



# Table of contents

- 03 At a glance
- 05 Foreword
- 06 Looking back on five years of CBI
- 08 2021 facts and figures
- 10 Coordinating private sector contributions to disaster risk reduction, preparedness, response and recovery
- 15 CBI Member Network overviews and key activities
- 27 Looking ahead

## Acknowledgements

Copyright © UNDP and OCHA 2022. All rights reserved.  
One United Nations Plaza, New York, NY 10017, USA  
Geneva, March 2022

The **Connecting Business initiative (CBI)** is a partnership between the United Nations Office for the Coordination of Humanitarian Affairs (OCHA) and the United Nations Development Programme (UNDP) that is dedicated to supporting the private sector in preparing for, responding to, and recovering from disasters. Learn more at [connectingbusiness.org](https://connectingbusiness.org), follow us on Twitter [@connecting\\_biz](https://twitter.com/connecting_biz) or email us at [connectingbusiness@un.org](mailto:connectingbusiness@un.org).

**UNDP** is the leading United Nations organization fighting to end the injustice of poverty, inequality, and climate change. Working with our broad network of experts and partners in 170 countries, we help nations to build integrated, lasting solutions for people and planet. Learn more at [undp.org](https://undp.org) or [@undp](https://twitter.com/undp) on Twitter.

**OCHA** coordinates the global emergency response to save lives and protect people in humanitarian crises. Our vision is a world that comes together to help crisis-affected people rapidly get the humanitarian assistance and protection they need. We advocate for effective and principled humanitarian action by all, for all. Learn more at [unocha.org](https://unocha.org) or [@UNOCHA](https://twitter.com/UNOCHA) on Twitter.

### Disclaimer

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.

### Cover photo

UNDP Kenya

## What our partners say



**CBI has enabled AGERCA to learn about emergency response best practices that we can adapt to our reality in Haiti in order to achieve better results.”**



**Fania Joseph**  
Executive Director, Alliance pour la Gestion des Risques et la Continuite des Activites (AGERCA)



**USAID's Bureau for Humanitarian Assistance is proud to be a major supporter of the critical work CBI is doing to connect the private sector to the international humanitarian response system.”**

**Elizabeth Bellardo**  
Division Deputy Director, Office of Global Policy, Partnerships, Programs and Communication, Bureau for Humanitarian Assistance, USAID



**CBI is reimagining how partnerships can work more effectively by putting local voices first. CBI Member Networks are designing and implementing solutions for their own communities.”**



**Shaheen Kassim-Lakha**  
Director, Strategic Partnerships, Conrad N. Hilton Foundation



# At a glance



## Celebrating five years of CBI

In May 2021, the Connecting Business initiative (CBI) celebrated its fifth anniversary. Since CBI's launch at the World Humanitarian Summit in 2016, CBI Member Networks have responded to over 100 crises and helped more than 18 million people.

[Read more on pages 6–7](#)



## Raising awareness of private sector contributions to disaster management

CBI and its Member Networks published dozens of articles, reports, and other content highlighting the crucial role of the private sector in making humanitarian aid more effective, efficient, local, and responsive to the needs of affected people.

[Read more on pages 10–14](#)



## Mobilizing local businesses during humanitarian emergencies

In 2021, CBI Member Networks mobilized and coordinated local businesses responding to flooding in Sri Lanka, an earthquake in Haiti, drought in Madagascar, a typhoon in the Philippines, and other emergencies.

[Read the CBI Member Network profiles on pages 15–23](#)



## Expanding to new countries and regions

CBI welcomed two new Member Networks in 2021: the Indonesia Chamber of Commerce and Industry and the Viet Nam Chamber of Commerce and Industry. CBI expert consultants prepared private sector landscape assessment reports for Latin America and sub-Saharan Africa, paving the way for future expansion in both regions.

[Read more on page 24](#)





**An Thuy, Viet Nam**

A woman carries her son on a bicycle in Viet Nam. In late 2020, the central part of the country experienced a succession of storms and typhoons which caused widespread flooding. Viet Nam joined CBi in November 2021. *UNICEF/Limn Pham*

# Foreword



**Marcos Athias Neto**  
Director, Finance Sector Hub,  
UNDP



**Edem Wosornu**  
Chief, Response Support  
Branch, OCHA

**Five years after the launch of the Connecting Business initiative, 2021 was a year to take stock of accomplishments and lessons learned as well as to reflect on the way forward in an ever-more challenging context for disaster risk management and crisis response.**

As the [2021 Global Humanitarian Overview](#) made clear, decades of development are at risk as the world is faced with unparalleled humanitarian crises ranging from hunger to conflict, forced displacement, gender inequality, inadequate health services, all compounded by the ongoing COVID-19 pandemic and the growing climate crisis. With 274 million people in need—up from 235 million in 2020, already the highest number in decades—the cost of inaction is high.

We believe that empowering local businesses to work hand-in-hand with governments, civil society, humanitarian organizations, and affected people can help to alleviate human suffering while building more resilient societies. CBI and its local Member Networks have helped to save lives and improve disaster management around the world. Since its inception, CBI and its Member Networks have responded to more than 100 disasters, including earthquakes, conflicts, typhoons, volcanic eruptions and more, reaching 18 million people in need. In 2021 alone, CBI Member Networks responded to six national emergencies in addition to the ongoing COVID-19 pandemic. CBI Member Networks are also focused on preparing for crises and supporting early recovery activities in the aftermath of disasters to mitigate their impact.

UNDP, in its [Strategic Plan for 2022-2025](#), highlights the ‘signature solution’ of supporting countries and communities in building resilience to shocks and crises, including conflict, climate change, disasters and epidemics. Similarly, OCHA’s [Strategic Plan for 2018-2021](#) as well as its focus for 2022 and beyond includes a commitment to transform humanitarian coordination, including through partnerships with the private sector, for a more local, efficient, and effective humanitarian response. CBI’s objectives are closely related to both strategic plans.

