

# BUSINESS IS CRITICAL TO DISASTER RECOVERY

## Communities are only as strong as their businesses

As proven by research, organisational and community resilience are interconnected. If organisations and businesses are not prepared to respond to emergencies, communities are also not prepared.<sup>2</sup>

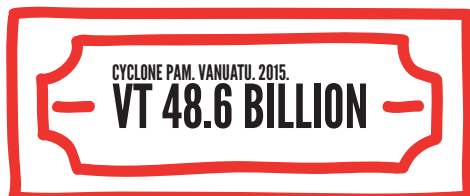


Small and medium-sized businesses are not only the backbone of most economies in the world, they are usually the foundation of these economies as well. In the UK and the US, 99% of businesses are small. In the island countries of the Pacific, small businesses and informal micro-businesses are numerous and contribute largely to the economy by generating jobs and providing services. These micro, small and medium-sized businesses strengthen the financial and social fabric of communities and vice versa.

The statistics below show how the private sector in the Pacific are the most affected during disasters which in turn negatively affects the communities and local economies they are part of.

# 78%

Private sector damage and losses in Fiji from Tropical Cyclone Winston. This far exceeds those sustained in the public sector, accounting for all private sector damage and losses estimated FJ 1.5 Billion.<sup>3</sup>



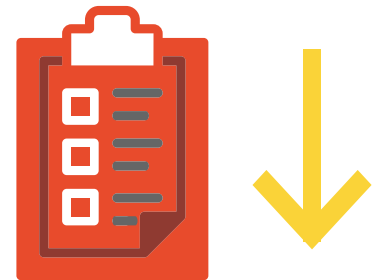
(US\$ 449.4 MILLION)

Total **damage bill** caused by Tropical Cyclone Pam in Vanuatu in 2015.<sup>4</sup>



## DO YOU KNOW...

**1 in 4 businesses do not survive after a large disaster strikes.<sup>1</sup>** There is one way that will ensure you stay in business in the face of any disaster or adversity:



**Create a Business Continuity Plan (BCP) and put it into action.**

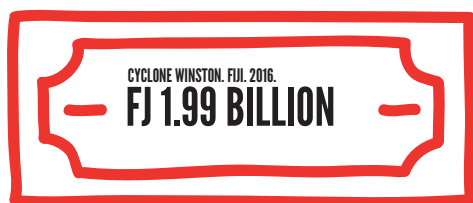
If you do not have a BCP yet or not sure what it is, download our BCP template and create one yourself using our quick 12-step guide which you can complete in 12 minutes! Visit [spc.int/businessresilience](http://spc.int/businessresilience).

**REDUCE RISK, BE READY,  
RESPOND ACCORDINGLY  
AND RECOVER QUICKLY  
FROM ANY DISASTER.**

**FOR MORE INFO**

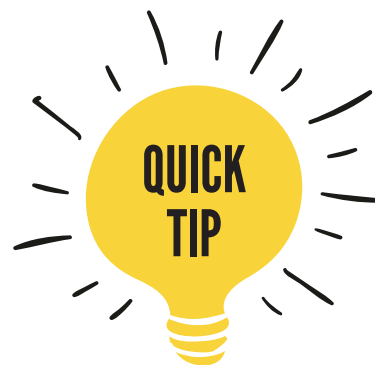
**BECOME A DISASTER-READY BUSINESS.**

# SPC.INT/BUSINESSRESILIENCE



(US\$ 0.9 BILLION)

Estimated **damage bill** arising from Tropical Cyclone Winston in Fiji. Data shows that the private sector accounted for 78 per cent of the total damage and losses caused by Tropical Cyclone Winston.<sup>5</sup>



# 50%

The impact of Cyclone Evan on Samoa's private sector across productive, social and infrastructure totaling SAT 209,680.30.<sup>6</sup>



## We are better together

It is a no-brainer that when people work together for the good of all, amazing things happen. This principle transcends everything including public/private sector partnerships for community preparedness and disaster recovery.

The public and private sectors can combine their resources and expertise for the community's rapid response to disaster recovery. The quality of this mutually beneficial relationship has a major impact to communities bouncing back quickly after a disaster.

If you are part of a business council or network in your country and there is a need for stronger public/private sector engagement and partnerships, why not intentionally invite relevant members of the public sector to start a conversation about working better together? Below are various ways you can engage:

- Schedule face to face one-on-one meetings. You can present the "Business is Critical to Disaster Recovery" video on our website: [spc.int/businessresilience](http://spc.int/businessresilience)
- Invite them as speakers to business council meetings.
- Organise a Resilience Awareness Week and invite members of the public and private sectors.

### Endnotes:

<sup>1</sup> Civil Defence Wellington Region Emergency Management Office. (2017). Retrieved February 24, 2017, from Wellington Region Emergency Management website, <http://www.getprepared.org.nz/>

<sup>2</sup> National Research Council. 2011. Building Community Disaster Resilience Through Private-Public Collaboration. Washington, DC: The National Academies Press. Retrieved 3 April, 2017 from The National Academies Press <http://bit.ly/2nxUvby>

<sup>3</sup> Fiji Government. (2016, May). Post-Disaster Needs Assessment: Tropical Cyclone Winston. Retrieved February 24, 2017, from Relief Web International, <http://bit.ly/2kSlhPH>

<sup>4</sup> Government of Vanuatu. (March, 2015). Post-Disaster Needs Assessment: Tropical Cyclone Pam. Retrieved from Pacific Disaster Net <http://bit.ly/2mqPeCJ>

<sup>5</sup> Fiji Government. (2016, May). Post-Disaster Needs Assessment.

<sup>6</sup> Government of Samoa. (March 2013). Post-Disaster Needs Assessment Cyclone Evan 2012. Retrieved 24 February, 2017 from Pacific Disaster Net <http://bit.ly/2lxjCm>

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