imported aid—also tend to be more cost effective and beneficial to affected communities.<sup>1</sup>

Seven of 13 private sector networks have responded to at least 15 emergencies in 2018, ranging from super typhoons and cyclones to severe floods, post-conflict recovery, a volcanic eruption, an earthquake and a tsunami. They served as local entry point to link industries in telecommunications, transport and logistics, water and sanitation or health care to crisis relief efforts and national disaster management structures.

In doing so, they used innovation on a broad scale.

The Philippine Disaster Resilience Foundation (PDRF) opened a 24/7 self-sufficient operations hub geared towards training in disaster preparedness and the coordination of relief and response efforts during major disasters, which is a unique example in Asia and the Pacific of a privately-run emergency operations center.

The Asia Pacific Alliance for Disaster Management in Sri Lanka used a mobile application called *PickMe* to help find victims during search and rescue operations in the wake of severe floods and landslides. Other networks launched innovation challenges and collected donations through crowdfunding and online calls to action.

In Haiti, AGERCA (Alliance pour la Gestion des Risques et la Continuité des Activités) linked a mobile operator with the national civil protection, allowing the authorities to send more than 3 million alert messages to affected populations in the North of the island during aftershocks of the October earthquake.

In countries impacted by manmade disasters (such as conflict) as well as natural disasters, the humanitarian context is extremely complex. Examples of private sector engaging in collective action in complex emergency context have started to emerge. For instance in the Philippines, PDRF helped restore basic services after the siege of Marawi, serving some 150,000 people with potable water, the rehabilitation of schools and a livelihoods programme.

With support from the European Union (EU) Enhanced Response Capacity, the Connecting Business initiative and the Overseas Development Institute (ODI) have worked with three countries—Côte d'Ivoire, Turkey and Kenya—on piloting a guidance toolkit to help companies better understand risks and opportunities in complex emergencies.

Private sector networks also gathered their members and government disaster management structures around learning events and numerous preparedness activities that are based on needs specific to a region. In particular, A-PAD Sri Lanka hosted a tsunami drill with participants from 28 countries.

Networks in Fiji and the Pacific islands, Haiti, Mexico, the Philippines, Turkey and Sri Lanka trained local companies in business continuity planning, using a tool called *Resilience-in-a-box*, which is globally promoted by The UPS Foundation—a global partner to CBI—and the US Chamber of Commerce.

The CBI Secretariat continued to support private sector networks through global events, inter-network learning and guidance, while exploring opportunities for other networks to join from countries such as Ecuador, Indonesia and Viet Nam.

This progress report describes how Member Networks engaged in disaster preparedness, response and recovery in their respective countries throughout the year, and how the Secretariat fostered the development of tools around three workstreams—innovation, complex emergencies and impact measurement.

[1] The Boston Consulting Group, 2018. In a Crisis, Companies Are Better Off Working Together, by Wendy Woods, David Young, Rudolf Müller, Marcos Neto, and Marcy Vigoda, available at: <https://www.bcg.com/publications/2018/crisis-companies-better-off-working-together.aspx> (accessed on 18 March 2019 at 14:00 CET)

## OBJECTIVE AND OUTPUTS



## 2018 ACHIEVEMENTS GLOBAL ENTRY POINT

### GLOBAL EVENTS

The Connecting Business initiative continued to advocate for private sector engagement in disaster management and co-organized and supported four global events, to which representatives from Member Networks have actively contributed.

**2018 CBI Annual Event.** Eleven CBI Member Networks and dozens of partners and other interested participants gathered for the CBI Annual Event organized during the Humanitarian Networks and Partnerships Week in Geneva in February 2018. CBI Member Networks and partners came together to identify opportunities for collaboration and to inspire further private sector engagement in disaster management.

**UN Economic and Social Council Humanitarian Affairs Segment.** The ECOSOC Humanitarian Affairs Segment (HAS) has been an essential platform for discussing the activities

and issues related to strengthening the coordination of the humanitarian assistance of the United Nations. In May 2018 in New York, CBI was represented by Morika Hunter from the Fiji network who participated in a panel discussion on *Strengthening local capabilities for sustainable outcomes and local resilience- contribution of humanitarian action*.

