

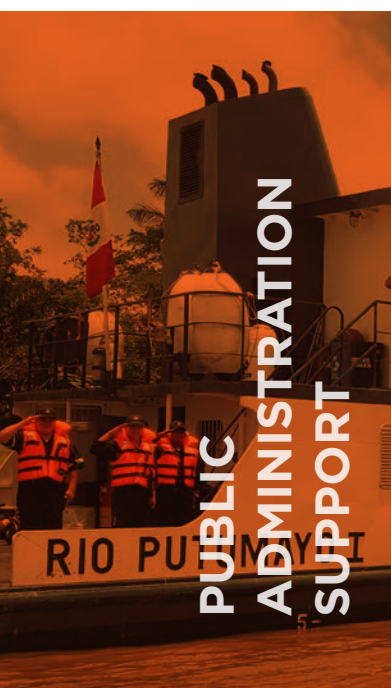
**RAPID
ASSISTANCE**



**DISASTER
PREPAREDNESS**



movimiento empresarial



**PUBLIC
ADMINISTRATION
SUPPORT**





Since 2011,

We have been implementing a new method of tackling our country's problems and have demonstrated that public and private sectors can be more efficient if they work together as a team. Leveraging the resources and influence of the government, as well as the know-how and management capacity of private enterprise made it possible to reach those who desperately need assistance.

Thanks to the contribution of the more than 57 companies that directly sponsor our organization and the enterprises that consistently cooperate with us, **Hombro a Hombro** is able to rapidly respond when disaster strikes through channeling donations from companies of all sizes and from different sectors to meet the needs of the most vulnerable population.

We have been able to support different groups in need all over the country through various entities such as the INDECI (Civil Defense), MIDIS (Ministry of Development and Social Inclusion), MIMP (Ministry of Women and Vulnerable Populations), MINDEF (Ministry of Defense), Beneficencia de Lima, Fundación Lima, UNHCR, IOM, CARITAS, several local governments, etc. We have earned the trust of these entities because of the constant communication that we maintain with them and, with their contribution, we have been able to act efficiently and rapidly to assist people when disaster strikes.

The commitment of these companies has been put to the test, and they have brilliantly come through time and time again to meet the needs of people who suffered during, for example in 2020-2021, the COVID-19 pandemic, the earthquakes in the departments of Piura and Amazonas, and the flooding in the Lima district of San Juan de Lurigancho.

Ten years have passed since we started this work as SEP (Soluciones Empresariales contra la Pobreza [Business Solutions against Poverty]) within the National Society of Industries. In 2021, we internally discussed changing our name to one that captures the philosophy of our movement in a nutshell and that is easily recognizable and memorable; hence, we renamed ourselves **Hombro a Hombro** (shoulder to shoulder) as the team that works side by side with all Peruvians in order that no one feels isolated in his or her most trying time.

As **Hombro a Hombro**, we have three areas of action: rapid disaster assistance, disaster preparedness, and public administration support.

We extend our thanks to the companies and the people that have made our dream a reality and that continue strive to assist and to improve our country.

JUAN MANUEL ARRIBAS
Executive Director

PANDEMIC Response during 2020 - 21

+6,582
tons of humanitarian aid from several companies

+600 k
people given food and essential goods

1 MM
doses of the vaccine shipped from China with assistance from **Hombro a Hombro** partners

Oxygen plants

7 given to public hospitals at a cost of USD 879,000.00 that our partnering companies collected and donated 12 additional ones provided with our assistance

12
provinces received donations and aid

constant articulation among national governmental bodies and local governments

vaccination support private sector representative on the PCM (Presidency of the Council of Ministers, equivalent of the U.S. Cabinet) Task Force



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RAPID ASSISTANCE

FIGHT AGAINST COVID

Since the beginning of the COVID-19 health crisis, **Hombro a Hombro** has channeled massive amounts of aid from 100 companies and, in coordination with national entities, distributed it to the least attended population during the pandemic.

Shipment of 1,000,000 doses of the vaccine

Thanks to private donations, we contributed to the shipment of the first batch of the Sinopharm COVID-19 vaccine (1,000,000 doses), thus initiating the vaccination process with front-line actors and restoring hope to our country.



