

**International
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on Disaster Economics**
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Organized by



REPUBLIC OF TURKEY
PUBLIC ADMINISTRATION
Disaster and Emergency Management Presidency

with



&



FOR SOUTHEASTERN
EUROPE



**GENERAL
INFORMATION BOOKLET**

Business World, Disasters & Corporate Social Responsibility

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**(Secretary General – Corporate Social Responsibility
Association of Turkey / CSR-Turkey)**

- Corporate Social Responsibility
 - Business and Disasters
 - The Project for SMEs' Disaster Resiliency
-

■ CORPORATE
SOCIAL
RESPONSIBILITY

Complex Business Environment



Complex Business Environment

- ▶ We live in an age of innovation, the growth of free markets, and a world economy.
 - ▶ New technologies, new roles for government, and players on the global scene offer challenging opportunities, demands, and constraints.
 - ▶ More people and nations are working together to spread freedom and democratic principles; to nurture free markets; to protect individual property rights; and to encourage respect for human rights, the rule of law, working conditions and the environment.
 - ▶ Although the profit motive of business is understood and accepted, people do not accept it as an excuse for ignoring the basic norms, values, and standards of being a **good corporate citizen.**
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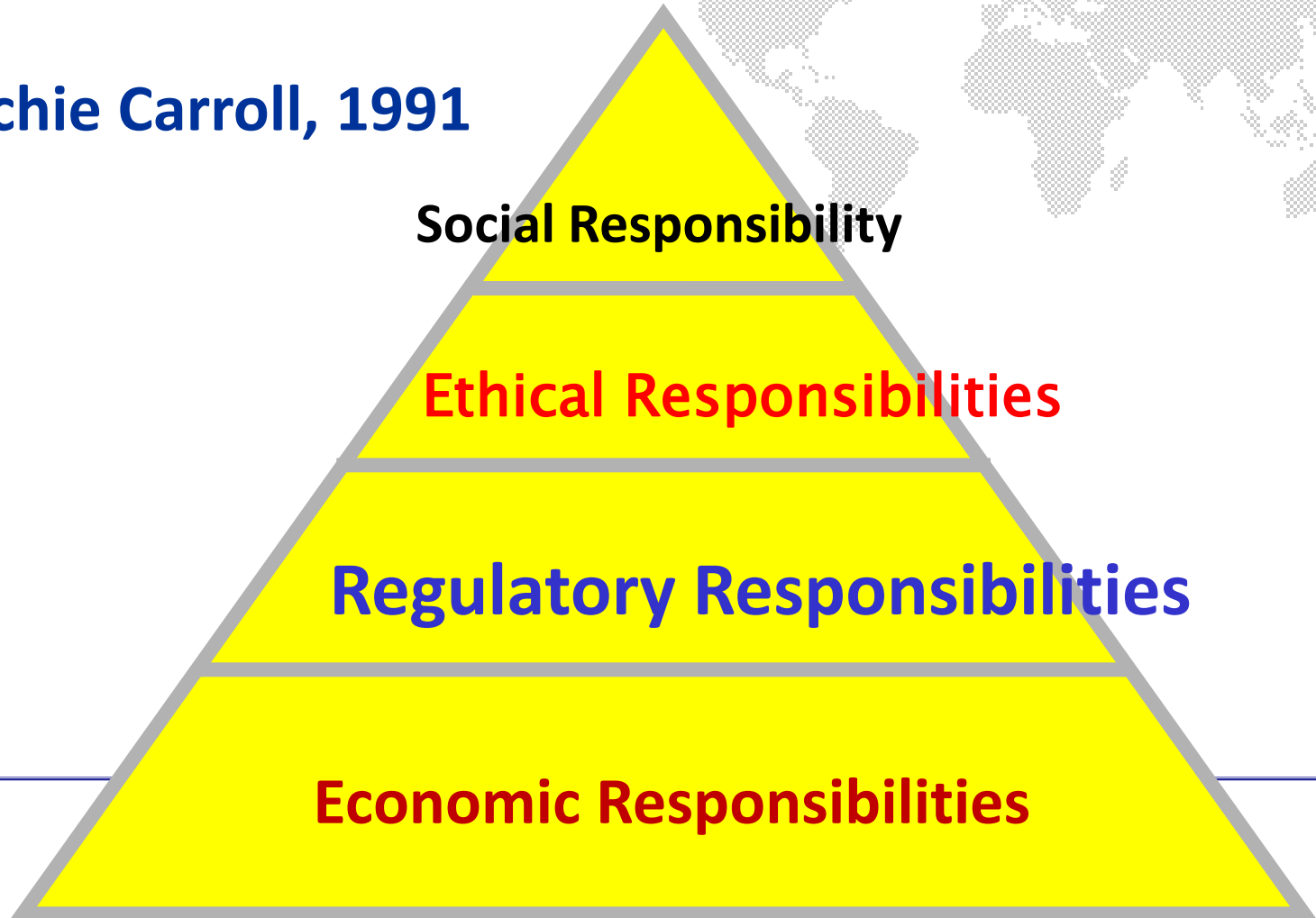
GLOBAL CHALLENGES FOR THE CORPORATE SECTOR



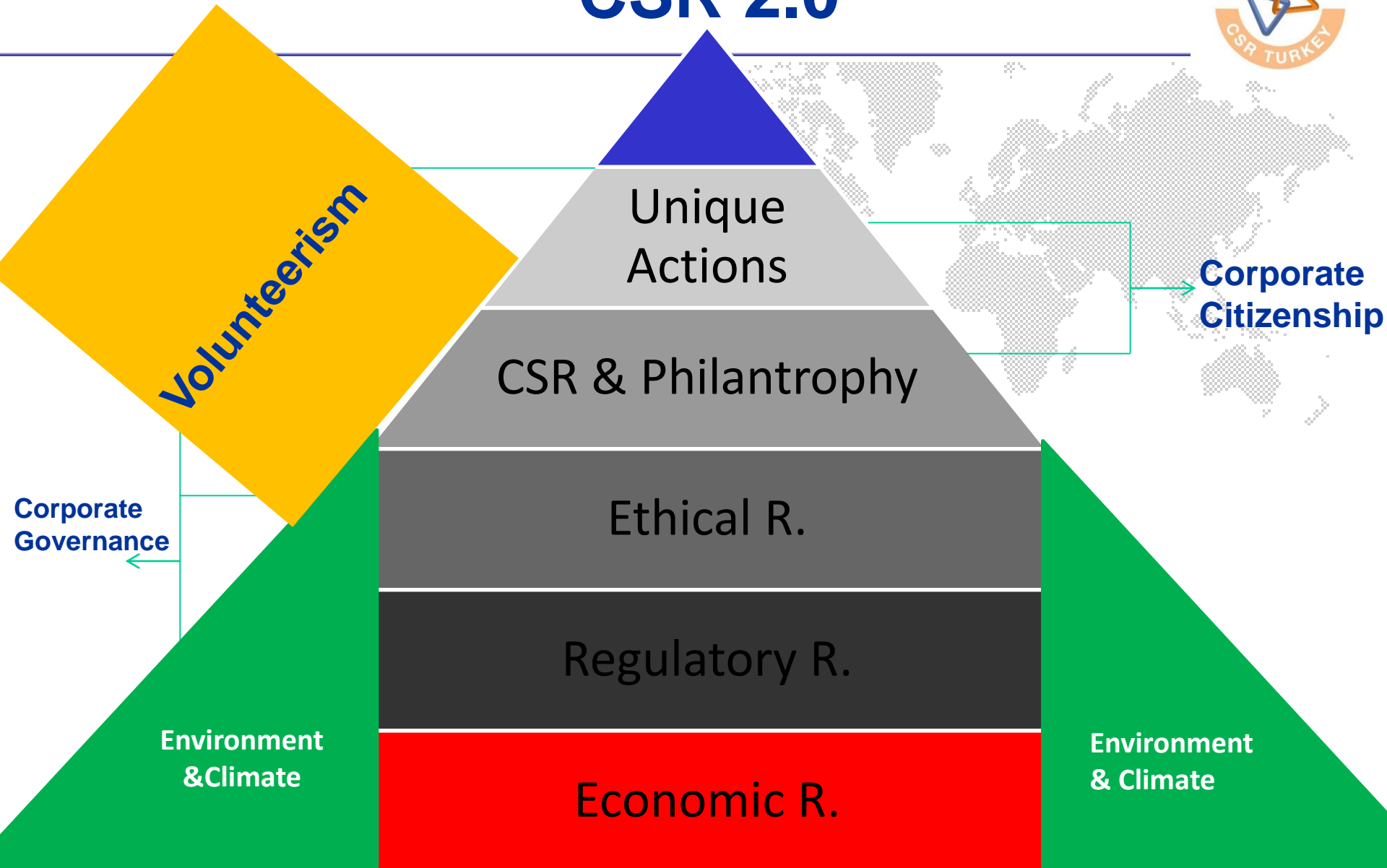
- MANAGING STAKEHOLDER RELATIONS
- **MANAGING THE SUPPLY CHAIN**
- TRANSLATING GLOBAL STRATEGIES INTO LOCAL INITIATIVES
- MULTIPLE RELATIONSHIPS WITH GOVERNMENT
- THE WAR FOR TALENT
- **CSR IN TIMES OF RECESSION?**
- **MANAGING CLIMATE CHANGE**

