

# ENTREPRENEURIAL APPROACH TO HUMANITARIAN LOGISTICS



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## Project Outline

- Humanitarian Logistics
- HumLog Problems (issues)
- Entrepreneurship
- Recent Earthquake in Turkey
  - Logistics problems
  - Coordination problems
  - Leadership problems
- Suggestions / Conclusions

## What is Humanitarian Logistics?

It is a branch of logistics which specializes in organizing the delivery and warehousing of supplies during natural disasters or complex emergencies to the affected area and people.

Although similar methods are used, they differ from regular supply chain operations due to the nature of the need.

Type and quantity of the resources, way of procurement and storage of the supplies, tools of tracking and means transportation, specialization of teams participating in the operation and plan of cooperation between these teams, are some important issues in humanitarian logistics.

## Issues in Humanitarian Logistics

Emergency is a situation that poses an immediate risk. Most emergencies require urgent intervention. There's essentially no time for proper planning and or preparation.

Solution starts by acting on the issue. Every situation is new and unique thus requires a unique solution. Innovation is key in solving humanitarian aid issues.

The responders have to be aware of the emergency. They have to understand that someone has to act on it by taking risks. They have to improvise and innovate.

## Entrepreneurship

Entrepreneurship is the process of identifying opportunities, sourcing and organizing the required resources to seize the opportunity, and, taking the risks and collecting the reward associated with the action.

Typical opportunity is a business venture; typical reward is monetary profits.

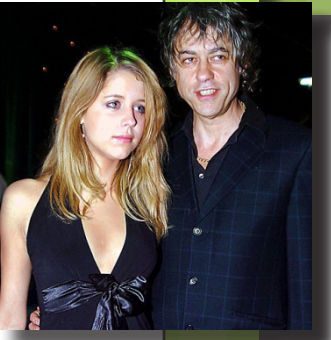
In the broader sense opportunities can include innovative solutions to social problems, public issues, etc. Rewards include personal gratification, career accomplishment, etc.

## Aid Workers are Entrepreneurs

Aid organizations are established by entrepreneurs. Aid workers are entrepreneurs, so are fund raisers.

Remember Bob Geldof and Band Aid, Live Aid Live 8? Médecins Sans Frontières?

In return they receive personal gratification.



## Case of Van (Turkey) Earthquake

On October 23, 2011 an earthquake of magnitude 7.2 struck city of Van in Eastern Turkey at 13:41 local time. Turkish officials announced 604 died and almost 2000 injured.

An aftershock on November 9 killed another 40 including a Japanese aid worker (after a heavily damaged hotel building collapsed).



## What Went Wrong?

The number of people directly effected in the city of Van and the province of Erciş was around 500 thousand.

Although time to respond was quite short (some two thousand aid workers were on scene by night) the overall coordination was poor. During the next few days the numbers totalled 6 thousand.

Rescue efforts were random, aid distribution were ineffective. At first Turkey declined but later announced they would accept international aid.

## What Went Wrong? (2)

In addition to government organizations led by AFAD, volunteer organizations such as AKUT, İHH took part in rescue efforts. Both parties accused each other: government accused volunteers for making scene, and volunteers accused government for lack of leadership.

A report by METU stresses importance of coordination and organization of rescue teams.

Later AFAD tried to standardize volunteer efforts unfortunately in a way to inhibit innovation.

## What Went Wrong? (3)

The amount of aid was apparently many times over the amount urgently needed. However the lack of proper logistic management (including security) impeded aid efforts.

The aid trucks were looted meanwhile the supplies were wasted. Lack of cooperation between central government and local administrations was mainly to blame.

In the aftermath, there were fires in the tent-cities adding to the casualties. Later the tents were replaced by barracks. Three years after the earthquake the housing still causes political tremors.



## What Could Have Been Done?

Search & Rescue teams could have been directed to proper locations. In case local or central governments fail to do the task, NGOs could provide solutions

S&R teams in Turkey seems to increase in quantity (since 1999) but not likely in quality. Quality is a likely candidate for entrepreneurs.

Instead of a competition among S&R teams, coordination and cooperation must be formed hence is the need for independent entrepreneurial "Disaster Leaders."

### Major References

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