



## JOINT APPEAL FOR CONTRIBUTIONS

### Part of Team Europe COVID-19 Response Partnership with EU Delegation and DG ECHO

#### Introduction

COVID-19 is a historic challenge that cannot be faced alone. In response to the sudden increase in COVID-19 cases in Myanmar, that in one way or another will touch each and every company, the private sector in Myanmar is contributing to the effort to save lives. International companies are well-positioned to respond in kind and cash, particularly by ensuring access to life-saving equipment at reasonable cost through their global sourcing operations. Private sector donations can also kickstart and supplement humanitarian funds from donor governments.

To coordinate and enhance international companies' support, several foreign Chambers, together with Myanmar Centre for Responsible Business, have joined forces to respond to the needs of Myanmar's COVID third wave.

**The goal of this coordinated effort is to mobilize resources from the international private sector as quickly as possible to help the people of Myanmar with the devastating impact of COVID-19, while ensuring information-sharing on the support activities, delivery partner's needs and due diligence.**

#### Who?

EuroCham Myanmar, French Myanmar Chamber of Commerce, British Chamber of Commerce Myanmar, German Myanmar Business Chamber, Italian Myanmar Business Association, American Chamber of Commerce, Australian Chamber of Commerce, Myanmar Hong Kong Chamber of Commerce and Industry are working together with the European Union Delegation in Myanmar and other diplomatic missions, as well as DG ECHO and other international and local humanitarian partners to bring essential supplies to those who need it most, as fast as possible.

#### You can contribute in various ways:

1. **Donations** to our campaign
2. **In-kind support** whether to the Chambers' activity or those of other organizations, such as:
  - a. Procurement services
  - b. International logistics to import the equipment to Myanmar
  - c. Domestic logistics to distribute it to our partners on the ground in Myanmar



- d. Medical equipment and pharmaceuticals etc.
- e. Free storage, especially cold storage for medicine
- f. Free training, maintenance, support for staff on the ground
- g. Provision of space for, or payment of rent for, local breathing assistance centers.
- h. Other pro-bono expertise and services, including medical advice, comms/website etc.

### Approach

We are taking a streamed approach to fund-raising and disbursement to be able to respond as quickly as possible, but also to set up long-term operations and partnerships which will maximize medium-term effectiveness and resource mobilization. Some companies may be able to respond quickly, even with a small contribution; others may need more time to do so, therefore the support/donations received will be gathered and deployed according to the time and the need at the moment.

The two streams are as follows.

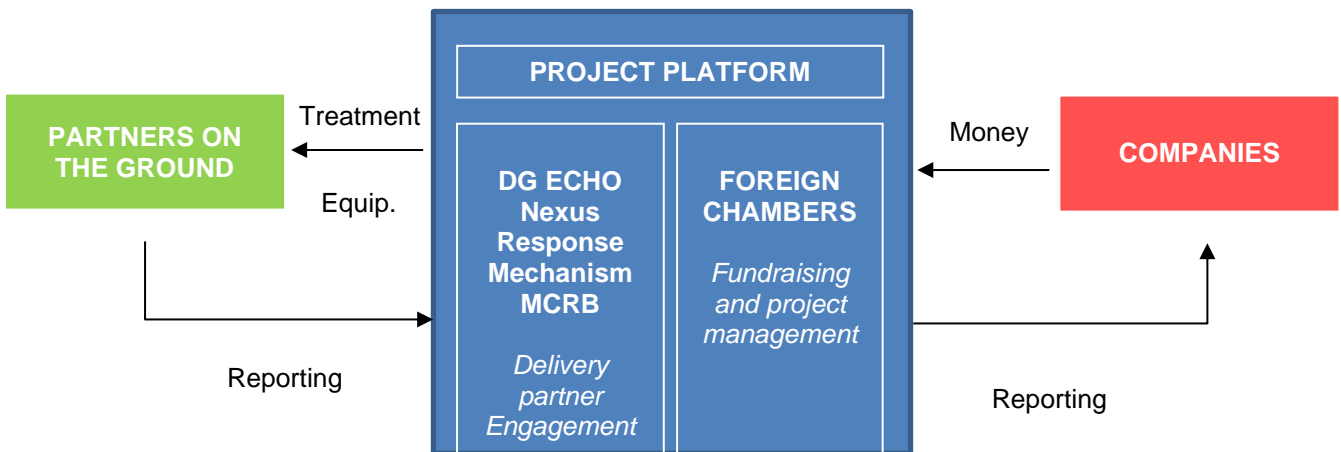
- **Stream #1: ‘Chambers for COVID Crisis Care’** - An immediate crowdsourced response, coordinated by the French Chamber, in response to specific requests
- **Stream #2: ‘Oxygen for Myanmar’** - An established funding mechanism in cooperation with development partners, coordinated by EuroCham Myanmar

