



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

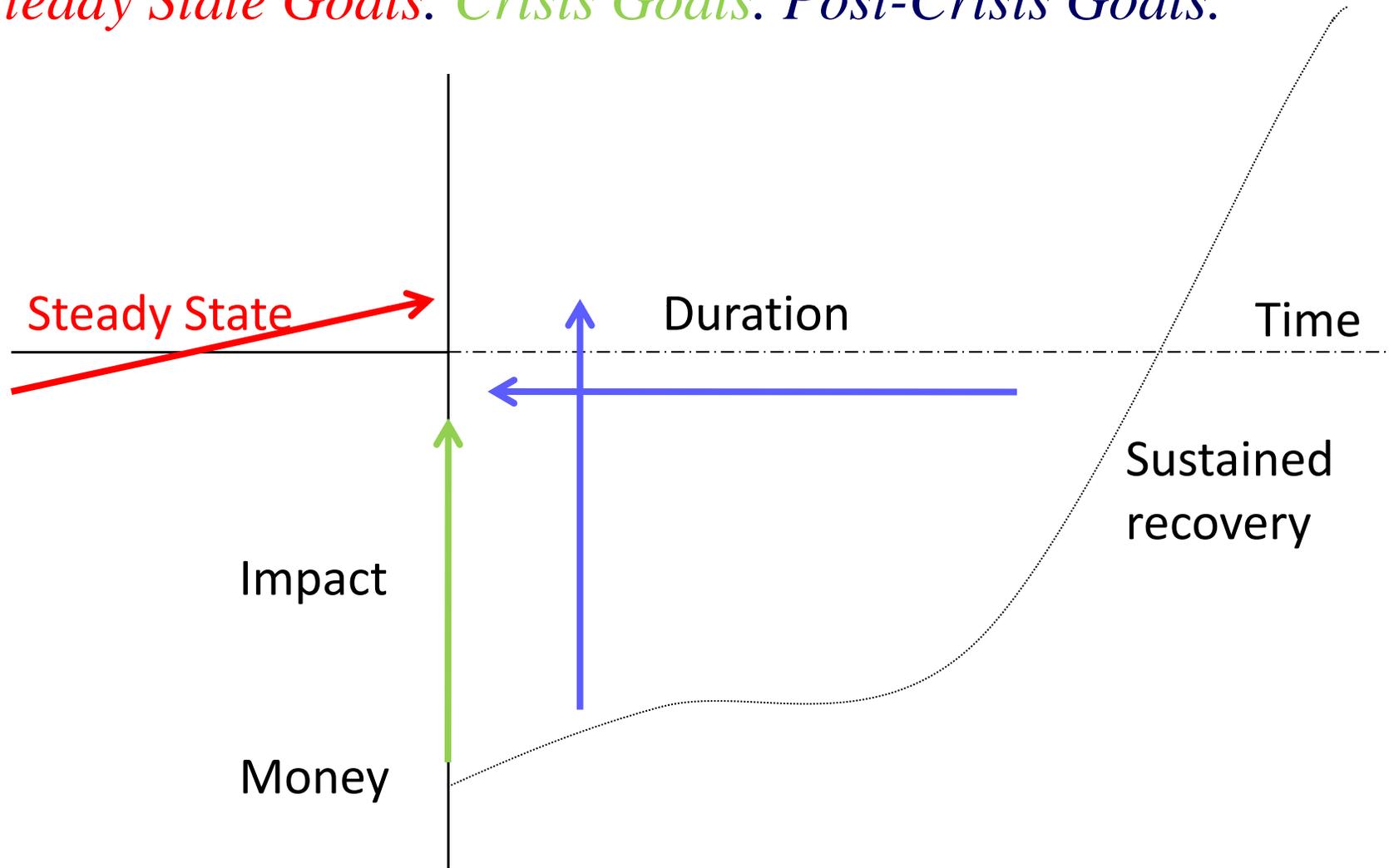
Cost of Disaster is Increasing

Costs of Disasters in the United States (adjusted)

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

*Post-Disaster Goals:
Minimize Impact & Accelerate Recovery*

Steady State Goals. Crisis Goals. Post-Crisis Goals.



