



BUSINESS BRIEF

EARTHQUAKES IN TÜRKIYE AND SYRIA

HUMANITARIAN OVERVIEW AND CALL TO ACTION

16 FEBRUARY 2023

A child and his mother watch a rescue team working in Kahramanmaraş, Türkiye. UNICEF/ Özgür Ölçer

SYRIA FLASH APPEAL



PEOPLE
AFFECTED

17.9M



PEOPLE
TARGETED

4.9M



REQUIREMENTS
(US\$)

\$397.6M

TÜRKIYE FLASH APPEAL



PEOPLE
TARGETED

5.2M



REQUIREMENTS
(US\$)

\$1.0B

OVERVIEW OF THE CRISIS

On 6 February 2023, two devastating earthquakes, measuring 7.7 and 7.6 magnitude on the Richter Scale, struck Kahramanmaraş, Türkiye. The initial earthquake was followed by over 3,100 aftershocks. Impacts have been felt across ten provinces in Türkiye as well as ten governorates in Syria, with the most severe impacts in Hatay, Kahramanmaraş, and Gaziantep in Türkiye as well as Aleppo and Idlib in Syria.

The earthquakes and aftershocks have caused catastrophic devastation, with at least 9.1 million people directly impacted in Türkiye and an additional 8.8 million in Syria. As of 16 February, more than 41,000 people have been reported killed and tens of thousands more injured. These numbers likely under-represent the true scale of needs, which will become clearer as further assessments are concluded.

The earthquakes hit communities at the peak of winter, leaving hundreds of thousands of people – including small children and the elderly – without access to shelter, food, water, heaters and medical care in freezing cold temperatures.

HOW THE PRIVATE SECTOR CAN HELP

The [United Nations Office for the Coordination of Humanitarian Affairs \(OCHA\)](#) is the part of the United Nations (UN) that is responsible for bringing together humanitarian actors to ensure a coherent response to emergencies. OCHA also ensures that there is a framework within which each actor – governments, international organizations, civil society, the private sector, and other stakeholders – can contribute to the overall response effort.

Working with a wide range of partners on the ground in Syria and Türkiye, OCHA has issued a [Flash Appeal for the Syrian Arab Republic Earthquake \(February - May 2023\)](#) as well as a [Flash Appeal for the Türkiye Earthquake \(February - April 2023\)](#) in support of the Government-led response.

Flash Appeals are issued after a major, sudden onset disaster that requires a coordinated response beyond the capacity of any one agency to respond to. They contain an analysis of the context along with sector-specific response plans and budgets to address acute humanitarian needs.

The best way for the private sector to help is by supporting the organizations and activities that are outlined in the Flash Appeals.

1 MAKE A FINANCIAL CONTRIBUTION

Financial contributions to reputable aid agencies are one of the most valuable and effective forms of help during humanitarian emergencies.

- **United Nations Crisis Relief:** You can make online donations from around the world toward the Türkiye-Syria Earthquake response by visiting [UN Crisis Relief](#). Donations are pooled into UN-managed funds and used to support carefully vetted and trusted partners (including international and local NGOs and UN agencies) implementing the highest-priority relief operations at the front lines of the response, closest to people in need. For any questions or for support with large financial contributions, please contact OCHA at ocha.donor.relations@un.org.
- **International Federation of the Red Cross and Red Crescent Societies (IFRC):** The IFRC has launched revised emergency appeals for CHF 200 million to support affected people in Syria through the Syrian Arab Red Crescent, and CHF 450 million for affected people in Türkiye through the Turkish Red Crescent. Learn [more](#) or make a donation to Syria [here](#) and to Türkiye [here](#).
- **International Organization for Migration (IOM):** IOM is supporting governments and partners to help those affected by the earthquake in Türkiye and Syria. The IOM needs your help to provide urgently needed relief items such as shelter, blankets, clothing, and heaters. You can make a donation [here](#) or contact drdpsl@iom.int for more information.
- **United Nations Children's Fund (UNICEF):** UNICEF is ensuring affected children and families have access to safe drinking water, sanitation services, and child protection services. This includes identifying separated and unaccompanied children, and working to reunite them with family, as well as providing children with psychosocial support. UNICEF is also assessing damage to schools in schools and whether they are being used as shelters. In Syria, UNICEF is stepping up humanitarian assistance to children and families affected, in coordination with partners, while assessing the impact of the earthquakes. In Türkiye, UNICEF continues to coordinate with the Government on emerging needs linked to the wider humanitarian response, focusing on child protection, psycho-social support, child friendly spaces and temporary learning spaces. You may donate [here](#).
- **United Nations Development Programme (UNDP):** UNDP is working to ensure that recovery activities can start as early as possible, capitalizing on the agency's 50 years of development and resilience work in Türkiye to expand the scale and scope of the humanitarian effort in support of the Government-led response. Priority interventions include emergency livelihoods and support to businesses to ensure that