CSR Pyramid

Archie Carroll, 1991



CSR 2.0



Volunteerism

Unique
Actions

CSR & Philanthropy

Ethical R.

Regulatory R.

Economic R.

**Corporate
Citizenship**

**Corporate
Governance**

**Environment
& Climate**

**Environment
& Climate**

CSR Definition

- 2011 – 2014 – EU New Policy CSR

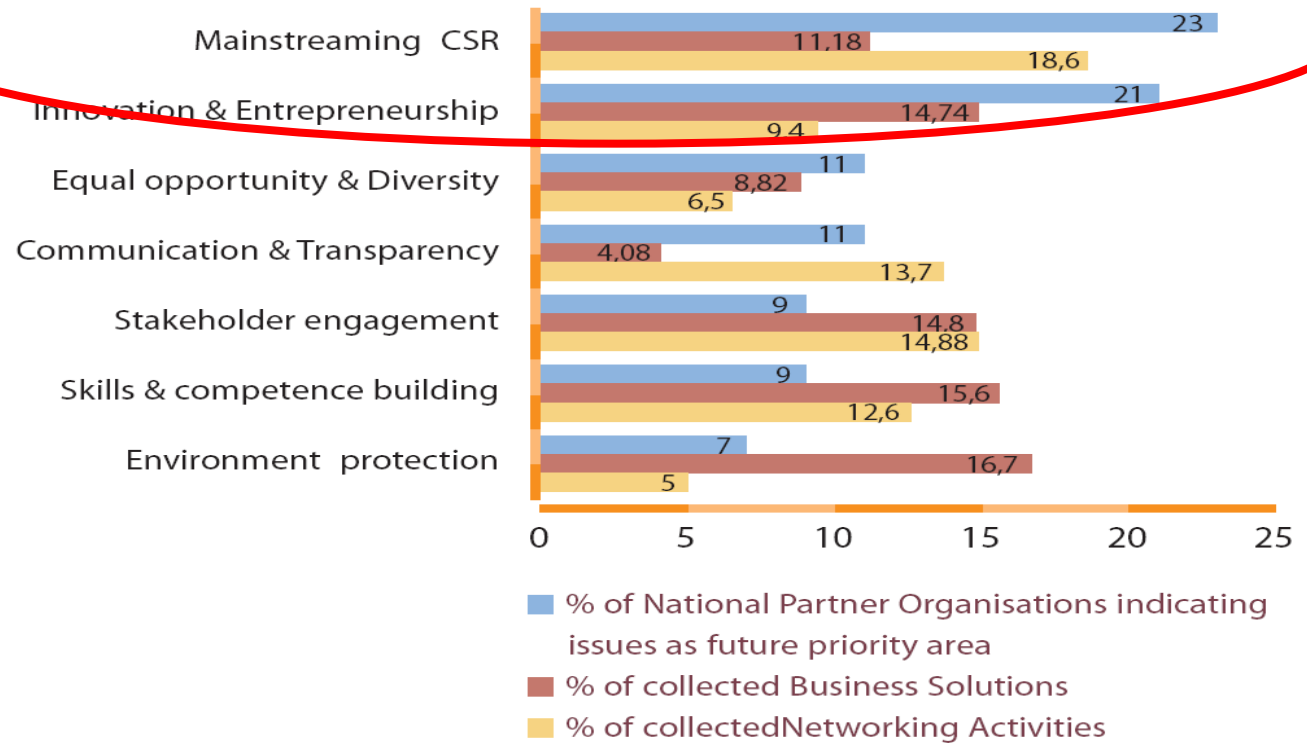
According to the European Union

- CSR represents
- “a concept whereby companies integrate **social; environmental, ethical human rights and consumer concerns** in their **business operations** and in their interaction with their **stakeholders** on a **voluntary basis.**”

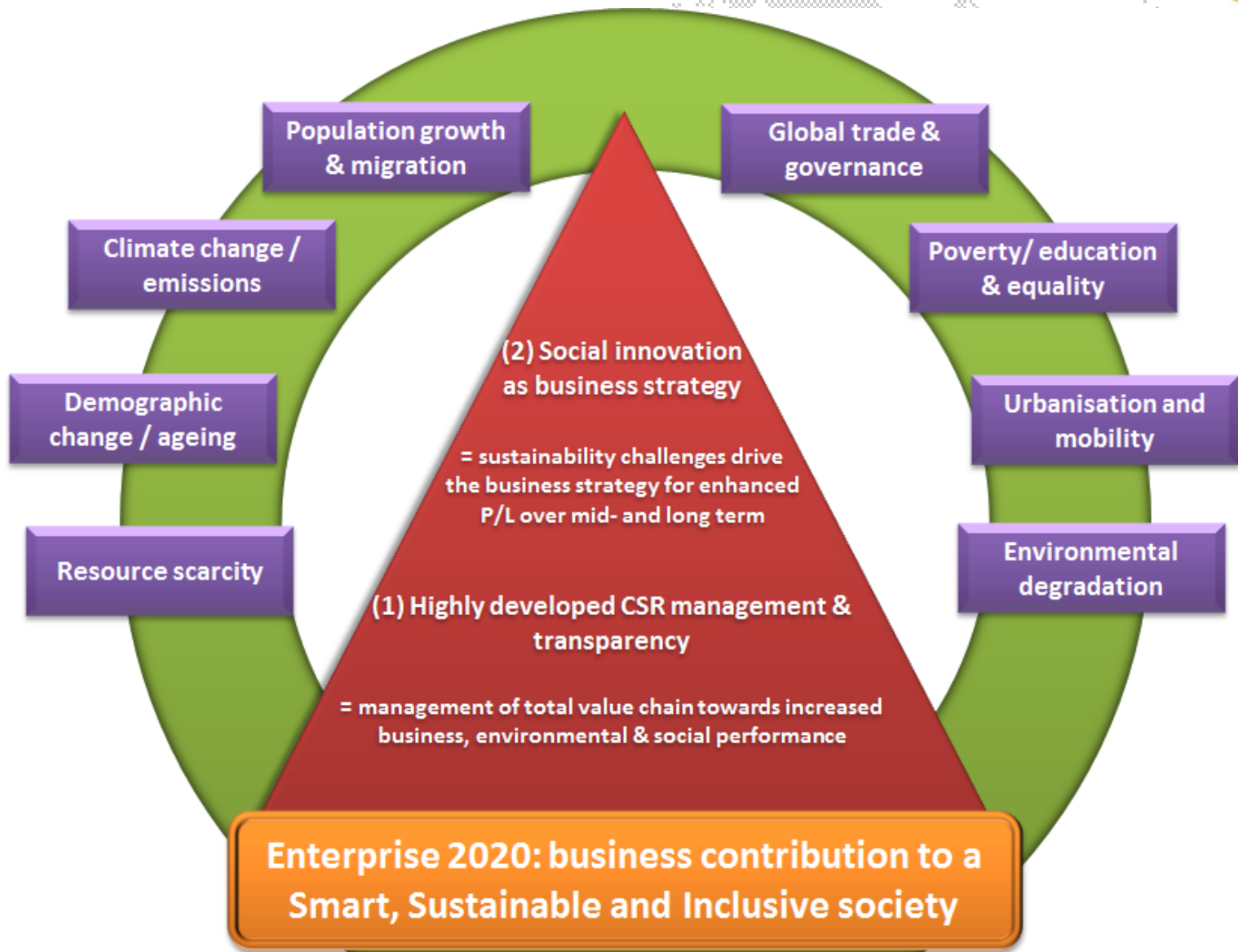
Current and future CSR trends: *European Cartography on CSR*



