



# The HUMLOG Challenge

2021

*Building Resilient Communities*





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**PART 1**

# Background





# Sponsor and Partner



The Humanitarian Logistics and Supply Chain Research Institute (HUMLOG Institute) is a focal point for researchers in humanitarian logistics.

The primary aim of the institute is to conduct research in humanitarian logistics and supply chain management. The main related output is publications, with a focus on high-quality peer-reviewed articles in academic journals. The research contributes to education and strives to have an impact on society. The main principles of operation are openness and transparency.

Activities are organized around four main pillars:

1. Research, ranging from individual research projects such as a doctoral dissertation to consortium projects with partners;
2. Education, through Master's and PhD program;
3. Customized trainings, in partnership with practitioners;
4. Communication, dissemination and exchange of knowledge, via events and seminars, our Blog and academic publications. Our team is also specially involved in publishing the Journal of Humanitarian Logistics and Supply Chain Management.

We believe in synergistic collaboration and partnerships to achieve the aims we have set out and therefore work closely with large number of partners. We are involved and want to be involved in projects with representation of the academic community, the practitioners from humanitarian community and also civil society depending on the specificities of the project. Our expertise is that we go in- depth into challenges and together with our partners produce research outcomes, which are beneficial to people in need and are usable in practice in daily life.

# The 17 Sustainable Development Goals





## Round 1

Student teams will engage in a project development process where research and fieldwork are conducted and a Solutions Package is developed.

## Finals Round

The top 5 teams will advance to the finals round where each team will deliver a LIVE pitch presentation to the international panel of judges, followed by a live Q&A session.



# Prizes

## Cash Prize



The first place team will win 5,000 USD\* to be used towards continuing education or training.

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## Mentoring

All Top FIVE teams will be offered a one time, one hour professional mentoring session from one of our judges or industry experts.

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# RESILIENCE

## 11 SUSTAINABLE CITIES AND COMMUNITIES



Community disaster resilience is the mainstay of disaster readiness and risk reduction in communities across the globe. It is important to note that “resisting” and “absorbing” (and the other components embodied in the definition) embody different processes. How they are executed varies from hazard to hazard (e.g., flood readiness strategies differ from those required for seismic hazards) and from country to country (e.g. reduction and readiness program in Japan differ from those in New Zealand, yet both face comparable levels of seismic risk). How resilience is operationalized should be able to encompass, for example, the hazard and cultural diversity that prevails in an international context.

# Competition Theme

## Creating Resilient Communities



This year's competition focuses on *Community Disaster Resilience*. The Covid-19 pandemic has tested communities across the world on preparedness and resilience. Major hazards such as hurricanes, earthquakes, volcano eruptions, droughts, and landslides, among others, constantly threaten the lives and livelihoods of the most vulnerable populations across the world.

In the context of accelerated climate change and population growth, the current trend of frequent major disasters is expected to increase in the foreseeable future.

To mitigate this trend, increased Disaster Resilience and Community Preparedness is essential to reduce the potential impact of humanitarian crises on the poorest communities who are disproportionately affected by these disasters.



# The Challenge

## Creating Resilient Communities

In order to improve the systems and processes that predict community resilience, teams will be challenged to choose a natural disaster that challenges its local community's resilience and response system. The identified problem should enable teams to assess the community's response, preparedness and resilience.

The goal is to design solutions that not only address the problem, but also consider culture and environment in the solution design. No problem or solution are too small. We encourage students to form teams with other countries whose communities face similar hazards. (For example, earthquakes happen in Chile, Japan and New Zealand, but how each country is prepared to respond is different.)



## Prompt

Identify a natural disaster relative to a geographical region.

Describe a locally-relevant community challenge or problem related to the natural disaster and develop an innovative solution that addresses this challenge or problem.





# Categories

Participants are welcome to indicate which of the four natural disaster groups their locally-relevant problem relates to.





# Relevant Questions

Teams should keep the following questions in mind as they assess community preparedness and response systems.

What is resilience?

To what threats should our communities be resilient?

