

IMPACT

2021 – A YEAR IN REVIEW



Don Kanak
Chairman,
Prudence Foundation

“

In 2021, Prudence Foundation was able to expand our flagship programmes across Asia and Africa, furthering Prudential's mission of helping people get the most out of life. I want to extend heartfelt thanks to our partners everywhere for your support and guidance, which makes all our work possible. Below we share some of the fruits of our work together in 2021.

We look forward to continued collaboration in 2022 and beyond – creating more healthy, secure and resilient communities across Asia and Africa.

”

MAKING FINANCIAL LITERACY ACCESSIBLE FOR ALL CHILDREN

CHA-CHING

CHACHING

EARNSAVESPENDDONATE



We have a longstanding commitment to make financial literacy accessible to children. Despite the ongoing COVID-19 environment in 2021, we were able to drive Cha-Ching initiatives across our markets, both physically and digitally. Here are some of our key milestones:

IN ASIA

35m
households reached
daily via Cartoon Network

870k
students reached
through curriculum*

23k
teachers trained
through curriculum*

* Cumulative from start of programme to academic year ending in 2021

Global Money Week 2021

Prudence Foundation and Prudential businesses took part in the 2021 Global Money Week to raise awareness on the importance of financial literacy for youth.

1st GLOBAL CAMPAIGN ACROSS LBUS
11 COUNTRIES PARTICIPATED
660k PEOPLE REACHED IN THE CAMPAIGN



KEY PARTNERS →



What is Global Money Week?

Global Money Week (GMW) is organised by the Organisation for Economic Co-operation and Development (OECD), and takes place annually in March. This global awareness platform helps ensure young people, from an early age, are financially aware, as well as acquire the knowledge and skills to make sound financial decisions.

The event centers around a theme. In 2021 it was **'Take care of yourself, take care of your money'** which highlights financial well-being and staying healthy in the COVID-19 context.



Independent review

An independent review was completed on the Cha-Ching curriculum validating the positive impact of Cha-Ching.

Data collected from:

200k PRIMARY SCHOOL STUDENTS

5 COUNTRIES

Findings from global financial literacy expert, Dr. Adele Atkinson:



*"Analysis shows that students achieve **higher scores** on knowledge, attitude, and behaviour after participating in Cha-Ching than they did before."*

*"Impact on financial knowledge is **higher** than is typical for developed economies."*



Cha-Ching Financial Accreditation

The online Cha-Ching Financial Accreditation (CCFA) has successfully continued into its second year now with:

8.7k TEACHERS REGISTERED

4.8k TEACHERS COMPLETED ASSESSMENT (ACROSS PHILIPPINES, INDONESIA AND VIETNAM)

What is CCFA?

This online assessment was developed in alignment with the OECD Core Competencies Framework on Financial Literacy for Youth and the ASEAN Teachers Competency Framework and endorsed by educational authorities. It recognises the achievement of teachers and educators in delivering Cha-Ching, improving financial literacy and creates an ecosystem for professional development.

Expansion into Africa

We partnered with Junior Achievement Africa to bring Cha-Ching to:

7.6k PRIMARY SCHOOL STUDENTS

4 COUNTRIES



It was the **1st** successful year of teacher-led implementation in Ghana, Nigeria, Uganda and Cote D'Ivoire.

SAFE STEPS



SAFESTEPS

SAFESTEPSROADSAFETYAFRICA

SAFESTEPSKIDS

SAFE STEPS aims to be one of the leading health and safety programmes in Asia and Africa. In 2021, we continued to expand the programme into new markets and with new partnerships, ensuring more people have access to life saving information and action to build more resilient communities.

KEY PARTNERS →



REACH

Over **100m** people reached per month

Across **17** markets in Asia and Africa

IN AFRICA

Activations in 4 countries



Activation in **Côte d'Ivoire** reaching over **5m** people



Activation in **Ghana** together with local government's 'Arrive Alive' campaign



New media partnership in **Kenya** with NMG agreed for 2022 to promote Road Safety



Sensitisation campaign with Road Traffic Safety Agency in **Zambia** reaching **8m** people.

COVID-19

+CIFRC

In support of efforts around COVID-19 across the continent, a Risk Communication and Community Engagement (RCCE) workplan was co-developed with **IFRC Africa** to address misinformation and vaccine hesitation across the region.

