



**HUMANITARIAN
AID**



**DISASTER
PREPAREDNESS**



**PUBLIC
ADMINISTRATION
SUPPORT**



empresas contigo



empresas contigo

Since 2011

For more than 12 years we have been working to understand and address the country's problems, and we have demonstrated that the public and private sectors can be more efficient if they work as a team, capitalizing on the resources and reach of the government, and on the know how and management of the private sector to more efficiently reach those in need.

Thanks to the contribution of the 67 companies that make up our Board of Trustees, and to the more than 100 companies that collaborate with us on a permanent basis, **Hombro a Hombro** has been able to respond swiftly every time the country has suffered a disaster, articulating the donations of companies of all sizes from various sectors, to meet the needs of the most vulnerable population, in close collaboration with the authorities.

The constant communication we maintain with entities such as INDECI, MIDIS, MIMP, MINDEF, Beneficencia de Lima, Fundación Lima, UNHCR, IOM and various municipalities, among others, has generated the trust that **Hombro a Hombro** requires to call on companies and achieve its objectives almost immediately.

The solidarity of the companies is permanently tested and they respond in an exceptional way to the great need resulting from disasters such as the pandemic of 2020-22, and others such as the floods in the north, the earthquake in Piura, the flooding in San Juan de Lurigancho, the oil spill in Ventanilla, the Yaku cyclone and the Ubinas volcano, just to mention a few examples.

But in addition to the humanitarian care we provide, we also work hard to disseminate and promote a culture of disaster preparedness among the population, as this is the only thing that can save lives and reduce the consequences should a disaster of great magnitude occur in our country.

**THANKS TO THE COMPANIES AND INDIVIDUALS WHO
HAVE MADE IT POSSIBLE FOR US TO CONTINUE WORKING
WITH THE SAME ENTHUSIASM WITH WHICH WE STARTED
IN 2011, TO CONTRIBUTE TO THE PROGRESS OF OUR
COUNTRY.**

JUAN MANUEL ARRIBAS
Executive Director

HOMBRO A HOMBRO, EMPRESAS CONTIGO (COMPANIES WITH YOU): Is a business movement supported by a board of 67 companies that work together and whose actions are based on three pillars:



