



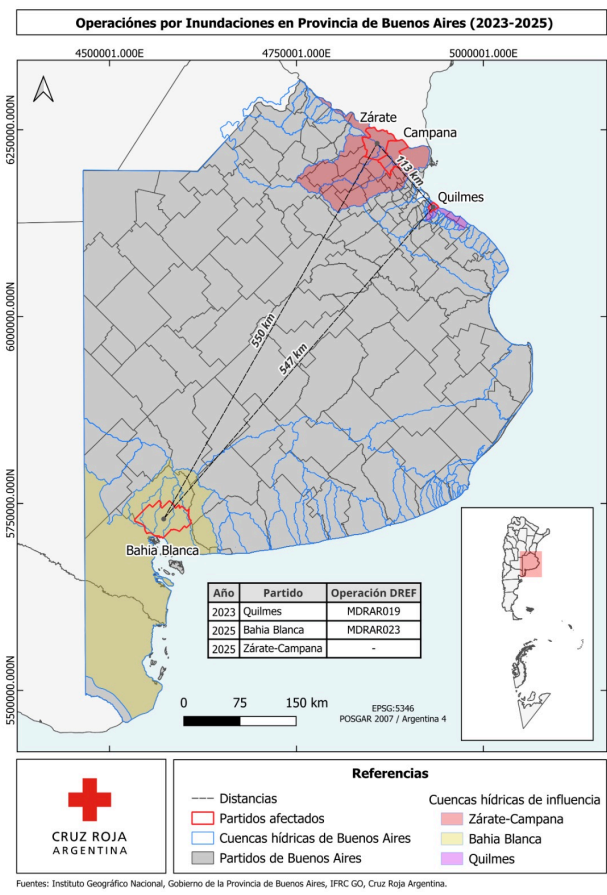
Floods in Campana, Buenos Aires. 17 May 2025. Source: Argentine Red Cross

|                                     |                                    |                                   |                               |
|-------------------------------------|------------------------------------|-----------------------------------|-------------------------------|
| Appeal:<br>MDRAR024                 | Country:<br>Argentina              | Hazard:<br>Pluvial/Flash Flood    | Type of DREF:<br>Response     |
| Crisis Category:<br>Yellow          | Event Onset:<br>Sudden             | DREF Allocation:<br>CHF 161,976   |                               |
| Glide Number:<br>-                  | People Affected:<br>250,000 people | People Targeted:<br>4,000 people  |                               |
| Operation Start Date:<br>26-05-2025 | Operation Timeframe:<br>4 months   | Operation End Date:<br>30-09-2025 | DREF Published:<br>27-05-2025 |
| Targeted Regions: Buenos Aires      |                                    |                                   |                               |

# Description of the Event

## Date of event

17-05-2025



Districts affected by the event (Zárate and Campana) and location in relation to Bahía Blanca.

## What happened, where and when?

On 15 May 2025, the National Meteorological Service (SMN), through its Early Warning System, issued an Orange Alert Level for the Metropolitan Area of Buenos Aires (AMBA) and the north of the province of Buenos Aires, due to forecasts of intense and persistent rains. In response, local and provincial authorities, together with community institutions, implemented preventive measures such as the cancellation of classes and mass outdoor events, the issue of public alerts, and reinforcement of risk communication systems.

During the early morning of 16 May 2025, several cities in the AMBA and the north of the province recorded extraordinary rainfall that caused smaller-scale local damage in cities such as Chacabuco and Chivilcoy, but as the hours went by, they intensified and as of Saturday, 17 May 2025, in some cases, they exceeded 350 mm in less than 12 hours. This accumulation caused a collapse in the urban and rural drainage systems, causing massive flooding, flash floods and serious difficulties for mobility, which implied the closure of national routes, the entry of water into homes, the interruption of basic services and forced the initiation of rescue and evacuation tasks that are still active.

On 17 May 2025, the SMN raised the Alert Level to Red due to the persistence of the rains and the worsening of the flood outlook. The flooding of rivers and streams in different basins – such as the Areco River, which affects Campana and surrounding areas – intensified the impacts of the event.

In total, more than 250,000 people would be experiencing some type of direct impact (damage to homes, interruption of services, displacement, etc.) or indirect (impossibility of leaving their homes, people stranded on roads and road corridors, etc.), in the northern and western corridors of the AMBA and the provincial interior.

In many urban and peri-urban areas, water entered homes with levels of more than 1.5 meters, forcing emergency evacuations and



considerable material losses, especially in Campana, in neighborhoods such as San Cayetano, Lubo, Las Acacias and Villanueva where pre-existing conditions of vulnerability and historical drainage problems caused accumulated rainfall of more than 400mm.



Areas affected in Campana. 17 May 2025. Source: Argentine Red Cross



National Society field assessment of the event. 17 May 2025. Source: Argentine Red Cross

## Scope and Scale

The Province of Buenos Aires has 307,571 km<sup>2</sup> surface and comprises 8 river basins that are not connected (Salado, Rio Areco, Arrecifes, Lujan, Reconquista, Matanza Riachuelo, Region Capital, and San Francisco). In previous cases, the floods happened in the Areco river, integrated by the cities of Zárate, San Antonio de Areco, Carmen de Areco, San Andrés de Giles, Exaltación de la Cruz, Chacabuco, Baradero and Salto. As a consequence of climate change, the raining is more prolonged and recurrent than in the past.

