

Atlas: Ready for Business Mobile Application

Core component of the Business Preparedness Initiative



Global Disaster Preparedness Center

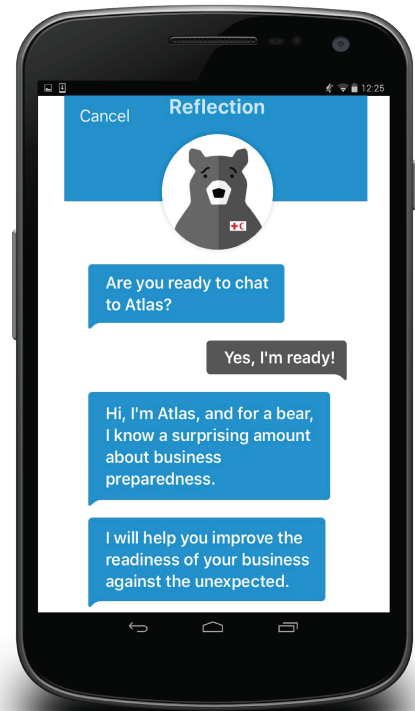
An innovative approach to small business preparedness

Over the last 3 years, the IFRC's Global Disaster Preparedness Center (GDPC) has developed and launched an engaging and scalable mobile application, Atlas: Ready for Business, aimed at increasing small business preparedness and response capabilities. Small businesses play a critical role in communities and global markets, contributing to employment and supply chains. They are instrumental in stimulating and restoring economic activity at a community level in the wake of disasters.

While many small businesses are intuitively aware of the importance of being prepared for how a disaster might affect their operations, studies have shown a vast majority of small businesses do not actively plan ahead. This is due to a high financial cost and lack of actionable guidance and can often cause hardships not only for the business, but also the surrounding communities.

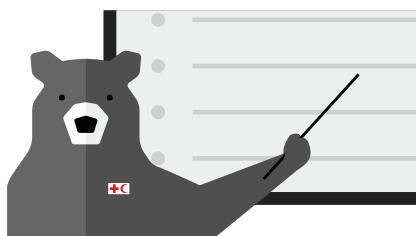
Atlas lowers these barriers by being an accessible tool which is free to local businesses, assisting them every step of the way. Created to specifically help small businesses, business owners or managers learn to improve their preparedness at their own pace by completing tasks alone or alongside their employees and are instructed to examine their operational readiness, networks and relationships, leadership and culture, change readiness, and their ability to assist their people at work. Based on the user's progress through the app's levels and their responses to planning questions, Atlas skillfully auto-generates a shareable 'Crisis and Recovery Plan' which can be used not only during disasters, but also to exercise readiness and educate staff.

The mobile application utilizes interactive features, including chat sessions with Atlas that prompt the user to assess their level of preparedness and to test progress and to guide the user on the unique journey towards resilience. This unique journey is achieved by Atlas' flexible content management system which can be adapted to show the user location-specific content, be translated into unlimited target languages and local dialects, and be modified to include sector-specific content to better assist businesses and to keep them engaged along the way.



Available in 7 languages – Arabic, English, French, Indonesian, Spanish, Swahili, and Vietnamese – with more languages currently in development.

Download it at: preparecenter.org/atlasapp



“Straight off it was clear that [Atlas] was about disaster recovery and business resilience, to make sure you have what is needed.”
Small business owner, New Zealand.

As part of the Red Cross and Red Crescent network, the Global Disaster Preparedness Center (GDPC) is a resource center that promotes innovation in disaster preparedness and supports learning and knowledge sharing amongst disaster preparedness practitioners worldwide. One key aspect of the GDPC's work is promoting innovative approaches to disaster preparedness, such as creatively using technology. Through the Business Preparedness Initiative, Red Cross and Red Crescent national societies and partner organizations can provide Atlas: Ready for Business to local communities to strengthen overall community resilience and lessen the effects of disasters.



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gdpc@redcross.org



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