



[Join us](#)[Sign in](#)

Insights on handling coronavirus from an earlier report on business and outbreaks

Download PDF 

Protecting Lives and Livelihoods across the Global Economy

This 2019 report by the World Economic Forum and the Harvard Global Health Institute warned of an outbreak like COVID-19 and told businesses to step up to the increasing risk of pandemics.





A cautionary tale

Launched in January 2019, [*Outbreak Readiness and Business Impact*](#) highlighted the growing risk of infectious disease and cautioned businesses that pandemics were worryingly underrepresented in considerations of risk. It proposed tailored insights on the impact of outbreaks, offering strategies for effective response and resilience. There was stark warning that “the world remains ill-prepared to detect and respond to outbreaks and is not prepared to respond to a significant pandemic threat”. It said outbreaks and epidemics could cause catastrophic economic damage when they occur.