What is the state of resilience-building collaborations across the community?

What makes existing partnerships effective?

What are the challenges in achieving successful community-level collaboration for disaster resilience?

What remedies are available?

What are the essential elements of a framework for effective collaboration?



**PART 2**

# Deliverables





# Solutions Package

Each team will prepare a Solutions Package that will incorporate both written and visual elements.

The Solutions Package will include a written report and a visual illustration.



# Written Report.

The written report must be no longer than 5 pages in length (double spaced) and must be written in English or with English translations. The report should be submitted in PDF format.

The report should be separated into the following sections:

- Problem Statement:
  - Understanding the problem as it relates to the locally-relevant natural disaster
  - Proof of research
- Solution Development and Implementation:
  - Strengthening governance to manage disaster risk
  - Reducing disaster vulnerability for resilience
  - Enhancing disaster preparedness for effective response

# Creative Illustration.

Illustrations could include any digital format, such as videos, powerpoint presentations, interviews, podcasts, etc. The creative can be submitted in PowerPoint, Google Slides, MOV, MP4, JPEG, and PNG formats. Teams are encouraged to think out of the box, engage local participants in their field work, and capture local perspectives from key stakeholders. The illustration must be in English or with an English translation and if videos are submitted, they must be limited to 3 minutes in length.

Teams must illustrate the following:

- The region represented
- Problem identified
- Proof of research
- The solution and implementation plan



# Examples

No problem related to a natural disaster is too small. We encourage you to promote solutions that are personally and communally relevant in the wake of natural disasters in your region. Sometimes it is the simple solutions that save millions of lives.

Example 1: In areas in the Southern United States, like Houston, TX, carbon monoxide poisoning from generators can cause more deaths than hurricanes. These generators are purchased in response to power outages, but can be deadly if buyers don't use them properly.

Example 2: Avalanches in the Swiss Alps can cause serious damage when locals are not prepared with pre-packaged food that does not need to be heated in the case of loss of electricity.



# Examples



Example 3: Australian bushfires have had deadly effects on local wildlife. Some small solutions have included locals rescuing local fauna by hiding them in their homes from the fires.

Example 4: In New Mexico, droughts have caused issues for the indigenous Navajo population. Droughts deplete crop yield, vegetation and wildlife, still used in traditional practices.

Example 5: Haiti is a developing country very susceptible to treacherous hurricanes. One of the many problems that arises from these storms is the fact that roof structures on homes cannot withstand the winds and fall onto home owners.



# How to Submit

Submission deadline is **Friday, October 22**, but you are welcome to submit any time beforehand.

Team Captains must submit their Solutions Packages either via zip file or two separate submissions (one for written and one for creative illustration) to this [Dropbox Folder](#). Team Captains must name their submissions in one of the following formats:

- Team Name\_Written
- Team Name\_Illustration
- Team Name\_Zip

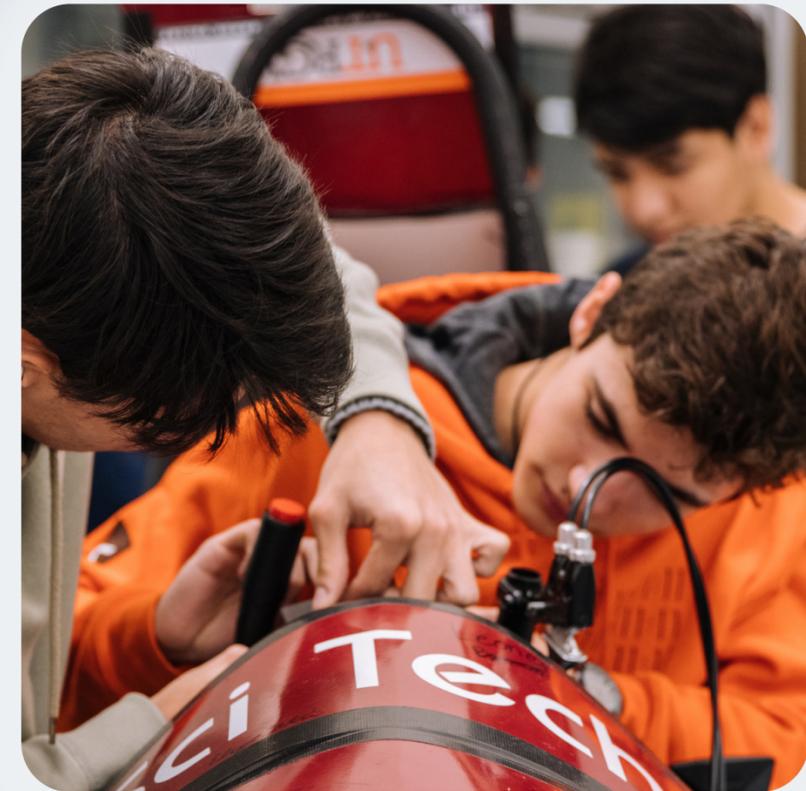
Should your team not submit correctly, GBSN cannot accept the submission in the competition.

