

# The Mastercard-WFP partnership

Africa Day of School Feeding

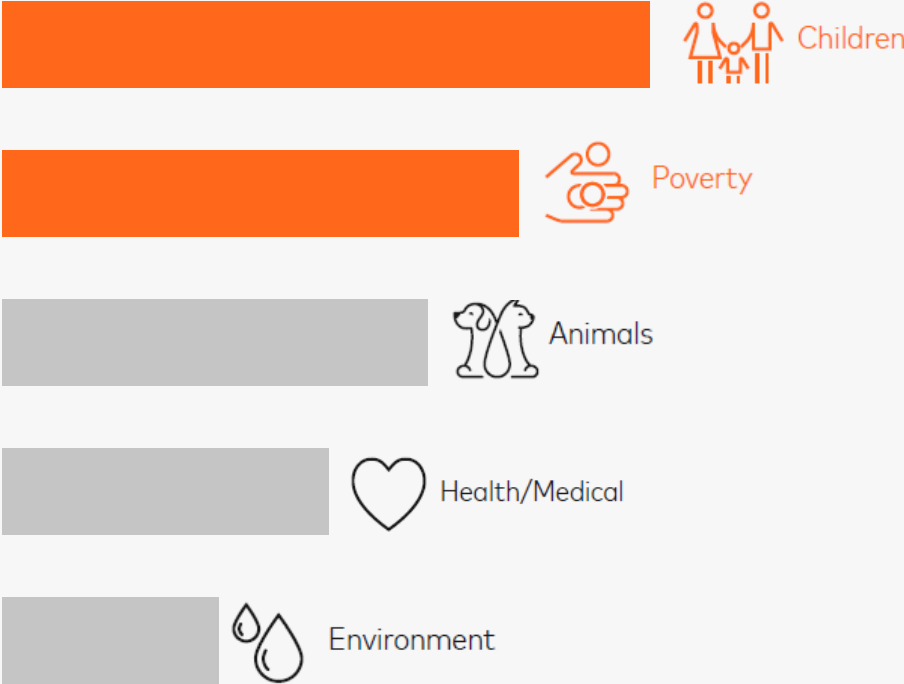
March 1, 2018

Gaetano Carboni – Executive Vice President Strategic Alliances Mastercard



# Connecting consumers to the causes they find meaningful increases engagement

**Children** and **Poverty** are the two main causes consumers prefer to be involved with

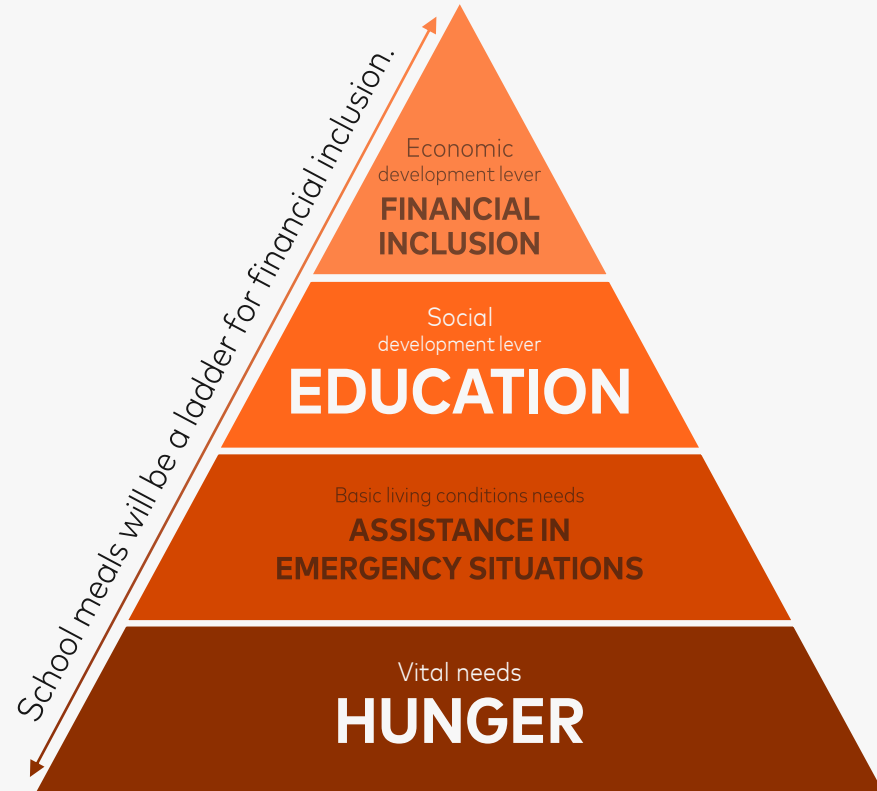


Sources:  