HIGHLIGHTS →

6 VIDEOS DEVELOPED FEATURING DR. BEN ON TOPICS OF COMMUNITY CONCERNS

+CIFRC USED BY IFRC NATIONAL SOCIETIES ACROSS AFRICA

5 MARKETS ENGAGED LOCAL RED CROSS TO DEVELOP PLANS

SAFE STEPS KIDS

Reach in Asia

35m

households reached daily via Cartoon Network

23m

people reached via social media*

5.5m

views through video*

7k

Children reached through school activation*

* Cumulative from the start of the programme

"Be Clean, Be Cool" campaign



Launched "Be Clean, Be Cool" campaign featuring Cartoon Network all stars cast to promote hygiene and prevent the spread of COVID 19 to children.

This was developed in partnership with International Federation of Red Cross and Red Crescent Societies (IFRC).



Road Safety in Vietnam



Prudential Vietnam partnered with Asia Injury Prevention Foundation to implement a holistic SAFE STEPS Kids Road Safety programme in two provinces in 2020 and 2021.

Reach:



2.7k

STUDENTS BENEFITTED

IMPACT →

AVG HELMET-WEARING RATE INCREASED	26% >	88%
STUDENTS ROAD SAFETY KNOWLEDGE IMPROVED	9% >	59%
PEDESTRIAN BEHAVIOUR IMPROVED	78% >	97%
ZEBRA CROSSING BEHAVIOUR IMPROVED	18% >	76%

** From a pre/post-programme survey evaluation for kids who completed the course in the two provinces in 2020 and 2021

SAFE STEPS D-TECH AWARDS

SAFESTEPS

DTECHAWARDS



The second global SAFE STEPS D-Tech (Disaster Tech) Awards successfully took place in 2021 continuing our ambition to find, fund and support technology innovations that saves lives in disasters.

KEY PARTNERS →



SUCCESSES

1st



AWARDS HELD VIRTUALLY AMIDST THE PANDEMIC

58



SUBMISSIONS FROM ACROSS THE GLOBE

4



FINALISTS RECEIVING CASH PRIZES ACROSS TWO CATEGORIES

AWARDS TOTAL PRIZE POOL



US\$200k

41



STRATEGIC PARTNERS (VS 21 IN 2019)

130



MEDIA OUTLETS REACHED TO BUILD AWARENESS AND LEADERSHIP IN THE D-TECH SECTOR



We strive to encourage innovation and catalyse financial investments in **disaster tech** and help save lives."

WINNER HIGHLIGHTS



ECOWORTH TECH

Award Category: For-Profit

Creates a **Carbon Fibre Aerogel (CFA)** sponge that is capable of cleaning waters following an oil spill.



STIMSON CENTER

Award Category: Non-Profit

Their **Mekong Dam Monitor** leverages satellite imagery and remote sensing data to monitor water levels in dams. This prepares downstream communities for flooding or water supply disruption.

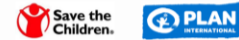
SAFE SCHOOLS

SAFESCHOOLS # CSSF



Prudence Foundation continued supporting the implementation of Safe Schools in partnership with Save the Children and Plan International in three countries, focusing on disaster risk management and capacity building in schools and the local community.

KEY PARTNERS →



ACHIEVEMENTS IN 2020-2021

Thailand

50 SCHOOLS IN CHIANG RAI PROVINCE

7k STUDENTS AND TEACHERS TRAINED DIRECTLY

STANDARDS AND CERTIFICATION ESTABLISHED WITH GOVERNMENT

CLIMATE CHANGE ADAPTATION INTEGRATION

Cambodia

2 PROVINCES COVERED

60 SCHOOLS

27k STUDENTS, TEACHERS AND COMMUNITY MEMBERS REACHED

Philippines

3 ADMINISTRATIVE REGIONS COVERED

22 SCHOOLS

16k ADULTS, STUDENTS AND COMMUNITY MEMBERS REACHED

Since 2013, Safe Schools has trained 141k children and 50k adults.

Did you know?

200m children each year will be affected by disasters in the coming decades *

* Disaster Impacts on Education in the Asia Pacific Region in 2015, Save the Children

Comprehensive Safe School Ecosystem in the Philippines

PF supports the Department of Education in the Philippines to develop and implement a Comprehensive Safe School Ecosystem – a Disaster Risk Reduction Management Information System and Capacity Building platform that integrates into the national education system.

4 YEAR PROJECT (2019-2023)

47k SCHOOLS

20m STUDENTS BENEFIT NATIONWIDE

What is CSSF or Comprehensive Safe Schools Framework?

Comprehensive Safe Schools is a global framework that aims to build education resilience against the impact of disasters, and ensure learning continuity.

RADaR mobile app



What is the RADaR app?

