

FOM-Conference

FOM International CSR Research Conference

Implementing Sustainable CSR Management Solutions



Track 2, Session 1
Sustainable Supply Chain

18.04.2013, 13:55 Uhr

„Humanitarian Logistics – GoHelp: the Disaster
Management Program of Deutsche Post DHL“

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FOM Hochschule für Oekonomie & Management
Rheinauhafen Süd | Aggripinawerft 4 |
50678 Cologne | Germany

Humanitarian Logistics – GoHelp: the Disaster Management Program of Deutsche Post DHL

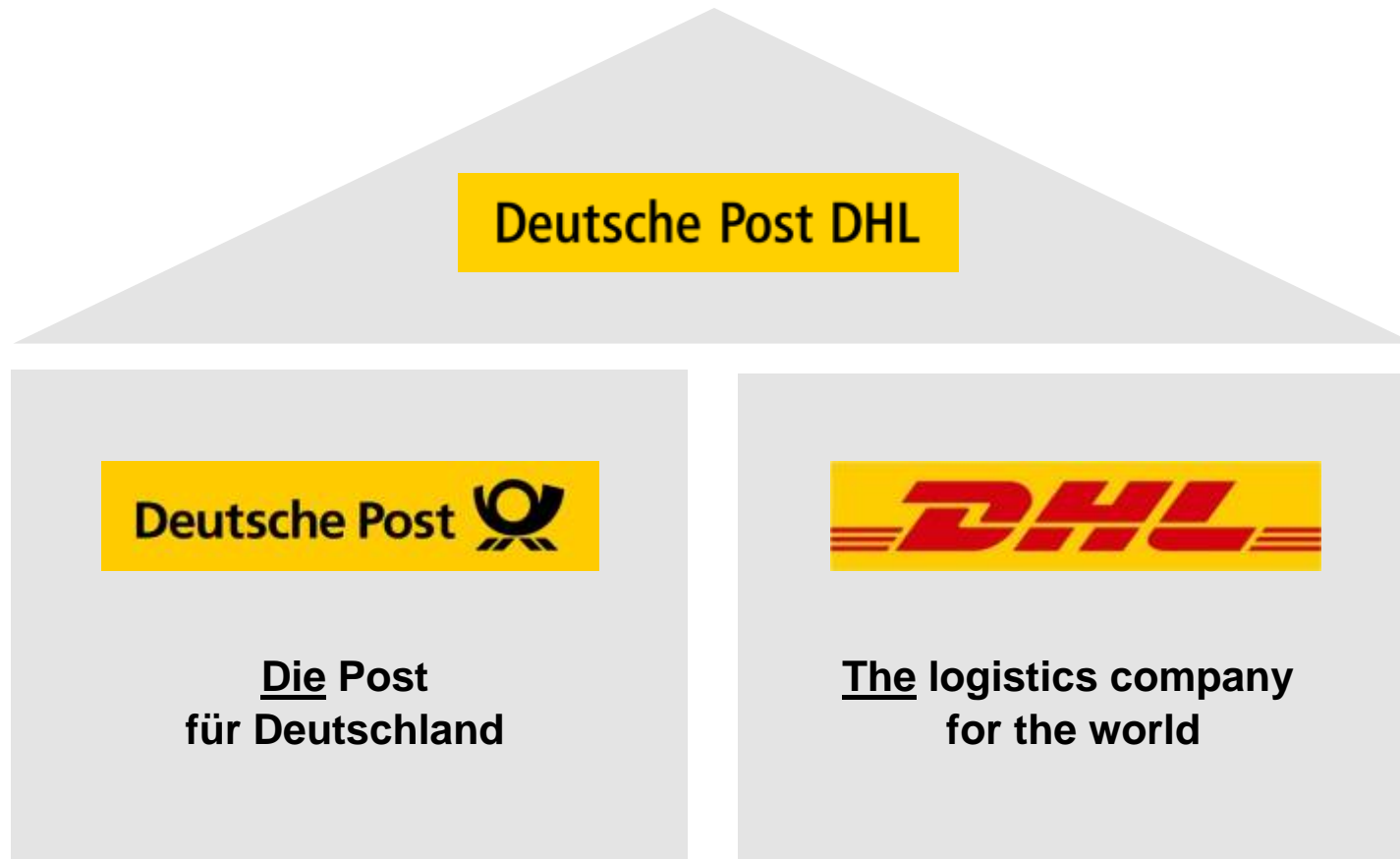
Kathrin Mohr

Program Manager GoHelp, Deutsche Post DHL

CSR Research Conference, FOM Cologne, April 2013



Group structure: A company with two strong pillars



Corporate Responsibility for DPDHL

Corporate Responsibility is the engagement of companies in their societies to resolve community problems in cooperation with social organizations

Foster employee engagement (“Employer of Choice”)

Improving the reputation of the company (“Provider of Choice”)

Making a positive contribution to local communities where we do business



DPDHL Corporate Responsibility

GoHelp is a key pillar of Deutsche Post DHL's corporate responsibility activities



