



**Webinar:  
Lessons from the COVID-19 pandemic:  
Business continuity in the era of Covid-19: how businesses should prepare for  
reopening?**

**9:00 AM New York, 3:00 PM Geneva, 9:00 PM Manila, 10:00 PM Incheon**

**7 May**

**Registration: <https://bit.ly/3bUgww3>**

Concept note

**Background**

Up to 80% of all investment in any given country is coming from the private sector. It is therefore critical that the private sector engages to make this investment risk informed. The private sector is a critical participant in the creation of risk-resilient societies. By combining the intellectual (know-how) and capital assets of the private sector with the public sector and other stakeholders solutions will be developed and implemented to achieve the targets of the Sendai Framework by 2030.

At the same time the COVID-19 situation reveals the challenges of managing health risks while reducing disaster risks. All countries face systemic risks, such as those associated with disease outbreaks, with the potential for very significant socio-economic impacts.

A range of international instruments and frameworks exist to support countries in managing these risks. In particular, the International Health Regulations (2005), and the Sendai Framework for Disaster Risk Reduction 2015-2030<sup>1</sup>, which provides concrete actions to protect development gains from the risk of disasters due to biological, natural and technological hazards.

Many countries have responded to the COVID19 crisis by varying degrees of lockdowns, causing losses of jobs and immense socio-economic impacts. Governments are now considering easing the lockdown restrictions in a phased manner, to allow economic activities to restart.

**Content and objectives**

Shutting down the global economy in the age of Covid-19 was tough. Reopening will be even harder. How should organizations continue operating in this new normal? This webinar will showcase best practices and advice that are informed by lessons learned and recorded from past outbreaks including SARS, MERS, H1N1, H5N1, Zika, and Ebola, and also from other hazards. The webinar aims to give business owners the tools to better prepare for and respond to such events. The webinar will share leadership strategies adopted by the private sector to continue business during the lockdown.

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<sup>1</sup> [https://www.preventionweb.net/files/43291\\_sendaiframeworkfordrren.pdf](https://www.preventionweb.net/files/43291_sendaiframeworkfordrren.pdf)

**Disaster Recovery Institute** is the leading global nonprofit that trains and certifies the resilience professionals who help organizations prepare, including at governments worldwide and at 95% of Fortune 100 companies (all the big American brand names including major banks, healthcare organizations, and all other critical businesses). We set the standard followed by 15,000+ disaster professionals worldwide who are working tirelessly to keep toilet paper on your shelves, get your prescriptions filled, and put food on your table. That's what business continuity is all about. Watch this webinar to learn more about the tools that help our business continuity practitioner community do that.

The **ARISE Network** currently comprise of 250 members companies across all continents working towards resilient business practices. A priority area of focus is enhancing long-term resilience of SMEs. UNDRR works with ARISE members through the regional and national networks to engage current and potential ARISE members to implement risk informed business practices. We work from the micro to the macro level, including SME associations, Chambers of Commerce and regional business networks.

**Target audience:**

Small and medium enterprise owners and DRR experts from all regions

**Speakers**

WHO Health Emergencies Programme;

Chloe Demrovsky President and CEO of Disaster Recovery Institute International

Liza B. Silerio SM Supermalls

Jorge Noel Y. Wieneke III President Association of Filipino Franchisors, Inc.

**Organizers**

World Health Organization (WHO)

United Nations Office for Disaster Risk Reduction (UNDRR) Global Education and Training Institute (GETI)

**Structure:**

The webinar will be moderated and it will last for 1 hour. Following the above objectives, the proposed structure is as follows:

- Opening – WHO (5 min)
- Presentation: SM Super Malls (15 min) DRI (30 min)
- Q&A (10 min)

For more information: Ana Cristina Thorlund, UNDRR Office for Northeast Asia (ONEA) and Global Education and Training Institute (GETI) at [undrr-incheon@un.org](mailto:undrr-incheon@un.org)



*This webinar is made possible with funding support from:*





**Chloe Demrovsky**  
President and CEO of DRI

She has led DRI to a record number of certified professionals, oversaw the creation of a new digital strategy, and managed the most substantive revision of DRI's core training program in its history. She designed DRI's international market development strategy operating in over 50 countries. During her tenure, DRI's conference reached a record level of attendance and the organization launched a series of diversity committees including Women in Business Continuity, Young Leaders in Resilience, and the Veterans' Outreach Program. She is a regular Forbes contributor, has appeared on Bloomberg TV, MSNBC and Fox and served as an expert source for The Associated Press, USA Today, ABC News, and many more. She has presented at dozens of events on four continents, conducted on-site briefings for government bodies, and built the relationship with the United Nations Office for Disaster Risk Reduction. She is a Bard College at Simon's Rock and DRI Foundation Board Director, a CBCV, an adjunct professor at New York University, a Term Member of the Council on Foreign Relations, a subject matter expert for The Rockefeller Foundation's 100 Resilient Cities, a US-Japan Foundation Scott M. Johnson Fellow, and a French-American Foundation 2019-20 Young Leader.



**Liza B. Silerio**  
Vice President for Corporate Compliance Group for SM Supermalls  
SM Prime Holdings Inc., - Philippines

Ms. Liza Silerio is currently the under SM Prime Holdings Inc. She has 23 years of experience with the mall operations and serves as CSR Program Director for the SM Mall's Environment and Sustainability Committee. Liza manages the Secretariat for the ARISE Philippines local network with 150 private sector members. She is the Chairperson for 3rd consecutive years of Ortigas Center Association Inc (OCAI), a non-stock, non-profit organization. It is commissioned to uphold the stature of Ortigas Center as one of the nation's prime business districts with 191 member properties covering an area of around 1,082,891 sqm. She is one of the Board of Trustees for Weather Philippines Foundation. It is the Aboitiz Group's largest CSR initiative. It aims to deliver critical and accurate weather forecasts to the Filipino community, with the hope of improving nationwide disaster preparedness, and timely response to variable weather conditions. She is a registered Civil Engineer.

### **Jorge Noel Y. Wieneke III**

President and founding member of the Association of Filipino Franchisors, Inc. (AFFI)

President of JWien Food Corp., proponent of Tokyo Tempura • A creative serial entrepreneur for more than 20 years, best known for being one of the founders of Potato Corner

- 2017 Agora Awardee: Outstanding Achievement for Entrepreneurship Small Enterprise
- Program Director for Entrepreneurship at the Professional Academy for Culinary Education
- Faculty and Program Director for Franchise Management, Retail Management and Restaurant Management of Ateneo Center for Continuous Education (CCE)
- Long-standing GoNegosyo Angelpreneur and Entrepreneurship Speaker
- ASEAN Mentor
- Entrepreneur advocate and mentor
- Founder of KalyeNegosyo, his personal advocacy that mentors micro-entrepreneurs at the grassroots level
- President of Buy-The-Bucket Inc.

### **Scenario**

Opening remarks (3 minutes): WHO? Can refer to - Considerations in adjusting public health and social measures in the context of COVID-19, Interim guidance, 16 April 2020

Speaker 1 (Liza 10 minutes)

Speaker 2 (Jorge 10 minutes)

Speaker 3 (Chloe 20 minutes)

Q and A and Parting remarks: 15 minutes approximately