CSR issues: current focus and future priorities



EU Enterprise 2020



Enterprise 2020: business contribution to a Smart, Sustainable and Inclusive society



CORPORATE SOCIAL RESPONSIBILITY ASSOCIATION OF TURKEY

Values	Policies	Activities
Human	Our engagement to Social Responsibility	Awareness Programs
Change	The Interaction of Social Stakeholder Groups	Campaigns
Social Dialogue	Participation	Social Stakeholder Engagement
Mutual Relations	Result Oriented Work	Sertification and Reporting
Ability to Create Values	Creativity	Consultancy Services
Sustainability	Active Learning Processes	Education and Publications

CSR – TURKEY – Key Partners



WORLD
ECONOMIC
FORUM

COMMITTED TO
IMPROVING THE STATE
OF THE WORLD



Business in the
Community

G | M | F

The German Marshall Fund
of the United States

STRENGTHENING TRANSATLANTIC COOPERATION



WE SUPPORT



CSR360
GLOBAL
PARTNER
NETWORK



AGENCE FRANÇAISE
DE DÉVELOPPEMENT



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International
Labour
Organization



CSR Trends

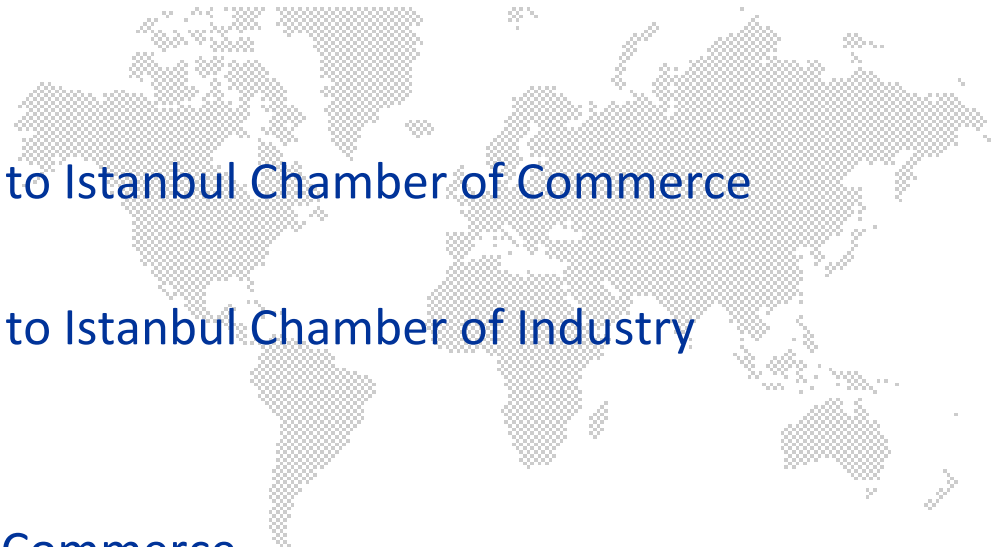
- UNDP – Turkey CSR Situation Report
- Ukraine CSR Situation Report
- Iran CSR Situation Report
- Founder CSR Black Sea Network
- Founder Black Sea CSR Network
- CSR Azerbaijan
- CSR Ukraine
- CSR Iran
- ILO CSR and Work Environment Report
- **Need for supply chain focus**
- **Need for code of conducts**

–Disasters

Istanbul Companies in Numbers

- Number of Registered Companies to Istanbul Chamber of Commerce
 - 688.440 (March 2013)
- Number of Registered Companies to Istanbul Chamber of Industry
 - 13.000
- More than 98% are SMEs
- According to Istanbul Chamber of Commerce
 - 438.275 Companies were established in Istanbul after 1999 Earthquake