Should you have any problems, please email [mhandler@gbsn.org](mailto:mhandler@gbsn.org).



**PART 3**

# Judging Process





# Round 1

**Judging for this competition will happen in two phases; a preliminary judging that determines the Top Five teams, and the final judging that determines the overall winner.**

Preliminary judges will review all submitted deliverables to ultimately determine the following:

- How well your team describes the problem and its local relevance
- Whether or not your team demonstrates creativity
- Whether or not the solution your team develops is feasible

The preliminary judges consist of industry experts, academics, and professionals who are well-versed in community resilience. Student teams awarded the most points will move into the final round consisting of five slots.

# Finals Round



In the final judging stage, the Top Five teams will present their solutions packages LIVE to a panel of Judges, who are industry experts, academics, and professionals.

Top Five teams will have 10 minutes to present followed by a 15 minute Q&A session.

LIVE Presentations are welcome to include video, power point, or other visual components. The official rubric will be provided to the Top Five teams ahead of their presentations.



# Finals Round

10-minute pitch presentation delivered LIVE to judges

- All team members must participate in the LIVE pitch for the team to be eligible to win the prize. Participation is defined as a minimum of 1 minute of speaking during the presentation.
- Teams can include supplemental materials to support their LIVE presentations in the finals round, including their creative illustration.

15-minute Q&A with the judges

- All team members must be present for the LIVE pitch presentation and virtual Q&A.
- Judge and team participation will be moderated by a GBSN staff member to keep time and ensure equal distribution of participation between judges and teams.
- The LIVE Pitch Presentations and Q&A portion will be recorded and broadcasted LIVE for the public to watch.

# Optional Student Introduction Video



GBSN wants to celebrate its student competitors! We welcome each team to create a short introduction video.

Things to include:

- an introduction to each team member (name, school, discipline and country)
- a brief description of your problem/solution
- video must be at least 30 seconds but no longer than 1 minute
- video may be edited together in any software or just one continuous video clip

Please submit finished videos in .mp4 or .mov format to this [Dropbox folder](#).

The deadline for submitting your video is Friday, October 1st.



# Optional Video Cont.

## Helpful Hints

Check out these introduction videos from other groups. ([Video 1](#), [Video 2](#), [Video 3](#)) How does each team member stand out? What can you tell about each team member from the way they're presented?

Think about how you want the world to see you and your work. This is your chance to present yourself in any way you want, so make sure your video is true to your team!

# Optional Academic Certificate



As part of the Learners Track and The HUMLOG Challenge, the Hanken School of Economics is offering student teams the opportunity to take its online course, *Introduction to Humanitarian Logistics*, available on the FutureLearn platform. In this course participants will learn how humanitarian relief is provided and will explore the logistical concepts and principles that are applied in humanitarian operations. If you wish to receive a credential that pertains *only* to the course itself and not the competition, you are welcome to pay the 64 USD fee offered by FutureLearn.