The recent addition of Indonesia and Viet Nam to the CBI family at the end of the year represents just the first step of CBI’s new expansion strategy. In 2022, the CBI family aims to grow further through local and regional activities in Latin America, sub-Saharan Africa, and Asia and the Pacific.

As natural hazards and extreme weather events become increasingly severe and frequent, integrating climate adaptation and mitigation measures in our approach is a must, and will become a major focus of our work going forward.

As we look forward to 2022 and beyond, OCHA and UNDP stand ready to work hand-in-hand to harness the power of the private sector for better disaster management, making a difference in people’s lives through a sustainable, accountable, and localized approach.



# Looking back on five years of CBI

Since its launch on 24 May 2016 during the World Humanitarian Summit, CBI has helped the private sector respond to more than 100 disasters ranging from tropical cyclones, major earthquakes and volcanic eruptions to situations involving conflict, violence and displacement. CBI Member Networks have helped over 18 million people and mobilized more than US\$84 million of cash and in-kind support.

Working with the UN, government authorities and thousands of local businesses, CBI Member Networks have prepared for emergencies through business continuity training sessions, mobilized and coordinated local private sector relief efforts, and contributed to community resilience and reconstruction projects.

To date, 70% of CBI Member Networks have been formally recognized as private sector representatives by their national disaster management offices, emergency operations centres and/or international humanitarian coordination structures. These achievements are making the case for collective private sector action in disaster management and have spurred on similar initiatives around the world.

**100+**  
disasters

responded to by CBI members

**18**  
million people

assisted with response activities

**84**  
million US\$

in cash and in-kind donations

*The results reflect CBI Annual Survey results from 2017 to 2021. All data is self-reported by CBI Member Networks.*





# 2021

## FACTS AND FIGURES

**CBi is dedicated to the idea that the private sector has a critical role to play in preparing for, responding to, and recovering from disasters.** CBi Member Networks— independent chambers of commerce, trade federations, business associations and private foundations—are ready, willing and able to lead private sector disaster management in their countries. CBi empowers local businesses to work hand-in-hand with governments, civil society, humanitarian organizations and affected people to alleviate human suffering while building more resilient societies.

---

### **Mananjary, Madagascar**

Children enjoy hot meals provided by humanitarian partners in the aftermath of Cyclone Batsirai. Local businesses contributed to the humanitarian response to the cyclone with the support from the Private Sector Humanitarian Platform (PSHP), the CBi Member Network in Madagascar. *OCHA/Viviane Rakotoarivony.*

---

## At least 1 million people assisted in humanitarian emergencies

CBI Member Networks supported humanitarian response activities relating to the COVID-19 pandemic, the earthquake in Haiti, Typhoon Rai in the Philippines and more. CBI Member Networks collected and distributed more than US\$7.2 million in cash and in-kind assistance, including ready-to-eat meals, water, petrol, mobile phone credits, cargo transportation and much more.

---

## 65,000 people reached through disaster preparedness activities

CBI Member Networks coordinated with the media and mobile network operators to send out early warning messages, conducted business continuity and other training sessions for businesses of all sizes to help them prepare for disasters, organized simulation exercises and mapped private sector resources and capacities.

---

## Over 8,000 individual members globally

CBI Member Networks are made up of over 8,000 individual business, association and federation members that together represent more than 275,000 micro-, small- and medium-sized enterprises (MSMEs) as well as national and multinational companies from a wide range of industries.

---

## Over 50,000 beneficiaries of early recovery programmes

Activities implemented by CBI Member Networks to foster a sustainable recovery from the COVID-19 pandemic included climate resilience projects, business skills development, training programmes and direct cash transfers. Several projects focused on women and girls because of the [disproportionately gendered impact of the COVID-19 crisis](#).

---

## CBI brand and visibility strengthened

In 2021, CBI published [19 publications](#), ranging from a major report on gender, disaster management, and the private sector to multiple case studies, guidance notes and business briefs. The CBI Secretariat also hosted [18 online events](#), including an [Introduction to the Humanitarian System for the Private Sector](#) and a panel examining [Private Sector Engagement in Disease Outbreaks and Multi-Hazard Scenario Planning](#).

---

## 13 local business networks supported

In 2021, CBI supported its Member Networks, helping build their capacities and their involvement in disaster risk reduction, preparedness, response and recovery. CBI is now present in 12 countries (Côte d'Ivoire, Fiji, Haiti, Indonesia, Kenya, Madagascar, Mexico, the Philippines, Sri Lanka, Turkey, Vanuatu and Viet Nam) and one region (the Pacific).



# Coordinating private sector contributions to disaster risk reduction, preparedness, response and recovery

From flooding in Sri Lanka to an earthquake in Haiti and the global COVID-19 pandemic, CBI Member Networks respond to crises, implement recovery activities and prepare for future disasters. CBI provides technical and financial support throughout the year to all Member Networks and direct operational support during major disasters.

## FUNDING LOCAL ACTION

In early 2021, CBI launched a funding facility to provide support to CBI Member Networks through local UNDP country offices in coordination with OCHA regional and country offices. In total, CBI committed approximately US\$500,000 to support 8 of our 13 Member Networks (in Fiji, Haiti, Madagascar, Mexico, Philippines, Sri Lanka, Turkey and Vanuatu). CBI Member Networks conducted a wide range of activities, including:

**MSME support.** MSMEs are the bedrock of most economies around the world, representing about 90% of global businesses and more than 50% of employers worldwide. In 2021, CBI Member Networks worked to support MSMEs, especially those negatively affected by the pandemic. In the Philippines, the **Philippine Disaster Resilience Foundation (PDRF)** designed and implemented a series of MSME business continuity training sessions and launched a youth and women innovation lab. In Haiti, the **Alliance pour la Gestion des Risques et la Continuité des Activités (AGERCA)** helped MSMEs set up crisis prevention and management committees, develop family emergency plans and run simulation exercises. And in Sri Lanka, the **Asia-Pacific Alliance for Disaster Management Sri Lanka**

“

In the last five years CBI business networks have assisted 18 million people in over 100 crises. As we work with countries to recover from the COVID-19 pandemic, prepare for future crises and ultimately achieve the SDGs, private sector partners are key to ensuring sustainable and localized responses that make a difference in people's daily lives.”



