



Spain

Covid 19 Situation

#stayathome

28th April



Spain – COVID 19 Status - 28th April - Status

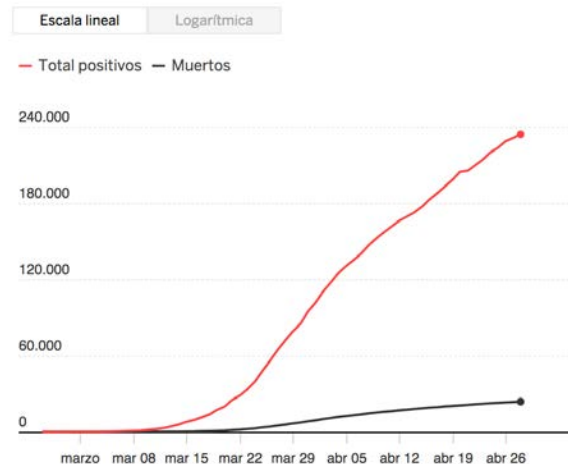
- 56.253 people have died,
- 210.773 are infected, more than 25.000 health professionals infected.
- 111.583 have been discharged

- The government has extended officially the confinement until 9th May.
- Daily confirmed cases are in the stabilization phase.
- Another positive sign is that the variation in growth of these cases from day to day is decreasing. In a month it has gone from a daily growth of more than 42% to less than 2%.
- Since April 26 children under 14 can make limited outings (*one adult accompanying 3 children maximum - one hour per day from 9 am to 9 pm*).
- De-escalation - The plan to abandon the confinement will begin on May 11th and it'll last 8 weeks throughout the national territory, it will be "gradual, asymmetric and coordinated" and "there will be no mobility between provinces or islands until the new normal is reached." In other words, the permitted activities "can only be carried out in the province or island where we live".
- Every 15 days an evaluation of the situation will be made and new places will be added to the 4 phases that the President has outlined. Before, next Monday, May 4, a certain opening will be allowed in the Balearic Islands and 3 Canary Islands (La Gomera, El Hierro and La Graciosa).

Datos actualizados a 28 de abril (11.00 hora peninsular española)

	Diagnosticados	Muertos	Curados
Mundo	3.023.795	211.517	876.290
Europa	1.395.627	127.283	462.445
EE UU	988.469	56.253	111.583
España*	210.773	23.822	102.548
Italia	199.414	26.977	66.624
China	83.938	4.637	78.377

* El dato de España sólo incluye los confirmados por PCR.
Los datos de infectados son cifras acumuladas e incluyen a las personas curadas



