



Credit: UNDP/Michael Atwood

Progress Report 2017

Reflections from UNDP and OCHA management

"CBI is a demand-driven, multi-stakeholder partnership that supports the Sustainable Development Goals."

It has been quite a journey since the World Humanitarian Summit of May 2016, at which the Connecting Business initiative (CBI) was launched.

The idea for CBI developed over time; through OCHA's engagement in disaster preparedness and response, UNDP's engagement in disaster risk reduction and recovery, and the private sector through the 21 business consultations leading up to the World Humanitarian Summit. These experiences demonstrated that while the private sector had been active in emergency preparedness, response and recovery, it was looking to engage more strategically. The Connecting Business initiative was born out of this need.

CBI is a demand-driven, multi-stakeholder partnership that supports the Sustainable Development Goals (SDGs). It is one of the first joint initiatives between United Nations organizations engaging the private sector and it is unique in many ways. It represents the New Way of Working, over multiple years and towards collective outcomes, and based on the comparative advantage of a diverse range of actors. CBI Member Networks and their companies, partners and host governments have truly championed the spirit of the initiative. In 2017, eight of the CBI networks responded to crises, working alongside other actors and providing critical expertise and resources to affected populations. All 13 networks worked on preparedness activities. More CBI achievements and examples of network activities are presented in the coming pages.

As the first full year of the initiative, 2017 was in many ways a year for reflection. This Progress Report therefore provides an overview of the results of the first CBI Annual Survey. Whereas feedback has been overwhelmingly positive and based on experiences and lessons learned, we have also identified gaps—in addressing complex emergencies, measuring impact and exploring innovations. These will be our additional focus areas in 2018.

We hope this Progress Report will also inspire more private sector networks and other partners to assess how their contributions could make a greater difference. The success of CBI to date would not have been possible without the support of our global Resource and Programme Partners—namely (in alphabetical order), the Boston Consulting Group, Conrad N. Hilton Foundation, European Union (EU) Enhanced Response Capacity, Government of Australia, Government of Belgium, International Federation of Red Cross and Red Crescent Societies, United Nations Global Compact and The UPS Foundation—which have provided much-needed financial and in-kind contributions, and expertise and guidance to the initiative. We would also like to thank the United Nations Office for Disaster Risk Reduction, CBI's technical advisor, for its support, especially in the Pacific region.

The complex and multidimensional nature of today's crises necessitates collective responses. Against this background, we look forward to your continued collaboration and support in 2018.



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Overview of CBi

CBi engages the private sector in creating more resilient communities and meeting the needs of people affected by humanitarian emergencies.

The Connecting Business initiative (CBi), launched at the World Humanitarian Summit in May 2016, aims to transform the way the private sector engages before, during and after crises. It is the only joint initiative between United Nations organizations that engages the private sector at the intersection of the humanitarian, development and peace agendas. The initiative therefore supports the Agenda for Humanity, the Sustainable Development Goals (SDGs) (in particular SDG 17—partnerships; SDG 1—no poverty; SDG 11—sustainable cities and communities; and SDG 13—climate action), the Sendai Framework for Disaster Risk Reduction and the Sustaining Peace Agenda.

By supporting private sector networks, CBi contributes to creating more resilient communities, increasing local capacity and alleviating human suffering (see the image below for CBi Member Network locations in 2017). CBi coordinates its work closely with both OCHA field offices and UNDP offices in the countries and territories where they are present.

The Connecting Business initiative is operated by a Secretariat (jointly managed by OCHA and UNDP) and governed by a multi-stakeholder Executive Committee.

CBI SUPPORTED PRIVATE SECTOR NETWORKS IN 13 LOCATIONS IN 2017



Highlights from the 2017 CBI survey

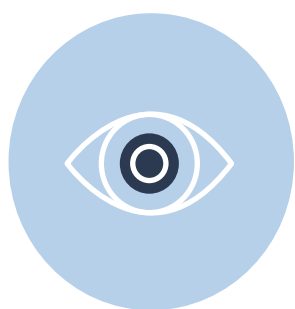
To assess the initiative's value proposition, collect feedback on performance and gather suggestions on priority areas, CBI conducted a survey among its Member Networks and Executive Committee Members. The results were encouraging across different areas, indicating that CBI is valued by its key stakeholders and on the right track in addressing humanitarian needs.



