CONTRIBUTIONS AND ACTIONS OF SOCIAL RESPONSIBILITY OF DINERS CLUB DEL ECUADOR IN THE FACE OF THE COVID 19 PANDEMIC

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Social Responsibility Manager
Quito, May 2020
ECUADOR IN NUMBERS

• Confirmed Cases: 35,306
• Deaths: 2,939
• Hospital Discharges: 3,638
• Cases ruled out: 2,392
• Recovered: 3,536
• Samples Made: 101,508

May 22 2020
4 areas of support

- Health Support
- Support to Education
- Support for Gastronomy
- Support for Entrepreneurship
1. HEALTH SUPPORT

3 MILLION DOLLARS DONATION TO THE ESCROW
#SUMARJUNTOS

OBJECTIVES

• Delivery of medical supplies to face the Covid 19
• Masks, protectors, suits
• Quick COVID and PC tests
• Respirators and Fostering Covid Research
• Support for a Trust led by Banco Pichincha
• Resources are channeled through the #SumarJuntos trust. The fund and trust administrator Fideval is in charge of its administration and Price Waterhouse Coopers (PwC) is in charge of auditing it. In addition, a Banco Pichincha team was created to ensure the good use of contributions and representatives of the universities (PUCE, Politécnica del Litoral, Universidad del Azuay, UCSG, USFQ, UDLA, UEES and UTPL) were invited to advise on the purchasing and distribution processes of the supplies, in coordination with the representatives of the Ministry of Health.
1. HEALTH SUPPORT

3 MILLION DOLLARS DONATION TO THE ESCROW
#UNIDOSJUNTOS

**RESULTS**

- 15 MM have been collected from various Bank entities, individuals and companies.
- Diners Club del Ecuador carried out a campaign to collect via SMS for which a Chatbot was created. Messages were sent to 420,000 customers.
- A TV campaign with Commercial was carried out to encourage personal and business contributions. US $ 7,000 was raised in 15 days.
- Donations stalled after the National Government announced that there would be a humanitarian law that would force part of the wages to be donated to employees across the country.
1. HEALTH SUPPORT

3 MILLION DOLLARS DONATION TO THE TRUST

#SUMARJUNTOS

ESCROW RESULTS #SUMARJUNTOS

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<tr>
<th>Entidad</th>
<th>Provincia</th>
<th>Ciudad</th>
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<td>Hospital General de Riobamba</td>
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Resumen consolidado de inversiones
por eje de cooperación al 18/05/2020.

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<th>Eje de Cooperación</th>
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<td>Diagnóstico</td>
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<td>Proyectos PCR universidades</td>
<td>$2,524,596</td>
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<td>Covid test kit</td>
<td>$1,453,620</td>
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<td>Equipamiento</td>
<td>$1,370,196</td>
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<td>Medicinas</td>
<td>$1,618,354</td>
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<td><strong>Total</strong></td>
<td><strong>$10,382,028</strong></td>
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COVID-19 Chatbot Donations

Access the Chatbot: 2.9% - 11,268
Explores/Wants to Contribute: 3.7% - 420
Donates: 44.8% - 188
Total: $6,250.00

Average donation Per Customer: $33 US

https://chatqa.dce.ec:31013/donation-covid/
2. SUPPORT TO EDUCATION

OBJECTIVES

1. Through the Diners Unicef Alliance and the Edupasión program, support was given for the implementation of 88 Aprender la Tele television programs to provide basic education to Ecuadorian children, especially for those in the rural sector without access to internet connectivity (11%).

2. Carry out a campaign to collect mileage donations for educational programs through a match fund in which, for every mile donated, Diners placed the same value to strengthen education, especially rural education. Likewise, donations are being implemented for the Alliance by Chatbot.

3. Support teachers and students through video art techniques to support virtual education and parents at home through 55 videos generated by Artisteca.
2. SUPPORT TO EDUCATION

RESULTS

1. 88 TV programs were created and have been broadcast on 9 channels nationwide.

44 kids programs

• Information on the Covid-19
• Coexistence
• Ideas that changed the world
• Democracy
• Care of nature
• Interculturality
• Human rights
• Global citizenship

44 youth programs

• Responsibility
• Empathy, Respect
• Solidarity, tolerance, coexistence
• Peaceful conflict resolution
• Critical thinking
• Tolerance, managing tensions and emotions, decision making
• Interpersonal communication skills, assertive communication, self-knowledge
• Equity, values of citizenship: self-care and care for others, solidarity, love,
• Recordings under biosafety standards