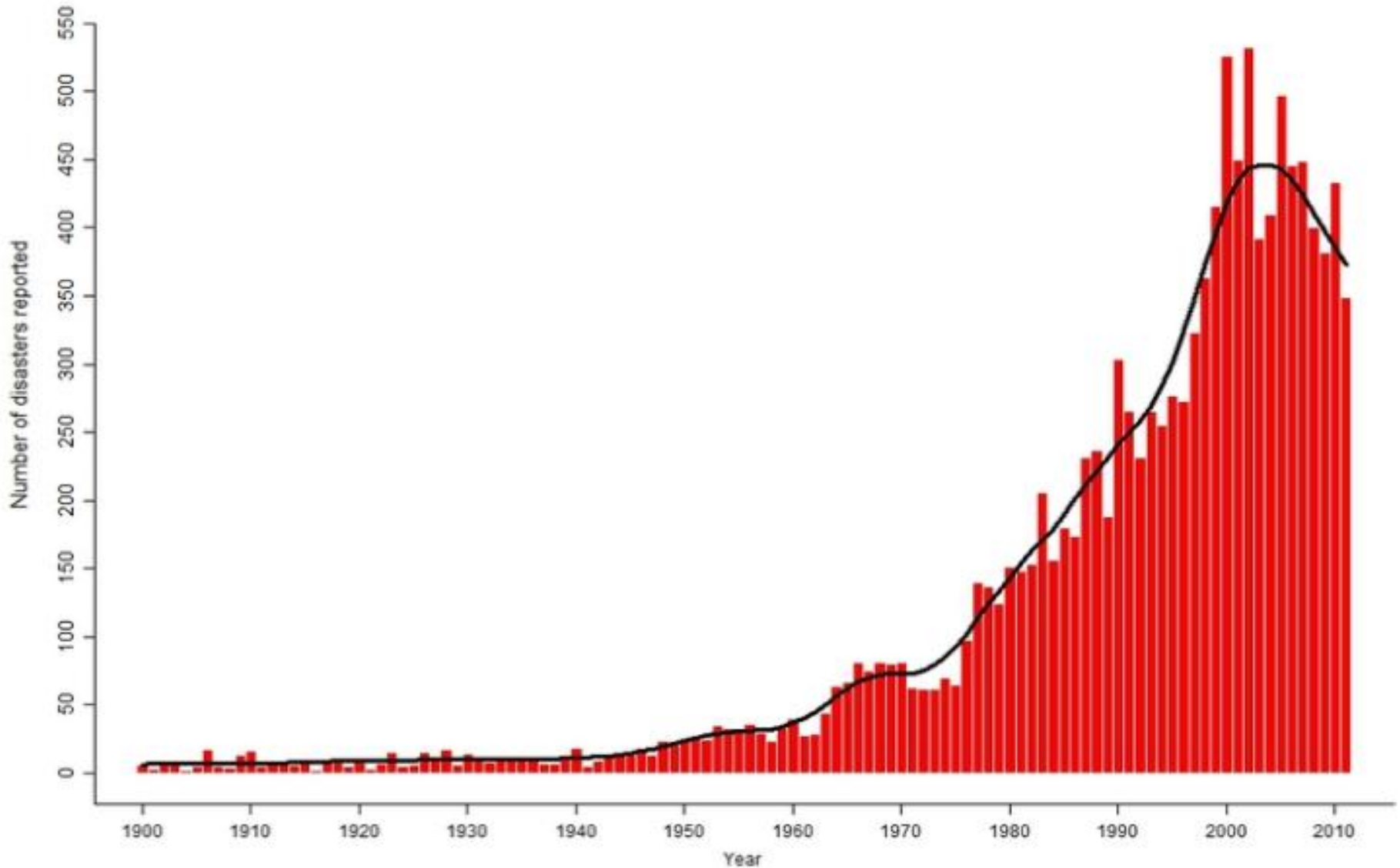
- **More than half of the companies in Turkey does not have disaster experience!**



■ BUSINESS AND DISASTERS

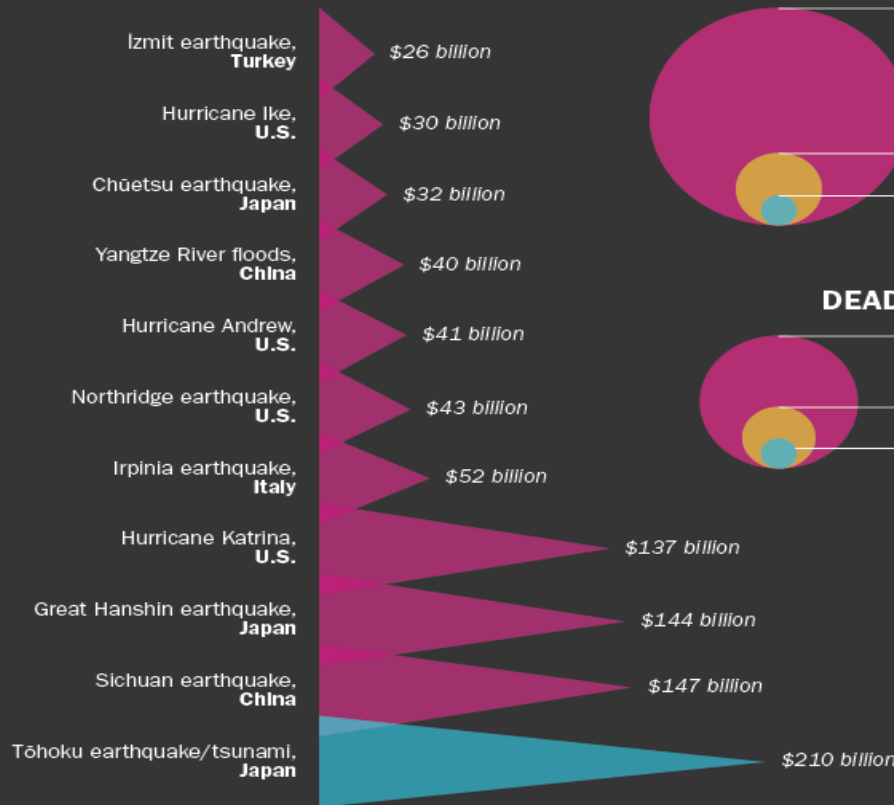
A faint, dotted world map is visible in the background, centered behind the main text.

