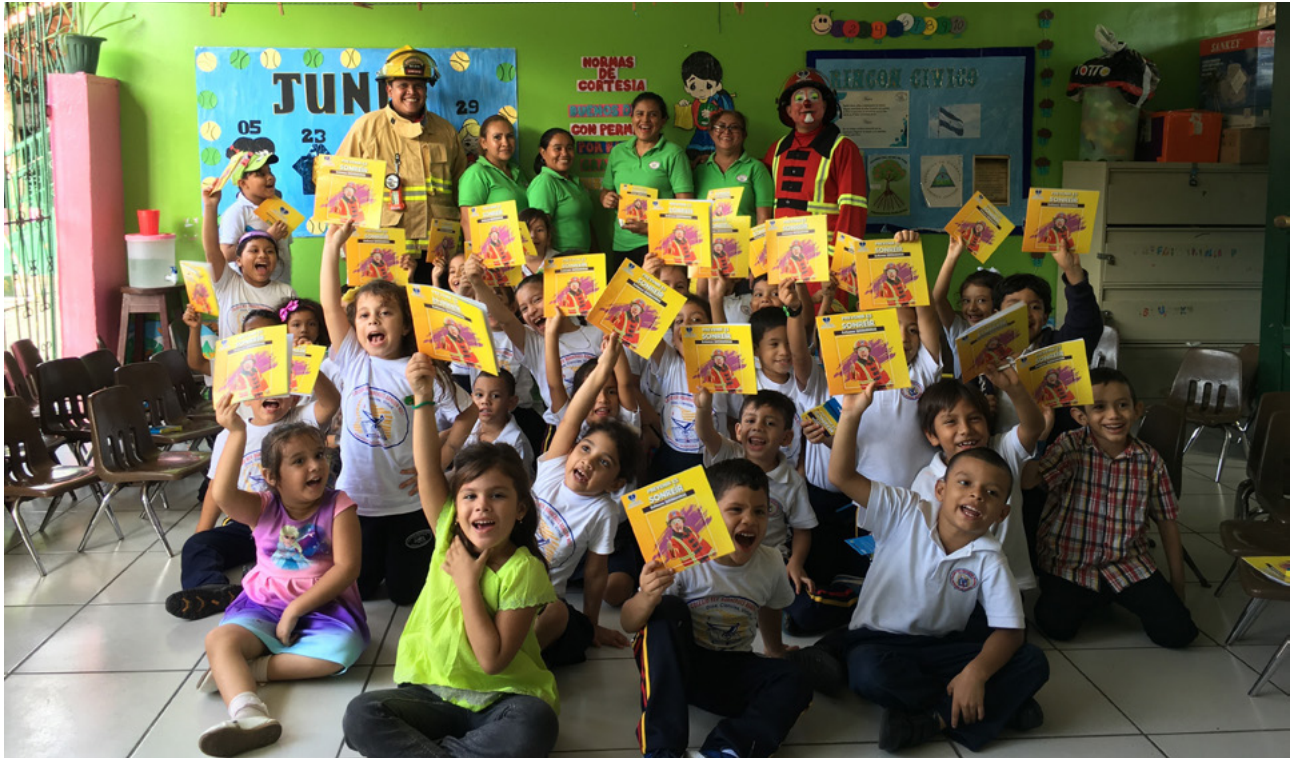


# ANNUAL REPORT 2020







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# JOINING FORCES TO RISE TO THE CHALLENGE OF THE GLOBAL PANDEMIC

The outbreak of COVID-19 defined 2020 for us and our partners, disrupting our planned programmes and making the circumstances of our beneficiaries more precarious. We were able to quickly adapt our approach and how we allocate our resources to mitigate the impact of the growing crisis as much as possible.



**GRAHAM SHARP**  
CHAIRMAN



**VINCENT FABER**  
EXECUTIVE DIRECTOR

To help our partners face the consequences of this unprecedented crisis, we developed an emergency strategy focused on three principles: responsibility, versatility and flexibility.

