



Voluntary Private Sector Preparedness Accreditation and Certification Program

*Public Briefing Slides
For
Disaster Recovery Journal
Fall World Conference
San Diego, CA*



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September 15, 2009 ¹

Topics

- Public Law and Goal
- Key Program Requirements
- PS-Prep Certification Program Model
- Program Timeline
- Action to Date – Outreach Activities
- Challenges / Considerations
- The Case for Private Sector Preparedness
- Standards Overview
- Private Sector Comments
- Small Business Issues
- Path Forward
- Private Sector Preparedness Program
- Summary



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Implementing Recommendations of the 9/11 Commission Act of 2007

Public Law 110-53 (August 3, 2007) Directs DHS to

“establish and implement the voluntary private sector preparedness accreditation and certification program”

Goal: to Improve Private Sector Preparedness in

- Disaster Management
- Emergency Management
- Business Continuity



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Key Program Requirements

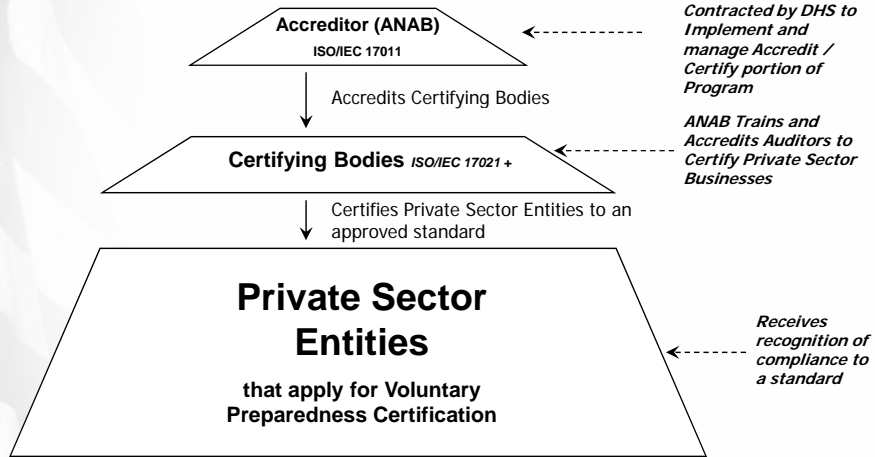
- Voluntary participation
- Obtain stakeholder/public comment
- Integrate and leverage existing regulatory requirements and programs, if feasible
- DHS adopt one or more standards
- Develop Small Business Program component with separate certification method
- Provide method to independently certify preparedness of private sector entities (3rd party certification)
- DHS maintain a listing of certified public entities and make public a list of consenting participants
- The Program is administered by nongovernmental entity



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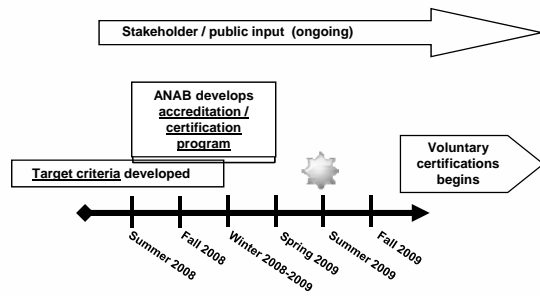
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PS-Prep Certification Program Model



Program Timeline

- **Incorporate stakeholder / public input**
 - 2008 and ongoing
- **Develop target criteria**
 - Fall 2008
- **Develop accreditation and certification program (ANAB)**
 - Summer 2008—Spring 2009
- **Notice of intent to select initial standards**
 - Summer 2009
- **Formal adoption of standards**
 - Fall 2009
- **Perform initial accreditation of certifying bodies**
 - Winter 2009
- **Begin voluntary certifications**
 - Spring 2010



**Criteria and standards will evolve over time
- 3 to 5 years required to update standards**

Action to Date - Outreach Activities

- Webinars (CIKR Sectors)
- CIKR Sector Coordinating Council / Government Coordinating Council / Partnership for Critical Infrastructure Security / Federal Senior Leadership Council Meetings
- International Security Managers Association
- Small Business Administration and other government agencies
- FEMA National Advisory Council (Subcommittee for Private Sector Preparedness)
- Multiple conferences, e.g., Real Estate Round Table, Disaster Recovery Journal Conference
- Federal Register Notice – Dec 24, 2008
- Public Forum – Jan 13, 2009
- Public Forum – Feb 23, 2009
- Website and List serve
- Academia—NYU
- Notice of Intent to Adopt Standards



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Challenges / Considerations

- Private Sector “Buy in”
- Business Case
- CIKR Sector Implementation Guidance
- Number of Standards
 - Too many or too few
 - Domestic and global



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The Case for Private Sector Preparedness



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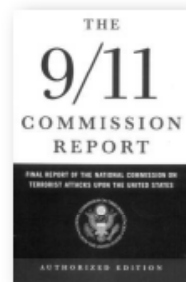
9/11 Commission Recommendation

"We endorse the American National Standards Institute's recommended standard for private preparedness. We were encouraged by Secretary Ridge's praise of the standard, and urge the Dept. of Homeland Security to promote its adoption.

We also encourage the insurance and credit-rating industries to look closely at a company's compliance with the ANSI standard in assessing its insurability and creditworthiness.

We believe that compliance with the standard should define the standard of care owed by a company to its employees and the public for legal purposes.

Private-sector preparedness is not a luxury; it is a cost of doing business in the post-9/11 world. It is ignored at a tremendous potential cost in lives, money, and national security."



