



Opportunities for Private Sector Engagement in Disaster Risk Reduction

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Trinidad, August 24, 2017

Overview

Disaster Risk Reduction

Corporate Social Responsibility

Private Sector Overview

Corporate Social Responsibility

Business Continuity Opportunity/Strategy

Methodological Approach to Business
Continuity

Vision and Mission of CAIC

VISION OF THE CAIC

The creation of a Caribbean Private Sector that is internationally competitive and cohesive in its approach to dealing with opportunities and challenges.

MISSION OF THE CAIC

The Caribbean Association of Industry and Commerce is committed to facilitating the development, growth and competitive positioning of Caribbean Businesses in the changing world economy, by providing products and services that are value-adding to our members and representing their interests in regional, international and hemispheric fora.

CAIC DRR Objective

The role of the CAIC is to foster cooperative relationships between Caribbean business interests and governmental bodies on matters related to Policy Advocacy and implementation that would create the most favourable environment for the Caribbean Private Sector to invest, expand, and generate additional employment.

Issues for the Caribbean Private Sector

- Level of disconnect/mistrust between the Private Sector and Caribbean governments.
- Susceptible to natural disasters: (June-November Hurricane season and effects of Caribbean Sea degradation)
- Unavailability of knowledge and resources in disaster risk reduction, resilience and management within and by the private sector.

Private Sector response to Disaster Risk Reduction

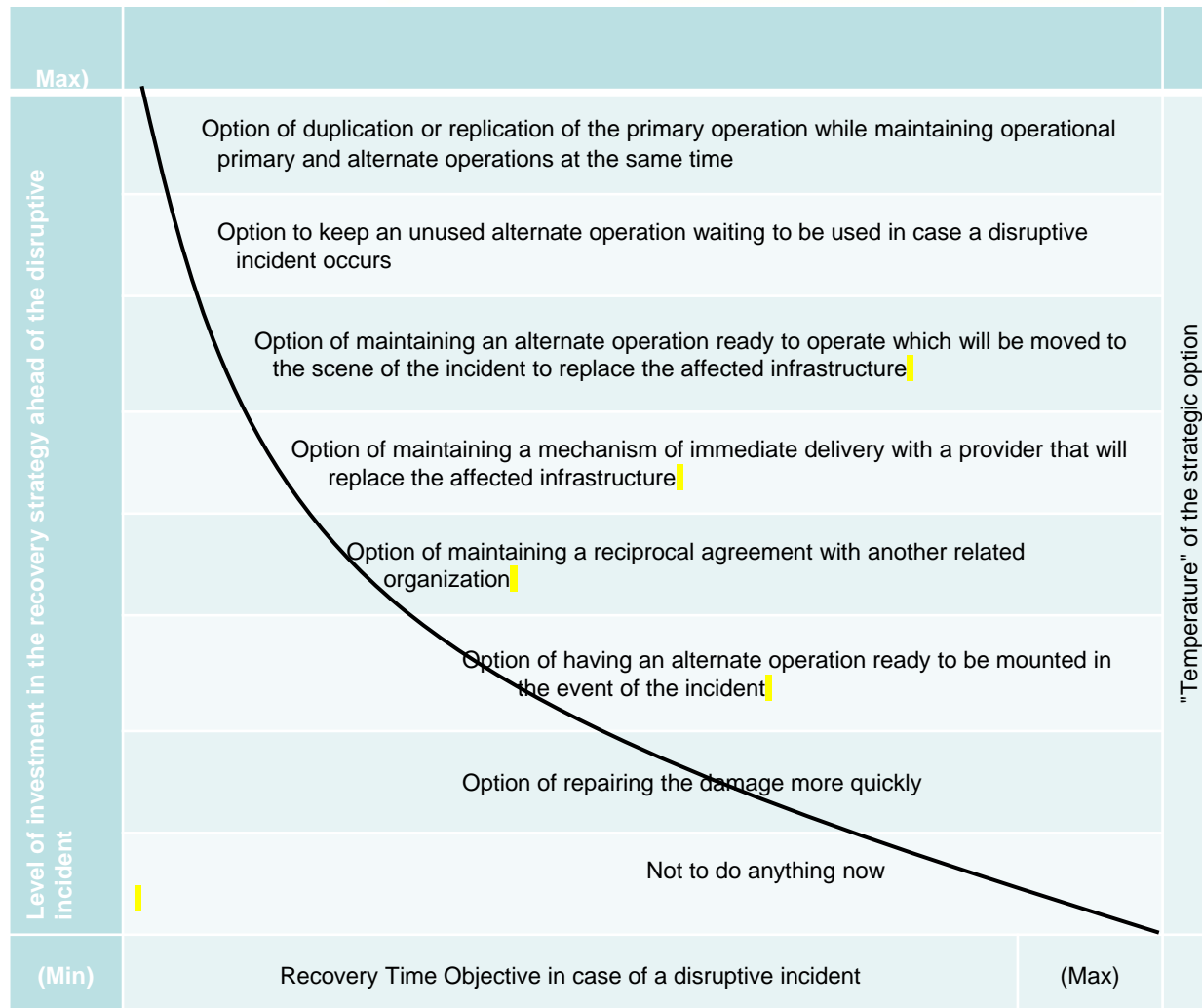
- *Focus is on current business*
- *Not in our budget*
- *A disaster response will be handled if it happens*
- *DRR is for Environment Lobbyists*
- *WIIFM*

Corporate Social Responsibility

The social responsibility of the private sector concerns the relationships of a company not just with its stakeholders, suppliers and customers, but also with other groups and the ***needs, values and goals*** of the society in which it operates.

- UN

Business Continuity Opportunity



Methodological Approach to Business Continuity

- 1) Empowerment and Governance of continuity of business and operations by the Top Management;
- 2) Identification of priority and urgent activities to be recovered in case a major event occurs that disrupts operations;
- 3) Protection of the most urgent activities in order to mitigate the chances that a major event may paralyze operations of the MSME;

Methodological Approach to Business Continuity

- 4) Establishing strategies for continuity and recovery of the most critical activities;
- 5) Documenting the plans for continuity to be applied at the moment of the event;
- 6) Train for and test the continuity plans;

Methodological Approach to Business Continuity

- 7) Raising awareness and competences in MSMEs;
- 8) Maintaining continuity of business and operations; and finally
- 9) Use of indicators on continuity of business and operations.

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