



Regional

Winners of Inaugural Disaster Tech Innovation Competition Announced!

In June, Prudence Foundation and AVPN—a network of funders supporting social investments across Asia—announced the winners of three grants totaling US\$150,000 for the inaugural Disaster Tech Innovation Competition.

FieldSight took home the First Prize for its mobile platform which supports disaster reconstruction activities, securing them a grant of US\$100,000 to support the implementation and scaling up of its Disaster Tech solution.

SeismicAI was named the First Runner-up, winning US\$30,000 for its AI-powered early warning system that detects seismic activity within two seconds. PetaBencana.id, the Second Runner-up, was awarded US\$20,000 for its web-based platform that produces megacity-scale visualisations of disasters leveraging social media to crowd-source data for real-time reporting to assist the government.

“We are confident the technologies from our finalists will make a difference in helping communities in Asia be better prepared and recover faster from the devastation of natural disasters. We are grateful to all our partners who supported the competition” said Prudence Foundation’s Chairman Donald Kanak.



SAFE STEPS

SAFE STEPS Kids Launched!

Prudence Foundation, in partnership with Cartoon Network and the International Federation of Red Cross and Red Crescent Societies, launched the SAFE STEPS Kids programme in the Philippines on 5 July at Manila Ocean Park.

SAFE STEPS Kids is a new safety awareness programme leveraging well-known cartoon characters that aims to equip millions of children with actionable information designed to save lives in the event of emergencies or disaster situations. The initiative comprises of 12 50-second public service announcements addressing three life-threatening topics of ‘Disasters’ featuring the Powerpuff Girls; ‘First Aid’ featuring We Bare Bears and ‘Road Safety’ featuring The Amazing World of Gumball.

The videos are aired on Cartoon Network, reaching 34 million households every day. The videos and collaterals can also be found at www.safestepskids.com.

Cha-Ching Financial Accreditation

Cha-Ching

Introducing the Cha-Ching Financial Accreditation programme

Since its launch in 2017, the Cha-Ching Curriculum has reached more than 380,000 students across Asia, with more than 7,000 teachers being trained. This year, Prudence Foundation, in partnership with Junior Achievement Asia Pacific, is introducing the Cha-Ching Financial Accreditation

(CCFA) programme, a new initiative to promote the professional development of teachers in the Cha-Ching Curriculum. The CCFA programme consists of an assessment of teachers’ understanding of basic financial literacy and its application in the Cha-Ching Curriculum, and will be progressively rolled out in the Philippines, Indonesia, Malaysia, Vietnam and Thailand.

The CCFA programme was developed with respect to the OECD Core Competency Framework on Financial Literacy for Youth and ASEAN Teachers Competency Framework. It is a result of a rigorous process of research and development, design and creation, validation and reliability tests that involved more than 200 educators and professionals during a 12-month period.



PRUvolunteers

Regional PRUvolunteers help rebuild Lombok

More than 50 Prudential employees from across Asia took part in Prudence Foundation’s Regional PRUvolunteers Programme in Lombok, Indonesia from 25 to 30 March, after a series of earthquakes devastated the region. The disasters had left more than 400 people dead and hundreds of thousands homeless, while destroying public facilities and infrastructure. The volunteers worked alongside the Posko Jengjala Humanitarian Movement Foundation in the Gumantar Village to help build over 100 houses and public facilities, including two Early Childhood Education Centers.

“Through our Regional PRUvolunteers Programme, we support the government’s call to revitalise the communities in Lombok by helping rebuild houses and infrastructure. This programme is also in line with our brand focus ‘We DO Good’,” said Nini Sumohandoyo, Sharia, Government Relations and Community Investment Director of Prudential Indonesia.



Malaysia

The 2nd Cha-Ching Educators Conference

The 2nd Cha-Ching Educators Conference was held on 22 April in Kuala Lumpur, jointly hosted by Prudence Foundation and Prudential Malaysia.

The conference was graced by officials from the education ministries of Malaysia, Indonesia and the Philippines, as well as 200 Cha-Ching teachers and educators from across Malaysia. The event provided a platform for best-practice sharing and sought to enhance the educators’ knowledge of money management and financial education, particularly regarding the Cha-Ching Curriculum. Currently, in Malaysia, the Curriculum is being implemented in some 200 primary schools, with over 90,000 students having gone through the programme since its launch in 2017.

Teaching Teens Financial Education

In March 2019, Prudential Malaysia launched a new programme “Duit Right Plus”, inspired by the Cha-Ching Curriculum and improvised from a home-grown financial education programme for teenagers named “Duit Right”. Through the introduction of seven fundamental money management concepts *Earn, Save, Spend, Donate, Investment, Insurance and Debt*, the programme aims to empower secondary school students to make positive financial decisions by helping them understand and apply good money management habits in their every-day life.