	Stream #1 Chambers for COVID Crisis Care	Stream #2 Oxygen for Myanmar Emergency Fundraising Campaign
<b>Approach</b>	Emergency response. We aim to be as responsive as possible, and deliver support as soon as possible.	Mobilising private sector sponsorships and pro bono expertise to support NGOs, providing Covid emergency response.
<b>Coordination</b>	CCI France Myanmar	EuroCham Myanmar
<b>Delivery Partners</b>	<ul style="list-style-type: none"> <li>• Medical Action Myanmar</li> <li>• Community Partners International</li> </ul>	NGOs and other service providers, identified under <a href="#">EU Nexus Response Mechanism</a> . Need identification and prioritisation, as well as implementation monitoring and reporting provided by EU Nexus Response Mechanism.
<b>Contribution</b>	<ul style="list-style-type: none"> <li>• Cash</li> <li>• In kind</li> </ul>	<ul style="list-style-type: none"> <li>• Cash</li> <li>• In Kind</li> </ul>



<b>Bank Account</b>	FMCCI France's Bank accounts in France or in Myanmar	EuroCham Myanmar Bank Account (USD and MMK); Offshore Joint Campaign Account in USD and EUR.
	<b>Checks and balance</b>	Audit performed by an FMCCI's auditor to ensure that the funds were properly used.
		First check: ECCM Board oversight.  Steering and advice: Panel of foreign chambers plus EU Nexus Response Mechanism Team and EUD.  Compliance check: ECCM Auditor and Luther Myanmar.  Reporting to donors: ECCM.

**Governance**



**In detail: Stream #1 - Chambers for COVID Crisis Care**

Focus on Emergency Response

Currently we are working to support clinics operating in Myanmar with teams on the ground by providing emergency equipment, including areas where populations have limited access to medical services.



Equipment and treatment must reach the population as soon as possible. Therefore, orders must be placed in the coming days.

### Confirmed delivery partners

The following partners are recommended by several trustworthy organizations and are well-known for the excellent work that they have been doing for years in Myanmar. Their immediate needs have been identified through discussion.

- Medical Action Myanmar – MAM (a Dutch registered charity) have been working for 20 years in Myanmar and come highly recommended. They have clinics across the country, especially in peri-urban poor areas. They are currently supporting 3 centers in Yangon, 2 in Kale, and 3 in Kayin (almost operational). In addition, they plan to expand treatment to 3-4 other centers very soon (current plan Myitkyina, Yangon and Mandalay). They have trained medical staff who know how to operate the equipment and treat patients. <https://mam.org.mm>
  - Funding need: \$ 100K to purchase oxygen concentrators, oxygen cylinders, vials of enoxaparin and other treatment/equipment<sup>1</sup>
- Community Partners International (CPI) – CPI is a US-registered charity which has been operating and providing support to local populations in Myanmar for 20 years. They are currently implementing tele-healthcare for remote areas, oxygen concentrator/cylinder loans, the creation of an oxygen plant in Yangon. They plan to set up a mobile medical team and oxygen support centres - <https://www.cpintl.org/>
  - Funding need: \$ 100K to purchase oxygen concentrators, oxygen cylinders and other treatments and equipment

As of today (mid-August), \$200K have already been pledged and \$135K received. In addition, the following ordered have already been placed:

- 1<sup>st</sup> Order of \$60K for 61 oxygen concentrators, which have already been delivered on 6 and 13 August 2021.
- 1<sup>st</sup> reimbursement of \$20K for the purchase of heparin which have already been delivered.
- 2<sup>nd</sup> Order of \$110K of oxygen cylinders, treatment and medical equipment placed on 17 August 2021, which will be delivered at the beginning of September 2021.

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<sup>1</sup> [https://www.thelancet.com/journals/eclinm/article/PIIS2589-5370\(21\)00054-7/fulltext](https://www.thelancet.com/journals/eclinm/article/PIIS2589-5370(21)00054-7/fulltext)



While the first objective of \$200K has been reached in less than 2 weeks, much more emergency aid is needed on the ground, and companies can still continue to make donations for CCI France Myanmar to purchase medicine and equipment to be delivered to MAM and CPI

Companies wishing to contribute any amount can make *financial donations* to CCI France Myanmar's bank account (in France or in Myanmar). *Pro bono* support e.g., logistics to speed up the process, reduce the cost, facilitate the distribution is also welcome.

