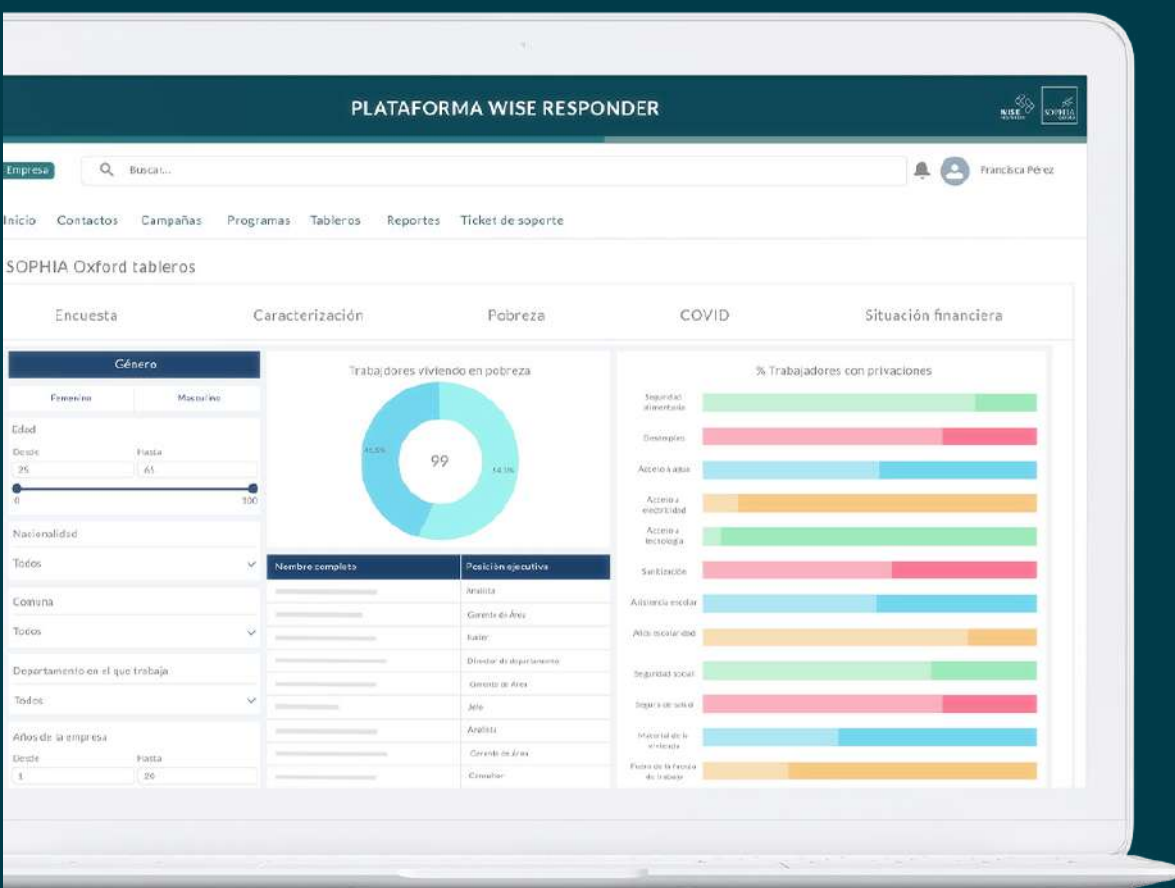


# WISE RESPONDER ACTION KIT

Promoting the multidimensional well-being of  
your employees and their families

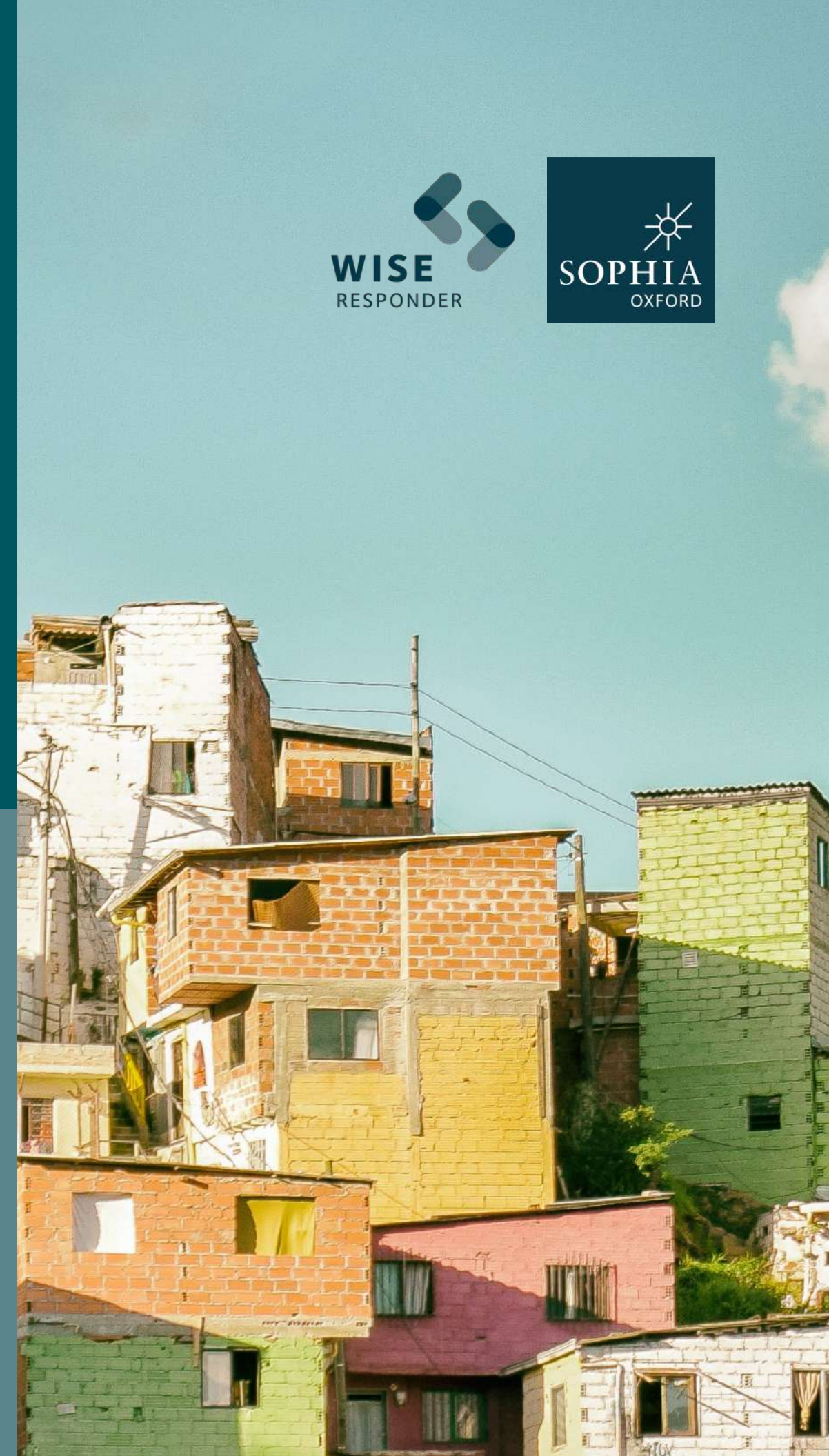


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# ABOUT US

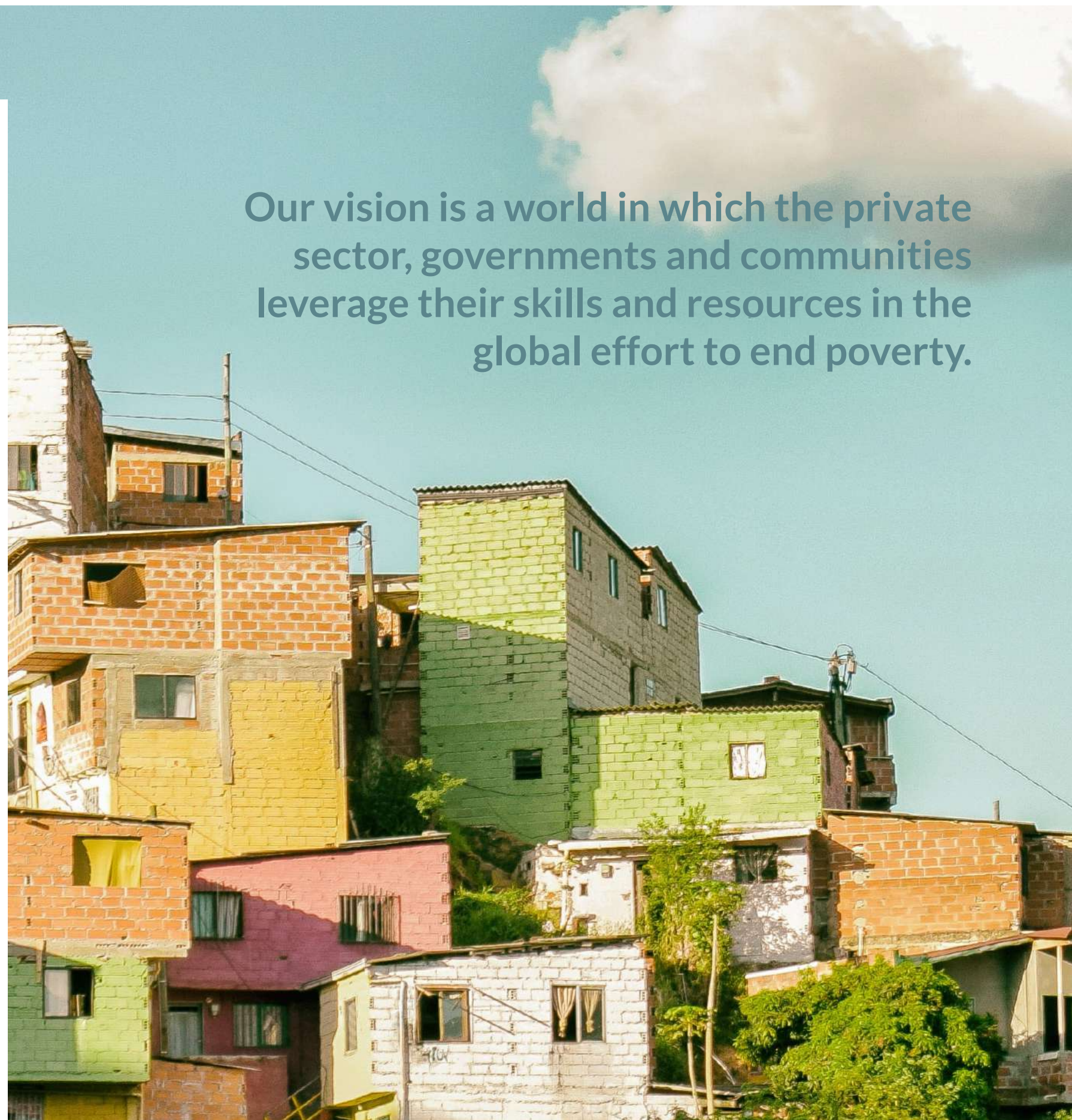
## SOPHIA OXFORD

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SOPHIA Oxford is an independent non-profit organization, linked to the University of Oxford and formed in association with the Oxford Poverty and Human Development Initiative (OPHI).

It is the first social spin-out venture of the university, **created to support businesses in promoting multidimensional well-being.** SOPHIA Oxford provides companies with objective measures to assess and respond efficiently and sustainably to the challenges their employees and families face.

Our vision is a world in which the private sector, governments and communities leverage their skills and resources in the global effort to end poverty.



# WISE RESPONDER ACTION KIT

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The Wise Responder Action Kit (WiRe) is a set of tools that allows a company to understand the level of multidimensional well-being of its employees and to manage programs that improve their quality of life.

We offer a comprehensive service that quantifies and maximizes the social impact of a company's actions. With the WiRe the company is able to target and efficiently invest its resources based on a detailed analysis of robust data and effective planning of its social strategy.



## The Wise Responder Action Kit consists of:



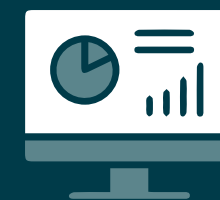
### TECHNICAL ADVICE

Technical advice and personalized support delivered by expert consultants in sustainability and data analysis.



### MULTIDIMENSIONAL WELL-BEING SURVEY

Robust digital survey focused on poverty and well-being that allows you to know in depth the life-situation of your employees and their families.