GoHelp covers all phases of disaster management

GoHelp offers humanitarian assistance through our global presence, logistics network and the know-how of our employees



GARD
(Get Airports Ready for Disaster)



DRT
(DHL Disaster Response Teams)



Local and regional projects

Impressions from deployment – warehouse at airport



GoHelp: DRT “Disaster Response Teams”

Managing airport logistics after natural disasters with our Disaster Response Teams (DRT)

Strategic partner:

- With the UN Office for the Coordination of Humanitarian Affairs (UN OCHA) since 2005

Mission:

- Professional logistics support on pro bono at airport near to the disaster-affected area to ensure speedy, efficient supply chain and prevent bottlenecks
- Deployment: On request by UN OCHA or local governments based on an MoU with DHL

Unique Feature:

- Over 400 specially trained DHL employee volunteers in three regions worldwide are ready to be deployed within 72 hours – anytime, anywhere

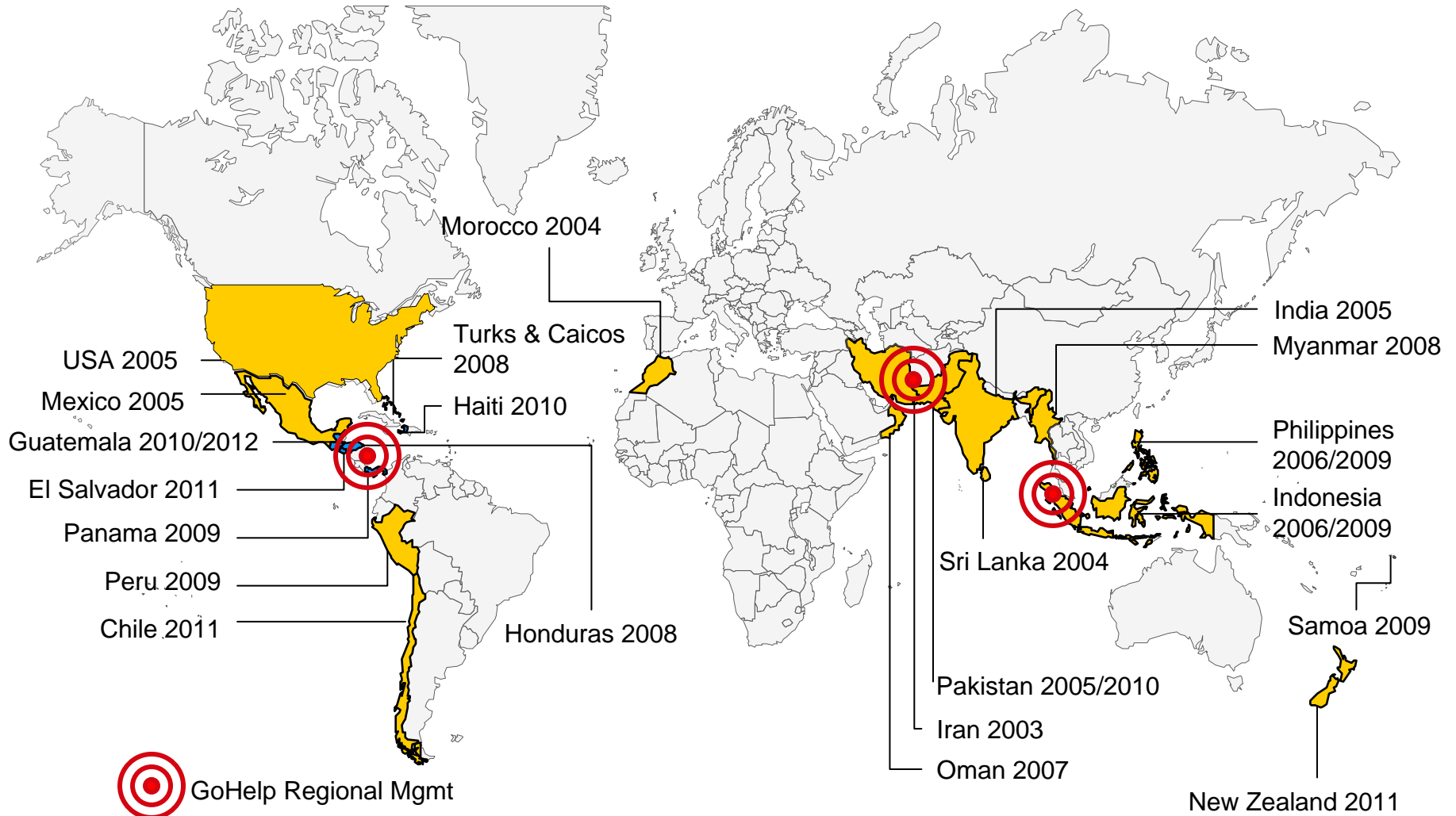
Footprint:

- More than 20 deployments worldwide in more than 20 different countries affected by earthquakes, floods or storms