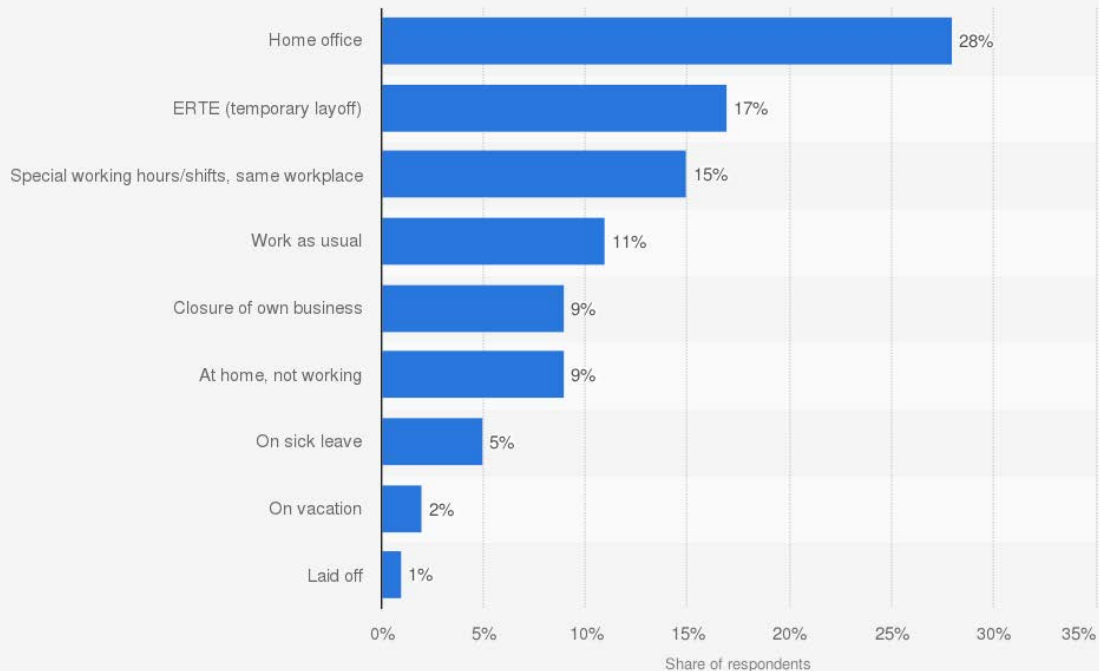


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The coronavirus outbreak has drastically changed many aspects of society's every day life, including the way we work. Spain, severely affected by the pandemic, had to transform the way its workforce operated to curb the spread of the coronavirus just like many other countries in the world. As of April 2020, almost 30 percent of Spain's workers were required to do home office and resume activity as usual. Some 17% of respondents were placed under ERTE regulations, by which they were temporarily laid off and had access to unemployment benefits paid by the Spanish Government.

Source: Statista

Impact of coronavirus outbreak in the labor situation in Spain as of April 2020



Sources
IMOP Insights; Funcas
© Statista 2020

Additional Information:

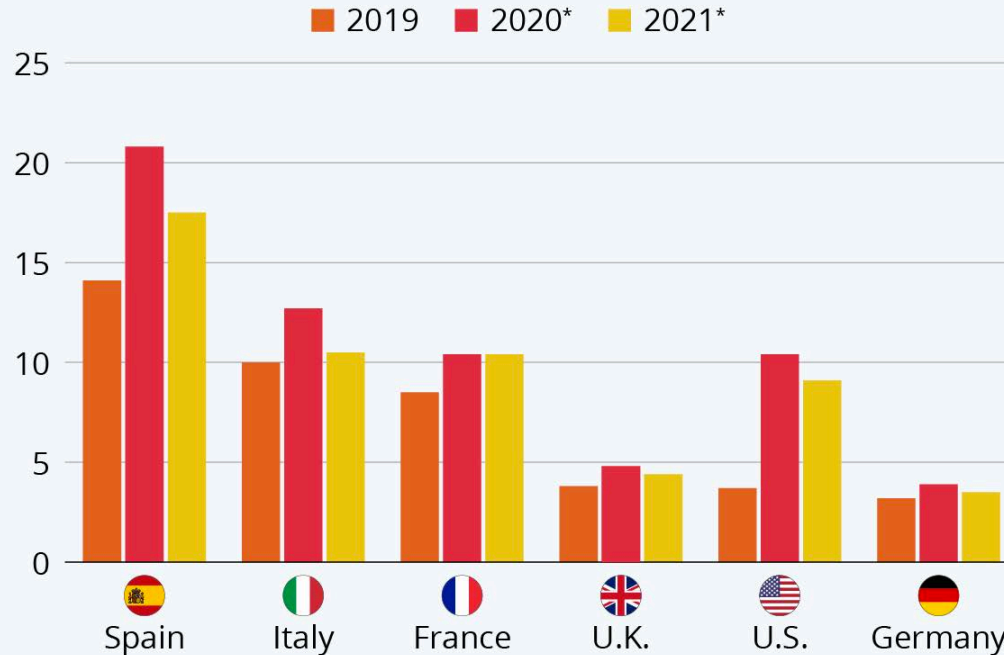
Spain; IMOP Insights; March 30 to April 3, 2020; 347 respondents; 14 years or more; Computer-assisted telephone interview





