

HOW TO GET STARTED?

Basic guidance for CBI networks to address COVID-19



9 ACTIONS FOR BUSINESS NETWORKS

1. Monitor the situation
2. Reach out to the government
3. Work with the UN system
4. Share regular updates
5. Prepare a response plan
6. Provide advice to companies
7. Target a large audience
8. Raise awareness about COVID-19 funds
9. Advocate for public policies



1. MONITOR THE SITUATION

- Monitor the situation from reliable sources. CBI has created an Emergency Page that provides the latest information, situation reports and guidance for private sector and business networks.
- The main sources include: Public health authorities in your country, Global WHO situation reports and WHO Dashboards

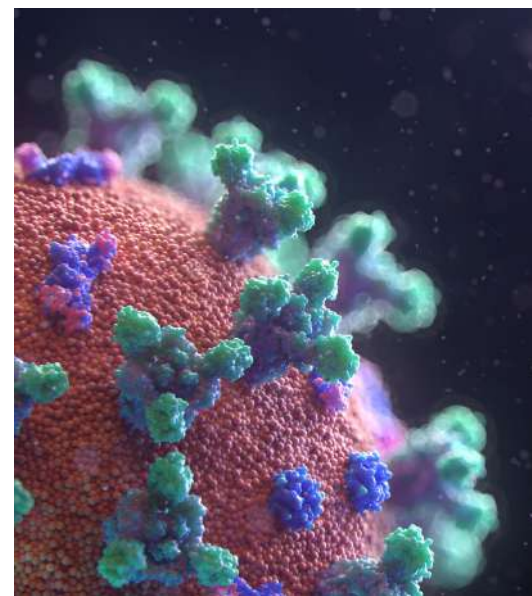


2. REACH OUT TO THE GOVERNMENT

- Reach out to the government to discuss (online) what is needed and how the private sector could best support.
- Ask to include the network in communications groups (mailing lists etc.) to receive information about latest developments.

CBI NETWORK EXAMPLE HAITI

CBI network lead organisation in Haiti - Alliance pour la Gestion des Risques et la Continuité des Activités (AGERCA) - met with the Ministry of Health as the first confirmed cases of COVID-19 were reported in the country. The Ministry asked AGERCA to support national efforts and the network now participates in daily meetings with the National Emergency Operation Center.





3. WORK WITH THE UN SYSTEM

- Work with the UN system in the country (online) to fill in gaps in capabilities, knowledge and resources.
- Reach out to UNDP, OCHA, WHO and other UN Agencies.
- To prepare, review the following materials:
 - Operational Planning Guidelines to Support Country Preparedness and Response describe priority steps and actions to be included in countries' preparedness and response plans across the major areas of public health preparedness and response.
 - 3-module learning package introduces the context for the need for a coordinated global response plan, provides the required guidance to implement the Operational Planning Guidelines to Support Country Preparedness and Response. By the end of this course, the appointed UN Country Team lead planners and relevant partners should be able to assess and fill in capability gaps to respond to the COVID-19 outbreak.



CBI NETWORK EXAMPLE PHILIPPINES



Cbi network lead organisation in the Philippines - Philippine Disaster Resilience Foundation (PDRF) - is part of the Humanitarian Country Team and has access to the latest information and needs, but also resources. Supply of personal protective equipment (PPE) and other critical materials is limited and has led to a bidding war. The UN has offered to jointly procure larger quantities with PDRF (i.e. they work as one instead of separate entities) to keep prices more reasonable.



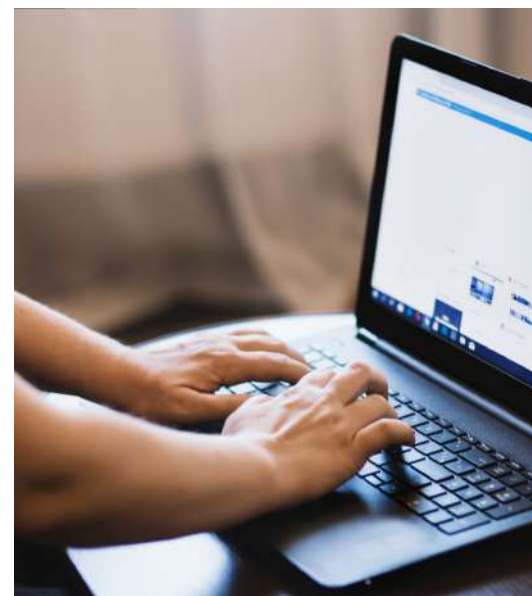
4. SHARE REGULAR UPDATES

- Share regular updates and situation report – ideally beyond your members. Check if OCHA issues SitReps that you could adapt to your audience. In addition to normal newsletters, send out specific communications on COVID-19, including:
 - Latest information about the number and impact of reported cases. In addition, if available, location, the medical services available and list of hospitals that can handle severe cases;
 - Latest government measures and regulations including information about business hours, lockdowns, curfews, [IATA travel updates](#) etc.
 - Recommended containment measures (e.g. self-isolation / quarantine)
 - Risks to people, businesses and communities
 - [Information on personal protection](#)
 - [Information on how to prepare the workplace / workforce](#)
 - Role of the private sector in addressing the pandemic (see point 6)
 - Tips on [business continuity](#)
- The network should also consider organizing coordination calls, providing platforms for information exchange (WhatsApp etc.), webinars and other ways for stakeholders to share information and updates.