**UN General Assembly side event.** Representatives from governments, United Nations, civil society and the private sector gathered on the sidelines of the UN General Assembly in New York on 26 September 2018, to discuss *Partnering with the Private Sector: How Data Can Improve Humanitarian Response* at the invitation of the Connecting Business initiative and OCHA's Centre for Humanitarian Data.

Business leaders and government officials along with OCHA's Assistant Secretary-General and Deputy Emergency Relief Coordinator, Ursula Mueller, and UNDP's Assistant Administrator for Development, Asako Okai, discussed opportunities that lie ahead in using new technologies and sources of data to inform humanitarian decision-making.

The Asia Pacific Alliance for Disaster Management in Sri Lanka, Transparenta, MX from Mexico (both CBI member networks), Microsoft, the American Red Cross, Amazon and Safaricom showcased how companies have supported emergency response and recovery efforts. "There is a real need for both the private sector and humanitarians to speak the same language and refocus

# 11 of 13

**CBI Member Networks acknowledged the positive role of the initiative in helping them connect with national and international actors in disaster management.**

**CBI was deemed either successful by 58.3% or very successful by 16,7% of the networks in providing opportunities for peer-to-peer learning and disseminating good practices. Finally, 100% of CBI resources and programme partners would recommend the initiative to others.**

### VALUE TO MEMBER NETWORKS

CBI 2018 annual survey attempted to capture the reasons why private sector networks engage in disaster management and their interest in the value proposition of the Connecting Business initiative.

The **top reasons** why private sector networks engaged with CBI were:

- Locally engage with a global initiative
- Collectively respond to humanitarian needs
- Engage in policy dialogue; learn and share best practices
- Address business opportunities and risks; company's CSR
- Network with government, other organizations and the United Nations

**Other highlights:**

- Innovations, e.g. mobile technology, are used by all networks, though some face challenges in capacity and funding
- Inter-network learning is praised by all networks
- The capacity of some local networks remains a financial and human challenge

our energies on predictive work,” underlined Sanda Ojiambo, Head of Corporate Responsibility, Safaricom.

**UN Private Sector Forum.** Working together in support of sustainable development and peace was the topic of discussion at the 10<sup>th</sup> United Nations Private Sector Forum on 24 September. Hosted by the UN Secretary-General, the Forum was organized by the UN Global Compact in collaboration with partners from the United Nations, including the Connecting Business initiative (CBI).

More than 120 Chief Executives from some of the world’s leading businesses joined Heads of State and government and leaders from both the United Nations and civil society to explore innovative solutions to building and investing in peace for all. Demonstrating the increasing engagement from responsible business, the Forum saw more than 60 leading CEOs make 140 new expressions of support in total for eight different multi-stakeholder initiatives including 34 for CBI.

## GLOBAL PARTNERS

The success of the Connecting Business initiative (CBI) to date would not have been possible without the support of global Resource and

Programme Partners—namely (in alphabetical order): the Department of Foreign Affairs and Trade (DFAT) 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 US 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.

## WORKSTREAMS

Based on extensive discussions with private sector networks over the past years, the Connecting Business initiative focuses on three workstreams, aiming to support ongoing activities and address identified gaps and needs within private sector networks.

### 1. Impact measurement

CBI has provided a flagship tool to its Member Networks—thanks to the in-kind support from the Boston Consulting Group—that helps them assess their context and measure their impact and organizational effectiveness.

In 2018, the CBI Secretariat guided all 13 Member Networks through its online Network Assessment Tool, with a view to assess their development and identify new targets and next steps for networks in terms of membership, financial sustainability, business continuity planning, industry groups and institutional partnership.

Preliminary results indicate clear value to stakeholders and, for instance, reveal that all networks have a clear process of adding new members

whether business associations or companies. Twelve of 13 networks have non-governmental organizations as members or affiliate members; eleven also work with UN agencies at country level.