Oxygen Plants

7 plants donated to hospitals:

- Hospital II Vitarte, part of the Almenara Hospital network
- Hospital I Jorge Voto Bernales - Santa Anita, Lima
- Hospital II EsSalud, Jaén
- Hospital II EsSalud, Cañete
- Hospital III Alcides Carrión, Tacna (2 plants)
- Hospital Luis Negreiros, Callao

High pressure oxygen regulators

Manufactured in Peru under a license from Oxford University and Mercedes-Benz and donated to the EsSalud hospital network nationwide.

Personal protective equipment (PPE) and medicines

Masks, gloves, gowns, medicines, cleaning supplies, and personal hygiene items were delivered to EsSalud hospitals, Fundación Lima, the Peruvian National Police Department, and the Arequipa Chamber of Commerce.

Equipment given to the Villa Panamericana Intermediate Care Hospital

TVs, computers, water, toilet paper, furniture, and other items that were needed for the adequate operation of the site as well as for the care of potential patients requiring isolation due to a positive COVID-19 diagnosis.



RAPID ASSISTANCE



Humanitarian aid to vulnerable communities

Since March 2020, **Hombro a Hombro** has channeled donations of non-perishable food, water, beverages, cleaning supplies, personal hygiene items, PPE, etc. to families, groups, and institutions affected by the pandemic such as:

+4500 families living in poverty and extreme poverty in the Lima districts of Comas and Villa El Salvador.

Soup kitchens and neighborhood food pantries: In coordination with the Presidency of the Council of Ministers, INDECI (Civil Defense), and the armed forces, food baskets for vulnerable families and others who did not receive government aid.

People living with disabilities: With the cooperation of the CONADIS (National Council for the Integration of People with Disabilities)

Venezuelan migrant families: Assisted by UN agencies.

Banco de Alimentos (Peruvian non-profit organization): Fresh food, beverages, and snacks.

Cáritas del Perú: Food baskets and PPE.

Communities in the VRAEM (area in the south-central Andes of Peru): In coordination with the Ministry of Defense.

Peruvian National Police Department: Personal hygiene items, medicines, and PPE.

Volunteer firefighters: Delivery of beverages to the Roma 2 Volunteer Fire Department.

Fundación Lima:

- Shipibo-Conibo Community in Lima: +300 families.
- Public cleaning workers: +4000 workers in 26 districts.
- La Casa de Todos: Support to the homeless living in the institution.
- National Union of the Blind in Peru (UNCP).
- Common Pots and Soup Kitchens in Lima.
- Casa de la Mujer: Support to different programs and workshops for women
- Artisans with disabilities: Food baskets.

Regional governments (GORE)

- Provinces outside the city of Lima: Food for vulnerable families in the mountainous areas of Lima.
- Loreto: water purification powder packets, matches, salt, and cleaning supplies donated to vulnerable populations.

○ Huancavelica: Food and essential items to resilient families.

○ Arequipa: +43 tons of humanitarian aid, +2500 food baskets, cleaning supplies, PEE and oxygen regulators

Native communities: Food baskets for Datem del Marañon, Trompeteros and Andoas communities.

OTHER DISASTERS

El Niño phenomenon, Piura (2017): 245 tons of humanitarian aid.

Cold spells in Río Tambo, Puerto Prado (2017): 28.2 tons of humanitarian aid.

Cold spells in Puno, Cusco, and Andahuaylas (2018): We provided warm clothing and blankets to +27,000 people thanks to S/.662,695.00 raised and the joint work of 25 private institutions in the campaign #YoTambiénSientoFrio (I feel the cold, too).

Earthquake in Jaqui, Arequipa (2018): 26 tons of food and beverages for more than 2000 people in Llalli, Cupi, Huamachiri, and Macari.

Eruption of Mt. Ubinas (2019): 8.5 tons of food and beverages, PPE, and personal hygiene items for the volcano victim shelter in Ubinas, Moquegua.

Flooding in San Juan de Luringancho (2019 and 2021): 223 tons of humanitarian aid in 2019 and 261 tons in 2021 to the affected populations.

Earthquake in Sullana, Piura (2021): 29 tons of food for the victims, in coordination with the Piura INDECI office.

Earthquake in Loreto-Amazonas (2021): 400 tons of non-perishable food, personal hygiene items, and water purification powder packets in coordination with the Amazonas INDECI office.

Oil spill in Ventanilla (2022): Food baskets for more than 2000 people for 6 weeks to help the affected fishermen.