Why Businesses Get Involved

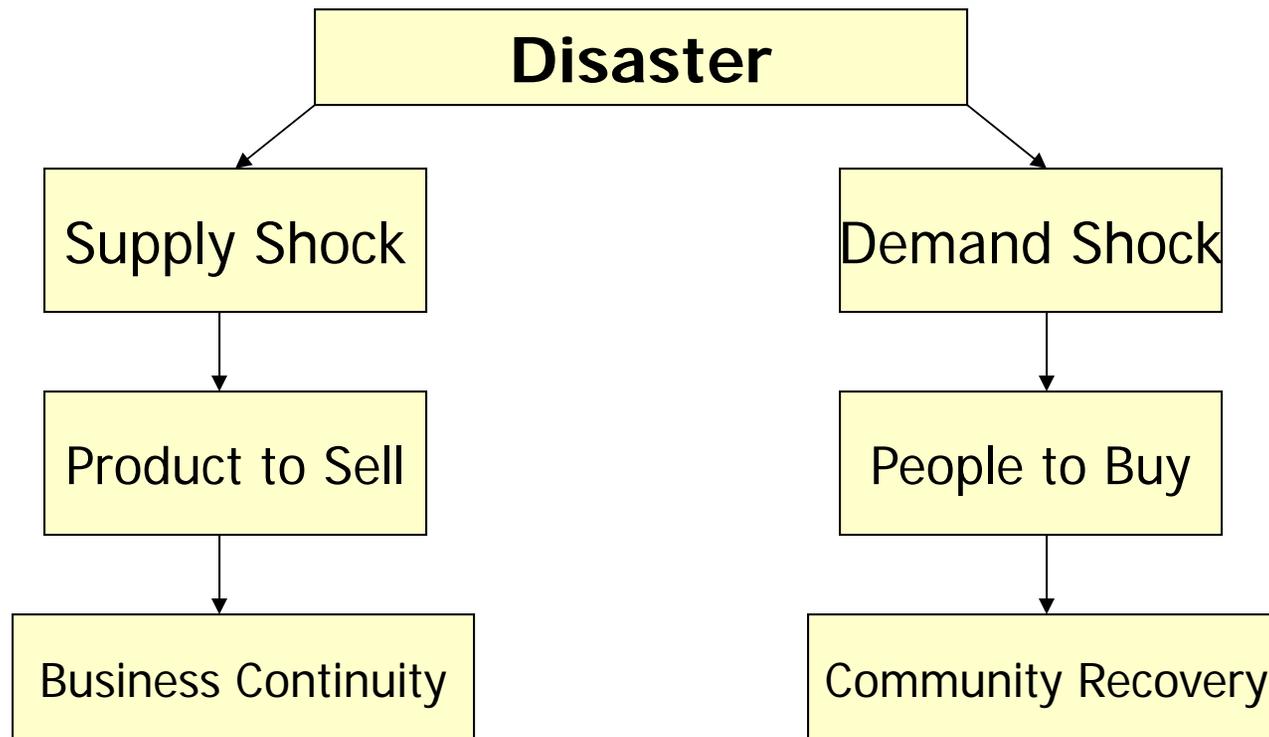
Motivators

- ❖ 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



Public Private Partnerships

- ❖ Safety and Risk Reduction
- ❖ Environmental Sustainability
- ❖ Economic Competitiveness



Haiti Aid Map



<http://haiti.ngoaidmap.org/>

HAITI AID MAP BETA

WHO IS DOING WHAT, WHERE?

