

CONNECTING BUSINESS

for disaster risk reduction, emergency
preparedness, response and recovery

*A multistakeholder initiative led by UNISDR, OCHA and UNDP
meeting the private sector demand for holistic engagement*



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

CONNECTING BUSINESS

A DEMAND DRIVEN INITIATIVE

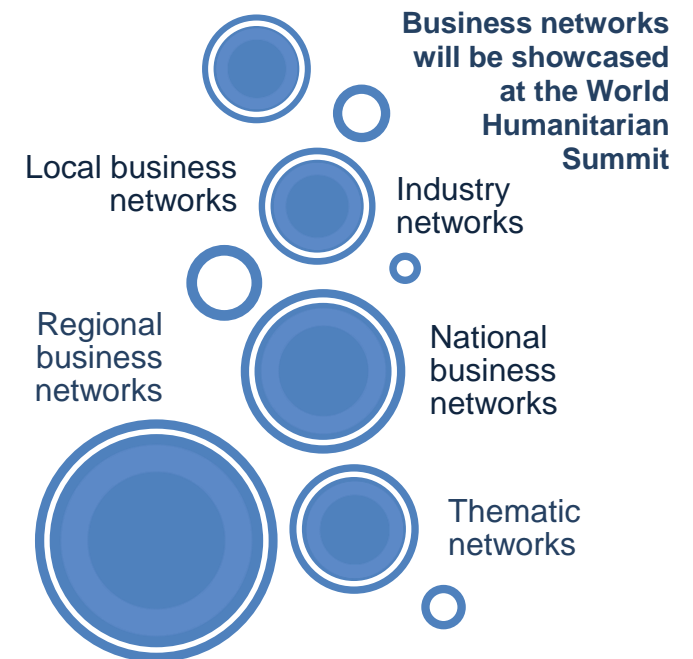
The Connecting Business initiative is meeting the demand of the private sector for engagement in a more strategic and permanent way both globally and locally with the international community.

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.



The initiative will be launched at the World Humanitarian Summit



A MULTISTAKEHOLDER INITIATIVE

The Connecting Business initiative is:

1. assisting local businesses and business associations to utilize existing networks to **create platforms for disaster risk reduction, emergency preparedness, response and recovery**;
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** business 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 UN Office for Disaster Risk Reduction, the UN Office for the Coordination of Humanitarian Affairs and the United Nations Development Programme.

CONNECTING BUSINESS

The problem

- Business engagement must be strengthened in an effective and coordinated manner
- Existing effective structures (i.e. business networks) must be 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

The activities

Support new business networks

- Create and continually improve **guidelines on how to utilize business networks** for disaster risk reduction, emergency preparedness, response and recovery
- 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



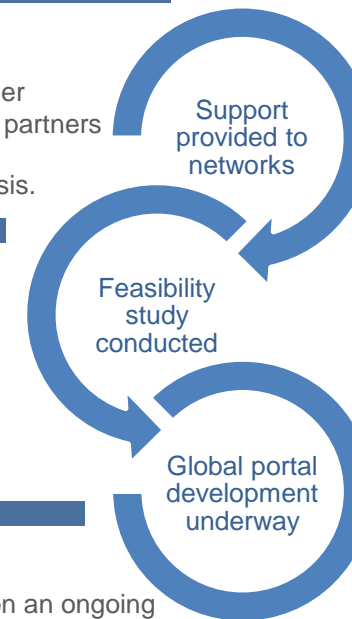
If you are interested in championing the initiative at the World Humanitarian Summit and on an ongoing basis, contact us to learn how you can help mobilize other businesses to become involved in the initiative and in business networks for disaster risk reduction, emergency preparedness, response and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

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.



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