



FEMA

Expanding the Team: Private Sector Collaboration with FEMA

The private sector is a vital part of the emergency management team. We see the nation's vast network of business, industry, academia, trade associations, and other non-governmental organizations as equal – and equally responsible – partners in every phase from preparedness to response and recovery to mitigation.

The Federal Emergency Management Agency (FEMA) has worked steadily to increase the level of private sector collaboration at all levels. The agency has broken new ground in areas that will have profound and long-term benefits to the nation, such as the Private Sector Representative position, online training, and downloadable exercises.

More importantly, FEMA continues to learn from the efforts of our private sector, state, local, tribal, and territorial partners who are handling emergencies every day. They are the ones who can offer the most relevant lessons and good practices. We build on what works in the field, and help amplify the reach of the most promising efforts by sharing them nationally.

STRATEGIC, TACTICAL, OPERATIONAL? WHY NOT MAKE A POSITIVE IMPACT AT EVERY LEVEL?

Whatever your preference, there are a variety of ways to plug into FEMA's effort, depending on your organization's interests and capabilities. Here is a small sample:

Be a Thought Leader: In 2012, FEMA launched a collaborative forum to engage our partners, promote innovation, and facilitate discussions in the field of emergency management. Visitors can comment on issues FEMA is working on, submit their own ideas, comment on others, and participate in conversations meant to generate creative solutions.

The forum is open to anyone who wants to discuss a variety of emergency management issues, such as how we prepare for, respond to, recover from, or mitigate against all types of disasters as well as ideas on how we can continue to integrate the whole community. (<http://fema.ideascale.com>)

Improve Organizational and Community Resilience through Training, Tools, and Other Resources:

FEMA offers a variety of free tools and resources that can be downloaded and used by anyone, including tabletop exercises, online courses, and partnership model case studies available at <http://www.fema.gov/privatesector>. FEMA also offers several tools designed to facilitate two-way sharing of data and data feeds between the private sector and federal government.

Get a Change of Perspective as a

Private Sector Representative: For the first time ever, FEMA has opened its doors and brought in the private sector to work as one of us for 90 days at a time. This effort is based on numerous state

and local examples where bringing the private sector in as part of the emergency management team improved the response and recovery efforts by creating a two-way communication channel between the public and private sectors. For more information email FEMA-PSR@fema.gov.

SO WHERE DOES COLLABORATION MEET THE BOTTOM LINE?

While the opportunities for working together are virtually unlimited, we know that there are practical considerations. Through public-private collaboration, government and the private sector can:

- Enhance situational awareness
- Improve decision-making
- Access more resources and capabilities
- Expand reach and access for disaster preparedness and relief communications
- Improve coordination
- Increase the effectiveness of emergency management efforts
- Maintain strong relationships, built on mutual understanding
- Create more resilient communities and increase jurisdictional capacity to prevent, protect against, respond to, and recover from major incidents

For more information, please visit <http://www.fema.gov/privatesector>. For more discussion, reach out to us at FEMA-private-sector@dhs.gov, or sign up to receive email updates at <http://www.fema.gov/help/getemail>.