HUMANITARIAN AID



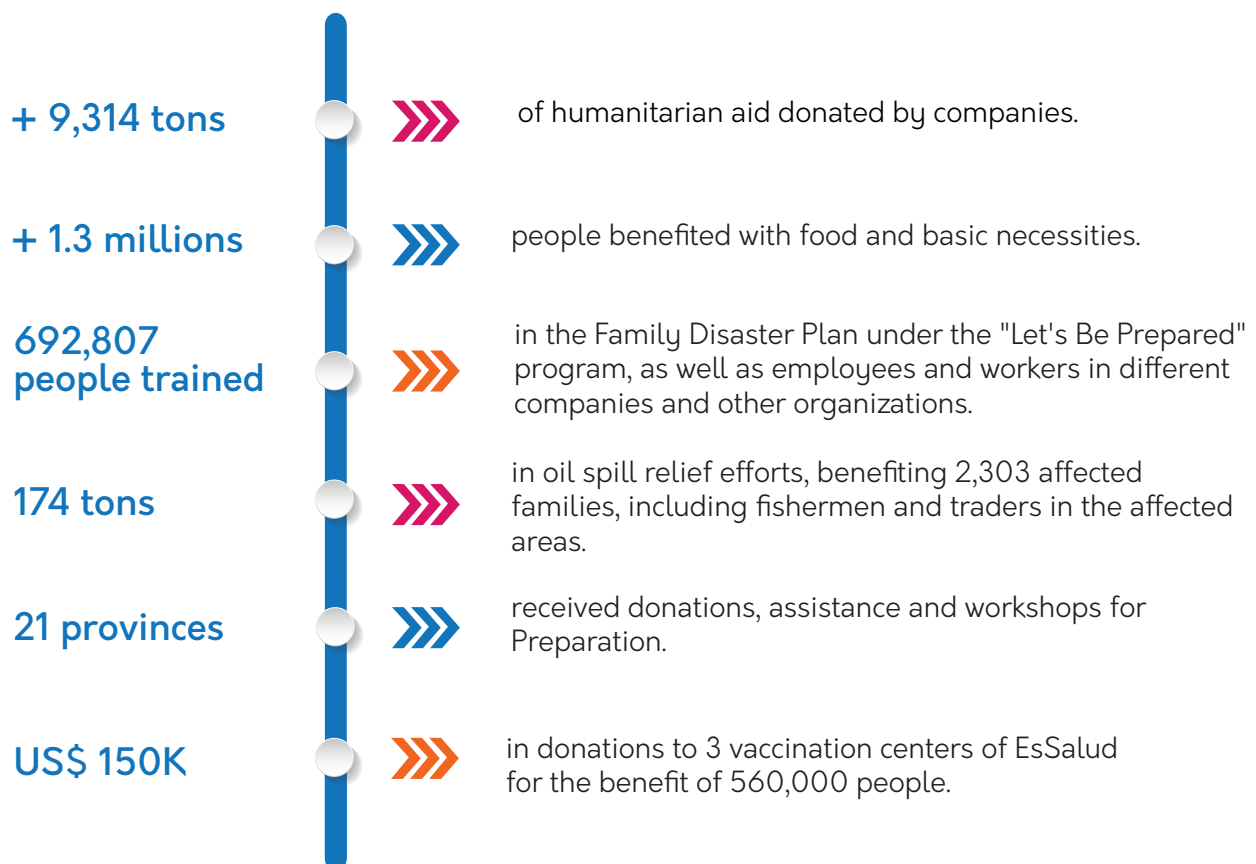
DISASTER PREPAREDNESS



PUBLIC ADMINISTRATION SUPPORT

In addition, **Hombro a Hombro** is recognized as the most important articulator between the private sector, the Peruvian government and civil society to assist the most vulnerable population in the event of large-scale disasters. **Hombro a Hombro** has a seat in the National Emergency Operations Center – COEN.

FACTS



▶▶▶ FEN 2023 Preparation, + 58 tons of food and personal hygiene supplies, logistical support for the transfer of humanitarian aid goods from INDECI and warehouses, as well as design and elaboration of the donation process for heavy machinery services, with the Ministry of Housing.

▶▶▶ Ongoing coordination with state, private and international entities.

HUMANITARIAN AID



In collaboration with INDECI, and thanks to the contribution of our Board of Trustees and over 100 companies that collaborate with donations, we have been able to assist the populations most affected by all types of disasters, during the last 7 years.



Over the last few years, we have provided humanitarian aid in the form of non-perishable food baskets for families of 4 people, beverages, toiletries and cleaning supplies, water purifiers, clothing, footwear, diapers, transportation of humanitarian aid goods, water tanks, etc. In addition, we delivered pallets, lamps, wheelbarrows, motor pumps, material for the prevention of dengue, and logistical support, for the removal of debris and mud, as a result of heavy rains.

We have been present, bringing aid and support to:

VULNERABLE COMMUNITIES: Affected by earthquakes (Arequipa, Piura, Loreto, Amazonas), shortages due to road blockades (Puerto Maldonado and Pangoa, Junín), volcanic activity (Ubinas, Moquegua), landslides and flooding as a result of rains and cyclone Yaku (Secocha, Piura, Yauyos, Trujillo, Chiclayo, Tumbes), cold weather (Puno, Cusco and Andahuaylas - #Yotambiensientofrio Campaign) and even urban flooding (San Juan de Lurigancho, Lima).