Earthquake in Caylloma (2022): Non-perishable food, water, personal hygiene items, and blankets for 870 people with the help of the Arequipa INDECI office.





DISASTER PREPAREDNESS

Since 2019, **Hombro a Hombro** has sounded the call to Peruvians to be more prepared, for their own safety, in case of a major earthquake on the Peruvian coast, given that it has been 275 years since the last one.

Through interactive workshops, **Hombro a Hombro** is training people to prepare their homes and their families for a major earthquake and to commit to spreading this knowledge to their community.

PREPAREDNESS WORKSHOPS

Hombro a Hombro designed the Family Emergency Plan workshop in collaboration with the INDECI and has offered it as an in person course since 2019.

The onset of the COVID-19 pandemic forced us to adapt it to a virtual platform, thereby allowing more Peruvians access to its contents. All workshop materials are published on the **Hombro a Hombro** website so that any person can download them to share with their family and community.

Hombro a Hombro entered into an agreement with El Comercio Group (news corporation) in an effort to spread the word about the workshop to the general public and to encourage more Peruvians to prepare for an emergency.

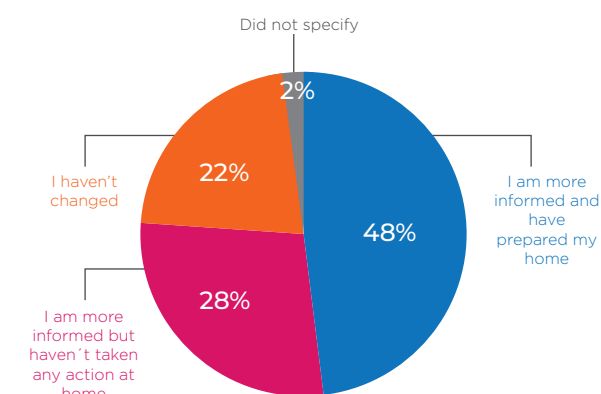
The widescale awareness raising campaign was carried out during Q4 of 2021 in the newspapers El Comercio and Trome, and beyond a shadow of a doubt reached a significant number of Peruvians who are now better prepared for a major earthquake and who have increased their chances of survival.

#ESTEMOS LISTOS

VOLUNTEER NETWORK

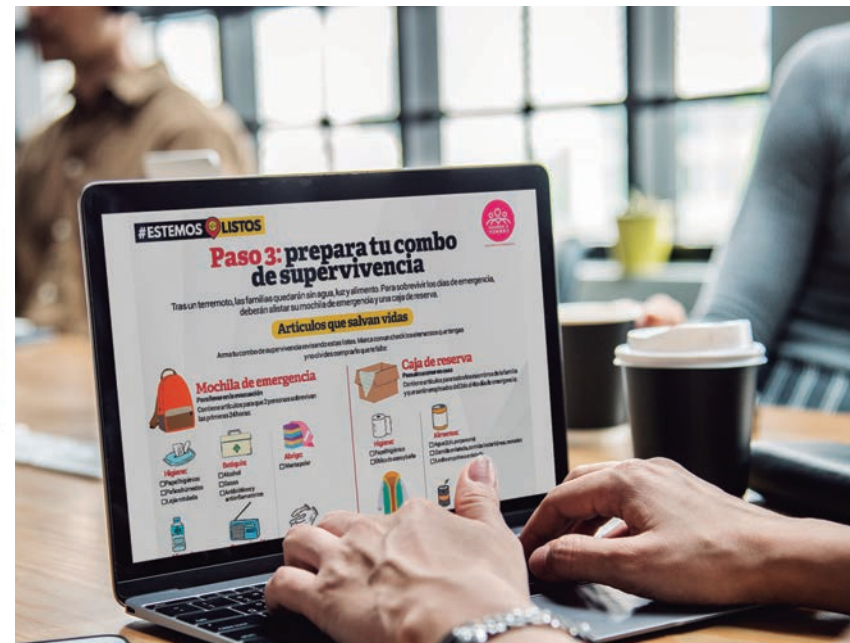
An important component of the Family Emergency Plan workshop is the creation of a network of volunteers who embrace the philosophy and who contribute to passing it on to other people. The workshop is based on a **Train the Trainer** approach in order to achieve a cascade effect in the Peruvian society.