Eleven networks have a mechanism to receive and share information on local humanitarian needs, allowing to link companies to humanitarian actors when needed. Eleven networks have a representation in government disaster coordination and response bodies.

During the reporting period, several private sector networks carried out detailed landscape analyses of their context—in particular Turkey and the Philippines—of which diversity of experiences and in-depth analysis of risks and opportunities have been shared with all CBI networks in early 2019.

### 2. Innovation

CBI conducted an inventory of innovative tools developed by Member Networks in their respective countries, and arranged an international webinar on innovation, to take stock of existing tools in information management in December 2018. It featured speakers from OCHA’s Centre for Humanitarian Data, UNDP’s Regional Office for Asia and the Pacific and the Philippine Disaster Resilience Foundation.

The Madagascar Private Sector Humanitarian Platform used mobile cash transfers in the aftermath of cyclones in early 2018. In the Philippines, PDRF developed an *ArcGIS Online Platform* for its Emergency Operations Centre that monitors and reports hazards. PDRF also used crowdfunding and a blockchain solution called *Gava Chain Global Giving*. A-PAD Sri Lanka provided maps of safe areas and prepositioned boats and equipment using Google Earth during the floods in May.

Innovation did not only happen through networks but also came directly from member companies. In Haiti, the Philippines and Sri Lanka, mobile network operators sent alert messages ahead of disasters or updates to affected communities. In Mexico, an organization member of CENACED—CBI Member Network—manages an online platform to track progress of reconstruction programmes after the 2017 earthquake.

### 3. Guidance Toolkit on manmade disasters including complex emergencies

Although the majority of humanitarian needs is driven by conflict, the private sector tends to be less involved in manmade disasters due to the elevated risks (such as political,



Water for Peace recovery project in the city of Marawi © PDRF

reputational etc.) associated with these contexts. Examples have, however, started to emerge, where the private sector contributed their technological know-how, logistics and on-the-ground expertise.

In the Philippines for instance, PDRF co-hosted the secretariat of the *United for Marawi Consortium* that brought together the private sector, non-governmental and civil society organizations to support the recovery of Marawi—a Muslim city located on the southern island of Mindanao—after months of heavy combats between militants and Government forces.

When the siege of Marawi ended, PDRF and other organizations addressed education, livelihoods, water and sanitation, and medical needs. They helped rebuild a water system serving 150,000 people and organized the first job fair in the city.

With the support of the European Commission Directorate-General for Civil Protection and Humanitarian Aid (DG-ECHO) and its Enhanced Response Capacity, the Connecting Business initiative and the Overseas Development Institute (ODI) worked on a *Guidance Toolkit for private sector networks in manmade disasters, including complex emergencies*.

An expert group representing various global and local entities—private sector, civil society, donors and multilateral organizations—met regularly in 2018 to provide insights and validate contents. They interviewed experts and convened a global online consultation and three local workshops in pilot countries—Côte d’Ivoire, Kenya and Turkey.

The toolkit will be published in 2019.

# 50K

CBI portal at [connectingbusiness.org](http://connectingbusiness.org) was visited by some 50,000 people (five-fold increase in one year), and Twitter @Connecting\_Biz followed by 676 users, generating some 150,000 impressions in 2018.

More than 100 media covered the signing ceremony in Hatay between UNDP and the Turkish Enterprise and Business Confederation (TÜRKONFED) launching the CBI Turkish network on 17 November 2018.

## COMMUNICATIONS

**REPORTS.** CBI reached more people through its communication efforts and was featured in global reports, including the *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).

**ARTICLE.** The Boston Consulting Group authored an article with OCHA and UNDP advocating for private sector engagement in crisis response: *In a Crisis, Companies Are Better Off Working Together*, published in May 2018.

## TESTIMONIALS FROM MEMBER NETWORKS

DURING DISASTERS,  
THE PRIVATE SECTOR  
IS ALSO A VICTIM.



### FIRZAN HASHIM

DIRECTOR, ASIA PACIFIC ALLIANCE FOR DISASTER MANAGEMENT (A-PAD) SRI LANKA

“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.”