European Jobless Rates Surge

Unemployment rates for select countries



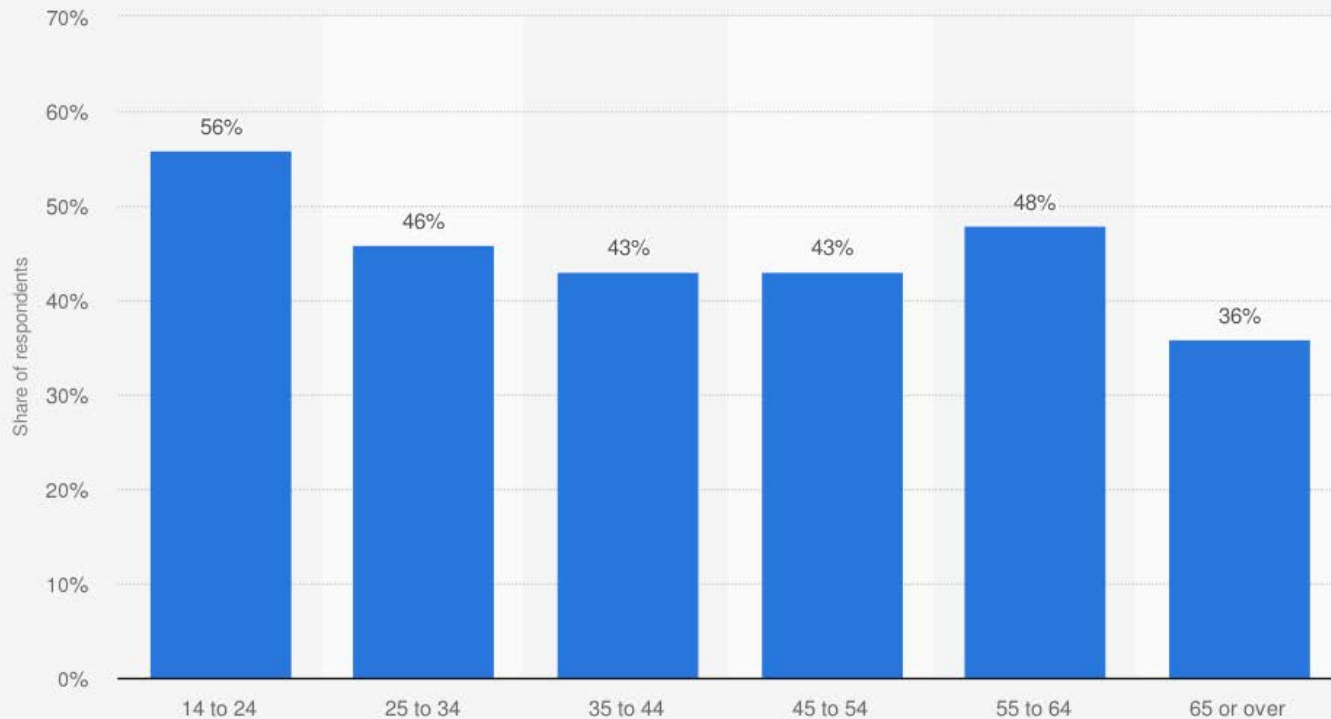
* Projected estimate

Sources: Wall Street Journal, International Monetary Fund





Share of the population that practiced social distancing due to coronavirus (COVID-19) in Spain as of March 2020, by age group