Top reasons organizations have partnered with CBI

- Engage with a **global initiative with local presence**
- Acquire **knowledge on private sector contributions** to disaster management
- Respond to humanitarian needs through **collective action**
- Establish **links with the United Nations**
- Learn from and share **best practices** with peers and other experts



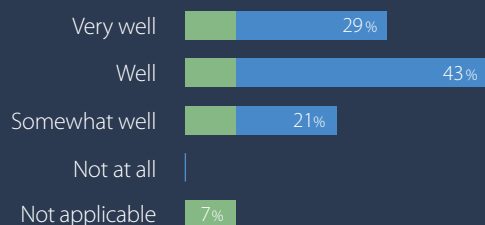


Areas in which CBi should focus its efforts in the future

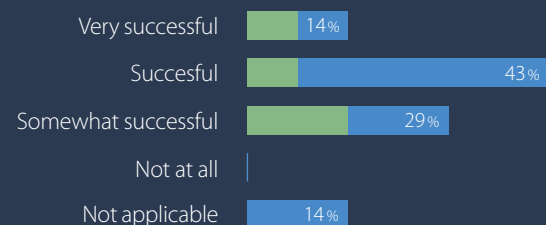
- Promoting private sector **engagement in disaster management**
- Increasing **capacity of Member Networks**
- Providing **guidance for companies** on how to contribute to broader humanitarian efforts
- Helping **identify specific needs** and **facilitating private sector engagement** in disaster management

SURVEY RESULTS

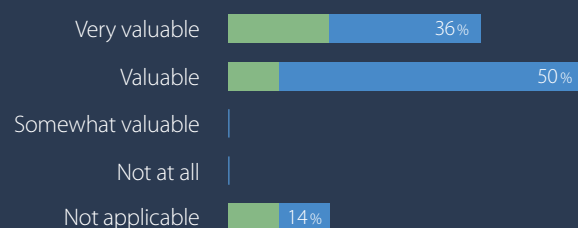
To what extent has CBi helped connect the private sector and coordinate with other actors in disaster management?



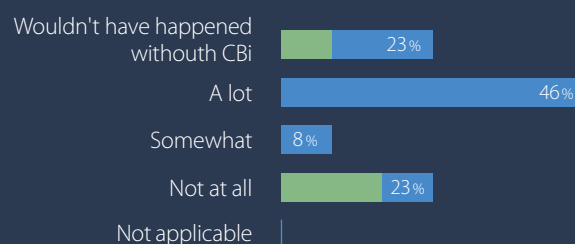
How successful has CBi been in raising awareness of and advocating for private's sector role in disaster management?



How valuable has CBi support been in strengthening private sector networks?



To what extent has the engagement with CBi influenced your work to address disaster management?



Achievements in 2017

Strengthening private sector networks

The Connecting Business initiative **supported 13 networks around the world** in strategically engaging the private sector in disaster management. These networks have a combined membership of over 500 companies. **Three new networks were launched** in 2017: Côte d'Ivoire, the Pacific and Vanuatu.

Together with the Boston Consulting Group, **CBI developed two flagship tools** to promote good practices and improve the efficiency of Member Networks. The Network Foundation

Guide provides step-by-step guidance for launching and strengthening private sector networks, including resources for analysing the landscape relevant to private sector engagement. The Network Assessment Tool enables CBI Member Networks to assess their maturity and performance, identify gaps in programming, measure performance against benchmarks and strategically act on priorities.

Private sector coordination in disaster management

Eight of the CBI-supported networks responded to crises, working alongside national and international actors in organizing information campaigns, assisting affected communities, rebuilding critical infrastructure and helping in recovery. These included the following locations, situations and actions:



Fiji

Flooding, landslides, tsunami alerts

Kenya

Drought, refugee camps, election preparedness

Madagascar

Cyclone Enawo response, pneumonic and other plagues

Mexico

Earthquakes

Nigeria

Internally displaced people

Pacific and Vanuatu

Volcanic eruption (Vanuatu)

Philippines

Typhoon, earthquakes, Marawi conflict

Sri Lanka

Floods, drought, dengue, urban disaster

Some of the CBI Member Networks provided information on the value of their **contributions to resilience building and humanitarian action, estimated at just under US\$20 million** (comprised of over \$4 million in financial and \$15 million in in-kind contributions). The value of engagement, however, vastly exceeds the direct value of the above-mentioned contributions, as the private sector also supports the building of national and community-level resilience by providing core skills and developing innovative solutions—elements that are critical to the sustainability of local economies and to the fabric of society.

In addition, networks—including those that did not experience disasters in 2017—**worked on disaster preparedness and resilience**, taking part in simulation exercises, engaging in advocacy and national dialogues, building information and communication systems, and providing business continuity trainings, especially to micro-, small- and medium-sized enterprises (MSMEs).

Some CBI Member Networks and other partners developed tools, particularly for Business Continuity Planning. The networks in the Pacific and Fiji developed a Disaster-Ready Business Toolkit with videos, fact sheets and checklists to help businesses prepare for disasters. The UPS Foundation and the U.S. Chamber of Commerce Foundation—both active CBI supporters and partners—together with the World Economic Forum and the Disaster Resistant Business (DRB) Toolkit Workgroup, developed Resilience in a Box to educate business leaders, particularly SMEs, on disaster preparedness and business resilience.