Our responsibility to safeguard the health, wellbeing and development of our partners and the people they serve has always been at the core of our action, but it was brought even more to the forefront in 2020. With this responsibility in mind, we also significantly increased our versatility, working with our partners to reallocate funds to the areas of greatest needs and temporarily adapting our reporting requirements where and when necessary. Lastly, our flexibility enabled our partners to make swift, and sometimes life-saving, funding decisions unencumbered by administrative processes.

Alongside offering this flexibility and versatility to our existing grantees, we implemented additional special measures in response to the crisis. For instance, we provided a grant to United Way of Puerto Rico to help them provide food and personal protective equipment (PPE)

to families in need. We also supported North Star Alliance – one of our long-standing partners – with an additional grant for their special COVID-19 response, which provided prevention and care services to vulnerable communities and ensured North Star Alliance's capacity to continue delivering other vital services in Sub-Saharan Africa.

Despite 2020 being a dark year for many people, we have seen the very brightest and best aspects of our colleagues in their commitment to fight against the crisis. The response of Puma Energy employees has been incredibly inspiring. They quickly mobilised to contribute in whatever way they could to safeguard the wellbeing of their local communities, working with Puma Energy Foundation more closely than ever before. We provided the resources and expertise to ensure their enthusiasm and efforts could have the greatest possible impact, and topped up or matched donations and funds raised. We invite you to learn more about the meaningful activities organised together with Puma Energy staff on p.6-7.

Strong bonds have now been built between our colleagues from the company and us. We now know we can rely on their local expertise to identify organisations to partner with, in areas where our support can make a real difference. In the years to come, we will be cherishing and further strengthening these exceptional and powerful synergies revealed by the COVID-19 crisis.

Although the pandemic and its consequences absorbed much of our resources and energy during the past year, we have still been able to continue our reflection to refine our



strategy, in particular regarding the inclusion of access to clean energy as a new key focus area.

Clean energy has the potential to provide greater access to education, access to healthcare, improved livelihoods and more broadly to life-changing new opportunities for the vulnerable populations we support. This focus gives new meaning to our existing purpose of 'energising communities' and strengthens our work empowering the most fragile through innovative and sustainable solutions.

2020 has been an incredibly difficult year for everybody, but especially for those who were already vulnerable before the pandemic. We have been doing our best to respond to the crisis and help our partners provide vital support to their beneficiaries. At the same time, this crisis revealed the unique strength and impact we can have if we work together. Thanks to our partners' tireless efforts and Puma Energy staff's solidarity, we have been able to rise to the challenge. It is now our responsibility to build on this commitment and keep it alive for a greater impact in the years to come.

