

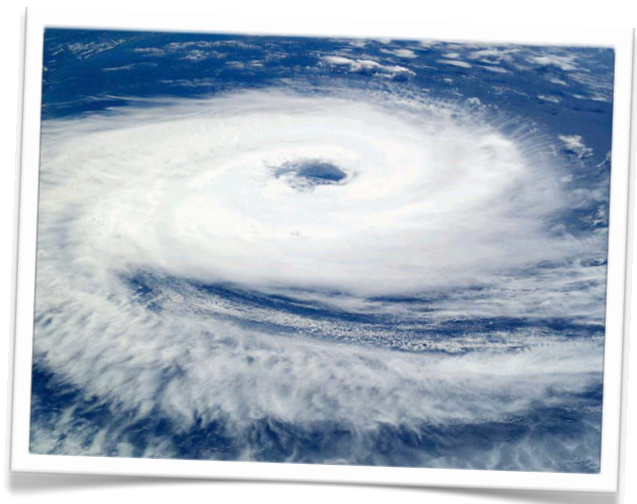
'Build Business Back Better' 2013-16

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## **Financing**

# **Climate Resilience & Long-Term Disaster Recovery for Business**

June 2013



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## Climate Risk

Extreme weather events cost the US estimated \$188 billion during 2011 and 2012, with Hurricane Sandy alone accounting for some \$70 billion of weather-related costs. In addition, four out of five Americans live in areas that were hit by at least one federally declared weather-related disaster in the last six years.

Extreme weather affects all size businesses and value chains, and causes major infrastructure challenges. B2B collaborative education program entitled, '**Build Business Back Better**' (BBBB), will provide FREE access to workforce training to individuals and organizations creating new skills and opportunities for businesses and enterprises of all sizes.

'Build Business Back Better' (BBBB) stakeholders share the common goal of driving leadership and education movement on building climate resilient enterprises and businesses by:

### **A Shared Focus on Building Resilience for Business**

To better mitigate and manage climate risk for business is our key priority. The BBBB partner organizations join forces to share best practices and success stories through online workforce training program deliver to businesses through collaborative education portal. The web-based portal is intended to be an inclusive initiative under which small to large size organizations, both private and public, can become partners and offer their own resources and expertise to advance the workforce training program.

Together, the partners will reach small to large size organizations, both private and public, including local governments, municipal officials, professionals, and citizens.

### **'Build Business Back Better' (BBBB) Campaign 2013-2016**

The BBBB education program will focus on the following:

- Business Innovation, policy framework and public procurement to attract investors and mobilize investment;
- Development of a range of financing options for enterprises and businesses;
- Review and reduction in red tape for public support;
- Development of more flexible risk-sharing conditions to engage financial actors - namely banks - in the climate resiliency and long-term recovery area;
- Better understanding of the role business angels can play to support Business Innovation as they operate differently than venture capitalists;
- Intelligent use of public funding through leveraging, using it as a complement to private finance;
- Greater involvement of large corporations and understanding of how they can contribute to the financing of climate resiliency and long-term recovery;
- Examining the international dimension of Business Innovation financing to meet the challenges of global needs and competition.

## Collaborative B2B Education

Business innovation, investment, and access to funding are keys to mobilizing and accelerating market transformation. The BBBB's platform is a targeted collaborative FREE Education Program giving access to resources for enterprises and businesses and supporting their efforts to integrate climate resilience into core business planning and implementation. The workforce training focus on catalyzing a shift from "business as usual" to specific strategies for achieving better climate resilience and long-term recovery for business.

The training is industry specific expert-led complementing existing B2B climate resilience efforts and supporting actions based on comprehensive planning consistent with economic growth goals.

Resilient businesses are better able to minimize the losses, protecting their assets. Through a variety of investments, resilient companies can absorb weather-related shocks and adapt better to longer-term changes in temperature and rainfall patterns more easily, and bounce back sooner.

Access to funding and expertise will help businesses reduce exposure to loss and to shorten recovery periods. Funds can be used to invest in new technology in regions subject to increased climate risk. Because of the diverse ways businesses might be set back by various impacts of climate risk, the challenge of strengthening resiliency cuts across multiple sectors, industries, and areas of concern.

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## **Key Focus**

### Climate Preparedness

Evaluating risk to extreme weather, from heat waves to droughts and floods to air pollution. Adopting and implementing preparedness policies that protect business, people, and natural resources. Reducing the carbon footprint.

### Energy Security

Achieving greater energy independence, protect businesses and communities from price spikes and ensure more reliable power during disruptions. Implementing energy efficiency program that help businesses and employees save money and energy, lower carbon emissions, and reduce demand on the grid during severe weather events.

### Infrastructure Renewal

Investing in upgrades to serve the changing needs of businesses and communities. Creating new models to finance climate resilience for business and manage risk for business assets. Harnessing business innovation to optimize performance and reduce cost through more efficient operation.

### Economic Growth

Attracting and retaining investment by building more resilient businesses and safeguarding communities from extreme weather and ensuring access to funding, energy, and other critical resources. Supporting private sector in creating new business opportunities, diversifying local economies, and building businesses that are more resilient to climate-related risk and economic downturn, through business innovation and job creation in sectors such as technology, energy, manufacturing and agriculture.

### Industry

Building/Construction, Chemicals, Electric Power, Extractives, Finance, Food/Beverage, Healthcare, Information/Communication Technology, Tourism and Transportation.