# Optional Academic Certificate Cont.

This *optional* online course takes no more than two weeks to complete and estimates an average of 3 hours of work per week. After completing the course and its assessments, attending one of the HUMLOG Challenge webinars, *and* submitting a solution package in the competition, participants will earn an academic certificate that can be added to resumes, CVs, and LinkedIn professional accounts!

Proof of completion of all elements will be submitted through a form that will be provided by GBSN in September.

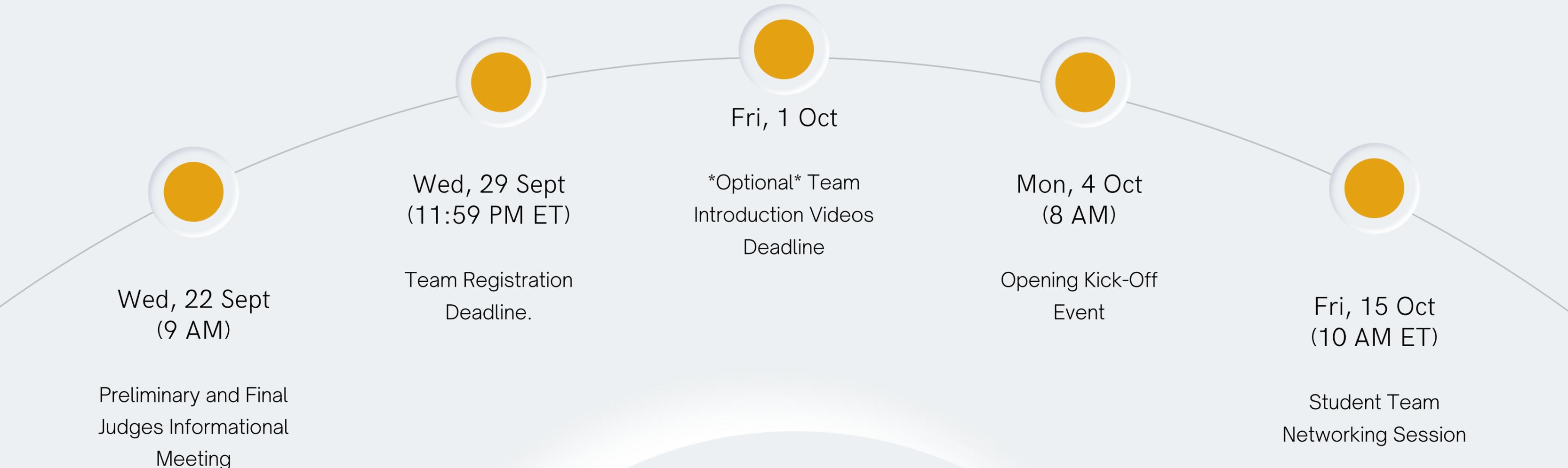
*\*Note: This Academic Certificate is unique to the HUMLOG Challenge 2021 only and must be completed by October, 29*

# Tools for Virtual Communication



With the virtual conference, we will be using the platform Hubb, which integrates Zoom. Hubb is where you can network, vendor hall communication, attend events, and more.

