

Trench
Rossi
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COVID-19
FIGHTING ON
ALL FRONTS

Trench Rossi Watanabe announces launching of "Fighting on all fronts" campaign

The initiative aims to honor commitments with the corporate social responsibility alongside clients, employees, partners and the local community

Trench Rossi Watanabe, one of the leading law firms in Brazil, has presented the market with a series of solid actions related to COVID-19 pandemic, which includes daily content creation to clients, adaptation of the entire office routine to work from home format and a full-guide with all the legal changes caused by the coronavirus as well. In that sense, the Firm announces all of its actions related to social responsibility, coming with a much broader campaign entitled "Fighting on all fronts".

The initiatives were adopted to protect the employees, guarantee the full functioning of customer service, keep the market and other stakeholders informed during the pandemic and help allies and the local community which are suffering its impacts.

Information

Among the main novelties, there is the **COVID-19: Fighting on all fronts** news hub, which was made available on Trench Rossi Watanabe website and is being updated daily with legal information and a series of bulletins related to the coronavirus impacts. The idea of the special page is to provide reliable content to help people overcome one of humanity's most challenging periods.

The news hub originated the **Covid-19: Full Service Guide**, a complete document with all the main law changes caused by the pandemic and the atypical time that the market is currently facing. Due to the Firm's full-service expertise and the expertise of its lawyers in several areas, the guide is able to cover a variety of them, bringing relevant analysis and points of attention.

Another strategy adopted by the Firm is the frequent realization of lives for clients on topics related to the legal impacts of the pandemic in several areas of law - five sessions were held only in April with more than one thousand attendees. Still targeting this audience, Trench Rossi Watanabe has also partnered with clients to help them with their own campaigns and social actions.

According to Anna Mello, leading partner of the Corporate Social Responsibility Committee and member of the Firm's Administrative Committee, the main goal of the campaign is assisting in the most comprehensive way possible: "Initially we used our core business to provide our clients information to regarding legislative changes, and at the same time we organized ourselves to help in other ways, in order to honor the community we're a part of and our commitment to corporate social responsibility", she comments.

Corporate Social Responsibility Actions

Following its strong commitment to corporate social responsibility, widely recognized by the legal market, the Firm has also kept an eye on local needs, suggesting actions that can be carried out by its employees during quarantine period.

"We considered and discussed several actions, always maintaining our concern with the non-exposure of the employees' health in the first place. Actions such as our usual winter clothing and blood donation campaigns were put on hold for the moment precisely for logistical reasons that could increase the risk of contamination", adds Anna. However, health care and hygiene products' donation left at public spaces, such as hand sanitizer sets or anti-bactericidal wipes – at trees or other strategic places, for homeless people to have access to, or for various entities, are highly encouraged.

The Firm also supports the Sport and Education Institute, which helps young people from underprivileged communities on the coast of São Paulo through sport. Ministered by Olympic medalist Ana Moser, it is possible to donate hygiene sets and staple food baskets. Another supported campaign is Central do Bem, led by CESA (Study Centre of Lawyer's Society), focusing on gathering funds to health institutions in order to strengthen and enhance the resources to fight against the pandemic.

The Firm's Pro Bono Team has also been very active providing legal assessment to NGOs, such as Migraflix, +Unido and Projeto Estrela, and to private companies' projects with focus on social responsibility.

The sustainability team, through the B-Green Committee, has been dedicated to better understanding what were the impacts of social isolation on the environment and what lessons can be taken from this period to continue promoting less damage to nature, especially those related to carbon footprint. In this spectrum, the reduction of electric energy consumption, the improvement of air conditions, the flexibility of work as a cleaning tool, the reduction of trips, the use of videoconferences for internal and client meetings and the holding of online events, such as the lives.

And, as usual, Trench Rossi reinforces once again its highly recognized commitment to the theme of Diversity and Inclusion. Owner of important recognition in the market, taking the first place in Guia Diversidade by Exame, the committee continues with its engagement to the pillar of diversity in this period, with actions aimed at gender equality, LGBTQI+, ethnicities, handicapped people and religious tolerance. The traditional International Autism Day campaign was adapted to work from home period and resulted in a virtual mega photo with all the employees; and video lives for clients and employees bringing up discussions of how minorities are being impacted by the pandemic are also in the agenda.



#STAYHOME Campaign

In order to look out for the well-being and safety of its internal people, Trench Rossi Watanabe has also chosen to implement work from home for all its employees since March 18th, taking preventive measures, constant monitoring and providing all the technical support to maintain the level of excellence of the work. In addition, all those who returned from international trips were put on quarantine, as recommended by WHO/Anvisa, as well as those who have had any contact with travelers, hospital facilities and hospitalized people.

The webinars were also adopted to attend the internal community. Themes involving anxiety, mental and physical health, productivity and organization techniques, in addition to video lives promoting exercises at home, organized with the help of the Firm's allies are also on the agenda.

On social media, the "stayhome" hashtag is also being used in office communication pieces as a way to encourage adherence to quarantine and flatten the disease development curve in Brazil.

"Our goal is to continue the renewal process always looking ahead, even during crisis, strengthening the commitment to responsibility towards customers and employees", says Anna. "From the beginning, we've taken all the precautions so that everyone could be well and have access to all the tools for remote work. Our lawyers are offering all possible support to clients, maintaining the excellence of our service, not to mention the information supply provided to the market through relevant content and legal alerts, published on our website and social media", she concludes.

