PACIFIC UNSOLICITED BILATERAL DONATION (UBD) PROJECT
March 2018 Project Update

As part of preparedness activities in the Pacific, the Logistics Cluster is working with partners on a UBD pilot project aimed at reducing the number of unrequested goods following a disaster.

Read more about the project and see past updates here!

Communicating #Cashisbest

Raising public awareness across the Pacific on the impact of UBDs is a core component of the project. This month #CashisBest messaging has been communicated across the following mediums:

- Twitter 56%
- Facebook 25%
- Event 6%
- Online 6%
- Linkedin 6%

IN THE NEWS THIS MONTH

"Sending goods directly is expensive and could also have unintended impacts on recovery efforts"

Read the full article here!

Last month WFP Pacific’s Logistics Coordinator, Florent Chane, presented project progress at the Global Logistics Cluster Coordinator meeting.

For more information on the presentation please contact: Florent.Chane@wfp.org

#Cashisbest

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