CCI France Myanmar will purchase the equipment and the treatment with these donations by directly contacting trustworthy importers/distributors selected by the Foreign Chambers after proper due diligence. Importers/distributors will directly deliver the equipment to the 2 partners on the ground.

CCI France Myanmar will follow up closely with the 2 partners on the ground, who will have to report on the use made of the equipment and treatment donated to them. CCI France Myanmar will also request its auditors to audit and certify how the moneys received from donors on its bank accounts have been for the project. Finally, CCI France Myanmar will send a financial and activity report of Phase 1 project to all donors and members within 3 months of delivery.

Point of contact – Stream #1 - Chambers for COVID Crisis Care: Guillaume REBIERE, Executive Director, CCI France Myanmar - +95 9 789 305 746 [director@ccifrance-myanmar.org](mailto:director@ccifrance-myanmar.org).

### **In detail: Stream #2 – Oxygen For Myanmar Emergency Fundraising Campaign**

The focus lies on mobilizing private sector engagement, in kind & donations, and support NGO's providing Covid19 emergency response.

Private sector, and particularly foreign investors, are well-positioned to respond to this crisis, particularly by ensuring access to live-saving equipment at reasonable, fully transparent cost through its global sourcing operations. At the same time, private sector donations can kick-start the process for unleashing humanitarian funds.

EuroCham Myanmar in cooperation with BritCham, AustCham, AmCham, CCI France, IMB, GMBC and the MHKCCI and in coordination with other foreign chambers, is working together with the European Union



Delegation in Myanmar, as well as DG ECHO to streamline the relief efforts to bring the essential supplies to those who needs the most in the quickest time.

### How can you help?

#### 1. Pro-bono expertise

If your company has expertise or services to share, please contact us to discuss options. We are looking for:

- Procurement and logistics services, such as trucking, warehousing, other.
  - Provision of space for or pay rent for local breathing assistance centers.
  - Medical supplies (i.e., medicine, equipment).
  - Food supplies (i.e., food vouchers).
  - Medical advice, including creation of manuals and training of staff.
  - Information and communication services.
2. Sponsorships from the private sector to finance the lifesaving equipment. We have three sponsorship tiers established:

#### Oxygen 1: US\$ 1,000

One thousand dollars can help to procure 2 dual-flow Oxygen Concentrators<sup>2</sup>, which can produce 10L of oxygen per minute. For persons with under 90% oxygen values it gets critical and most persons perishing in Myanmar is due to lack of oxygen, so they suffocate. The Oxygen Concentrators supply up to 10 liters of concentrated 93% oxygen and can help save lives.

#### Oxygen 2: US\$ 5,000

Five thousand dollars can help to procure up to 10 dual-flow Oxygen Concentrators, which is enough to support one village clinic or a 20-patient local “breathing center” or contribute to part of the cost of an Oxygen Generator, which can fill from 80 to 200 40L oxygen cannisters per day.

#### Oxygen 3: US\$ 10,000

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<sup>2</sup> Landed cost of equipment, using direct procurement method with EuroCham logistics partners. Oxygen concentrators are in highest demand at the moment, as pointed by the NGOs, however as needs evolve, we should be able to use the funds for other purposes – i.e., medicine, PPE.



Ten thousand dollars can help to procure up to 20 dual-flow Oxygen Concentrators, which is enough to support one township clinic or 40 patients local “breathing center” or contribute to part of the cost of an Oxygen Generator, which can support 80 to 200 40L Oxygen Cylinders per day.

We also understand that many of you want to procure oxygen equipment for your teams. Please let us know your needs and we will link you with the logistics members to find optimal solutions for direct procurement. If your company would like to contribute more, please contact us to discuss donation options, as we can help you to identify the partners. Please note, that all the funds will go to the procurement of equipment directly. EuroCham Myanmar will not take any management or profit in any other way from this campaign.

Who will receive the support?

We are working with the EU Delegation in Myanmar and the [Nexus Response Mechanism](#), funded by the EU, to identify the implementation partners who will deliver support to those who need it the most. The partners, who have been identified for this action by the EU, include reputable organizations with the extensive network of doctors and nurses, such as Medical Action Myanmar, Local Resource Center, Save the Children and other. NRM also takes responsibility for compiling the list of equipment needs and priorities of these NGOs, which can be shared with potential donors upon request.

All the support coming from EuroCham, BritCham, AustCham, AmCham, IMBA, GMBC, MHKCCI and its partners will be monitored through the EU-funded Nexus Response Mechanism where the EU will be reporting the goods and services received by the partner NGOs.

Point of contacts – Stream #2 - Oxygen For Myanmar Emergency Fundraising Campaign are:

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