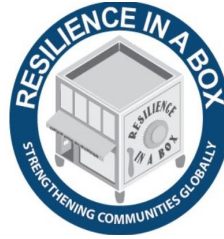




## SAGLAM KOBİ PROGRAM

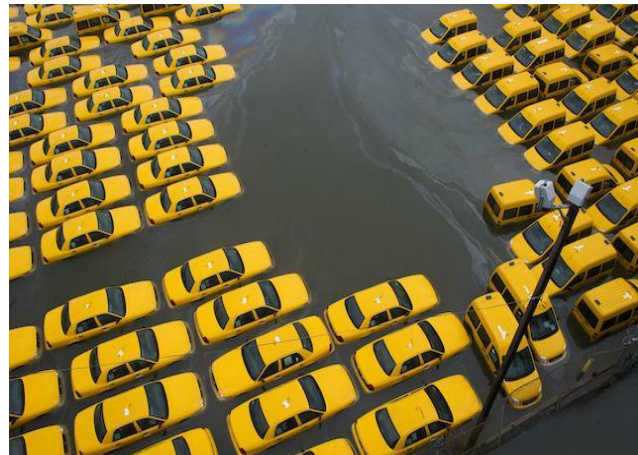


## RESILIENCE IN A BOX as a Global Best Practice for Business Resilience

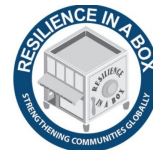


# SMALL BUSINESS & COMMUNITIES NOT PREPARED

- Economic resilience not keeping pace with growth and land use
- Resilience not incorporated into daily operations and decision-making



# PROGRESSION



- **IMPACT** – Prioritized countries with a high-hazard risk combined with vulnerable small businesses that could devastate the economy
- **GLOBAL** – Launched partnership to address small-to-medium enterprise (SME) needs
- **SUSTAINABLE** – Created a pilot program that could be duplicated and widely expanded
- **INNOVATIVE** – Developed valuable tools, based on pioneering resources and small business expertise, that are easy to use and will guide all novices through resilience from beginning to advanced
- **BENEFICIAL** – Continuing 8-year partnership as SME resilience increases communities' ability to expedite recovery, reduces losses and injuries when disasters strike



# RESILIENCE-IN-A-BOX

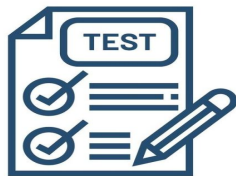
- Based on **best practices**
- Educate novices on **business resilience**
- **Free online** toolbox

[www.ResilienceInABox.com](http://www.ResilienceInABox.com)



- **Training** sessions for SMEs, individuals and entrepreneurs
- **ToT sessions** to understand risk, improve resilience, business continuity, SME engagement, education campaigns

Business Preparedness Quiz



Stage 1

Top 20 Tips



Stage 2

101 Workbook



Stage 3

Disaster Resistant Business (DRB) Toolkit



Stage 4

**Main Objective**




## RESILIENCE IN A BOX

- Targets unprepared businesses
- Three levels of tools:
  - Basic
  - Intermediate
  - Advanced
- Each builds on previous level