cause Survey Global Findings. What type of charitable work do you or would you most prefer to be involved in? «Most Preferred» plus «2nd Most Preferred»

# Priceless Causes mission: reverse the spiral of poverty using MC core capabilities to systematically address the most vulnerable population's hierarchy of needs.

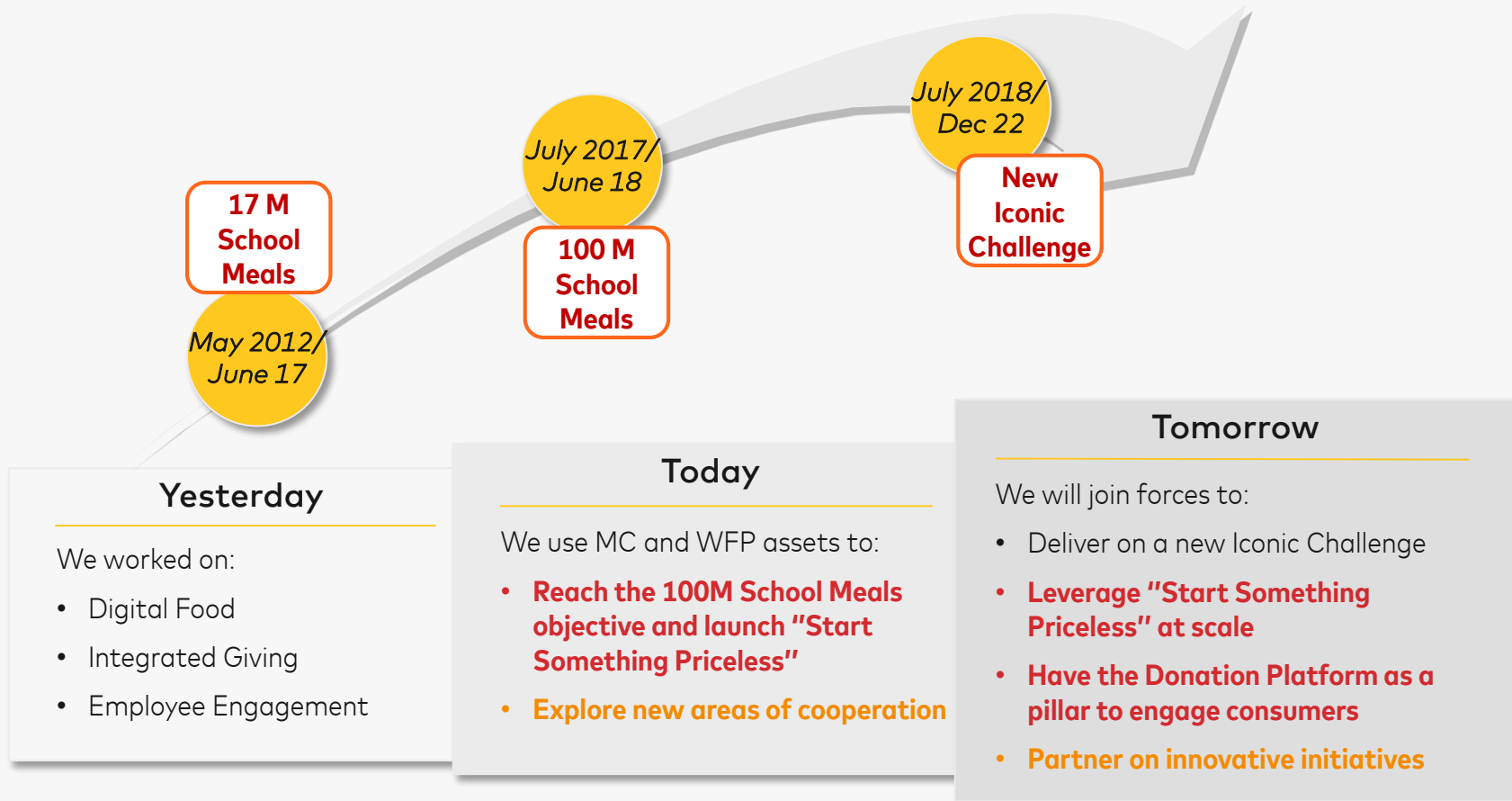
Priceless Causes will facilitate donations in an effort to reverse the spiral of poverty

