

CREATING ECONOMIC RESILIENCE: A WHOLE COMMUNITY APPROACH

FEMA COURSE AWR-414

EMPOWERING **LEADERS**
TO BUILD
RESILIENT ECONOMIES

Global disasters can have significant impacts on the local economy. Major disasters adversely affect regional economies through lost revenue, income, taxes, jobs, and assets. Many Economic Development Organizations (EDOs) lack the resources, methods, and training to help businesses in their regions build economic resilience to survive and recover from major disasters. ***According to FEMA, 75% of companies that do not have business continuity plans will fail within three years of a natural disaster.***

This course is designed to provide regional economic developers with the resources, knowledge, and tools to empower local businesses in building economic resilience to withstand the disasters they may face.

DELIVERED IN PARTNERSHIP BY



FEMA



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Enterprise Innovation
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asg-inc.org/private-
sector/economic-recovery/

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Course Overview:

This course will provide economic developers with the knowledge and framework for strategic partnering with businesses to enhance the culture of preparedness among the business community. By understanding the community's threat/hazard profile and businesses' economic, geographic, and operating risks within the same framework, Economic Development Organizations (EDOs) can support regional economic resilience strategies. The goal is to provide context to understand the disaster risks/impacts to businesses and highlight the need for EDOs to engage with businesses in disaster preparedness. This course will also provide fundamental information and resources to EDOs to recognize the economic risks from disasters in order to engage the public and private sector in creating economic resilience. This will be a knowledge-based course to orient EDOs for the Instructor-Led Training (part II).

Target Audience:

Emergency managers, economic development organization personnel, and commercial services personnel.

Course Length:

2-hours, live instruction webinar training

Course Objectives:

- Identify the roles of economic development organizations in economic resilience.
- List business risks and their impacts on operations and the economy.
- Describe local threats and hazards.
- Identify general economic drivers and indicators as well as sources for the indicators.
- Describe localized economic drivers by sector.

Certification:

A certificate of completion will be given to those participants who pass the test with a score of 70% or higher. Students who do not achieve a score of 70% or higher will be allowed to retake the test an additional two times.

Course Topics:

- Culture of Preparedness
- FEMA Emergency Management Mission Areas
- Traditional Role of EDOs
- Strategic Role of EDO
- Community Lifelines
- Business Model Canvas
- Business Risks, Threats, and Hazards
- Contributing Factors to Disaster Risks
- FEMA Resilience Analysis & Planning Tool
- Risk Mapping, Assessment & Planning
- Threat & Hazard Identification Risk Assessment (THIRA)
- Hazard Identification & Risk Assessment (HIRA)
- NAICS Codes
- Risks to Economic Stability

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