

# **A CONCISE GUIDE FOR PRIVATE SECTOR ENGAGEMENT IN HUMANITARIAN ACTION IN THE CARIBBEAN**

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## **Introduction**

This guide is a practical and flexible resource designed to support private sector organizations in effectively engaging with disaster response and recovery efforts across the Caribbean. Recognizing the region's vulnerability to natural hazards—such as hurricanes, earthquakes, floods, and emerging risks like droughts, heatwaves, and man-made disasters such as oil spills—the guide emphasizes the unique contributions businesses can make in humanitarian action. It aligns with core humanitarian principles, ensuring that all engagement is ethical, impartial, and focused on alleviating human suffering.

## **Purpose of the Guide**

The purpose of this guide is to provide actionable insights and strategies for private sector entities to actively engage in disaster preparedness, response, and recovery. By offering a structured framework tailored to businesses of all sizes, the guide seeks to bridge gaps in coordination, enhance resilience, and promote sustainable recovery in disaster-prone regions of the Caribbean. Through collaboration and informed decision-making, businesses can play a transformative role in mitigating the impacts of crises and fostering long-term community resilience.

## **Importance of Private Sector Engagement**

Private sector actors play a critical role in disaster preparedness, response, and recovery efforts, leveraging their agility, innovation, and resources to address urgent needs. From providing immediate relief to supporting long-term recovery through infrastructure rebuilding and economic investment, businesses are vital partners in humanitarian action. Their involvement is particularly essential in the Caribbean, a disaster-prone region where swift, coordinated action can significantly reduce suffering and aid recovery.

Organizations like the International Chamber of Commerce (ICC), the Private Sector Humanitarian Platform, and the World Economic Forum have underscored the unique strengths the private sector brings to humanitarian efforts. These include access to technology, logistical expertise, and financial resources that can amplify the effectiveness of disaster responses. For instance, the UNICEF Mapping Report notes: *"Businesses feel the impacts of disasters in terms of markets, infrastructure, and employee health, creating a strong rationale for contributing to disaster relief."* (Page 1). Furthermore, UNICEF emphasizes that protecting children's rights and well-being during crises aligns with long-term business interests, fostering resilience and sustainability in communities and economies.

Examples from the region illustrate these contributions. During the La Soufrière volcanic eruption in St. Vincent, the Energy Chamber of Trinidad and Tobago coordinated efforts to deploy vessels delivering potable water, water tanks, and relief supplies. Similarly, Digicel

and Massy Stores partnered with humanitarian agencies to restore telecommunications and distribute essential goods in hurricane-affected areas.

In addition, regional organizations like the Caribbean Disaster Emergency Management Agency (CDEMA) play a pivotal role in fostering partnerships between businesses and governments to align resources with disaster plans. These collaborations highlight the value of integrating businesses into disaster planning and response frameworks, creating a more resilient Caribbean capable of addressing future crises.

## **Definitions of Business Sizes in the Caribbean Context**

1. **Micro and Small Businesses:** Micro businesses are enterprises with fewer than 10 employees and limited financial resources, often family-owned or community-focused. Small businesses, employing 10 to 50 people, typically operate at a local or regional level with moderate capacities for financial and operational contributions.
2. **Medium Businesses:** These organizations have 51 to 250 employees and can manage more structured resources. They often balance local and regional impact, with capabilities to support supply chains, infrastructure, and community projects.
3. **Large Businesses:** Employing over 250 people, these businesses can deploy extensive resources and expertise. They include national corporations with strong regional influence or multinational corporations capable of large-scale humanitarian efforts.

While larger businesses may have greater capacity to engage due to their resources, reach, or expertise, every business, regardless of size, can play a meaningful role in disaster preparedness and response. Small and micro businesses, in particular, often have deep connections within their communities and can provide vital localized support.

## **Structure of the Guide**

The guide provides a step-by-step framework for businesses to engage in disaster response and recovery, emphasizing actions that are scalable based on the size and capacity of the business. Each section includes:

1. **General Guidance:** Foundational principles and considerations for effective disaster engagement.
2. **Action Recommendations by Business Size:** Tailored actions for small and micro businesses, medium businesses, and large businesses to ensure that contributions are realistic, impactful, and sustainable.
3. **Case Studies:** Real-world examples highlighting both successes and challenges faced by businesses in disaster scenarios.
4. **Key Questions and Tools:** Practical prompts and resources to guide decision-making and improve preparedness and response efforts.