Achim Steiner  
Administrator, UNDP

**(A-PAD SL)** is working to diversify and build the resilience of MSMEs in the tourism sector and is also developing national guidelines for business continuity.

**Private sector coordination.** CBI Member Networks work to promote collective private sector disaster management in their own countries to ensure that assistance reaches those who need it most effectively and efficiently. In Madagascar, the **Plateforme Humanitaire du Secteur Privé (PHSP)** is setting up a business-led emergency operations centre and appointing subnational focal points for private sector coordination. In Mexico, the **Centro Nacional de Apoyo para Contingencias Epidemiológicas y Desastres (CENACED)** is building an online private sector disaster coordination platform. In Fiji, **FBDRC** is coordinating private sector response mechanisms to support and facilitate national response activities.



### Clark, Philippines

The Philippine Disaster Resilience Foundation (PDRF), a CBI Member Network, coordinated the private sector response to the Super Typhoon Rai/Odetta in December 2021 through their private sector-led Emergency Operations Center. PDRF led the collection of financial donations and deployed a team to the affected areas. *PDRF.*

**Anticipatory humanitarian action.** There is growing evidence that acting before the onset of a predictable shock is significantly more effective, efficient and dignified than traditional humanitarian responses. However, while more than half of humanitarian crises are in some way predictable, less than 1% of funding from humanitarian appeals is allocated to anticipatory action. As the global humanitarian system moves towards more anticipatory action, CBI Member Networks are helping bring this approach to private sector disaster management. In **the Philippines**, PDRF is enhancing the role of the private sector in anticipatory action through the development of anticipatory action triggers, mentorship and business continuity of MSMEs, and the provision of cash and voucher assistance.

**Climate action.** Climate change is real, and the effects of the climate crisis are creating new humanitarian crises and exacerbating and prolonging those that already exist.

In **Turkey**, **Business for Goals (B4G)** and the **Turkish Enterprise and Business Confederation (TÜRKONFED)** are using support from CBI to build the capacity of Turkish businesses to engage in climate resilience and climate risk management.

### SUPPORTING OPERATIONS ON THE GROUND

During major emergencies, **CBI Member Networks work hand-in-hand with governments, civil society, humanitarian organizations and other stakeholders to mobilize and coordinate the private sector.**

In **Haiti**, following a massive earthquake that hit the country on 14 August, **AGERCA** participated in national emergency coordination meetings and supported the Haitian General Directorate of Civil Protection as the official representative of the private sector and the civil society in the National System for Risk and Disaster Management.



Similarly, after Typhoon Rai made landfall in **the Philippines** in December, **PDRF** activated its business-led emergency operations centre, one of the first in the world, deployed teams on the ground and coordinated response activities with the Government and the UN Humanitarian Country Team. Find out more about CBI Member Network activities and responses on pages 16-19

The CBI Secretariat, based in Geneva and Istanbul, also provides regular technical and financial support during humanitarian emergencies. CBI Secretariat personnel support advocacy and communications efforts, facilitate meetings with donors and humanitarian and development partners, and liaise between CBI Member Networks

and local and global humanitarian focal points. The CBI Secretariat also supports OCHA in preparing and distributing business guides that outline how companies can get involved in an ongoing emergency. The guides published in 2021 included a [Business Guide on the Haiti Earthquake](#) and a [Business Guide on Typhoon Rai](#).

## BUILDING CAPACITY AND ADDRESSING KNOWLEDGE GAPS

**A major focus of CBI's work is to raise awareness around the role of the private sector in disaster management and to build the capacity of private sector actors to work with and support humanitarian and development programmes.**

### Building knowledge

In 2021, CBI and its partners produced 19 publications, including a major report on [Gender, Disaster Management, and the Private Sector](#), guidance notes on [Protection Against Sexual Exploitation and Abuse for the Private Sector](#) and [Conflict Sensitivity in Private Sector Disaster Management](#), a business brief—[Introduction to the Humanitarian System](#)—and much more.

### Learning with peers

CBI also partnered with PDRF and VBRC to promote peer-to-peer learning between CBI Member Networks. PDRF and VBRC produced a series of reports examining best practices and lessons learned from their own experiences, including [Guidance on Emergency Response Planning: Lessons from the PDRF Experience](#) and [Business Network Brief: Challenges and Lessons Learned from Vanuatu](#).

### Sharing experiences

CBI regularly publishes blog posts on topics related to private sector disaster management, which in 2021 included [Five trends that will shape private sector disaster management in 2022](#) (December), [Engaging the private sector to tackle the climate crisis](#) (August) and [Recognizing the importance of MSMEs to business networks and disaster recovery](#) (June).

All CBI publications, tools and resources are available online at [connectingbusiness.org](https://connectingbusiness.org).

## RAISING AWARENESS AND ADVOCATING FOR PRIVATE SECTOR ENGAGEMENT

CBI and its Member Networks continued to advocate for strategic engagement between governments, the UN and other international organizations and the private sector through participation in over a dozen events, including:



### United Nations General Assembly

*The UNGA is the main policymaking forum of the United Nations and meets annually in New York. It brings together heads of state and political leaders from around the world to discuss a wide range of political, social, humanitarian and cultural issues.*

CBI participated or was highlighted in several events held to mark the 76th session of the UNGA. OCHA's Acting Assistant Secretary-General and Deputy Emergency Relief Coordinator, Ramesh Rajasingham, [highlighted the value of CBI](#) and the "critical role" that businesses play "in providing livelihoods for the most vulnerable people and preserving stability for the communities in which they operate". Separately, CBI's Network Coordination Specialist, Rhiza Nery, [participated in a DevEx panel discussion on how the UN works with the private sector](#) along with the UN Global Compact Director of Programmes, Lila Karbassi, and UNDP's Sustainable Finance Hub Director, Marcos Neto.



