

# IMPACT

Securing the future of Asian and African communities



SEPTEMBER 2021

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## FOREWORD FROM THE CHAIRMAN



Dear colleagues,

Last month, the Intergovernmental Panel on Climate Change released its major sixth assessment report, a major update on the physical science of climate change. The report was particularly concerning – it pointed out that many changes due to past and future greenhouse gas emissions are irreversible for centuries to millennia. For us, this means that apart from the mitigation strategies that Prudential is pursuing, such as reducing the carbon footprint of our investments, we also need to double down on improving the resilience of our communities. The good news is we are already on that path.

In the past few months, we have deepened the impact of existing regional initiatives and expanded into new areas. We have furthered our partnership with IFRC to bring COVID-19 prevention messages to Africa. We are also supporting the Global Alliance for Disaster Risk Reduction and Resilience in the Education Sector in their revision of the 2021-2030 Comprehensive Schools Safety Framework. The second edition of the SAFE STEPS D-Tech Awards announced this year's batch of winners and runners-up. To top it off, Cha-Ching has won the silver Stevie Award in the Philippines. You will see many exciting updates on these and other initiatives across our LBUs in this newsletter.

Thank you once again for continuing to support the Foundation's work. Together, we can make our communities safer and more resilient.

Best regards,

**Donald Kanak**  
Chairman, Prudence Foundation

## PRUDENCE FOUNDATION INITIATIVES



### Winners of 2021 SAFE STEPS D-Tech Awards announced

In June, Prudence Foundation together with Humanitarian Partner International Federation of Red Cross and Red Crescent Societies (IFRC) and Technology Partner Lenovo announced the two winners of the 2021 SAFE STEPS Disaster Tech (D-Tech) Awards, a platform which recognises the essential role that technology plays in protecting and saving lives before, during and after natural disaster events.

Singapore-based EcoWorth Tech was named the winner in the for-profit category, for its technology that turns fibre waste into a super-absorbent material that cleans waters following an oil spill.

The Stimson Center from the United States was the winner in the non-profit category. Its Mekong Dam Monitor allows for accurate and timely monitoring and reporting of water levels in dams, which can provide advance warning for floods or water supply disruption.

They were selected from close to 60 entries and were amongst eight finalists that took part in a virtual live pitch before an esteemed

judging panel. A grant of US\$200,000 was shared between the winners and the runners-up to support the implementation and scaling of their technology solutions.

Don Kanak, Chairman of Prudence Foundation, said, "The ongoing COVID-19 pandemic has raised the awareness of the critical need for disaster preparedness and the power of technology in resilience, response and recovery. We established the SAFE STEPS D-Tech Awards to encourage entrepreneurs across the world to direct their energy and ingenuity in applying their technology to reduce the devastating impact of disasters. We believe D-Tech has huge potential to be a disruptive game changer for good and be just as impactful as technology has been in other areas, such as edtech, fintech and medtech."

Find out more about the Awards at [www.safesteps.com/d-tech](http://www.safesteps.com/d-tech)





## New SAFE STEPS Kids video advocates good hygiene

Prudence Foundation's SAFE STEPS Kids programme is helping the fight against COVID-19 with a fun new video promoting good hygiene.

Developed in partnership with the Cartoon Network and the International Federation of Red Cross and Red Crescent (IFRC), the video titled "Be Clean Be Cool" is currently aired across Asia. Watch the video on Youtube: <https://bit.ly/2VkfaXJ>

Iconic characters from The Powerpuff Girls, We Bare Bears, Teen Titans Go!, Adventure Time and Ben 10 feature in the educational video. They share the importance of precautionary measures such as covering one's mouth when sneezing and washing hands properly.

The "Be Clean Be Cool" campaign also offers informational material such as posters, comics, social media posts, and activities to support a school rollout programme implemented by IFRC as well as other community partners.



## Prudence Foundation supports school safety framework revision to strengthen education resilience

The Comprehensive School Safety Framework (CSSF), first introduced in 2012, aims to provide a comprehensive approach to reducing risks from natural hazards to the education sector by addressing three pillars of school safety: (1) Safe Learning Facilities, (2) School Disaster Management, and (3) Risk Reduction and Resilience Education. Since 2013, Prudence Foundation has been supporting the implementation of the Safe Schools programme based on the CSSF with NGO partners in the Philippines, Thailand, Cambodia, Indonesia and Vietnam.

