Disaster Assistance & Recovery: The Role of Business

Presented by Gerald McSwiggan
Role of BCLC-Strategies

- Sharpening and Clarifying the Business Role in Disasters
- Helping Businesses be Effective in Disaster Giving and Community Investment
- Telling the Story of the Good Works of Businesses
Role of BCLC-Tactics Before Disaster

• Annual Issues Forum
• Annual Workshop
• Best Practices Report
• White Papers/Research Reports
• Issue specific webinars
• Local Chamber Preparedness
• Blogging/Social Media
Role of BCLC-Tactics After Disaster

- Coordination Conference Calls
- Corporate Response Tracker
- National Disaster Help Desk for Business
- Mapping
- Corporate Delegation Trips
- Mutual Assistance Network
- Direct Liaising Between Businesses, Nonprofits, and Government
Cost of Disaster is Increasing

Costs of Disasters in the United States (adjusted)

- 1989-1998 $22.6 B per year
- 1999-2008 $38.5 B per year

Source: Center for Research on the Epidemiology of Disasters (CRED)
Post-Disaster Goals:
Minimize Impact & Accelerate Recovery


- Steady State
- Duration
- Time
- Impact
- Money
- Sustained recovery
Why Businesses Get Involved

Motivators

- Direct Impact
- Employees
- Values
- Interdependencies
  - Supply Chain
  - Customers
  - Government/NGO requests
- “CNN effect”

“Sample” Criteria

1. Severity of disaster
2. Capacity/Request of authorities
3. Capacity of firm to assist
   - Budget
   - Capabilities
   - Logistics
Ways Businesses Get Involved

Disaster

- Supply Shock
  - Product to Sell
    - Business Continuity
- Demand Shock
  - People to Buy
    - Community Recovery
Public Private Partnerships

- Safety and Risk Reduction
- Environmental Sustainability
- Economic Competitiveness
On January 12, 2010, a catastrophic earthquake struck Haiti, leaving more than 230,000 people dead and over one million homeless. This site details the efforts of InterAction members and others in the NGO community to help those affected by the earthquake and assist Haiti with its recovery, as well as ongoing work to reduce poverty in the country. Learn more.
Haiti Aid Map
http://haiti.ngoaidmap.org/
Development Support Functions:
No Silver Bullet.
Regional Resilience Coordination Concept
Overview

Crisis Response
- Japan Recovery
- New Zealand Recovery
- Australia Recovery
- Chile Recovery
- Etc.

Steady State Operations
- Education & Training
- Convening & Networking
- Operations

Planning and Evaluation
- Scenario Planning
- Forecasting
- Evaluation
- Policy and Best Practices Development
Japan

Over the past twenty years, Japan has been the most significant natural-hazard risk. Japan is located near two major Pacific Rim faults and is considered to be at high risk for future earthquakes. Seismic activity can result in extensive damage on land, in addition to creating tsunami events that can impact coastal areas.

See earthquake risk zones and fault lines.

On March 11, 2011, over 541 536 people were affected by the 9.0 magnitude earthquake and resulting tsunami. In the past twenty years, the most costly and damaging natural disasters have been earthquakes.

See past major earthquakes.

(Source: CRED EM-DAT)
Other Risk Reduction Projects

- Regional Forums
  - San Diego Forum on Energy Interdependencies
- DRB Toolkit
- Day Without Business
- Local Connections Between Businesses, Government, and Voluntary Organizations
Questions?

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