### Humanitarian Networks and Partnerships Weeks

*HNPW brings together participants from the UN, NGOs, Member States, the private sector, the military, academia and beyond to discuss and find solutions for common challenges in humanitarian affairs.*

CBI represented the private sector in the HNPW programme and showcased the importance of private sector engagement in disaster management. The opening session of HNPW featured PDRF as a speaker, and VBRC participated in a later session. CBI also organized its [Annual Meeting](#) and held sessions on [private sector engagement in humanitarian-development-peace collaboration](#); [gender, disaster management and the private sector](#); [new technologies for disaster management](#)—a multi-stakeholder approach; and [private sector disaster management in disease outbreaks and multi-hazard scenario planning](#). Together, over 1,000 people participated in CBI events held during HNPW.



### Disaster Risk Reduction platforms

*The United Nations Office for Disaster Risk Reduction (UNDRR) organizes a global platform and a series of regional platforms for DRR. These platforms are forums for information exchange and partnership-building to improve DRR implementation among a wide range of stakeholders.*

CBI works closely with UNDRR and its Private Sector Alliance for Disaster Resilient Societies (ARISE) programme. As part of this collaboration, CBI participated in the International Day for Disaster Risk Reduction, organizing a joint webinar with ARISE Africa on [Strengthening the Role of the African Private Sector in Disaster Response](#). CBI also participated in the [Latin America and the Caribbean Regional Platform for DRR](#) and was one of the discussants during the ARISE Africa Private Sector Consultation that took place during the [Africa Regional Platform for DRR](#).



## SPOTLIGHT ON CBI

CBI's efforts to highlight the value of the private sector in disaster management were featured in several external publications in 2021.



The UN Secretary-General António Guterres addresses the General Assembly's 76th session in September 2021.

*UN Photo/Manuel Elias.*

### CBI mentioned to global audiences

CBI and VBRC were featured in an article on [Vanuatu and climate change](#) published in the online sustainability magazine **Impakter**. CBI was also highlighted in several articles about the Haiti earthquake, including a **DevEx** [op-ed focusing on the role of the private sector](#) in responding to the earthquake.

CBI was featured in the "Businesses partner to strengthen humanitarian responses" section of the [OCHA Annual Report 2020](#) (page 44) and in the "Future partnerships today: Working with the private sector" section of the [UNDP Annual Report 2020](#) (page 36).

The OCHA [Global Humanitarian Overview 2022](#) contained a special section on how the private sector mobilizes resources for emergency response that highlighted CBI and its Member Networks AGERCA, A-PAD SL, and PDRF.

### New website and social media channels

In 2021, CBI launched a completely [redesigned website](#) and established a presence on [LinkedIn](#) (adding to CBI's existing accounts on [Facebook](#), [Twitter](#) and [YouTube](#)). CBI's social media followers grew by more than 20% in 2021, thanks in large part to the ongoing #5YrsofCBI campaign featuring one Member Network each month. As measured by an external media monitoring firm, CBI was featured at least 70 times in global media and reached a minimum of 7.1 million people.

Follow CBI Member Networks on [Twitter](#).

# CBI Member Networks overviews and key activities

## Côte d'Ivoire

**Plateforme Humanitaire du Secteur Privé de Côte d'Ivoire / Humanitarian Private Sector Platform of Côte d'Ivoire (PHSP)**

208 association and individual members representing 3,500 companies.

[Find out more](#)

Despite severe restrictions caused by the COVID-19 pandemic, PHSP Côte d'Ivoire continued to raise awareness about mitigation measures and distribute health kits and other donations from the private sector. PHSP is also running a private sector call centre to provide information and guidance, including support with business continuity planning.

*PHSP Côte d'Ivoire, which was launched in 2017 and is hosted by the Confédération Générale des Entreprises de Côte d'Ivoire (CGECI), brings together private sector actors that wish to engage in humanitarian action in a strategic and coordinated manner. CGECI works together with the private sector, the government, UNDP and the Red Cross of Côte d'Ivoire.*

## Fiji

**Fiji Business Disaster Resilience Council (FBDR)**

399 members

*FBDR was launched in 2016 and is hosted by the Fiji Commerce and Employers Federation. It provides a coordination mechanism for the Fijian private sector to engage with the Government and other partners in building resilience as well as response and recovery activities.*

[Find out more](#)

In early 2021, Fiji had to deal with the consequences of Cyclone Yasa (which struck the country in December 2020) and Cyclone Ana (which caused extensive flooding and destruction in January 2021), as well as the impact of the COVID-19 pandemic. FBDR partnered with the National Disaster Management Office to help spread awareness messages and support information management.

In January and February 2021, FBDR also conducted a training programme on business continuity planning with USAID Climate Ready. These workshops helped to spread information on disaster awareness and preparedness and provide solutions to address the ongoing impacts of the pandemic on businesses.

FBDR facilitates active engagement between private and public sectors and development partners towards risk reduction, preparedness, response & recovery.



**FBDR sits under the Fiji Commerce and Employers Federation and allows the private sector to manage impacts from disasters and support the public sector and civil society in building climate resilience and preparedness to respond to disasters. Our partnership with CBI is strategic and will enhance outcomes for Fiji and the Pacific."**



**Karunesh Rao**  
Chair, FBDR



## Haiti

### Alliance pour la Gestion des Risques et la Continuité des Activités / Alliance for Risk Management and Business Continuity (AGERCA)

29 members

AGERCA was launched in 2008 and encourages Haitian businesses and civil society to identify the risks that they are exposed to and seek solutions. AGERCA also raises awareness around risk prevention and helps connect the private sector to national disaster management structures in Haiti.