Natural disasters reported 1900 - 2011

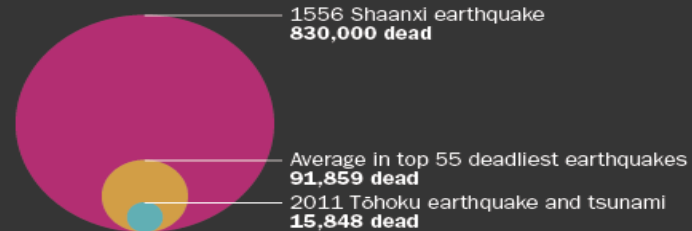


The Cost Of Deadly Disasters: Japan In Perspective

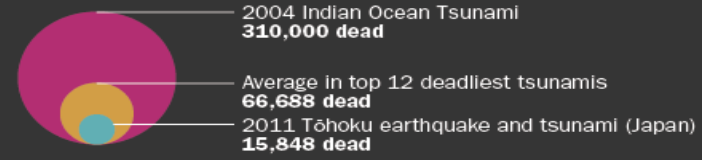
COSTLIEST NATURAL DISASTERS



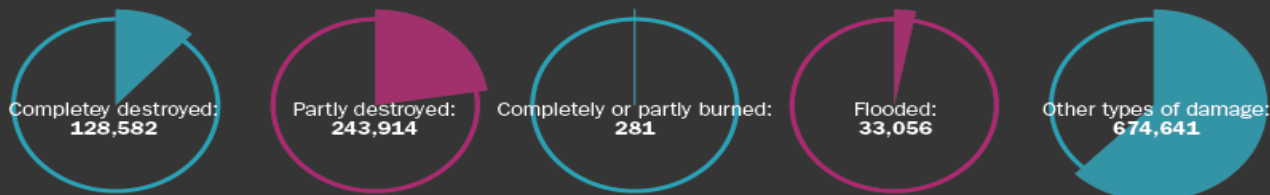
DEADLIEST EARTHQUAKES



DEADLIEST TSUNAMIS

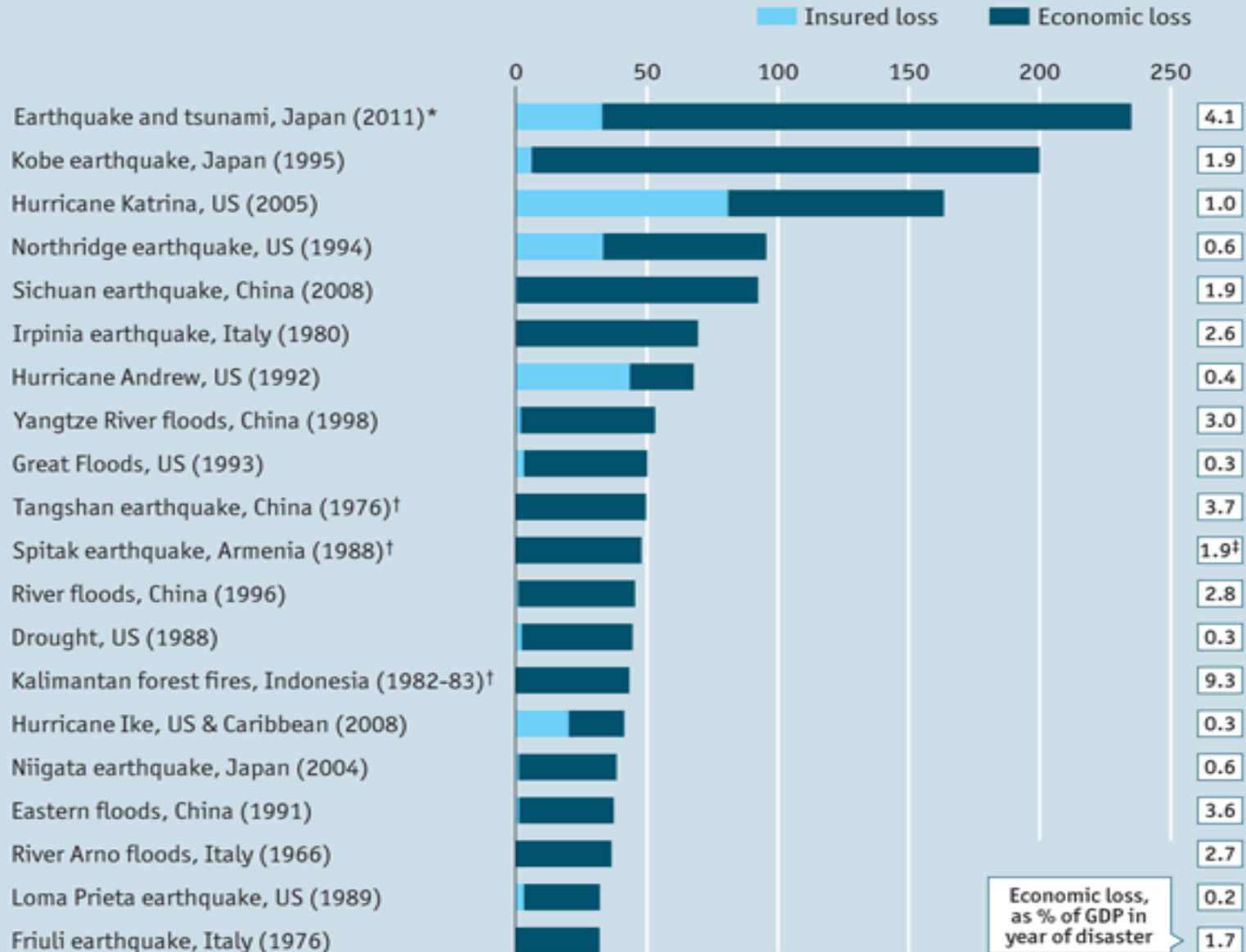


HOMES DESTROYED OR DAMAGED IN TŌHOKU



World's costliest natural disasters since 1965

2010 \$bn

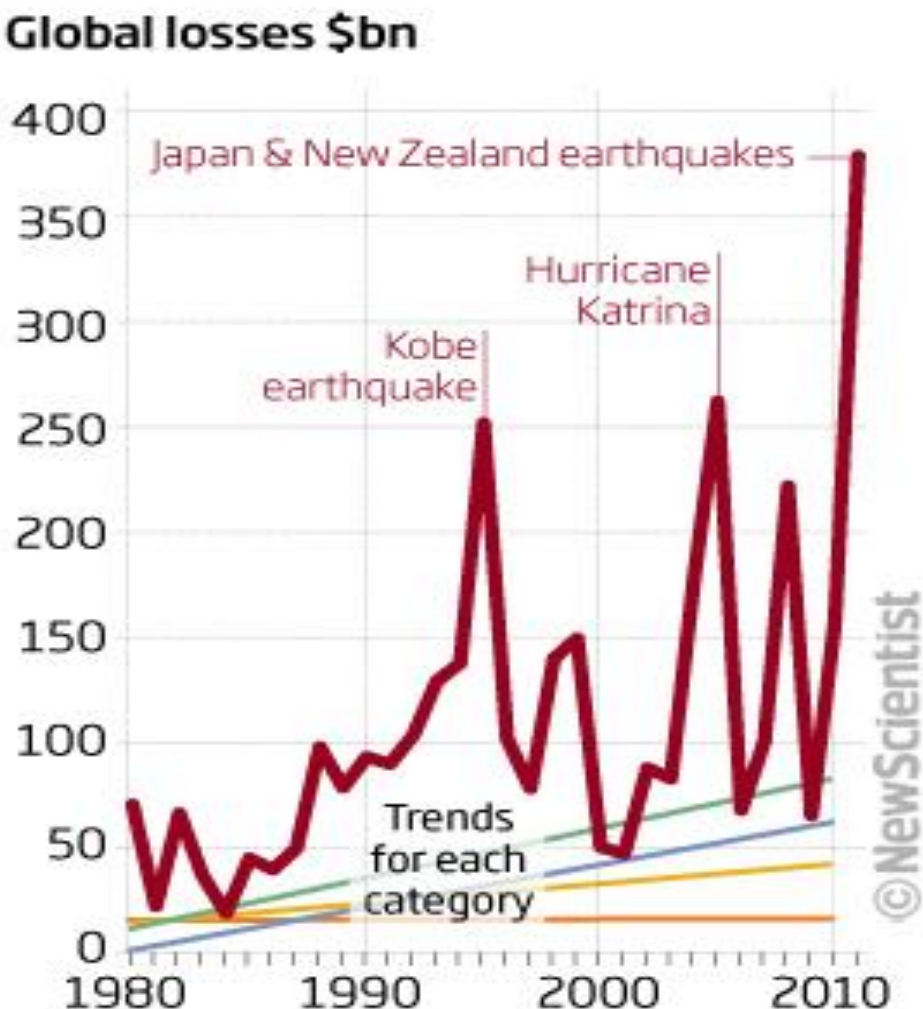
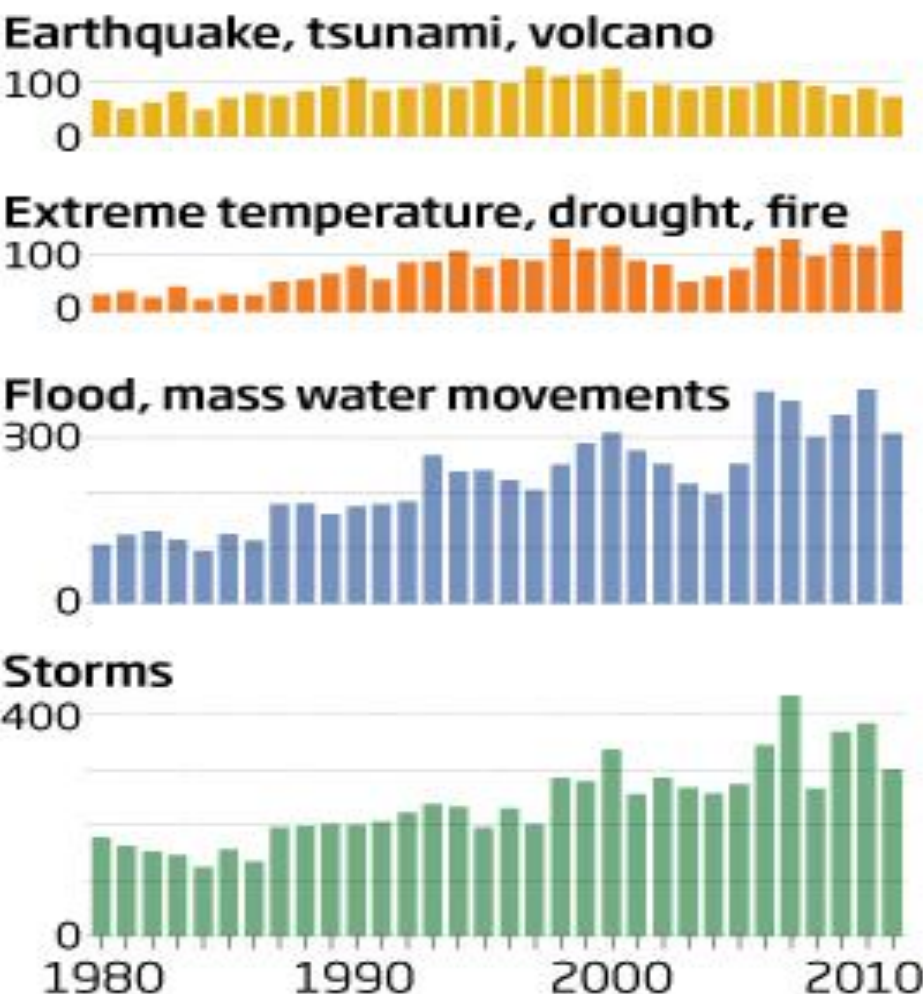