We also carried out a preventive deployment to the north due to rains in order to transfer humanitarian aid goods from INDECI's warehouses in Lima to the BAP Pisco, anchored in Callao. The donations were transported in 85 trucks from the private sector, which were made available in record time. Then moved the cargo from the port of Paita to its final destination in Tumbes, Piura and Chiclayo.

Other regions, such as Huancavelica, Juliaca, Puno, Cusco, Tumbes and Piura, also received preventive support thanks to the transportation of non-food humanitarian aid goods, through 25 private trucks, in the event of possible disasters due to the El Niño phenomenon.

INDECI coordinated with the company RANSA to provide support to its warehouses in the cities of Piura, Tumbes and Trujillo, in order to increase storage space for food and non-food humanitarian aid, in anticipation of the occurrence of El Niño.



HUMANITARIAN AID

FISHERMEN AND COMMUNITY OF VENTANILLA, Ancón, Aucayama and Santa Rosa. During the oil spill in February 2022: we provided assistance during four consecutive weeks, and delivered food bags, hygiene and cleaning supplies to the affected population of 2,303 families.

HEALTH CAMPAIGNS: We supported the health campaigns that VIDA PERU organized in El Alto (Talara) and Pozo de los Ramos (Curamori), coordinating the airlift of medical personnel, bringing doctors of various specialties to the population.

ACTIVITIES TO PREPARE FOR THE POSSIBLE PRESENCE OF THE “EL NIÑO 2024” PHENOMENON

As an anticipatory measure, different actions were carried out:

- Support to Escuela R in management training for 140 vulnerable municipalities, to strengthen administrative and operational response of local governments to disasters.
- Strengthening of communications management (PCM-Presidency of the Cabinet) on the measures to be adopted in order to achieve an assertive response and participation of the population to face a disaster due to FEN.
- Advanced food donations (2,345 bags of food for a family of four for one week), transferred to Piura, as a preventive response to the population affected by the heavy rains.
- Donations of personal hygiene supplies, 2.5 tons.
- Donation of 1,593 pallets.
- Donation of mosquito repellent coils and matches, 0.5 tons.
- Coordination for using 3 warehouses and a free area for the storage of humanitarian aid goods in Piura, Tumbes and Trujillo.





HELP DURING THE PANDEMIC: In addition to securing the support of companies for the shipment of the first batch of vaccines to our country (see page 13), we channeled massive help from more than 100 companies to provide: 7 oxygen plants and high-pressure oxygen regulators delivered to the EsSalud's hospital network, personal protective equipment (PPE) and medicines to hospitals, the National Police, the Arequipa Chamber of Commerce and Fundación Lima. Also, equipment for the Intermediate Care Hospital in the Villa Panamericana, as televisions, computers, furniture, and other equipment for the care of quarantined patients in the aforementioned facilities.

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During the pandemic we also contributed with humanitarian aid to some soup kitchens and food pantries, Conadis, Food Bank, Communities in the VRAEM, Caritas of Peru, National Police, Volunteer Firefighters, Lima Foundation (to assist the Shipibo-Conibo community, public cleaning workers in 26 districts, La Casa de Todos, the National Union of the Blind of Peru, Casa de la Mujer and artisans with disabilities). Also, in coordination with UNHCR, we provided assistance to migrant families.



DISASTER PREPAREDNESS



In total, the reach of our educational program exceeds 2.3 million people, taking into consideration that the program involves the participation of each student's family.

