



# BUSINESS GUIDE

## NORTH COAST FLOODS

### FLASH APPEAL FOR PERU

APRIL 2017

# \$38.3 MILLION

REQUIRED TO REACH 320,000 PEOPLE  
IN THE NEXT 6 MONTHS

## OVERVIEW OF THE CRISIS

The El Niño coastal phenomenon, triggered by the increase in sea surface temperature, has caused continuous rainfall in Peru in February and March and has led to the Government declaring a national emergency on 30 March. Over one million people have been affected. According to official forecasts, moderate rains will continue through May.

Affected people need support in the following sectors: housing; water, basic sanitation and hygiene; health; food security and nutrition; protection, early recovery and livelihoods. For example, **in the most affected departments,**

**59 per cent of the population impacted faces food insecurity. Official reports indicate that some 32,627 homes are destroyed or uninhabitable and nearly 200,000 homes are affected.**

In order to support the Government's efforts to address those needs, the United Nations and humanitarian partners in Peru have issued a Flash Appeal for the North Coast of Peru, urgently requiring **US\$38.3 million to support 320,000 people for the next six months** in Ancash, La Libertad, Lambayeque, Piura and Tumbes.

## HOW CAN THE PRIVATE SECTOR HELP:

### 1 CONTRIBUTE DIRECTLY TO THE APPEAL

The national Government is leading the response efforts through national coordination mechanisms. This Flash Appeal complements the Government of Peru's long-term rehabilitation plan to be implemented within the next 90 to 120 days. The objective is to address the essential needs of the affected and severely affected people, bringing their day-to-day activities back to normal and setting the basic conditions for the subsequent reconstruction phase.

For more detailed information please refer to the **Flash Appeal for the North Coast of Peru** in English for an outline of humanitarian needs, strategic objectives and cluster response plans. Each of the clusters has provided contact details for a focal point for those seeking more detailed information. You can find the appeal on line at: [www.reliefweb.int/report/peru/north-coast-peru-2017-flash-appeal-april](http://www.reliefweb.int/report/peru/north-coast-peru-2017-flash-appeal-april)

### 2 MAKE A FINANCIAL CONTRIBUTION

You can contribute to the United Nations Central Emergency Response Fund (CERF). The Central Emergency Response Fund (CERF) is a global fund that provides immediate funding for life-saving humanitarian action at the onset of emergencies and for crises that have not attracted sufficient funding. Contributions are welcome year-round from donors including the private sector. CERF has already allocated **US\$5.2 million** to Peru. The CERF needs replenishment on a regular basis. To ensure sufficient cash flow to respond to natural disasters, please go to: [www.unocha.org/cerf/donate](http://www.unocha.org/cerf/donate)

### 3 IN-KIND AND SERVICE SUPPORT

For businesses wishing to contribute to the relief efforts by providing in-kind goods or services, please write to [pss@un.org](mailto:pss@un.org) or on the UN Business Partnership Platform <https://business.un.org/en/disasters/7684>. Be as specific as possible with what you wish to donate, including the time-frame for delivery, if you will cover shipping and any other conditions. We will then guide you to the most appropriate organizations. Companies with employees, suppliers, customers in the region, or those with existing agreements with responding humanitarian organizations should reach out and provide support directly to these groups.

## 4 CONTRIBUTIONS 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 so that risk conditions are not built back. The United Nations encourages donors to support activities that allow the local private sector to “get back in business” as soon as possible. UNDP and partners are currently working with the Government, companies and foundations in Peru in implementing a private sector focused recovery strategy. For more information please contact Massimiliano Tozzi at [massimiliano.tozzi@undp.org](mailto:massimiliano.tozzi@undp.org).

## 5 COMMERCIAL OFFERS

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

## CRITICAL REMINDERS

- The UN Secretary-General encourages companies to coordinate their response efforts with the United Nations and the Government of Peru in order 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. Stakeholder engagement is key to corporate engagement in humanitarian response. Relief efforts succeed when they collaboratively mobilize civil society.
- Business contributions to the UN response efforts must comply with the Guidelines on Cooperation between the UN and the Business Sector <http://business.un.org/en/documents/guidelines>

## RECOGNIZING YOUR CONTRIBUTION

OCHA manages the Financial Tracking Service (FTS), which records all reported humanitarian contributions including cash and in-kind donations. Its aim is record the total amount of funding and resource gaps in humanitarian crises.

To give credit and visibility for your generosity please report your contributions to [fts@un.org](mailto:fts@un.org) and [pss@un.org](mailto:pss@un.org)

If your contribution is in-kind, please refer to the guide to valuation of in-kind contributions from the private sector here: [www.humanitarianresponse.info/ru/programme-cycle/space/document/guide-valuation-kind-contributions-private-sector](http://www.humanitarianresponse.info/ru/programme-cycle/space/document/guide-valuation-kind-contributions-private-sector)

## WE ARE HERE TO HELP

For more information on how businesses can help please contact Wendy Cue, Head of the OCHA Regional Office for Latin America and the Caribbean at [cue@un.org](mailto:cue@un.org) or Karen Smith OCHA NY Private Sector Section at [smith3@un.org](mailto:smith3@un.org). UN Global Compact (UNGC) members can also contact José Luis Altamiza, Focal Point of the Peru Global Compact Network [jaltamiza@confiep.org.pe](mailto:jaltamiza@confiep.org.pe) or Javier Cortes, UNGC Latin America focal point in NY at [cortes@unglobalcompact.org](mailto:cortes@unglobalcompact.org)

## WHERE TO FIND THE LATEST INFORMATION

For an updated list of maps, situations reports, events and the Peru Flash Appeal please visit: [www.humanitarianresponse.info/en/operations/peru](http://www.humanitarianresponse.info/en/operations/peru)



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