More than 200 teachers from Perak and Kuala Lumpur were trained to conduct the programme, helping to achieve the target of reaching 5,000 students throughout 118 schools by the end of the year. The programme uses innovative means of educating, such as Kawenga, a one-of-a-kind board game.



Cambodia

Cha-Ching to expand across 3 provinces

Prudence Foundation is expanding the Cha-Ching Curriculum in Cambodia to reach 150 schools across three provinces over the next three years, benefitting over 100,000 individuals.

Cha-Ching launched in Cambodia in 2014 through a partnership with the major broadcaster Cambodian Television Network. In August 2017, Prudence Foundation partnered with the Child Rights Foundation to pilot the Cha-Ching

Curriculum, providing teachers with structured lesson plans and training to help students learn key money management skills. The Cha-Ching lessons were delivered to 20 schools across both Phnom Penh and the Kandal province, reaching 725 students during the 2017/18 academic year.

Cha-Ching has also been introduced to more children in the country through a school contact programme, through which employee volunteers from Prudential Cambodia helped instill key money-smart skills in students from more than 20 primary schools.



Cambodia

Safe School programme in Steung Treng Province, Cambodia

On 20 March, a team of Prudential Cambodia staff and Financial Consultants, together with representatives from Plan International, participated in a Safe Schools volunteering event in the Steung Treng Province. The Safe Schools programme aims to provide the necessary training and education to students and teachers to be safer from natural disasters.

At the event, students from Anlong Svay Kor and O'Trel primary schools demonstrated safety skills, such as storm evacuation procedures, and how to differentiate among various natural disasters. More than 70 primary teachers and 25 district training and monitoring team members were also equipped with the knowledge on how to support and assist students during school hazards and evacuation procedures.



Singapore

Launch of SAFE STEPS First Aid

In April, Prudence Foundation, Prudential Singapore and the Singapore Red Cross launched the SAFE STEPS First Aid programme in Singapore, which kicked off the Humanitarian Trail Project, a learning programme for youths. By the end of this year, Prudential Singapore aims to bring this programme to 1,000 youths in Singapore, alongside their aim to train 100 Prudential volunteers in the SAFE STEPS First Aid curriculum in 2019.

As part of the World Red Cross Day celebrations on 13 April, both the Senior Parliamentary Secretary for Education and Manpower and Mayor of the South-West District Ms Low Yen Ling and Prudential Singapore's Chief Executive Officer Wilf Blackburn attended the official SAFE STEPS First Aid launch to show their support.



Indonesia

Early Grade Literacy Programme launched in Papua

To commemorate National Children's Day on 23 July, Prudential Indonesia in collaboration with UNICEF and the local District Government launched an Early Grade Literacy Programme, which focuses on literacy in reading, writing and numeracy. In 2018, UNICEF published data demonstrating that five out of 10 children living in the rural and remote areas of Papua cannot read. Thus, this programme was launched with the aim of fulfilling children's basic rights in education.

Today, in Indonesia, around 3.4 million individuals are illiterate of which 28% reside in Papua, the least developed area in Indonesia according to the government. Over the next three years, this programme is expected to help accelerate good quality education for 2,000 Grade 1 to 3 students in 40 elementary schools across the Supiori District. In addition, around 4,000 parents will be educated on the importance of quality literacy and education.



Hong Kong

"Let's Build A Resilient Community" Roving Exhibition

The first roving exhibition of "Let's Build A Resilient Community" organised by the Hong Kong Red Cross and Prudential Hong Kong was held at Stanley Plaza, a popular shopping mall in Hong Kong in May. More than 3,000 visitors were recorded to have attended the exhibition.

As part of the partnership under SAFE STEPS, the aim of the exhibition was to encourage individuals to expand their knowledge of disaster preparedness, first aid and road safety in order to strengthen community resilience. A total of 10 activity zones were set up where people could learn tips on disaster preparedness and basic first aid procedures through games and activities.



Indonesia

Playing with Friends of Cha-Ching Event

"I want to play the piano to earn money", "I want to donate 3,000 rupiahs", "can the plants be watered twice?". These were just some of the discussions amongst the children who attended the 'Bermain bersama sahabat Cha-Ching' (Playing with Friends of Cha-Ching) event on 14 July at Prudential's Financial Literacy Park, Jakarta. Prudential Indonesia invited customers to take part in this event with the aim to bring their children to help equip them with the necessary knowledge and skills to enable them to make smart financial decisions in the future. The event was attended by more than 150 customers and their families.