## How to Use This Guide

This guide is a flexible tool, adaptable to the size, capacity, and context of each business. Small and micro businesses can focus on localized support, while larger organizations can leverage extensive resources and networks for large-scale contributions. Businesses are encouraged to use the guide not only during disaster response but also as part of ongoing preparedness and resilience-building efforts.

To maximize the effectiveness of this guide:

- **Assess Your Role:** Identify where your business can contribute meaningfully within the disaster response framework.
- **Align with Humanitarian Principles:** Ensure all actions adhere to neutrality, impartiality, and focus on addressing urgent community needs.
- **Collaborate and Coordinate:** Partner with local authorities, humanitarian organizations, and other businesses to amplify impact.
- **Learn and Adapt:** Regularly review your disaster engagement strategies and update them based on lessons learned.

By following this guide, private sector actors can make meaningful, coordinated contributions that support the Caribbean's disaster-prone communities and foster long-term recovery and resilience.

## The Caribbean Context: Comprehensive Disaster Management in the Caribbean

The Caribbean region is highly vulnerable to natural disasters, including hurricanes, earthquakes, floods, and volcanic eruptions. Recognizing this vulnerability, the Caribbean Disaster Emergency Management Agency (CDEMA) leads the region's efforts to promote Comprehensive Disaster Management (CDM). CDM is an integrated approach that emphasizes disaster risk reduction, preparedness, response, and recovery, ensuring sustainable development and resilience across the region.

### CDEMA's Role

CDEMA serves as the coordinating body for disaster management across its 19 participating states. The agency's mandate includes:

1. **Disaster Preparedness:** Developing regional and national frameworks to enhance readiness.
2. **Response Coordination:** Mobilizing resources and expertise during disasters to support affected states.
3. **Capacity Building:** Strengthening the disaster management capabilities of national agencies.

4. **Policy Advocacy:** Promoting disaster risk reduction as a critical component of sustainable development.

Through these efforts, CDEMA ensures a unified and collaborative approach to disaster management in the Caribbean.

### **Key Partners in the Humanitarian Landscape**

CDEMA collaborates with a diverse range of partners to strengthen the region's disaster management capacity, including:

- **United Nations Agencies:** Organizations such as UNICEF and the World Food Programme provide technical support, funding, and essential services during crises.
- **The International Red Cross and Red Crescent Movement:** These organizations play a critical role in providing humanitarian assistance and promoting disaster preparedness.
- **Non-Governmental Organizations (NGOs):** Local and international NGOs contribute to disaster response, recovery, and community resilience initiatives.
- **Private Sector Entities:** Businesses provide financial resources, logistical support, and in-kind contributions, complementing traditional humanitarian efforts.

### **Building Resilience through Coordination**

CDEMA's CDM approach emphasizes the importance of multi-stakeholder collaboration. By aligning efforts with regional and international partners, the agency fosters a culture of resilience that empowers communities and ensures a swift and effective response to disasters. Private sector entities are encouraged to align their efforts with CDEMA's frameworks, leveraging their resources and expertise to enhance disaster management outcomes in the Caribbean.

## **General Guidance: Foundational Principles and Considerations for Effective Disaster Engagement**

### **Key Principles**

1. **Humanitarian Principles:** Disaster engagement by private sector entities must adhere to fundamental humanitarian principles, including neutrality, impartiality, independence, and humanity. These principles ensure that all actions are aimed solely at alleviating human suffering without favor or prejudice.
2. **Ethical Responsibility:** Businesses have a responsibility to act ethically, ensuring that their contributions align with local needs and do not inadvertently cause harm. Transparency and accountability should underpin all efforts.

3. **Sustainability:** Disaster engagement should not only address immediate needs but also contribute to long-term resilience. Investments in sustainable recovery can help communities rebuild stronger and better prepared for future crises.

## **Integration with the Humanitarian Sector**

This guide emphasizes the importance of integrating private sector efforts with broader humanitarian initiatives. Collaboration with government agencies, NGOs, and international organizations ensures that resources are utilized effectively and align with coordinated disaster response strategies. The private sector's agility, innovation, and resources complement the expertise and established networks of the humanitarian sector, creating a powerful partnership for disaster management.