# OUR 2020 OPERATIONS

## AFRICA

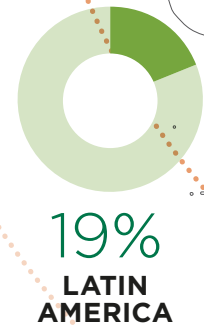
- 1 North Star Alliance**  
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- 2 North Star Alliance**  
**SPECIAL COVID-19 RESPONSE PROJECT FOR PREVENTION AND MANAGEMENT OF COVID-19 CASES**  
 Sub-Saharan Africa
- 3 Impumelelo**  
**SELF-HELP CENTRE FOR QUADRIPLÉGIC AND PARAPLEGIC PEOPLE**  
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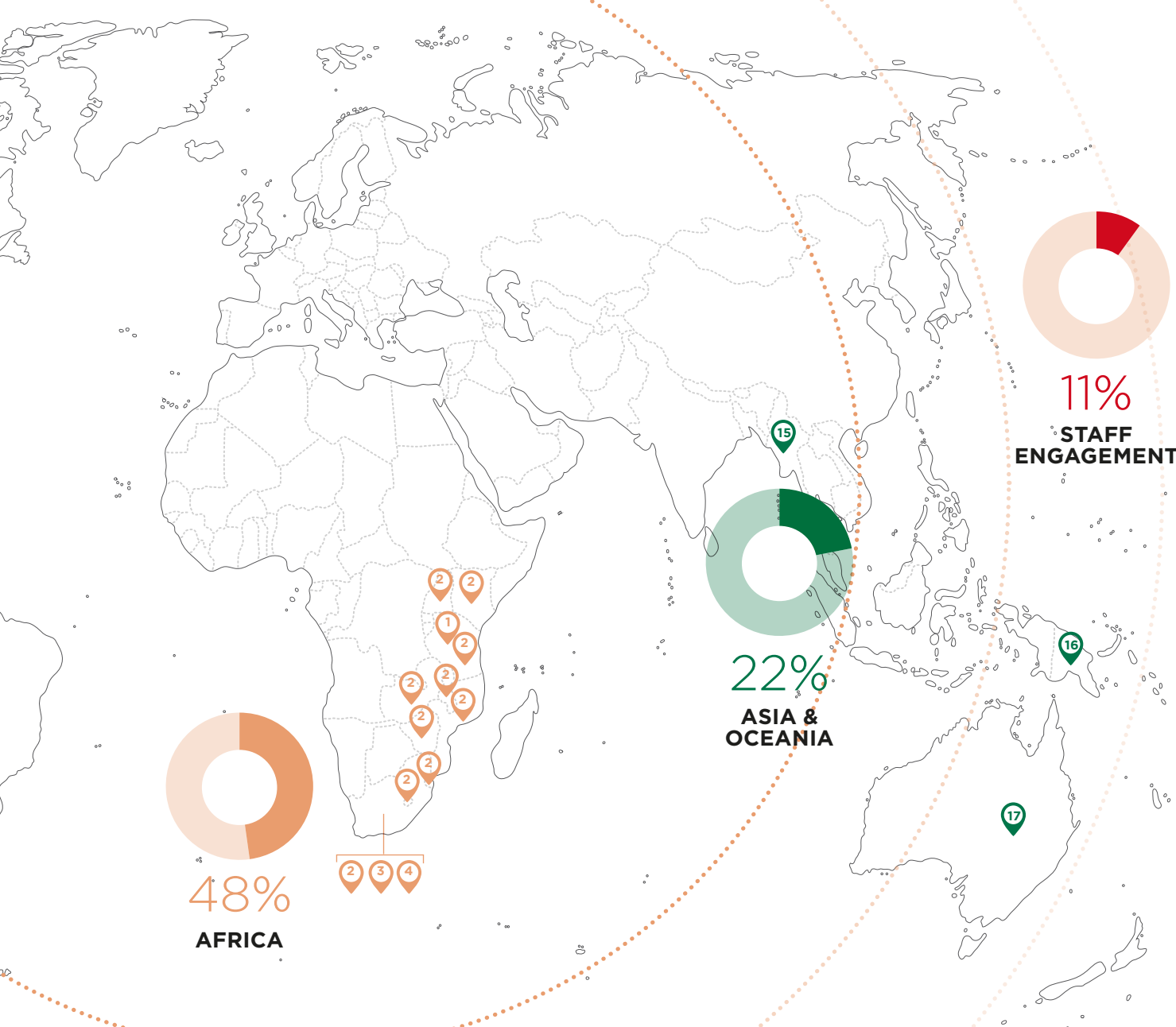
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- 9 United Way of Puerto Rico**  
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## ASIA & OCEANIA





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PROGRAMMES

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COUNTRIES OF ACTION

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SPECIAL COVID-19 & DISASTER RELIEF INTERVENTIONS

**USD 1M**

TOTAL BUDGET

# STANDING UP TOGETHER AGAINST COVID-19

2020 has been an exceptionally challenging year for all: COVID-19 had (and will continue to have) a disruptive effect on our lives. The Puma Energy Foundation worked hand-in-hand with our people in offices around the world to understand the local needs of communities and implement targeted support in response to COVID-19. Here, you can find some of the initiatives organised by the Foundation and Puma Energy employees around the world during the pandemic.



Across Africa, **North Star Alliance** works to provide healthcare access and services to mobile communities (such as truck drivers) and remote populations. With clinics along the main transport corridors of 10 Sub-Saharan countries, the NGO is perfectly placed to provide information and medical services to the truck drivers and communities they connect with during the pandemic. The Puma Energy Foundation donated to North Star Alliance to ensure the organisation's capacity to provide its usual healthcare assistance, as well as referral management of critical cases of COVID-19.