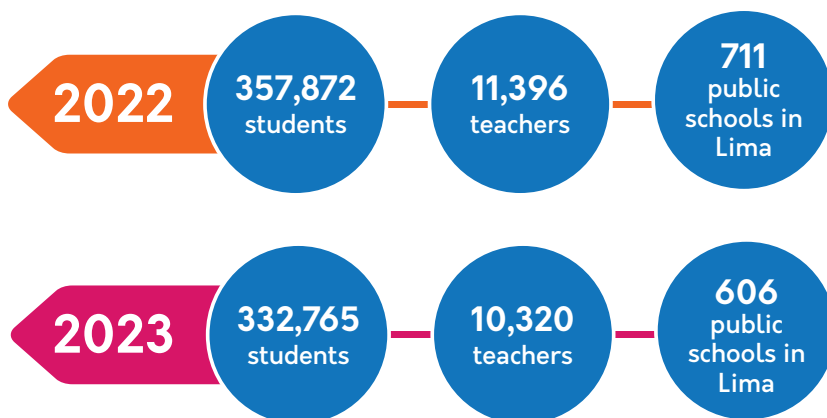


PREPARATION PROGRAM IN DRELM SCHOOLS

We are aware that it is more sustainable to educate the population rather than having to assist them when a disaster strikes. The “Let’s Be Prepared” educational program has reached more than 1,300 public schools in order to promote a culture of disaster preparedness among thousands of teachers and students, so that they can be prepared for any disaster, particularly earthquakes.

This program is possible thanks to an alliance with the Regional Directorate of Education of Metropolitan Lima (DRELM), and the NGO VIVA Vive Valores, which has adapted the INDECI’s “Family Emergency Plan” with an active and playful methodology, ideal for schoolchildren.

During its first phase, in 2022, the program trained more than 11,000 teachers in 711 schools and more than 357,000 children. By 2023, we worked with 606 schools in the Metropolitan Lima area, training 10,320 teachers, and they, in turn, trained 332,765 primary and secondary students, exceeding our goal by +10.9%.



LET'S BE READY CAMPAIGN IN EL COMERCIO AND TROME NEWSPAPERS

In alliance with Grupo El Comercio (the country's largest media group), **Hombro a Hombro** has carried out two communication campaigns in two of its newspapers: El Comercio and Trome, in order to reach a broad segment of urban Peru.

The "Let's Be Ready" campaigns included news articles simulating the occurrence of an earthquake (front page of both newspapers), as well as collectible advertising pieces with the 5 steps of the Family Emergency Plan. Everything was worked on both the print and digital platforms, and using the newspapers' social media, in addition to those of **Hombro a Hombro**.

Also, during the second campaign in 2023, we promoted a hackathon with UTP university, for the creation of an app to help families to face an earthquake.

#ESTEMOS LISTOS

Paso 1: Reduce riesgos en casa

Mapa familiar de riesgos

Es importante identificar el estado del lugar en el que vivimos. Elaborar un croquis nos ayudará a reconocer los peligros que nos rodean.

LEYENDA

- ZONA SEGURA:** Espacios abiertos y aledaños a las plazas, parques, estadios, edificios y viviendas seguras.
- ZONA LUGAR DE PELIGRO:** Las zonas marcadas con el símbolo de peligro. Durante una emergencia, evita quedarte allí.
- RUTA DE EVACUACIÓN:** Debes permanecer dentro del lugar, desviarte de las zonas de riesgo y salir hacia el punto de encuentro designado.

ZONA SEGURA INTERNA

Estructuralmente, se recomienda el encuentro entre una columna y una viga.

Si vives en un edificio, puedes resguardarte junto a la caja del elevador o las escaleras.

MANTENGAMOS LA CALMA

La prioridad siempre es evacuar, pero si estás en un piso alto o el movimiento es intenso, ubícate en la zona segura y sigue estos pasos:

ZONAS U OBJETOS PELIGROSOS

- Cables eléctricos:** Adecuación: Retira las instalaciones eléctricas con la ayuda de un profesional.
- Punto de gas:** Adecuación: Asegura la conexión o fija el botón.
- Ventanas sin laminar:** Adecuación: Instala lentes o películas adhesivas de seguridad.
- Estantería y adornos:** Adecuación: Retira los objetos grandes y pesados de zonas altas. Fija cuadros, armarios y cualquier objeto que pueda caer.
- Orienta o humedad:** Adecuación: Examina el estado de las paredes con un profesional y realiza las reparaciones necesarias.