The Alliance for Disaster Risk Management (A-PAD) in Sri Lanka builds on networks already in place, including the Ceylon Chamber of Commerce, the Federation of Chambers of Commerce and Industry of Sri Lanka, the Global Compact local network; it represents 200 companies and 35 non-private sector members.

FROM A LITTLE VOICE  
TO A LARGER  
PARTICIPATION.



### MORIKA HUNTER

CHAIR, FIJI BUSINESS DISASTER RESILIENCE COUNCIL

“I see a difference in the last two years, from one little voice to now having a larger audience and a larger participation of the private sector (on the humanitarian scene). So we really have a momentum here.”

The Fiji Business Disaster Resilience Council, hosted by the Fiji Commerce and Employers Federation, coordinates 400 companies and 35 non-private sector members to engage with government and partners in resilience building, response and recovery activities.



## 2018 ACHIEVEMENTS

### NATIONAL & REGIONAL ENTRY POINT

As a multi-stakeholder initiative, the Connecting Business initiative plays a pivotal role in facilitating private sector engagement in disaster management in the areas of risk assessment, preparedness, response and recovery.

CBi is active in many countries prone to frequent humanitarian crises and where the private sector—particularly local small- and medium sized enterprises—contribute to a coordinated humanitarian response, in actively participating in humanitarian coordination mechanisms, joint needs assessments and in preparation of national disaster management strategies.

Among countries with UN-led humanitarian response plans, CBi is present in Haiti, Myanmar and Nigeria. Other CBi private sector networks are found in countries that have a history and varying levels of humanitarian needs, such as Côte d'Ivoire, Fiji and the Pacific Islands, Haiti, Kenya, Madagascar, Mexico, Sri Lanka and the Philippines.

At national and regional levels, private sector networks:

- coordinate business engagement with governments, NGOs, UN organizations and others before, during and after crises,
- strengthen the resilience of businesses to withstand and recover from emergencies;
- integrate the private sector into local, national and international disaster management processes, as well as in resilience programmes operated by governments, UN, NGOs and others;
- match private sector capacities and resources to needs before, during and after emergencies, and facilitate pre-positioning agreements;
- act as a local entry point for private sector response to emergencies, supporting UN and government mechanisms,
- map and monitor private sector engagement; and
- advocate for private sector engagement and inspire further action.

- 12 of 13 networks include NGO members
- 11 networks are working with the UN
- 11 are linked to government structures



13

Member Networks in Côte d'Ivoire, Fiji, Haiti, Kenya, Madagascar, Mexico, Myanmar, Nigeria, Pacific, Philippines, Sri Lanka, Turkey, Vanuatu

1,500

local companies members of CBi networks, along with associations reaching to 40,000 SMEs

150K

150,000 people reached by a recovery programme in the Philippines



# CBI NETWORKS SPOTLIGHTS

## Haiti

In Haiti, AGERCA continued to link the private sector and the national civil protection. Activities included training on business continuity planning (the tool *Resilience-in-a-box* was also translated in French), a hydrometeorological simulation exercise with the Kole Zepol Foundation in November, radio broadcast disaster awareness messages in October, and the monitoring of the hurricane season. The network exchanged lessons learnt with Public Private Partnerships for Disaster Risk Reduction in Latin America and the Caribbean in a regional meeting in Mexico in November.

## Côte d'Ivoire

On 31 August, the Private Sector Humanitarian Platform in Côte d'Ivoire held a workshop in Abidjan on Collective Private Sector Action to Address Complex Emergencies with the Connecting Business initiative, which allowed government and non-government participants to exchange experiences and provide inputs for the development of CBI's global Guidance Toolkit on manmade disasters including complex emergencies.

## Fiji

The Fiji Business Disaster Resilience Council conducted business continuity planning training in Labasa, Suva, Nadi, Ba and Savusavu attended by 150 participants from different businesses and communities. The council also supported the Fiji Commerce and Employers Federation for its one-year presidency of the Marrakech Business Action for Climate and arranged an international conference with participants from Fiji, the Pacific Region, Australia and New Zealand end July. The Fiji network also trained—through UNDP's Resilience Programme—local businesses and communities in resilient township development.