## **Our Advisory Committee**

Our Advisory Committee of business, government, academic experts will provide input and direction on the campaign to ensure that it meets the needs of all stakeholders and reflects the best practice and lessons learned.

## **Our Valued Sponsors**

The partners value our campaign sponsors. These corporates and entities have demonstrated their generous support and commitment to helping businesses become resilient, and communities stronger.

## **We are committed to Make Businesses and Enterprises Resilient to Climate Risk**

Our collaborative education program focus on 'Financing Climate Resiliency and Long-Term Recovery for Business'. Access to funding and financial resources is critical for companies on the front lines of extreme weather and economic uncertainty. Financial industry and small to large size businesses and enterprises must work together and build partnerships to help make businesses more resilient. The BBBB was designed to help do just that - help companies bounce back from disruptions in a sustainable way, maintain business continuity, and rebuild business after disaster strikes.

## **Workforce Training Program**

Engaging the financial sector is critical to building climate resiliency in enterprises and businesses. In an effort to stimulate investment in innovation, and share experiences and create new business opportunities from a private sector perspective, this workforce training program brings together experts representing the private sector. These include **business innovators, technology experts, bankers, direct and institutional investors, and insurance providers** from around the world.

Financial markets play a critical role in accelerating the process of climate resiliency and long-term recovery for business. Sustainable investment practices offer not only the benefits of reducing economic, environmental, and social risks, but also the potential for investors to achieve financial returns.

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## **A Shared focus on 'Financing Resilience and Long-Term Disaster Recovery' driving investment and business innovation to market through:**

- The Web-based Collaborative Learning Portal - delivering workforce training programs.
- The Advisory Program - providing strategy and consulting.
- The Financial Alliance - bringing capital, finance expertise, and investor relationships.

The Finance/Insurance industry experts provide relevant input and catalyze further important dialogue on the issue of financing climate resilience and long-term recovery for business, and contributing towards a shift in mindsets.

Investment in climate resilience and long-term recovery has a clear economic rationale. There is ample room to innovate approaches and outcomes for climate resilience and long-term recovery. Matching expectations of various stakeholders is a persistent challenge. Public-private collaborative education and partnerships are key initiatives in mobilizing market transformation for long-term recovery for business.

Engaging the financial and technology sectors is critical to building climate resilient enterprises and businesses, stimulating markets, and increasing investment. In an effort to share experiences and further discussions on financing climate resiliency from a private sector perspective, the collaborative education program brings together both the investors and business innovators from around the world.

Public and private sector representatives from around the world gather in an online forum, to exchange lessons learned, engage with business innovators and investors, and to explore ways to unlock private capital for DRH partner projects. Interest in climate-related projects is growing, but more must be done to drive business innovation and private investment.

Investment in climate risk adaptation has a clear economic rationale, but workforce training support is needed in order to drive greater investment and business innovation to market. This international B2B platform leverages the capabilities of financial intermediaries and business innovators matching experience and expertise of various stakeholders across industries.

## **Emerging Market Opportunity**

According to the World Bank's [Economics of Adaptation to Climate Change](#), developing countries as a group will have to invest between US \$70 and US\$100 billion a year to adapt to the anticipated impact of global climate change.

The [2007 Bali Action Plan](#) under UN Framework Convention on Climate Change called for developed countries to support developing countries in adapting to the impacts of climate variability and change. In 2009, the [Copenhagen Accord](#) contained a pledge of US \$100 billion a year by 2020 to assist countries in addressing climate change.

The education portal delivers FREE training and access to experts for enterprises and businesses considered vulnerable to climate risk impacts.

The training aims to reduce exposure to loss and to shorten recovery periods. Funds might be used to invest in vulnerable coastal areas or reduce food insecurity in regions subject to increased drought. Because of the diverse ways economies and communities might be set back by various impacts of climate risk, the challenge of strengthening resiliency cuts across multiple sectors, including agriculture, communication, energy, transportation, water management, housing, forests, urban planning, and more.

Effective adaptation, resilience, and recovery strategies depend on the capacity to identify vulnerabilities and employ tested approaches for limiting the risks. Part of the international effort will be aimed at building knowledge and skills in enterprises and businesses undertaking climate adaptation programs.

Key focus is on highly vulnerable regions to climate shifts, development of partner projects to strengthen capacity, and improve coordination to integrate climate risk management into planning, knowledge-building, and training.

The private sector is a crucial partner in strengthening resilience. Firms can help reinforce vulnerable infrastructures, build storm shelters, design risk insurance, and more.

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## **Links**

[Climate Resilience for Business](#)

[Financing Climate Resilience for Business](#)

[Disaster Recovery for Business](#)

[Disaster Recovery Exchange](#)

[GEO-5 for Business](#)

[Organizations at Risk](#)

[Investing in Long-Term Disaster Recovery for Business](#)

[Mobilizing Investment in Climate Risk](#)

[Six Growing Trends in Corporate Sustainability](#)

[Financing Innovation](#)

[Investing in Climate Change](#)

[The President's Climate Action Plan](#)

[Innovation Center for Disaster Recovery \(ICDR\)](#)

[Investors Embrace Climate Change, Chase Hotter Profits](#)

[Report Finds Insurers Unready for Climate Change-related Disasters](#)

[Expect the Unexpected' - Building business value in a changing world](#)

[3 Reasons Investors Care about ESG in 2015](#)

[Financial Glossary](#)

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