

COVID-19

# ICC Strategic Response

# OBJECTIVE

ICC as trusted advisor to global business, WHO and policymakers in the fight to contain and limit the consequences of the COVID-19 pandemic

# PRINCIPLES

**Whole-of-ICC approach**

**Deploy full range of ICC resources**  
(Knowledge Solutions, Products and services, ICC Academy, Communications, ICC Court/DRS, ICC network)

**Prioritise COVID-19 response across the organisation**

**Apply our values consistently to our approach**  
(generous, connected, liberated, pioneering)

**Recognise this is a long march, commit to it and continuously learn and adapt**

**Engage, empower and build capability in the ICC network**

**Identify and reach out to critical stakeholders as required**



# 1. POLICY ADVOCACY

- Map short-term and longer-term policy issues (Hub directors, NY and Geneva)
- Prioritise quick, high-quality policy asks in all knowledge hubs, including through policy commissions and special projects(Hub directors)
- Coordinate positions and ensure alignment across all hubs (Knowledge Solutions)
- Coordinate external engagement (governments, international organisations, etc) NY, Geneva & Knowledge Solutions)
- Create feedback loop with NCs (Global Membership)
- Create easy-to-use advocacy packs for NCs (Global Comms & Knowledge Solutions)

## 2. PRODUCT AND SERVICES DEVELOPMENT

- Develop trusted advice(s) with WHO for distribution to NCs and WCF (Knowledge Solutions)
- Endorse and roll-out advice from trusted partners that aligns definitively with WHO guidelines and is accessible to SMEs
- Design and conduct an easy to use ICC survey and other means for enabling real-time information gathering to support WHO and national policymakers (Knowledge solutions & Global Membership)
- Work with WHO to identify key pain points and crowd-in tools developed by ICC members (Global memberships and & Knowledge Solutions)
- Develop web portal of essential resources for SMEs (business guidance, model contingency plans, relevant Academy courses, webinars, etc), including those developed by NCs (Global comms, NY and Knowledge Solutions)
- Identify tools to support virtual arbitration proceedings that will allow the expedited review and hearing of new cases (DRS)
- Clarify guidance on the application of force majeure clauses at international level (DRS)

# 3. NETWORK ENGAGEMENT

## Network engagement plan

- NCs/Chambers to support the deployment of surveys to their local business communities and contribute to generating new data to aid national and international response efforts (KSD & global membership)
- Request All National Committees (NC) /Chambers to relay global ICC policy messages to their local authorities and business communities (KSD & global membership)
- Request All National Committees/Chambers to share local initiatives and widely promote the (future) ICC web portal, allowing chambers and businesses to learn from each other, access trusted tools and resources, and provide input to WHO and national governments as required (KSD & global membership)
- Determine the appropriate contact person for the UN/WHO country offices, drawing from NCs and the Chambers, in coordination with the WCF Chair, to ensure optimal joint collaboration (Global membership)
- Seek support from all NCs/Chambers to facilitate identification of potential donors for WHO Strategic Response Fund and/or future projects under the Merchants of Peace supporting a robust ICC-WHO partnership (KSD & global membership)

## Support and monitoring mechanism

- Set up biweekly coordination calls between ICC Secretary General, the five ICC Regional Coordinators and ICC WCF Chair to monitor progress and identify regional needs
- All NCs to appoint their contact person (preferably Chair or Secretary General) to liaise with ICC HQ, their UN/WHO country office, and local chamber community
- HQ to provide National Committees/Chambers with frequent updates on policy/products and communications material

# 4. COMMUNICATIONS

- Support the rapid dissemination of critical information and inform effective international coordination
- Develop dynamic and agile internal network and external communications plan to unify messaging, streamline outreach efforts and facilitate amplification throughout the network
- Leverage social media platforms and other communication channels to inform ICC communities, share best practices and showcase ICC initiatives and calls to action
- Establish communication channel (Whatsapp) to share policy developments
- Priority short-term focus: amplify G20 call to action for coordinated policy response
- Mid-term: Comms support for roll out and amplification of policy/advocacy information and new/updated products and services as they are developed

# 5. WHO RELATIONSHIP MANAGEMENT

- Strategy (Secretary General and WHO D-G)
- Policy coordination and day-to-day engagement (Knowledge Solutions)
- Regional offices (Knowledge Solutions)
- Administration (Offices of ICC Secretary General's Office & WHO D-G)



# 6. CRITICAL STAKEHOLDER MANAGEMENT

**Identify relevant collaboration opportunities and coordinate efforts with stakeholders**

- WEF
- UN Global Compact
- B20