Campana (population: 94,000): On 16 May 2025–17 May 2025, extreme rainfall exceeding 350 mm in just a few hours caused widespread flooding. Approximately 40% of the population (around 37,600 people) was directly affected. Over 4,000 families (20,000 people) were evacuated, and at least 1,000 self-evacuated—a figure that continues to rise. Water levels reached up to 1.5 meters in neighborhoods such as San Cayetano, Las Acacias, and Lubo. At least one fatality and four missing persons have been reported. To dimension the scope of the event, according to meteorological authorities, rainfall throughout the month of May is usually between 70 and 100 millimeters in the AMBA region. Therefore, between 16 May 2025 and 17 May 2025, 80% of what usually rains during the whole month was recorded.

Eight Evacuation Centers have been established by the Municipality with support from the Argentine Red Cross and other actors. Some families remain stranded on rooftops or upper floors.

The district's health infrastructure suffered severe damage during the first 48 hours of the event. The municipal health centers were interrupted due to the entry of water, electrical damage and lack of supplies. The San José Municipal Hospital managed to maintain limited care with the use of generators, while the primary care units worked with reinforcements.

Regarding basic services, the situation at the time of the formulation of this Plan of Action is as follows:

- Electricity: 60% of users were without supply in the first 48 hours. It is currently being progressively restored.
- Natural gas: Service partially interrupted in flooded areas.
- Drinking water and sewers: Severely affected. In some neighborhoods, assistance with bottled water is required.
- Waste collection: Limited in areas still with stagnant water.



- Internet and telecommunications: Partial or intermittent service in most of the municipality.
- Road access: Continue to present limitations, especially routes 6 and 9, as well as neighborhood roads that remain cut off due to the accumulation of water and mud which complicates the arrival of humanitarian aid and the transport of equipment
  - Industry: At least two industrial plants in the port and production corridor are out of operation. Environmental authorities are monitoring to prevent technological incidents or hazardous spills.

More than 70% of the municipal response fleet and equipment were affected during the initial hours. The situation has overwhelmed local response capacity, prompting coordinated action by the Municipality, Provincial Civil Protection, the Federal Emergency Agency (AFE), and the Argentine Red Cross.

Zárate (population: 120,000): Approximately 48,000 people were affected, including households with water intrusion and those experiencing service disruptions (e.g., electricity, drinking water). Over 300 families (around 1,500 people) were evacuated. No official estimate is available on self-evacuated persons.

Other municipalities: At least 28 additional districts—including San Antonio de Areco, Arrecifes, Salto, Luján, and Quilmes—have been affected to varying degrees. Among them, Campana, Zárate, and Salto have recorded the most severe impact. Response operations remain active in Campana, which has the largest number of affected individuals.

It is also estimated that an additional 56,400 people across the affected areas are experiencing indirect impacts, such as partial service interruptions, limited mobility, and restricted access to health care and education. Currently, 3 people have been reported dead in this event.

## Source Information

| Source Name                                      | Source Link                                                                                                                                                                                                                                                                                                             |
|--------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. INDEC                                         | <a href="https://www.indec.gob.ar/ftp/cuadros/poblacion/cnphv2022_resu ltados_provisionales.pdf">https://www.indec.gob.ar/ftp/cuadros/poblacion/cnphv2022_resu ltados_provisionales.pdf</a>                                                                                                                             |
| 2. Media Infobae                                 | <a href="https://www.infobae.com/sociedad/2025/05/16/rigen-alertas-por-tormentas-en-buenos-aires-y-otras-6-provincias-como-seguira-el-clima-el-fin-de-semana/">https://www.infobae.com/sociedad/2025/05/16/rigen-alertas-por-tormentas-en-buenos-aires-y-otras-6-provincias-como-seguira-el-clima-el-fin-de-semana/</a> |
| 3. National Meteorological Services Social Media | <a href="https://www.instagram.com/p/DJ2JzsDxEqS/?hl=es-la&amp;img_index=1">https://www.instagram.com/p/DJ2JzsDxEqS/?hl=es-la&amp;img_index=1</a>                                                                                                                                                                       |
| 4. Media La Nacion                               | <a href="https://www.lanacion.com.ar/sociedad/inundaciones-en-buenos-aires-que-rutas-se-encuentran-cortadas-nid17052025/">https://www.lanacion.com.ar/sociedad/inundaciones-en-buenos-aires-que-rutas-se-encuentran-cortadas-nid17052025/</a>                                                                           |
| 5. Media Infobae                                 | <a href="https://www.infobae.com/sociedad/2025/05/16/las-tormentas-provocaron-inundaciones-en-varios-municipios-de-la-provincia-de-buenos-aires/">https://www.infobae.com/sociedad/2025/05/16/las-tormentas-provocaron-inundaciones-en-varios-municipios-de-la-provincia-de-buenos-aires/</a>                           |
| 6. Media Pagina 12                               | <a href="https://www.pagina12.com.ar/826512-el-temporal-sumergio-pueblos-y-barrios-enteros">https://www.pagina12.com.ar/826512-el-temporal-sumergio-pueblos-y-barrios-enteros</a>                                                                                                                                       |