- 1) Strategically aligning causes with Mastercard capabilities in an authentic and meaningful way.
- 2) Drawing on MC network to create a community for good.
- 3) Engaging consumers by emotionalizing the act of giving.
- 4) Focusing on 100 Million School Meals to address hunger and education.



\*Special focus on women and children

# A partnership with some history and a vision on shared value



# We are structured to take the Challenge

Strong cooperation among designated MC-WFP contact leads in all Regions and Divisions: more than 50 senior local leaders involved (in addition to the global resources)

**LAC**



WFP contact leads based in Panama

MC contact leads in the 3 Divisions

**Asia Pacific**



WFP contact leads based in London and Bangkok

MC contact leads in the 6 Divisions

**MEA**



WFP contact leads based in Dubai

MC contact leads in the 3 Divisions

**Europe**



WFP contact leads based in London and Rome

MC contact leads in the 5 Divisions



**Engagement of Regional and Divisional Presidents, Marketing Heads as well as country teams**



Looks and celebrates priceless moments

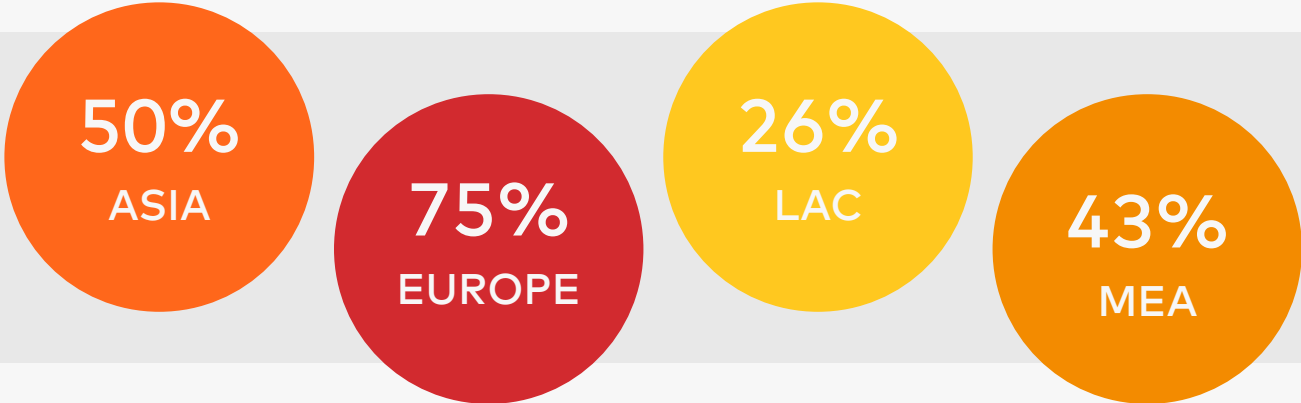
Creates priceless experiences

