



# EBOLA VIRUS DISEASE OUTBREAK

## Business Engagement Guide

In-kind Donations and Direct Engagement

# EBOLA

VIRUS DISEASE  
OUTBREAK

**Target audience:**

Strategic private sector partners capable of providing goods and services to affected region, and companies with a physical presence and/or assets in West Africa.

**Objective:**

To provide a roadmap for companies in responding to Ebola threat

**Engagement timeline:**

September 2014 – March 2015

## INTRODUCTION

Governments, WHO and the United Nations agencies and NGOs have joined forces to scale up international response to the unprecedented outbreak of the Ebola Virus. On 16 September 2014 the United Nations released an Overview of Needs and Requirements<sup>1</sup> guided by the 5 strategic objectives to be implemented within the coming 6-9 months:

- 1 **Stop the outbreak**
- 2 **Treat the infected**
- 3 **Ensure essential services**
- 4 **Preserve stability**
- 5 **Prevent outbreaks in countries currently unaffected**

The UN's Mission for Ebola Emergency Response (UNMEER) is the first-ever UN emergency health Mission, with a strong operations and logistical capability, and dedicated field-based capacity to support private sector engagement. The UN recognizes that since the outbreak, the private sector has already been strongly engaged in the response. As the international community expands its efforts under UNMEER, coordinated engagement of private sector actors with specific operational capabilities, especially with those already present in the affected countries, would significantly augment existing and planned resources currently identified, and act as a multiplier to response efforts on the ground.



**\$987.8 million**  
TOTAL REQUIREMENTS  
to implement this response strategy

<sup>1</sup> Available at [https://docs.unocha.org/sites/dms/CAP/Ebola\\_outbreak\\_Sep\\_2014.pdf](https://docs.unocha.org/sites/dms/CAP/Ebola_outbreak_Sep_2014.pdf)

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## HOW CAN YOU ENGAGE?

For the private sector with operations in the affected countries, it is crucial show sustained, long-term commitment to engage in the response and subsequent recovery efforts in these countries.



By making a **financial contribution**



With in-kind donation of **priority materials**



Through **direct asset or service provision**<sup>2</sup>



Through **publicity** support to key UN messaging

## Financial Contribution

Relief specialists consider financial contributions to reputable aid agencies as the most valuable and effective form of response in humanitarian emergencies.

Donate to the United Nations efforts: <http://www.un.org/ebolareponse>

## In-kind Donations and Direct Support

### Critical reminders for engaging in the humanitarian response

- The UN Secretary-General encourages companies to coordinate their response efforts with the United Nations in order to ensure coherence with priorities and to minimize gaps and duplications
- All response activities should be guided by the humanitarian principles of humanity, impartiality, neutrality and independence.
- Business contributions to the UN Ebola response efforts must comply with the *Guidelines on Cooperation between the UN and the Business Sector*<sup>3</sup> and the *Guidelines for medicine donations*<sup>4</sup>.

<sup>2</sup> Mainly those companies with operations in affected countries

<sup>3</sup> Available at <http://business.un.org/en/documents/guidelines>

<sup>4</sup> Available at [http://whqlibdoc.who.int/publications/2011/9789241501989\\_eng.pdf](http://whqlibdoc.who.int/publications/2011/9789241501989_eng.pdf) (revised 2010)

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### Overview of key material and technical needs

