

Expecting the unforeseeable every day

When relief goods are urgently needed in disaster areas, fast, professional logistics can save human lives. This field of transport, where things rarely go according to the book, demands a great deal of experience and flexibility. Kuehne + Nagel has organised the supply of relief goods to people in need all over the world for twenty years

The Group works on the basis of long-term contracts for several United Nations agencies. In addition, it is engaged in business with selected major humanitarian organisations including the International Red Cross and the Red Crescent, as well as a number of non-governmental organisations and suppliers for the humanitarian sector. Each year Kuehne + Nagel handles several thousand individual orders, which are coordinated by its own competence centre for relief logistics in Copenhagen and executed

through its global network. As in other sectors, in the relief logistics field Kuehne + Nagel offers a wide range of solutions extending from international transport by land, water and air to intermediate storage and country-specific distribution concepts. The Internet-based information system KN Login enables the shipments to be tracked and monitored by all staff members and partners, in addition to which tailor-made reporting solutions are at the disposal of certain large customers.

It is mistaken to believe that relief logistics consists only of urgent disaster missions in which emergency teams are flown to remote parts of the world to coordinate and supervise the distribution of emergency supplies loaded on chartered freight aircraft (see article on page 14). More than nine tenths of the transports effected by Kuehne + Nagel in this business segment are regular services, mainly for the replenishment of strategic stocks for the long-term aid programmes of the United Nations. The remaining, mainly unforeseeable operations demand the utmost speed of response and are a true test of the logistics experts' talent for improvisation built upon many years of experience. For these emergency cases the appropriate organisation and personnel resources must be ready and the necessary transport capacity immediately available round the clock on 365 days per year.

To maintain this infrastructure and keep it in a permanent state of readiness is a cost-intensive task. Additional costs result from the employment of subcontractors such as airlines, local forwarders or – depending on the area of operation – escorts for the transports. Although relief logistics is not a big



KUEHNE + NAGEL EMERGENCY & RELIEF LOGISTICS

- A staff of 120 specialists, coordinated by the competence centre in Copenhagen
- Roughly 15,000 orders per year
- Operations in 2009 in countries including Afghanistan, Angola, Burundi, Cameroon, the Central African Republic, Chad, China, the Democratic Republic of Congo, Eritrea, Ethiopia, Iraq, Kenya, Malawi, Mozambique, Myanmar, Nigeria, Rwanda, Somalia, Sudan, Tanzania, Zimbabwe

money earner, Kuehne + Nagel feels an obligation to place its extensive know-how and efficient network at the service of humanitarian organisations. They are dependent on smoothly operating supply chains and the experience of the logistics professionals. The roles are clearly defined and assigned: The humanitarian organisations as customers provide the relief goods and Kuehne + Nagel organises their efficient, reliable transport to any part of the world – to drought regions of Africa just as to flooded areas in Asia or to

war-ravaged countries such as Iraq and Afghanistan.

Humanitarian aid and business do not conflict, but in an ideal case complement each other in such as to bring aid with a maximum of speed and efficiency to those who need it. The longer aid organisations and logistics providers work successfully together, the more know-how they acquire from each other for the benefit of future operations. Kuehne + Nagel employs approximately 120 people in its Emergency & Relief

Logistics business segment. These are experienced logistics specialists who have completed a full training in forwarding as well as being very flexible and highly mobile. Most of them have worked for ten years in this special field and organise efficient disaster management based on their sound knowledge of logistics and their good international connections. On this basis, Kuehne + Nagel has earned a very good reputation and built up a strong position in the market for relief logistics.

www.kuehne-nagel.com/emergency

Mosquito nets are an effective, low-priced and above all durable means of protection against malaria – particularly if they release an active substance which is deadly for mosquitoes but harmless to humans. Such a product has been developed by the chemical company BASF, which supplies impregnated mosquito nets to many international aid organisations and the health ministries of more than 50 countries. The special feature of this innovative product is that the BASF researchers have incorporated the insecticide into a polymer used to treat the nets in such a way that it migrates to the surface at a steady rate over a number of years and remains effective even after many washes.