Launched nationwide early in 2021 together with Save the Children and the Philippines Department of Education, the Rapid Assessment of Damages Report (RADaR) mobile app was created to facilitate real time school-level reporting after an emergency or any hazard impact, to provide rapid information on schools' situation and needs.

Since its launch in April 2021, it has been used by:

21k SCHOOLS

37k REPORT SUBMISSIONS

IN **8** DISASTER EVENTS

RESULT → A more **timely and efficient response** from the Government, for education continuity

Global framework revision



With pandemic and emerging threats such as climate emergencies impacting education resilience and continuity, PF supports the revision of the Global Safe Schools Framework to include an **All-Hazards** approach (natural, man-made, climate and health) to safeguard education for the children.

The revised framework is expected to be completed in **Q1, 2022**.

Did you know:

1.6b students had their education disrupted by COVID-19 at its peak.

* Disaster Impacts on Education in the Asia Pacific Region in 2015, Save the Children

EARLY CHILDHOOD DEVELOPMENT



ECD # NURTURINGCARE

This year, we continued to tackle challenges that impact children's early development with CDRF in China and UNICEF in other places. Early interventions in a child's development can lay the foundation for health, wellbeing, and behaviour and professional achievements through to adulthood.

KEY PARTNERS →



ACHIEVEMENTS

Best Start in Life



REGIONAL GUIDELINE ALIGNED WITH THE NURTURING CARE FRAMEWORK DEVELOPED



4 COUNTRY RAPID ASSESSMENTS OF ECD SERVICES COMPLETED



SOCIAL BEHAVIOUR CHANGE COMMUNICATION STRATEGY ON HOLISTIC ECD DEVELOPED AND PILOTTED IN INDONESIA, REACHING **30,000** PARENTS AND **60,000** CHILDREN.

Rural Education and Child Health



Parenting programme in Leibo County, China to improve children's holistic development.

REACH →

4 TOWNSHIPS

27 VILLAGES

42k HOME VISITS

3.5k CHILDREN BENEFITTED

School Nutrition



Improving the quality and standards of school nutrition in poverty stricken areas of Yunnan province in China.

REACH →

4 COUNTIES

121 SCHOOLS

59k STUDENTS MONITORED ON NUTRITION INTAKE

REGIONAL VOLUNTEERING



PRUVOLS

VOLUNTEERING

Prudence Foundation manages the Regional Volunteers Programme to provide assistance to communities in times of disaster. Faced with challenges by COVID-19 in 2021, we were able to continue providing support by partnering with Médecins Sans Frontières in a **virtual mapathon**. We look forward to holding more mapathons throughout 2022.

OBJECTIVE



To map missing places in Sabon Birni and Illela of Nigeria.

What is a virtual mapathon?

A virtual mapathon brings volunteers across the globe together to digitally connect and map the most vulnerable places in the world so that communities, governments, and NGOs can better respond to crises affecting these areas.

HIGHLIGHTS

1st VIRTUAL MARATHON

2 SESSIONS

174 PARTICIPANTS

20 MARKETS ENGAGED (Asia, Africa & UK)

RESULTS

7k BUILDINGS MAPPED

552 NUMBER OF HOURS VOLUNTEERED BY PARTICIPANTS

Post-event survey showed:

95%

ENJOYED THE MAPATHON AND FOUND IT REWARDING

95%

WOULD RECOMMEND THEIR COLLEAGUES JOINING IN FUTURE

IN PARTNERSHIP WITH



Who are Medecins Sans Frontières?

Médecins Sans Frontières (MSF or 'Doctors Without Borders') is an international, independent, medical humanitarian organisation. It delivers emergency aid to people affected by armed conflict, epidemics, natural disasters and exclusion from healthcare.

SUPPORTING OUR COMMUNITIES THROUGH THE PANDEMIC

COVID-19 RELIEF FUND



COVID19RELIEFFUND

WEDOGOOD

Prudence Foundation together with Prudential plc relaunched the COVID-19 Relief Fund in 2021. The funds were distributed to Prudential's businesses in Asia and Africa to support projects that address the immediate social and economical impacts of the pandemic.

IMPACT

DISTRIBUTED OVER →

US\$1.9m

ACROSS →

14 markets

18 business units

22 projects



Since 2020, an accumulative **US\$4.5m** of funds was made available to support COVID-19 relief.

“ Prudence Foundation is excited to partner via the 2021 Covid-19 Relief Fund with Prudential colleagues across Asia and Africa. The creativity and commitment of each of us, working together, can make our communities healthier and more secure during the pandemic. ”

- Don Kanak, Chairman of Prudence Foundation