In South Africa, the **Johannesburg Charity Committee** fundraised for their local charity of the year, the **Impumelelo Self-Help Centre**, a facility for quadriplegic and paraplegic people. The Foundation doubled the amount raised, which was used to purchase much-needed food and PPE for the patients. The Johannesburg office also supported **Children of the Dawn**, an organisation caring for vulnerable and orphaned children in some of the poorest areas in South Africa and employees donations were matched by the Foundation.



In Panama, the local office supported the **Panama Food Bank**. Employees organised a fundraising campaign and the Foundation made a donation.





In El Salvador, the Foundation donated to the movement **Unidos Somos Más** that helps people in need hit by the COVID-19 crisis and tropical storm Amanda. Generously, 15 Puma Energy employees participated in the distribution of food packages to families in need.



In Australia, the team in Brisbane fundraised for their Charity of the Year, the **Starlight Children's Foundation**. Starlight mainly raises funds through events, which were unavoidably disrupted by COVID-19. The Foundation matched the funding collected by employees.



In Honduras, the Foundation donated to the **Honduran Red Cross** to support the local COVID-19 response, including improving ambulances' radio equipment.



In Puerto Rico, the Foundation supported the action **Bags of Hope** of United Way of Puerto Rico with a donation. The campaign distributed food and hygiene kits to disadvantaged communities during the COVID-19 pandemic.



In **Guatemala**, the local office organised a fundraising campaign to buy meals for the healthcare workers and people working on the COVID-19 response in three local hospitals. The Foundation matched the funds raised by the staff.

# OUR PROGRAMMES

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# FAIR AND SUSTAINABLE EMPLOYMENT: A SNAPSHOT OF OUR PROGRAMMES

## EQUIPPING MARGINALISED PEOPLE FOR A SUCCESSFUL FUTURE

### SWISS ACADEMY FOR DEVELOPMENT (SAD) AND CITY MISSION

### PAPUA NEW GUINEA



#### KEY 2020 ACHIEVEMENTS

# 50%

drop in unemployment for male graduates

# 2x

increase in self-employment for female graduates

# 174

young men completed vocational training

# 162

participants completed entrepreneurship training

Papua New Guinea is a difficult place to enter adulthood in many respects. Its high income inequality is exacerbated by a significantly young population, leading to soaring youth unemployment. The high incidence of crime, drug and alcohol abuse in the country's overcrowded urban areas, coupled with this struggle for employment, all interfere with youth reaching their full potential.

Puma Energy Foundation and SAD partnered three years ago to launch the 'Standing on my own feet' project, implemented on a local level by City Mission. The project was set up to equip vulnerable young people with the skills they need to make their own way in the world. It provides vocational and entrepreneurship training, focusing on the people who need it most, such as victims of abuse or violence and those who have experienced addiction or homelessness. City Mission's training supports beneficiaries to become autonomous by developing the skills, knowledge and experience they need to find gainful employment or to successfully operate a business.

Despite the challenges of COVID-19, 2020 marked some significant final achievements for the partnership. There were multiple benefits for the programme's participants: 55 young men obtained and retained a job, 90% of programme's participants improved their confidence in personal skills and capabilities to find employment, 50% improved living conditions, and 70% of participants improved literacy levels.

The entrepreneurship training also offered important opportunities for young women and men to launch or improve already existing businesses. Over 95% of participants felt a lot more confident in their entrepreneurship skills and capabilities after training, and 72% of businesses created have continued to operate. Participants went on to set up businesses including convenience stores, tailoring or crafts-making businesses.



FIND OUT MORE:  
[pumaenergyfoundation.org/en/sad-city-mission](https://pumaenergyfoundation.org/en/sad-city-mission)





#### KEY 2020 ACHIEVEMENTS

# 1,210

children educated in  
burn prevention

# 12

volunteers from Puma Energy  
were trained in burn prevention

# 103

parents, teachers and  
community leaders trained  
in burn prevention

## SPARKING AWARENESS OF BURN PREVENTION

**ASOCIACIÓN PRO  
NIÑOS QUEMADOS  
DE NICARAGUA  
(APROQUEN)**

**NICARAGUA**

In Nicaragua, burn injuries are the second most common cause of death by accident, with children making up the majority of the victims. APROQUEN developed and implemented the first comprehensive burn prevention programme in Latin America with the support of the Puma Energy Foundation.