RECOMENDACIONES:

- PROTECCIÓN:** o sientate en una zona segura antes de que el movimiento te haga caer.
- PROTECCIÓN:** bajo un objeto resistente o utiliza un casco.
- PROTECCIÓN:** del casco más cercano hasta que el movimiento pare. Luego, dirígete en orden hacia las zonas seguras exteriores o punto de reunión.

CONTENIDO PATROCINADO

EL NIÑO 2023-24 EVENT

As part of our commitment to a culture of disaster preparedness, and in the face of the uncertainty of the arrival of El Niño Global, we organized a virtual conference to update information about this phenomenon, from the weather aspect and its economic impact. The speakers were Abraham Levy, Director of Ambiant, and Raúl Andrade, Project Manager of Apoyo Consultoría. As **Hombro a Hombro**, we shared what the private sector has been doing to prepare for the consequences of El Niño and how companies can help before and during the phenomenon.



INTERACTIVE GAME ON RPP WEBSITE

Hombro a Hombro actively contributed to the Games section related to the Lima 8.8 podcast produced by RPP with the sponsorship of Pacífico Seguros. This section has had a great impact on RPP's audience and contributes to reinforce earthquake preparedness actions in a playful way, which makes it easier to remember. You can enter the games in this link:



<https://alertasismo.com/juegos>

WORKSHOPS FOR COMPANIES AND ORGANIZATIONS

Our commitment to preparedness includes offering completely free workshops to companies and other entities upon request. Only in 2023, we have delivered preparedness workshops to personnel from the following organizations:

- ✓ BENEFICENCIA DEL CALLAO
- ✓ BOMBEROS PUNO
- ✓ CARITAS DEL PERU
- ✓ CASA GRANDE
- ✓ COLEGIO EMBLEMÁTICO CUSCO
- ✓ GLORIA - 1 HUACHIPA
- ✓ GLORIA - 2 HUACHIPA
- ✓ HITACHI SAN ISIDRO
- ✓ HUNT OIL
- ✓ INNOVA SCHOOL 1 PIURA
- ✓ INNOVA SCHOOL 2 PIURA
- ✓ INNOVA SCHOOL LIMA
- ✓ INTERCORP
- ✓ IV BRIGADA DE MONTAÑA EP PUNO
- ✓ KALLPA CARHUAQUERO
- ✓ KALLPA CERRO DE PASCO
- ✓ KALLPA CERRO DEL ÁGUILA
- ✓ KALLPA CHILCA 1
- ✓ KALLPA CHILCA 2
- ✓ KALLPA SAN ISIDRO 2
- ✓ KONECTA 1 LIMA
- ✓ KONECTA 2 CALLAO
- ✓ PNP PUNO
- ✓ PWC
- ✓ REAL PLAZA CHICLAYO
- ✓ REAL PLAZA PIURA
- ✓ REAL PLAZA PURUCHUCO
- ✓ REAL PLAZA SANTA CLARA
- ✓ REAL PLAZA TRUJILLO
- ✓ RPP
- ✓ SOUTHERN
- ✓ TALMA
- ✓ TASA CHIMBOTE
- ✓ UNAJ JULIACA
- ✓ UNAP PUNO
- ✓ UNIVERSIDAD ANDINA DEL CUSCO
- ✓ UNIVERSIDAD CONTINENTAL DEL CUSCO
- ✓ UPC SAN MIGUEL
- ✓ UPC SURCO
- ✓ VI BRIGADA DE MONTAÑA

In addition, we held an open workshop with UNICEF, targeted to companies and their employees, which was attended by almost 100 people.