In the battle against malaria

In mid-2009, on behalf of Unicef, Kuehne + Nagel organised the transport of 5.5 million mosquito nets to the Democratic Republic of Congo. The task was a complex one, not only because of the large volume of freight but also because the nets had to be transported from four staging areas by different routes and modes of transport to more than a hundred distribution centres in this vast country. 2 million nets were transported in eight barges via the Congo river, and Kuehne + Nagel sent a further 900,000 in 34 truckloads across the whole of Tanzania to the port of Kigoma, where they were likewise transhipped onto river barges. The remaining 2.6 million nets were transported by road from Mombasa in Kenya to three different areas in Eastern Congo. However, the most difficult route was the one through Uganda to Kisangani, where a transport infrastructure is virtually non-existent. In operations of this size, efficiently functioning communications between all parties are crucial. In cooperation with the competence centre in Copenhagen, the Kuehne + Nagel national companies in Tanzania, Kenya and Uganda efficient-

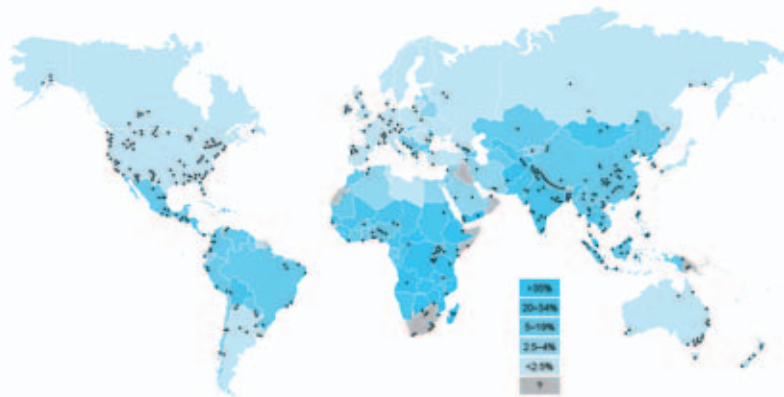


ly handled the project within the predefined timeline to the complete satisfaction of Unicef.

Humanitarian logistics – more than emergency aid

The past 30 years have seen a sixfold increase in the annual number of natural disasters such as earthquakes, droughts, floods, landslides, volcanic eruptions and storms. Experts forecast that, driven by climate change, this trend will continue in future. However, major challenges to humanitarian logistics are presented not only by emergency aid to disaster areas but also by the supply of goods to people in areas of chronic famine

By Prof. Dr.-Ing. Dr. h.c. Helmut Baumgarten*



Percentage of malnourished persons in the national population (2007) and some of the 850 natural disasters recorded in 2009. Sources: UNO World Food Programme, Munich Reinsurance, Geo Risk Research, NatCatService

The starting points of efficient disaster logistics are the stocks of supplies which aid organisations position in strategic locations all over the world in order to allow a more rapid response to emergencies. UN organisations and non-governmental organisations are supported by emergency teams or specialised departments of logistics providers with expert knowledge for the transport of medical supplies, water treatment plants, food, clothing and temporary housing.

Despite the progress that this cooperation has made over the past years, the problem of duplicated or incorrect deliveries and delayed intervention in disaster areas still exists. Scientific analyses indicate that fast and efficient disaster

aid can be achieved only by improved coordination and a concentration of activities and capacities.

However, the shortage of food, medical supplies and water is for the most part not a result of sudden catastrophic events but a consequence of permanent structural problems in the famine regions of the world. Since 1995 the number of people affected by hunger has risen to more than a billion or 15 percent of the world population. This alarming fact is documented by the World Hunger Index 2009, which lists 20 African countries among the 30 with the highest levels of hunger. The figures also show that emergency and development aid needs to be specially focused on countries to the south of the Sahara. According to Unicef

figures, roughly three million children die each year as a result of malnutrition. Nearly a third of the world population has only inadequate access, or none at all, to vital medicines.

The chronic shortage of food, drinking water and medical aid in many parts of the world is accompanied by a trend that is leading to hardship for a growing number of people in developing and emerging countries: Whereas major disasters attract the attention of the media and stimulate a high readiness to donate, it is increasingly difficult to raise funds for regions that are in permanent need. Furthermore, readiness to donate has fallen by roughly a third since the beginning of the global economic crisis. Another problem is that medical and food supplies too often pass their expiry dates or disappear on their way to those in need – either as a result of inappropriate treatment during transport and storage, corruption, a lack of proper information or quite simply an inadequate infrastructure.