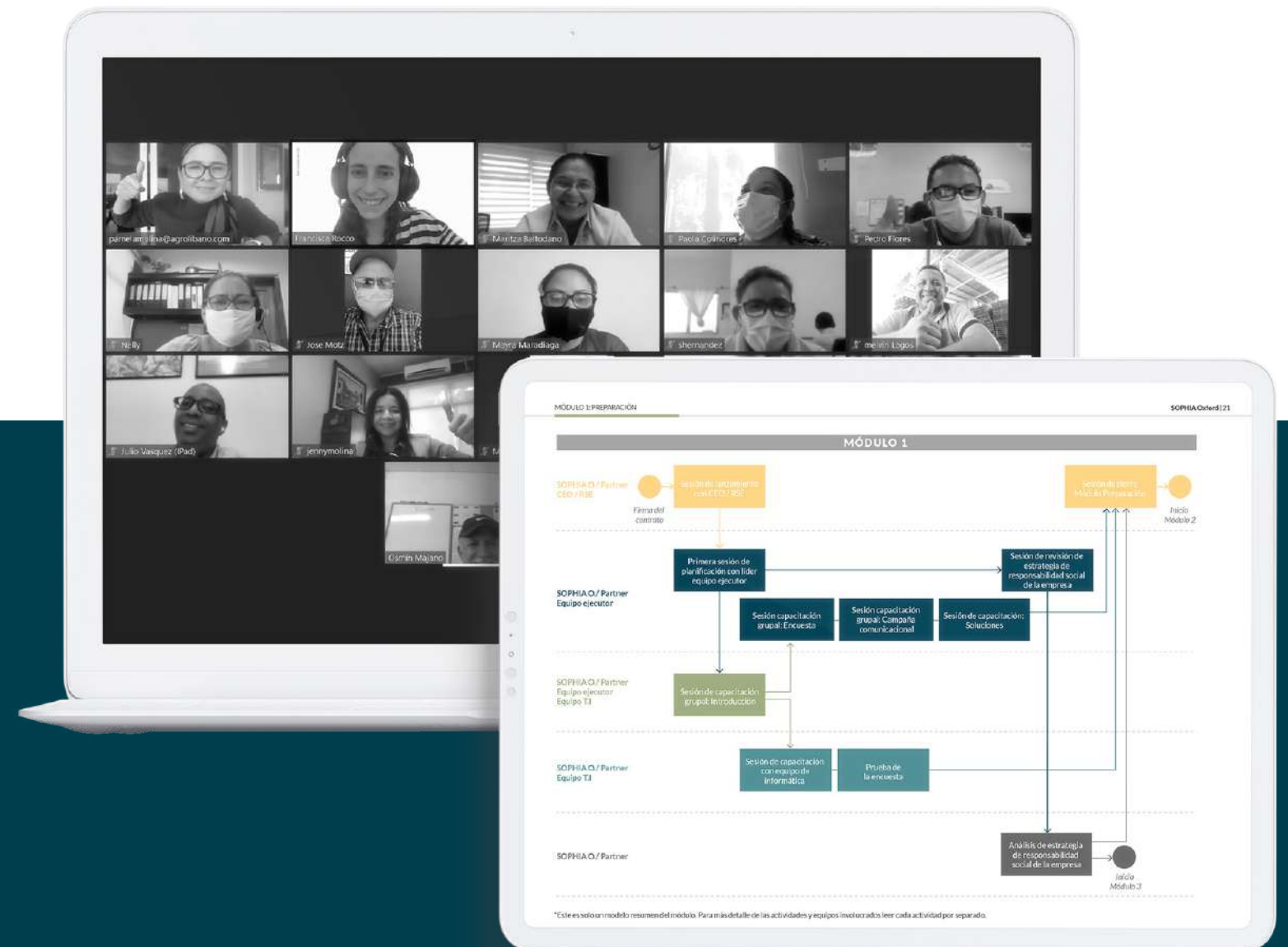
### TECHNOLOGICAL PLATFORM

Platform built in Salesforce, controlled by the company allowing it to manage the survey, undertake data analysis, prioritize targeted groups with solutions, monitor and measure impact all in real-time.

# TECHNICAL ADVICE

## WORK UNITS

We provide technical advice and personalized support is delivered by expert consultants in sustainability and data analysis. Through a flexible and dynamic methodology they will provide:



### Training

We leave capacity installed in your company through a series of training sessions and the delivery of support material.



### Analysis of the social management strategy

We take advantage of existing experience and make the most of the management systems and tools already used in the company.



### Measurement and recommendations

We support the implementation of the survey, provide robust analysis of data collected, allowing the company to define effective solutions.

# WELL-BEING SURVEY

## WHAT DO WE MEASURE?

We provide a digital poverty and wellbeing questionnaire that allows the company to know in depth the life situation of your employees and their families. It is composed of:



### Standard questionnaire

It covers the measurement of 4 dimensions that are recognized worldwide as standards for measuring vulnerability and poverty, as well as relevant information for the company such as income, debt and the effects of COVID.