# TOOLS HELP SME ASSESS THEIR READINESS

 <h2>RESILIENCE IN A BOX</h2> <p>STRENGTHENING COMMUNITIES GLOBALLY</p>	 <h2>BPC BUSINESS PREPAREDNESS CHECKLIST</h2>	<h2>SILENCIA EN UNA CAJA</h2>	 <h2>LISTA DE COMPROBACIÓN PARA UNA EMPRESA PREPARADA</h2>
<p>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!</p> <p><b>HAVE YOU:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Assembled a "team" of individuals within the business who know key operations and can provide important perspectives when planning for and responding to disasters?</li> <li><input type="checkbox"/> Assigned someone to lead business disaster planning</li> </ul>	<p><b>HAVE YOU:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Trained employees to assist (e.g. respond to injuries, evacuate building ) when an emergency occurs?</li> <li><input type="checkbox"/> Maintained emergency supplies for your businesses to address immediate needs, such as if employees are unable to go home?</li> <li><input type="checkbox"/> Encouraged employees to be prepared at home?</li> <li><input type="checkbox"/> Regularly backed-up your data?             <ul style="list-style-type: none"> <li><input type="checkbox"/> If YES, also store your data back-ups offsite?</li> </ul> </li> <li><input type="checkbox"/> Taken steps to safeguard against potential damage to your equipment, buildings or facilities?</li> </ul>	<p>el 43% de las empresas nunca se abren después de un desastre, y el 25% de los negocios que sí lo hacen, fallan dentro de un año. "Resiliencia en una caja", con todos sus recursos, está diseñada para proporcionar las estrategias más efectivas para aumentar la capacidad de supervivencia de cualquier negocio después de cualquier desastre como una inundación, un corte de energía, etc. Complete esta evaluación para determinar el nivel de preparación de su negocio aquí!</p> <p><b>¿TIENE:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Actualizada la información de contacto de emergencia de los empleados, vendedores, proveedores, clientes y otros contactos clave?</li> <li><input type="checkbox"/> Empleados capacitados para ayudar (por ejemplo, responder ante lesiones, evacuar el edificio) cuando se produzca una emergencia?</li> <li><input type="checkbox"/> Suministros de emergencia en su empresa para hacer frente a las necesidades inmediatas, si los empleados no son capaces de volver a sus hogares?</li> <li><input type="checkbox"/> Empleados motivados a estar preparados en casa?</li> <li><input type="checkbox"/> Copias de seguridad actualizadas regularmente?</li> </ul>	<p><b>¿TIENE:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Actualizada la información de contacto de emergencia de los empleados, vendedores, proveedores, clientes y otros contactos clave?</li> <li><input type="checkbox"/> Empleados capacitados para ayudar (por ejemplo, responder ante lesiones, evacuar el edificio) cuando se produzca una emergencia?</li> <li><input type="checkbox"/> Suministros de emergencia en su empresa para hacer frente a las necesidades inmediatas, si los empleados no son capaces de volver a sus hogares?</li> <li><input type="checkbox"/> Empleados motivados a estar preparados en casa?</li> <li><input type="checkbox"/> Copias de seguridad actualizadas regularmente?</li> </ul>

