

## **GLOBAL BLUEPRINTS FOR CHANGE**

**First Edition--Prepared in conjunction with the International Workshop on Disaster Reduction convened on August 19-22, 2001**

The Global Blueprints for Change contain guidance for working together to improve the capability to identify indicators of physical, social, enterprise, and environmental vulnerabilities throughout the world and to select and implement realistic solutions to reduce them towards acceptable levels.

### **Theme A: LIVING WITH NATURAL AND TECHNOLOGICAL HAZARDS**

#### **Topic A.5: Improving Business Continuity and Recovery Planning**

##### **“Overcoming the Barriers to Sustainable Business Enterprise”**

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**DISCLAIMER:** This manuscript was prepared as a contribution to the first edition of the Global Blueprints for Change and for use in conjunction with the International Workshop on Disaster Reduction convened on 19-22 August 2001 in Reston, VA. The manuscript is a "work in progress" and has not been edited for policy and for conformity with the other Blueprints.

## OVERCOMING THE BARRIERS TO SUSTAINABLE BUSINESS ENTERPRISE

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On the basis of past experience of members of the Association of Contingency Planners and the increasingly urgent need to protect the business enterprise, the economic engines of every community in every Nation, we recommend implementation of the actions outlined below to reduce business enterprise vulnerability:

1. Formation of a unique new Business Alliance (i.e., an epistemic community), which focuses on business continuity and recovery. The goal is to enlist many diverse partners from the public and private sectors who have knowledge on business continuity and recovery. Priority will be given to those who have already shown that they can work together to meet the needs of business enterprises located in disaster-prone nations for information on hazard-vulnerability-risk assessment and risk management. As illustrations of the opportunities that would come from working together, consider an Alliance involving all businesses of a specific type (e.g., computers, utility companies, specific services etc.).
2. Members of the new Business Alliance should develop “Blueprints for Change for Business,” focusing on ways to improve the current state-of-practice in risk assessment and risk management (i.e., **business continuity and business recovery planning**). The objective of the blueprints is for businesses, large and small, to become more adept at controlling the controllable, pre-empting the unthinkable, and preparing more effectively for the inevitable.
3. Members of the Business Alliance should develop information and resource databases for sustainable development, giving priority to the kinds of information needed to implement each Blueprint for change. Each blueprint should address: 1) information on the location, severity, and frequency of the natural hazards (i.e., characteristics of the hazard environment), 2) the locations and vulnerabilities of buildings and infrastructure (i.e., characteristics of the built environment), and 3) the options, incentives and networks of co-operating organizations to implement public policies on risk management (i.e., characteristics of the policy environment). The goal is for the partners in the Alliance to work together to develop information that is directly related to three broad strategies: 1) living with natural disasters, 2) building for natural disasters, and 3) learning from natural disasters.

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4. Implement the blueprints, and the information, and resource databases in one or more projects. The objective is to develop projects or demonstration studies that can be used to refine the first two steps and to develop success stories. These projects can be undertaken in any country, but the need is greatest in developing countries.
5. Create “Centers of Excellence for Business Disaster Technical Assistance.” Each center of excellence, which would be created through a self- and peer-certification process, would be expected to have access to resident and non-resident experts on all aspects of hazard-vulnerability-risk assessment and risk management.