



## CASE STUDY TURKISH RED CRESCENT



### • Overview

Turkish Red Crescent is the largest humanitarian organization in Turkey. It is also a part of the International Red Cross and Red Crescent Movement. Since its foundation, the organization has reached millions of people through the humanitarian services it renders. The Turkish Red Crescent maintains its operations from the support it receives from its donations and sponsorships. Donation of clothes, food and other items are accepted from donors all around the world.

Evreka proudly supports the clothing donation box collection operations of Turkish Red Crescent and contributes to the system efficiency for a greater good of the society.

### • Challenge

- Tracking and efficient allocation of the limited assets including collection trucks and clothing donation boxes is difficult.

- Tracking and efficient allocation of the limited human resource is not possible but it is a must since the whole cloth recovery process is run by a small group of people.

- Tracking of the fullness levels of clothing donation boxes is not possible.

- Scheduling of box collection operations is complicated due to the lack of data from the field.

- Frequent robbery of the clothing is needed to be prevented.

### • Solution

100 sensors have been installed to the clothing donation boxes.

Through sensors; the fullness level, temperature, location, and movement of the clothing donation boxes have been monitored.

End-to-end resource and operation tracking in real-time basis has been provided by Evreka software.

Counseling about the limited resources and system improvement suggestions have been offered.

Daily optimized routes have been created by Evreka forecasting algorithm for the most efficient and environmentally friendly collection operations.

Movement notifications have been activated to report possible robbery cases.

### Result

**57% reduction in total distance** dedicated to clothing donation box collection is achieved.

**60% reduction in total time** dedicated to clothing donation box collection is achieved.

Over 15 clothing donation box robbery cases **are reported in a month.**

Operation planning process which **takes 20 hours a month** is exterminated.



**Evreka** is a hardware enabled SaaS company providing high tech and environment-friendly solution to traditional waste collection systems. The company operates in France, Germany, India, Saudi Arabia, Russia and Turkey.