- Multiple languages

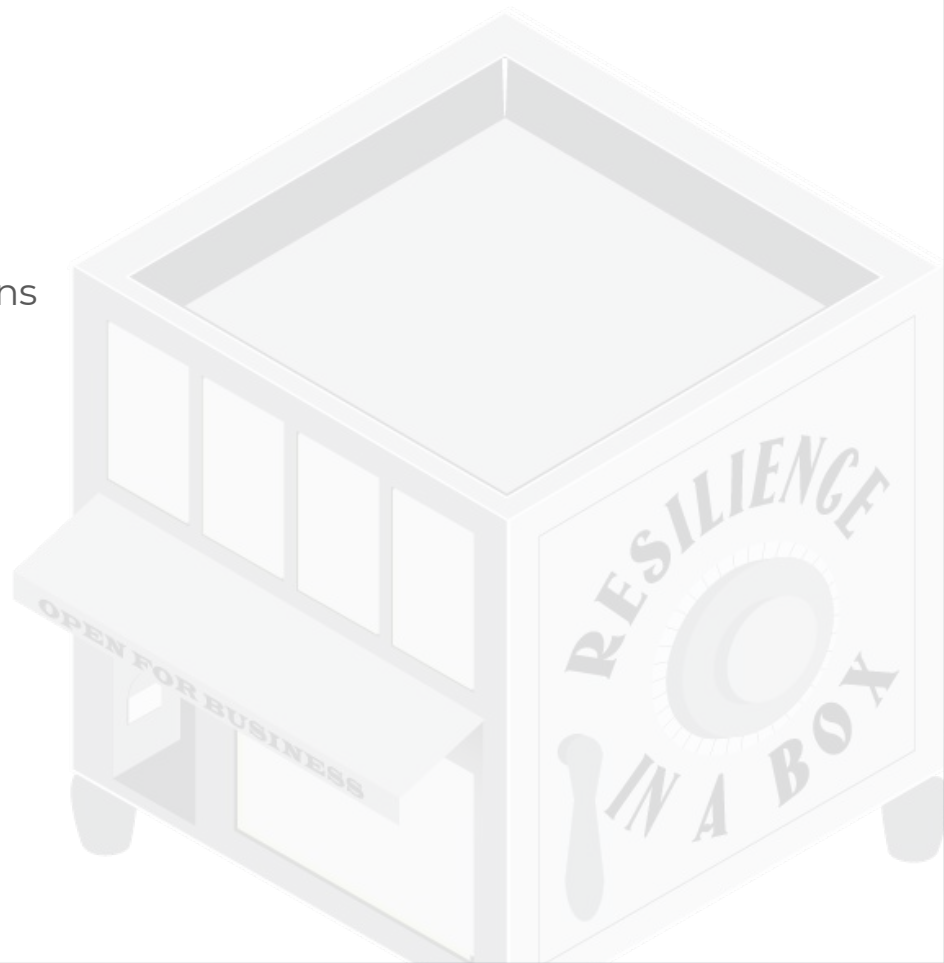


U.S. CHAMBER OF COMMERCE FOUNDATION  
Corporate Citizenship Center



# TOP 20 TIPS

- Easy advice to get them started
  - Yet impactful to lessen interruptions
- Critical areas to address
- Assists businesses to take action
  - Before
  - During
  - After



## INTERMEDIATE-LEVEL TOOL

- Builds on the basic tools, all hazards
- Accessible format, fillable PDF
- Get better informed to determine specific actions to enhance resilience
- More detailed tools, tips, and resources to address critical needs and areas



**U.S. CHAMBER OF COMMERCE FOUNDATION**  
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# BUSINESS RESILIENCE 101 WORKBOOK

LEARN HOW TO PROTECT YOUR  
WORKPLACE BEFORE DISASTER STRIKES



U.S. CHAMBER OF COMMERCE FOUNDATION  
Corporate Citizenship Center



# BEST PRACTICE SOLUTIONS



# ADVANCED-LEVEL TOOLS

- **Disaster Resistant Business (DRB) Workbook**
  - Summary elements for a business continuity plan
  - Fillable PDF
- **DRB Toolkit®**
  - Comprehensive, yet simple, continuity plan-builder for all businesses & non-profits
  - Interactive, step-by-step application
  - 100% customizable to any SME



**U.S. CHAMBER OF COMMERCE FOUNDATION**  
Corporate Citizenship Center



# ADDRESS BEFORE, DURING, AFTER DISASTER

- App includes **videos, templates, tools** & full menu of **solutions** for all hazards
  - e.g. employee training, drills
- Create or enhance your disaster plan, **Business Continuity Plan (BCP)**
- Increase **resilience!**



# RESILIENCE IN A BOX SUPPORT

- **Training**

- SME, entrepreneurs, non-profits/NGOs
- Train the Trainer
- All participants directed to tools and materials

- **Resources**

- Partnership building
- Expertise and information sharing
- Public education campaigns and outreach

# Resilience in a Box Pilot in Turkey



U.S. CHAMBER OF COMMERCE FOUNDATION  
Corporate Citizenship Center





# IDEMA

- Cultivating sustainable, novel projects and global partnerships to support socio-economic development across Turkey and the World.
- Committed to provide meaningful impact through developing and implementing socio-economic development projects, realizing innovative solutions towards development obstacles and serving as a hub for development practitioners to form global partnerships.



