

## BUSINESS GUIDE

# PHILIPPINES SUPER TYPHOON RAI (ODETTE)

## HUMANITARIAN RESPONSE

FEBRUARY 2022

Families evacuated before Typhoon Rai (Odette) made landfall in the Philippines.

Photo Credit: UNICEF / Jag San Mateo



PEOPLE IN NEED

2.4M



PEOPLE IN SEVERELY AFFECTED AREAS

16M



DAMAGED HOUSES

1.7M

## OVERVIEW OF THE CRISIS

Typhoon Rai (locally known as Odette) made initial landfall in Siargao Island, northern Mindanao, in the Philippines, on 16 December 2021. It carried gusts up to 270 km/h with maximum sustained winds of 195 km/h, making it the strongest storm to strike the Philippines in 2021.

In total, the Typhoon severely affected an estimated 9.9 million people across the six worst hit regions, leaving about **2.4 million people in need of assistance**. Nearly **144,000 people remain displaced** out of which around **80,000 people are still in evacuation centers**. A total of **1.7 million houses have been damaged or destroyed** and there is massive damage to infrastructure, agricultural land, fishing communities and livelihoods across

vast geographic areas of the country. Response clusters have been activated and are being convened under the leadership of the relevant government line agencies. The United Nations Office for the Coordination of Humanitarian Affairs (OCHA) is supporting overall coordination through the Office of Civil Defense and has published a revised **Humanitarian Needs and Priorities** with a US\$169 million appeal for funding.

# HOW THE PRIVATE SECTOR CAN HELP

## 1 CONTRIBUTE DIRECTLY TO THE PHILIPPINES HUMANITARIAN NEEDS AND PRIORITIES PLAN (HNP)

The HNP is a highly prioritized, needs-based plan to support national efforts in reaching the most vulnerable people to get back on their feet. Fully implementing the HNP will lay the groundwork for recovery and reconstruction and complement the Government's development efforts. For more detailed information please refer to the HNP for an outline of humanitarian needs, strategic objectives and sector-based response plans. You can access the latest appeal at: [bit.ly/TyphoonRai\\_HNPrev](https://bit.ly/TyphoonRai_HNPrev)

## 2 MAKE A FINANCIAL CONTRIBUTION

You can contribute through the United Nations Central Emergency Response Fund (CERF), which provides rapid initial funding for life-saving actions at the onset of emergencies and for poorly funded, essential humanitarian operations in protracted crises. The OCHA-managed CERF receives contributions from various donors – mainly governments, but also private companies, foundations, charities and individuals – which are combined into a single fund. This is used for crises anywhere in the world. Find out more about the CERF and how to donate by visiting [cerf.un.org/donate](https://cerf.un.org/donate).

The **Philippine Disaster Resilience Foundation (PDRF)** is the major private sector coordinating body for disaster risk reduction and management in the Philippines. PDRF is also a founding Member Network of the OCHA/UNDP **Connecting Business initiative (CBI)**. PDRF has established a Typhoon Odette relief fund in collaboration with a wide range of companies and other partners; to contribute, please visit [bit.ly/Donate-PDRF](https://bit.ly/Donate-PDRF).

The International Federation of the Red Cross and Red Crescent Societies (IFRC) has issued an Emergency Appeal for the Philippines, accessible [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 to relief efforts by providing in-kind goods or services, please reach out to Karen Smith, OCHA's Private Sector Engagement Advisor, at [smith3@un.org](mailto:smith3@un.org). Provide as much detail as possible, including what you wish to donate and how much, your timeframe 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.

As noted above, PDRF is the major private sector emergency coordinator in the Philippines and is designated as an observer on the United Nations Humanitarian Country Team. PDRF also operates a private sector-led Emergency Operations Center and works in close collaboration with the National Disaster Risk Reduction and Management Council (NDRRMC) and other government offices. For information about in-kind donations through PDRF, please contact:

- Philline Cruz, Cluster Coordinator, [pacruz@pdrf.org.ph](mailto:pacruz@pdrf.org.ph)
- Nikka Villanueva, Cluster Coordinator, [bcvillanueva@pdrf.org.ph](mailto:bcvillanueva@pdrf.org.ph)

## 4 MAKE A CONTRIBUTION TO EARLY RECOVERY

The Typhoon struck the Philippines while the country is fighting a protracted battle with COVID-19, which has significantly affected the economy, disrupting further the livelihoods of poor communities. Recovery activities have started at the onset of the crisis, side by side with the humanitarian effort. 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. The United Nations Development Programme (UNDP) and partners are currently working with the Government, companies, and foundations in the Philippines on the following priorities :

- Support to Local Government Units (LGUs) - crisis management and restoration of critical services;
- Resilient housing - to replace damaged houses;
- Livelihoods restoration including through assets replacement and acquisition (especially for farmers and fisherfolks.

The private sector is an important partner in addressing these issues.

For more information, please contact [connectingbusiness@un.org](mailto:connectingbusiness@un.org).

## 5 MAKE A COMMERCIAL OFFER

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

Business-led Emergency Operations Center in the Philippines.

Photo Credit: Philippines Disaster Resilience Foundation



## 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**.
- Stakeholder engagement is key to corporate engagement in humanitarian response. Ensuring **communities are at the center** of, and driving humanitarian action, is critical to ensuring appropriate and **timely aid and protection** reaches the people most in need. **Working collaboratively with existing local institutions**, social networks, and civil society is critical in this endeavor.
- 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 the [Core Humanitarian Standard on Quality and Accountability](#) 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 Karen Smith, OCHA's Private Sector Engagement Advisor, at [smith3@un.org](mailto:smith3@un.org). You can also reach out to the Connecting Business initiative team by writing to [connectingbusiness@un.org](mailto:connectingbusiness@un.org).

## WHERE TO FIND THE LATEST INFORMATION

- For an updated list of maps, situation reports, and other information please visit [ReliefWeb](#).
- For additional resources for the private sector, please visit the OCHA/UNDP Connecting Business initiative [Typhoon Rai emergency page](#).