## Kenya

In early September, the Humanitarian Private Sector Partnership Platform for East Africa and the SDG Partnership Platform co-hosted with the Overseas Development Institute a workshop on *Collective Private Sector Action to Address Complex Emergencies*, in which participants learnt about private sector engagement in these contexts, exchanged experiences and provided inputs for CBI's global Guidance Toolkit on manmade disasters including complex emergencies.

## Madagascar

The Private Sector Humanitarian Platform in Madagascar is working with CBI support on the establishment of a regional platform for disaster risk management in the Indian Ocean,

involving Mauritius and the Union of Chambers of Commerce in the region. The platform also held a regional workshop on disaster preparedness for the private sector in September.

## Philippines

The Philippine Disaster Resilience Foundation (PDRF) reached 6,900 micro-, small- and medium-sized enterprise owners with business continuity training, while 140 organizations participated in *preplab* training. The network forged a partnership with the Department of Social Welfare and Development for the implementation of better disaster response operations. It associated with Brown University for a fellowship programme on disaster resilience. Together with business leaders, the National Disaster Risk Reduction and Management and the United Nations Development Programme, PDRF participated in the drafting of a national action plan on the role of the private sector in disaster risk management in October.

## Sri Lanka

An international tsunami simulation exercise (IO WAVE 2018) gathered participants from 28 countries in Sri Lanka in September, at the invitation of the Asia Pacific Alliance for Disaster Management Sri Lanka (A-PAD SL) and the Ministry of Disaster Management. In December, the alliance arranged a training of trainers on business continuity planning using the tool *Resilience-in-a-Box*. This activity was conducted in collaboration with The UPS Foundation, US Chamber of Commerce Foundation and the Turkish organization Saglam Kobi.



*Improvised bridge in Madagascar in the wake of cyclone Ava*



*The signing ceremony for CBI Turkey was held in the margins of TÜRKONFED 22<sup>nd</sup> Annual Event in Hatay on 16-17 November with Irena Vojáčková Sollorano, United Nations Resident Coordinator © UNDP*

## Turkey

In a signing ceremony on 17 November, the United Nations Development Programme (UNDP) and the Turkish Enterprise and Business Confederation (TÜRKONFED) launched in Hatay the CBI Turkish network. The platform encompasses 29 federations, 244 associations and 40,000 small- and medium-sized enterprises, bringing an unprecedented opportunity for the Turkish private sector to play a significant role in managing and reducing risk from natural and manmade disasters.

A dedicated team of two has been recruited under the Connecting Business initiative to support CBI Turkey. The development of CBI in Turkey will take place in several phases. For businesses, the objectives are—before, during and after disasters—to primarily help themselves and help each other, as well as to help the community recover and become more resilient.

CBI Turkey has now completed a detailed landscape assessment, which involved consultations with Turkish business associations and industry leaders. It will receive support from The UPS Foundation to kickstart disaster management activities in 2019.

Turkey is also one of three countries piloting the global Guidance Toolkit on manmade disasters, including complex emergencies.

## Expanding to new countries

The Connecting Business initiative discussed with partners in Ecuador, Indonesia and Viet Nam about the possibility of engaging with private sector networks in those countries. While these prospective networks have different levels of progress, they have undertaken landscape assessments to better understand their national context and the steps they need to take in order to join the Connecting Business initiative.

UNDP Ecuador completed a landscape assessment and began to engage with the ministry of Industry and productivity, National Risk management Service, various chambers of commerce and private sector groups at the end of 2018.

## Viet Nam

A workshop on Connecting Businesses for Resilience was conducted in Danang under the auspices of the Asia Foundation in coordination with the Viet Nam Disaster Management Agency and Viet Nam Chamber of Commerce and Industry in September 2018 with funding from The UPS Foundation. This initial discussion aimed to set out the conditions for the creation of a for-business and by-business network for resilience against disasters and to address climate change in Viet Nam.