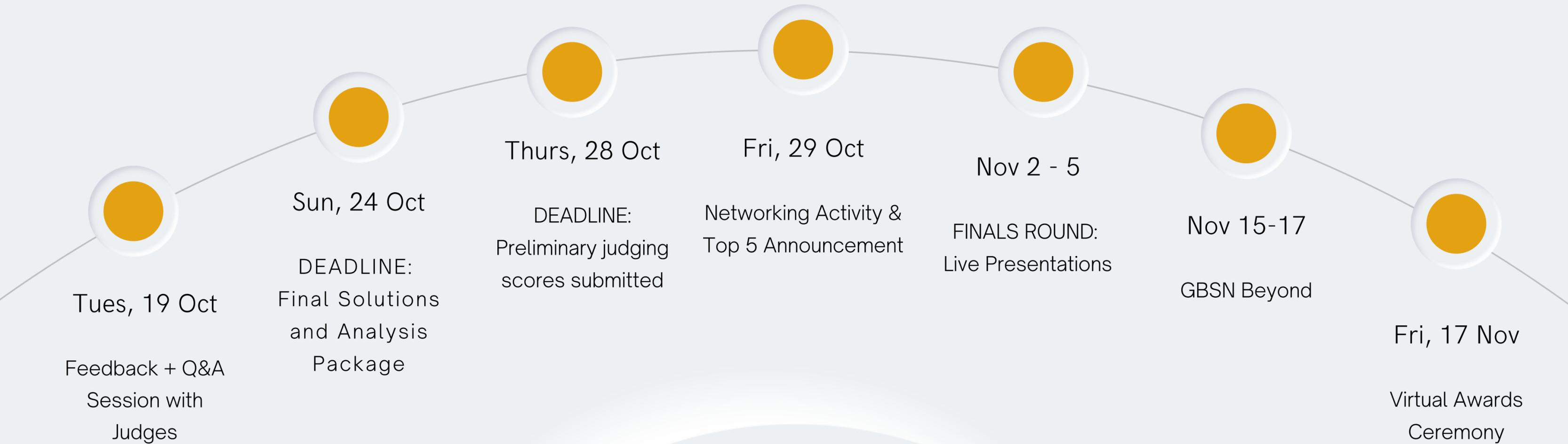
For questions regarding Hubb, please email [beyond@gbsnonline.org](mailto:beyond@gbsnonline.org).



# Timeline

Next





# Timeline



## PART 3

# Resources

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# Research Resources

This is a basic list of materials that can be used by teams in the research of problems and solution development.

[Mechanics of Humanitarian Supply Chain Agility and Resilience and Its Empirical Validation](#)

Supply chain agility assisting with humanitarian resilience

[Building an Effective Disaster Management Plan](#)

Quick read on business resilience with a ten-step process

Operational risk management

[Mitigation Processes](#)

Provides a generic integrated framework for supply chain resilience with demonstrations from Hurricane Katrina



# Research Resources

## FEMA's Supply Chain Resilience Guide

Emergency operations plans

Community lifelines

## Building Transportation Supply Chains After A Pandemic

“They may see resilience as either part of incident response or they may see it as part of systems performance.”

## ARD-C Toolkit

The ARC-D toolkit is used to determine the level of a community's disaster resilience, in two parts:

- Part A assesses the general context of the community, capturing local population data, governance structures, built environment and ecosystem attributes, vulnerable groups, and major risk scenarios.
- Part B assesses the community's disaster resilience level to a chosen risk scenario through a consensus-based focus group discussion, guided by 30 key questions, each linked to a particular resilience component.

## Sendai Framework for Disaster Risk Reduction 2015-2030

The Framework was adopted at the Third UN World Conference on Disaster Risk Reduction in Sendai, Japan, on March 18, 2015 and aims to achieve the substantial reduction of disaster risk and losses in lives, livelihoods and health and in the economic, physical, social, cultural and environmental assets of persons, businesses, communities and countries over the next 15 years.



We will be using Zoom for the webinar resources and Top Five presentations, which will also be recorded and uploaded to YouTube. Students are also welcome to use Localized to communicate. Localized is the main communication channel used for all student activities and the HUMLOG Challenge.

For questions regarding Hubb, please email [beyond@gbsnonline.org](mailto:beyond@gbsnonline.org).



# Social Media Information

We would love to see your process of problem and solutions development. Feel free to tag us on

Facebook (@GlobalBusinessSchoolNetwork)

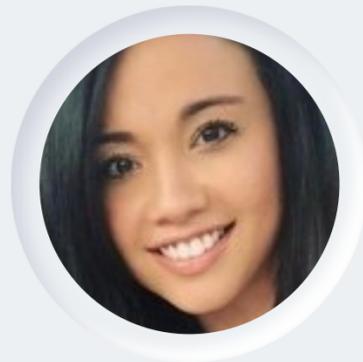
LinkedIn (@GlobalBusinessSchoolNetwork)

Twitter (@gbsnonline)