## Previous Operations

|                                                                      |    |
|----------------------------------------------------------------------|----|
| Has a similar event affected the same area(s) in the last 3 years?   | No |
| Did it affect the same population group?                             | -  |
| Did the National Society respond?                                    | -  |
| Did the National Society request funding form DREF for that event(s) | -  |
| If yes, please specify which operation                               | -  |



If you have answered yes to all questions above, justify why the use of DREF for a recurrent event, or how this event should not be considered recurrent:

-

#### Lessons learned:

From past operations for Storms and Floods (MDRAR020, MDRAR021 and MDRAR023) the NS has taken measures to:

- + Review the status of mobile units and their suitability for the routes and terrain conditions
- + Inclusion of local branches in the planning processes for field activities
- + Establish clear organizational charts for operations, so that everyone knows them and knows whom to refer to
- + Review expiration dates of KITS to ensure they have a long duration, as much as possible
- + Plan and monitor collaboratively the operation with the IFRC CCD to report properly and guarantee logistical timeliness
- + Coordinate efficiently with the national, provincial and local governments to reach efficiency

Did you complete the Child Safeguarding Risk Analysis in previous operations, what was risk level? **No**

## Current National Society Actions

### Start date of National Society actions

17-05-2025

|                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Shelter, Housing And Settlements</b>        | The National Society currently supports temporary accommodation in the towns of Zárate and Campana, which house more than 3,000 people. Demand for temporary accommodation is fluctuating, and evacuation efforts are ongoing.                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Livelihoods And Basic Needs</b>             | The National Society has a National Livelihoods Program from which it is expected to carry out recovery actions after the first response.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Health</b>                                  | In evacuation centers, the National Society has provided first aid teams to relieve the work of the public system, additionally a first aid post was set up in the city of San Cayetano, within the Campana district, which has a great demand for healthcare.                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Water, Sanitation And Hygiene</b>           | Bottled water is currently distributed to the affected population and the National Society accompanies these distributions in some cases, mainly in temporary accommodation. Evaluations are in process.                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Community Engagement And Accountability</b> | The actions of the Argentine Red Cross are disseminated through social networks. In addition, there are communication mechanisms between the communities and the Red Cross, including a fixed point in San Cayetano, emails and a hotline. Regular meetings with communities are held in evacuation centers.                                                                                                                                                                                                                                                                                                                                 |
| <b>Coordination</b>                            | <p>The Argentine Red Cross actively participates in the Emergency Operations Center, set up in the city of Zárate, which is made up of municipal, provincial and municipal authorities. The local Crisis Committee continues in permanent session with the participation of the local, provincial, national and humanitarian organizations such as the Argentine Red Cross and community leaders, with the aim of articulating the response, prioritizing urgent needs and planning recovery actions.</p> <p>In addition, meetings are held with Mayors, Heads of Government and Directors of Civil Defense of the most affected cities.</p> |
| <b>Assessment</b>                              | In view of the meteorological alerts issued for the region and based on the constant monitoring carried out by the National Team for Risk, Emergency and Disaster Monitoring (ENMO), the Argentine Red Cross formally activated the monitoring protocol, initiating the processing of secondary information to support strategic decision-making.                                                                                                                                                                                                                                                                                            |

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|                                        | <p>At the same time, first responders were deployed in the affected areas, prompting the declaration of a Category 2 emergency, in accordance with the National Society's National Response Plan.</p> <p>The Humanitarian Observatory was activated immediately, making itself available to provide support in assessment and monitoring tasks. The assessments carried out include a rapid assessment conducted through the Emergency Needs Assessment (ENA) framework, complemented by direct field data collection from the most affected local branches</p> <p>In addition, the Undersecretary of Emergencies and Disasters of the Argentine Red Cross actively participates in the Emergency Operations Center (EOC), under the Incident Command System (SCI by its initials in Spanish), together with provincial and national authorities.</p> <p>Although important gaps persist in the management of information on the full extent of the impact, evaluations are still ongoing and are updated on an ongoing basis.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Resource Mobilization</b>           | <p>Financial institutions such as Banco Santander, which pledged economic support to sustain immediate actions.</p> <p>Local/national companies and digital applications such as "Pedidos Ya" – which has activated donation buttons in favor of the Argentine Red Cross – or Toyota Argentina through the offer of logistical support and mobile phone loans.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Activation Of Contingency Plans</b> | <p>On 16 May 2025, the ENMO was activated in view of the prevailing situation. On 17 May 2025, a Category 1 Emergency was formally declared in accordance with the National Society's National Response Plan, which was later elevated, due to the indicators, to a Category 2 Emergency.</p> <p>Currently, the National Society is responding to an Emergency Appeal for Social Crises at the country level, as well as a DREF operation for floods in Bahía Blanca that occurred in March of this year. Both operations provided the NS with experience in the comprehensive management of resources for emergency response.</p> <p>These new floods are concentrated in the AMBA and the north of the province, less than 150 kilometers from the Argentine Red Cross Headquarters and in proximity to the organization's Humanitarian Hub, located at the Ezeiza International Airport. This region has a high density of branches, logistical resources and trained volunteers, which has allowed rapid and extensive operational deployment to assist the most affected communities.</p> <p>The Argentine Red Cross has an updated national law that recognizes its auxiliary role with the public authorities in the humanitarian field, especially in emergency situations. In addition, the National Society is part of the National System of Integrated Risk Management (SINAGIR by its initials in Spanish) and maintains an active participation in coordination spaces such as the Federal Emergency Agency (AFE by its initials in Spanish). Its organizational structure includes an area specialized in emergency, crisis and disaster management, and is supported by a National Response Plan that guides response and early recovery actions in the face of critical events.</p> <p>According to its mandate and auxiliary role, the Argentine Red Cross remains committed to the provision of relevant and timely humanitarian services, consolidating itself as a key player in disaster preparedness and response in the country.</p> <p>The Ezeiza Humanitarian HUB also has its own stock and a minimum of IFRC pre-positioning, which allows immediate and efficient activations for the distribution of humanitarian assistance. In the currently affected area, there are at least 18 branches on alert, with volunteers trained in the last four years to intervene in emergencies, as well as various logistical resources ready to be mobilized.</p> <p>The Campana branch of the Argentine Red Cross, in the heart of one of the most impacted areas, has an active team of more than 20 volunteers. Although its own</p> |