CHILDREN'S STRIP

JUVENILE STRIP
2. SUPPORT TO EDUCATION

RESULTS

2. These are the results during the first month of broadcasting of Aprender la Tele

- 70% of televisions where turn on at the time of the program is.
- 46% of televisions switched on in Quito and 59% in Guayaquil are tuning into the program.
- 28% of televisions in Quito and 30% in Guayaquil are connected to other devices, such as DVD players, Internet or Videogames).
- In the channels assigned to broadcast the two different programs, 53% of the audience of the program in Quito and 42% in Guayaquil watch the content for Children 4-8 (N), while 29% in Quito and 57% in Guayaquil, he does it with the Youth 9-14 (J).
- The Gama (J) and EcuadorTV (N) channels do not appear in the rating and are considered part of "others", including those of the UHF, representing 18% in Quito and less than 1% in Guayaquil.
- 70% of the audience of the Teleamazonas channel in Quito corresponds to NSE = AB, while 58% of audience in Guayaquil is NSE = C.
2. SUPPORT TO EDUCATION

CAMPAIGN RESULTS OF MILES DONATION OF CLUB MILES

• Donation raises 12,000 US in 3 weeks
• Diners Club doubles the value of donated miles
• It has the advantage that the donation of miles does not imply an expense for the client.
• A TV commercial has been made on National TV to support the #unidosjuntos Trust, Unicef with its education program and the Jesuits of Ecuador.
• 680 Clients have made donations for different causes raising $ 59,415.92 until May 20
3. SUPPORT FOR GASTRONOMY

1. ONLINE COURSES FOR BARISM AND COCKTAIL RESTAURANTS
2. CONSULTING RESTAURANTS FOR COVID CRISIS
3. COURSE FOR SMALL ENTERPRISES ON SANITARY MEASURES AND POST-COVID FINANCES
4. SUPPORT TO QUITO GASTRONOMIC TRAINING EVENTS WITH THE MUNICIPALITY OF QUITO
5. TRAINING EVENT ON SANITARY MEASURES FOR RESTAURANTS AND NEW FINANCIAL SCENARIOS
3. SUPPORT FOR GASTRONOMY

From May 12 to 5, 7 sessions were held with different Chefs in 7 sessions:
• 769 conference attendees Quito
• 49,562 people reached
• 20,400. Reproductions
• 11,366 Interactions
• 1,311 Likes
• 1179 Comments

Barismo Course 10 hours, 17 restaurants assistants 24

Cocktail Course 8 hours 17 restaurants attending

Personalized Technical Assistance to Restaurants by Ignacio Medina: 9 Restaurants with a total of 36 hours total, 4:30 hours of advice per C / U

Course of 30 hours on Entrepreneurship, Biosecurity Measures in Restaurants and Finance for gastronomic businesses in the Rural Sectors of Oriente and Atuntaqui. 32 attendees
3. SUPPORT FOR GASTRONOMY
4. SUPPORT FOR ENTREPRENEURSHIP AND PERSONAL FINANCE

- DIGITAL DINERS CHALLENGE
  Promotion and recognition of E-Commerce ventures

- TRAINING IN PERSONAL FINANCE IN TIMES OF CRISIS FOR THE COMMUNITY

- TRAINING IN PERSONAL FINANCE IN TIMES OF CRISIS FOR DINERS CLUB STAFF.

- PROVIDER TRAINING IN PERSONAL FINANCE IN TIMES OF CRISIS
4. SUPPORT FOR ENTREPRENEURSHIP AND PERSONAL FINANCE

- DIGITAL DINERS CHALLENGE
  Promotion and recognition of E-Commerce ventures
  Digital launch with Eduardo Alvarez Innovation conference. 123 attendees.
  123 Submitted proposals. On June 16 the Finalists will be announced
- 5 radio interviews carried out on the event.

- TRAINING PERSONAL FINANCE IN TIMES OF CRISIS
  - There have been several virtual trainings on managing personal finances developing specific content for the crisis
  - 278 people attend training on personal finance in times of crisis
  - Along with Condado Shopping 3 Conferences on Personal Finance in Times of Crisis
4. SUPPORT FOR ENTREPRENEURSHIP AND PERSONAL FINANCE

- DIGITAL DINERS CHALLENGE
  - 123 Submitted proposals. On June 16 the Finalists are announced
  - Radio interviews 5 carried out on the radio events.
  - 110 people trained in Entrepreneurship Post Covid

- TRAINING IN PERSONAL FINANCE IN TIMES OF CRISIS FOR THE COMMUNITY
  - 278 people attend training on personal finance in times of crisis
  - Together with Condado Shopping 3 Conferences on Personal Finance in times of Crisis, TOTAL: With Condado Shopping 310 attendees With Condado Shopping attendees Finance for Entrepreneurship
  - With Asobanca and Seguros Sucre: 98 Attendees. Family finances in times of crisis
4. SUPPORT FOR ENTREPRENEURSHIP AND PERSONAL FINANCE

- TRAINING OF DINERS CLUB PERSONNEL ON PERSONAL FINANCE MANAGEMENT:
  - 72 people attend the first workshop

RESULTS

TRAINING OF PROVIDERS IN PERSONAL FINANCE IN TIMES OF CRISIS
We carried out with PPM, Atis and Mullen Lowe Delta our communications agencies 2 workshops of 25 people