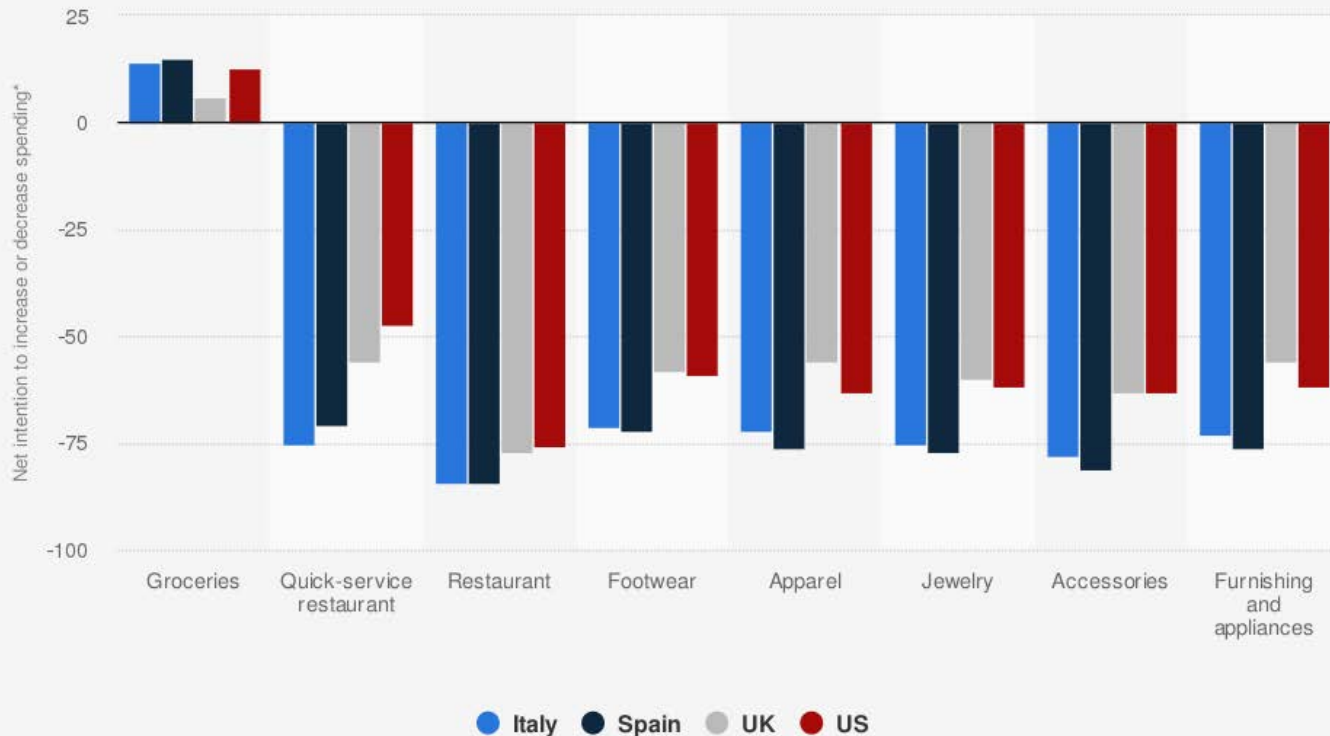


Source
Funcas
© Statista 2020

Additional Information:
Spain; Funcas; March 9 to 14, 2020; 713 respondents; 14 years and older



Impact of coronavirus (COVID-19) on consumer spending in selected countries as of March 2020, by retail category



Sources

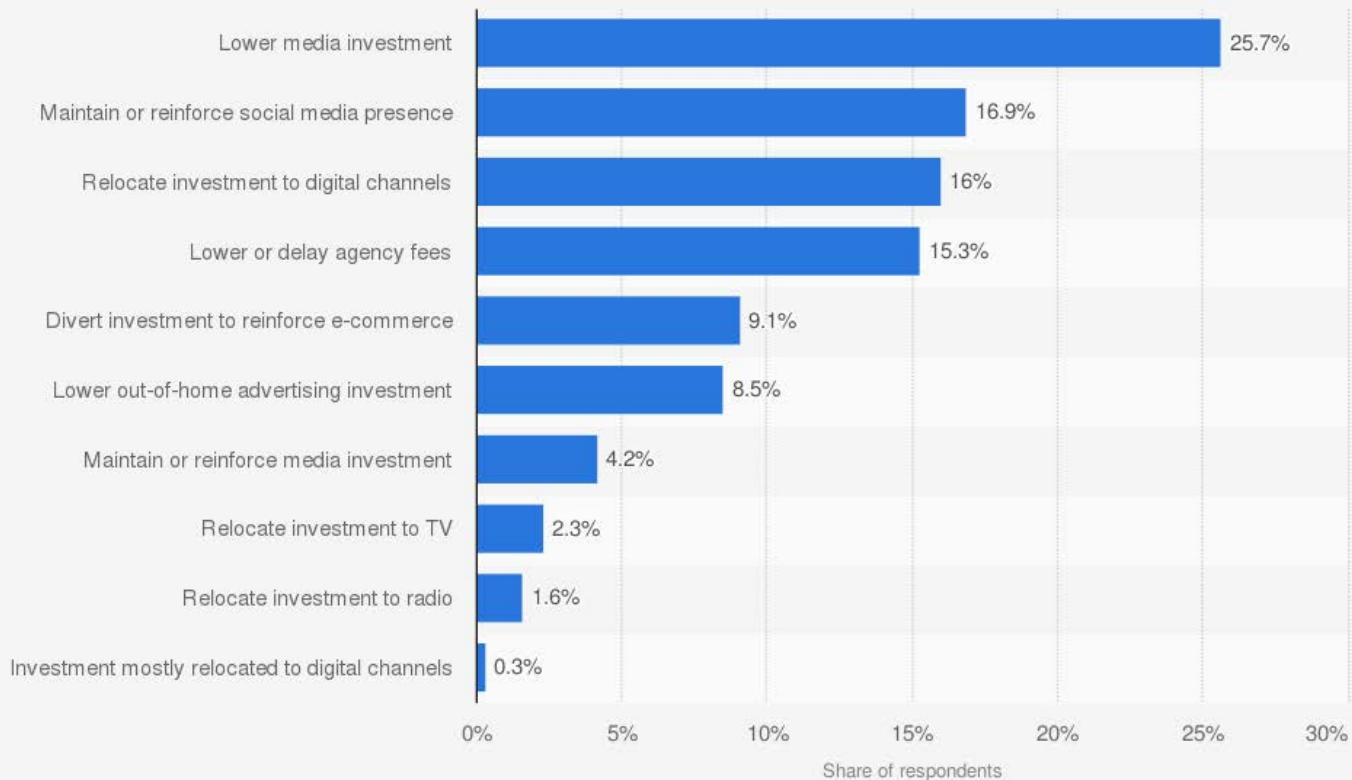
McKinsey; Statista estimates
© Statista 2020

