CONNECTING BUSINESS
for disaster risk reduction, emergency preparedness, response and recovery

A demand driven multistakeholder initiative led by UNISDR, OCHA and UNDP meeting private sector demand for holistic engagement and transforming the way the private sector engages before, during and after crises to create more resilient communities, increase local capacity and alleviate human suffering.

Pledge your support for the Connecting Business initiative at https://www.worldhumanitariansummit.org/whs_business/connectingbusiness or contact ConnectingBusiness@un.org
A DEMAND DRIVEN INITIATIVE

The Connecting Business initiative is meeting the demand of the private sector for engagement in a more strategic and permanent way both globally and locally with the international community. The World Humanitarian Summit Synthesis Report, drawing on consultations with over 900 businesses, recommended:

1. networks be established and supported to facilitate coordinated and effective engagement by businesses;
2. a global coordination mechanism be created to connect business networks to each other and to other actors; and
3. businesses be engaged holistically across disaster risk reduction, emergency preparedness, response and recovery.

The Report of the High-Level Panel on Humanitarian Financing also called for the establishment of local, regional and industry-specific business networks focused on scaling business engagement. The Connecting Business initiative is advancing these recommendations and will be launched during a Special Session at the inaugural World Humanitarian Summit, 23-24 May 2016, Istanbul, Turkey.

A MULTISTAKEHOLDER INITIATIVE that is:

1. assisting local businesses and business associations to utilize existing networks to create platforms for disaster risk reduction, emergency preparedness, response and recovery to help people in need;
2. creating a global portal to:
   a. connect sub-national, national, regional, thematic and industry business networks;
   b. provide access to resources to mobilize and support businesses engagement;
   c. create and disseminate capacity building materials and examples of leading practice;
   d. connect business networks to each other and to other actors to identify and match needs at local, regional and global levels before, during and after emergencies.

This multistakeholder initiative is led by the United Nations Office for Disaster Risk Reduction, the United Nations Office for the Coordination of Humanitarian Affairs and the United Nations Development Programme.
The problem
• Business engagement must be strengthened in an effective and coordinated manner.
• Existing effective structures (i.e. business networks) must replicated and scaled in high priority areas.

The vision
• Coordinated business engagement in disaster risk reduction, emergency preparedness, response and recovery will create more resilient communities and increase local capacity.

The mission
• To enable businesses to undertake effective disaster risk reduction, emergency preparedness, response and recovery through networks that are connected via a global coordination architecture to each other and to other actors.

The impact
• Transforming public-private partnerships and business engagement by increasing the scale and effectiveness of engagement in a coordinated manner.

The outcome
• Business networks will provide leadership and coordinate business engagement.
• The global portal will coordinate business engagement globally and provide a clear entry point for business.

Support new business networks
• Create and continually improve guidelines on how to utilize business networks for disaster risk reduction, emergency preparedness, response and recovery to support people in need.
• Assist local businesses and business associations to utilize existing networks to create new platforms for disaster risk reduction, emergency preparedness, response and recovery.

Build capacity
• Provide access to training and deliver workshops for business networks on disaster risk reduction, emergency preparedness, response and recovery.
• Provide access to resources for business continuity planning, contingency planning, risk assessment, needs analysis and field coordination.

Match needs, resources and interests
• Assist business networks to match local business resources with needs and enable a global business response to emergencies where local resources are exceeded.
• Provide a space for multiple stakeholders to connect, identify common interests, initiate joint projects and pre-position agreements.

Gather and disseminate evidence
• Gather and share leading practice on the operation of business networks.
• Undertake case study analyses and after action reports on the activities of business networks.
• Provide a space for businesses to communicate and share experiences.

Facilitate and coordinate policy, advocacy and standard-setting
• Offer a platform to allow businesses to engage with governments, civil society and international organizations.
• Disseminate information on the creation of standards and humanitarian charters amongst industries and in thematic areas.
• Centralize information to coordinate policy and advocacy efforts.
WHAT CAN YOU DO?

Create, sponsor and participate in business networks

UNISDR, OCHA and UNDP are working with leading businesses and business associations to utilize existing business networks as platforms for disaster risk reduction, emergency preparedness, response and recovery in high priority countries and regions, and amongst industry and thematic groups. Contact us to learn how you can create, sponsor and participate in business networks as part of the Connecting Business initiative.

Make a financial contribution

You can make a financial contribution to support the Connecting Business initiative. Top tier funding partners will be invited to join the governing committee of the initiative. All funding partners will be invited to join an advisory forum and engage in the initiative's programs. Partners’ contributions will be acknowledged at the World Humanitarian Summit and on an ongoing basis.

Make an in-kind contribution

Your business can support the initiative through in-kind contributions where needed. In-kind contributions will be valued in accordance with internationally accepted accounting standards. Partners who make in-kind contributions to the initiative may be invited to participate in the governing committee, the advisory forum and / or to engage in the initiative’s programs.

Champion the Connecting Business initiative

If you are interested in championing the initiative at the World Humanitarian Summit and on an ongoing basis, contact us to learn how you can help mobilize other businesses to become involved in the initiative and in business networks for disaster risk reduction, emergency preparedness, response and recovery.

Visit www.worldhumanitariansummit.org/whs_business/connectingbusiness or contact ConnectingBusiness@un.org for more information and to pledge your support.

CURRENT ACTIVITIES

Supporting the creation and strengthening of business networks in Madagascar, Myanmar, Fiji / South Pacific, the Philippines, Nigeria, Kenya / East Africa, Haiti / Central America, Sri Lanka and Turkey.

A feasibility study has been completed to validate the concept for the Connecting Business initiative and the functional requirements of the global portal through consultations with stakeholders.

The technical development of and content creation for the global portal are underway. Existing networks have been mapped and engaged through an interim community.