37% of Peruvians living in urban areas said they knew of the campaign carried out with the El Comercio and Trome newspapers.



Source: IPSOS, Bus Express Survey, nationwide, Dec 2021.

Of this percentage, 48% said that they are taking some action at home to be better prepared.





PUBLIC ADMINISTRATION SUPPORT

Since our beginnings as Soluciones Empresariales contra la Pobreza (SEP) in the context of the National Society of Industries, we have placed particular emphasis on supporting the government by way of transferring the knowledge of private enterprise to public administration.

Over the years, we have actively participated in several social projects, such as the Quipu Commissions, Traveling Social Action Platforms, VRAEM Technical Roundtables, and the Social Progress Index Development, and have also been part of important campaigns like “VIVA: Vive Valores (Living Values)” or “#YoTambiénSientoFrio (I feel cold too)”.

In all these cases, the private sector has been present, sharing its know-how and resources so that public administration can carry out its work in the most efficient way.

In order to raise awareness of the importance of social distancing to help prevent the spread of COVID-19, in 2020 **Hombro a Hombro** joined the Asociación de Diseñadores del Perú – ADÑ (Peruvian Association of Designers) in the campaign, “Me Alejo Porque Te Quiero” (I’m keeping my distance because I care about you), which was adopted by many companies and which made a huge splash in the media.

From December 2020 to July 2021, **Hombro a Hombro** was part of the Covid-19 Vaccination Support Task Force under the direction of the Presidency of the Council of Ministers; the representatives were our Vice President, Carlos Neuhaus, and later Juan Manuel Arribas, our Executive Director.



Our beginnings as Soluciones Empresariales contra la Pobreza - SEP



2011

Traveling Social Action Platforms

Quipu Commissions VRAEM

2013

SOCIAL PROGRESS IMPERATIVE

2015

Rapid Assistance during disasters

2017



2020

2012

2014

2016

2018

2021



Assistance to Qali Warma
Support to Ministry of Education
Support to Technical Roundtables in VRAEM



Logistics Advice – INDECI (Dec. 2018/Mar. 2019)
#YoTambiénSientoFrio

Covid-19 Vaccination Support Working Group (PCM)



AWARDS AND RECOGNITIONS Received and given



Corporate recognitions

In June 2021, the INDECI and **Hombro a Hombro** organized a virtual event, attended by more than 250 people including 4 government ministers and INDECI authorities, during which they recognized more than 200 organizations for supporting the most vulnerable Peruvians during the pandemic. As stated by then Prime Minister, Violeta Bermudez, Minister of Health, Oscar Ugarte, Minister of Development and Social Inclusion, Silvana Vargas, and Minister of Defense, Nuria Esparch, this was an important recognition of the work carried out by the private sector.

Citizen Medal for Merit

Awarded to **Hombro a Hombro** in 2021 by President Francisco Sagasti and the President of the Council of Ministers, Violeta Bermúdez, during a ceremony held in the Golden Hall of the Government Palace in recognition of “its valuable contribution and coordinated work with the government in the fight against COVID-19.” Rosa Asca, President of **Hombro a Hombro**, received the award.

Navy Medal of Honor

In 2021, the Executive Director of **Hombro a Hombro**, Juan Manuel Arribas, was given the Peruvian Navy's Medal of Honor for his work in **Hombro a Hombro** and Soluciones Empresariales contra la Pobreza (SEP).



2021 Creatividad Empresarial (Corporate Creativity)

In November 2021, the Universidad Peruana de Ciencias Aplicadas - UPC presented **Hombro a Hombro** with the award in the category, “Peru: response to the pandemic”, and with the 2021 Grand Prize for Corporate Creativity, making **Hombro a Hombro** the top winner among the winners of all categories of this prestigious competition.

Winning this award contributed to renewing the commitment of the private sector to continue working with the public sector to solve the country's main problems.

City of Lima

The local government recognized the efforts of **Hombro a Hombro** during the oil spill emergency.



Other recognitions

Hombro a Hombro has received separate awards from the INDECI, the UN, and the CONADIS for its humanitarian efforts.





movimiento empresarial

Acknowledgement

We wish to thank our Board of Trustees, which enables our organization to fulfill its goals.

Hombro a Hombro Board of Trustees
(by April 25th, 2022)





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hombroahombro.org.pe

