

# BUSINESS GUIDE

# HAITI EARTHQUAKE

## HUMANITARIAN RESPONSE

AUGUST 2021



PEOPLE AFFECTED

800K



PEOPLE IN NEED

650K



PEOPLE TARGETED

500K



REQUIREMENTS (US\$)

\$187.3M

Photo: On 16 August 2021, a resident clears a home that was damaged during the earthquake in the Capicot area in Camp-Perrin in Haiti's South Department. Credit: UNICEF/Rouzier

## OVERVIEW OF THE CRISIS

At 8:30 am (GMT-4) on 14 August, a strong, shallow earthquake rocked southwestern Haiti just 12 km northeast of Saint-Louis-du-Sud, about 125 kilometres west of the capital Port-au-Prince. The 7.2-magnitude quake, which was 10 km deep, toppled buildings and homes and damaged infrastructure and roads, cutting off access to some roads in the southwest, including National Road 7 (RN-7) which connects Les Cayes and Jérémie, and forcing many to flee their homes in fear that they may collapse.

While assessments are ongoing, as of the 21 August, the Haitian Civil Protection General Directorate (DGPC) reports almost **53,000 destroyed homes** and **77,000** more with varying degrees of damage, leaving thousands homeless and generating an urgent need to provide adequate shelter conditions and access to water, sanitation and hygiene as well as health services to affected people. DGPC also reports more than **2,200 dead** (the vast majority in the Sud Department) and over **12,200 injured**, figures likely to continue increasing in the coming days as more people remain missing. While initial aerial reconnaissance missions have shown less catastrophic damage compared to the 2010 earthquake, the devastation wrought by the latest earthquake is yet another blow to communities affected by multiple overlapping crises, generating new humanitarian needs that national systems and international partners will be hard-pressed to meet. Only two days after the earthquake struck, Tropical Depression Grace made landfall in Haiti hampering humanitarian response efforts.

The earthquake could not have come at a worse time for Haiti, which is still reeling from the assassination of President Jovenel Moïse on 7 July and escalating gang violence which has resulted in the internal displacement of around 19,000 people in the country's southern peninsula, greatly worsening an already precarious humanitarian situation, with some 4.4 million in need of humanitarian assistance prior to the earthquake.

While a recent surge in COVID-19 cases has tapered off, the displacement of thousands of people has created ripe conditions for a spike in COVID-19 infections, potentially overwhelming an already weak and overstretched health system.

Prime Minister Ariel Henry has declared a one-month national state of emergency, requesting specific assistance in search-and-rescue operations, with all additional requests for support contingent upon the findings of ongoing damage and needs assessments.

# HOW THE PRIVATE SECTOR CAN HELP

## 1 CONTRIBUTE DIRECTLY TO THE HAITI FLASH APPEAL

The Flash Appeal, which complements national efforts, aims to address the most pressing needs of the affected population, helping them get back on their feet and enabling recovery and reconstruction. For more detailed information, please refer to the Flash Appeal for the Haiti earthquake for an outline of humanitarian needs, strategic objectives and sector-based response plans. Each sector has designated a focal point who can be contacted for additional information. You can access the appeal at: [reliefweb.int/node/3768187](https://reliefweb.int/node/3768187)

## 2 MAKE A FINANCIAL CONTRIBUTION

You can contribute to the United Nations Central Emergency Response Fund (CERF), a global fund that is one of the fastest and most effective ways to ensure that urgently needed humanitarian assistance reaches people caught up in crises. Contributions are welcome year-round from donors including the private sector. To kickstart relief efforts, the CERF is allocating US\$8 million to provide life-saving assistance in health care, WASH, emergency shelter, protection, logistics and food security in Haiti. For more information, please visit [cerf.un.org/donate](https://cerf.un.org/donate).

The International Federation of Red Cross and Red Crescent Societies (IFRC) has issued an Emergency Appeal for Haiti which is available [here](#).

## 3 MAKE AN IN-KIND CONTRIBUTION OF GOODS OR SERVICES

While humanitarian aid is needed urgently, OCHA urges companies to refrain from sending unsolicited donations that do not correspond to the identified needs or meet international quality standards. Donors are encouraged to send financial/cash donations rather than in-kind. However, for businesses wishing to contribute in-kind goods or services, please reach out to United Nations Office for the Coordination of Humanitarian Affairs (OCHA) with as much detail as possible, including what you wish to donate and how much, your time frame for delivery, details on shipping and any other conditions. We will then guide you to the most appropriate recipient organization(s). Companies with employees, suppliers, or customers in the country or region, or those with existing agreements with responding humanitarian organizations should aim to provide support directly to these groups.