affected people receive an income; safe debris and rubble management to keep humanitarian operations safe and prevent the spread of diseases; urgent support to resume (where needed) the functionality of essential services, especially healthcare and water; multiple actions to prevent and address protection risks; and restoration of damaged cultural heritage. In this emergency phase, the partnership between UNDP and key businesses in Türkiye will be critical to leverage private sector resources, capacities and expertise. To join and support these efforts please contact UNDP Türkiye focal point Hansin Dogan at hansin.dogan@undp.org.

- **United Nations Population Fund (UNFPA):** UNFPA, together with partners, is focusing on sexual and reproductive health, including maternal and new-born health, as well as protection from sexual and gender-based violence. UNFPA is providing emergency response services to meet the urgent needs of women and girls affected by the earthquake in Türkiye and Syria. You may donate [here](#).
- **United Nations Refugee Agency (UNHCR):** UNHCR has launched an urgent appeal to support people affected by the earthquakes in Türkiye and Syria, including millions of refugees and internally displaced people who have already been through nearly 12 years of conflict and crisis. You may donate [here](#).
- **World Food Programme (WFP):** WFP is on the ground providing live-saving food assistance in Türkiye and Syria. WFP plans to reach 500,000 people in both countries with ready-to-eat food rations and hot meals. To meet urgent needs, WFP is appealing for \$46 million. You can [make a donation](#) or [learn more here](#).

2 MAKE AN IN-KIND CONTRIBUTION OF GOODS OR SERVICES

While humanitarian aid is needed urgently in Türkiye and Syria, OCHA urges companies to refrain from sending unsolicited donations that may not correspond to identified needs or meet international quality standards.

Donors are highly encouraged to send cash rather than in-kind donations.

In-kind donations are useful when they meet a pre-identified need on the ground for which supply through other means (procurement, prepositioned stock, logistics) is not available. In other circumstances they may not fit needs, can potentially be administratively burdensome (placing demands on thinly stretched emergency personnel), and may undermine local markets (where local supply is available).

If your business wishes to make a large in-kind contribution, please contact ocha-ers-ps@un.org. Please provide as much detail as possible, including the item(s) and quantities you wish to donate, the estimated market value, your time frame for delivery, shipping details, and any other conditions.

For the most up-to-date information about customs, importation, and quarantine procedures, please [consult the IMPACCT Working Group](#).

3 SUPPORT PUBLIC OUTREACH AND ADVOCACY CAMPAIGNS

Lend your voice and advocate to highlight the critical needs in Türkiye and Syria. Amplify the message of the United Nations, calling on all parties to uphold their obligations to allow safe, rapid, and unimpeded humanitarian aid to civilians in need and ensure the freedom of movement of humanitarians. The easiest way to do this is by resharing social media posts on [Twitter](#), [LinkedIn](#), [Facebook](#), and [Instagram](#) or by including a call to action in your internal or external communications.

If your company is interested in working with OCHA on joint media outreach, public relations, video production, or other advocacy opportunities, please reach out to ocha-ers-ps@un.org.

FOR BUSINESSES IN TÜRKIYE

Businesses based in Türkiye are advised to contact the Earthquake Crisis Desk set up by the [Turkish Enterprise and Business Confederation](#) (TÜRKONFED). The Earthquake Crisis Desk is compiling requests for help and offers of assistance as well as coordinating the response of local businesses.

