

**TOP REASONS FOR PROVIDING HUMANITARIAN AID**



TO BE A GOOD CITIZEN



HELPING PEOPLE IN NEED



GOOD RELATIONSHIPS WITH AFFECTED COMMUNITIES



IMPROVE RESPONSE TO HUMANITARIAN CRISIS

**BUSINESS**

**HUMANITARIAN ORGANIZATIONS**






**TOP WAYS ENTERPRISES RESPOND TO INTERNATIONAL DISASTERS**



**INDUSTRY'S PLANS FOR DISASTER RESPONSE**

**ONLY 25%**  
**OF THE COMPANY RESPONDENTS**  
said they had a formal plan for international disaster response

**WHAT'S NEEDED?**

-  management structures and spending guidelines to inform decision-making;
-  a detailed communications plan;
-  a dedicated portion of the community investment budget;
-  a rapid response plan for the first 24 hours of a crisis;
-  the identification of company resources and in-kind contributions that could be made.

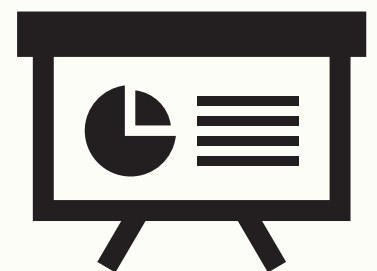
**HOW TO INCREASE PRIVATE SECTOR AND HUMANITARIAN COLLABORATION**

A NATIONAL DIALOGUE ON CANADA'S impact in the world of international disaster response:

workshops, closed-door sessions, and national forums



TOOLS AND TRAINING INITIATIVES TO INCREASE AWARENESS AND CREATE OPPORTUNITIES FOR COLLABORATION



**STRUCTURED POST-DISASTER BRIEFINGS**

A CENTRALIZED INFORMATION HUB FOR INTERNATIONAL DISASTER RESPONSE: who to contact, current humanitarian work in the area, research and tools for cross-sector collaboration, who's working where

Source: The Conference Board of Canada, Enhancing Collaboration in Humanitarian Disasters.