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](#)

SECTORS+ COMMUNES+ ORGANIZATIONS+ HIGHLIGHTS ABOUT



PROJECTS
486

ORGANIZATIONS
77

486 ACTIVE PROJECTS IN 37 COMMUNES [View past projects](#)

PROJECT SECTORS

Health 219

Water 96

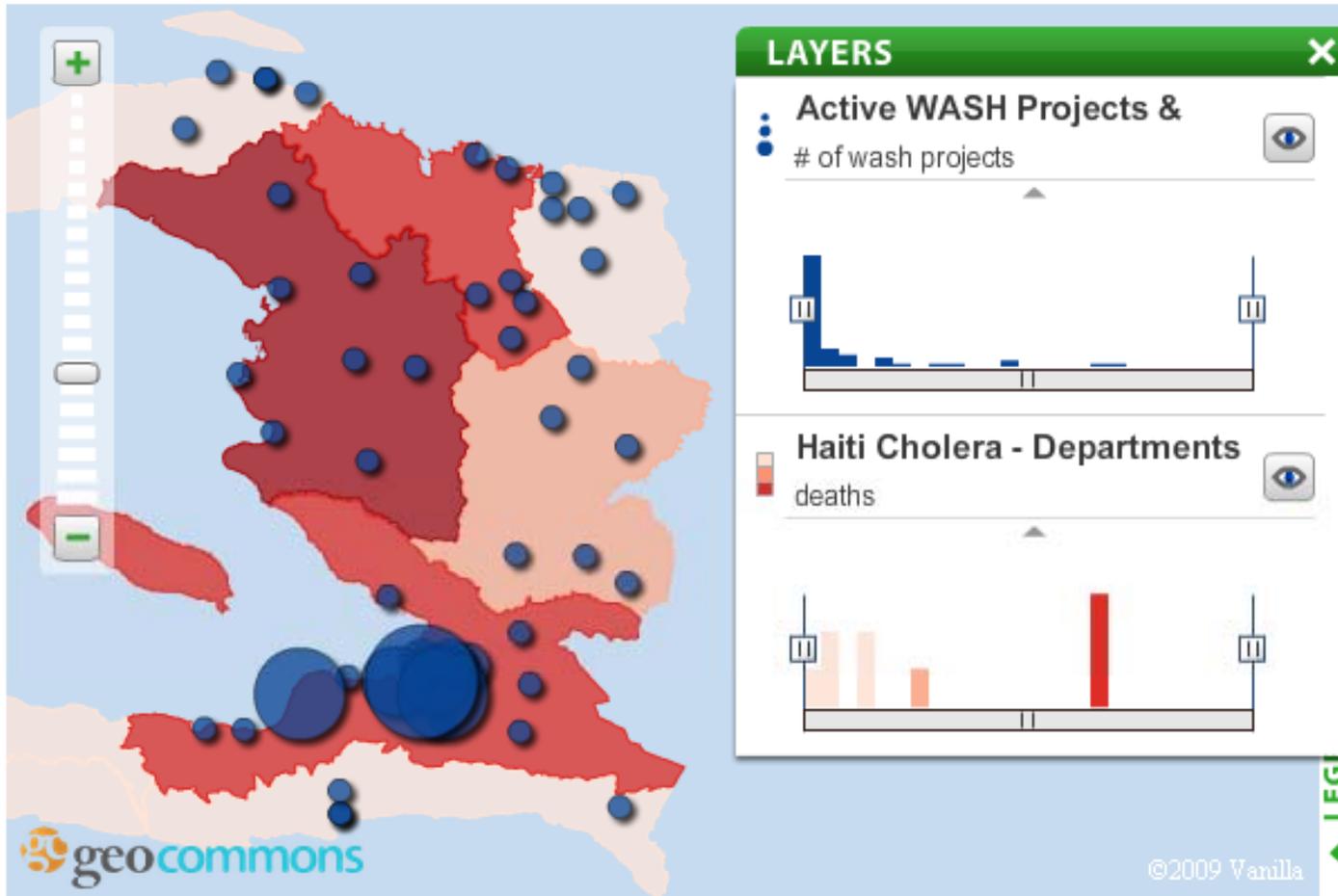
Community Management of Acute Malnutrition - Hope Haven O...