CBI Member Networks also led other innovative efforts. The Member Network in the Philippines, the Philippine Disaster Resilience Foundation, launched the world's first private sector-operated Emergency Operations Centre. The Mexico network, led by the Centro Nacional de Apoyo para Contingencias Epidemiológicas (CENACED), developed a mobile application for matching disaster recovery needs with monetary and in-kind support as well as volunteers. The Sri Lanka network, led by the Asia Pacific Alliance for Disaster Management, Sri Lanka (APAD-SL), worked with a local taxi-hailing mobile application called PickMe to incorporate an SOS feature for rescuing stranded people.

CYCLONE ENAWO RESPONSE IN MADAGASCAR

The CBI Member Network in Madagascar, La Plateforme Humanitaire du Secteur Privé de Madagascar, responded to Cyclone Enawo in March 2017, mobilizing the resources and capacities of over 100 companies. The network leveraged its telecom companies and

dispatched an information campaign before the cyclone hit to advise affected populations on how to prepare. Members of the network supported over 8,000 families, for example through mobile cash transfers, and helped rebuild 15 schools.



Partnership building

CBi worked with 10 global partners and hundreds of local partners:

- The United Nations Office for the Coordination of Humanitarian Affairs (OCHA) and the United Nations Development Programme (UNDP) jointly manage the CBI Secretariat. The United Nations Office for Disaster Risk Reduction provides technical advice on disaster risk reduction.
- **Global Resource Partners** included the Boston Consulting Group, Conrad N. Hilton Foundation, Government of Belgium, The UPS Foundation and the three that joined in 2017: the European Union (EU) Enhanced Response Capacity, Government of Australia and the United Nations Global Compact.
- The International Federation of Red Cross and Red Crescent Societies (IFRC) is a **global Program Partner** of the initiative.
- The CBI-supported networks worked with hundreds of local, international and multi-national companies.



Credit: UNDP / Morgana Winpard

Advocacy and awareness raising

CBi raised awareness of and advocated for private sector engagement in disaster management by supporting **23 global and local events**, including, for example, the UN Climate Conference (COP23) in Bonn and the World Economic Forum in Davos. The first CBI Annual Event was convened in Geneva during the Humanitarian Networks and Partnerships Week. A high-level side event on 'Collective private sector action for disaster risk reduction, emergency preparedness, response and recovery' was convened in September during the UN General Assembly week in New York.

CBi received 132 media mentions in 2017. This media coverage, through outlets such as Al Jazeera, Devex, Euroinvest and the World Economic Forum, reached an **audience of over 129 million people**.

CBi was featured in two global reports. In the OECD-prepared 'Anticipate, Do Not Wait, For Crises: Analytical Paper on WHS Self-Reporting on Agenda for Humanity Transformation', CBi was featured as a key innovation to enable more effective strategic engagement of business in building resilient communities and meeting the needs of people in crisis. In the UN Secretary-General's report 'Enhanced cooperation between the United Nations and all relevant partners, in particular the private sector', CBi was promoted as an example of the transformative role of local business networks.

CBi updated its online portal to promote best practices, share lessons learned and create an online community. The **portal attracted a global audience from 157 countries** and the number of page views in 2017 surpassed 33,600.

Priorities for 2018

In 2018 CBI will expand its portfolio and launch new work streams that support ongoing activities and address identified gaps and needs.



Credit: UNDP Maldives & DJI

Complex emergencies

While a body of knowledge and guidance materials exists in relation to private sector engagement in disaster risk reduction and natural disasters, there is a significant gap in relation to collective private sector engagement in complex emergencies. Since many CBI-supported networks operate

in or are affected by complex emergencies and man-made disasters, CBI will develop and implement a Guidance Toolkit to support its networks engaging in these more challenging operating environments. Read more at

www.connectingbusiness.org/complexemergencies

Innovation and new technologies

CBI will further help to disseminate information on the following: existing innovative solutions for disaster management and how the private sector can further support national systems; how technology, such as blockchain, can support private sector systems to improve

resilience; and how the use of artificial intelligence and big data tools for hazard prediction can improve prevention, preparedness and early warning systems. Read more at

www.connectingbusiness.org/innovation

Impact measurement and network organizational effectiveness

The preliminary results of the CBI Network Assessment Tool indicate that CBI Member Networks provide clear value to their stakeholders, yet only a few of them currently invest in monitoring, evaluation and impact measurement. This hinders their ability to demonstrate systematic evidence of their impact, mobilize new members and strengthen

their overall efforts. In 2018, CBI will therefore focus on developing tools and providing more support to networks in monitoring and evaluating their activities and measuring the impact on societal and business resilience. Read more at

www.connectingbusiness.org/impactmeasurement



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