



# CHAPTER 7 CRISIS COMMUNICATION MANAGEMENT



Life  
First

*Back to work,  
taking care of me and taking care of you!*

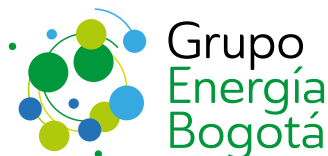


PROTOCOL FOR REACTIVATING CONSTRUCTION, OPERATION AND  
MAINTENANCE PROJECTS AND ADMINISTRATIVE PROCESSES FOR THE  
COVID19 EMERGENCY

TRANSMISSION BRANCH, TGI AND CORPORATE



TGI  
GrupoEnergíaBogotá



Grupo  
Energía  
Bogotá



Transmisión  
GrupoEnergíaBogotá

# CRISIS COMMUNICATION MANAGEMENT

## Grupo Energía Bogotá Reputation Crisis Manual

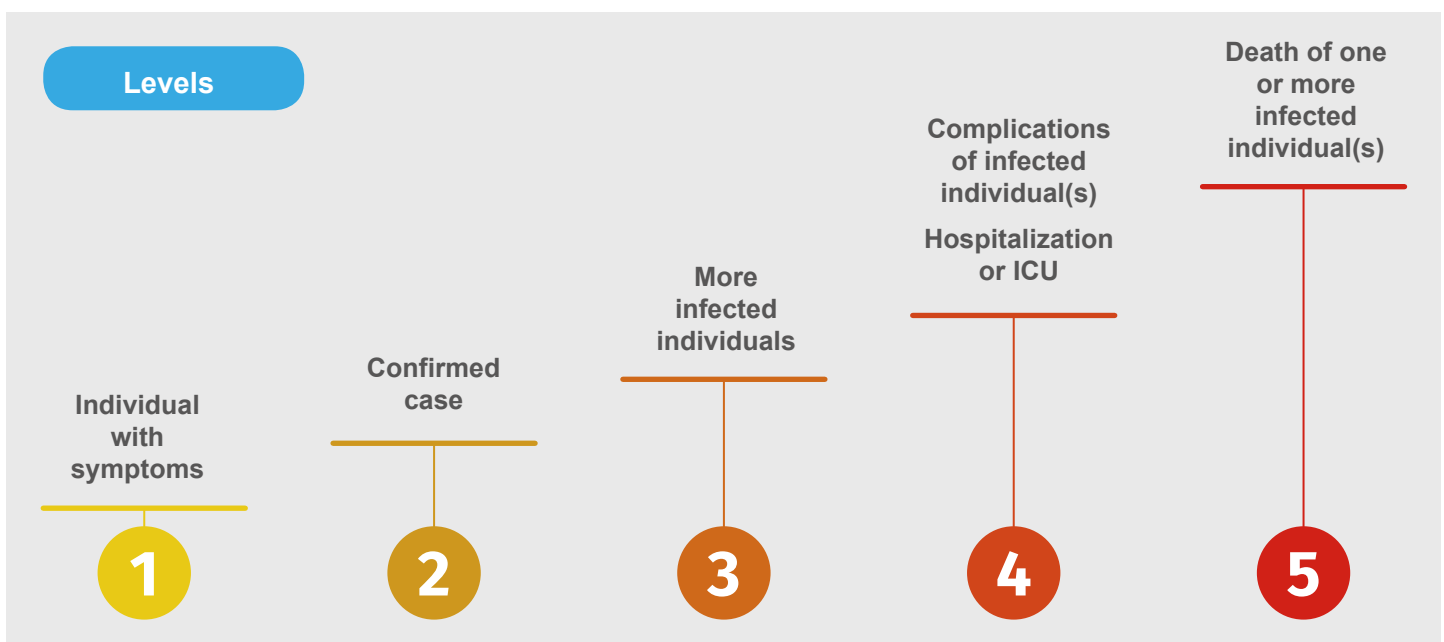
Grupo Energía Bogotá and Transportadora de Gas Internacional have in place a **Communication Crisis Manual**. In both cases, these documents provide guidelines for identifying and acting in crisis situations. These **planning and mitigation tools for possible scenarios that could damage the reputation, good name or image of each of the companies**, address, through the guidelines, the responsibilities, optimal communication channels and basic messages needed to enable the organizations to be prepared to communicate in a coordinated and timely manner with its stakeholders during potential crisis situations, such as the current situation facing COVID-19

In this specific exercise, the **risk matrix**, as well as the members of the crisis committee, as set forth in the Crisis Manual, and all possible spokespersons in the event the company has to make a statement, **were identified**.

In this sense, based on the Crisis Manual of each company and in compliance with strict safety protocols, we are preparing to start **operations in the regions where we have a presence** with our projects and assets in operation of power transmission, in order to **protect our employees and contractors** in this COVID-19 emergency situation, thus honoring our main cultural attribute: **Life First!**

### Risk Matrix

As provided for in these Crisis Manuals, a Risk Matrix was built with the aim to identify the levels of alert according to the COVID-19 emergency, at the entry and resumption of activities in Grupo Energía de Bogotá and TGI, which comprises five levels (individual with symptoms, confirmed case, more infected individuals, complications of infected individuals and deaths of one or more infected individuals), as well as the definition of actions items such as the documentation of cases and construction of narrative.



**Action Items**

**Document**

Description of what happened

**Narrative**

What happened?  
 What actions have been taken?  
 What actions will be taken?

**Crisis Committee Activation**

In order to comply with the guidelines of the Crisis Manual, a committee should be activated in the place where the situation is taking place with the aim to monitor it and define communications actions to avoid a reputation crisis. In this particular case of the COVID-19 emergency, the main spokesperson is the COVID-19 Manager, if the issues further escalates, the spokespersons will be the General Manager of Transmission and the CEO of TGI, respectively.

**Crisis Communication Team - Transmission**



**TGI:** The Crisis Committee is made up of the Presidency Committee.

## Procedure for addressing a reputation crisis

The procedure for addressing a reputation crisis was defined according to the Crisis Manual; the procedure sets forth a step-by-step approach to communicate the crisis issue and at what level it should be escalated according to the seriousness of the situation.