# RESPONSE TO CRISES



**RESPONSE TO 15 EMERGENCIES IN 8 COUNTRIES**  
INCLUDING CONFLICT, CYCLONES, EARTHQUAKE,  
FLOODS, TSUNAMI & VOLCANIC ERUPTION

# CBI NETWORKS IN ACTION

Seven private sector networks responded to at least 15 emergencies in their respective countries in 2018.

## From Marawi crisis to 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 super typhoon 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, which OCHA's Assistant Secretary-General and Deputy Emergency Relief Coordinator Ursula Mueller visited in October, monitored typhoon landfalls and the Mayon volcanic eruption.

## Haiti earthquake in Port-de-Paix

An 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.

## Catastrophic floods in Côte d'Ivoire

Côte d'Ivoire suffered from floods caused by torrential rains in June. The Private Sector Humanitarian Platform organized meetings with government institutions, private sector and humanitarian actors, and provided donations in cash, food and non-food items to affected populations in Abidjan and other cities.

## Thousands left homeless by floods in Sri Lanka

In Sri Lanka, torrential rains caused heavy floods in May. The Asia Pacific Alliance for Disaster Management Sri Lanka issued warning messages ahead of the disaster, collected donations and worked with a private company (Maharaja Capital) and the Sri Lankan army to organize relief convoys. It supported the development of a mobile app to locate victims and deliver relief aid.

## Towns inundated, homes destroyed by tropical cyclones Josie and Keni in Fiji

Two cyclones, Josie and Keni, struck Fiji and affected local communities and businesses in April. Both cyclones caused floods, nine people died and 8,000 people were displaced. The Fiji Business Disaster Resilience Council sent out alert messages to all its members and provided relief support with food and non-food items in the aftermath.

## Deadly cyclones 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.

## Vanuatu hit by cyclone Hola

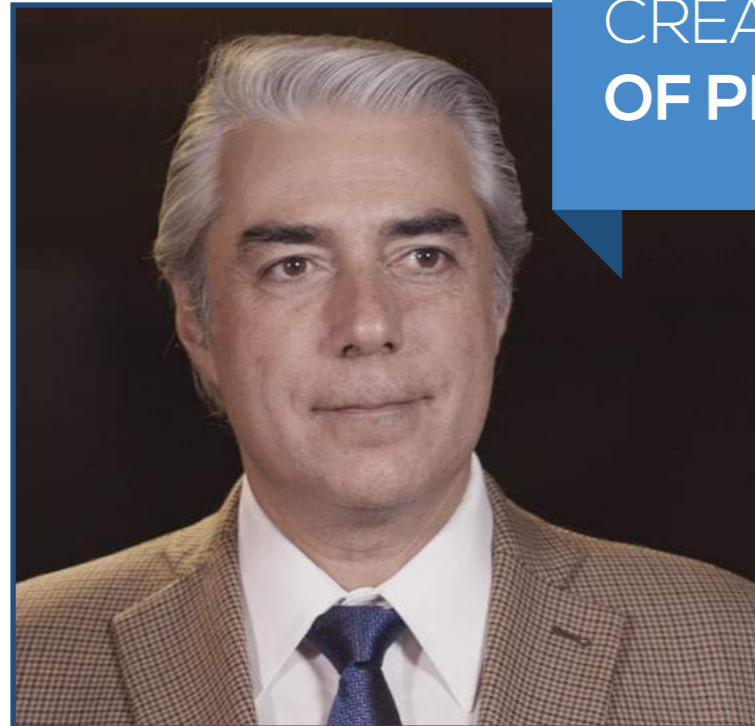
When cyclone Hola hit Melanesia, the Vanuatu Business Resilience Committee was instrumental in linking the private sector and official disaster management structures, engaging with the Food Security and Agriculture Cluster to implement standard operating procedures in disaster preparedness and response, and in providing relief aid with food and non-food items in the aftermath.