## **Fit within a Resilient Humanitarian Framework**

By using this guide, private sector entities can play a pivotal role in building a resilient humanitarian framework. Their participation fosters stronger community ties, enhances disaster preparedness, and contributes to the overall development of a principled and effective humanitarian response system. Whether through financial aid, operational expertise, or in-kind contributions, businesses have a unique opportunity to drive impactful change in times of crisis.

## **The Importance of Preparedness**

In order to effectively respond to disasters, businesses must take proactive steps to ensure they are well-prepared. Prior emergency preparedness not only safeguards business operations but also enhances the ability to support employees, communities, and humanitarian response efforts. Developing and maintaining a robust Business Continuity Plan (BCP), conducting risk assessments, and training employees on emergency procedures are essential measures that can mitigate disruptions and enable a swift and coordinated response. Businesses that invest in preparedness can mobilize resources more effectively, reduce downtime, and contribute meaningfully to community recovery efforts.

By integrating preparedness into daily operations and focusing on ensuring the necessary knowledge, organization and resources to carry out the essential actions suggested in this guide, companies can position themselves as resilient and responsible corporate citizens. The ability to respond efficiently to crises depends on pre-established networks, partnerships, and planning. Whether through internal safety protocols, supply chain redundancies, or participation in coordinated emergency planning with local authorities, preparedness strengthens the role of businesses as key actors in disaster response and recovery.

## Essential Actions for Private Sector Engagement in Humanitarian Action

### Initial Assessment: Understanding the Impact of Natural Hazards

#### Key Considerations

Before engaging in humanitarian response, it is essential to understand the disaster's scale, impact, and the needs of affected communities. An accurate assessment helps identify gaps in existing efforts and ensures that contributions are appropriate, targeted, and effective. This assessment should align with humanitarian principles of impartiality and neutrality, focusing on the most urgent needs regardless of political, religious, or economic affiliations.

#### Scalable Actions

1. **Small and Micro Businesses:** Focus on assessing immediate impacts on premises, employees, and local community. Utilize basic communication tools and engage with local authorities.
  - **Example:** A small restaurant in the Bahamas assessed its damage post-Hurricane Dorian and provided meals to affected residents (OCHA, 2019).
2. **Medium Businesses:** Conduct more detailed assessments, including supply chains and regional infrastructure.
  - **Example:** A medium-sized business in Puerto Rico during Hurricane Maria encountered challenges in assessing supply chains, which delayed their response (GSMA, 2017).
3. **Large Businesses:** Collaborate with government and external consultants for comprehensive evaluations.
  - **Example:** Digicel coordinated with the ITC sector during Hurricanes Irma and Maria to restore telecommunications (GSMA, 2017).

#### Questions to Ask

- What is the immediate extent of damage to the community and region?  
*(Evaluate the impact on infrastructure, public services, and vulnerable groups.)*
- How has the disaster affected our own operations, employees, and supply chains?  
*(Check employee safety, facility damage, and supply chain disruptions.)*
- Is this a situation where our business can contribute meaningfully?  
*(Assess if your company's resources or expertise are suitable for the response.)*
- What are the existing humanitarian response efforts, and how can we complement them?  
*(Identify gaps in relief efforts that your business can fill.)*

## Employee and Operational Safety

### Key Considerations

Businesses should protect employees while ensuring operational continuity. This includes leveraging resources such as the UNICEF Business Continuity Planning (BCP) checklists, which were validated in St. Vincent and the Grenadines (SVG), to ensure preparedness before disasters and effective implementation during crises. Reassess and recalibrate Business Continuity Plans (BCPs) before disasters to maximize impact.

### Scalable Actions

1. **Small and Micro Businesses:** Account for employees and safeguard assets through basic BCPs.
  - **Example:** A small manufacturing business in Jamaica conducted fire safety drills and implemented emergency communication plans to ensure staff safety during hurricane season (Caribbean Hurricane Safety, 2020, ).
2. **Medium Businesses:** Activate structured BCPs, including communication strategies.
  - **Example:** A mid-sized logistics company in Barbados developed backup systems for critical operations and provided employees with disaster readiness training (Barbados Logistics Review, 2020, ).
3. **Large Businesses:** Deploy advanced BCPs, including employee welfare programs and operational safety audits.
  - **Example:** A major hotel chain in the Bahamas established on-site shelters for employees and their families during Hurricane Dorian, ensuring their safety and maintaining core operations.