Footprint: DRT Deployments

More than 20 deployments worldwide so far



DRT deployments

Our teams have helped in all kinds of disasters worldwide



**Earthquake,
Indonesia 2009, 14 days**



**Floods,
Pakistan 2010, 35 days**



**Earthquake,
Haiti 2010, 30 days**



**Earthquake,
Guatemala 2012, 7 days**



**Earthquake
Panama 2012, 2 days**



**Typhoon Bopha,
Philippines 2012, 4 days**

GARD – Get Airports Ready for Disaster

Building on our DRT experience and in order to increase the surge capacity of airports we established GARD

Strategic partner:

- United Nations Development Programme (UNDP) since 2009

Mission:

- Training and assessment program targeted at airport staff from airports located in disaster hotspot areas to identify gaps that occur in a surge capacity

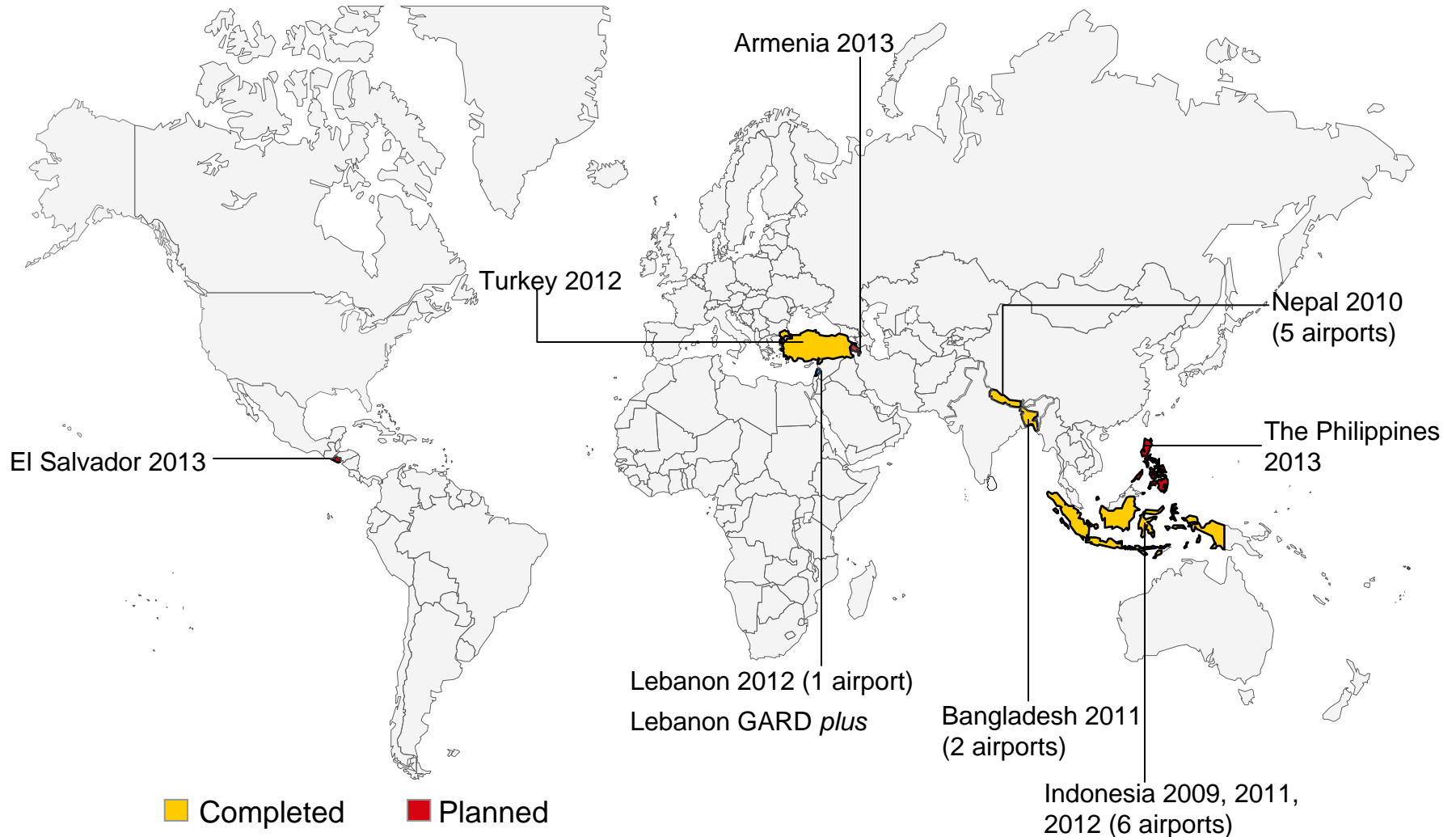
Unique Feature:

- Experts from DHL Aviation to hold the training free of charge
- Connects local disaster-related authorities and DHL experts
- Delivers an Airport Surge Capacity Assessment Report, a tool to understand the overload capacity of an airport for disaster relief operations



Footprint: GARD Footprint and Roadmap

GARD has been conducted at 15 airports worldwide and is planned to be rolled out further



Mission completed

