



FEMA

National Business Emergency Operations Center

In a crisis, close collaboration between the Federal Emergency Management Agency (FEMA) and the private sector is critical to protecting citizens and rebuilding communities. The National Business Emergency Operation Center (NBEOC) is envisioned as a groundbreaking new virtual organization that serves as FEMA's clearinghouse for two-way information sharing between public and private sector stakeholders in preparing for, responding to, and recovering from disasters. The goal of the NBEOC will be to take FEMA's current Private Sector Representative (PSR) – a private sector emergency manager serving a 90-day rotation in the National Response Coordination Center (NRCC) - role during NRCC activation and provide it greater structure and a deeper bench.

NBEOC DESIGN

- Facilitate a public-private sector exchange of information about needs and capabilities
- Support the ability of state, local, and tribal governments to recover from disasters by connecting them with FEMA's regional private sector liaisons and the NBEOC's national network of resources
- Foster cooperative and mutually-supportive relationships that eliminate duplicative partnership development efforts
- Assist Regional and Joint Field Office (JFO) partners in identifying where support is available or needed to

restore business operations to the affected areas

- Engage key stakeholders who can bring resources, capabilities, and expertise to bear during disaster response and recovery efforts
- Improve situational awareness across the affected areas

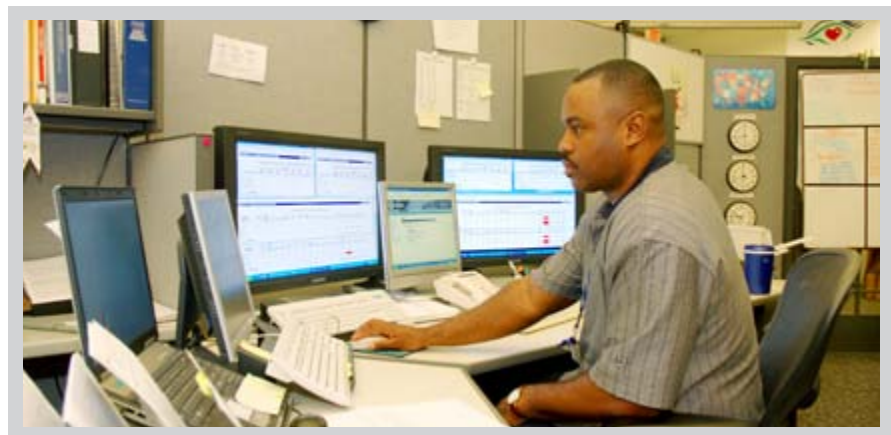
NBEOC MEMBERSHIP AND STRUCTURE

Participation in the NBEOC is voluntary and open to all members of the private sector, including large and small businesses, associations, universities, think tanks, and non-profits. Organizations interested in joining or sharing ideas can contact FEMA-PSR@dhs.gov.

All participation and coordination is virtual – via conference calls, email, and web platforms - with only NBEOC leadership serving in a physical capacity at FEMA Headquarters. This is reflected in the

NBEOC's structure:

- The Director of FEMA's Private Sector Division, Office of External Affairs, has overall responsibility for the NBEOC
- FEMA's current Private Sector Representative serves as the NBEOC Director, supporting the Private Sector Division Director and coordinating the collaboration of the members
- Members are organized into groups by their affiliations, including federal partners, private sector organizations and associations, PSR program alumni, private sector functional areas, and regional/state/local organizations
- As the NBEOC grows, its structure will remain fluid, evolving to reflect feedback from participants and audience members as well as lessons learned from events and exercises



NBEOC VALUE PROPOSITION

VALUE	COMPONENTS
Foster a whole community approach	The NBEOC is an important tool for ensuring that the private sector is integrated into disaster operations at a strategic, operational, and tactical level.
Support continuity of private sector operations	During a disaster, NBEOC members can notify government officials of their organizations' operating status and provide access to information that supports business continuity.
Enhance situational awareness	<p>The private sector gains by learning ground-truth, priorities, and needs of survivors and communities.</p> <p>The public sector gains by learning available capabilities, resources, and impacts.</p>
Provides the ability to work with and/or connect with rational/regional/state/local associations	The NBEOC provides the ability to work on challenges on a case by case basis that Federal Agencies may not be able to solve.
Liaison	<p>Between: FEMA National FEMA Regional State EOC/BEOC Other Private & NGOs</p> <p>The liaison connects the private sector stakeholder to resources or information at the federal, regional, state or local level for specific issues.</p>
Exercise and training	The NBEOC offers a platform for the private sector to integrate an external component into exercises and training.
Develop trusted and cooperative relationships	The NBEOC brings together members of the private sector and government to develop lasting relationships essential to emergency management.

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>.



FEMA