**P5.S2. T3 Implementing the business continuity plan**

The lack of resources to implement the preparedness measures identified is one of the main factors that hindered business preparedness[[1]](#footnote-1). The initiative was piloted in Ecuador, and CVA was suggested to support MEs in their business resilience efforts. Once the targeted MEs completed their business continuity plans using the Atlas App, MEs “shortcut” version, the

entrepreneurs received a cash transfer, focused on promoting and implementing the actions set out in the continuity plan developed. This is not, of course, a valid solution for everyone and in all contexts, but in the framework of projects to support ME, a budget line can be considered to support the implementation of measures identified in the contingency plans.

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| CVA to support BPI in Ecuador  |
| This CVA was framed in the project “adaptation of bpi tools for me - pilot in Ecuador” implemented by the [Ecuadorian Red Cross](https://www.cruzroja.org.ec/) in partnership with [Conquito](http://conquito.org.ec/), coordinated by [LRC](https://www.livelihoodscentre.org/) and the [GDPC](https://preparecenter.org/), with the funding of the [BMZ](https://www.bmz.de/en/) through the [IFRC](https://www.ifrc.org/) as part of the global appeal for covid-19i order to achieve the outcome 2 of the project: *50 MEs strengthened to cope with the risk of disasters in their businesses, with the support of the atlas app*. It was conditional cash with the encouragement to invest the amount received on their business continuity plan.The CVA aimed to contribute to the resilience of micro-business, by preparing a business continuity plan (BCP) in the face of disaster risks, in particular those related to Covid 19, which had hit Ecuador MEs so hard. Once the BCP was completed using the Atlas App, MEs “shortcut” version, the entrepreneurs received a cash transfer, focused on promoting and implementing the actions set out in the continuity plan developed.  |
| Main needs identified by the micro business owners  | * Raw material and key inputs
* Biosecurity equipment
* Machinery
* Licenses and permits
 | * Marketing channels
* Credits
* Rent payment
 |
| Requirements to get the transfer | * To complete 100% the itinerary of the Atlas app (all levels and modules) verified in the crisis & recovery plan (pdf obtained from Atlas App)
* To attend the technical assistance sessions
* To complete a final survey for the purpose of evaluating different aspects of the app
 |
| Total budget | * The total budget allocated to the CVA amounted 25,500 USD
 |
| Amount | * The cash transfer amounted 500 USD per person / per ME selected
 |
| Mechanism  | * The mechanism chosen was withdrawal of cash without card through a unique, individual and private handed-in code
 |
| findings | * Including cash assistance to support the implementation of the identified continuity plans and thus address the lack of resources reported (during the gap assessment) has proved to be a motivating element and is therefore considered a good practice.
* CVA helped to foster a sense of ownership and that taking steps to protect their business is in their hands.
* The accompaniment and close monitoring of the microentrepreneurs throughout the process of developing the crisis 6 recovery plans was critical to the success of the pilot.
* Video documentation of the pilot experience in Ecuador, accessible [here](https://vimeo.com/499120405) or scanning the QR code on the right (only available in Spanish)
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1. As identified during a gap Analysis conducted by the LRC to analyse usefulness of BPI tools Atlas App and Workshop in a Box for MEs in developing countries [↑](#footnote-ref-1)