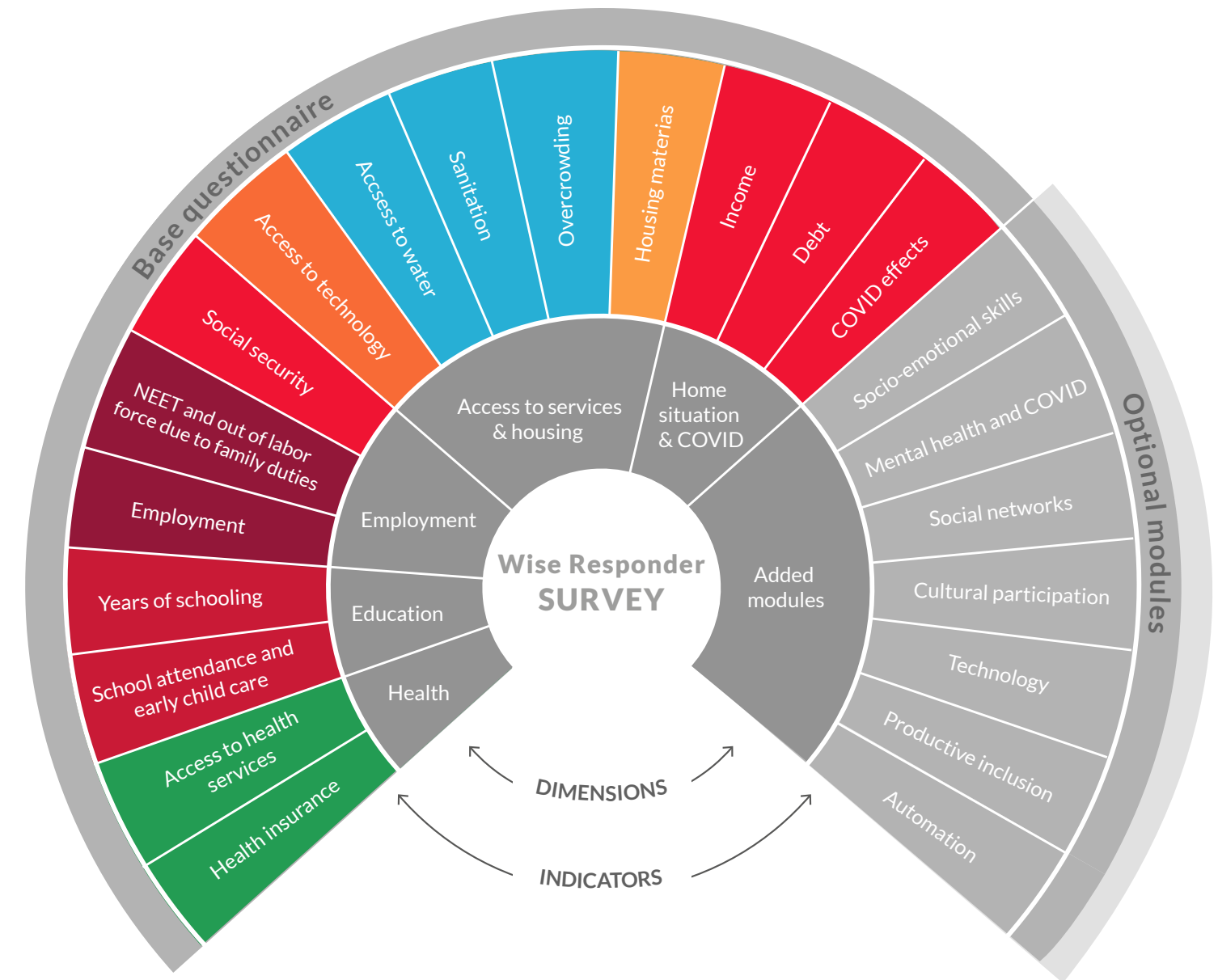


### Optional modules

In addition to the standard questionnaire, companies may add different modules that delve into topics of specific interest to them.

### **i** Analysis criteria:

*The data obtained from the survey can be decomposed by gender, ethnicity, location, among other factors.*