Please note that the Alliance pour la Gestion des Risques et la Continuité des Activités (AGERCA) is the official Haitian private sector network and the civil society focal point at the national emergency operations center (Centre d'opérations d'urgence nationale, COUN), working directly with the DGPC. AGERCA is also a Member Network of the Connecting Business initiative (CBI), which was established by United Nations Office for the Coordination of Humanitarian Affairs (OCHA) and United Nations Development Programme (UNDP) to strategically engage with the private sector before, during, and after an emergency, as well as the national host of the United Nations Office for Disaster Risk Reduction (UNDRR) ARISE platform. AGERCA and its members are currently conducting an analysis of what supplies are available locally to ensure that contributions are addressing identified gaps. To follow updates on AGERCA's work in response to the earthquake, see [twitter.com/AGERCA1](https://twitter.com/AGERCA1)

For more information and help, please contact:

- OCHA Regional Office for Latin America and the Caribbean: **Juliane Gensler**, Associate Humanitarian Affairs Officer/ OCHA Regional Private Sector focal point, [juliane.gensler@un.org](mailto:juliane.gensler@un.org) +50 766733546
- OCHA Emergency Response Section: **Karen Smith**, Private Sector Engagement Advisor, [smith3@un.org](mailto:smith3@un.org) +41 76 691 1182

## HOW THE PRIVATE SECTOR CAN HELP

### 4 MAKE A CONTRIBUTION TO LONGER-TERM RECOVERY

Recovery/development activities should resume at the onset of the crisis, while humanitarian needs are still being addressed. Longer-term contributions of technical expertise, infrastructure (re-)development and economic investment are key and must be coordinated with national priorities to build back better. The United Nations encourages donors to support activities that allow the local private sector to “get back to business” as soon as possible. UNDP and partners are currently working with the Government, private sector, and civil society institutions in Haiti. For more information, please contact **Stephanie Ziebell**, Deputy Resident Representative, UNDP Haiti at [stephanie.ziebell@undp.org](mailto:stephanie.ziebell@undp.org).

### 5 MAKE A COMMERCIAL OFFER

If your offer is commercial in nature, please refer to the UN Global Marketplace at [www.ungm.org](http://www.ungm.org) for more information.

Photo: Haiti, Les Cayes, Marceline, 19 August 2021.  
Credit: WFP/Marianela Gonzalez



## CRITICAL REMINDERS

- The UN Secretary-General encourages companies to coordinate their response efforts with the United Nations and the humanitarian coordination system to ensure **coherence with priority needs and to minimize gaps and duplications with the other responders**.
- All response activities should be guided by the humanitarian principles of **humanity, impartiality, neutrality, and independence**.
- Business contributions to UN response efforts must comply with the [Guidelines on Cooperation between the UN and Business Sector](#).
- It is important to ensure that donated items meet [Sphere Standards](#) and reflect priority needs.
- Affected people must be at the centre of any humanitarian response, for their increased engagement and empowerment in decision-making to address their specific needs, and to ensure that international response remains accountable to them. In particular, people in need of humanitarian assistance must **be protected from sexual exploitation and abuse (SEA)** and have access to channels to report it and have it addressed. Further guidance for the private sector is available. [here](#).
- The **risk of transmitting COVID-19** implies specific access requirements and biosafety measures protocols must be followed.

## WE ARE HERE TO HELP

For more information on how businesses can help, please contact **Juliane Gensler**, Associate Humanitarian Affairs Officer/OCHA Regional Private Sector focal point, OCHA Regional Office for Latin America and the Caribbean at [juliane.gensler@un.org](mailto:juliane.gensler@un.org) or **Karen Smith**, Private Sector Engagement Advisor, OCHA Emergency Response Section at [smith3@un.org](mailto:smith3@un.org)

## WHERE TO FIND THE LATEST INFORMATION:

- For an updated list of maps, situation reports, and other information please visit [reliefweb.int/country/hti](https://reliefweb.int/country/hti).
- For additional resources geared at private sector audiences, please visit the Connecting Business initiative page on the Haiti earthquake at [connectingbusiness.org/haiti-earthquake-august-2021](https://connectingbusiness.org/haiti-earthquake-august-2021).
- OCHA coordinates humanitarian action to ensure crisis-affected people receive the assistance and protection they need. It works to overcome obstacles that impede humanitarian assistance from reaching people affected by crises, and provides leadership in mobilizing assistance and resources on behalf of the humanitarian system. [unocha.org/rolac](https://unocha.org/rolac)
- Humanitarian Response aims to be the central website for Information Management tools and services, enabling information exchange between clusters and IASC members operating within a protracted or sudden onset crisis. [humanitarianresponse.info](https://humanitarianresponse.info)
- Humanitarian InSight supports decision-makers by giving them access to key humanitarian data. It provides the latest verified information on needs and delivery of the humanitarian response as well as financial contributions. [hum-insight.info](https://hum-insight.info)