



EVENT CONCEPT NOTE

UNDP Moldova

Private Sector Innovations and Technologies for Disaster Risk Management

EVENT OVERVIEW

The majority of Türkiye's population, and critical economic sectors and industrial zones are highly exposed to earthquakes, landslides, flooding, as well as extreme weather events. According to the Disaster and Emergency Management Authority (AFAD), Türkiye had experienced 23,753 earthquakes, 107 floods, 66 big forest fires, 16 cases of heavy snowfall or blizzards, and 39 landslides in 2021, with floods and wildfires having the most devastating impacts.

Enhancing disaster risk reduction and management capability remains a priority. The involvement of non-traditional humanitarian actors such as the private sector will be key in strengthening coping capacities. It was for this reason that UNDP Türkiye and the Turkish Enterprise and Business Confederation (TÜRKONFED) launched the Connecting Business initiative (CBI) platform in the country to support the Turkish business community in disaster and climate resilience.

In this online event, the Business for Goals Platform (B4G), TÜRKONFED, and the Connecting Business initiative (CBI) will showcase examples and global best practices from the private sector on the application of innovation and technologies for disaster risk management.

DATE AND TIME

Tuesday, 7 June 2022
10 AM – 11:30 AM Istanbul time (CET+1)
Virtual event, free and open to the public

REGISTRATION

Please register [here](#)

DETAILS

This event is organized by the Business for Goals Platform and the Turkish Enterprise and Business Confederation (TÜRKONFED). The session will be in English and Turkish with simultaneous interpretation.

For more information, visit the [event page](#).

CONTACT

Business for Goals Platform: [Simay Kardaş](#)

Connecting Business initiative: [Rhiza Nery](#)

INTENDED OUTCOMES

The session aims to showcase concrete examples and global best practices on the use of innovation and technologies from the private sector for disaster risk management. Through these examples, a discussion on lessons learnt will be facilitated to identify opportunities for the application of innovation and technologies in their own disaster management activities.

Specifically, the session aims to:

- Showcase network and industry good practices on how the private sector has piloted projects involving innovation and/or technologies for disaster management;
- Facilitate a discussion on lessons learnt when it comes to the application of innovative and technology solutions for disaster management; and,
- Promote networking opportunities to connect the business community and CBI member networks with industry solutions providers.

AGENDA

Moderators:

[Simay Kardes](#), Associate Director, Business for Goals Platform

[Florian Rhiza Nery](#), Local Network Coordination Specialist, OCHA- UNDP Connecting Business Initiative

10:00 am	Welcome remarks, İrem Oral Kayacık , President of B4G Platform
10:05 am	Introduction to the Business and Climate Resilience Project of CBI Türkiye by Simay Kardeş , Associate Director, B4G Platform
10:15 am	Industry Spotlight: Innovative Solutions on Disaster Risk Management by Yusuf Zahit Gündoğdu , President, Miyamoto International Turkey , Principal, Miyamoto International Inc.
10:30 am	Industry Spotlight: GSMA Mobile for Humanitarian Innovation by Isaac Kwamy , Director of Strategic Partnerships, Mobile for Humanitarian Innovation, GSMA
10:45 am	Industry Spotlight: Strengthening Partnerships for Humanitarian Data Exchange by Anthony Burke , Humanitarian Data Exchange Community Manager, United Nations Office for the Coordination of Humanitarian Affairs (OCHA)'s Centre for Humanitarian Data
11:00 am	Facilitated discussion by Dr. Murad Tiryakioglu , Business and Climate Resilience Project Advisor, on innovation and technology solutions for climate and disaster resilience for the business community

11:25 am

Closing Remarks by Kareem Elbayar, Programme Coordinator, OCHA-UNDP
Connecting Business initiative

About the Business for Goals Platform (B4G)

Established by TÜRKONFED, TUSIAD and UNDP in 2019, the Business for Goals Platform serves as a platform open to all large-, medium- and small-sized enterprises willing to integrate the Sustainable Development Goals into their corporate policies and strategies, all public agencies keen on public-private partnership, local governments, academia, international organizations and non-governmental sector.

The Platform fosters joint learning, development and work with its stakeholders. Learn more at business4goals.org



About the Turkish Industry and Business Association (TÜSİAD)

Founded in 1971 to represent the Turkish business world, TÜSİAD is a voluntary, independent, non-governmental organization dedicated to promote welfare through private enterprise. On account of the institutions represented by its members, TÜSİAD has a significant representative capacity of the economic activity in Turkey in many spheres such as production, value added, employment and foreign trade. TÜSİAD's activities are aimed at creating a social cohesion based on the competitive market economy, sustainable development and participatory democracy. Learn more at tusiad.org



About TÜRKONFED

TÜRKONFED (Turkish Enterprise and Business Confederation) is a non-governmental business organization. Today, 30 federations and 276 associations fall under TÜRKONFED, through which over 40,000 companies are represented. TÜRKONFED, in collaboration with UNDP, launched the CBI Turkey platform in 2018. This national private sector-led network supports disaster risk reduction, emergency preparedness, response and recovery for both societal resilience and stronger competitiveness. CBI Turkey also includes the Business for Goals (B4G) Platform which works on enhancing the role of private sector in sustainable development. Learn more at turkonfed.org.



About the Connecting Business initiative (CBI)

The Connecting Business initiative (CBI) engages the private sector in disaster preparedness, response and recovery. The initiative aims to be the go-to hub for private sector business networks, strengthening their collaboration with government, UN entities and other actors. CBI currently partners with private sector networks in 13 countries. Learn more at connectingbusiness.org.