Additional Information:

Worldwide; Italy; Spain; United Kingdom; United States; McKinsey; Statista estimates; March 21 to 23, 2020; 4,085 respondents
Respondent breakdown: 1,073 U.S.; 1,007 UK; 1,003 Italy; 1,002 Spain.



Main measures that the advertising industry in Spain took to curb investment impact of coronavirus in Spain as of March 25th, 2020



Source

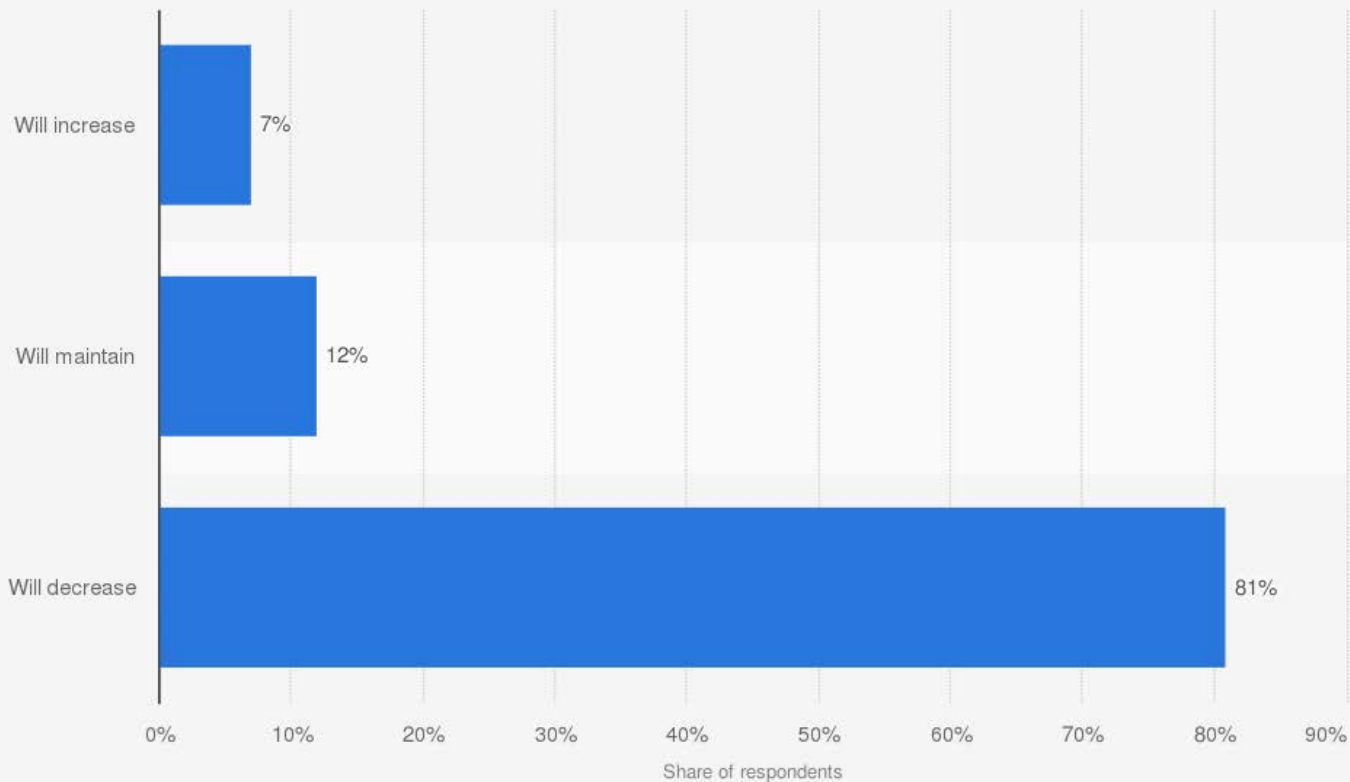
Good Rebels
© Statista 2020

Additional Information:

