

CASE STUDY: YAZIDI DISPLACEMENT, MOUNT SINJAR, NORTHERN IRAQ



PRODUCT: LifeSaver Cube

DATE: August 2014

PROJECT PARTNER:

UK Government: Department for
International Development (DFID)

 **LIFESAVER**
ESSENTIAL FOR SURVIVAL

OBJECTIVE:

To provide life-saving emergency assistance to 75,000 Yazidi people displaced in the Mount Sinjar region of Northern Iraq due to ISIL conflict.

PROJECT SUMMARY:

13,000 LifeSaver Jerrycans and LifeSaver Cubes were airdropped into the Mount Sinjar region of Northern Iraq over a four night period by two RAF C130's. The LifeSaver units were dropped full of water providing people on the ground with an immediate supply of clean, safe drinking water. The LifeSaver relief formed part of a wider response by DFID totalling over £2m of aid deployed in the immediate hours and days following the conflict situation unfolding. The robustness of LifeSaver products was a significant reason for the success of the relief effort; LifeSaver products remained intact following the airdrop, whilst bottled water dropped by other NGO agencies smashed on impact. The LifeSaver response was recognised widely as a huge humanitarian success.

RESULT:

75,000 internally displaced Yazidi people were provided a guaranteed supply of clean and sterile drinking water through the provision of LifeSaver technology. The LifeSaver Jerrycans and Cubes provided a sustained solution beyond the initial drop, forming a crucial and sustained part in the relief effort.

Justine Greening, Secretary of State for DFID

“The British people can be proud that much needed aid supplies from the UK are getting through to help vulnerable people in northern Iraq who are facing terrible conditions. After last night the RAF has successfully made seven drops, including thousands of containers filled with clean water that can also purify dirty water and hundreds of shelter kits to provide shade from the scorching heat.”