The three-year pilot ran from 2017 to 2020, targeting the regions of Nicaragua with the highest levels of paediatric burns with a specialised training programme to strengthen burn prevention education and provide the tools needed to recognise risk factors and implement first aid measures. The training involved experts engaging with children, parents, teachers and community leaders. These important stakeholders learned to become ambassadors themselves, meaning they are capable of training others and spreading the word even further.

FIND OUT MORE:

[pumaenergyfoundation.org/en/aproquen-nicaragua](https://pumaenergyfoundation.org/en/aproquen-nicaragua)

## PLANTING THE SEEDS OF RESILIENCE

### ROOT CAPITAL

#### GUATEMALA, HONDURAS, MEXICO AND NICARAGUA

Agricultural businesses provide food and employment for millions of people around the world. However, accessing global markets directly can be a challenge for small-scale farmers, which limits their customer base, income and sustainability prospects. Forming agricultural cooperatives gives these farmers strength in numbers and facilitates knowledge sharing.

With the Puma Energy Foundation's support, Root Capital provides 12 such cooperatives in Guatemala, Honduras, Mexico and Nicaragua with financial and agronomic training. This training builds their resilience to external threats like climate change and volatile markets. In 2020, the cooperatives faced another threat: the COVID-19 pandemic. However, with Root Capital's continued support and guidance, they were able to weather its challenges. Previously conducted face-to-face, interactions and training were instead conducted online and by telephone. Root Capital's flagship Business Management Advisory training was also adapted to incorporate COVID-19-related business contingencies.

#### FIND OUT MORE:

[pumaenergyfoundation.org/en/root-capital](https://pumaenergyfoundation.org/en/root-capital)



#### KEY 2020 ACHIEVEMENTS

# 140

employees and smallholder farmers trained

# 3,310

smallholder farmers supported

# 12

enterprises developed stronger internal management capabilities



# CLEAN AND SAFE LOGISTICS: A SNAPSHOT OF OUR PROGRAMMES

## TARGETED HEALTHCARE INTERVENTIONS FOR TRUCK DRIVERS

### NORTH STAR ALLIANCE

### TANZANIA

The Puma Energy Foundation and North Star Alliance have a long-standing partnership that has supported thousands of truck drivers, rural community members and sex workers in Tanzania with healthcare and disease prevention education at its roadside clinics.

Targeting truck drivers is particularly important to reducing the spread of disease as they travel constantly and are therefore in contact with different communities along the main Tanzanian transport corridor.

North Star Alliance's 'Blue Box' roadside clinics provide services including HIV treatment and primary healthcare for malaria and tuberculosis, alongside education on safe sexual practices, the risk of sexually transmitted diseases and road safety. During the pandemic, its services expanded to include prevention, care services and referral management of critical cases of COVID-19 (learn more on p.6).

Adrian, a truck driver with diabetes, was brought to a Tanzanian clinic after collapsing at the wheel with dangerously low blood sugar. He received urgent medical help and was trained on how to better manage his condition in the future. Adrian thanked the clinicians effusively: "I cannot imagine how my life would have been a few minutes later without your immediate help. You saved my life, thereby sustaining and protecting my family indirectly. May God bless you for your services."

FIND OUT MORE:  
[pumaenergyfoundation.org/en/roadside-wellness](https://pumaenergyfoundation.org/en/roadside-wellness)



#### KEY 2020 ACHIEVEMENTS

# 8,687

community members served

# 8,411

sex workers served

# 31,028

truck drivers served







## EMPOWERING SAFETY FOR ROAD USERS

### AIP FOUNDATION

### MYANMAR

The Puma Energy Foundation supports the AIP Foundation's Empowering Safety programme in the Mandalay Region and Yangon, Myanmar.

Empowering Safety's main purpose is to contribute to less accidents and injuries for vulnerable road users: pedestrians, cyclists and motorcyclists. The programme's unique approach involves school-based helmet distribution, road safety education, public awareness campaigns and educational workshops in targeted at-risk communities. Youth ambassadors are invited to take a lead role in building awareness of safety risks. The programme also involves engaging a range of influential stakeholders to drive its advocacy on policy.