Transport		
Key asks	Requirements / How to Give	Strategic Objective
Air – Fixed wing	<p>Provision of a capacity to provide or directly support coordinated strategic lift of prioritised equipment and materials from global sources into the Mission area is critical to the success of the global response. This would involve provision of multiple flights (or flight hours) into regional hubs including Accra (Ghana) and Dakar (Senegal) as well as Europe, along with regular and sustained support to the movement of equipment and material from these hubs into the affected countries, and within them to reach affected areas.</p> <p>At this time there remains a requirement for immediate assistance for the movement of 350+ UN 4x4 soft skin utility vehicles from locations within Sudan to the affected countries. These vehicles will provide critical mobility resources to national and international workers to enable rapid movement of health and specialist personnel, medical, food security and other supplies within the affected countries.</p>	<p>3</p> <p>4</p>
Air – Rotary wing	<p>Capacity to provide multiple (18+) utility helicopter platforms (medium and/or heavy lift), capable and crewed to conduct day and night operations in all weather conditions. This capacity would conduct the distribution of material, supplies and personnel throughout the theatre in response to evolving needs. Such platforms would provide a rapid, highly flexible and robust capacity to move varied cargoes, augmenting the limited (eight) helicopters currently available within UNMIL.</p>	<p>3</p> <p>4</p>
Aviation management & support capacity	<p>Based on the likely increase in both the scale and the distribution of aviation assets throughout the affected countries, provision of additional air traffic control and radar capacities will be important to ensure safe operations. Such capacities would need to be compatible with existing air traffic management assets and processes in the affected countries, and flexible to respond to evolving geographic areas of need. In addition, there is also a requirement for additional Material Handling Equipment (MHE) at both Accra and at airports in the affected states. This will include items such as twelve forklifts (multiple sizes), hoists and other container and cargo lifting and movement equipment for the rapid loading and unloading of arriving cargo.</p>	<p>3</p> <p>4</p>
Non-Medical Support		
Key asks	Requirements / How to Give	Strategic Objective
Generators	<p>Provision of small, medium and large generator sets to support a range of local power needs across affected countries. These will provide electricity for existing and planned medical, treatment and care centres, communications and transportation hubs and community facilities.</p>	<p>2</p> <p>3</p> <p>4</p>

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Incinerators	Provision of incinerators capable of destroying medical waste in an efficient and safe manner would increase the preventative measures in place to avoid infection risks from such waste at Treatment and Care sites.	1
Vehicles	Provision of 200 commercial flatbed/container trucks capable of moving equipment and supplies across difficult road infrastructure, along with 500 4x4 vehicles, 45 ambulances and 3,000 motorcycles would greatly assist in asset, personnel and material movements. To include spare parts and maintenance capacity. Material Handling Equipment including forklifts and container lifting equipment would also be of high value, particularly at ports of entry. This would provide a dedicated and flexible vehicle capacity to augment existing national commercial vehicle fleets.	4
Storage Facilities	Provision of a range of transportable, rapidly erectable and easily maintainable storage facilities, including those capable of temperature control, for the warehousing, storage and distribution of food, non-food items, medical and other key supplies upon entry into affected countries	2 3 4
Information tracking, analysis and communications	Scoping and provision of enhanced information management and telecommunications capacities across the region to enable integrated, flexible and sustainable communications, compatible with existing structures and capabilities. This would augment existing systems to improve particularly reporting, analysis, tracking and visualization of mobile elements such as tracing and forward deployed treatment personnel.	1 2 4 5
Mobile Radio and Public Information Infrastructure	Provision and distribution of 1 million plus pre-designed printed materials in leaflet, poster and billboard formats as part of social mobilisation and preventative education activities across affected countries. Due to the lack of existing radio broadcast capacity particularly within eastern Guinea, a mobile radio station capable of broadcasting in public safety information and messaging is required.	4 5

## Medical Support

Key asks	Requirements / How to Give	Strategic Objective
Medical evacuations - MEDEVAC	Provision of dedicated emergency medical evacuation capability for movement of international aid workers (UN + INGO) potentially exposed to Ebola from affected states to locations for appropriate medical care both in affected country and beyond. Such a capability must be able and willing to enter the affected areas and safely and securely transport potentially exposed personnel with effective isolation protocols and equipment. This may be augmented by resources such as a Hospital Ship deployed in proximity to the theatre, with appropriate movement and isolation facilities. This would link with augmented helicopter capacities. Commitments from Member States to provide receiving hospitals for ongoing out of country treatment are also required.	2