**ISTANBUL**



**İZMİR**



**WASHINGTON,  
D.C.**



**Ankara**



**Mersin**

## PARTNERS



## SPECIAL PARTNERS



# PROJECTS of IDEMA

## Sağlam KOBİ Disaster Resiliency



## Keşf@ Webrangers ICT Curriculum and Content Development (1-6 Grades)



## Doğan Common Values Movement



## L.I.F.E



## Reaching Lives Through Energy Project

Hayata Değer Katan Enerji



## INOGAR



## INOGAR ART



# SAGLAM KOBI PLATFORM

FOR BUSINESS  
RESILIENCE AND  
CONTINUITY



idemia



esri

Google

ybi | Youth  
Business  
International



# INTRODUCTION

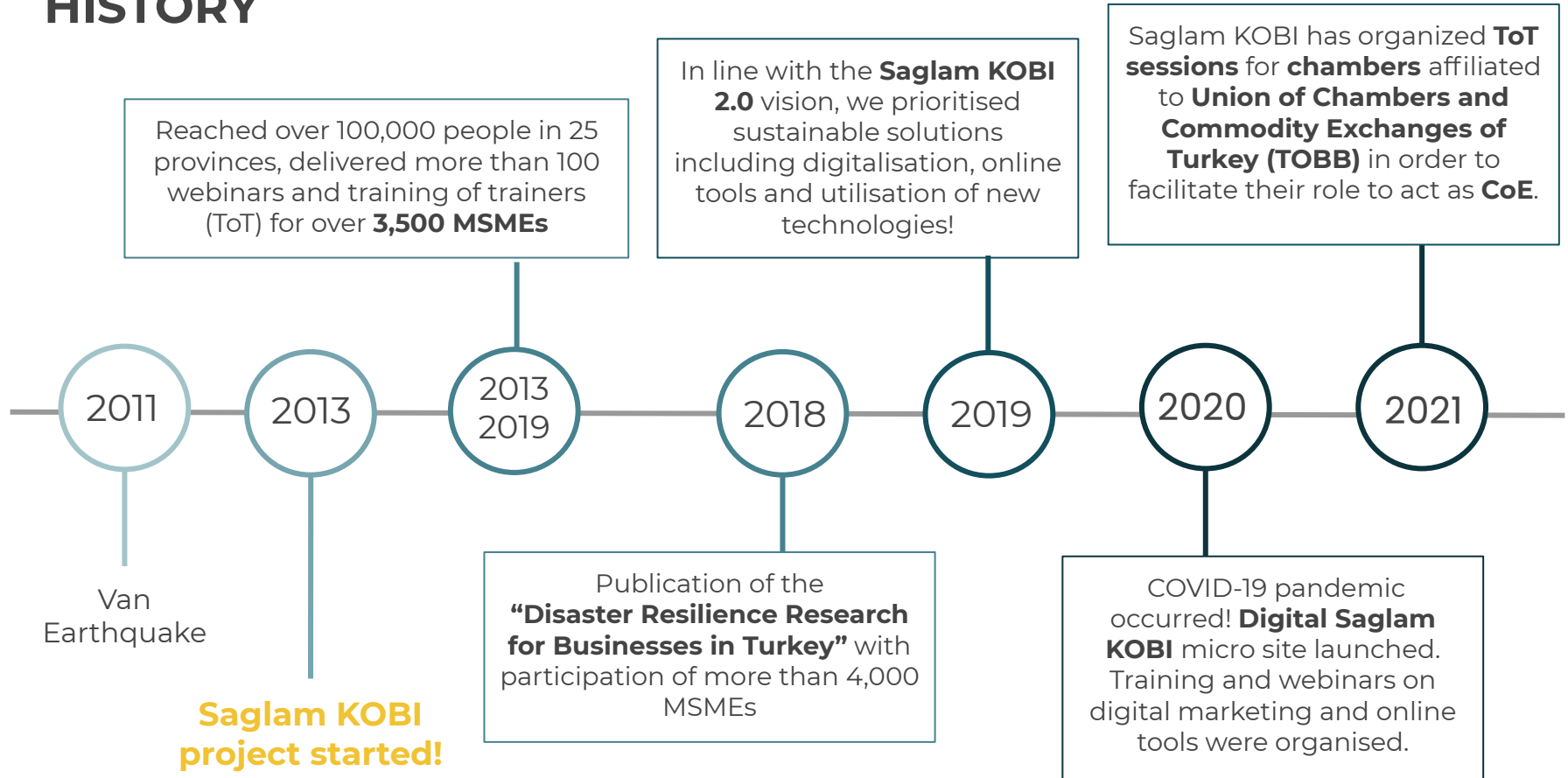
Saglam KOBİ (meaning 'Strong/Resilient SME') Platform for Business Resilience and Continuity aims to raise **awareness on disasters and emergency cases, improve preparedness of SMEs** to unpredictable conditions originated to **natural and man-made causes** and to strengthen **business resilience**. Founding partners of the project are **UPS Foundation, U.S. Chamber of Commerce, World Economic Forum, Disaster Resistant Business (DRB) Toolkit** and **IDEMA**.