A Health project in Cap-Haitien by Meds & Foods for Kids

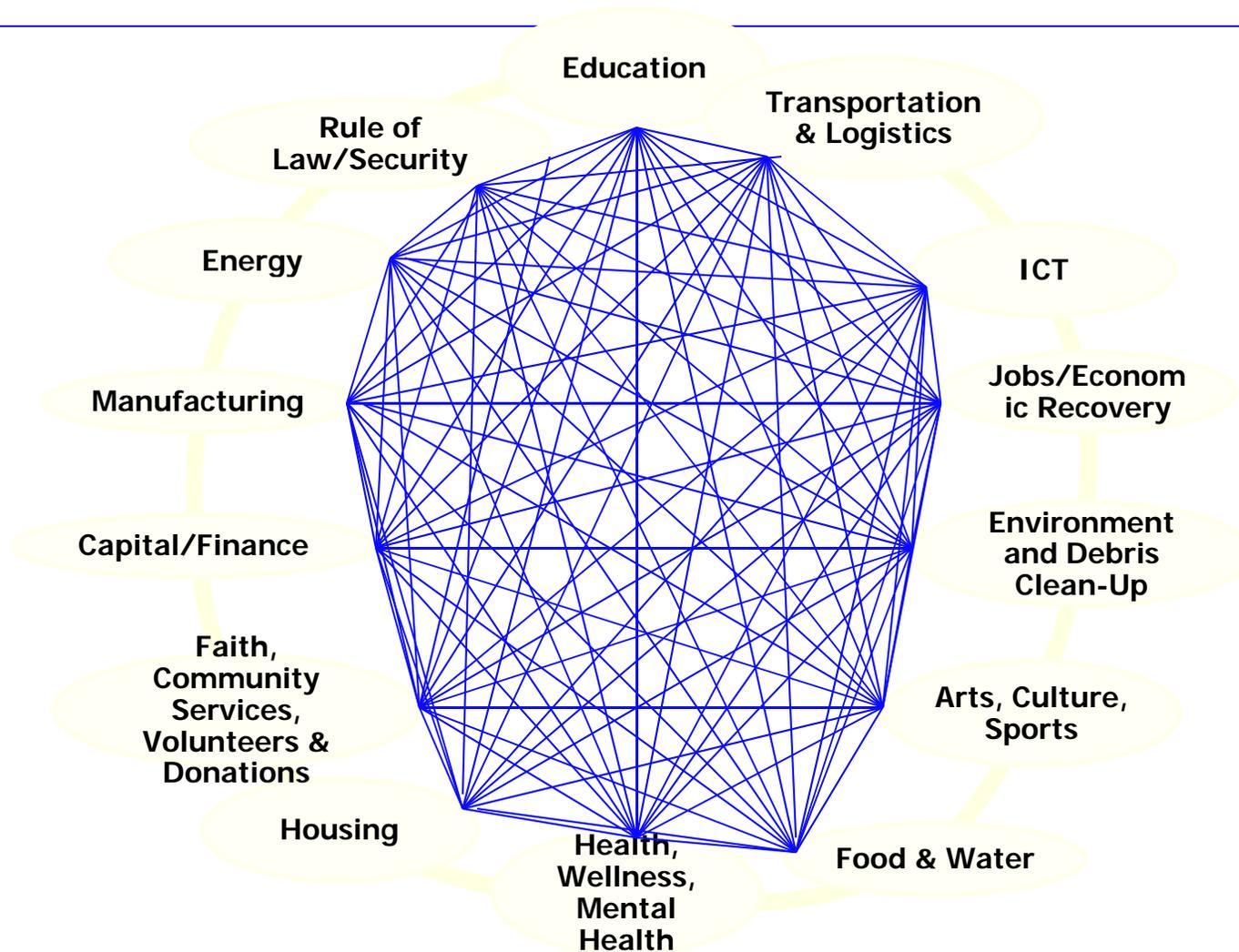
Provision of ready-to-use therapeutic food (RUTF) to implementing partners. Hope Haven orphanage is designed to t... [Learn more](#)