In response to the growing and emerging risks confronting the education sector, including climate related, man-made, and health hazards such as the pandemic, Prudence Foundation is supporting the revision of the global framework and its related tools : CSSF 2021-2030, led by the Global Alliance for Disaster Risk Reduction and Resilience in Education Sector (GADRRRES), to ensure a comprehensive approach to All-Hazards to strengthen protection of children's rights, build resilience of the education system, and support progress towards Sustainable Development Goals 2030.



## Prudence Foundation, IFRC tackle COVID-19 misinformation in Africa

As the pandemic continues to spread, the overabundance of information about COVID-19 circulating in traditional and social media has contributed to an 'infodemic', where rumours and misinformation are impacting many people's attitudes and perceptions about the virus, as well as their health-seeking behaviours.

Prudence Foundation has partnered with IFRC Africa to embark on the COVID-19 Risk Communication and Community Engagement project in Africa, leveraging IFRC's existing community monitoring and feedback collection mechanism to fully understand local concerns and issues, and develop a series of educational messages and engagement activities that help address misinformation and reduce the spread of COVID-19.



## Cha-Ching receives Silver Stevie Award for digitising financial literacy

Our financial literacy programme Cha-Ching has won another award – this time in the Philippines. Pru Life UK was recognised with a Silver Asia-Pacific Stevie Award for digitising financial learning among Filipino children and families.

"This Silver recognition serves as an inspiration and a timely reminder why we DO Good," SVP and Chief Customer Marketing Officer Allan M. Tumbaga said. "There's more to do in promoting financial literacy and we are determined to innovate and expand it in the years to come."

Pru Life UK leveraged its strong partnerships with Junior Achievement Philippines and the Department of Education (DepEd) to integrate the Cha-Ching Curriculum into DepEd's regional distance learning schedules via TV and radio. Over 100,000 students were able to benefit from Cha-Ching Curriculum digitally during the pandemic. Pru Life UK further expanded the Cha-Ching programme through online webinars, competitions and Cha-Ching Kid\$ at Home resources.

The Asia-Pacific Stevie® Awards is an international business awards competition with a focus on recognising innovation in all its forms.

LOCAL INITIATIVES - ASIA



**Prudential offers Cambodian government support in fight against COVID-19**

In the first half of 2021, Prudential Cambodia offered support to Cambodian government ministries – including Health, and Labour and Vocational Training – and the local authorities, in the country’s response to the pandemic.

18,500 sets of personal protective equipment (PPE) and food provisions were donated. They had a total value around US\$60,000, of which US\$50,000 was provided by Prudence Foundation. This came at a crucial time as Cambodia faced a surge of cases since the February 2021 community outbreak.



**中信保诚人寿 将向河南省捐赠1000万元**



**CITIC-Prudential supports flood-relief and recovery in Henan Province**

In July, extreme flooding from torrential rains in the Chinese province of Henan resulted in the death of dozens of people. More than a million people were displaced and there was significant damage to public infrastructure. CITIC-Prudential, Prudential’s China joint venture with CITIC Group, made a donation of RMB 10 million (approx. USD1.54 million) to support disaster relief and reconstruction activities.



**Prudential makes donation to help faster COVID-19 response in Indonesia**

Supporting the Indonesian Ministry of Health, Prudential Indonesia donated medical supplies to Asrama Haji, a guest house in Jakarta that has been designated by the government as a COVID-19 emergency hospital.

Medical equipment including 2,000 nasal cannulas, 2,800 N95 filtering respirators, and 3,000 infusion sets were sent to facilitate frontline medical workers’ care for patients.



**Prudential Assurance Malaysia Berhad**

Prudential Assurance Malaysia Berhad (PAMB) marked a new chapter in accelerating adult financial literacy through an official partnership with Credit Counselling and Debt Management Agency (AKPK). A virtual signing ceremony was attended by Eric Wong, Prudential’s Chief Customer and Marketing Officer, and Azaddin Ngah Tasir, Chief Executive Officer of AKPK.

With this partnership agreement, PAMB is working with AKPK to run more financial education programmes for PRUKasih communities, which cover various financial topics including budgeting, planning, financial protection and emergency funds.