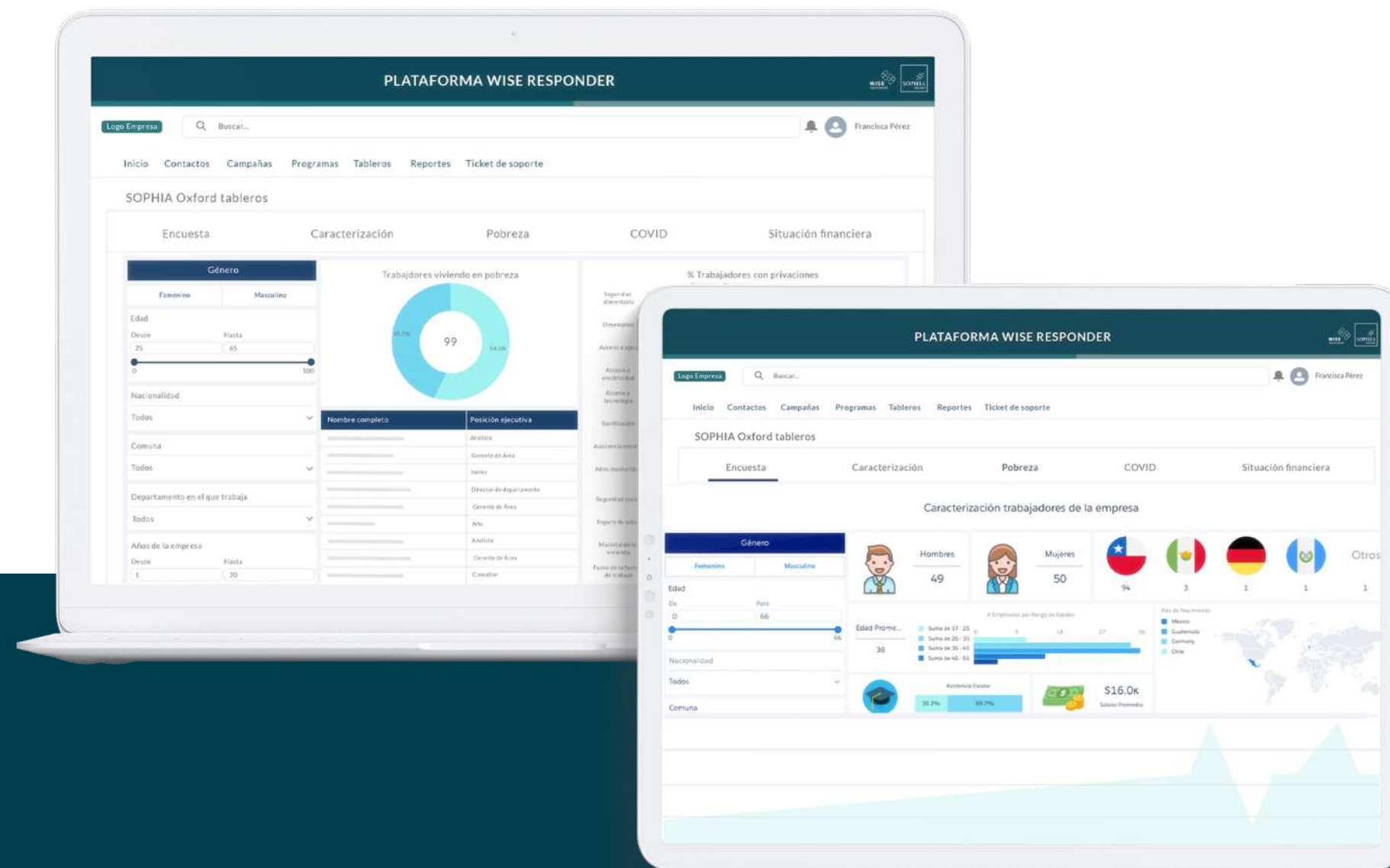
### SUSTAINABLE DEVELOPMENT GOALS

- |   |   |
|---|---|
| <span style="color: red;">■</span> 1 No poverty                   | <span style="color: blue;">■</span> 6 Clean water and sanitation                |
| <span style="color: green;">■</span> 3 Good health and well-being | <span style="color: darkred;">■</span> 8 Decent work and economic growth        |
| <span style="color: darkred;">■</span> 4 Quality education        | <span style="color: orange;">■</span> 9 Industry, innovation and infrastructure |
|   | <span style="color: yellow;">■</span> 11 Sustainable cities and communities     |

*Each indicator is linked to one of the United Nations Sustainable Development Goals (SDGs). This alignment facilitates coordination between the company's efforts with the government and other national and international actors.*

# TECHNOLOGICAL PLATFORM

Platform built in Salesforce, which allows the company to manage measurement, data analysis, prioritization of target groups, monitoring of social programs, and impact measurement.



**Direct connection to the survey**



**Data analysis and report generation**

Possibility of analyzing the information according to different indicators and criteria (gender, age, geographical location, etc.).



**Communication campaigns**

Possibility of sending communication and mailing campaigns easily and quickly.



**Management & measurement of programs impact**

Registration of programs and monitoring of their progress and impact.



**Constant support**

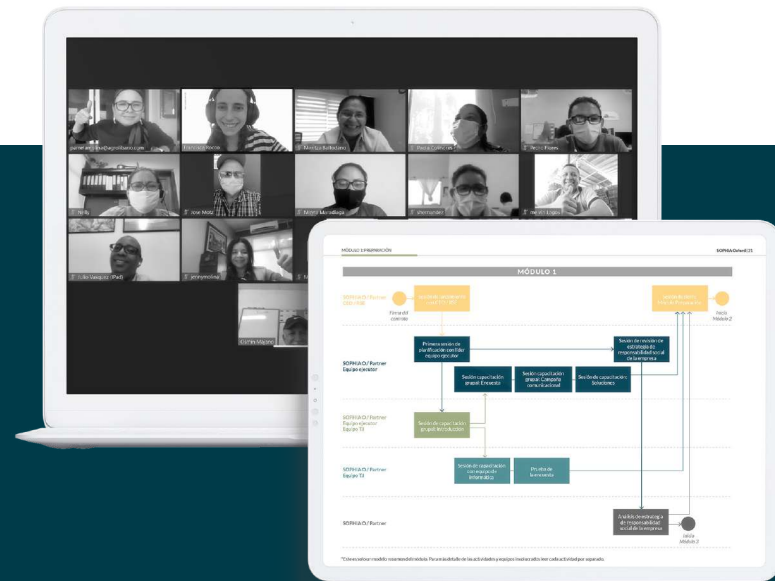
Access to direct and indirect technical support.