Haiti Aid Map

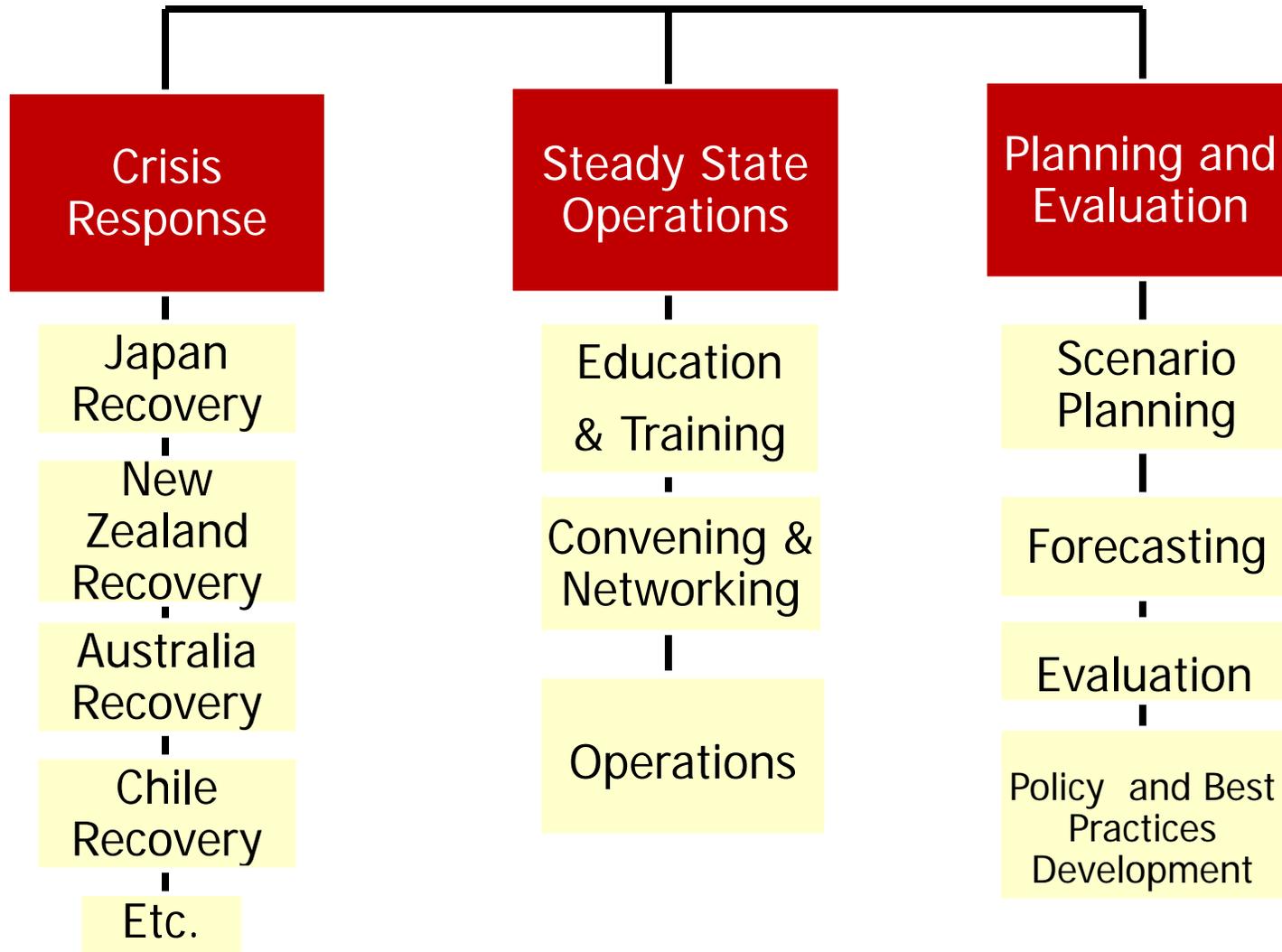
<http://haiti.ngoaidmap.org/>



Development Support Functions: No Silver Bullet.



Regional Resilience Coordination Concept Overview



PRCC Disaster Data

Open Data

Partnerships

Select a Country **Japan**

Japan

Risks

Projects

Maps

Over the past twenty years in Japan, the most significant natural-hazard risks include earthquakes and tropical storms. Japan is located next to 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.