CAMPAIGN “TOGETHER WITH THE SOUTH” - DISSEMINATION OF PREPAREDNESS CULTURE IN PUNO AND CUSCO

In 2023, we took our message to two southern regions, in coordination with their chambers of commerce and Indeci's regional offices (DDI) of Puno and Cusco. We held presentations of our work in supporting the population in case of large-scale disasters with the collaboration of the business sector, as well as preparedness workshops for various entities such as universities, firefighters departments, journalists, the National Police, businessmen of the region, etc. We took advantage of this opportunity to strengthen and enhance collaborative work when these regions have to face a major disaster and require our support.

PUBLIC ADMINISTRATION SUPPORT



Since our beginnings, in the heart of the National Society of Industries, and as Soluciones Empresariales contra la Pobreza - SEP, we were very focused on supporting our country by transferring knowledge from enterprises to the public sector.



We have actively participated in various high-impact projects such as the Quipu Commissions, the Itinerant Platforms for Social Action (PIAS) in the jungle, the Technical Roundtables in the Vraem region, and the measurement of the country's Social Progress Index, among others.

During the Covid-19 pandemic, between December 2020 and July 2021, we were part of the Vaccination Support Working Group, under the direction of the Presidency of the Cabinet. In addition, in a decisive action for the country, we contributed to the shipment of the first batch of Sinopharm vaccines (1,000,000) against Covid-19, thus initiating the process of vaccinating front-line actors, and restoring hope to our country.

Thanks to our work, private enterprise has been present, sharing its know-how and resources, so that the government could carry out its work in the most efficient way.



A man with a beard and glasses, wearing a light blue shirt and a dark vest, is speaking on a stage. He is gesturing with his hands. The background features a large red TED logo and a screen displaying the text 'DX Thinkday' and 'independently organized TED event'.

INTERNATIONAL PROJECTION AND RECOGNITION

Following our participation in the Humanitarian Network & Partnership Week 2022, organized by the Connecting Business Initiative (CBI), we were invited to be a part of this organization, which brings together entities similar to ours around the world, to face disasters.

Being part of CBI ensures that we can count on their operational support, strategic advice to improve the coordination and humanitarian capacity of the private sector, making connections with international agencies and the UN system. We also have access to training activities and guidance materials, and to their support in mobilizing resources, among other commitments.



During 2023, we participated in the III Arise Regional Forum, within the framework of the 56th Safety, Health and Environment event, held in Colombia, in order to promote the exchange of good practices among the members of the Arise network, contribute to the debate on the role of the private sector in public-private partnerships in the region and identify opportunities and challenges, among others.

We also participated in the “Scaling up in Private Sector Engagement in Disaster Management and Humanitarian Action” event, held in Turkey, where we shared our experience and actions to prepare for the El Niño phenomenon with 29 business networks from around the world.

HOMBRO A HOMBRO IN TEDx TUKUY

Through our Executive Director, Juan Manuel Arribas, we were able to share with the attendees of this prestigious event the work done by **Hombro a Hombro** and the great lesson we witnessed: that, when Peruvians work together with the same purpose, we can achieve many things and overcome any adverse situation.

ENTREPRENEURIAL CREATIVITY 2021

In November 2021, the UPC recognized **Hombro a Hombro** with the award in the “Peru: response to the pandemic” category, in addition to the Grand Prize for Entrepreneurial Creativity 2021, which is awarded to the winner among the winners of all the categories in this prestigious competition.

This award only renews the business sector’s commitment to continue working together to support the government in solving the country’s major problems.



OTHER AWARDS

Over the years, we have received several awards in recognition of our work, such as the Naval Medal of Merit, the Diploma of Recognition from CONADIS, and the Citizen's Merit Medal awarded by the Presidency of the Republic and the Presidency of the Cabinet in 2022, for our "valuable support and coordinated work with the government in the fight against Covid-19".

In 2023, our work was highlighted, in the person of our Executive Director, in the book "Tengo el Orgullo", by journalist Ingrid Yrribarren, which lists the Peruvians who make us proud.