[Find out more](#)

Following the 7.2-magnitude earthquake that struck southern Haiti on 14 August 2021, AGERCA helped coordinate the response of the private sector, civil society and the Haitian diaspora. In collaboration with the Haitian Government, AGERCA provided phone credits to support information management and coordination. In addition to financial contributions, AGERCA member companies and partners made in-kind donations of critical items including thousands of gallons of potable water, clothes, and solar-powered refrigerators. The network conducted an awareness campaign about the role of the local private sector and the importance of local procurement in the international response to disasters. AGERCA also continued its preparedness activities and training programmes for local businesses and communities, including by providing training in schools.

## Indonesia

### Kamar Dagang dan Industri Indonesia / Indonesian Chamber of Commerce and Industry (KADIN)

34 provincial members and 181 umbrella associations representing almost 25,000 companies

KADIN was founded on 24 September 1968 through the passage of Act No. 1 of 1987. KADIN's members consist of entrepreneurs and national businesses from various sectors, private enterprises, cooperatives, and government-owned enterprises.

[Find out more](#)

KADIN officially became CBI's newest Member Network in December 2021. The partnership between CBI and KADIN will help build on the network's capacity for private-sector crisis coordination with OCHA and UNDP Indonesia.

Through its Division for Social and Disaster Management, KADIN provided emergency assistance to communities affected by the eruption of Mount Semeru in December 2021. This was implemented in partnership with local governments and civil society organizations. KADIN also worked with CBI's local focal points to map affected local businesses and provided relief assistance to communities affected by the flooding in West Kalimantan in November.



**Partnering with the Connecting Business initiative will help us strengthen the links between the Government, the private sector and the UN so that our local businesses and communities are able to manage disasters more efficiently. From the business perspective, it's a smart thing to do."**



**Suryani Motik**  
Head of Social Affairs and Disaster Management, KADIN

## Madagascar

### Plateforme Humanitaire du Secteur Privé de Madagascar / Private Sector Humanitarian Platform of Madagascar (PSHP Madagascar)

50 members

*PSHP Madagascar was created in 2014 and was structured as an association in 2017. Its mission is to bring together its business members to facilitate and coordinate their actions with those of other humanitarian stakeholders and the government Bureau of National Risk and Disaster Management.*

[Find out more](#)

The Grand Sud region of Madagascar suffered in 2021 from the impacts of a prolonged drought that affected millions of people. At the end of 2021, over half a million people faced emergency levels of food insecurity and about 28,000 were living in famine-like conditions. PSHP Madagascar received funding from one of its member companies (Société Générale Madagasikara, BFV-SG) to help upgrade the water pumping system of an existing well in Marojela, in partnership with the NGO Medair. PSHP also received funding to help another NGO, GRET, purchase and distribute 3-4 weeks' worth of food items for 56 households in Ambohitse II.

In partnership with the World Health Organization (WHO) and one of its members, the Axian Foundation, the PSHP contributed to the COVID-19 response by setting up and coordinating a vaccination centre, which administered 21,718 doses in 2021.

The platform also carried out a disaster risk reduction project by rebuilding a bridge in Antananarivo region, using flood-resistant techniques. The project was co-financed by Terre Plurielle Foundation.

## Mexico

### Centro Nacional de Apoyo para Contingencias Epidemiológicas y Desastres / National Support Centre for Epidemiological Contingencies and Emergencies (CENACED)

50 members

*CENACED is an NGO established by a coalition of Mexican businesses in 2012. It represents private sector organizations on the National Council of Civil Protection in Mexico, which brings together companies, civil society, government institutions and other stakeholders to support disaster risk reduction, emergency preparedness, response and recovery initiatives.*

[Find out more](#)

In 2021, CENACED continued to support communities affected by the COVID-19 pandemic through a psychological assistance hotline, which received 14,100 calls in 2021, donations of hygiene kits for medical personnel and the provision of pre-paid cards to families who had lost their jobs due to the pandemic.

Together with ARISE, the Tigres soccer team and KPMG, CENACED also distributed hygiene kits to 100 families affected by flooding in Tula, Hidalgo, during the hurricane season.

Acting in solidarity with Haiti, CENACED collected donations and sent 200,000 masks after the August earthquake.



**The earthquakes of 2017 and COVID-19 have shown that when disasters and emergencies happen, it manifests the willingness and impulse of the people for sharing and helping. But doing this effectively can only be achieved with the capacity of an institutional organization."**



**Silvia Novoa**  
Member, CENACED Council



**Maasin City, Philippines**

Distribution of repair kits were distributed in Tam-IS, Maasin City in the aftermath of Typhoon Rai/Odette which pummelled coastal communities across 11 out of 17 regions of the Philippines. OCHA/Almudena Montoliú.



## Philippines

### Philippine Disaster Resilience Foundation (PDRF)

64 members

*After devastating typhoons in 2009, Filipino business leaders and NGOs responded by establishing an organization initially known as the Philippine Disaster Recovery Foundation, which signed a cooperation agreement with the Government. After successive large-scale disasters in 2013, PDRF was reorganized as the private sector's umbrella organization for disaster preparedness, relief and recovery. Two years later, its name was formally changed to the Philippine Disaster Resilience Foundation, encompassing the entire disaster risk reduction and management framework.*

#### Find out more

PDRF celebrated its tenth anniversary in 2021, during which it continued activities responding to the COVID-19 pandemic. These included mobilizing its member companies to support the national vaccination campaign, reaching out to vulnerable communities including people living with disabilities, providing meals to medical workers in COVID-19 referral hospitals and organizing workshops on mental health.

PDRF also assisted communities that were evacuated following the eruption of Taal volcano in July 2021 by distributing hygiene kits and children's toys. PDRF engaged in work relating to the climate emergency, such as co-organizing the [Philippine Water Challenge](#) and collecting donations to plant trees during World Humanitarian Day.