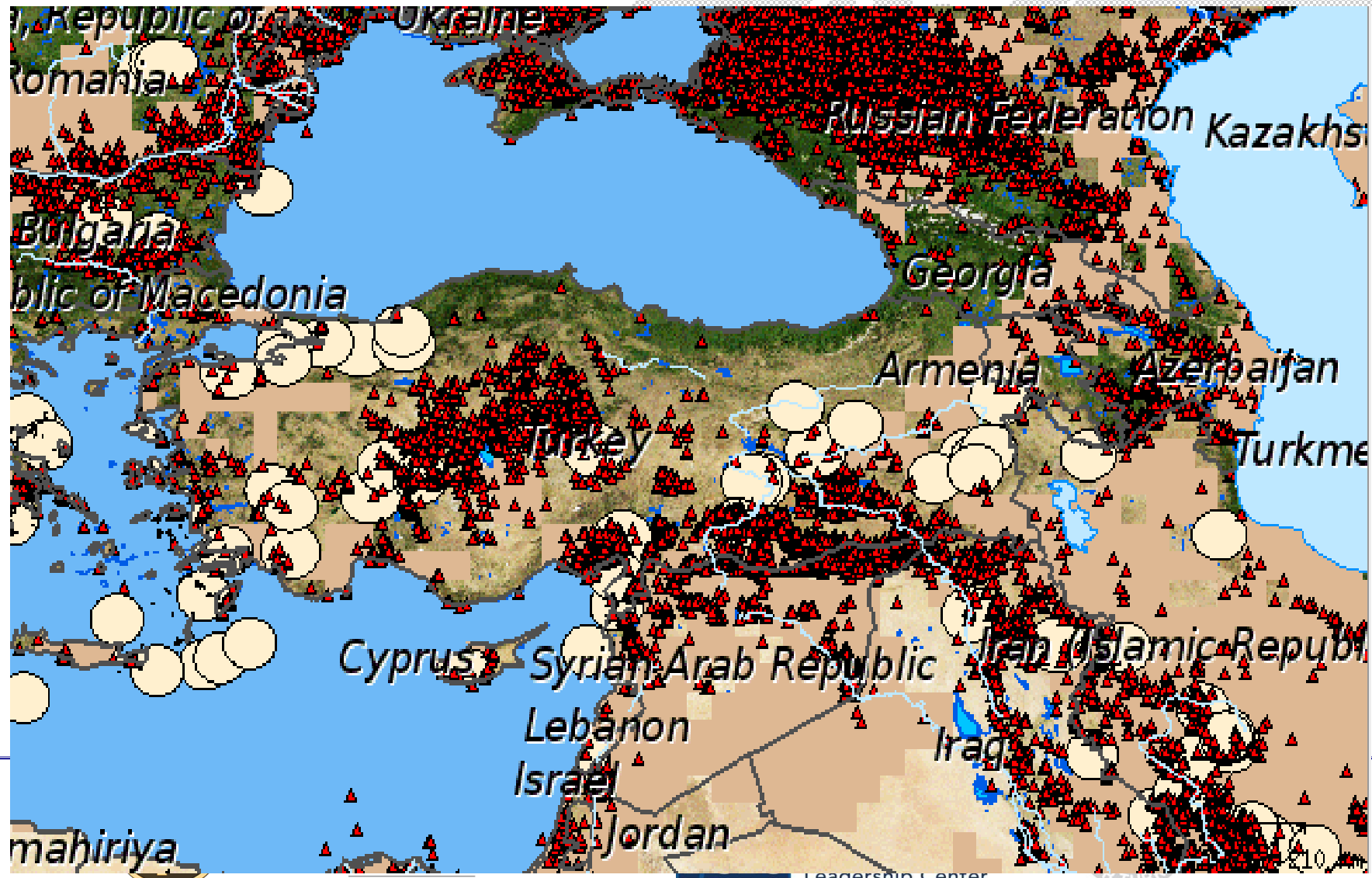
Sources: Munich Re; IMF;
World Bank; *The Economist*

*Provisional †Insured loss unavailable
‡Soviet Union's estimated GDP

According to New Scientist - <http://www.newscientist.com>

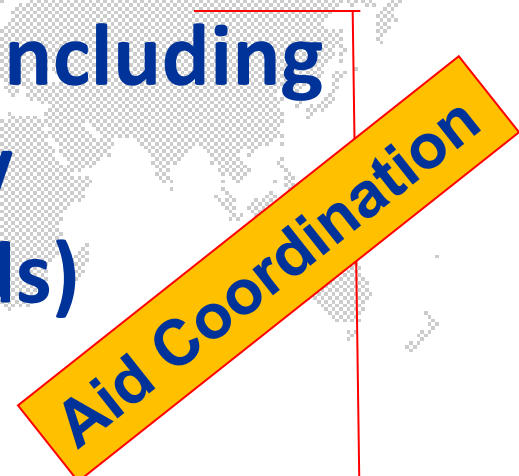
Natural disasters are more frequent than 30 years ago - and are costing us more





Economy in Disasters

- **Economic losses during disaster**
- **Allocation of of funds/resources(including voluntary support) for emergency needs(rescue, first aid, basic needs)**
- **Project funding for recovery and normalization**
- **Business Recovery Investments**
 - Reintegrating into economy
 - SMEs

A yellow banner with a red border and the text 'Aid Coordination' is positioned diagonally on the right side of the slide. A red L-shaped line is drawn around the text, extending from the top and right edges of the banner.

