



Getting businesses ready for disasters

Our pioneering programme, developed in partnership with Unilever, enables businesses to prepare for and respond to crises – safeguarding livelihoods and limiting economic loss.

The rise of disasters across the world

Humanitarian crises are becoming more frequent, widespread and complex, leading to vulnerable societies that are prone to social and economic degradation and instability. These problems are rarely contained, affecting governments, societies and businesses everywhere.

In addition to lives lost, the economic impact of humanitarian crises is catastrophic. Total worldwide economic losses from natural and man-made disasters in 2017 was estimated at USD \$306bn, well above the 10-year average of USD \$190bn (Swiss Re).

Why do we need business continuity planning?

Maintaining business functions in the face of disasters is the most important action a local community can take to ensure critical goods and services continue to be delivered, employment is maintained, and local, national and global economic loss is limited.

During and in the immediate aftermath of disasters, more lives are saved, and livelihoods maintained if local people and businesses are prepared. It is crucial that businesses, and their supply chains, have robust business continuity plans to ensure they are able to mitigate risks and respond quickly and effectively when disaster strikes.

Our programme

In partnership with Unilever, the Academy developed a pioneering business continuity planning (BCP) programme to ensure your business is equipped with the knowledge and expertise to enable staff to effectively prepare for and respond to crisis. We will work with you to design, develop and deliver a programme aligned with your needs, operational model and geographical presence – including online and offline learning as required.

"We worked with the Humanitarian Leadership Academy to help small Philippines-based businesses in our value chain prepare for emergencies. By training them to create business continuity plans, we can help ensure their resilience after a disaster and help people access essential goods in times of need – both of which can positively contribute to the local economy." **Jonathan Gill, Global Partnerships & Advocacy Manager, Unilever**

"When Typhoon Haiyan happened we were in a state of shock. For a whole week, we did not do anything, we were just stuck, asking ourselves 'What do we do now?' If not for that one worker who suddenly appeared in our business and asked me: 'Do I still have a job with you? Can I work?'. That's when I snapped back into the real world and realised we had to take action – we realised our responsibility to the community who counted on us for their livelihoods."

Eva Marie Adona, Owner, Eva Marie Arts and Crafts, Tacloban. BCP training participant

The BCP programme has one clear vision

In countries affected by disasters and crises, business leaders are equipped with knowledge and tools to strategically assess risk and develop contingency plans to continue business operations after an incident.

Furthermore, these businesses are able to continue their role in the supply chain, providing much needed goods and services to the communities in which they operate.



What are the benefits of planning?

The BCP programme is designed to decrease vulnerability, and increase preparation and response capabilities. The benefits of investing in BCP include:

- Employee safety and well-being
- Reduced economic loss
- Increased customer confidence
- Supporting the community with access to goods and services
- Safeguarding employment and livelihoods

A participant's perspective

"The business continuity planning training opened my eyes to many things that I should prepare for to address disasters. Before the BCP, I had a negative mentality and feared that my business will end after a disaster. But the training programme helped me find solutions."

Mr. Ricard Sabdao
Mayon Farmers Association in Albay

Get in touch

To find out how your organisation could benefit from business continuity planning or to discuss a partnership with us, contact us by email at partnerships@humanitarian.academy

If you want to read more about our pilot in the Philippines visit our website <http://bit.ly/infoBCP>

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