Spain; March 23 to 25, 2020; 120 respondents; communications and marketing managers and professionals; Online survey



Perception of the impact of the coronavirus crisis on the investment in digital marketing in Spain during the second quarter of 2020

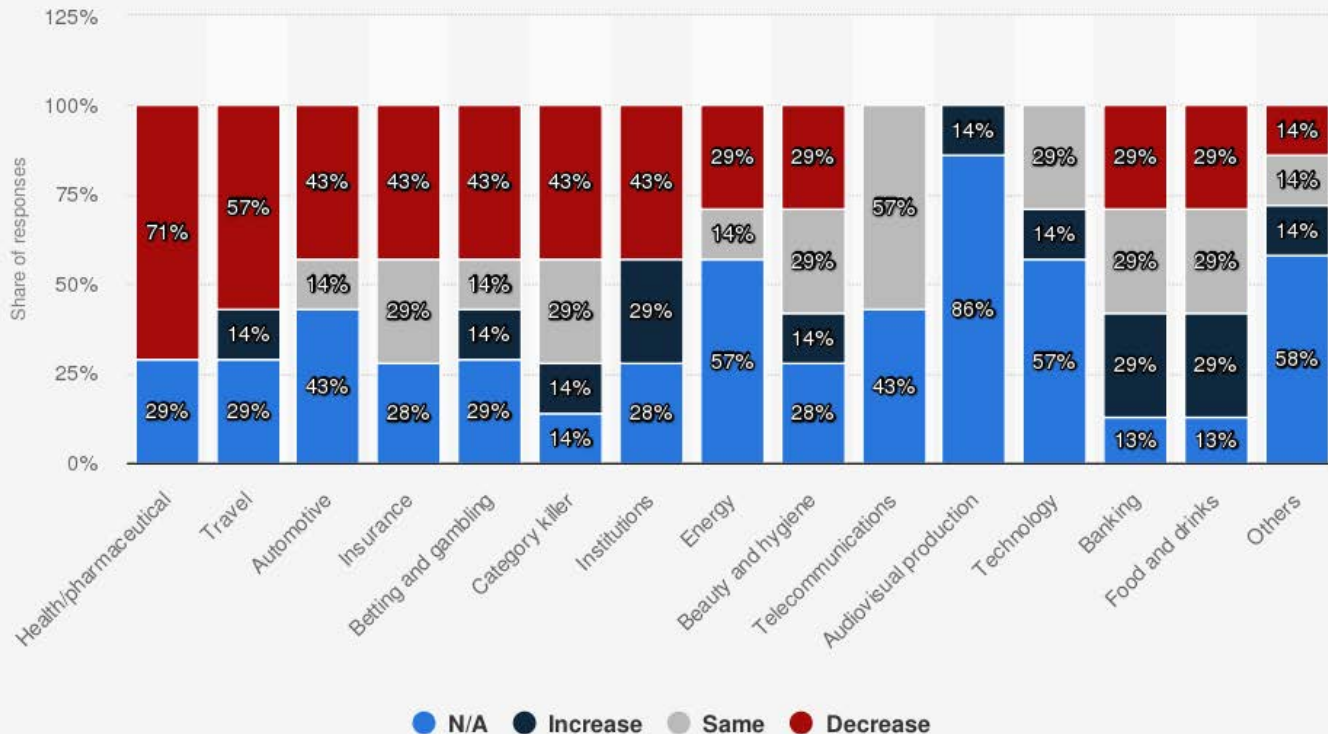


Source
Deloitte
© Statista 2020

Additional Information:
Spain; Deloitte; March 23 to 26, 2020; 207 companies; companies based in Spain; Email survey