**32 safety certifications**

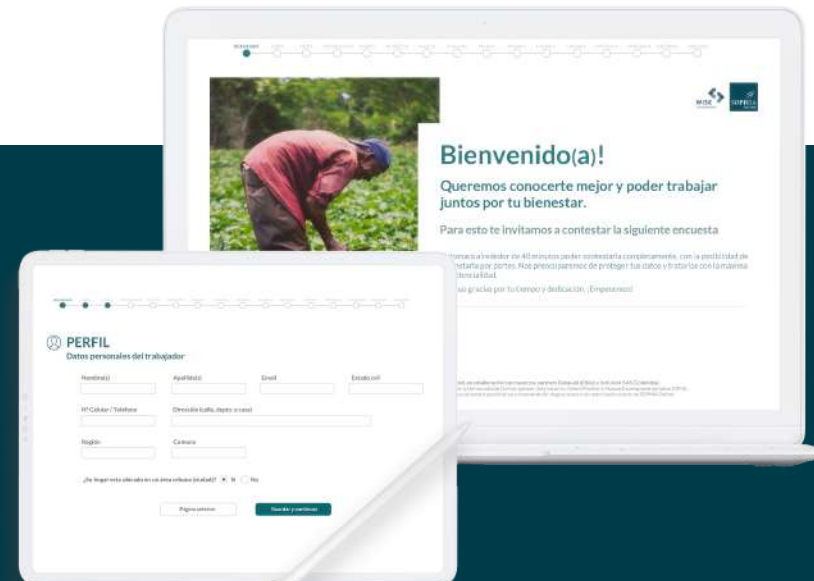
# TOOLS

## RESUME



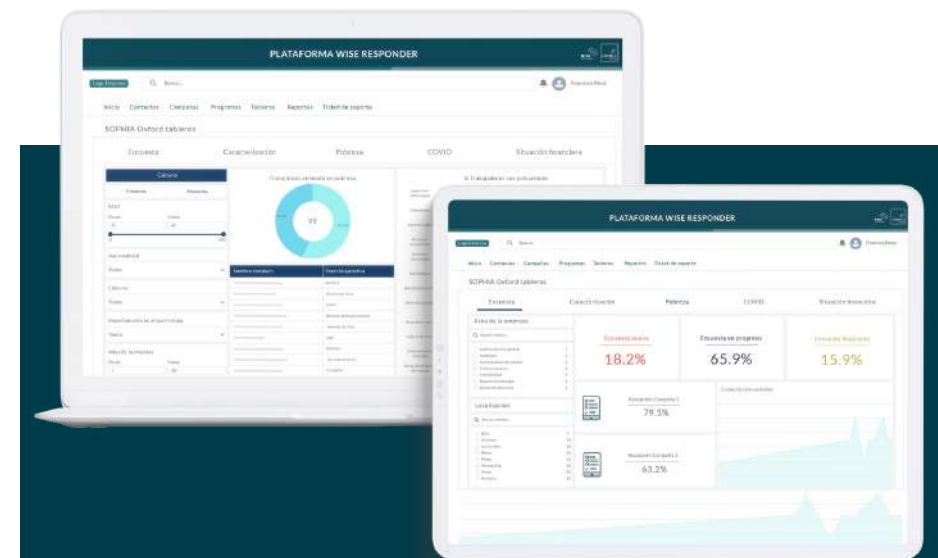
### TECHNICAL ADVICE

- ✓ Technical advice and personalized support by expert consultants
- ✓ Training and delivery of material
- ✓ Analysis of current social management
- ✓ Measurement and recommendations



### MULTIDIMENSIONAL WELL-BEING SURVEY

- ✓ Online digital survey
- ✓ Measurement of globally recognized poverty indicators and relevant information for the company
- ✓ Optional additional well-being modules
- ✓ Data analysis according to criteria such as gender, ethnicity and many others.



### TECHNOLOGICAL PLATFORM

- ✓ Direct connection to the survey
- ✓ Data analysis and reporting
- ✓ Communication and mailing campaigns
- ✓ Management of social programs
- ✓ Constant support
- ✓ 32 safety certifications

# WHAT WILL BE THE IMPACT

We transform the way your company generates well-being.

The benefits of our approach extend both to employees and their families, to the company and to the global effort to achieve sustainable development for all.





# TESTIMONIALS

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The logo for AB InBev, featuring the letters 'AB' in a bold, red, serif font, followed by 'InBev' in a bold, dark brown, sans-serif font.

“The new methodology and accompaniment of SOPHIA has made a difference in reaching the homes of our people and being able to know their realities. It has been enriching to start with the development of the first stages where we have managed to empower leaders, middle managers and all collaborators to make this program a platform for everyone. Working together different alternatives that improve our well-being and that of our homes will be the key to making this program successful and thus building a company that will last the next 100 years.”