## Indonesia earthquake and tsunami

In the wake of the devastating earthquake and tsunami in Central Sulawesi, which caused more than 2,000 fatalities and affected 2.5 million people, several CBI global partners have also helped the Indonesian authorities and non-governmental humanitarian actors.

In particular, The UPS Foundation worked with local partners to transport relief shipments into affected areas and provided additional cash grants to the IFRC and the US Salvation Army. OCHA's Centre for Humanitarian Data offered free new metadata of imagery captured by Digital Globe, a leading company in high resolution satellite.

## TESTIMONIALS FROM MEMBER NETWORKS



CREATING A CULTURE  
OF PREVENTION.

### LUIS GOMEZ

PRESIDENT, CENACED MEXICO

“We don’t want a disaster to happen. We work on avoiding and mitigating disasters and, if circumstances are unavoidable, we are totally prepared to respond fast.”

CENACED is the representative private sector organization on the National Council of Civil Protection in Mexico, convening companies, civil society, government, academia and philanthropic organizations to support disaster preparedness and emergency response.

A TOOLKIT ESSENTIAL  
TO HOW WE ENGAGE  
IN EAST AFRICA.



### KENNETH MACHARIA

CHAIR, HUMANITARIAN PRIVATE SECTOR PLATFORM FOR EAST AFRICA

“The complex emergencies toolkit will be instrumental to how we engage our members, and [provide] ways and tools for being able to respond when crises happen in the [East Africa] region.”

The Kenya-based Humanitarian Private Sector Platform for East Africa promotes inclusion of the private sector as an integral participant in government-led preparedness planning and coordination of offers for disaster management & humanitarian action with 160 companies and 10 non-private sector members.



## CONCLUSION

The Connecting Business initiative strives to leverage the synergic effect of multiple initiatives and tremendous commitment of the private sector to disaster response mechanisms in both fragile contexts and middle-income countries.

Member Networks have grown in scope and depth, particularly in assessing the risks they face, preparing for disasters and responding to humanitarian crises where needed.

The Philippine network has reached thousands of companies with business continuity and preparedness training, focusing on SMEs that play an important role in the country's economy but are too often ill-equipped to identify risks and mitigate the impact of natural disasters and other crises.

Member Networks have harnessed partnerships with government structures at national and local levels to be an effective party to disaster response, bringing contributions from industries in all sectors involved, in particular telecommunications and logistics.

In countries hit by frequent natural disasters such as Haiti, Fiji and the Pacific islands, Madagascar, Mexico, the Philippines and Sri Lanka, networks have started to catalyze the exchange of best local practices from one country or region to another.

In Turkey, the largest independent business federation has agreed to host the initiative, starting by preparing a detailed landscape assessment to better understand the needs of its 40,000 members in an earthquake-prone country. The UPS Foundation will support the first set of preparedness activities of the network in 2019.

In its strive to continuously improve, the Connecting Business initiative has decided, with the kind offer of support from the Boston Consulting Group, to conduct a strategy refresh in 2019, which will enable it to look for new opportunities to further scale up private sector engagement for greater impact in responding to the needs expressed by communities affected by disasters.

## CBI MEMBER NETWORKS

Côte d'Ivoire Private Sector Humanitarian Platform (PSHP)

East Africa Humanitarian Private Sector Platform (EAHPSP)

Fiji Business Disaster Resilience Council (FBDR)

Haiti Alliance pour la Gestion des Risques et la Continuité des Activités (AGERCA)

Madagascar Private Sector Humanitarian Platform (PSHP)

Mexico Centro Nacional de Apoyo para Contingencias Epidemiológicas y Desastres (CENACED)

Myanmar Private Sector Disaster Management Network (PSDMN)

Nigerian Economic Summit Group (NESG)