Weekly percentage change in the digital advertising investment due to the coronavirus crisis in Spain as of March 29th, 2020, by sector



Sources

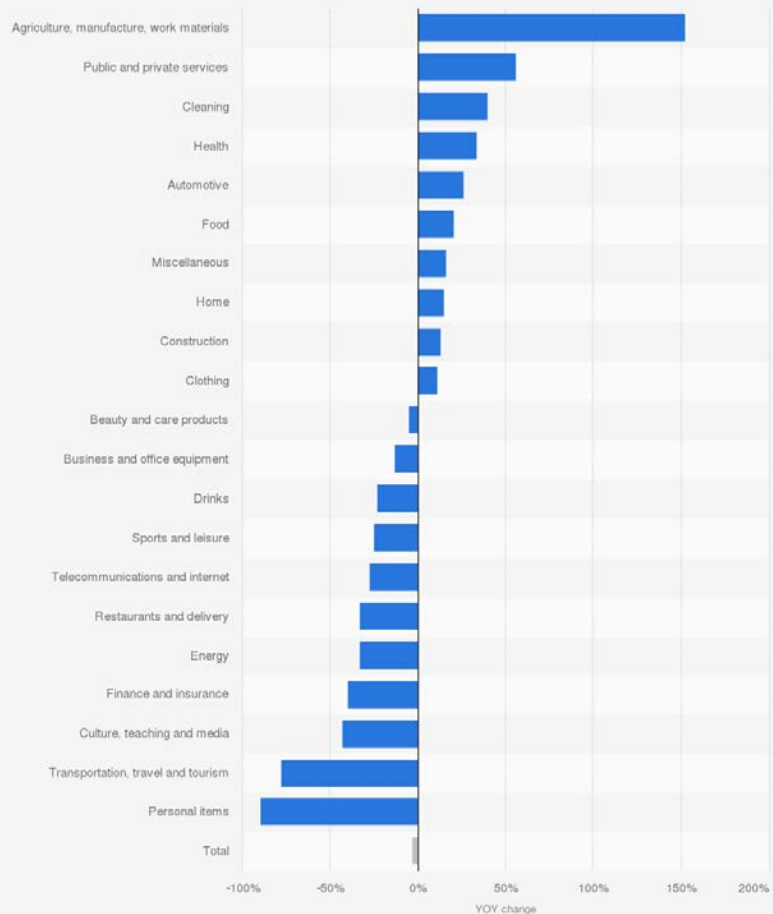
IAB Spain; PwC
© Statista 2020

Additional Information:

Spain; IAB Spain; PwC; March 23 to 29, 2020; 15 media agencies; media agencies partnered and non-partnered with the IAB; Questionnaire



Year-on-year change of advertising in television time in Spain between March 14 and 22, 2020, by sector