General Statistics from US Chamber of Commerce



- A survey of 2,500 business owners and decision makers found that:
 - 71% of small businesses *did not* have a disaster plan in place
 - 64% said that they did not need one
- According to *The Hartford's Guide to Emergency Preparedness Planning*, of those businesses that experience a disaster and have no emergency plan:
 - 43% never reopen
 - Of those that do reopen, only 29% are still operating two years later

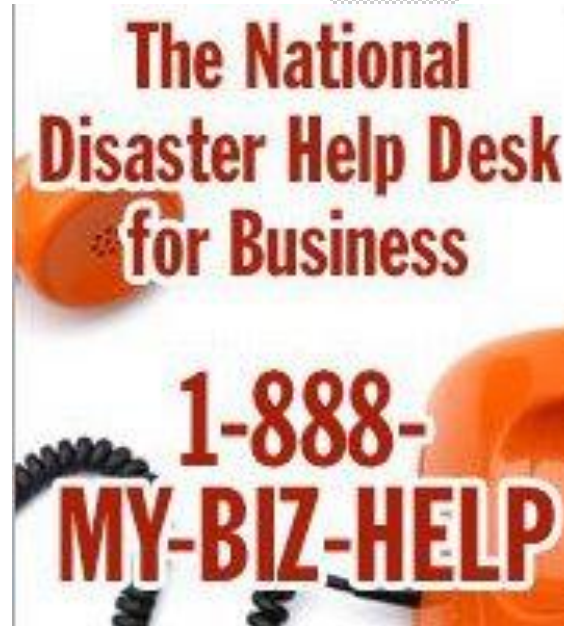
Hurricane Sandy



Hurricane Sandy Small Businesses

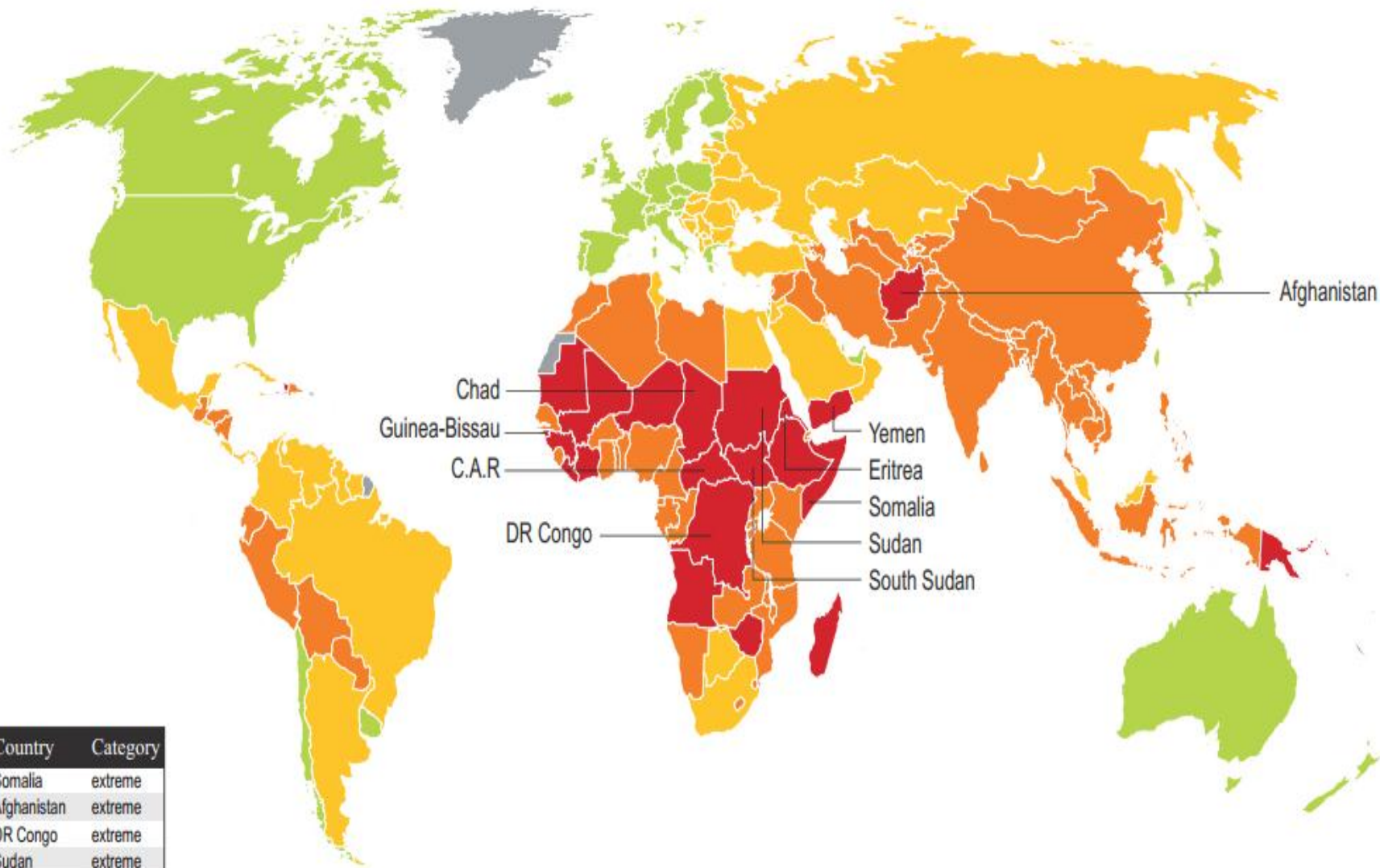


National Disaster Help Desk - USA



- Insurance is key
 - 95% of businesses that needed help from the Help Desk after Sandy didn't have adequate insurance
 - No insurance
 - Not enough insurance
 - Wrong insurance

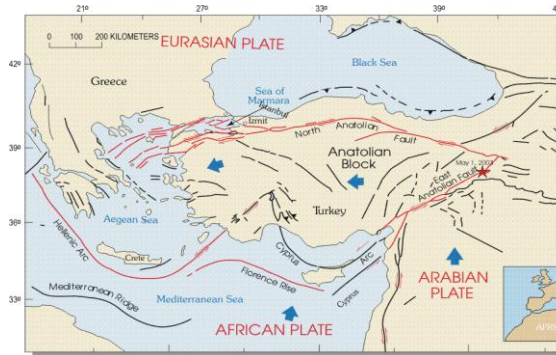
- Companies don't understand their risks
 - *“Plans are worthless, planning is everything” – Dwight D. Eisenhower*
 - *Examples from Sandy*
 - *Companies in flood zones putting computers in their basements*
 - *Companies not backing up data*
 - *Companies not having a contingency plan for loss of a supplier*



Rank	Country	Category
1	Somalia	extreme
2	Afghanistan	extreme
3	DR Congo	extreme
4	Sudan	extreme
5	C.A.R.	extreme
6	Chad	extreme
7	South Sudan	extreme

■ The Project for SMEs' Disaster Resiliency

Business Disaster Resiliency (“BDR”) Program for Turkey



Background

- To develop a pilot for promoting Business Disaster Resiliency (BDR) global best practices in Turkey that leverages the expertise and resources of the World Economic Forum, Business Civic Leadership Center and UPS, and stakeholders in Turkey that could then be replicated in other disaster-prone parts of the world.