The experience and knowledge of PDRF were also essential in supporting programmes on business continuity. In partnership with UNDP and OCHA Philippines and with the support of CBI, PDRF launched a digital platform called the [SIKAP MSME Resilience Hub](#). SIKAP (short for Synergizing Recovery Initiatives, Knowledge, and Adaptation Practices for MSMEs) is a unified online hub of tools and information on COVID-19 response and recovery tips for MSMEs. SIKAP also facilitated a survey of MSMEs to gather inputs on how COVID-19 was affecting them. Through SIKAP, PDRF, UNDP and OCHA Philippines developed [PUHON](#), a strategic foresight planning toolkit for MSMEs.

PDRF also developed a [training programme for hospitals](#) and government agencies on public service continuity and continued to implement its programme for the conflict-affected communities of Marawi, conducting training for first responders and installing 109 rainwater catchments to provide clean water in the community.

PDRF was actively involved in the response to Typhoon Rai (known locally as Typhoon Odette), which struck the Philippines on 16 December, claiming 407 lives and displacing more than 500,000 people. Thanks to its private sector-led Emergency Operations Centre, PDRF was ready to intervene within hours. It organized operational briefings for its member companies and partners in coordination with the Government and UN representatives. PDRF deployed teams to the most affected provinces for rapid damage and needs assessments and represented the Filipino private sector in meetings with the UN Humanitarian Country Team, National Disaster Risk Reduction and Management Council, Philippine Red Cross and other stakeholders. The network provided 196,000 ready-to-eat meals, transported over 200 tons of goods and assisted about 70,000 families with food rations. In total, the private sector contributed over US\$5.5 million through in-kind donations and US\$400,000 in cash.

Finally, PDRF collaborated with CBI to share their experience through three knowledge products: [Responding to Multiple Disasters: Case Study on the PDRF Emergency Operations Center and Response to Super Typhoon Goni and Vamco during the COVID-19 Pandemic](#); [Guidance on Emergency Response Planning: Lessons from the PDRF Experience](#) and [Integrating Conflict Sensitivity in Private Sector Disaster Management: Lessons from the PDRF](#).

## Sri Lanka

### Asia-Pacific Alliance for Disaster Management Sri Lanka (A-PAD SL)

700+ members

*Launched in 2014, A-PAD Sri Lanka aims to coordinate and support disaster preparedness and risk reduction, mitigation, capacity-building and relief activities across Sri Lanka. A-PAD Sri Lanka also facilitates other alliances in the Asia-Pacific region and supports global frameworks and advocacy in disaster management, linking civil society and private sector organizations in humanitarian and development activities.*

[Find out more](#)

A-PAD SL responded to four disasters in 2021: COVID-19, an urban fire and two monsoons. The network coordinated a new pilot project in response to floods and landslides in June 2021. Its member company Union Assurance PLC provided 3,000 cooked meals to people who were severely affected by floods in the Kaduwela DC division. As the country was in COVID-19 lockdown, A-PAD SL helped identify safe centres and arranged approval for travel/delivery, travel escorts, security and COVID-19 protocols, all in coordination with the national Government and local authorities.

The network was also actively engaged in the response to the flooding that followed the heavy monsoon rain in November, sending search and rescue teams and distributing food rations to affected families.

In addition to their response activities, A-PAD SL [trained people in search and rescue activities](#), in collaboration with regional partners, the military and local businesses.



**The CBI platform has enabled us to explore international standards and receive guidance on achieving resilience along with sustainable development. Networking with partnering nations on knowledge management and expertise has truly added value.”**



**Firzan "Hush" Hashim**  
Country Director, A-PAD SL

## Turkey

### Business for Goals platform (B4G) and Türk Girişim ve İş Dünyası Konfederasyonu / Turkish Enterprise and Business Confederation (TÜRKONFED)

314 associations and federations representing more than 54,500 businesses

CBI in Turkey is led by TÜRKONFED, an umbrella business association for Turkish SMEs, and the B4G platform. B4G was launched in 2018 as a strategic partnership between UNDP Turkey, TÜRKONFED, and the Turkish Industry and Business Association (TÜSİAD), which is an umbrella business association for large enterprises in Turkey.

[Find out more](#)

TÜRKONFED and B4G organized three virtual workshops in February and March 2021 designed to prepare for the scenario of a major earthquake in Istanbul. The workshops focused on five critical sectors such as transportation and logistics, energy, information and communication technology, insurance & finance, food & agriculture. The aim was to discuss how to mitigate the impact on public health, economy, and mental health in the case of a major earthquake, as well as lessons learnt from the COVID-19 pandemic on critical sectors. A report based on the workshop outputs will be launched in March 2022.

Given the impact of COVID-19 on business associations, TÜRKONFED, with the support of The UPS Foundation, prepared a [comparative analysis on crisis management practices](#) from business associations around the world in order to help develop new products and services for Turkish businesses.

With CBI's support, TÜRKONFED and B4G, in collaboration with Sağlam KOBİ, trained 29 MSMEs in İzmir to develop Emergency Action Plans. B4G and TÜRKONFED also worked with CBI on a study of the impacts of COVID-19 on women entrepreneurs and co-organized a webinar to share [best practices from Turkey](#) on promoting gender-inclusive practices in the private sector. Within the scope of the same COVID-19 Project, B4G developed a ["Trusted Vendors' List on PPE"](#).

In October 2021, TÜRKONFED and B4G launched their Business Climate Resilience Project, which aims to facilitate multi-stakeholder discussions and to develop a working group for knowledge exchange and coordination on business and climate resilience.