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|                             | <p>building is temporarily unusable due to water ingress, response actions continue through alternative local coordination mechanisms. Within a radius of 200 kilometers, more than 500 volunteers belonging to nearby branches are available, which significantly reinforces the operational capacity in the face of this emergency.</p> <p>It should be noted that the National Society is planning an Early Warning Protocol for floods, which has strengthened its response capacities in this type of emergency, considering in addition to local capacities</p> |
| <b>National Society EOC</b> | <p>During the weekend, a EOC remained active at the Central Headquarters of the Argentine Red Cross. Meetings were held with all the technical teams of the National Society that included all the secretariats (support areas and technical areas).</p> <p>Regular meetings are held with branches, technical teams and volunteers involved.</p>                                                                                                                                                                                                                     |

## IFRC Network Actions Related To The Current Event

|                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|-----------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Secretariat</b>                      | <p>The International Federation of Red Cross and Red Crescent Societies (IFRC) has a Country Cluster Delegation (CCD) in Argentina, which provides assistance and support to the countries of the Southern Cone. This Delegation coordinates with both the Argentine Red Cross and the Department of Disasters and Crises of the IFRC regional office for the Americas based in Panama (ARO). The CCD supports the review and implementation of this action plan.</p> |
| <b>Participating National Societies</b> | <p>There are no Participating National Societies (PNSs) providing support for this operation.</p>                                                                                                                                                                                                                                                                                                                                                                     |

## ICRC Actions Related To The Current Event

|  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <p>The International Committee of the Red Cross (ICRC) maintains offices in Argentina. Beyond fulfilling its mandate, which involves working with authorities to integrate, implement and promote international humanitarian rule of law on the use of force, the ICRC focuses on improving the National Society's capacities to respond to emergencies in the midst of violence and crises. In addition, it offers Restoring Family Links (RFL) services. It has not yet provided specific support for the current emergency situation</p> |
|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

## Other Actors Actions Related To The Current Event

|                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|----------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Government has requested international assistance</b> | <p>No</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>National authorities</b>                              | <p>The 3 jurisdictional levels are currently intervening in the response (municipal, provincial and national).</p> <p>The province of Buenos Aires, through the Civil Defense, constituted on the same day of the event a EOC and an SCI in the municipality of Zárate, in which the Argentine Red Cross participates, and from which rescue efforts and the mobilization of different resources are coordinated. The province's Minister of Security is in the affected areas along with other provincial officials. The Governor of the province gave a press conference informing that the Provincial Government had all its ministries to support the current situation in this area. Additionally, helicopters from the province were made available and are carrying out rescue tasks and evaluations, while the police of the province of Buenos Aires collaborate with personnel and means such as trucks that support the evacuations. The Office of Accident Security has mobilized boats, rescue units, operational commands and other resources to contribute to the rescue and evacuation tasks and the Ministry of Health sent resources to the affected areas such as ambulances, medical personnel, among others.</p> |

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|                                                                                                                                                                                                                                                                                | <p>The National Government is part of the EOC through the Federal Emergency Agency (AFE) in coordination with the province of Buenos Aires. The national ministers of Security and Defense are on the ground and human resources have been provided through the federal forces including the Army, the Argentine Navy, the Gendarmerie, the Naval Prefecture, the Federal Police and Firefighters, in addition to activating the Federal USAR Brigade and other resources. In addition, the Ministry of National Security coordinated the deployment of the National System for Integrated Risk Management (SINAGIR), mobilizing resources and specialized personnel. Rescue teams, basic supplies and amphibious vehicles were also sent to access the most compromised areas.</p> <p>In the municipalities affected by the floods, there is more assistance being provided by the local public sector as well as the industrial parks corridor. As stated, the national government has activated the newly created Federal Emergency Agency (created after the emergency in Bahia Blanca in March) and has announced a CVA programme for most of the affected population (selection criteria yet to be published by the government).</p> <p>At the municipal level, all resources are dedicated to assisting evacuees through medical care, rescues, risk communication measures through different mass dissemination channels, preventive power cuts in the most affected areas, suspension of school activities and public transport until further notice.</p> |
| <b>UN or other actors</b>                                                                                                                                                                                                                                                      | <p>To date, a large number of civil society organizations (local and national) have been involved in the assistance.</p> <p>Some of them specialized in supporting rescue tasks, and the vast majority activating campaigns of in-kind and monetary donations, with a focus on immediate assistance supplies. Among them are Scout de Argentina, CADENA NGO, CASA Socorrismo and the Evacuation and First Aid Corps (CEPA).</p> <p>Companies like AySA (national water company) and others are distributing bottled water in enough quantities to address the population's needs, as per the reports presented by the EOC.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <p><b>Are there major coordination mechanism in place?</b></p> <p>A Crisis Committee is active, made up of all the agencies mentioned above, from which the coordination of the operation is being led by the provincial authorities. National Society participates in it.</p> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |

## Needs (Gaps) Identified



### Shelter Housing And Settlements

Recent floods in the AMBA, particularly in the municipality of Campana, have left a significant number of homes uninhabitable, forcing the displacement of hundreds of families. Formal evacuation centers have been set up and a growing number of informal and self-managed centers have been registered, which seek to provide an immediate response to the shelter needs of the affected population. The evacuation centers set up have some coordination challenges, however there are several efforts to be able to accompany the most affected families who are housed in them. There is health care, drinking water and minimum hygiene elements.

At the time of the formulation of this Action Plan, it is estimated that more than 8,000 people have been evacuated and self-evacuated throughout the affected region, of whom approximately 1,500 remain housed in collective centers, while many others are self-evacuated in the homes of relatives or in higher areas within the same neighborhood. It is expected that the stay in these spaces will be extended over the next few days, especially in areas where the water has not yet been completely drained, and the habitability of the homes is still compromised.

The impact has been severe on precarious housing and structural deficiencies, particularly in vulnerable neighborhoods, although damage has also been reported in middle-class sectors. Constructions made of light materials suffered total losses, including non-food goods and essential furniture. In some neighborhoods of Campana, the water exceeded a meter and a half in height in homes, with prolonged exposure for more than 24 hours.





## Health

Even as the health care system continues to operate, there has been a significant increase in demand for services, putting pressure on the ability to respond. Although the Provincial Government has activated and deployed the Integrated System of Health Emergencies (SIES), working in coordination with local authorities, gaps persist in pre-hospital care, especially in contexts of evacuation and temporary accommodation.

The need to strengthen first aid and primary care services in evacuation centers is identified, to decongest the health system and reduce unnecessary referrals. The Argentine Red Cross, in collaboration with the authorities, has begun to provide support in this area, but additional resources are required to ensure continued coverage.

Once the acute phase of the emergency has been overcome, it is considered necessary to carry out a specific health assessment to identify possible urgent unmet needs or humanitarian gaps, to guide actions for healthcare or complementary assistance.



## Water, Sanitation And Hygiene

In the areas affected by the floods, especially in the municipality of Campana and nearby cities, access to drinking water is compromised due to damage to the supply infrastructure. Although partial progress has been made in some sectors, shortcomings persist that limit regular and safe access to water.

Urgent needs for continuous distribution of safe water are identified, particularly in the most impacted neighborhoods. In addition, it is essential to provide basic hygiene supplies and establish temporary sanitation solutions, especially in evacuation centers and areas with limited access to basic services.

Given the changing nature of the emergency, constant monitoring of the water and sanitation situation is required to detect new gaps and adapt responses according to the evolving context.

There are also limitations in local capacity to produce or distribute drinking water on a large scale, underscoring the need for external support to strengthen the response in this sector.



## Protection, Gender And Inclusion

The recent floods have had a significant impact on populations that were already facing situations of vulnerability. Although the available data are still limited, the first observations in the evacuation centers and the fieldwork of the Argentine Red Cross teams indicate a considerable presence of elderly people, people with disabilities, women heads of household and children in situations of displacement or severe affectation.

In this context, the National Society has defined that all assistance and early recovery actions are implemented with a cross-cutting approach of Protection, Gender and Inclusion (PGI), with special attention to the identification and reduction of protection risks and barriers to access to services.

The overcrowded conditions in some evacuation centers, coupled with the scarcity of adapted spaces, reinforce the need to consider specific protection measures, especially for women, children and people with physical disabilities. In particular, the lack of full accessibility has been identified in many collective accommodation spaces, which hinders the autonomy of people with disabilities or the elderly.

The need to prevent possible risks of violence in evacuation centers is identified, especially in those that are implemented informally and self-managed by the population. At the same time, specific needs associated with the population of pregnant and postpartum (lactating) women directly affected are recognized.

The active identification of protection risks will continue, in coordination with state response mechanisms and other humanitarian actors, to adequately refer cases that exceed the direct response capacity of the Argentine Red Cross.



## Community Engagement And Accountability

Since the onset of the floods, an urgent need has been identified to strengthen the active participation of affected communities in identifying their needs and priorities for assistance. It is necessary to establish accessible mechanisms for information, consultation and feedback that allow the population to express their concerns, comments or complaints.

It is crucial to promote the active participation of communities in decision-making related to humanitarian response through the set up of community committees, participatory consultations, and the integration of communities in the planning and implementation processes of response actions.

## Operational Strategy

### Overall objective of the operation

Through this Action Plan, the Argentine Red Cross aims to provide humanitarian assistance to 4,000 people in the community of San Cayetano, in the district of Campana, severely affected by the recent floods. The intervention includes, in a first stage, the provision of first aid and support during the emergency, and later, the accompaniment in the process of returning to homes through the distribution of basic necessities, with special emphasis on shelter items, hygiene kits, cleaning and elements for immediate accommodation. It needs to be noted that affected communities will be informed, consulted and will participate throughout the implementation via feedback, community consultations and key messages.