— Astinés Peral, Director of People and Management Ab-Inbev for Central America and Caribbean



“The interesting thing about all this analysis is that everything is just a “click away”, the amount of information and data that we are having is impressive. Information is power, information helps you make correct decisions, align yourself. All of this will help us to be more efficient, more effective.”

— Pamela Molina, Director of Sustainability Agrolíbano. Honduras



“The company has had support programs in the past, but this methodology allows us to review, redefine and confirm the programs we were working on, now counting on the support of all of us who work in the company. It is allowing us to add to our corporate culture a more complete idea of mutual support between collaborators and our families”

— José Pivaral, President of the Board Confío. Guatemala

# HOW TO START?

Contact us for more information and to schedule a tour of our tools.

The Wise Responder Action Kit is available to all companies and multinationals in Latin America and the Caribbean, directly from SOPHIA Oxford or through our partners:

Learn more at [www.sophiaoxford.org](http://www.sophiaoxford.org)



**SOPHIA OXFORD**

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**INCLUSIÓN SAS, Colombia**

Contact Roberto Angulo

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**RS SOSTENIBLE, México, Caribe & Centroamérica**

Contact Cecilia Mora

 [cmora@rs-sostenible.net](mailto:cmora@rs-sostenible.net)



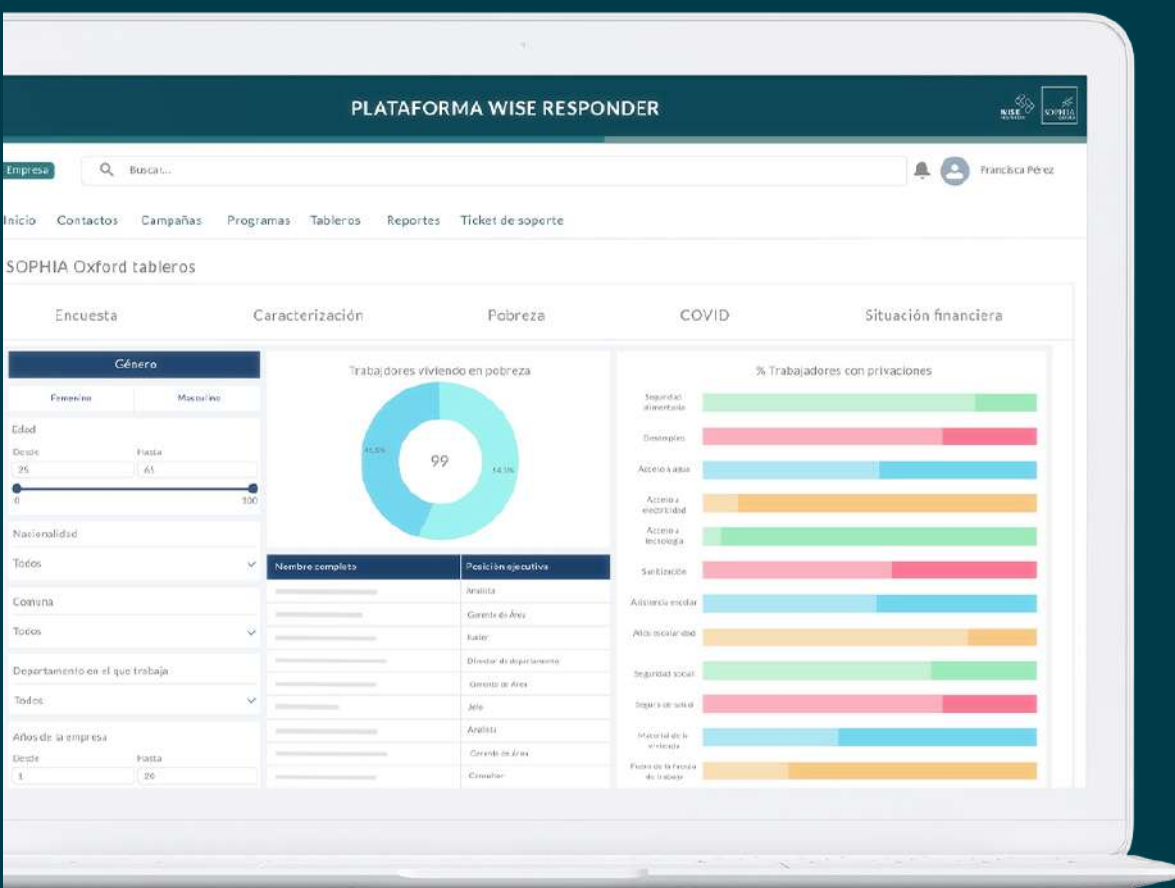
**KOMUNIKA LATAM, Panamá**

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