### Questions to Ask

- Are employees aware of emergency response plans and protocols?  
*(Assess training and communication around emergency readiness.)*
- What are the immediate risks to staff and operations during a disaster?  
*(Identify vulnerabilities in infrastructure and processes.)*
- How can we ensure continuity of operations while safeguarding employee well-being?  
*(Balance operational goals with employee safety and support.)*
- What tools or resources are available to enhance our operational safety during crises?  
*(Consider leveraging resources like BCP checklists and training modules.)*



## Assessing Capacity and Resources for Humanitarian Response

### Key Considerations

Different businesses have varying levels of resources and expertise. Identifying what can be realistically offered without compromising the business's stability is critical. Financial resources provide flexibility, in-kind contributions can meet specific needs, and operational support can leverage a business's logistical capabilities. Aligning available resources with the most pressing community needs ensures an effective and sustainable contribution.

### Scalable Actions

1. **Small and Micro Businesses:** Identify modest emergency funds or collective fundraising opportunities. Donate in-kind goods like food or clothing, and offer local infrastructure for community use.
  - **Example:** A small retail store in Grenada raised funds from loyal customers to donate water and canned goods to a neighboring community affected by flooding.
2. **Medium Businesses:** Dedicate contingency funds and align donations with needs, such as medical or technology services. Leverage logistics or services for disaster relief.
  - **Example:** A regional telecommunications company in St. Lucia provided free Wi-Fi hotspots in disaster-affected areas to aid communication and recovery (St. Lucia Response, 2019, ).
3. **Large Businesses:** Mobilize significant financial resources, bulk in-kind support, and operational logistics, such as transportation fleets or skilled personnel, to address widespread needs.
  - **Example:** An international airline based in Trinidad and Tobago transported medical supplies and aid workers to support hurricane relief efforts across the region.

### Questions to Ask

- What resources can our business provide without jeopardizing operations? *(Consider financial, in-kind, and operational capacities.)*
- How can we align our resources with the most pressing needs of affected communities? *(Evaluate local needs and priorities.)*
- Are there opportunities to collaborate with other businesses or organizations to maximize impact? *(Identify potential partnerships for resource pooling.)*
- How will we measure the effectiveness and sustainability of our contributions? *(Develop metrics to assess the impact of resource allocation.)*

## Identifying the Type of Engagement: Financial, In-kind, or Operational

### Key Considerations

Different types of assistance offer distinct advantages. Financial contributions provide flexibility to humanitarian organizations to address changing needs. In-kind donations, such as goods or services, can directly meet urgent requirements if they match the specific needs on the ground. Operational support, leveraging logistical capabilities or specialized skills, can fill critical gaps. It is essential to choose the type of engagement that maximizes impact and aligns with the business's strengths and the needs of the affected community.

### Scalable Actions

1. **Small and Micro Businesses:** Focus on small financial contributions, in-kind donations such as meals or supplies, or localized operational support like temporary shelters.
  - **Example:** A family-owned bakery in Dominica provided freshly baked goods to shelters after a major storm disrupted food supplies (Dominica Relief, 2018, ).
2. **Medium Businesses:** Allocate larger budgets and logistical capabilities, such as vehicles and storage facilities. Provide services relevant to disaster needs.
  - **Example:** A mid-sized delivery company in Antigua offered its fleet to distribute relief supplies to remote areas (Antigua News, 2019, ).
3. **Large Businesses:** Engage in large-scale financial contributions and mobilize extensive operational capabilities, including logistics and cross-sector partnerships.
  - **Example:** A multinational energy company in Trinidad and Tobago funded emergency power restoration and collaborated with NGOs to distribute medical equipment (Trinidad and Tobago Energy TT, 2019, ).

### Questions to Ask

- What type of engagement aligns best with our business's resources and expertise? (*Evaluate financial, in-kind, and operational capacities.*)
- Are there specific needs in the affected community that our business is uniquely positioned to address? (*Assess local needs against your capabilities.*)
- How can we ensure our contributions are both meaningful and sustainable? (*Prioritize actions with long-term impact.*)
- What partnerships or collaborations can enhance the effectiveness of our engagement? (*Consider joint initiatives with other businesses or NGOs.*)

## Coordinating with Local Authorities, Humanitarian Organizations, and Other Private Sector Entities

### Key Considerations

Effective emergency coordination is crucial to ensure that humanitarian efforts are well-organized, targeted, and do not duplicate efforts. Governments often lead disaster response, and their authority should be respected. Humanitarian organizations like the Red Cross operate under principles of neutrality, impartiality, and independence. Collaboration with these entities and other private sector actors can enhance the effectiveness of the response and ensure that assistance reaches those in need in a timely and efficient manner.

