

# UNSOLICITED BILATERAL DONATIONS (UBD) PACIFIC PROJECT

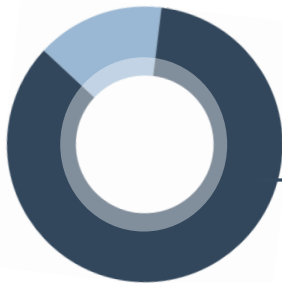


## 2017 SNAPSHOT



The arrival of Unsolicited Bilateral Donations (UBD) into emergency response settings around the world is a long-established issue across the humanitarian sector. The Pacific UBD project has been positioned as a pilot —with plans to roll out globally — and is the first regionally coordinated approach designed to reduce the influx of UBDs into disaster zones. The strategy rests on three main pillars:

-  Creation of a regionally tailored “Cash is Best” messaging strategy to assist in the design of proactive, coordinated and consistent UBD communications campaigns for the general public and targeted audiences.
-  Development of a “Matching Platform” to facilitate the link between donators and responding agencies on the ground.
-  Compilation of a “UBD-READY” pack aimed at supporting country-level preparedness through enhancing logistics capacities in areas of receiving, storing, deconsolidating, dispatching and disposing UBDs.

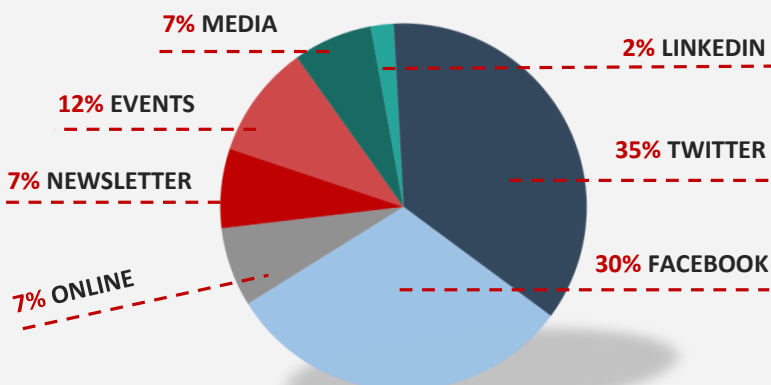


## PROJECT PROGRESS

86% of 2017 planned UBD project activities achieved

## #CASHISBEST

Following the completion of the Pacific “Cash is Best” communications kit, the Logistics Cluster kicked off advocacy and messaging at the start of the 2017-18 cyclone season. Communications took place across the following mediums:



## CALENDAR HIGHLIGHTS

2017  
JANUARY  
FEBRUARY  
MARCH  
MAY  
JUNE  
SEPTEMBER  
OCTOBER  
NOVEMBER

### AUSTRALIAN RED CROSS REPORT PUBLISHED

The challenges of Unsolicited Bilateral Donations in Pacific humanitarian responses

### GLOBAL WORKING GROUP ON UBDS

Initiated by the Pacific Logistics Cluster  
Inaugural meeting held at 2017 Humanitarian Network and Partnership Week in Geneva

### FIRST TELECONFERENCE WITH UBD COMMUNICATIONS WORKING GROUP

12 attendees from 9 regional partners

### OPERATIONAL SUPPORT ON UBD COMMUNICATIONS PROVIDED

Tropical Cyclone Donna, Vanuatu, May 2017

### UBD PRESENTATION AT PACIFIC LOGISTICS CLUSTER WORKSHOP

UBDs integrated into national work plans

### “CASH IS BEST” COMMUNICATIONS STRATEGY & KIT DEFINED

Circulated to 20 regional partners

### MATCHING PLATFORM PROGRESS

First meeting with Australian private sector firm on design of UBD matching platform technology

### PRESENTED AT 5 MEETINGS/EVENTS

**FIJI:** Pacific Humanitarian Partnership meeting, Pacific Intercluster Meeting, Fiji Business Disaster Resilience Council Meeting  
**NEW ZEALAND:** NGO Disaster Relief Forum meeting  
**AUSTRALIA:** Health and Humanitarian Action in Emergency training

### DOMESTIC GUIDELINES & MESSAGING DRAFTED

Roll out of national UBD Minimum Preparedness Activities (MPAs) to begin in 2018

# COMMUNICATIONS KIT CONTENTS



KEY  
MESSAGES



FACTS &  
FIGURES



DESIGN  
TEMPLATES



MEDIA  
LIBRARY



FAQS



EDITORIAL  
CONTENT



CASE  
STUDIES



New Zealand Red Cross UBD graphic published across social media reaching more than 19,000 people on Facebook



## UBD impact calculator

Did you know that for the same cost of shipping 12 cans of tinned tuna to Apia, Samoa from Melbourne, Australia, relief organisations could produce almost 6,500 litres of water locally?

Based on the USAID Centre for International Disaster Information's (CIDI) *Greatest Good Donation Calculator* the Pacific Logistics Cluster has crunched the shipping and shopping data to create a tailored UBD-donation impact calculator for the Pacific region. The calculator has been shared with government and NGO partners.

Contact [jemma.pietrus@wfp.org](mailto:jemma.pietrus@wfp.org) for more information.

## PACIFIC UBD PROJECT 2018

### UBD MATCHING PLATFORM DEFINED & PILOTED

Continue work with Australian private sector firm on development of matching technology.

### MAINTAIN WORK WITH REGIONAL PARTNERS ON UBD MESSAGING

Strengthen UBD messaging through lessons learnt and analysis of 2017-18 cyclone season communications. Continue as part of reference group for ACFID-led UBD project funded by DFAT.

### STRENGTHENING UBD CAPACITY AT THE NATIONAL LEVEL

Work with National Logistics Clusters on the development of a robust UBD strategy



## UBD PROJECT PARTNERS

NEW ZEALAND MINISTRY OF FOREIGN AFFAIRS AND TRADE (MFAT), NEW ZEALAND COUNCIL FOR INTERNATIONAL DEVELOPMENT (CID), NEW ZEALAND RED CROSS, CARITAS NEW ZEALAND, SAVE THE CHILDREN NEW ZEALAND, VANUATU NATIONAL DISASTER MANAGEMENT OFFICE, VANUATU RED CROSS, VANUATU CUSTOMS AUTHORITY, IFRC, OXFAM PACIFIC, PACIFIC COMMUNITY (SPC), USAID CENTRE FOR INTERNATIONAL DISASTER INFORMATION (CIDI), AUSTRALIAN RED CROSS, AUSTRALIAN COUNCIL FOR INTERNATIONAL DEVELOPMENT (ACFID), WORLD VISION AUSTRALIA, CONNECTING BUSINESS INITIATIVE (CBI), TOLL GROUP NEW ZEALAND, YUME, TREND MEDIA PACIFIC, UNOCHA

The Logistics Cluster is led by



World Food  
Programme

and is part of the



Pacific  
Humanitarian  
Team

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Information represented in this document is based on the most accurate data currently available from the Field Logistics Staff supporting the regional preparedness project. It may be revised or updated as new, or more complete data becomes available