The Humanitarian Leadership Academy and Unilever have been working together to create a course on how to get your business ready for disasters; also known as business continuity planning. The course started as a pilot in the Philippines that has been tailored for the type of disasters the Philippines often have to deal with – typhoons, earthquakes, and floods. The course can be modified for any country and for any type of crisis.

What is this?
This handy short ‘how to’ guide will give you the basics on getting your business ready for any disaster. We also recommend that you try our online course too, please use: http://bit.ly/BCPcourse for a more comprehensive understanding of what needs to be done.

What are the benefits of planning?
• Reduce the economic losses
• Employee safety and livelihoods
• Customer confidence
• Supporting the community
• Delays and cancellation of deliverables (because unable to access location)
• Cancellation of orders/contracts

What is the impact of a disaster on my business?
• Employees can’t work and aren’t paid
• Customers can’t access goods and services
• Damage to premises, equipment and stock
• Loss of income
• Delays and cancellation of deliverables (because unable to access location)
• Cancellation of orders/contracts

Introduction
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Why do I need it?
Every year, micro, small and medium enterprises (MSMEs) lose thousands of dollars because of being affected by a disaster. In the Philippines alone, MSMEs lose from USD $1000 to USD $40,000 per year depending on the size of the business. Like the Philippines, many other countries are vulnerable to natural disasters such as typhoons, earthquakes, floods, droughts etc., and are also being affected by man-made crises such as conflicts. It is therefore important that communities can prepare, respond and recover from emergencies. Businesses are a key part of these communities and it is important that they remain open; protecting livelihoods, and ensuring people have access to the goods and services they need.
Disaster preparation checklist

1. **Start putting together a plan**: Get an emergency list together – of your employees and external emergency services such as fire, police and hospitals.

2. **What are the hazards (emergencies or disasters) I should prepare for?** Hazards are the disasters such as typhoons, floods, earthquakes, accidents, fire, drought, water shortage or contamination, landslides etc. Consider what is more likely to affect you and your surroundings and then look at the impact that will have on you and your business. If you score these between 0-10 and then multiply the likelihood against the impact – focus your plan on the highest hazard scores first.

3. **Is my business at risk?** To understand which part of your business is most vulnerable, list your key products and services and for each estimate the impact to your customer or community if it suddenly becomes unavailable. What is the impact to your overall service and what is the longest time your business can tolerate their unavailability?

4. **How do I make sure I have enough financing to recover?** Check on your available funds, account for your total recovery costs based on the damage survey. Do you have sufficient insurance to cover these emergencies? Account for all your operation costs assuming your operations have resumed, review your losses against your expenditure and you will need to assess what type of assistance you may need, including borrowing from family, friends or applying for a loan.

5. **How do I make sure that all my plans are in place?** Schedule different types of drills and exercises to test and evaluate your plans regularly.

6. **What should I do to protect my resources before, during and after an emergency or hazard event?**

   - **Before a disaster**: Define immediate, medium-term and long-term plans and activities for your staff, facilities, equipment etc. Establish a command centre and identify your lead person for analysis and planning, information gathering, site operations and public affairs.
   - **During a disaster**
     - **Step 1 Evacuation and Rescue**
       - Move to a previously identified evacuation site
       - Mobilise emergency supplies enough for three days for each employee
     - **Step 2 Emergency Operations**
       - Activate your command centre
   - **Step 3 Employee Safety Confirmation**
     - Confirm the safety of employees using the Internal Contact List
     - Maximise communication channels, and anticipate that mobile networks may be down
   - **Step 4 Stabilisation of the Situation**
     - Assess your environment for threats that need to be stabilised and take controlled steps towards doing so (for example, putting out fires, preventing the spread of hazardous substances)
   - **After a Disaster**
     - **Step 5 Damage Survey**
       - Evaluate the extent of damage
     - **Step 6 Asset Protection**
       - Take immediate action to prevent further damage (for example, spread of damage, theft)
     - **Step 7 Commute Safety Confirmation**
       - Monitor disasters and traffic information
     - **Step 8 Damage Communication**
       - Use the External Contact List to keep constant communication with stakeholders including suppliers, customers and public agencies to update them on your recovery plan