### **P5.S2.T1 Awareness of the need to plan for contingencies**

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| Brief description |
| It is important for ME managers and owners to know how disasters and crises can affect their business and what measures they can take to prevent or mitigate them. Sometimes simple measures can be taken to help protect people and business assets. Materials are available for dissemination through social networks and simple tips to help protect businesses. |
| Tips |
| * Look at what resilience activities are already available to businesses in the area. * Enhance MEs to keep contacts and business records stored in the cloud or regularly copied to a USB drive stored away from business premises, and keeping photocopies of important paper documents stored safely. * Encourage saving a small percentage of monthly business earnings. * Invite microentrepreneurs to consider whether insurance is a good option (and feasible) for their business. * Promote keeping premises tidy to reduce fire load and keeping fire extinguishers accessible, serviced and knowing how to use them, keeping basic first aid equipment, health and hygiene habits at work, and networks as a source of inspiration to improve your business and help when trouble strikes. * It is important for the MEs beneficiaries to know the institutional emergency plans and pay attention to the indications of the Civil Protection services at the government level -and maintain a relationship with these institutions, if applicable |
| Tools   * P5.S2.T1a. ATLAS Video (only available in Spanish)   Video to raise awareness of the need to plan for contingencies developed as part of a BPI pilot in Ecuador, produced to explain in a simple way the need to protect ME and the usefulness of the Atlas Ready for Business App.   * P5.S2.T1b ATLAS video (shorter version, only available in Spanish)   Version of the above video to share through social networks.   * P5.S2.T1c Tips to protect your business   Images to be sent via social media with messages to help protect the microbusinesses. |
| References |
| * Visit GDPC [Business Preparedness Initiative Toolkit - PrepareCenter](https://preparecenter.org/toolkit/business-preparedness-initiative-toolkit/) |