# Team

## Project Team

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**Nicole Zefran**

**DIRECTOR, MEMBERSHIP &  
DEVELOPMENT**



**Fayrouz Hares**

**PROJECT DIRECTOR**



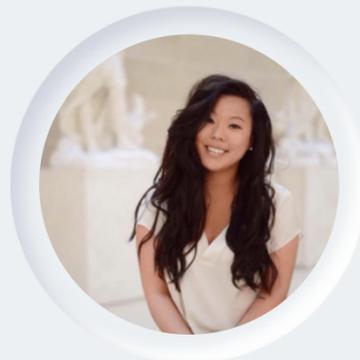
**Gianluca Moldovan**

**PROGRAMS AND PARTNERSHIPS  
FELLOW**



**Maddie Handler**

**PROGRAM COORDINATOR**



**Julianna LaBelle**

**COMMUNICATIONS AND  
MEMBERSHIP**



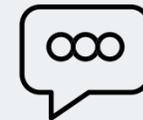
# Thank you!

Contact us if there are any questions.



## Website

[www.gbsn.org/beyond](http://www.gbsn.org/beyond)



## Email

[beyond@gbsn.org](mailto:beyond@gbsn.org)



# Policies

The following terms apply to participation in this competition ("Team Competition"). Entrants may create original solutions, prototypes, visual content, data sets, scripts, or other content, materials, solutions, or discoveries (a "Submission"). All submissions will abide by the GBSN Conduct Statement Below.

## *GBSN Conduct*

Unethical behavior, including but not limited to plagiarism or academic dishonesty, will automatically lead to the disqualification of the team, as well as banning from future competitions for a period of time to be determined by GBSN, and notification of the academic representatives of the school.

## *Intellectual Property Rights*

Contestants may be individuals or organizations (profit, non-profit organizations, academic). Contestants are responsible for compliance with legal requirements of their country. Intellectual property rights of Submissions will be owned by the Contestants but must be made available on public licenses that allow reuse without restrictions. All submissions will be made publicly available on GBSN website and attributed to the individual or organization as its creator and intellectual property right owner. Once a Submission is submitted to GBSN, the Contestant cannot make any changes or alterations to the Submission after the Challenge close date.



# Policies Continued

## *Submission Terms*

GBSN and HUMLOG are not responsible for: (1) any false, incorrect or inaccurate information, whether caused by Contestants or GBSN Beyond ; (2) unauthorized human intervention in any part of the submission process or the Competition; (3) technical or human error which may occur in the administration of the Competition or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from Contestant's participation in the Competition or receipt or use or misuse of any prize. No more than the stated amount of prizes will be awarded. Submissions must a) be original; b) be solely owned by Contestant, who represents that no other party has any rights or interest, whether known or unknown; and 3) Contestant represents that it has obtained the license or permission to use materials owned by third parties granting Contestant the right to use such third party or proprietary materials for the Submission and 4) does not violate the privacy rights of other parties.



# Policies Continued

## *Prize Money*

Winners are responsible for all applicable taxes and fees associated with prize receipt. No transfer or substitution of a prize is permitted except by GBSN. If a team of individuals from different universities is selected as a prize winner, the prize will be awarded to the group and it will be split equally to the universities represented by the individuals to be disseminated as scholarship funds.

## *Media*

Photos, videos, and/or other media may be taken in the GBSN Team Competition.

By entering and attending this virtual event, you acknowledge and agree that your likeness may be included in photos and videos of the event and used by GBSN and/or HUMLOG in connection with communications about the GBSN Team Competition or in other communications.



# Policies Continued

## *Withdrawing From the Competition*

When a team completes the registration, is approved to participate and accepts their invitation to compete, they are committing to participation in both rounds. If a team withdraws after accepting the invitation to participate, the team and sponsoring university will be subject to disqualification from competing in the HUMLOG Challenge 2021 or any other GBSN sponsored competitions for that year and the following year.

If you do not agree to this usage, please do not attend and contact [mhandler@gbsn.org](mailto:mhandler@gbsn.org).