COMPANIES IN SOLIDARITY

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Every two years we hold a ceremony to recognize the companies that support Disaster Risk Management, both through **Hombro a Hombro** and INDECI. The ceremony is attended by high-level government authorities with whom our institution works. The 2023 ceremony was attended by the President of the Republic, Dina Boluarte, as well as four Ministers of State from the Defense, Agriculture, Housing and Environment portfolios.

President Boluarte expressed her gratitude to the private sector for its invaluable support in critical moments for the country, such as the Yaku cyclone at the beginning 2023.



OUR TEAM

Our organization optimizes its funds and is managed by only 3 people:



JUAN MANUEL Arribas
Executive Director



JAIME Chávez
Operations Manager



ZARELA Mansilla
General Coordinator

HOMBRO A HOMBRO FOUNDERS



BOARD OF TRUSTEES

We are grateful to our board of trustees, made up of companies that, with their monthly contributions, make possible the operation of our organization.



We also thank the companies that, without being part of our board, support our work by donating products or cash for specific actions, every time a disaster occurs:

72 Digital Outdoor | AC Farma | ADEXUS Peru | AFP Integra | AGAP - Asociación de Gremios Productores Agrarios del Perú | AJEPER | Ajinomoto | Algodonera Peruana | Alisur | Andes Alimentos | ANECOP - Asociación Nacional de Empresas de Cobranzas del Perú | Arcor | Asociación Automotriz del Perú | Asociación Cultural Peruano Británico | Avinka | Banbif | Banco Santander | BASF | BBVA | Beltrán Perú | Bimbo | Breadt | Breca | Buenaventura | Cámara de Comercio de Lambayeque | Cámara de Comercio de Piura | Camino de Vida | Camposol | Caña Brava | Carvimsa | Casa Andina | Cementos Pacasmayo | Ciplast | Claro | Cobra | Colgate-Palmolive | Colquisiri | Compañía Nacional de Chocolates | Confiep | Confiteca | Continental | Cori Puno | Costeño | Credicorp | Credicorp Capital | Creditex | DiDi | DP World | Entel | Fondo Binacional para la Paz y el Desarrollo Perú - Ecuador | Fosforera Peruana | Genomma Lab | Grupo Fe | Grupo RPP | Hayduk | Heineken | Hersil | Huidbay | Hunt Oil Company | Industria Nettelco | Industrias Europeas | Inkia Energy | Inland Energy | Inmobiliaria Bocanegra | Inspira | JMC Ingetel SAC | Kimberly & Clark | La Frondosa | La Positiva- Seguros | Laboratorios Siegfried | Laive | Lóreal Peru | Luz del Sur | M&P Solutions | Marco Peruana | Melaforn | Mercadeando S.A. | Mi Banco | Minandex SAA | Minera Horizonte | Misión Huascarán | Mondelez | Montana | Mundo Candy | Napoli | Naturandina | Oeshle | Otto Kunz | Ovosur | Pan American | Perené Peruana de Energía | Peruvian Supply Partners | Prima AFP | Procesadora Sudamericana | Procesos Ferucci | Programa Mundial de Alimentos - PMA | Prosemedic | Qroma | Química Suiza | Quimpac | Redondos | Repsol | Sal Marina Emsal | San Fernando | Siderperu | Sigma | Sismed | SNI | SNMPE | Sodimac | Sucden | Sudamericana de Fibras | Sura | Tejidos San Jacinto | Terminales Portuarios Euroandinos - TPE Paita | Tetra Pak | Texfina | Texgroup | Texpima | Textil Oceano | Tottus | TSC Textile Sourcing Company | Uber | Unilever | Unilex | Valero Energy | Valle Sol | Vitador S.A.





TARUCAMARCA
INFORMES E INICIATIVAS
RECAUDO LUMBRAS

CONDOR ANDINO (Vultur gryphus)
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INFORMES E INICIATIVAS
RECAUDO LUMBRAS



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