### Scalable Actions

1. **Small and Micro Businesses:** Maintain communication with local authorities to understand community needs. Collaborate with other local businesses to coordinate small-scale relief efforts.
  - **Example:** A small grocery store in St. Kitts partnered with a local NGO to provide discounted supplies to shelters after a tropical storm (St. Kitts Relief Report, 2019, ).
2. **Medium Businesses:** Partner with NGOs and government agencies to provide structured support, such as logistics or temporary shelters.
  - **Example:** A mid-sized construction company in Dominica collaborated with local authorities to clear debris and provide temporary housing for displaced families.
3. **Large Businesses:** Establish formal partnerships with humanitarian organizations and government bodies to support large-scale coordinated responses, such as supply chain management or critical infrastructure restoration.
  - **Example:** A telecommunications provider in Barbados worked with government agencies to set up emergency communication lines during Hurricane Elsa.

### Questions to Ask

- Are we engaging effectively with local authorities and humanitarian organizations? *(Evaluate communication channels and collaboration efforts.)*
- How can our business contribute to existing coordination frameworks without duplicating efforts? *(Identify gaps in current disaster response plans.)*
- What partnerships can we establish to enhance the reach and impact of our contributions? *(Seek opportunities for joint initiatives.)*
- Are there barriers to coordination, and how can they be addressed? *(Assess challenges and propose solutions for smoother collaboration.)*

## Post-Engagement Review and Learning

### Key Considerations

Reflecting on the effectiveness of humanitarian efforts is crucial for continuous improvement. Post-engagement review helps identify successes and areas for improvement, ensuring that future responses are more effective and aligned with best practices. Documenting lessons learned contributes to a knowledge base that can be shared within the business and with partners to enhance disaster preparedness and response in the future.

### Scalable Actions

1. **Small and Micro Businesses:** Conduct informal debriefs with employees and community partners to assess the impact of their contributions.
  - **Example:** A small café in Antigua held a post-storm meeting with staff to review their community meal distribution efforts and gather ideas for improvements.
2. **Medium Businesses:** Develop a formal review process to gather feedback from all stakeholders and document lessons learned.
  - **Example:** A mid-sized IT company in Jamaica conducted a survey among employees and partners to evaluate the effectiveness of their emergency IT support during a disaster.
3. **Large Businesses:** Establish a comprehensive evaluation framework, including metrics for success, to assess contributions and identify opportunities for strategic improvement.
  - **Example:** A multinational energy company in Trinidad and Tobago published a post-disaster report outlining their contributions, outcomes, and areas for improvement after providing power restoration services during a major hurricane (Trinidad and Tobago Energy TT, 2019, ).

### Questions to Ask

- What worked well in our disaster response efforts, and what could be improved? *(Conduct a thorough review of successes and challenges.)*
- How did our contributions impact the affected community and align with their needs? *(Evaluate the relevance and effectiveness of your actions.)*
- What feedback did we receive from employees, partners, and beneficiaries? *(Incorporate insights from stakeholders to inform future efforts.)*
- What lessons learned can be applied to enhance our disaster preparedness and response in the future? *(Document key takeaways for continuous improvement.)*

## Recommendations for Long-Term Engagement

### Key Considerations

Establishing long-term partnerships and embedding disaster risk reduction into core business strategies are essential for sustained engagement in humanitarian efforts. By proactively integrating these principles, businesses not only protect their operations but also contribute to the resilience of the communities they serve.

### Scalable Actions

1. **Small and Micro Businesses:** Foster partnerships with local organizations for community resilience initiatives, such as education programs and emergency training.
  - **Example:** A small bookstore in Grenada partnered with a local school to distribute disaster preparedness books and conduct student workshops (Dominica Relief, 2018, ).
2. **Medium Businesses:** Invest in long-term community projects, including infrastructure development and capacity-building programs.
  - **Example:** A mid-sized manufacturing company in St. Lucia funded the construction of storm-resistant community centers to serve as emergency shelters (St. Lucia Response, 2019, ).
3. **Large Businesses:** Advocate for policy changes that support disaster risk reduction and lead large-scale public-private initiatives focused on regional resilience.
  - **Example:** A global insurance firm in the Cayman Islands collaborated with regional governments to develop innovative climate risk insurance products for vulnerable communities (Trinidad and Tobago Energy TT, 2019, ).