PAMB will continue to empower and inspire underserved communities to be more financially resilient through financial education.



**Prudential launches programme for financial literacy among teens**

During the pandemic, Prudential Assurance Malaysia Berhad launched an online financial education programme, “Duit Right Plus Online”, for teenagers aged between 13 to 16 years. The programme aimed to empower secondary students to make positive financial decisions by helping them understand and apply good money management habits.

Upon completion of the programme, selected students were invited to attend the “Millionaires: Investeen” seminar, where a trainer shared real-life scenarios and investment strategies with participants in a two-hour workshop. The session was well received by the audience.



**Prudential and Eastspring fund Thai hospital facilities to support fight against COVID-19**

Donations by Prudential Thailand and Eastspring Investments helped complete the construction of Airborne Infectious Isolation Rooms (AIIR) and Acute Respiratory Infection (ARI) and tuberculosis clinics at Hat Yai Hospital and Priest Hospital in Thailand. Designed to provide treatment for patients with respiratory diseases, each facility consists of screening, examination, and sample collection areas as well as special protective environments and positively pressured rooms. This helps safeguard patients, control potential community spread and protect medical professionals through the ongoing pandemic.

This is part of an initiative to support four hospitals and the frontline workers who are under pressure in these challenging times. The latest donation of THB 4.9 million (approx. USD161,500) provided by the Prudential COVID-19 Relief Fund, plays a part in supporting the coronavirus response in Thailand.



**Prudential promotes early financial literacy with Cha-Ching in Vietnam**

To help Vietnamese parents continue their children’s learning during the summer period, the Prudential team carried out a number of initiatives to promote Cha-Ching and highlight the importance of early financial literacy.

Over 100 articles were distributed through a content promotion campaign from April to July, tied together with an online contest on VnExpress, a popular Vietnamese digital newspaper. The push aimed to create a forum for parents with resources around Cha-Ching’s four key concepts of money management.

A “Learn & Share” session was held to introduce and raise awareness on financial literacy with customers, by educating the agency force on the topic.

Online Cha-Ching classes were held to teach the fundamental money concepts to the children of Prudential Vietnam’s employees. The event ran successfully and altogether 40 youngsters participated.



**Prudential Longevity Pledge set up in Singapore**

To celebrate 90 years of helping people get the most out of life, Prudential Singapore has set up the Prudential Longevity Pledge to mark the occasion and amplify efforts in supporting vulnerable communities.

The campaign pools together contributions from employees and financial consultants, which go towards supporting two programmes: Healthy with KidSTART and the Seniors’ Wellbeing Masterclass.



Healthy with KidSTART seeks to help young children from low-income families get a healthy start in life. Volunteers from Eastspring Singapore came together with the Prudential family to pack fresh produce for low income families in July. Observing safe distancing measures, the teams packed peas, onions, potatoes and leafy vegetables that were delivered to the families via food drops.



The Seniors’ Wellbeing Masterclass (SWM) is a six-week course that encourages seniors to take charge of their wellbeing through classes in arts, nutrition and technology. Since its launch in April, the SWM recently saw its first graduating class of seniors from the senior activity centre, GoodLife! Marine Parade and participants have shared that they are more satisfied with life and felt happier.



**Prudential Thailand donates helmets to local school to raise road safety awareness**

Prudential Thailand has donated 100 safety helmets to young students at Tungmahamek School in Bangkok to encourage better road safety habits and help reduce fatal road traffic accidents. The donation was made in support of the Office of Insurance Commission’s (OIC) Songkran holiday road safety campaign, which aims to raise road safety awareness during April when millions of Thais return home to celebrate the festival with their families and friends.



**Prudential helps Vietnam communities fight COVID-19**

In response to the recent waves of COVID-19 infections in Vietnam, Prudential Vietnam has donated over VND 6 billion (approx. USD261,000) to implement various initiatives in the fight against the pandemic.

Notable contributions include Prudential’s donation of VND 5 billion (approx. USD217,500) to the national vaccination fund, aimed at securing vaccines for the country, and the delivery of over 2,300 personal protective equipment (PPE) kits and 1,000 relief packages to families in need and frontline workers in the provinces of Hai Duong, Quang Ninh, Bac Giang and Ho Chi Minh City. The COVID relief work was implemented in partnership with the Vietnam National Red Cross.