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The Problem

- ❑ **Natural Disasters are a global phenomena, and humanity has a common interest in promoting better disaster preparedness and recovery:**
 - ❑ **Mechanisms need to be established to share best practices within and among nations,**
 - ❑ **Mechanisms need to be established to promote cooperation between and among governments, civil society and business.**
- ❑ **Business plays a key role in this process, but many small and mid-sized companies lack tools and training to prepare for and withstand disasters when they occur.**
- ❑ **Businesses are important to help rehabilitate communities by providing jobs and offering goods and services.**



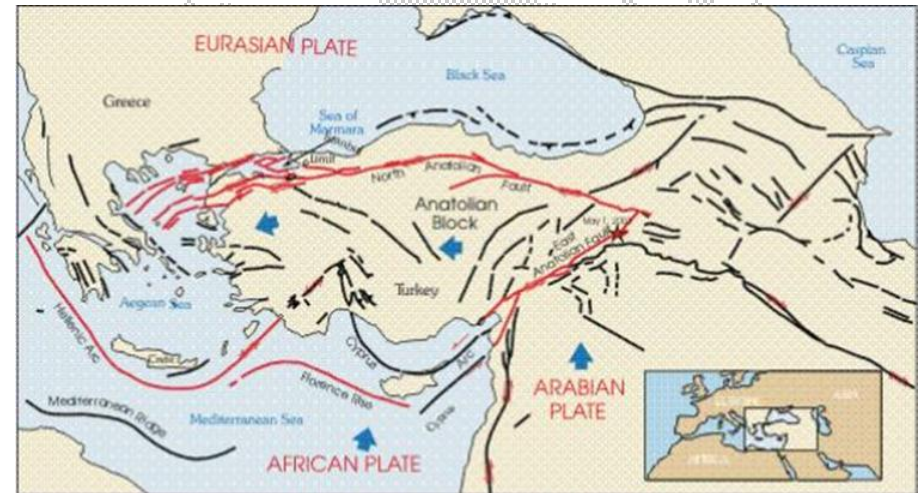
BDR Pilot Solutions

- ❑ **Adapt Best Practices from BCLC, WEF, UPS and Thought Leaders in Turkey**
 - ❑ **Including adaptation of Disaster Resistant Business Toolkit Suite of Software**
 - ❑ **Development of Turkish Help Desk for SMEs**
- ❑ **Promote BDR awareness and education**
- ❑ **Promote three levels of disaster aid coordination**
 - ❑ **Within Turkish government, business and civil society**
 - ❑ **Between Turkish government, business and civil society**
 - ❑ **Between Turkish domestic disaster responders and international disaster responders**



Why Pilot in Turkey?

- ❑ The North Anatolian Fault is active as recently as July 2012
- ❑ Turkey has had recent events in Van and Ismir
- ❑ Turkey's central geographic location
- ❑ Turkey already has a robust public, private, and civil society capacity



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Partners:

The BCLC, CSR Turkey and UPS have brought together preeminent leaders from many fields to share ideas:

- UPS
- World Economic Forum
- BCLC
- CSR Turkey
- Kadir Has University
- AmCham in Turkey
- Turkish Red Crescent
- Turkish Chamber of Commerce
- Istanbul Chamber of Commerce
- Kobider – SMEs Association of Turkey
- EUCOM

- KOSGEB - SMEs
- US Embassy
- Developmental Organization of Turkey
- Istanbul Development Agency
- DASK – Turkish Catastrophe Insurance Pool
- UNDP – Istanbul International Center for Private Sector in Development
- World Bank
- AKUT



BDR Best Practices: Results and Deliverables

- ❑ **CSR Turkey and will compile a report of Turkish and Global best practices.**
 - ❑ This will include a final report of lessons specific to the adaptation from US to Turkey
 - ❑ “Pay it Forward”, “Adopt a Business”, and “Adopt a Chamber” strategies
- ❑ **WEF experts will share expertise with the global business communities, adding to the big picture lessons as well as regional insight.**
- ❑ **BCLC will share its suite of tools:**
 - ❑ Disaster-Resistant Business (DRB) Tool Kit
 - ❑ Help Desk
 - ❑ MOU framework with public and civil society organizations



Awareness and Education

- UPS and BCLC will work with CSR Turkey to develop an awareness and education strategy focused on “grass tops” business associations and intermediary organizations, government cooperation, media relations, and online tools.
- **Awareness**
 - Phase I begins with the announcement of the BDR Project, private meetings with key stakeholder groups, and the development of a disaster portal with tools and resources.
 - Phase II encourages the roll-out of awareness tools to stakeholder groups. All partners will also meet with early adaptor SME’s and stakeholders, face to face in
 - Phase III will tie in implementation and roll-out of the BDR Tool Kit with an incentive program that encourages individuals, organizations and businesses to share their disaster resilience stories.
- **Education**
 - Essential output for the US will be a portfolio of information gleaned from out pilot.



Achieved Goal

This program will produce benefits for its partners and host country through creation of a robust mutual assistance network, enhancement of SME capabilities and a stronger more resilient community.

In return we will get actionable information from disaster recovery professionals, advance the capacity of international communications during a crisis, and create a new public diplomacy matrix, offering an opportunity for innovation via stakeholder bridge-building.



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Kullanıcı adı veya e-posta
adresi *

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Giriş

[Yeni parola iste](#)



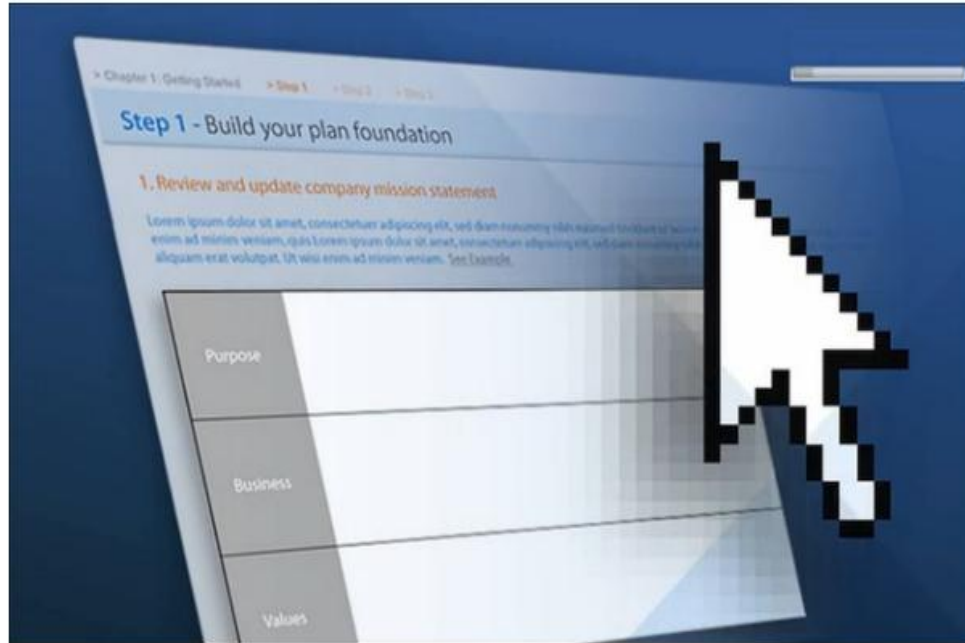
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- [Ana Sayfa](#)
- [1 Başlangıç](#)
- [2 İş Çevrenizin Belirlenmesi](#)
- [3 Risklerinizin Belirlenmesi ve ve Zarar görülebilirliğinizin Değerlendirilmesi](#)
- [4 Amaçlarınızın, Hedeflerinizin, Eylemlerinizin ve Stratejilerinizin Belirlenmesi](#)
- [5 Acil Durum Öncesi Prosedürlerinin Belirlenmesi](#)
- [6 Olay Esnasındaki Yönergeleri Belirlemek](#)
- [7 Olay Sonrası Prosedürlerinin Belirlenmesi](#)
- [8 Planınızın Test Edilmesi](#)
- [9 Planınızın Bir Programa Dönüştürmesi ve Güncellemesi](#)

Giriş



2%
TAMAMLANAN

TAMAMLANMASI İÇİN
TAHMİNİ SÜRE:



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Key Notes

- **Disaster is key global problem**
 - **Related to sustainable development, climate**
 - **Yet personal and corporate responsibilities**
- **Need for common action**
 - **Know how transfer**
 - **Regional/international partnerships**
- **Mainstreaming CSR including disaster into business strategies is essential**
- **Focus on developing voluntary business mechanism**
Where code of conducts, supply chains and mainly SMEs are key