### Operation strategy rationale

The Argentine Red Cross has designed its response strategy based on rapid assessments conducted through its Emergency Needs Assessment (ENA) framework, complemented by direct field data collection from the most affected local branches. This strategy is shaped by the magnitude of the recent flash floods in the Metropolitan Area of Buenos Aires (AMBA), particularly in Campana, where unprecedented rainfall—over 350mm in just a few hours—overwhelmed infrastructure and displaced thousands.

The operation prioritizes immediate humanitarian assistance in the district of Campana, with a specific focus on the San Cayetano neighborhood. This area was identified as the most critically impacted due to a combination of factors: prolonged submersion of homes, inadequate drainage infrastructure, pre-existing vulnerabilities, and the slow rate at which floodwaters are receding. These contextual realities need a geographically focused approach to maximize impact and ensure efficient use of resources.

The selection of Campana as the operational center is further supported by the local presence of the National Society's trained volunteers, existing logistical capacity, and proximity to the organization's national headquarters and Humanitarian Hub in Ezeiza. These elements allow for a rapid and sustained deployment of assistance without compromising ongoing operations elsewhere in the country.

The most urgent needs identified are access to safe shelter, primary health care, clean water and sanitation, and community-based protection. Many families have lost their homes or are living in collective centers with limited resources. There is an immediate need to support basic living conditions while maintaining dignity and safety, particularly among the most vulnerable: elderly individuals, children, women heads of household, people with disabilities, and those with pre-existing health conditions.

The strategy emphasizes a phased, needs-based approach. Initially, it focuses on emergency support to stabilize affected populations. Subsequently, efforts will transition toward recovery, including support for returning home and re-establishing safe living conditions. The entire approach is grounded in community engagement and accountability, ensuring that affected populations are involved in identifying needs and guiding response actions.

Operational decisions were also informed by lessons learned from past National Society's operations, including flood responses in Corrientes in 2024 and Bahía Blanca (Buenos Aires) in 2023. These lessons underscored the importance of strong coordination structures, readiness of local branches, and pre-positioned supplies. The National Society's integration in national coordination mechanisms (such as SINAGIR and the Federal Emergency Agency) further strengthens its capacity to act as a bridge between communities and state-led interventions.

The strategy accounts for multiple influencing factors: the fast-onset nature of the emergency, disrupted access routes, overlapping vulnerabilities, and the likelihood of recurrent rainfall events. As such, the operation remains adaptable and grounded in real-time evaluation, allowing for agile adjustments based on evolving needs and logistical constraints.

In summary, the operation's rationale rests on a localized, multi-sectoral response guided by vulnerability analysis, real-time assessments, and its operational strengths. It is designed to protect lives, restore dignity, and facilitate early recovery, while maintaining flexibility to address unforeseen challenges.



# Targeting Strategy

## Who will be targeted through this operation?

The operation will focus on providing assistance to 4,000 people (equivalent to 800 families) who have been directly affected by the flood and who have suffered total or partial damage to their homes. It is important to note that this group does not include those families who have experienced minor damage or prolonged power outages, except for those who have difficulties or pre-existing vulnerabilities.

## Explain the selection criteria for the targeted population

- Families whose homes have suffered considerable damage, total or partial destruction due to the disaster.
- Families who have had to be evacuated or self-evacuated due to the floods.
- Families with at least one member under 7 years of age, people over 60 years of age, pregnant and postpartum women, and/or people with disabilities, due to their greater vulnerability to emergency situations.
- Families who are not receiving direct assistance from other organizations to avoid duplication of efforts and ensure that assistance reaches those who need it most.

The needs of all population groups will be considered, taking into account age, sex, gender and people with disabilities or special needs or requirements.

## Total Targeted Population

|                           |       |                                      |     |
|---------------------------|-------|--------------------------------------|-----|
| Women                     | 1,800 | Rural                                | 10% |
| Girls (under 18)          | 500   | Urban                                | 90% |
| Men                       | 1,400 | People with disabilities (estimated) | 7%  |
| Boys (under 18)           | 300   |                                      |     |
| Total targeted population | 4,000 |                                      |     |

## Risk and Security Considerations (including "management")

|                                                                                                         |                                                                                                                       |
|---------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|
| Does your National Society have anti-fraud and corruption policy?                                       | Yes                                                                                                                   |
| Does your National Society have prevention of sexual exploitation and abuse policy?                     | Yes                                                                                                                   |
| Does your National Society have child protection/child safeguarding policy?                             | Yes                                                                                                                   |
| Does your National Society have whistleblower protection policy?                                        | Yes                                                                                                                   |
| Does your National Society have anti-sexual harassment policy?                                          | Yes                                                                                                                   |
| Please analyse and indicate potential risks for this operation, its root causes and mitigation actions. |                                                                                                                       |
| <b>Risk</b>                                                                                             | <b>Mitigation action</b>                                                                                              |
| Local volunteers affected by the impact of the flood.                                                   | Support to the Argentine Red Cross teams in all the lines of intervention proposed in this Action Plan. Deployment of |