Singapore

The inaugural PRUImpact Week

Prudential Singapore's Community Investment team organised its inaugural PRUImpact Week on 14 to 17 May, where close to 350 employees, partners and distributors came together to learn and support different causes across the themes of Health, Education and Environment. The event was officially launched by Tan Chuan-Jin, Speaker of Parliament for Singapore. The week-long initiatives included panel discussions on topics of significant interest, such as productive ageing, social inequality, sustainable finance and climate change.



 Philippines

Cha-Ching integrated into DepEd Negros Occidental

Prudence Foundation has established a partnership with the Department of Education Division of Negros Occidental (DepEd Negros Occidental), along with Junior Achievement Asia Pacific, to ensure the integration of the Cha-Ching Curriculum into Edukasyon sa Pagpapakatao (ESP), a values education subject taught at the elementary level.

Since 2016, the 620 schools under DepEd Negros Occidental have been teaching Cha-Ching as an extracurricular topic to 35,000 grade 4 level students under the division. The memorandum signed in May 2018 shall lead Cha-Ching to be included in the division's scheduling of subjects this school year.



 Taiwan

Innovative VR Game for children self-protection launched

PCA Life Taiwan is the first insurance company to be involved in child protection related projects and has provided support for the Taiwan Fund for Children and Families (TFCF) for 19 years. According to a recent survey by the TFCF, 20% of parents said that their children have been approached by strangers or have been bullied. This reveals the importance of educating children on how to identify risk, to avoid potential danger and to gain self-protection knowledge.

PCA Life Taiwan has supported TFCF in promoting its innovative virtual reality (VR) game 'Dark Forest Adventures' which appeals to children's ability to utilise digital learning tools. It uses VR game scenarios to allow participants to experience improper treatment, bullying, sexual assault and practice dealing with such situations. This experience has been introduced at both schools and outside events for children and parents to learn proper self-protection protocols to strengthen their self-defence abilities.



 Taiwan

A big step forward for Cha-Ching Curriculum in Taiwan

2019 marks three years since the Cha-Ching Curriculum was implemented in Taiwan and is now expected to reach more than 6,000 children and teachers. This year the government released k-12 education requirements that encourage every school to emphasise students' core competencies and motivation to learn, giving teachers in Taiwan more flexibility in choosing education materials, providing the opportunity to introduce the Curriculum as an elective course in schools.

After the successful collaboration with the Keelung Education Department, the New Taipei City Education Department also joined in to implement the Cha-Ching programme this year. Both Keelung City and New Taipei City have become the models in the programme rollout, with the support of city education officials. This year 10 primary schools will implement the Curriculum, six teachers' workshops are to be organised in Keelung, Taipei and New Taipei city respectively, and seven Cha-Ching Summer Camps will take place across five cities.



 Vietnam

SAFE STEPS First Aid Competition

A First Aid competition was held on 7 April in Ho Chi Minh city in which 600 students and teachers from 10 primary schools had the chance to participate and observe outstanding demonstrations of first aid skills performed by students. On 10 June, in Hanoi, a workshop was held to review the results of the event. It was found that over 80% of the students who had participated had gained a better awareness of basic first aid knowledge in the specific cases of burns, choking, general bleeding and nosebleeds.



 Vietnam

Building Plastic Pollution Free Communities

The project 'Building Plastic Pollution Free Communities' was implemented under the partnership of the WWF and Prudential Vietnam to encourage a nationwide perception shift on the consumption of plastic products by educating the community about the damaging effects plastic pollution has on the environment. This effort was aided by the campaign #IBetYouWon't, which launched in August with the 'Clean The Beach'2 event in Da Nang, Vietnam.

Leading by example, Prudential Vietnam has already taken initiatives by banning all single-use plastic cups in their offices, providing sorting recycling bins, and educating staff via online sharing aiming to change their staff's behaviour towards plastic use. Additionally, media trainings were also held in both Hanoi and Ho Chi Minh city and attended by over 50 journalists. Further, a waste audit was also carried out at Viet Uc (VAS) and Le Quy Don primary schools to educate children on plastic waste.



 Thailand

PRUYoungster Spirit #5

Fifteen Prudential Thailand employees and more than 30 students travelled to the Prao District in Chiang Mai to join the 'PRUYoungster Spirit' volunteering Programme, a community-investment initiative held in collaboration between Prudential Thailand and the Foundation for Older Persons' Development (FOPDEV). They spent two days renovating houses for the impoverished elderly whilst also erecting a sports field.

The PRUYoungster Spirit programme—now in its fifth year—aims at creating awareness of the shifting population structure towards an ageing society and encouraging better knowledge regarding care for the elderly amongst the young generation in Thailand.

"We are proud to be a part of this dedicated volunteering programme. Despite short duration of the activity, the experience of living, working and learning together including the knowledge we have gained at the camp help inspire us to work for a better society and prepare ourselves for the ageing society," said one of the volunteers.