

Corporación del Seguro de Depósitos,  
Fondo de Liquidez y Fondo de Seguros Privados

# Communication plan In crisis

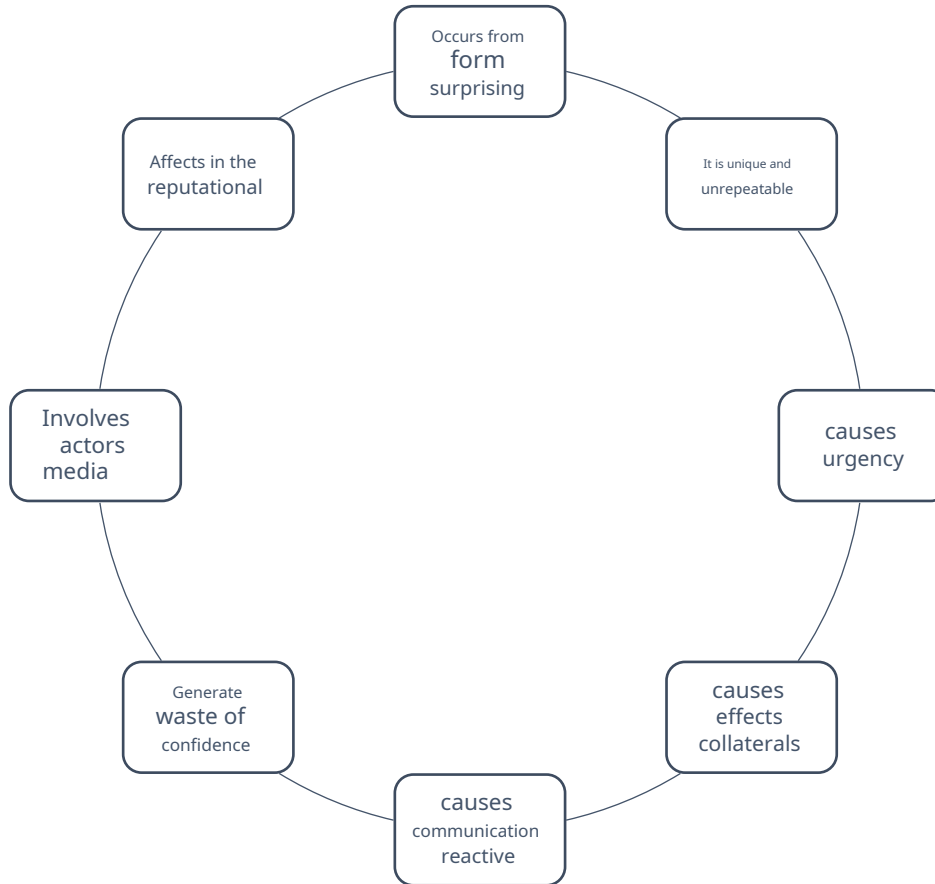
Applicable to the payment process of SD.

# Components:

- Definition of crisis
- The Internal Committee
- The stages
- The model that we will apply
- Stages of execution
- Closing and evaluation

# Definition of crisis

The facts let them warn a crisis:



## What is not a crisis?

The ISO22301 certification, on business continuity systems, defines a crisis as: "*a situation with a high level of uncertainty that affects the basic activities and/or the credibility of the organization and requires urgent measures*". Therefore, it can be elucidated that a determining element of what is –and what is not– a crisis is its level of affectation to the continuity of processes.

## Bases and principles:

Principle 6 of the IADI Guide for Communication Plans; Essential Criteria 1 and 5 of the Core Principles for effective TS systems; Objective 4 of the Institutional Objectives of COSEDE and the Organic Statute.

## The Internal Committee



### Its duties?

- Decide if it is a crisis or not.
- Define the level of action, dimensions and scope.
- Establish measures and verify their execution.
- Determine responsibilities.
- Ensure public image and reputation.
- Execute the communication policy in crisis.
- Permanently evaluate the strategy.
- Anticipate next steps according to the facts.