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Intelligence Reform and Terrorism Prevention Act of 2004

Public Law 108-458 Sec. 7305 Private Sector Preparedness:

“It is the sense of Congress that the Secretary of Homeland Security should promote, where appropriate, the adoption of voluntary national preparedness standards such as the private sector preparedness standard developed by the American National Standards Institute and based on the **National Fire Protection Association 1600 Standard on Disaster/Emergency Management and Business Continuity Programs.**”

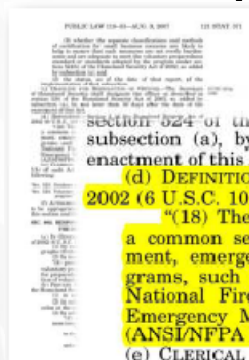


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Implementing the 9/11 Commission Recommendations Act (2007)

Public Law 110-53 Title IX: Private Sector Preparedness



SECTION 524 of the Homeland Security Act of 2002, as added by subsection (a), by not later than 30 days after the date of the enactment of this Act.

(d) DEFINITION.—Section 2 of the Homeland Security Act of 2002 (6 U.S.C. 101) is amended by adding at the end the following:

“(18) The term ‘voluntary preparedness standards’ means a common set of criteria for preparedness, disaster management, emergency management, and business continuity programs, such as the American National Standards Institute’s National Fire Protection Association Standard on Disaster/Emergency Management and Business Continuity Programs (ANSI/NFPA 1600).”

(e) CLERICAL AMENDMENTS.—The table of contents in section 1(b) of such Act is further amended by adding at the end the following:



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Standards Overview

- Numerous Standards and Best Practices submitted for nomination/considered
- Initial selection criteria focused on broad-based comprehensive standards
 - Must contain elements of
 - Disaster Management
 - Emergency Management
 - Business Continuity
- Most were either limited in scope or sector specific



Private Sector Comments

(over 100 private sector responses)

- Organizations that currently use standards and an established certification process in their field want to continue to use these same processes.
- A significant number of responders were supportive of the concept and offered to assist with the program.
- Concerns that program will become de facto regulation.
- Incentives need to be provided for participation.
- Lack of understanding regarding the certification process.
- Small business should be able to participate via first and second party attestations. A number of tools were suggested for small business usage.



Private Sector Comments cont...

- The perspective of this program needs to shift from “what the requirements are” to “what the benefits are.”
- Businesses want to know the costs for certification. Cost of certification is the major deciding factor for participation.
- What are the general timeframes for completion of the program or program milestones?
- How will SDO processes for developing and modifying standards be impacted by the program?



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Small Business Issues

- Low/No-cost programs
- Self Declaration of Conformity
- Second-party certification
- Consider collaboration with existing initiatives/programs such as:
 - Red Cross Ready Rating
 - Open For Business ®
 - State-level initiatives / programs
 - Others



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Path Forward

- Keep the goal forefront
 - **Improve Private Sector Preparedness**
- Expand Outreach
- Interagency Coordination / Engagement
- Selection of Standards
- Development of CIKR Sector-Specific Implementation Guidance
- Development of two FEMA/EMI Independent Study Courses on:
 1. Private Sector Preparedness in relationship to Continuity Programs
 2. Private Sector Partnerships with Emergency Management Programs



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Voluntary Private Sector Preparedness Accreditation and Certification Program

- DHS/FEMA - Voluntary Private Sector Preparedness Accreditation and Certification Program Resource Center
<http://www.fema.gov/business/certification/index.htm>

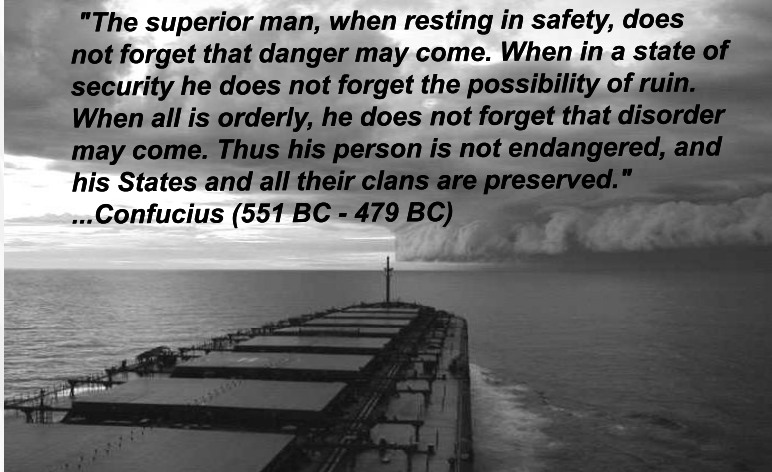
A screenshot of the website for the Voluntary Private Sector Preparedness Accreditation and Certification Program Resource Center. The page features a header with the Homeland Security logo and the program title. Below the header, there are two main content areas: 'News and Information' and 'References'. The 'News and Information' section lists several items, including 'DHS Announces Voluntary Private Sector Preparedness Program (PS-Prep)', 'Facts About the Program', and 'Federal Register Notice'. The 'References' section lists 'Implementing Recommendations of 9/11 Commission Legislation', 'ANSI-ASQ National Accreditation Board', and 'Ready Business'. At the bottom of the page, there is a 'Contact Us' button and a 'Mail Updates' link. The footer contains navigation links for Home, Privacy Policy, Important Notices, FOIA, USA.gov, and DHS.



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Questions

***"The superior man, when resting in safety, does not forget that danger may come. When in a state of security he does not forget the possibility of ruin. When all is orderly, he does not forget that disorder may come. Thus his person is not endangered, and his States and all their clans are preserved."
...Confucius (551 BC - 479 BC)***



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