Saglam KOBİ has developed partnership with **Allianz** and **ESRI** within the framework of **SK 2.0 vision**.

Furthermore, the network of Saglam KOBİ Platform has expanded in the post COVID-19 period with the partnership of **Google.org, Youth Business International (YBI)** and **Union of Chambers and Commodity Exchanges of Turkey (TOBB)**.



# HISTORY





# SAGLAM KOBİ 2.0. - RATIONALE

In 2021 and onwards, Saglam KOBİ aims to adapt its impact modality to envisage wider perspectives for business continuity. In this context, Saglam KOBİ is exceeding its vision as a CSR-project and would become more of a **business continuity product** within the reach. This new holistic strategy would deliver a **win-win engagement** and **improved value proposition** for:

- **SMEs** by offering them participation in a business network as part of their business decisions rather than a type of educational help program,
- **Resource partners** by encouraging more resilient business decision-making process, and
- **All beneficiaries**, who both participate and develop business resilience in the making.

All in all, Saglam KOBİ will focus more on getting traction to the idea and provide awareness building more than tough business continuity training. The main purpose is to offer online training and learning materials for businesses to help strengthen their disaster preparedness and digital resiliency.



# CURRENT PARTNERS

## Founding Partners

ideia



Allianz



## Partners

ybi | Youth  
Business  
International

Google



TÜRKONFED

HEDEFLER  
İÇİN İŞ DÜNYASI



CONNECTING  
BUSINESS  
INITIATIVE

\*\* Financial service providers,

\*\* Organisational bodies,

\*\* Telecommunication,

\*\* Local institutions, etc.

# SAGLAM KOBİ

**AS A SOCIAL &  
ECONOMIC  
DEVELOPMENT  
PRODUCT**

**A. TRAININGS**

**B. DIGITAL MAP  
&  
NETWORKING**

**C. CENTERS OF  
EXCELLENCE**

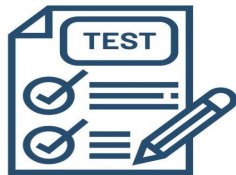
# RESILIENCE-IN-A-BOX

- **Unique** and **inclusive** content of **online** toolbox
- **Free** access
- [www.ResilienceInABox.org](http://www.ResilienceInABox.org)



- **Hands-on training** sessions for SMEs, individuals and entrepreneurs
- **ToT sessions** for officials of larger institutions/companies

Disaster  
Resistance Test



Stage 1

Best 20 Tips



Stage 2

101 Workbook



Stage 3

Disaster Resistant  
Business (DRB)



Stage 4

**Main Objective**

# COVID-19 RESPONSE



- As a part of a strategy in response to COVID-19 crisis, Saglam KOBİ has organized “**Digitalization and Disaster Resilience Program for SMEs**” which was funded by a **Google.org** grant, led by **Youth Business International (YBI)** and implemented by **IDEMA** in collaboration with **Google Turkey** and **The Union of Chambers and Commodity Exchanges of Turkey (TOBB)**. The content of the program included:

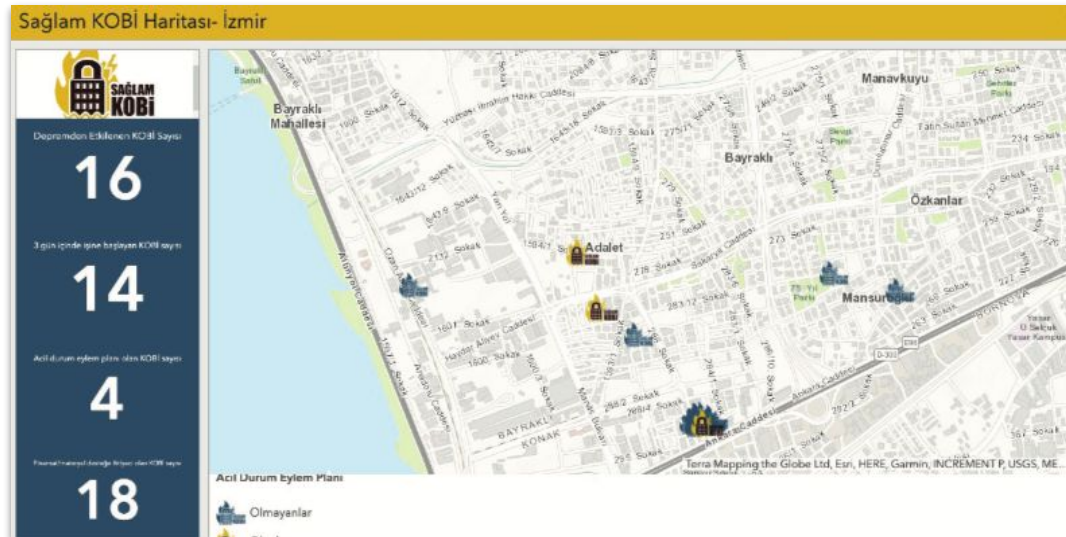
1. Digital Marketing Webinars
2. Google Workspace Mentorship Sessions
3. Disaster Resistance Test and Emergency Action Plan Webinars

- Within the scope of Digital SMEs Program, Saglam KOBİ also delivered **coaching & mentor sessions** for beneficiaries.



## B. BUSINESS MAP & NETWORKING

Saglam KOBİ project has taken active role within the disaster relief network in Turkey starting from Elazig earthquake through utilising the “**Needs Map** “. Based on the lessons learned from the field response, Saglam KOBİ decided to adopt the “**SK 2.0 vision**” to form mechanisms encouraging disaster preparedness processes and also mutual interaction of SMEs by utilizing the “**Business Continuity and Resilience Map**”, which is funded and technically supported by **Allianz**, **Esri** and **IDEMA**, to support better efficiency and to foster more sustainable socio-economic impact.



Pilot version of SMEs Map utilized after İzmir Earthquake shows:

1. Number of SMEs **affected** by earthquake
2. Number of SMEs **continued** to work in **3 days**
3. Number of SMEs having/not having **Emergency Action Plan**
4. Number of SMEs in **need of financial and material support**



## C. CENTERS OF EXCELLENCE (CoE)



**Centers of Excellence:** The center that **leads** and **pioneers in a particular issue area** while carrying out **best practices, research and development, support** and/or **training services** for its team, organization and networks.



