

Doing Good Together

"Dutch companies gathered to fight against Corona"

Dutch Companies in Brazil

Doing Good Together

Today we are all facing difficult moments. But we are not alone. Together with our Dutch companies in Brazil, we are gathered to fight against Corona and to help the local community through many different initiatives and projects.

Because it feels good when doing good together!



Deloitte

Artificial intelligence project to control Covid-19

Deloitte, who believes in artificial intelligence as a transformative element of health, participates in a group of private companies and public sector agents, under the leadership of InovaHC and the Radiology Institute (InRad), both at Hospital das Clínicas, University of São Paulo's Medical School (HCFMUSP), to develop effective and rapid implementation solutions to control the new coronavirus.

The goal is to create a platform that will function as a bank of X-ray images and computed tomography of suspected and confirmed patients with Covid-19.

Deloitte's role is to support the strategy, advice and governance of the project, which tends to generate socioeconomic impact at a critical moment in our history and to foster science and technology in the country.

[Check all Deloitte's initiatives during the pandemic](#)

Deloitte.



HEINEKEN

Schin, a brand of the HEINEKEN group, will bring drinking water to hundreds of vulnerable communities in the northeastern of Brazil

There will be about 1 million liters of drinking water donated by the brand, which would be used in the production of beer, but which should now help needy families.

With the motto "Pride of Doing Good", the donation will have communication on the brand's channels aimed at raising awareness of the need for a current of solidarity even further.

"The moment is for a more empathic look at society, and the use of our channels to reinforce currents of support in this moment of global crisis. We are proud to be able to do good to the communities using our inputs, and even being able to encourage the union of other fronts in this chain ", says Priscila Fins, marketing manager at Schin.

[Check Heineken's "Estamos Juntos Nessa" project](#)

 **HEINEKEN**



MAKRO

MAKRO and CUFA teaming up to help the most vulnerable part of society

Makro established a partnership with CUFA (Central Única das Favelas) aiming to support vulnerable people that were extremely impacted by the pandemic. Besides the corporate donation of 1.200 basic baskets, Makro stores are also serving as collection points for customer's donations to the initiative and have already gathered more than 400 tons of food that were also given to the institution.

In June, motivated by the International Blood Donation Day, Makro organized a blood donation campaign in its stores. For every donor, Makro donated a basic basket to CUFA; 116 were donated.

[Check Makro's video on their actions during the pandemic](#)



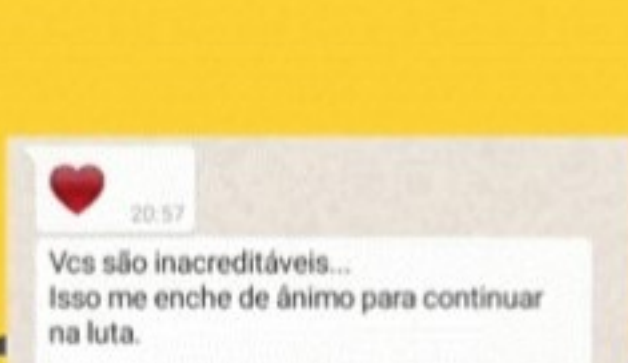
SHELL

Shell fuel credit for healthcare professionals

The company offered 60,000 fuel credit vouchers worth R\$ 50 to healthcare professionals duly enrolled in CRM, COREN, CREFITO, CRF or CRTR, categories that are directly involved in the daily fight against COVID-19 across the country. The voucher can be converted into fuel products at Shell stations through the Shell Box application.

Check SHELL's video manifest on the subject:

E o reconhecimento gerou uma onda positiva de agradecimentos



Stay safe but connected

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