



CONCEPT NOTE

Reimagining Humanitarian Response Coordination: Lessons Learned from Private Sector Engagement in the Caribbean during Hurricane Melissa

OVERVIEW

Imagine coordinating an emergency response where all actors—government, NGOs, and private sector—share real-time data and visibility of donations, activities, and needs.

When Hurricane Melissa struck Jamaica, humanitarian responders faced a familiar challenge: how to coordinate, track, and visualize the multi-actor response. How do we make change happen for a more unified response, in a systemic rather than ad-hoc manner?

This session brings together representatives from government, humanitarian agencies, and the private sector to discuss coordination challenges, and share lessons learned on integrating effective solutions on the ground. Participants will have honest conversation about what worked—and what didn't—and gain practical insights into how digital coordination tools can enhance humanitarian response when thoughtfully adapted to local needs.

DATE AND TIME

Tuesday, 10 March 2026
14:00 – 15:30 Geneva (UTC+1)

LOCATION

[International Conference Center
Geneva \(CICG\)](#), Level -1, Salle 4

REGISTRATION

Advance registration is required.
[Please register online here.](#)

CONTACT

For more information, email
connectingbusiness@un.org.

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SESSION OBJECTIVES

1. **Demonstrate how information management technology was used** during Hurricane Melissa to coordinate response efforts across government, NGOs, and the private sector in the Caribbean, examining the challenges and opportunities of multi-actor data sharing on the ground.
2. **Identify lessons learned** and provide participants with practical insights into implementing digital tracking and coordination tools in emergency contexts, including honest discussion of what works – and what doesn't – when moving from isolated tracking systems toward unified humanitarian response.

PARTICIPANTS

Participants from the humanitarian, private sector, development, government, and academic communities are invited to this session, which will have a particular focus on how to strengthen collaboration in crisis response through information management tools and expertise from some of the leading private sector actors of the humanitarian response during Hurricane Melissa. The session aims to facilitate knowledge sharing on lessons-learned, promote trust between public and private sector actors, and explore practical ways businesses can contribute to humanitarian action.

PROGRAMME

14:00-14:05 Welcome and Opening Remarks

14:25-15:10 Panel Discussion

15:10-15:25 Panel Dialogue and Audience Q&A

16:20-16:30 Closing Remarks

ABOUT THE ORGANIZERS

OCHA-UNDP Connecting Business initiative (CBI)



Established and jointly managed by the [United Nations Office for the Coordination of Humanitarian Affairs](#) (OCHA) and the [United Nations Development Programme](#) (UNDP), CBI is dedicated working with local businesses to prepare for, respond to, and recover from disasters. CBI Member Networks are independent chambers of commerce, trade federations, business associations and private foundations that are ready, willing and able to lead private sector disaster management in their countries. CBI empowers local businesses to work hand-in-hand with governments, civil society, humanitarian organizations and affected people to alleviate human suffering while building more resilient societies. Learn more at connectingbusiness.org or email connectingbusiness@un.org.

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