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<p>Funding Support for Personal Protective Equipment (PPE):</p>	<p>Ongoing provision of high quality PPE for use by those medical and other staff working in proximity to Ebola patients and areas of potential exposure is a key requirement for effectively addressing the crisis. It is considered that procurement of such items to the required specifications is best conducted in a managed, coordinated and centralised manner. This will ensure best sight and usage of existing global manufacturing resources and avoidance of duplicate purchasing or exhausting of supplies. Funds to support such procurement which will take place through the UN system are required as a priority to enable a streamlined and effective process.</p>	<p>1 2</p>
<p>Clinical supplies for Ebola Treatment Centres (ETCs)</p>	<p>Materials required include: Universal precaution materials, Basic medicines for clinical use, Waste management materials, Beddings and blankets</p>	<p>1 2</p>

### Specialist Personnel

Due to the technical nature of some infrastructure assets which will be contributed, it is considered that provision of specific specialist personnel will be required to ensure their effective establishment and use. Contribution of such assets should be combined with appropriate expertise to ensure this is achievable in the following areas

Key asks	Requirements / How to Give	Strategic Objective
<p>Construction</p>	<p>The requirement to establish and build/assist in building anticipated laboratories, Treatment and Isolation Units and other sites will require skilled capacities in engineering, construction and maintenance of such facilities. This will include vertical and horizontal civil engineers as well as electrical engineers and appropriate maintenance and mechanical support staff to ensure the safe and rapid building and refurbishment of facilities, along with their effective sustainment.</p>	<p>3</p>
<p>Training</p>	<p>With respect to medical assets such as Isolation Units, Ebola Treatment Units and laboratories, it is considered that specific training (and/or train the trainers) capacity from provider nations will need to be deployed during an initial period to ensure best use of facilities by appropriate national counterparts from the outset, along with the full implementation of required monitoring and oversight processes to ensure staff safety. This will need to be provided in country for national level staff, with the potential for additional training for international workers at an out of theatre location. No equipment should deploy without sufficient training capacity to ensure its use is sustainable.</p>	<p>1 2</p>
<p>Health response</p>	<p>Personnel needed: Nurses, Clinical case managers, Data Management, Epidemiology, incl. contact tracing, Infection Prevention and Control Laboratory, Psychological Support</p>	<p>1 2</p>

## Joint Advocacy and Solution-Finding

The United Nations and business leaders should use their positions of influence for joint advocacy, and work together to identify and share innovative solutions. Current key messages include:

- The immediate priority for all stakeholders at international and national actors is to work together to contain and stop the outbreak, prevent further spread and help affected communities.
- Businesses will work with the UN and national authorities to ensure employees, families and communities are aware of the disease and are taking the best precautions to avoid infection and stigma.
- Businesses in affected countries and those in the surrounding region should maintain open trade and promote humanitarian corridors, by air, land and sea.
- The private sector and UN will take every action to ensure that West Africa's remarkable recovery is not allowed to reverse following a decade of progress, remaining in the region as part of the region's long-term economic and social recovery and development.
- UN agencies, national authorities and leading business will learn from this outbreak, working together to support a stronger health care emergency response and assist in rebuilding stronger healthcare systems in the affected countries.

## Report Your Contributions

The United Nations manages the Financial Tracking Service (FTS) which records all humanitarian contributions, including cash donations and the value of in-kind support. It aims to give due credit and visibility to donors for their generosity, and also to show the running total of current funding and remaining resource gaps.

Please report your contributions to [fts@un.org](mailto:fts@un.org) or through the on-line contribution report form at <http://fts.unocha.org><sup>5</sup> with the following information:

- Donor name (company/foundation)
- Name of recipient organization
- Contribution description
- Amount in US\$ or original currency

For real time updates on funding to meet the requirements of the Ebola virus outbreak see <http://fts.unocha.org><sup>6</sup>

## Additional information

For any further information on how to engage, or to share innovate ideas to address the Ebola crisis please visit <http://www.un.org/ebolareponse/> or contact [businessresponseebola@un.org](mailto:businessresponseebola@un.org).

<sup>5</sup> See at <http://fts.unocha.org/pageloader.aspx?page=submit-reportform>

<sup>6</sup> Direct link at <http://fts.unocha.org/pageloader.aspx?page=emerg-emergencyDetails&emergID=16506>