**STRATEGIC PROPOSITION**  
**START SOMETHING PRICELESS**

# Hard work in all 17 Divisions to really bundle "doing well by doing good" and control MC expenses

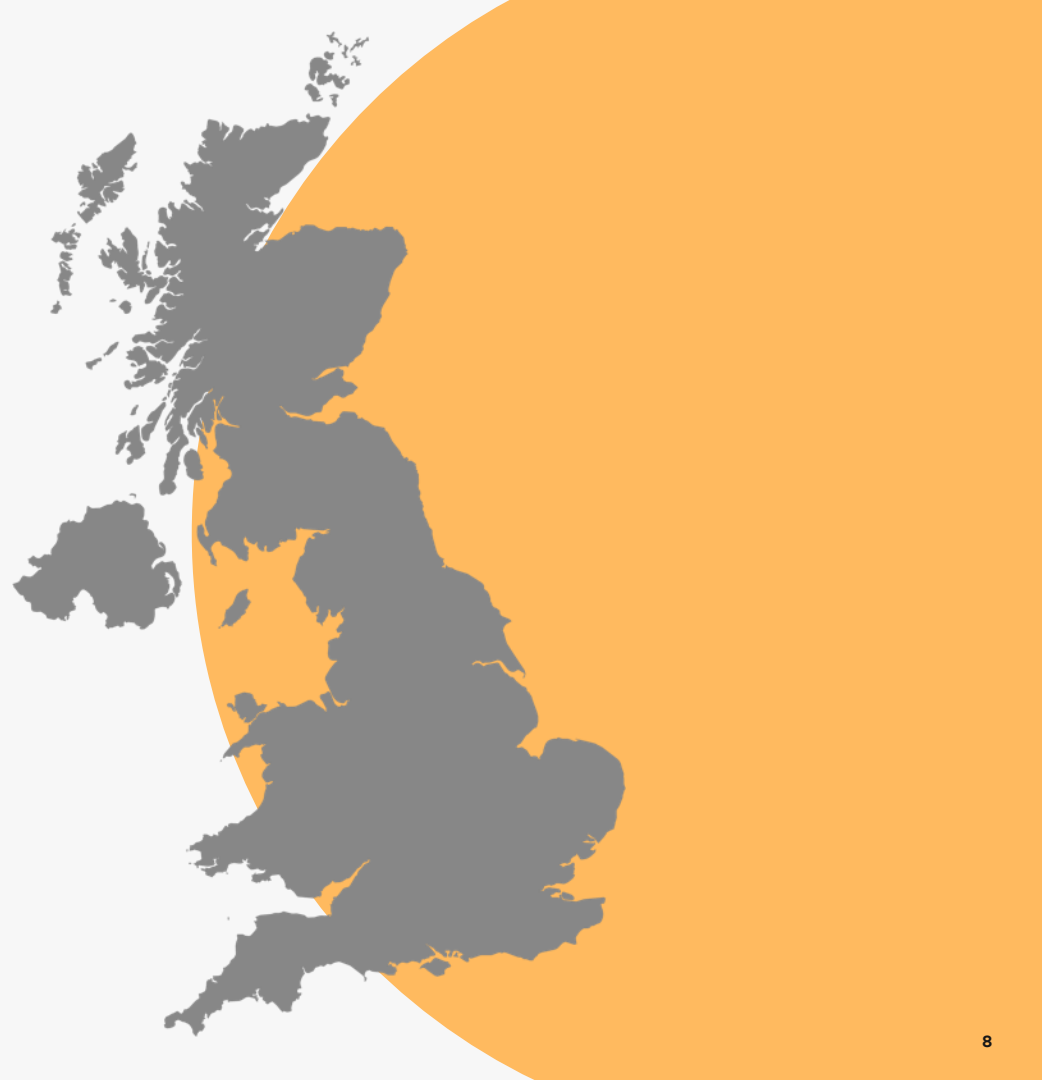
- Objective to be reached by **June 2018**. Total expense for meals \$25M
- We will feed **600K children for an entire school year**. Each MC employee will therefore have fed 50 children!
- Resources raised by **MC** and MC's **customers, consumers** and **staff**
- We are the **enabler** of a much wider ecosystem. Over time millions of poor children could have a daily nutritious meal for an entire school year thanks to Mastercard.

After only six months we donated close to **55M School Meals** (around 30M to the WFP and the rest to some local charities) with more than half of the expense for this funded by both our customers and consumers!



# UK

- Issuer matching fund with Virgin Money
- Donation Platform launched and supported by media investments
- Employee engagement and London office saving programs
- WFP & local charities





# Priceless Causes campaigns

A number of customers have committed to run campaigns to drive school meal donations matched by Mastercard.