|                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                    |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                                                                                                                                                                      | personnel from nearby branches at the AMBA, allocating a greater budget for mobilization.                                                                                                                                                                          |
| Available resources are insufficient to cover the needs of the entire affected population.                                                                                                                                                                           | Various communication channels and contact mechanisms with the National Society will be disseminated in all NS activities with the aim of identifying the areas and populations most affected and directing assistance to areas not reached by other organizations |
| Many ongoing operations that stressed the capacity and wellbeing of OpsManagers                                                                                                                                                                                      | Provision will be made to incorporate staff to the emergency response team                                                                                                                                                                                         |
| New rains or storms that hinder operational logistics.                                                                                                                                                                                                               | Monitoring of activities from the Emergency Secretariat through its ENMO and constant communication with the National Meteorological Service, contemplating potential immediate actions to be taken.                                                               |
| Volunteering exposed to vector-borne diseases.                                                                                                                                                                                                                       | Provision of the corresponding protective equipment for the development of activities, constant monitoring of the health of personnel in the field and direct coordination with local health authorities.                                                          |
| Delays in receiving required humanitarian aid items.                                                                                                                                                                                                                 | Immediate involvement of the logistics team in the strategy of purchasing/transferring inputs to meet the established operational deadlines.                                                                                                                       |
| <b>Please indicate any security and safety concerns for this operation:</b>                                                                                                                                                                                          |                                                                                                                                                                                                                                                                    |
| Areas no to be entered by nightfall. National Society teams have identified difficulties in accessing some areas of the flooded area due to water levels and obstructed roads, in addition to high levels of current that transformed streets into dangerous rivers. |                                                                                                                                                                                                                                                                    |
| Has the child safeguarding risk analysis assessment been completed?                                                                                                                                                                                                  | <b>No</b>                                                                                                                                                                                                                                                          |

## Planned Intervention



### Shelter Housing And Settlements

**Budget:** CHF 44,423

**Targeted Persons:** 4,000

### Indicators

| Title                                    | Target |
|------------------------------------------|--------|
| # of people reached with shelter support | 4,000  |

### Priority Actions

- Tarpaulins distribution
- blankets distribution
- kitchen kits distribution
- shelter tool kits distribution





## Health

**Budget:** CHF 5,436

**Targeted Persons:** 4,000

### Indicators

| Title                                                    | Target |
|----------------------------------------------------------|--------|
| # of people reached with first aid and pre-hospital care | 2,500  |
| # of people reached by community health promotion        | 4,000  |

### Priority Actions

- First Aid Assistance in all activities of the operation.
- Health promotion and primary care activities.



## Water, Sanitation And Hygiene

**Budget:** CHF 58,669

**Targeted Persons:** 4,000

### Indicators

| Title                                                 | Target |
|-------------------------------------------------------|--------|
| # of people reached with hygiene promotion activities | 4,000  |
| # of people receiving hygiene items                   | 4,000  |
| Number of people receiving cleaning items             | 4,000  |

### Priority Actions

- Activities to promote hygiene and access to water
- Distribution of hygiene kits
- Distribution of cleaning kits



## Community Engagement And Accountability

**Budget:** CHF 2,343

**Targeted Persons:** 4,000

### Indicators

| Title                                                                                                                   | Target |
|-------------------------------------------------------------------------------------------------------------------------|--------|
| % of respondents who feel that National Society support/services meet their most important needs/provide useful support | 80     |

## Priority Actions

- Post-distribution monitoring surveys.
- Dissemination of key information and messages.
- Continuous assessment of the situation through focus groups, surveys, etc (KoBo surveys). These instruments will guide decision making through a progressive feedback loop.
- Design and printing of dissemination materials
- Implementation of close monitoring and feedback through digital platforms (Monday)
- Uphold PGI standards through inclusive participation in evacuation centers and addressing protection risks through community consultations\*



## Secretariat Services

**Budget:** CHF 4,761

**Targeted Persons:** 0

## Indicators

| Title                             | Target |
|-----------------------------------|--------|
| # Monitoring missions implemented | 1      |
| # Monitoring meetings held        | 4      |
| # reports dully presented         | 2      |

## Priority Actions

PMER Support services through:

- Monitoring and Evaluation of the operation
- Support in the preparation and review of reports to the National Society



## National Society Strengthening

**Budget:** CHF 46,345

**Targeted Persons:** 0

## Indicators

| Title                                                                                             | Target |
|---------------------------------------------------------------------------------------------------|--------|
| # of volunteers provided with adequate protection, safety and support equipment for the emergency | 150    |
| # of lessons learned workshops held                                                               | 1      |

## Priority Actions

- Procurement and distribution of protective and visibility equipment for volunteers.
- Monitoring missions.
- Audiovisual recording missions.
- 1 Lessons Learned Workshop
- Hiring of 1 Field Coordinator.
- Hiring of 1 First Aid Coordinator



# About Support Services

## How many staff and volunteers will be involved in this operation. Briefly describe their role.

The Argentine Red Cross has a National Response Plan that establishes the processes and stages of alert, emergency and mobilization in general. The National Society has more than 6,000 volunteers, with a notable concentration in the AMBA. In the last three years, more than 500 volunteers have received training in emergency response in this region of the country.

An Emergency Coordinator will be hired to support the DREF operation in the operational processes of field activities. A First Aid Coordinator will also be incorporated.

