After a disaster, cash is best

December-January 2017-18 Project Update

The Pacific Unsolicited Bilateral Donations (UBD) project is the first regionally coordinated approach aimed at reducing the number of UBD arrivals during humanitarian and disaster response.

As part of ongoing preparedness activities, the Logistics Cluster is continuing work with NGOs, government and private sector partners on raising public awareness about why cash is the best way to help communities impacted by disaster this cyclone season. See below for the different ways the "Cash is Best" message was delivered across the Pacific region during December and January.

Total amount of "Cash is Best" activities, posts or articles across the region for December-January.

"New Zealanders are generous and want to help. But containers of used goods like Toasters, toys, computers or cutlery take up space and slow down a response."

Josie Pagani, Director NZ Council for International Development, writes in NZ Herald about the best ways to assist this cyclone season.

THE SECOND DISASTER

Why choosing cash can make a big difference: New Zealand Red Cross have put together a helpful piece on when good intentions can go awry.

BUSINESS OWNER?
HOW YOU CAN HELP

The New Zealand Trade and Enterprise December newsletter has featured this guide from New Zealand Ministry of Foreign Affairs and Trade (MFAT) on how to contribute to relief efforts effectively.

WANT TO KNOW MORE?

We’ve put together a snapshot of 2017 highlights for the Pacific UBD project. See it here!

#Cashisbest

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