



Workshop 2

The business case for resilience

Objective 1
Understand the various needs of different stakeholders involved in urban resilience.

Objective 2
Identify the internal business case for urban resilience in your specific organisation.



Exercise set-up

Time consideration

One hour plus 20 min individual preparation time to read through 'Background briefing: urban resilience and insurance' and 'Identified barriers and challenges'.

Material needed

Flip charts, post-it notes / white board, pens/ or online real-time ideas sharing software. Copy of A3 participant worksheet for each small group or projection of participant worksheet for whole group.



1. Introduction and context

- Outline the purpose of the exercise and explain the structure of the session, referring to the 'Background briefing' and 'The returns on resilience: the business case report' textbox.
- Each participant introduces themselves: name and job function, plus any relevant experience or expectations they may have with respect to urban resilience and shares what they want to get out of the workshop.



2. Collaborative exercise - Identifying varying urban resilience needs

Discuss the two pictures, A and B. Focus on:

- What are the resilience needs? • What could/does already insurance offer?

Split the group and allocate one picture to each group. Using the participant worksheet (attached), fill in the specific resilience needs of the city and how the insurance industry can support. Illustrative examples include:

Homeowners

- Their objectives:** receive rapid support following loss to protect property values.
- Their needs:** receive financial support after disaster, advice on how to prepare/prevent/reduce, incentives to enhance resilience (before and after an event), city-level protection measures (drainage, flood defences etc.)

City authorities

- Their objectives:** growing the city by attracting new investments and developments, fulfilling duties to protect the city, providing working infrastructure.
- Their needs:** risk modelling, risk financing, investment funds.

Allow time for each group to feed back.



3. Brainstorming - moving from ideas to action

Participants discuss and identify the resources required to build a business case for one idea proposed in the collaborative exercise. For example:

- Data requirements?
- Partnership/collaboration with other stakeholders?
- Political commitment?
- Financial support?
- In-house expertise?
- More evidence on cost/benefits?

Participants select two resources for each idea and record that in the participant worksheet.



4. Concluding discussion – next steps

Each participant draft a 90 sec sales pitch and present to the group. Include:

- An resilience opportunity that could be explored further and why it would benefit the insurer.
- The resources and partners required, internally and externally, that they would need to collaborate with
- Next steps after this workshop has finished, to make this idea a reality.



- Provide a summary of key ideas and next steps for participants. This can be used for internal evaluation and for follow-on work.
- Combine the material collated across the two workshops with the 'Background briefing tool'. Feed this back to the board to a) demonstrate the key messages of the workshop and b) highlight any resources the participants would require to translate theoretical discussion into real life opportunities.