Crisis Desk Hotline: +90 542 411 1842

Crisis Desk Email Address: krizmasasi@turkonfed.org

TÜRKONFED is a non-governmental, non-partisan business organization that represents 30 Turkish business federations and 300 business associations that collectively count more than 50,000 individual companies as members. Together with the [Business for Goals Platform](#), TÜRKONFED is a Member Network of the [Connecting Business initiative](#) (CBI).

Jointly managed by OCHA and the United Nations Development Programme (UNDP), CBI is dedicated to facilitating private sector engagement before, during, and after emergencies.

IMPORTANT REMINDERS

HUMANITARIAN PRINCIPLES

- All humanitarian response activities must be guided by the principles of **humanity, neutrality, impartiality, and independence**. For more information, read the CBI [Business Brief: Introduction to the Humanitarian System](#) and [Guidance Note on Conflict Sensitivity in Private Sector Disaster Management](#). You may also wish to consult the Sphere [Core Humanitarian Standard on Quality and Accountability](#).



HUMANITY

Protecting life and health while ensuring respect for human beings



NEUTRALITY

Actors must not take sides in hostilities or engage in controversies



IMPARTIALITY

Action must be carried out based on needs alone with no distinction to social classes



INDEPENDENCE

Action must be carried out autonomously from the objectives of other actors

- **Accountability to Affected People:** Accountability to affected people (AAP) must be at the core of any humanitarian intervention. The basic concept of AAP is that people who receive humanitarian assistance should have the right to say what they need, receive information on what is being provided, and have an opportunity to assess and provide feedback about the assistance they receive. Learn more in the CBI [Guidance Note on AAP in Private Sector Disaster Management](#).
- **Protection Against Sexual Exploitation and Abuse:** People in need of humanitarian assistance must be protected from sexual exploitation and abuse as well as have access to channels to report and address it. More information for businesses is available in the CBI [Guidance Note on Protection Against Sexual Exploitation and Abuse in Private Sector Disaster Management](#).

COORDINATION WITH THE UNITED NATIONS

- The United Nations Secretary-General encourages companies to coordinate their response efforts with the United Nations to ensure coherence with priority needs and minimize gaps and duplications with the other responders.
- Business contributions to UN response efforts must comply with the [Guidelines on a Principle-Based Approach to Cooperation between the United Nations and the Business Sector](#).
- Companies are also encouraged to report on contributions made in support of the humanitarian emergency regardless of whether or not such contributions are provided to a United Nations entity. Please email connectingbusiness@un.org with as much detail as possible, including the amount of any financial contributions and/or a description and estimated value of any in-kind contributions as well as the name of the recipient organization.

COMMERCIAL OFFERS

- If you wish to make a commercial offer or otherwise do business with the United Nations, please visit the United Nations Global Marketplace at ungm.org.

FOR MORE INFORMATION

- For more information on how businesses can support the humanitarian response to the earthquakes in Türkiye and Syria as well as other crises around the world, please contact the United Nations Office for the Coordination of Humanitarian Affairs (OCHA) at ocha-ers-ps@un.org.
- For the latest news, reports, maps, and other information from trusted sources, visit the ReliefWeb disaster overview page [Türkiye/Syria: Earthquakes - Feb 2023](#).

ABOUT THE UNITED NATIONS OFFICE FOR THE COORDINATION OF HUMANITARIAN AFFAIRS

The United Nations Office for the Coordination of Humanitarian Affairs (OCHA) coordinates humanitarian action to ensure crisis-affected people receive the assistance and protection they need. OCHA also works to overcome obstacles that impede humanitarian assistance from reaching people affected by crises and provides leadership in mobilizing assistance and resources on behalf of the humanitarian system. Learn more about OCHA at unocha.org.

ABOUT THE CONNECTING BUSINESS INITIATIVE

The OCHA/UNDP Connecting Business initiative (CBI) is dedicated to working with the private sector to prepare for, respond to, and recover from disasters. Learn more at connectingbusiness.org.