**TÜRKONFED strives for common ground regarding disasters in Turkey. A cohesive action can only be implemented via active involvement from stakeholders such as private sector, municipalities, academia, and NGOs alongside public bodies."**



**Arda Batu**  
Secretary-General and Board Member,  
TÜRKONFED



## Vanuatu

### Vanuatu Business Resilience Council (VBRC)

5,808 members

*VBRC is a registered charitable organization under the Vanuatu Financial Services Commission and a standing committee of the Vanuatu Chamber of Commerce and Industry (VCCI), which was established in 2017 to coordinate and strengthen the engagement of the private sector in disaster risk reduction, emergency preparedness, response and recovery, and climate change adaptation and mitigation in Vanuatu.*

[Find out more](#)

As part of its ongoing response to the COVID-19 pandemic, VBRC mobilized the local private sector to support the Government's vaccination campaign by organizing vaccination parties and providing food and cash voucher incentives for people to get vaccinated. In collaboration with VCCI, VBRC also developed short videos, podcasts and other multimedia content to raise awareness on the importance of vaccination. The two organizations encouraged local businesses to adopt safe business protocols to prevent the spread of COVID-19 by [sharing tools and advice](#).

To help communities recover from the severe economic impacts of the pandemic and the destruction brought by Tropical Cyclone Harold in 2020, VBRC led the implementation of two recovery programmes. First, the [Phoenix Women in Business](#) programme offered coaching sessions, mentoring, business skills coaching and leadership skills development to women business owners. It was done in partnership with UN Women Pacific, the Women's Peace and Humanitarian Fund and several civil society organizations. Second, VBRC also extended the implementation of its [Unblocked Cash Programme](#), a recovery project using blockchain technology in partnership with Oxfam. The programme targeted communities affected by Tropical Cyclone Harold and vulnerable groups such as widows and people living with disabilities.

VBRC organized business continuity planning for small businesses ahead of the cyclone season, participated in simulation exercises on COVID-19 with the local government and facilitated a training programme for small businesses on e-banking on the International Day for Disaster Risk Reduction in October. VBRC also led training initiatives for Government and civil society leaders in Fiji, Palau and Tonga on business continuity planning, with support from UNDP and ILO.

Finally, VBRC partnered with the Ministry of Climate Change Adaptation to co-host the Melanesian Sub-Regional Private Sector Workshop on Climate Finance. This was the first collaboration of its kind between the Government and Vanuatu's private sector in terms of climate financing.

“

**Knowledge sharing between CBI Member Networks has given VBRC the capacity to change lives. Thanks to CBI's tools and guidelines, the private sector has a credible voice in disaster response in Vanuatu."**



**Glen Craig**  
Chair, Vanuatu Business Resilience Council (VBRC)

**Port Vila, Vanuatu**

Sophie Tariliu was able to purchase equipment for her restaurant in Vanuatu through the Phoenix Women in Business project implemented by the Vanuatu Chamber of Commerce and Industry on behalf of the Vanuatu Business Resilience Council (VBRC).  
*VBRC/Groovy Banana.*

## Viet Nam

**Liên đoàn Thương mại và Công nghiệp**

**Việt Nam / Viet Nam Chamber of  
Commerce and Industry (VCCI)**

*400 associations representing over  
200,000 businesses*

*VCCI brings together and represents the  
business community, employers and business  
associations from all economic sectors in  
Viet Nam.*

[Find out more](#)

In August 2021, VCCI, the Viet Nam National Disaster Management Authority (VNDMA), and UNDP Viet Nam established a working group on promoting the role of enterprises in disaster prevention, response to climate change and epidemics. The working group aims to enhance awareness, capacity and proactiveness among the business community in relation to disaster prevention and responses to climate change and epidemics. It also seeks to promote public-private cooperation and dialogue between the Government and the business community around disaster risk reduction and management.

In October 2021, VCCI, VNDMA and UNDP Viet Nam organized a workshop to engage business networks in disaster and climate resilience and prepare for future epidemics. The workshop served as an opportunity to launch the working group and gather inputs on the establishment of a national network that can champion the role of businesses in disasters and climate change.

With the support of UNDP Viet Nam, VCCI and its regional networks in Da Nang and Can Tho will focus on several capacity-building activities to develop business continuity plans for MSMEs and build their subnational networks' capacity around disaster risk reduction and management and climate change adaptation.



**With support from CBI and UNDP, it is expected that the working group promotes the role of the private sector in disaster prevention, climate change and epidemic resilience. It will be a reliable place for the business community and business associations to seek information and implement activities for the community and the environment."**