**Prudential Cameroon supports albinism awareness programme**

Prudential Beneficial Cameroon supported a number of events aimed at raising awareness around albinism in Cameroon. Held in Douala in June 2021, the programme included a series of conferences discussing the stigma and social challenges faced by the albino community; a fundraiser event; and, a beauty pageant for Miss and Mister Albino, was held to empower and celebrate the beauty of people with albinism. More than 300 participants, including public officials, and a strong media presence helped raise awareness among the Cameroonian population.



**Prudential introduces financial literacy in Côte d'Ivoire schools with Cha-Ching**

Prudential Belife partnered with Junior Achievement to hold a press conference for the official launch of the Cha-Ching Curriculum in Côte d'Ivoire.

The Cha-Ching Curriculum was introduced to 50 school directors, garnering interest and support for the Cha-Ching programme. The Cha-Ching music videos, translated into French, were shown for the first time in Côte d'Ivoire, receiving positive feedback from both students and teachers.



**Raising awareness around financial literacy during Global Money Week in Africa**

In March this year, a number of activities took place to support Global Money Week, a global awareness-raising campaign on the importance of financial literacy for young people. Here are some of the highlights from Africa.

Prudential Zenith Life partnered with Junior Achievement (JA) Nigeria to visit Chosen International School, a private school located in Lekki, in the Southwestern state of Lagos in Nigeria. The students were introduced to the importance of financial literacy using the Cha-Ching Curriculum. As part of the activities, money boxes were distributed to students in an effort to cultivate a saving culture and encourage good saving habits beyond the classroom. An online singing competition was also held and the selected winners gave the crowd an unforgettable experience.



**Prudential Nigeria run teacher training programme to kick off the 2021 Cha-Ching curriculum**

Prudential Nigeria have kicked off the 2021 Cha-Ching Curriculum with a teacher training programme in partnership with JA Nigeria. The Curriculum will be implemented across two states: Lagos and Abuja, aiming to reach over 1,500 students this year.



**Prudential improving sanitation access in Togo to support the fight against COVID-19**

Access to clean water, improving sanitation and hygiene standards are essential concerns in the fight against COVID-19. As such, Prudential Togo has carried out the construction of several sanitary facilities, including borehole wells and latrines, in the Maritime and Plateaux regions which are highly vulnerable parts of the country. These efforts have been extremely well received by the local communities and have paved the way for more installations to be carried out across an additional three regions.



In Togo, a seminar promoting financial literacy was held for 50 students at a public primary school in Baguida. Cha-Ching's music videos were shared to the group, helping the children learn fundamental money management concepts before opening up to a discussion around making better choices with money. The students responded positively, proving the appetite and sustainability of potentially rolling out a series of events around the topic for this and other selected schools in need.



**SAFE STEPS launched in Zambia**

Prudential Zambia, together with Prudence Foundation, has partnered with the Road Transport and Safety Agency (RTSA) to roll out the SAFE STEPS Road Safety programme through a multi-media campaign aiming to reach over 10 million Zambians. A press event was held to announce the year-long campaign, aiming to provide clear and simple life-saving educational messages and help generate public awareness on road safety and a safer Zambia for all.



**Celebrating Women's Day in Zambia**

In the spirit of Women's Day in Zambia, here are some of the collective efforts from Prudential Zambia in celebrating the occasion.

Donation of a delivery bed to Sikanze Hospital maternity ward in an effort to help improve maternal health and comfort to women in labour.

86 hygiene packs were gifted to the inmates at Chimbokaila Women's Prison in Kamwala and to the police officers present.



**Prudential helps renovate and install sanitary facilities in Zambian schools**

With support from Prudential's COVID-19 relief fund, USD40,000 was donated to facilitate the renovation of washing facilities in three community schools across the capital city, Lusaka. The renewal of these facilities at Chipata Primary School, Simon Mwansa Kapwepwe Primary School, and Chipata Open Community School will help provide much needed protection from infectious diseases such as COVID-19.

A reopening ceremony was attended by key officials and figures including the Ministry of General Education, Lusaka City Council Mayor, Prudential senior management team, Lusaka Water Supply and Sanitation company, District Education Board Secretary, and the head teachers from each recipient school.

Also through this generous donation, foot-operated hand-washing stations have been installed in 24 schools in the district.

