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## NEWS RELEASE

### **IAEM-Europa Announces the Winner of the 2010 IAEM-Europa Business & Industry Preparedness Award**

**Nov. 12, 2010 (Falls Church, Va.)** – The Europa Council of the International Association of Emergency Managers (IAEM) has announced the winner of the **IAEM-Europa 2010 Business & Industry Preparedness Award**, which recognizes excellence in implementing a program that plans for multiple hazards, sets implementation priorities, is cost effective, links all levels of the organization, and coordinates with local emergency response and management agencies. The program must be repeatable by similar organizations in business and industry. The 2010 winners are **SPAR Corporation** and **Alarm & Plan Safety Management** for their integrated all-hazards planning for the retail sector, judged to be a significant piece of partnered work between industry and business that enhanced the primary partners' resilience whilst contributing to a greater level of support for its communities' first responders.

Austria's largest retail chain, SPAR, which runs facility management for all their supermarkets and shopping centres nationally and internationally, has a risk and emergency planning system that includes three different emergency management levels for shopping centre management, shopping centre tenants, and shop employees. The system is non-digital and has already been successfully implemented in Austria in the past 12 months. Italy and Slovenia are next in line for installation. The plan and its emergency instructions differ by the number of scenarios (centre management have more scenarios than shop staff), the level of competence of users (facility management is higher than that of tenants), and the complexity of emergency instructions (centre management needs more instructions than shops). The alarm system covers first responders as well as corporate responsibilities. Drills and exercises are part of the project.

As a retailer, SPAR Corporation welcomes between 60 and 65 million shoppers, customers and visitors in their facilities each year. The members of the Board believe in their responsibility for the safety of their customers. Based upon the number of visitors, a minimum number of incidents have to be expected every year. Incidents range from flooding of shopping centres to vandalism, from fatal heart attacks to kidnapping of a baby or shop thefts. It was never the intention to convert centre employees into standby firemen or paramedics. All plans are designed to stimulate instant and competent reactions of employees in case of an emergency. The design of safety instructions consider the mental condition of people in an emergency (stress). A colour guide system and easy-to-read formula of instructions complete the booklets.

A training program has been developed to make employees and tenants familiar with safety instructions. Exercises are held on a regular basis, and first responders are involved in the design and execution of exercises. Local drills complete the systematic approach. Major tenants have been motivated to install their own "in-store squad" to start actions upon secret alarms. (i.e. to guard and assist at important evacuation points). The implementation of the programme has been started from the "top down." The members of the Board approved the system, members of the works council were informed, and representatives of first responders were involved.

Tactical plans were partly developed with first responders. The key objective of tactical plans was to develop employee skills only to the extent of being a helpful pre-organization for first responders – in other words, to make

the work of arriving first responders as quick and efficient as possible. Plans have been developed at three intensity levels. It was the aim of the partners to avoid overloading low ranking employees by extended booklets or information flood. An easy-to-handle calendar has been invented and applied for such users. Budgets have been, and are provided by, the primary partner, with a target to not to exceed a budget of €350 per retail outlet.

Learn more about the IAEM-Europa Awards Competition at [www.iaem.com/Awards](http://www.iaem.com/Awards), where the 2011 Call for Entries will be posted in Spring 2011.

The International Association of Emergency Managers (IAEM), which has more than 5,000 members in 58 countries, is a non-profit educational organization dedicated to promoting the goals of saving lives and protecting property during emergencies and disasters. IAEM provides: access to the largest network of emergency management experts who can provide advice and assistance; the Certified Emergency Manager® program; annual scholarships; a comprehensive monthly newsletter; and more. Visit [www.iaem.com](http://www.iaem.com) for details.