In 2020, Empowering Safety developed campaign materials to share with local government and other key stakeholders. Its partnership with the Education Office of the Mandalay Region helped AIP Foundation identify three schools in the greatest need of its support. A further partnership was forged with the Myanmar Organisation for Road Safety, with a view to expand Empowering Safety's message and reach.

*The activities described here predate the situation in Myanmar in 2021.*

FIND OUT MORE:

[pumaenergyfoundation.org/en/aip-foundation](https://pumaenergyfoundation.org/en/aip-foundation)

Despite being responsible for less than 60% of the world's cars, developing countries suffer a shocking 93% of road traffic deaths. Children and young adults make up a disproportionate number. Their daily journeys to school, particularly in busy cities, present a significant risk.

Fundación Gonzalo Rodríguez operates in Latin America, promoting children's safety on their journeys to and from school and ultimately working on policy and behaviour change to reduce road traffic accidents involving children and youth.

The Puma Energy Foundation entered into a partnership with this organisation in 2020. Together, the two foundations commissioned a feasibility study assessing the current status of road safety in several Latin American countries. The findings of the study will serve as a basis to advocate for legislative changes in line with international best practices, and to implement vital road safety interventions. As of 2021, the Puma Energy Foundation will support the organisation in improving road safety for children in three new countries: Panama, El Salvador and Colombia.

FIND OUT MORE:

[pumaenergyfoundation.org/en/fundación-gonzalo-rodriguez-latin-america](https://pumaenergyfoundation.org/en/fundación-gonzalo-rodriguez-latin-america)

## SAFEGUARDING SCHOOLCHILDREN ON THE ROAD

### FUNDACIÓN GONZALO RODRIGUEZ





## INFORMATION

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If you have any questions about the Puma Energy Foundation, or would simply like to talk to us about our work, please email:

[contact@pumaenergyfoundation.com](mailto:contact@pumaenergyfoundation.com)



## WEBSITES OF OUR PARTNERS

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American Red Cross, [redcross.org/cruz-roja.html](http://redcross.org/cruz-roja.html)  
 AIP Foundation, [aip-foundation.org](http://aip-foundation.org)  
 APROQUEN, [aproquen.org](http://aproquen.org)  
 Children of the Dawn, [childrenofthedawn.org.za](http://childrenofthedawn.org.za)  
 City Mission, [citymissionpng.org](http://citymissionpng.org)  
 Fundación Gonzalo Rodriguez, [gonzalarodriguez.org](http://gonzalarodriguez.org)  
 Honduran Red Cross, [cuzroja.org.hn](http://cuzroja.org.hn)  
 Impumelelo, [impumeleloselfhelp.wordpress.com](http://impumeleloselfhelp.wordpress.com)  
 Nicaraguan Red Cross, [cuzrojanicaraguense.org](http://cuzrojanicaraguense.org)  
 North Star Alliance, [northstar-alliance.org](http://northstar-alliance.org)  
 Panama Food Bank, [banalimentospty.com](http://banalimentospty.com)  
 Root Capital, [rootcapital.org](http://rootcapital.org)  
 Swiss Academy for Development, [sad.ch](http://sad.ch)  
 Starlight Children's Foundation, [starlight.org.au](http://starlight.org.au)  
 Unidos Somos Más, [unidosv.org](http://unidosv.org)  
 United Way of Puerto Rico, [unitedwaypr.org](http://unitedwaypr.org)



## PHOTO CREDITS

Cover: Starlight Children's Foundation, Opmeer Reports, APROQUEN, Honduran Red Cross, Sean Hawkey for Root Capital APROQUEN (p.1, 12)  
Jonathan Glynn Smith (p.2, 3)  
Gareth Bentley (p.3, 16-17)  
North Star Alliance, Children of the Dawn, Unidos Somos Más, Banco de Alimentos de Panamá, United Way of Puerto Rico (p.6-7)  
Sean Hawkey for Root Capital (p.8-9)  
Swiss Academy for Development (p.10-11)  
Root Capital (p.13)  
Opmeer Reports (p.14)  
AIP Foundation (p.15)  
Fundación Gonzalo Rodriguez (p.15)

We would like to thank all those who provided photography for this report.

Copy, editing, design: [Touchline](#)



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