### Conclusion and Call to Action

In an era where the Caribbean faces increasing threats from natural disasters, the private sector's role in disaster preparedness and response is more critical than ever. This guide has outlined practical, scalable actions that businesses of all sizes can adopt to mitigate risks, safeguard communities, and ensure operational continuity. By leveraging resources, expertise, and innovative solutions, private sector entities can significantly enhance the region's resilience.

We urge businesses across the Caribbean to embrace the strategies and principles outlined in this guide. Collaborating with local authorities, humanitarian organizations, and other private sector partners can amplify impact and create a robust network of support in times of crisis. Whether through financial contributions, in-kind donations, or operational assistance, every effort counts in reducing the toll of disasters on vulnerable populations.

Your proactive engagement today lays the foundation for a stronger, more resilient Caribbean tomorrow. Begin by assessing your organization's capacity, forging partnerships, and integrating disaster risk reduction into your core strategies. Together, we can turn challenges into opportunities for sustainable growth and community resilience.

## Quick Guide for Action

### Initial Assessment: Understanding the Impact of the Natural Hazard

- **Small and Micro Businesses:** Assess immediate impacts on premises, employees, and the local community through basic information and conversations.
  - **Medium Businesses:** Conduct broader assessments of supply chains and regional infrastructure using available reports and formal methods.
  - **Large Businesses:** Execute detailed evaluations of regional and international operations by collaborating with external consultants and authorities.
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### Employee and Operational Safety: Prioritizing Internal Response

- **Small and Micro Businesses:** Ensure employee safety through basic communication and simple business continuity measures.
  - **Medium Businesses:** Activate structured BCPs, including staff support and operational adjustments.
  - **Large Businesses:** Implement comprehensive BCPs with safety audits, welfare programs, and strategies for maintaining or pausing operations.
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### Assessing Capacity and Resources for Humanitarian Response

- **Small and Micro Businesses:** Mobilize small financial or in-kind resources, and use local infrastructure creatively to meet immediate needs.
  - **Medium Businesses:** Dedicate contingency funds and operational assets like logistics or services for disaster relief.
  - **Large Businesses:** Leverage significant funds, large-scale donations, and advanced logistics networks to address widespread needs.
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### Identifying the Type of Engagement: Financial, In-kind, or Operational

- **Small and Micro Businesses:** Provide small financial contributions, relevant product donations, or localized operational support.
  - **Medium Businesses:** Allocate funds, align product or service donations with needs, and leverage logistics or technical capabilities.
  - **Large Businesses:** Offer financial, in-kind, or operational support, often through formal partnerships or industry networks.
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### **Coordinating with Local Authorities, Humanitarian Organizations, and Other Private Sector Entities**

- **Small and Micro Businesses:** Collaborate with local authorities, NGOs, and other businesses to align with relief efforts and pool resources.
  - **Medium Businesses:** Partner with local and international NGOs, and coordinate with authorities and industry peers for efficient aid delivery.
  - **Large Businesses:** Form high-level partnerships with major NGOs and governments to deploy resources and lead coordinated efforts.
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### **Making the Decision to Engage: Criteria and Ethical Considerations**

- **Small and Micro Businesses:** Focus on local needs and ethical, culturally sensitive actions that don't harm the local economy.
  - **Medium Businesses:** Evaluate regional impacts and adhere to humanitarian and ethical standards for sustainable engagement.
  - **Large Businesses:** Align actions with formal ethical guidelines, humanitarian principles, and corporate social responsibility goals.
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### **Post-Engagement Review and Learning**

- **Small and Micro Businesses:** Conduct informal reviews of immediate outcomes and lessons learned for future improvement.
- **Medium Businesses:** Perform detailed evaluations and logistics reviews to refine disaster response strategies.



- **Large Businesses:** Conduct comprehensive reviews and develop best-practice guides for enhanced future responses.
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### **Recommendations for Long-Term Engagement**

- **Small and Micro Businesses:** Support ongoing local disaster preparedness and small-scale partnerships for resilience building.
- **Medium Businesses:** Invest in long-term community projects and formal partnerships for sustainable preparedness.
- **Large Businesses:** Develop CSR programs and infrastructure resilience initiatives that support long-term disaster preparedness and recovery.

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