It is imperative to determine that, during a crisis process, the entire human, technological and logistic contingent must be assumed in an emergency action situation.

# The possible scenarios that lead to a crisis:

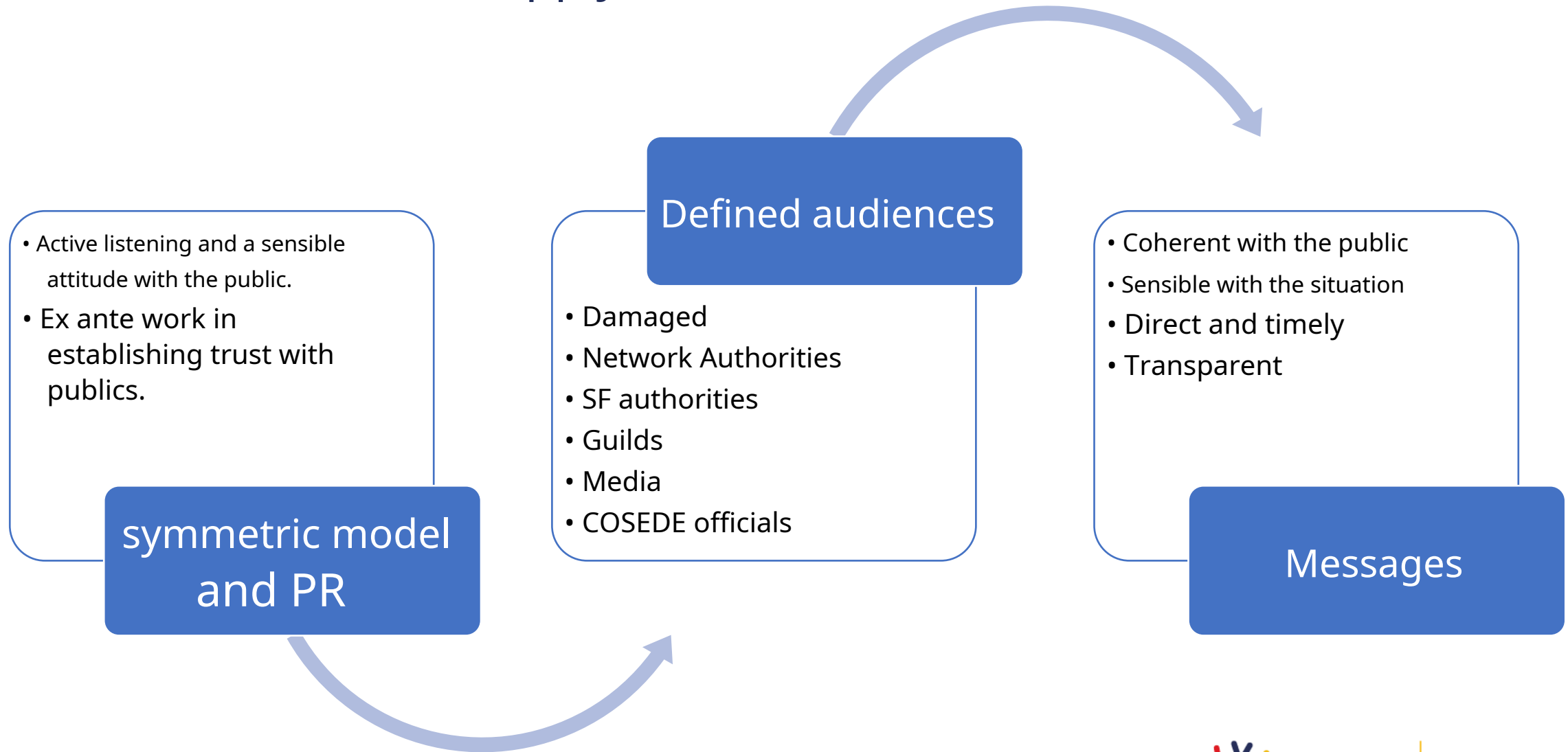
## In which factors external to the institution predominate.

by cumshots financial:	National banks. local banks.	Mutualists, COAC Segment 1 and 2	Mutualists, COAC Segment 1 and 2		
by factors social:	catastrophes environmental.	financial panic, currency crisis.	media crisis	payment protests of the SD.	tax crisis.