## Transport for London: Oct 2017 (3 weeks)

Contactless campaign with one school meal donated for each completed journey with a Mastercard

Total: 5,300,000 meals

## Virgin Money: Sept – Dec 2017

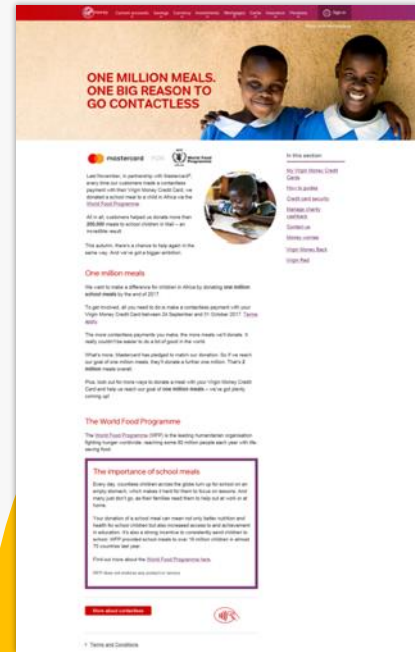
Virgin Money ran a number of marketing initiatives to drive portfolio performance leveraging comms channels: email, social, online, digital banking

Total: 2,000,000 meals

## Prepaid Financial Services: Dec 2017 – Mar 2018

Delivering school meal target by March 31, 2018 while driving acquisition. Comms channels: PR, Linked In, Twitter, online, internal comms

Total: 200,000 meals



# Employee Engagement and Internal Initiatives

## Key activities

- Office Savings Programme – meeting and event catering orders delivered with 10% less food. Flowers have also been removed from reception – these savings are being donated to WFP which raises an average of 2,000 meals per month
- Employees have raised over 5,500 meals through personal fundraising challenges
- Local charity fundraising has taken place throughout the year; over £10,000 was raised for First Love Foundation (local food bank)
- Volunteering opportunities during TfL contactless collection

## Engaging the broader organisation

- APT and Vocalink teams engaged



Employees engaged through communications activity and volunteering

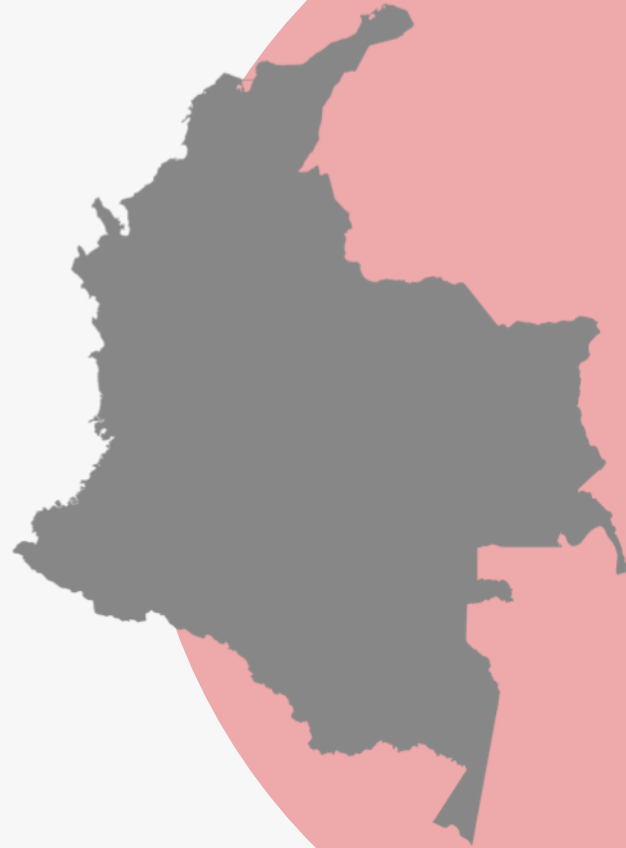
Employee guide issued

20 volunteers

Raised 1,990 meals

# COLOMBIA

- Partnership with Bancolombia to incentivize contactless and help poor people in La Guajira (underdeveloped area of the Country)
- Issuer matching donation and co-marketing funds with MA
- Merchants providing support to amplify campaign through owned channels
- Amazing impact on business results and media amplification
- WFP



# Priceless Causes campaigns with Bancolombia

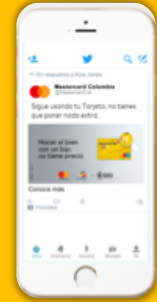
Mastercard, Bancolombia and WFP signed a partnership to reduce malnutrition in La Guajira, driving adoption of "contactless technology".

