





Is your business ready
for disasters?

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Who We Are?



UPS Global Foundation



USCC Foundation



World Economic Forum



IDEMA International Development
Management Agency

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About the Project

- After the 2011 Van Earthquake in order to increase community resilience towards disasters, Sağlam KOBİ Project developed for increasing awareness of SMEs to be prepared for disasters and ensuring business continuity.
- Launched in September 2013.

Why SMEs?

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What We Do?

- Content development and awareness raising trainings on disaster preparedness and resilience for SMEs
- Training of Trainers (ToT) sessions
- Resilience in a Box tools for disaster preparedness
- Research on disaster preparedness and resilience of the SMEs in Turkey
- GIS supported incentive mechanism with private sector partnership – insurance policies
- Advisory Board meetings to scale up the project and its impact for businesses

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Advisory Board

Within the context of the project, designed by a multi-lateral stakeholder relationship, an “Advisory Board” was established with the aim of promoting in partnership with different actors in Turkey and exchanging information on the preparation of a comprehensive disaster coordination plan in the business world and making the project sustainable.

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Trainings

- Disaster and disaster types
- Disaster stages; before, during, after
- Disaster risk index
- Social and economic costs of disasters
- Best practices – globally and nationally
- How to be prepared for disasters
- Business continuity
- Emergency action plan
- Resilience in a Box toolkits

25
Cities

65
Trainings

3000
SMEs

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Resilience in a Box

Sağlam KOBİ

Sağlam KOBİ organizes trainings and information activities in order to support companies to be prepared against any human or natural disasters.



Disaster Resistance Test



Best 20 Tips



Work Booklet



Emergency Action Plan

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Disaster Readiness Checklist

Research indicates that 43% of businesses never reopen after a disaster, and 25% of business that do, fail within a year. "Resilience in a Box", and all of its resources, is designed to provide the most effective ways to increase your ability to survive and thrive after any disaster such as a flood, earthquake, power outage, etc. Complete this self-assessment to rate your business' readiness here!



**RESILIENCE
IN A BOX**

STRENGTHENING COMMUNITIES GLOBALLY



**BUSINESS
PREPAREDNESS
CHECKLIST**

Have you assembled a "team" of individuals within the business who know key operations and can provide important perspectives when planning for and responding to disasters?

Yes

No

Have you regularly backed-up your data?

Yes

No

Have you tested continuity/emergency/disaster plan in place regularly?

Yes

No

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Top 20 Tips for Disaster Preparedness

READ OUR TIPS TO LEARN TO...

- ✓ GET STARTED
- ✓ PROTECT OPERATIONS
- ✓ PROTECT PEOPLE & RELATIONSHIPS
- ✓ PROTECT BUILDINGS, EQUIPMENT & DATA
- ✓ PROTECT YOUR BRAND
- ✓ PUT YOUR PLAN INTO ACTION

5

Identify and then prioritize your critical operations and processes

This will help you prioritize which pieces of your business must be brought back most urgently after a disruption in order to open your doors and minimize losses. For now, think only about how things work under normal, everyday conditions. Consider those critical tasks that must be accomplished first, second, third, etc. Keep drilling down to get an overall picture of what you do, how some of what you do is reliant on the completion of other tasks being accomplished first, resulting in priority order of your operations and processes that must occur each day.

12

Back up and protect your vital records and data

Without data, a business can't recover. About 93% of businesses that suffer a significant data loss are out of business within five years (US Department of Labor). The median cost of downtime for a medium-sized business is \$23,000 per day, and a small business is \$3,000 per day. Back up your data regularly and store it offsite. It is a lesson learned by many businesses too late. For a micro-business, a simple CD/DVD, thumb drive, or cloud service could be a short-term solution to your business' successful recovery. Consider what documents you want to include in your "Grab-n-Go" Case.

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Workbook 101



U.S. CHAMBER OF COMMERCE FOUNDATION
Corporate Citizenship Center

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Disasters and Emergency Action Plan



SAĞLAM KOBİ

Üye Girişi Kayıt Ol En

Giriş Yap

Giriş Yap Ücretsiz Kayıt Ol

Adınız

Adınız

Soyadınız

Soyadınız

Email Adresiniz *

Email Adresiniz *

Şifreniz *

En az 8 karakter şifre belirtiniz

Kayıt Ol

Acil Durum

Sisteme giriş yaparak, işletmenizde olası afetlere karşı sürdürülebilirliğini sağlayabilirsiniz.

ÜCRETSİZ KAYIT OL

UPS Vakfı

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IDEMA Uluslararası Danışmanlık Kalkınma Yönetimi

<http://saglamkobi.com/report>

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Disaster Resiliency Survey of the SMEs in Turkey

400
surveys

5 cities in Turkey;
Istanbul, Ankara, Izmir, Bursa and Antalya
More than **10** sectors



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Disaster Resiliency Survey of the SMEs in Turkey

HAVE YOU EVER HAD ANY DISASTERS AT YOUR WORK PLACE?