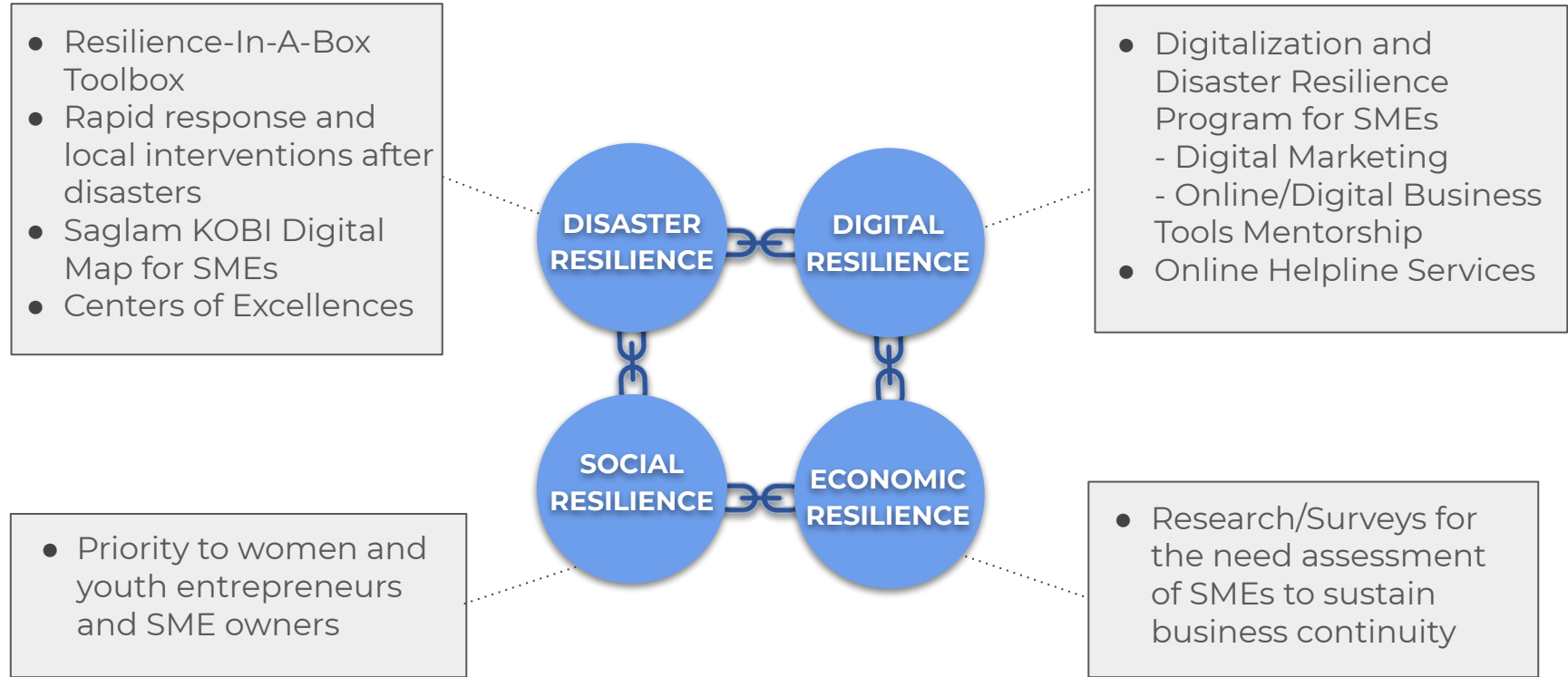
- Saglam KOBİ has been providing training and consultancy services to the SMEs through its **Centers of Excellence** in **Denizli** and **Mersin**.
- Also, Saglam KOBİ carries out **ToT sessions** with **Chambers/Commodity of Exchanges** to ensure that they can act as **Center of Excellences** by providing consultancy and training to their **affiliated enterprises** and **SMEs**.