## Main goals

- Position Mastercard and Bancolombia in the national arena for the development of social initiatives
- Promote adoption and use of contactless cards
- Strengthen visibility and credibility of the campaign to boost results, by using relevant ambassadors available thanks to our Sponsorship Assets

## Results

- Period of the campaign: Jul – Nov 17
- Mechanic: 1 contactless transaction = 1 school meal donated to WFP
- Original objective: 1M meals
- Actual result: 2M meals, +40% in Contactless transactions
- Communications: impressive media coverage



# 27.5M people impacted during the campaigns

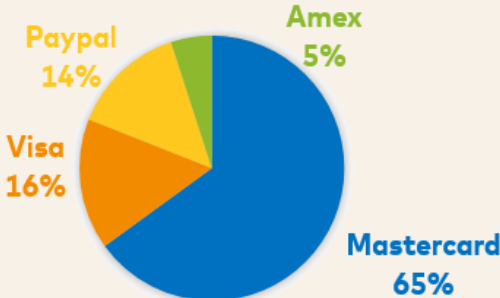
1

## AWARENESS

(July and August, 2017)

32  
Articles  
published

6,3M  
People  
reached



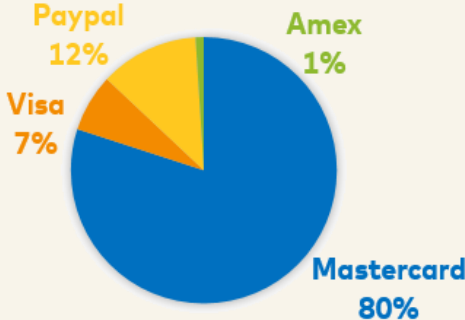
2

## LAUNCH

(from Aug 31st to Sep 11th)

51  
Articles  
published

9,9M  
People  
reached



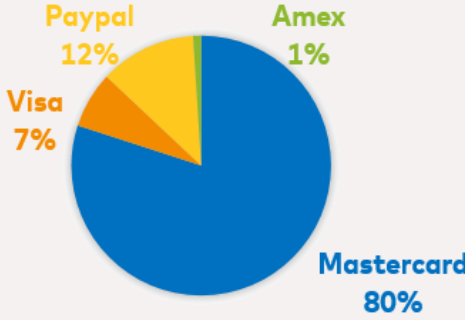
3

## EXTENDS

(from Oct 31st to Nov 6th)

53  
Articles  
published

11,3M  
People  
reached



# ITALY

- Issuer campaigns with Intesa, Poste and BPM leveraging the Advisors
- Merchant campaigns with Ikea, Auchan, Simply
- WFP & local charities



# Priceless Causes campaigns with top issuers (ISP, Banco BPM, Poste)

Italy is partnering with its top issuers by using donations as a transaction incentive for a variety of Mastercard products

- Period of the campaign: Nov – Dec 17
- Mechanic: 1 transaction = 1 school meal
- 2.5M meals donated through the campaigns
- 2.25M meals donated to local charities
- Communications: websites, social media, direct email marketing (DEM), banners

**1 transaction = 1 school meal**



## Communication plan Intesa Sanpaolo





# Priceless Causes Merchant campaigns

Italy launched several campaigns involving top merchants using the donation incentive to boost contactless transactions

- Period of the campaign: Jan – Mar 17
- Mechanic: 1 transaction = 1 school meal
- 850K meals donated through the campaigns
- Communications: point of sale material (POS, leaflet)

**1 transaction = 1 school meal**



Communications at POS



Leaflet