## In which internal factors of the institution predominate.

By human factors direct:	Internal corruption.	Leakage of reserved information.	Public conflict with stakeholders.	staff turnover key code.
By human factors indirect:	By attack or computer hacking.	Errors in payment systems.		

# The model that we will apply



## Implementation stages

### ex ante

- Definition of the policy of communication of crisis.
- **Appointment** of the Committee.
- Development and **approval of the narrative.**

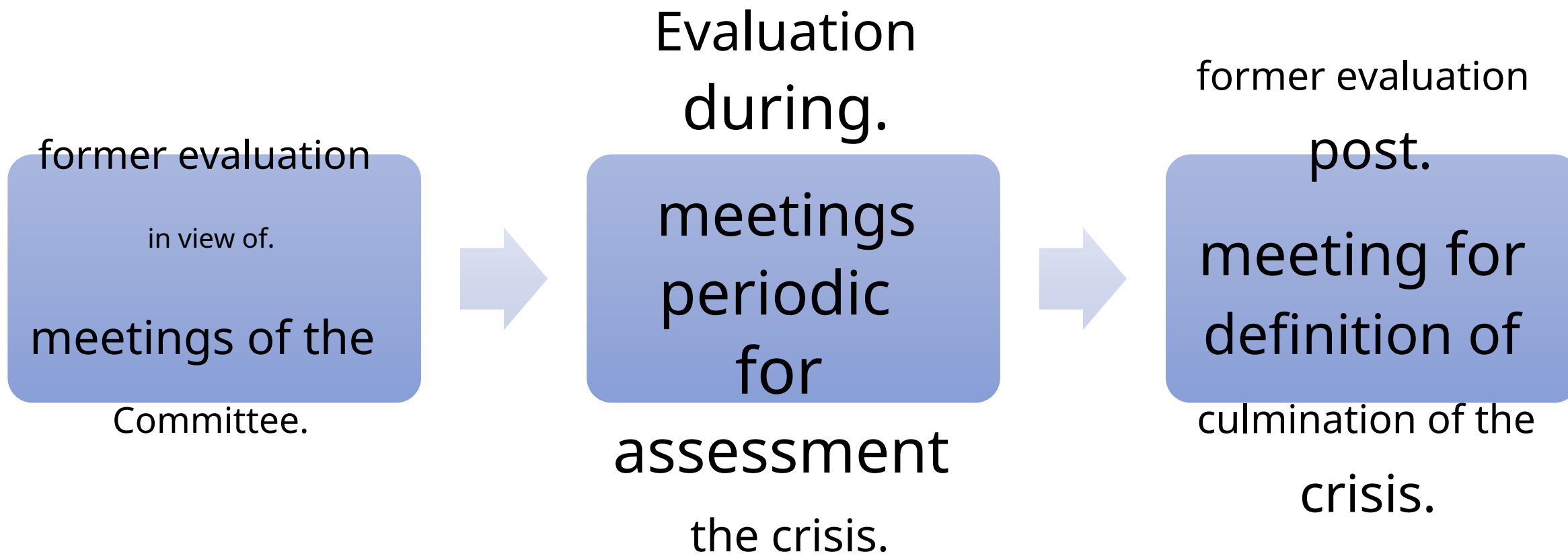
### During

- Meeting of the Committee of Crisis.
- Newsletter and press conference with **Actions.**
- Schedule of meetings with stakeholders.

### ex post

- Meeting of the Committee of **crisis for** define the culmination of the crisis.
- **Assessment** the actions.

## Closing and evaluation





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