Logistic elements such as transport planning, refrigerating chains, the security of goods and supply chains or information management are key factors for successful development cooperation. Humanitarian logistics can and must therefore utilise the experience of the commercial sector, but at the same time follow unconventional paths in order to adapt to special conditions and provide the best possible supply level with the available capacity. In this connection, human resources are a key factor in the successful development of transport and logistics systems.

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Particularly in developing countries, however, logistics specialists with the necessary know-how are in short supply. This means that it in those places it is rarely possible to maintain a smooth local flow of goods and information. The training of logistics specialists in developing countries is therefore one of the main challenges that face humanitarian logistics, and can make a decisive contribution to the reduction of transport and distribution problems.

In addition to problems of disaster logistics, a research team sponsored by the Kuehne Foundation at the Technical University of Berlin is now examining suitable logistics concepts for the countries of the East African rift valley. In this project, the researchers are not only

A FOCUS OF RESEARCH SUPPORTED BY THE KUEHNE FOUNDATION

As part of its committed support for training, further education and research and development in the field of logistics and transport, the Kuehne Foundation also addresses the theme of Humanitarian Logistics. The Foundation is sponsoring a research project of the same name at the Technical University of Berlin, and, as co-publisher with the Haupt-Verlag of the scientific series "Logistik", has already financed a number of publications on this subject such as *Logistik im Kontext internationaler Katastrophenhilfe* by Philippe Tufinkgi or *Humanitarian Logistics* by Alexander Blecken. The Kuehne Foundation also sponsored and organised the plenary session "Humanitarian Logistics – Future Needs and Potential Solutions" at this year's International Disaster and Risk Conference IDRC, which took place for the third time at the end of May in Davos. The Foundation plans to selectively expand its support for research and practical studies in this important field.

seeking new ways to use the great lakes and existing but poorly maintained railways and roads, but are also involving African training and further education institutions in the joint development of

suitable logistics concepts. KN World Magazine will report in one of its coming issues on the experience and results of these field studies in Tanzania and Malawi.

Rapid response after the Haiti earthquake

Kuehne + Nagel was at the forefront of the international relief operations that got under way immediately after the earthquake disaster which hit Haiti in January. Under a long-term agreement with the European Commission the company guarantees, among other things, that in emergencies a freight aircraft can take off for the disaster area within not more than 24 hours after being requested. On the basis of this standby service Kuehne + Nagel made a lightning response to the Haiti earthquake. Immediately after the first shock, a chartered Boeing 747 with 100 tonnes of freight from the Swedish aid organisation MSB and the Norwegian Church left Stockholm-Arlanda airport for the Dominican Republic.

From there, the goods – four-wheel drive vehicles including 200 litres of diesel fuel, water purification plants, tents,

clothes and many other items – continued their journey by road to Port-au-Prince. To coordinate the loading of the air freighter and to make out all the necessary papers, Kuehne + Nagel sent specialists at short notice from the competence centre in Copenhagen to Stockholm while two of their colleagues flew directly to Santo Domingo to prepare for the receipt of the relief goods and their prompt on-carriage by land. Since this first mission Kuehne + Nagel has transported substantial quantities of relief goods to Haiti by sea and air. In view of the fact that Haiti will remain dependent on international aid for a long time to come, the company will maintain its local representation at least for the rest of the year.

In addition, in May Kuehne + Nagel supported one of the many aid missions for the devastated country by providing transport services free of charge in cooperation with the American logistics company UPS. With the aim of supplying roughly 10,000 Haitian farmers with urgently needed seed (for cereals, cabbage, carrots, aubergines, melons,

onions, tomatoes and spinach) before the end of the planting season, the agrochemical and biotechnology corporation Monsanto donated seed with a value of more than 1 million US dollars. To ensure that this extremely welcome reconstruction aid reached its needy recipients as quickly and efficiently as possible, the two logistics providers joined forces, with UPS handling air-freight deliveries and Kuehne + Nagel taking responsibility for sea and road transport. The seed was then sold at greatly reduced prices through farmers' shops all over the country; the proceeds of the sales will be at the disposal of the farmers' associations for the purchase of further essentials.