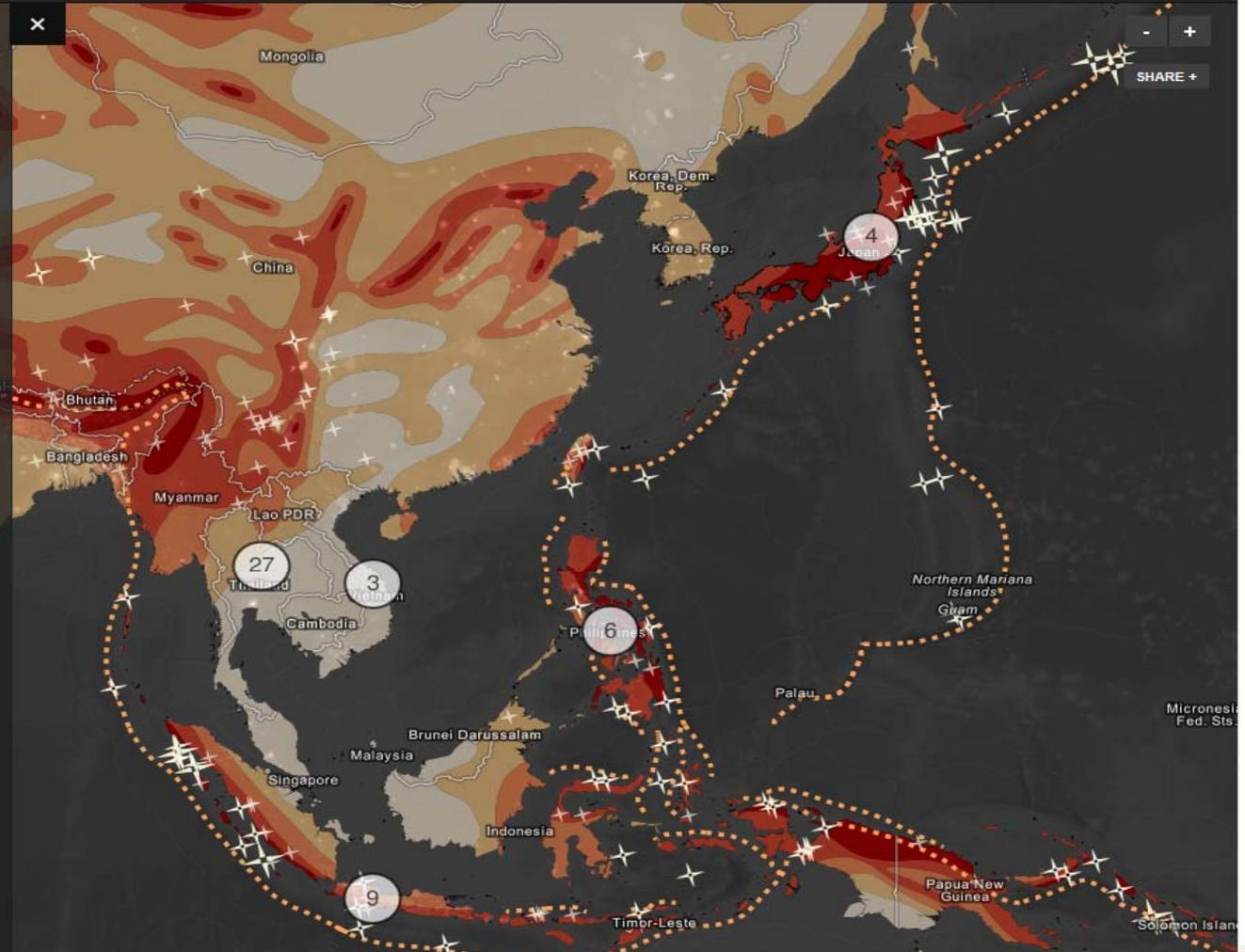
➤ See earthquake risk zones and fault lines

On March 11, 2011, over 541,636 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)

Next >>



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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