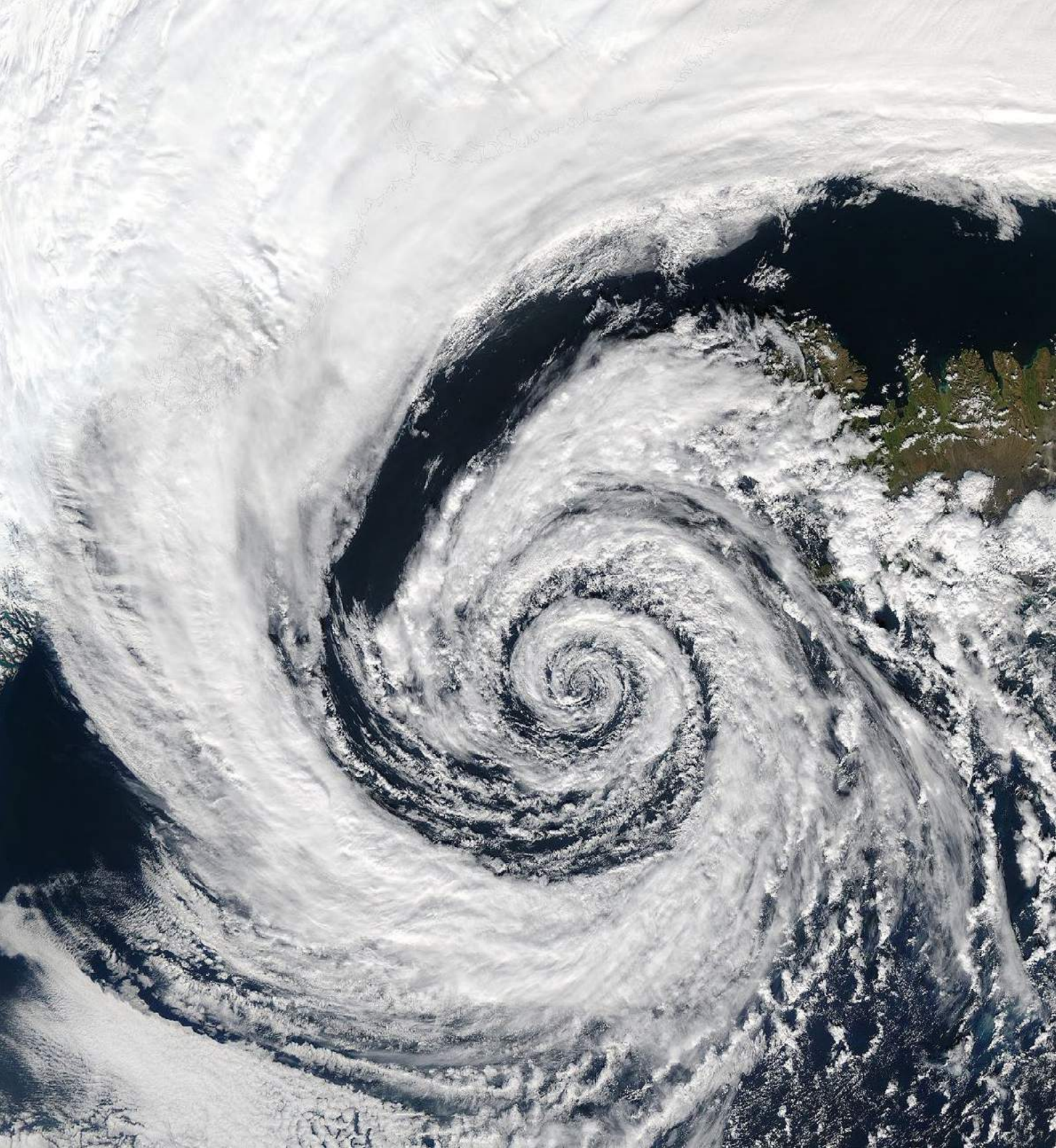
Pacific Business Resilience Network (PBRN)

Philippine Disaster Resilience Foundation (PDRF)

Sri Lanka Alliance for Disaster Risk Management (A-PAD SL)

Turkish Enterprise and Business Confederation (TÜRKONFED)

Vanuatu Business Resilience Council (VBRC)



CBI Global Partners



European Union  
Civil Protection and  
Humanitarian Aid

