SAGLAM KOBI PROGRAM

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

● “A Hub for Development Practitioners”:

○ Cultivating **sustainable, novel projects and global partnerships** in Turkey and the World,
○ Committed to provide **meaningful impact**, 
○ Developing and implementing **socio-economic development projects**, 
○ Realizing **innovative solutions** towards development obstacles.

İSTANBUL ANKARA İZMİR WASHINGTON D.C. MERSİN BODRUM
SAGLAM KOBI PLATFORM
FOR BUSINESS RESILIENCE AND CONTINUITY
RESILIENCE-IN-A-BOX TOOLKIT

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

www.ResilienceInABox.com

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

Stage 1
Business Preparedness Quiz

Stage 2
Top 20 Tips

Stage 3
101 Workbook

Stage 4
Disaster Resistant Business (DRB) Toolkit

Main Objective
SAGLAM KOBI 2.0 VISION

In 2021 and onwards, Saglam KOBI aims to adapt its impact modality to envisage wider perspectives for business continuity. In this context, Saglam KOBI 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 KOBI 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.
A. COVID-19 RESPONSE

“Digitalization and Disaster Resilience Program for SMEs”, funded by a Google.org, 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

In line with the “SK 2.0 vision” to form sustainable mechanisms for encouraging disaster preparedness processes, we developed “Business Continuity and Resilience Map”, in close cooperation with Allianz, Esri and IDEMA to help 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.

- Tested in Saglam KOBI since 2019 through SME-training,
- Two example CoEs in Denizli & Mersin provinces,
- 20 local Chambers of Commerce in Turkey will become CoEs by UPS-training to:
  - Lead & pioneer in certain areas,
  - Provide best practices,
  - R&D, support and training.
HOLISTIC APPROACH TO BUSINESS RESILIENCE ("BUSILENCE")

- Resilience-In-A-Box Toolbox
- Rapid response and local interventions after disasters
- Saglam KOBI Digital Map for SMEs
- Centers of Excellences

- Digitalization and Disaster Resilience Program for SMEs
  - Digital Marketing
  - Online/Digital Business Tools Mentorship
  - Online Helpline Services

- Priority to women and youth entrepreneurs and SME owners

- Research/Surveys for the need assessment of SMEs to sustain business continuity
LOOKING AHEAD

In order to improve its brand value and social impact scale, Saglam KOBİ aspires to develop, implement and monitor the following components in the coming period:

- **Curricula & Gamification** 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,

- **Social Marketplace** for all registered businesses, implementing partners and other stakeholders of the program,

- **Fintech Integration** to integrate fintech solutions to enhance its service quality through ensure improved level of support for business continuity
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For a safer & more resilient tomorrow.