

## PREPARING FOR NATURAL DISASTERS IN 2023: ADDRESSING KEY CHALLENGES AND CAPITALIZING ON OPPORTUNITIES

Disasters can strike at any moment, and it's vital for organizations to be prepared to minimize their impact. As the frequency and intensity of natural disasters continue to increase, it's crucial for businesses and civic organizations alike to adopt a comprehensive approach that involves preparedness, response, and recovery. Below, we've outlined the disaster relief needs in 2023 and provide a solution to build resilience in the face of natural disasters.

Our team of knowledgeable representatives have reliable access to the products and services you need for prevention today. Allow us to create a rebuilding plan that includes products and services that will take you securely into the next quarter and beyond. We offer a wide range of products to help with building efforts, including construction materials, HVAC Flex, personal protective equipment, and cleaning supplies. We're here to get you what you need immediately and on a reoccurring basis. **Contact us today to learn how we can help your company source the products you need before you run out.**

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### PROBLEM: NATURAL DISASTERS ARE DIFFICULT TO PREDICT

The consequences of natural disasters can be devastating, resulting in physical destruction, economic losses, and social disruption. According to the Federal Emergency Management Agency (FEMA), natural disasters cause billions of dollars in damages and loss of life each year. Many businesses are not equipped to prepare and respond effectively.

### SOLUTION: BUILDING RESILIENCE AND SOURCING RELEVANT PREVENTION PRODUCTS

Cities can increase their resilience in the face of natural disasters by adopting a multi-step approach:

1. **Civic Engagement:** Businesses can engage community leaders in the planning process to create buy-in and ensure that their plans align with needs for both private and public infrastructure. As *The New York Times* suggests, this can be done through community meetings, surveys, and workshops, as well as developing a reputable civic leadership status.
2. **Risk Assessment:** Builders should conduct a risk assessment to identify potential disaster scenarios and develop response plans. This involves evaluating the likelihood and impact of various disasters and utilizing guidelines provided by FEMA to gather and analyze data and involve stakeholders.
3. **Preparedness Planning:** Private businesses should develop disaster preparedness plans that identify key resources, such as emergency shelters, evacuation routes, and communication systems, and ensure they are in place and ready for use in the event of a disaster, as well as proper trade routes and emergency equipment providers, such as **WeShield**. The Ten Essentials, developed by the United Nations Office for Disaster Risk Reduction (UNDRR), provide guidance on the critical elements of preparedness planning.

4. **Infrastructure and Technology:** Businesses can utilize smart technology to enhance their resilience to natural disasters. For instance, sensors can monitor critical infrastructure, such as bridges and dams, for signs of stress, while early warning systems can alert organizations to potential disasters. Additionally, businesses and local elected officials should align tech systems to improve communication and coordination during disaster response efforts.
5. **Recovery Planning:** After a disaster, organizations need a plan in place for recovery and rebuilding, which includes securing funding, repairing infrastructure, and supporting affected communities through rapid response and reliable supply sourcing. As *The Financial Times* highlights, having a comprehensive plan in place before a disaster occurs is crucial to ensure swift rebuilding efforts.

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By involving elected officials, conducting risk assessments, developing preparedness plans, utilizing technology, and planning for recovery, private businesses can build resilience in the face of natural disasters and minimize their impact. Don't wait for the next disaster to hit - be proactive and take steps now to ensure your organization is prepared for the unexpected.

WeShield is here to help you navigate the rapidly changing shipping and supply industry. **Get in touch with us today and let us know what we can help you find, on time, and for the lowest price possible.**

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