SAGLAM KOBI

**A BEST PRACTICE OF  
RESILIENCE IN A  
BOX, A GLOBAL  
FRAMEWORK AND  
RESILIENCE  
PLATFORM FOR  
BUSINESS  
CONTINUITY**



# HOLISTIC APPROACH TO BUSINESS RESILIENCE (“BUSILENCE”)



# MAIN COMPONENTS

*"Today, disaster risk reduction is at the core of enterprise risk management and in some cases at the core of the business strategy of delivering solutions to prevent disasters."*

*(CBI, 2020)*

In this context, the program model of Saglam KOBİ provides a **holistic structure** in terms of supporting business continuity through emergency and digital resilience. This comprehensive program offers:

1. **Training** for improving **knowledge and awareness**,
2. **Mentorship sessions** for ensuring **two-way learning** via listening, questioning, challenging and delivery of support,
3. **Monitoring & Evaluation** activities for improvements based on **feedback**,
4. **Resilient Map** integration for building **sustainability**,
5. **Marketplace** for building a DRR **community**,

Moreover, the program allows further expansions in many other fields including but not limited to:

- Telecommunication,
- Retail,
- Automotive,
- Tourism,

among many others.

# PROGRAM MODEL

The implementation model of Saglam KOBI ensures delivery of a **successful outcomes** in seven steps within its **project cycle management**:

1. Program Design
2. Recruitment
3. Program Announcement
4. Onboarding
5. Training and Webinars
6. Mentorship
7. Monitoring & Evaluation

The program model is also **adaptable** for different sectoral ranges and regional scaling.



# KNOW-HOW TRANSFER

Best Practices	Lessons Learned
Beneficiary Engagement	Including <b>applied training</b> modules that are tailor-made for each beneficiary enables improved learning outcomes from <b>mentorship and coaching</b> sessions.
	Closely following up with each beneficiary through emails, phone calls and further interaction during webinars generates improved level of belonging within our DRR micro-community.
Program Implementation	2-hours is optimum for digital resilience webinars, whereas 1 hour is the most <b>efficient timespan</b> for emergency action plan trainings.
	Sharing the <b>on-site post-test forms</b> during webinars bring increased participation for the monitoring and evaluation process.
	A detailed <b>monitoring &amp; evaluation</b> plan.
	<b>Interaction</b> with trainers during webinars generate <b>increased KPI</b> figures.
Sustainability	Provision of <b>innovative solutions</b> (inc. GIS-based map applications, marketplace solutions and aiming for contemporary industries, etc) ensure <b>improved know-how and awareness</b> flow for <b>business resilience</b> community.



**FUTURE  
VISION**



## A. CURRICULA & GAMIFICATION



Saglam KOBİ is planning to offer a **tailor-made business resilience curricula** for **vocational education and technical (VET) highschool students**.

This component aims to facilitate **improved level of knowledge** in many sectors, while individuals are at the beginning of their careers. It also aims to **raise awareness** of VET students' parents, who could be employed in other sectors.

In this context, Saglam KOBİ could further expand this component by including a **gamification feature** to the curricula.

## B. REGIONAL SCALING

Saglam KOBİ continuously collaborates with its members, multisectoral committees and partners to create appropriate preparedness strategies to train SMEs on resilience. In this context, the Saglam KOBİ program holds great potential to practice its implementation model within other regions of the CBI network with a flexible scheme through:

- Working together with the public sector to further engage with **multiple stakeholders** to promote widespread knowledge of disaster risk reduction,
- Developing **disaster recovery programs** with a focus on “cost efficient” infrastructure,
- Leading **webinars to enhance businesses’ resilience** to any disruption of business as usual during emergencies,
- Mobilising its networks to create the resilience protocol for SMEs which was shared by our partner, the **chambers of commerce** in other countries or regions.

## C. MARKETPLACE

Saglam KOBİ aspires to establish a marketplace for all registered businesses, implementing partners and other stakeholders of the program. This marketplace would offer:

- Visual **illustration of resilient SMEs** on regional and local level on maps,
- A **communication tool** for complementary sectors in case of emergencies,
- Recent **news and developments** about business resilience,
- A list of **available benefits** from implementing partners including exclusive enterprise solutions, discounts, grants and training programs, etc.



## CONTACT INFORMATION: Saglam KOBI



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materials, planning,  
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**Thank you for you time!**  
For a safer & more resilient tomorrow.

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