Our future as an Institute will be defined by how we respond to the Covid-19 pandemic.

Rather than reacting to the crisis by closing our scheduled programmes of events and activities, we need to regard the situation as a challenge to be addressed in every single CILT branch and country. If we want to survive as an Institute it is vital that we embrace the challenge and remain active and relevant for our members. We have to re-evaluate our activities, innovate, be creative and find new ways of doing things.

As the leading international professional body for everyone who works within supply chain, logistics and transport we have an ongoing responsibility to support our members, our colleagues and our industry, and play our part helping the world get through the challenging times ahead.

In this way we will ensure that we continue to lead the profession and provide value to our members throughout the crisis period and beyond. Indeed, it may well be that digital or online solutions which we are trialling now become the new 'normal' moving forwards.

To this end we are focusing on our strengths of collaboration, connectivity, and sharing to generate content internationally which can be used by branches to engage locally both with their members and the profession.

We have also shared suggestions on how branches should be adapting their communications, activities and events in our initial Marketing Response to Covid19 document (attached)

We know that there have been some great initiatives in some of our countries, but also have concern that activity levels have fallen considerably in some other regions.

Our President Dato' Ts Abd Radzak Abd Malek is therefore keen to understand the following:

- How central materials are being used locally
- How branches have adapted their practices and activities in response to the crisis.

To assist with this task we ask you to consider the attached questionnaire and provide your responses to ceri.williams@ciltinternational.org by Tuesday 5 May latest. As our response to this crisis is critical to the future of our Institute the President requests a full and timely response from every CILT branch.

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CILT Sri Lanka Response

Item	Our intention	Please comment on what you have done or intend to do
Marketing response document	Branches to consider their communications and activities and agree a local Covid-19 response plan.	▪ All CILT international communications are being shared with membership, corporate partners and through social media platforms and in the website. ▪ All activities conducted locally during this period are also communicated through the above channels. ▪ Local Covid-19 response plan is being developed.
President's Requests for research	Branches to conduct local research and respond on key questions, involving branch members and local business contacts as well as branch council members and key contacts.	▪ CILT has been approached by PIM a premier business school in the country to conduct a research on food distribution. ▪ CILT is planning to initiate few research areas on the impact to the industry due to Covid through the education and research sub committee.
Best Practice Bulletins	Branches to share bulletins with all members and business contacts by direct mail or email and also to share on branch website and social media platforms. Branches to use the content to generate local discussions and activities based around local best practice.	▪ These are being posted on our website and links shared with membership through social media channels and emails to create awareness.
Webinars	The first international webinar is for branch contacts only and we hope that branches will use this as a basis for generating local conversations afterwards. The recording of the webinar will be published next week and can be shared on branch websites and social media platforms.	▪ The first CILT International webinar link was shared with the membership via email so those who could not participate can still see the recorded webinar.
Presidential	Branches to share on	▪ Included in the CILT SL website and

message	branch website and social media platforms. Consider sharing directly with members. Branches to consider their own local messages to members.	the link shared with the membership via email.
Member letter	Branches to share directly with all members using direct mail or email. May also be shared on websites and using social media. Branches to consider local communications to support and engage members.	▪ Locally CILT SL Chairperson will send message on the actions taken locally and also make references to the CILT global response in a letter outlining all the activities under taken by CILT SL since the office closure. This has been drafted and will go out to the membership this week.
Social Media Activity	Branches asked to connect with international platforms and encourage members to connect with both local and international accounts. Branches asked to share international content and posts.	▪ All activities conducted globally and locally are being conveyed to members through social media channels in order for them to know the links to access. CILT already have separate groups established to communicate with WILAT / YPF members.
In our marketing response we document we suggested various initiatives for branches to consider. Please indicate which of these you are including in your plans and provide some detail around your activities	Sharing local best practice guidance. Sharing industry good news stories. Sharing podcasts / articles / papers for members to engage with. Direct communications to keep members engaged, informed, and supported. Engaging with and supporting local corporate members and local businesses. Co-ordinating local industry response. Online activities and gatherings:	Done Done Three Webinars have been conducted. A series of webinars are planned Done Done A survey has been initiated with the industry at the request of NHRDC which is part of Ministry of public administration to identify the industry impact.

	- Webinars - Discussion groups - Interactive activities - Quizzes - Panel Discussions - Online lectures - Social events	A series of webinars and an ideathon was planned and successfully concluded
Please provide details of any other activities you are undertaking	1. **A concept paper** was done and presented to the Presidential task force for their consideration and implementation covering the Informal sectors (such as Construction workers, house aides who earn a daily wage) and house hold personnel who are impacted by the lockdown and will come out in large numbers when the curfew / lockdown is lifted in the near future. The subcommittee that drafted the concept paper felt that the Public sector and Public sector needs were well covered by the existing government policies but the Informal sector and House hold personnel needs had to be further covered. 2. **A free webinar** was arranged by the Education subcommittee, which was open to all the CILT, members under the theme "Reboot yourself". Covering the topic of re-inventing your self during the lockdown. This was Presented by a well-known inspirational speaker Mr. Rukmal De silve, CEO of 361 degrees. 3. **Webinars** are being planned to cover the areas of Shipping, Aviation and supply chain management, which will be rolled out in the weeks to come. We are exploring the possibilities of generating a income to CILT-SL from the attendees of these webinars after few free webinars. 4. **CILT Ideathon** was launched to collect ideas from Groups and Members of CILT and external sources to contribute ideas in managing the supply chain and transport needs during the Covid -19 crisis. This was quite successful with 52 entries coming in and an eminent panel selected by CILT judged the ideas. The winners will receive recognition for their efforts at the CILT awards and also investors will be found for implementing the ideas. CILT intends to develop an incubator to support these ideators in the future.	

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