



ARISE Case Studies in Disaster Risk Management



Sağlam Kobi is a model program between UPS, the World Economic Forum (WEF), the U.S. Chamber of Commerce, and the Corporate Social Responsibility Association of Turkey (CSR-Turkey). This project was launched in 2013 and the name translates to “strong small and medium businesses.” Through this strategic public-private partnership, these businesses in Turkey are learning best practices to help them be better prepared in the event of a disaster.

RISK	ACTION	IMPACT	OUTPUT
Natural and man-made disasters continue to increase in frequency and scope. According to the US Federal Emergency Management Agency (FEMA), almost 40 percent of small businesses never reopen their doors following a disaster because just a few inches of water can cause tens of thousands of dollars in damage. As such, businesses must be prepared to respond during crises to minimize disruption to operations and core objectives. Prior to the launch of the program, many Turkish businesses did not have the necessary tools to develop comprehensive plans of action in the event of a disaster.	Sağlam Kobi utilizes disaster preparedness awareness campaigns, trainings, and an online preparedness platform centered on building capacity and promoting resilience. The collaboration between WEF, the U.S. Chamber of Commerce, and CSR-Turkey allowed them to port the techniques and tools available to U.S. businesses to Turkey.	In 2016, the Sağlam Kobi project facilitated 49 training sessions organized across 17 cities in Turkey. Since the program's inception, more than 10,000 people have been included in the network and more than 1,400 businesses have participated in training. The engagement from the business community has ensured all stakeholders will be better prepared when the next disaster strikes.	The project has produced several different materials and tools (both online and in-print) to help engage businesses around the shared goal of mitigating impact as a result of disaster. This includes Business Continuity training tools as well as guidelines helping to fulfill regulatory requirements. Small & Medium Sized Enterprise (SME) -related material was complemented by train-the-trainer workshops. Additionally, the Managing Director of UPS Turkey, Ufku Akaltan, shared the benefits of the program at the inaugural World Humanitarian Summit.



This image is a piece advertising Sağlam Kobi training. It translates to the question, “Is your company ready for a disaster?”



Sağlam Kobi training



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Lessons Learned

When engaging in a project of this scope, it is important to leverage each organization’s strengths and strategic interests to overcome critical challenges of scaling and making it sustainable. Sağlam Kobi proves the importance of cross-sector innovation and collaboration for the collective good.

BUSINESS CASE

Sağlam Kobi enables UPS to work with its most important customer group – SMEs – helping them to safeguard their livelihood and ensuring a sustainable future for these enterprises most relevant for every community around the globe. Applying UPS’ expertise in logistics to help mitigate disasters and build stronger, safer, and more resilient communities the program safeguards and offers access to a relevant customer base while supporting the collective good.

REPLICATION OPPORTUNITIES

This project can be replicated in other countries and territories around the globe. Similar projects were initiated and planned in Mexico and Asia. It is key to work with partners in the public and nonprofit sector to identify strategic opportunities to maximize impact.

How does the project support the implementation of the Sendai Framework targets?

1	Reduce disaster mortality by 2030		Sağlam Kobi is directly linked to the Sendai Framework, as it reduces the impact of disasters on businesses – MSMEs, SMEs as well as corporations - in Turkey and other countries where similar programs were started. This capacity building initiative will significantly reduce businesses’ interruption in services and supply chains providing invaluable and practical business continuity strategies to them. Most relevant is a coordinated approach binding enterprises into a network that complements already existing national DRR strategies and regulation and hence strengthens the efficiency of those measures. The program as well provides publicly accessible information on DRR in a plain way.
2	Reduce number of affected people by 2030	X	
3	Reduce economic loss by 2030	X	
4	Reduce infrastructure damage and disruption of services by 2030	X	
5	Increase countries with DRR national/ local strategies by 2020	X	
6	Enhance international cooperation to developing countries		
7	Increase the availability of and access to EWS* and DR information to people by 2030	X	

How does the project contribute to the ARISE Themes?

1	Disaster Risk Management Strategies	X	Given its nature, the program teaches business owners proven disaster risk management and business continuity strategies with continual education and training. While focusing on SMEs as the backbones of local supply chains and providers of jobs and income, the program helps to practically build urban risk reduction and resilience.
2	Investment metrics		
3	Benchmarking and Standards		
4	Education and Training	X	
5	Legal and Regulatory		
6	Urban Risk Reduction and Resilience	X	
7	Insurance		

For More Information



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