At least 150 volunteers may be mobilized to the field for various activities, in addition to the Headquarters staff who will support the operations. Depending on operational needs and the contextual situation, human resources deemed appropriate for early recovery will be mobilized. Priority will be given to the mobilization of volunteers from nearby branches that have logistical capacity and training in emergencies. In addition, based on the experience gained in operations that included Water, Sanitation, Hygiene Promotion, Health, CVA and PMER, specialist volunteers will be mobilized from AMBA branches and other parts of the country, mainly by land.

In recent months, various economic measures of the National Government have caused significant increases of fuel and vehicle maintenance, which have increased by up to 100% or more. It is not ruled out that these costs will continue to increase during the operation.

For each activity in the field, the corresponding training will be carried out, emphasizing community support and transparency in the planned actions. In all cases, volunteer rotations will be carried out in mission periods of less than two weeks, within the framework of the volunteer care processes, considering all costs related to accommodation, meals, transportation and insurance, where applicable.

The National Society has several support teams, included in its Response Strategy, such as the National Emergency Team (ENE by its initials in Spanish) and the ENMO. In recent operations, these teams have been shown to be a good practice and provide significant support to teams in the field, especially in terms of security, administrative and operational management, by mobilizing volunteers from these teams to Headquarters and the field. Both teams have members in various parts of the country, so mobilizations by plane and accommodation will be planned in areas near the Headquarters in Buenos Aires to support this operation.

In addition, Volunteer Technicians from the ENE will be deployed to assist the local branch in coordination tasks in the field and in the territorial network of integral coordination. Likewise, the ENMO will be mobilized to support the information management and monitoring tasks, as well as contribute to the analysis of risks.

## Does your volunteer team reflect the gender, age, and cultural diversity of the people you're helping? What gaps exist in your volunteer team's gender, age, or cultural diversity, and how are you addressing them to ensure inclusive and appropriate support?

The National Society volunteer team will be selected to reflect gender, age and cultural diversity contextualized to the local communities.

## If there is procurement, will it be done by National Society or IFRC?

The IFRC stock located at the Humanitarian Hub located in the International Airport of Ezeiza will be used and replenished by this operation by the Logistics Unit in coordination with the CCD.

Additionally, purchases including clothing, supplies and personal protective equipment, will be managed and made directly by the Argentine Red Cross. The National Society has recently certified the OCAC assessment process and follows the IFRC's WPP procedures.

The Argentine Red Cross has an Undersecretariat of Logistics and Systems that oversees the procurement area, having the capacity to procure locally available supplies. In addition, it has a Humanitarian Hub at Ezeiza International Airport (Buenos Aires).

The vehicles of the branches and the entire fleet of the headquarters are in pre-positioned condition, as are all the logistical resources of the National Society:

- More than 15 4x4 vehicles.



- More than 25 single-wheel drive vehicles.
- 2 passenger transport units.
- 3 vans for cargo transport.
- 11 trailers for various purposes (toilets, kitchens, etc.).
- Unmanned aerial vehicles (UAVs).

## How will this operation be monitored?

The planning, monitoring, evaluation and reporting of the operation will be the responsibility of the Secretariat of Emergencies and Disasters of the National Society. A report will be submitted in the second month of the operation and another at the end of it. At the end of the operation, a lessons learned workshop will be held, in person or remotely, and the IFRC Secretariat will be invited to participate as an attendee. In addition, the Secretariat will supervise the development of the actions proposed for this DREF operation.

## Please briefly explain the National Societies communication strategy for this operation

The National Society has extensive experience in communication in emergency contexts, including supporting several National Societies in the region. For this purpose, it has a National Communication Directorate that manages the National Society's social networks and relations with the media. In this regard, to disseminate the humanitarian action of the National Society and strengthen the processes of community engagement and accountability, different activities will be carried out, including:

- Audiovisual recording of the main activities of the operation.
- Production and editing of testimonial and audiovisual accountability pieces.
- Printing of multi-threat communication pieces.
- Development of community consultation tools, with permanent contact with the Red Cross.
- Design of a final feedback product of the operation to be presented to the community and strategic partners. This will promote accountability and learning through activities and results adjustments.
- Creation of a digital audiovisual record (on-line folder) of the operation.
- Review and development of key messages for volunteers in the field and references for the execution of the response strategy.
- Press actions to accurately disseminate the activity to different audiences and subsequent press clipping (subject to an analysis of the situation).



# Budget Overview



## DREF OPERATION

MDRAR024 - Argentine Red Cross  
Argentina: Flash floods

Operating Budget

| Planned Operations                              | 110,871 |
|-------------------------------------------------|---------|
| Shelter and Basic Household Items               | 44,423  |
| Livelihoods                                     | 0       |
| Multi-purpose Cash                              | 0       |
| Health                                          | 5,436   |
| Water, Sanitation & Hygiene                     | 58,669  |
| Protection, Gender and Inclusion                | 0       |
| Education                                       | 0       |
| Migration                                       | 0       |
| Risk Reduction, Climate Adaptation and Recovery | 0       |
| Community Engagement and Accountability         | 2,343   |
| Environmental Sustainability                    | 0       |
| Enabling Approaches                             | 51,106  |
| Coordination and Partnerships                   | 0       |
| Secretariat Services                            | 4,761   |
| National Society Strengthening                  | 46,345  |
| TOTAL BUDGET                                    | 161,976 |

all amounts in Swiss Francs (CHF)





# Contact Information

For further information, specifically related to this operation please contact:

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[Click here for the reference](#)