EXAMPLE FROM CBI NETWORK TURKEY



The Business for Goals (B4G) Platform, the CBI network in Turkey, has published Business Briefs to share information among their members. See [this issue](#) for more information and inspiration.



5. PREPARE A RESPONSE PLAN



- Prepare a response plan that explains what the network will do, why, with whom and when.
- Make sure to consult the Government and the UN system on the most critical needs, and review what others are already doing, including Chambers of Commerce and other private sector platforms. Create synergies with partners.
- Consider issuing a survey to better understand the needs of companies. Consider also assessing the small- and medium-sized enterprises (SMEs) who tend to be especially vulnerable to shocks.
- Update the plan as the situation evolves and make sure the private sector knows how you can support them.



EXAMPLE FROM CBI NETWORK TURKEY



The CBI network lead in Turkey, Business for Goals (B4G), rolled out a survey to small- and medium-sized enterprises (SMEs) to better understand how they have been affected by the COVID-19 and how the network can support them going forward. Of the 780 companies that responded, 54% reported a drop in sales of more than 50% (71% in southeast of the country). The survey results indicated that 36% of SMEs have halted operations due to COVID-19. B4G will also explore advisory services and financing mechanisms to help companies cope with the economic impacts of COVID-19, but also aim to identify opportunities for companies to re-invent or improve their operations.



6. PROVIDE ADVICE TO COMPANIES

- Advice companies on how and why to take action. Host calls or virtual meetings, on health concerns (containment, but later also mental health and psychosocial aspects related to the outbreak), while also discussing socio-economic implications and mitigation measures.
- Support companies with business continuity planning.
- It would be good to compile and share examples of what companies are doing.
- The [CBI website](#) includes resources targeted to the private sector and business networks:
 - Reports and research on the socio-economic implications, such as [Shared Responsibility, Global Solidarity: Responding to the socio-economic impacts of COVID-19](#) (UN), [COVID-19: Implications for business](#) (McKinsey & Co), [Assessment Report on Impact of COVID-19 Pandemic on Chinese Enterprises](#) (UNDP)
 - Private-sector specific guidance, such as CBI-led [UN Business Guide on COVID-19](#), [ICC COVID-19 Web Portal](#), Centers for Disease Control and Prevention [Interim Guidance for Businesses and Employers](#)
 - Industry-specific guidance
 - Business continuity planning materials, such as [Covid-19 Business Continuity Guide](#) (ICC) and [Coronavirus Response Toolkit](#) (U.S. Chamber of Commerce Foundation)
 - Examples of how companies have taken action ([CBI Member Networks](#), [U.S. based companies](#))

EXAMPLES FROM CBI NETWORKS - VANUATU AND PHILIPPINES



The Vanuatu Business Resilience Council (VBRC) rolled out nation-wide pandemic business continuity planning materials and ran BCP workshops. The Government's Public Service Commission approached the VBRC to run business continuity trainings for all of the key government ministries.

The Philippine Disaster Resilience Foundation (PDRF) developed an [Enterprise Pandemic Preparedness Check](#).



7. TARGET A LARGE AUDIENCE

- Use media to reach a larger audience. In addition to / instead of creating your own messaging, you can adapt and translate messages from official sources.
 - Basics about (e.g. from [WHO](#))
 - Mythbusters (e.g. graphics from [WHO](#))
 - Videos (e.g. from [WHO](#))
 - WhatsApp Chatbot (WHO-UNDP-Unicef partnership to share basic information through WhatsApp) Send "hi" to +41 79 893 18 92 on WhatsApp.



8. RAISE AWARENESS ABOUT COVID-19 FUNDS

- Raise awareness about the [Covid-19 Solidarity Response Fund](#) that provides a secure way for individuals, philanthropies and businesses to contribute to the WHO-led effort to respond to the pandemic.
- [The United Nations COVID-19 Response and Recovery Multi-Partner Trust Fund](#) (COVID-19 MPTF Fund) is a UN inter-agency finance mechanism that supports three objectives:
 - Tackle the health emergency
 - Focus on the social impact, and the economic response and recovery
 - Help countries recover better
- Also make sure to promote national mechanisms (if available) for the private sector to donate.

EXAMPLES FROM CBI NETWORKS - SRI LANKA

CBI network lead in Sri Lanka, The Asia Pacific Alliance for Disaster Management Sri Lanka (A-PAD SL), has engaged in a nation-wide social media campaign to raise awareness about personal preventive measures, business continuity, curfew regulations and other critical topics. A-PAD Sri Lanka partnered with supermarket chains to introduce [guidelines on shopping etiquette](#) for purchasing when curfew is lifted.





9. ADVOCATE FOR PUBLIC POLICIES

- Advocate for public policies on both health and economic recovery. While the priority should be on health aspects to contain (track and trace) the spread of the virus, keep in mind longer-term economic recovery.



EXAMPLE FROM CBI NETWORK VANUATU



The CBI network lead Vanuatu Business Resilience Council (VBRC) economic recovery cluster worked with the Government to develop the country's stimulus package for business and employees. They worked with the Department of Labour and the National Superannuation fund to ensure recently unemployed people have access to draw down part of their savings due to the economic loss to families.

EXAMPLE FROM BAHAMAS



The Bahamas Chamber of Commerce and Employers' Confederation (BCCEC) has worked with the Ministry of Finance to design and eventually roll out an economic stimulus package, particularly for SMEs. The private sector has also been asked to contribute to the package, as the Government would not be able to absorb the entire cost. In order to incentivize the private sector to support, the package also recommended future concessions.



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