



Terms of Reference-Consultancy Business Continuity and the Red Cross Network

Background

The Global Disaster Preparedness Center (GDPC) looks to offer a scalable and adaptable suite of business continuity tools and services, developed in partnership with committed stakeholders and subject matter experts, for use globally by Red Cross and Red Crescent (RC/RC) National Societies (NS).

The primary aim is to build the disaster resilience of small and medium-sized enterprises.

The secondary aim is to better position NS among business communities to facilitate multi-faceted investment toward safer communities.

In order to achieve these aims, the GDPC will build on work done by the American Red Cross as part of its Ready Rating¹ self-guided assessment tool, which provides a benchmark for indicating disaster readiness within the United States. Globally, the ambition is to develop a recognizable Red Cross branded certification tool, similar to [Energy Star](#), [Good Housekeeping](#), [Five-Star Safety](#) or [LEED](#).

This initiative responds to growing recognition by national societies of the importance of engaging the business community in resilience building efforts. For national societies and the business community, a number of direct and indirect benefits are expected as part of this initiative:

- Quicker recovery time for the entire community following a disaster. In order for a community to recover most effectively after a disaster, recovery of local businesses following disasters needs to be expedited. This can be achieved by reducing risk through business continuity programming. While there has been an emphasis on achieving quick recovery for government and community services following a disaster, a missing link is a focus on the local economy and providing support for small and medium-sized enterprises. Strong local economies and partnerships are needed for an effective and efficient recovery given the direct correlation to getting affected people back on their feet, whether through employment or via functioning local markets.
- Reduction in the impact of disasters. In 2013, economic losses from catastrophes worldwide were USD 140 billion. Insured losses amounted to USD 45 billion and were mostly driven by flooding and other weather-related events, meaning that the majority of economic losses were uninsured. Insurance coverage for losses in developing countries is even less than these global figures portray. Additionally, disaster events continue to generate increasing financial losses alongside ongoing economic development.² By reducing risk at the onset, the overall economic losses and other impacts following disasters will be reduced.

¹ <http://readyrating.org/>

² http://media.swissre.com/documents/sigma1_2014_en.pdf

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American Red Cross



International Federation
of Red Cross and Red Crescent Societies

- The engagement of the business community as a part of larger civil society networks will create bridges between different stakeholders through the use of tangible tools and resources. By engaging with the business community before a disaster, and not just post-disaster through traditional donation channels, these tools and services will build stronger, more sustainable relationships between the national societies and business communities through mutual interests and incentives that are likely to result in greater concerted investment in building community resilience.

The GDPC is working closely with a number of different stakeholders from academia, the private sector and the Red Cross and Red Crescent network as part of a multi-stakeholder group to develop this initiative. This group has been convened to ensure the development of key elements of the initiative are technically sound, meet applicable standards, respond to needs of different stakeholders and are relevant in different contexts.

During the proposed consultancy, this advisory group will play a role in reviewing and vetting the materials developed. Participation will inform viable opportunities for NS to support resilience building with the private sector as well as NS who are willing to pilot the proof of concept that will be generated by this collaboration, to meet the needs of different NS and business communities.

Consultancy

The GDPC seeks consultancy services to contribute to the overall design and implementation of the business continuity initiative. This role will be focused on providing direct input into the development and prototyping of tools and services.

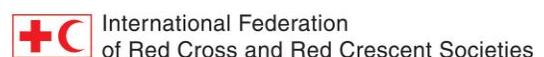
The consultant(s) will support the project for an initial three month period with the possibility of extension based results and ongoing needs as outlined in an operational plan. Engagement on this project will include a combination of desk work including research, virtual meetings as well as in person collaboration. This role will support the review and refining of concepts and ideas put forward by working groups facilitate by the GDPC and IFRC.

Specific outputs will include:

1. Inception report to better define the following deliverables
2. Drafting and revision of the business continuity assessment to be used in the pilot
3. Design of pilot guidance and materials for national societies
4. Piloting of the business continuity assessment in selected countries
5. Review of findings from pilot activities, including possible improvements/revision to pilot tools
6. Development of Strategic Plan and Operational Model³

³ Development of the initial assessment tool will follow a rapid piloting approach in a limited number of contexts. Results of the piloting will be used to inform the development of the assessment tool, follow-on services, different partnerships models and opportunities for building sustainability, etc. The development of the Strategic Plan and Operational Model will therefore part of be an ongoing and iterative process based on the results of prototyping.

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Requirements/Skills and experience sought:

- The GDPC seeks expertise and knowledge of business continuity and risk management particularly as it relates to small and medium size enterprises.
- The qualified consultant will have demonstrated interest in developing community resilience and a willingness to support the development of a suite of tools and services to support national society engagement in the area of business continuity with the local business community.
- Experience with different markets and cultures will be important.
- As this work will likely interact with representatives from different lines of business and potentially competitors, a standard non-disclosure agreement may be required.

All activities related to this project will be subject to the principles and values of the Red Cross /Red Crescent movement.

Selection Process

Consultants who meet the above requirements should submit an expression of interest, which must include the following: (i) A personal statement (ii) a brief statement on the proposed deliverables, including a detailed work plan (ii) A financial proposal, including daily cost per major activity, (iii) An updated curriculum showing qualifications and experience.

The closing date for submission is August 21st, 2015. Submit all materials to gdpc@redcross.org with the subject line: Business Continuity Consultancy: [Name or Organization].

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