**Nguyen Quang Vinh**  
Vice President, VCCI.



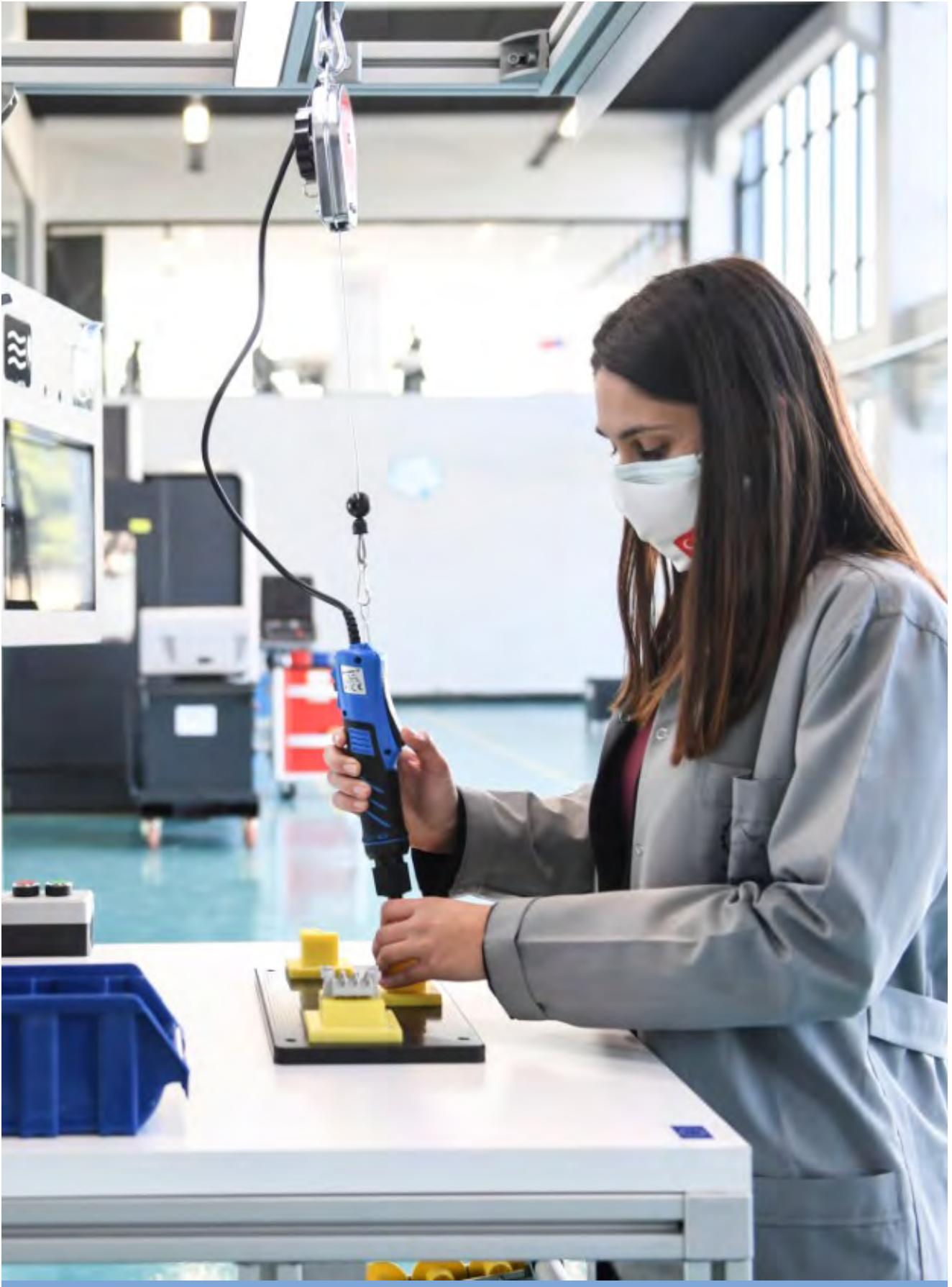
## Prospective new networks



**In 2021, CBI conducted regional landscape assessments for Latin America and sub-Saharan Africa. These initiatives aimed to support CBI's network scoping and expansion strategies in the two regions by identifying existing private sector networks and assessing their current capacity and engagement in disaster risk management initiatives.**

The regional landscape assessments also helped facilitate potential partnerships with the business community, Governments and UN agencies in launching prospective CBI Member Networks. Working with regional private sector specialists, CBI initially assessed a total of 29 countries (9 in Latin America and 20 in sub-Saharan Africa). CBI also conducted 20 key informant interviews with focal points from OCHA, UNDP, UNDRR and several UN Resident Coordinator Offices. Finally, outreach workshops were held in four countries in Latin America and three countries in sub-Saharan Africa.

The regional landscape assessment evaluated existing business networks by identifying and comparing their different initiatives on knowledge management, advocacy, convening, resource mobilization and disaster risk reduction and management activities. By looking into existing business networks in the countries where it conducted the assessment and consulting with country offices, CBI identified a total of seven prospective countries to focus on as candidates for CBI's expansion in 2022: Guatemala, Peru, Honduras and Panama in Latin America and the Democratic Republic of the Congo, Nigeria and Mozambique in sub-Saharan Africa.



**Turkey**

A woman working in a Turkish factory. A study conducted by TÜRKONFED found that more than 84% of women entrepreneurs were negatively affected by the COVID-19 pandemic. *UNDP Turkey.*

# Looking ahead

**CBI and its Member Networks have accomplished a great deal in their first five years. As we look to the future, we are taking steps to ensure that we remain fit-for-purpose for the next five years and beyond. Given the immense scale of recent humanitarian needs and the increasing frequency and severity of climate-related disasters, a whole-of-society approach to solving humanitarian and development challenges is more relevant now than ever before.**

In 2021, we continued to work around COVID-related lockdowns and restrictions while new Member Networks and new personnel joined us. These changes brought both challenges and successes but most importantly, they led to growth.

Looking to 2022 and beyond, CBI will build on the lessons learned from the last five years. We will grow the CBI family to more countries and regions in need and we will evolve to further adapt to the needs of our Member Networks and other partners.

Going forward, CBI is determined to scale its presence around the world by identifying and working with a wide range of new local and regional partners. We will focus more on crisis coordination, ensuring that all CBI Member Networks have the on-the-ground support they need to play a major role in disaster preparedness, response and recovery. We will embark upon a wide-ranging review of our existing knowledge products to ensure that they are simple,

“

**The sheer number and variety of climatic events heading our way means everyone has to step up. The private sector, already plugged into the local community, has huge advantages. We are so pleased to be able to help businesses come together to make a positive difference.”**



**Martin Griffiths**

Under-Secretary-General for Humanitarian Affairs and Emergency Relief Coordinator, OCHA

easy to find and use as well as reflect the most recent guidance and knowledge. We will deepen our engagement around the key emerging issues of our time, including responding to the climate crisis, investing in and enabling community resilience, focusing on gender in disaster management, promoting localization and ensuring that the voices of affected people themselves are put at the centre of all that we do.

Our vision at CBI is to curate information so that the private sector—from MSMEs to large national and multinational companies—can navigate these uncharted waters. We know that there is strength in working together, learning from each other and supporting each other through crises, no matter their type or where they occur.

We invite you to share this report with your network or reach out to us if you have suggestions on how to get CBI in front of more stakeholders, be they business networks or federations or corporate leaders.



Connect with us

Visit us online at

[connectingbusiness.org](https://connectingbusiness.org)



connectingbusinessinitiative



connecting\_biz



connecting-business-initiative

OCHA and UNDP thank our generous global partners  
for their support to CBI in 2021