97%

of SMEs did not have disasters at their workplace.

"My workplace has flood risk."

7% Agree

16% Neither Agree Nor Disagree

77% Disagree

"My workplace carries fire risk."

11% Agree

13% Neither Agree Nor Disagree

76% Disagree

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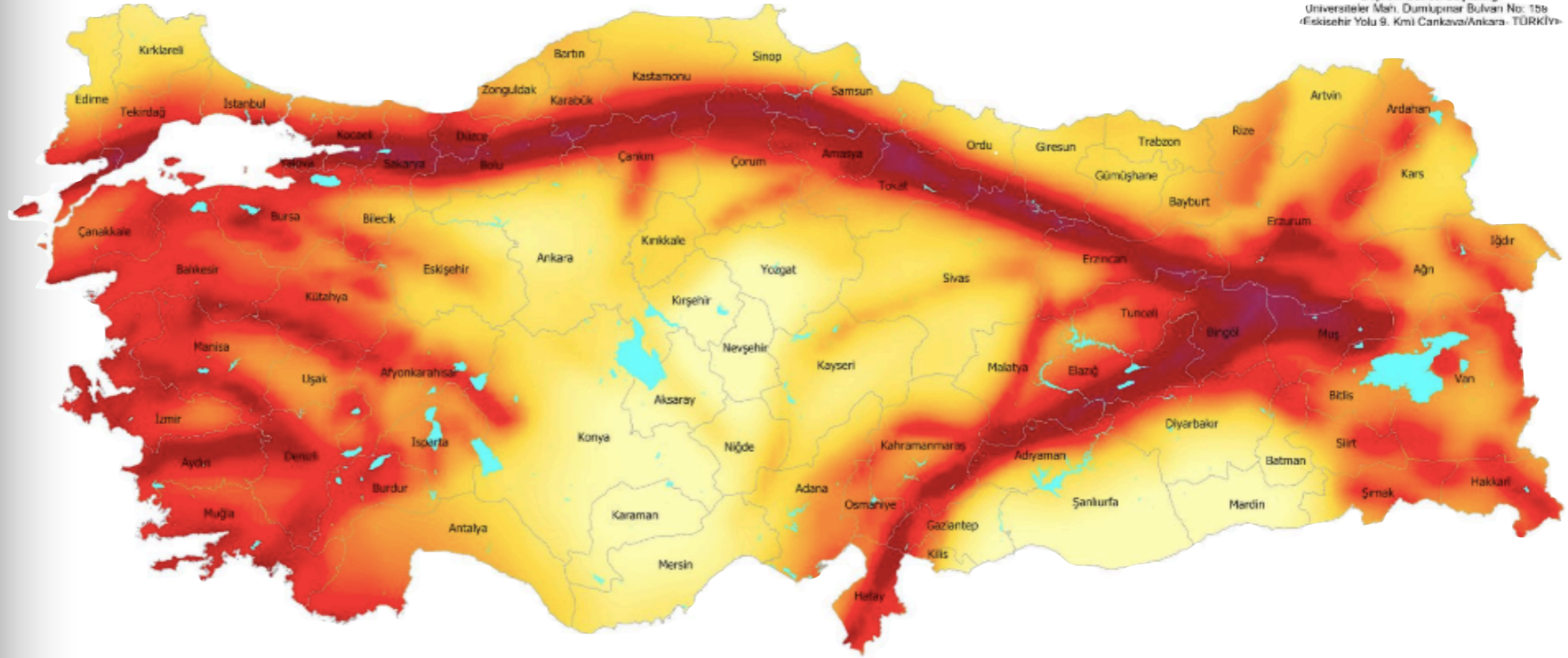


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Disaster Resiliency Survey of the SMEs in Turkey



TURKEY'S EARTHQUAKE RISK MAP



“My work place is on the earthquake fault line.”
Only 9% Agree

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Center of Excellence

#Resilience4Competitiveness

In order to support local business and local chambers of commerces to take a leadership role in facilitating the preparedness phase of their communities; **center of excellences** are playing the role to support survival of local businesses to be resilient and competitive at the national level.

- 2 pilot cities in Turkey; Denizli and Mersin

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Cooperation and Collaboration

Private Sector Engagement for Disaster Risk Reduction

Saglam KOBİ 2.0

- GIS based mapping to visualise SMEs in Turkey
- Resilience in a Box for pre-elimination
- Field research for earthquake risk assessment
- Insurance incentives for qualified SMEs

A cooperation and collaboration method developed for creating win-win scenario for private sector engagement.

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