Source: Statista

Sources
Diox30; MarketingDirecto.com
© Statista 2020

Additional Information:
Spain, Diox30, March 14 to 22, 2020

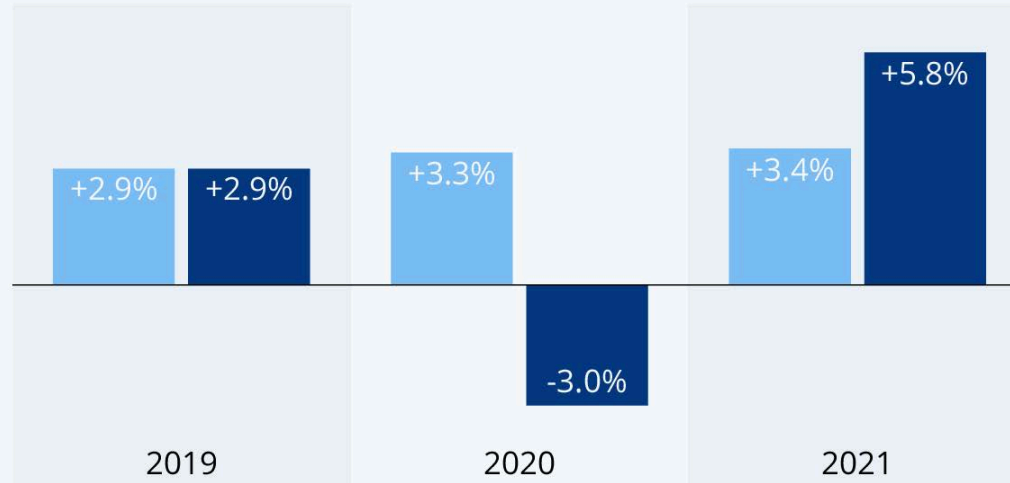




IMF Expects Swift Recovery After COVID-19 Contraction

Global GDP growth forecasts before and during the COVID-19 pandemic

- World Economic Outlook, January 2020
- World Economic Outlook, April 2020



Source: International Monetary Fund



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STAND UP Brands - Initiatives born in adversity report

Statistics on consumer behavior, actual context, media and social media.

By Shackleton

Access to report - <https://www.shackletongroup.com/pdf/stand-up-brands-7.pdf>





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Now Next - Hub with reports:

Market experiences, strategies, sector statistics, ...

By Accenture

Access to hub and reports - <https://www.accenture.com/es-es/about/company/coronavirus-business-economic-impact?src=SOMS>

NOW NEXT

COVID-19: gestionando el riesgo económico y humano

De grandes desafíos a cambios significativos

15 ABRIL 2020





Superar la incertidumbre: cómo actuar hoy, qué hacer mañana

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A medida que los gobiernos toman decisiones como respuesta al coronavirus, las empresas deben adaptarse a las cambiantes necesidades de sus empleados, clientes y proveedores, a la vez que hacen frente a diferentes retos financieros y operativos.

Pensar en los potenciales cambios que serán necesarios en cada sector, función y área geográfica puede resultar desalentador; pero estamos aquí para ayudarte.

A continuación, encontrarás consejos de nuestros expertos e información sobre acciones que puede tomar tu organización para transformar estos grandes desafíos en cambios significativos.


COMPARTIR    

Impacto en los sistemas

La crisis del COVID-19 está poniendo a prueba la velocidad de las compañías para operar y la resiliencia de sus sistemas como nunca antes. A medida que las empresas gestionan las nuevas prioridades y desafíos de los sistemas - riesgos para la continuidad del negocio, aumentos repentinos en los volúmenes, decisiones en tiempo real, productividad de los empleados, riesgos en la seguridad - los líderes deben actuar con rapidez para abordar los problemas actuales de resiliencia de los sistemas y sentar las bases para el futuro. Por ejemplo, los directivos de la [industria química](#) ya reconocen la resiliencia como un factor clave para el éxito.

Para ayudar a los líderes empresariales a gestionar el impacto del COVID-19, hemos definido seis componentes básicos de los sistemas resilientes que permitirán dar una respuesta rápida y segura a las vulnerabilidades del sistema.


MÁS INFORMACIÓN →



Impacto en la experiencia

El COVID-19 ha cambiado para siempre la experiencia que implica ser cliente, empleado, ciudadano o incluso persona, así como nuestras actitudes y comportamientos. Una vez que desaparece la amenaza inmediata del virus, ¿cómo habrá cambiado nuestra forma de pensar y comportarnos, y cómo afectará esto al modo en el que diseñamos, comunicamos, construimos o ejecutamos las experiencias que las personas necesitan y desean?

Las respuestas a estas preguntas dependerán de las personas.





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Confinement and technology: digitized at high speed -
**“Confinamiento y tecnología: digitalizados a marchas
forzadas”**

Source: Retina el País

Full article: https://retina.elpais.com/retina/2020/04/24/tendencias/1587724712_353160.html

If we now all replace some activities that have helped us to cope with the confinement, we can make it difficult to recover from the economic crisis that the pandemic will cause.



Si ahora todos sustituimos algunas actividades por las alternativas que han ayudado a sobrellevar el encierro, podemos dificultar la recuperación de la crisis económica que dejará la pandemia”.

/ Jordi Serra, subdirector del Centre for Postnormal Policy & Futures Studies (Cpffs)



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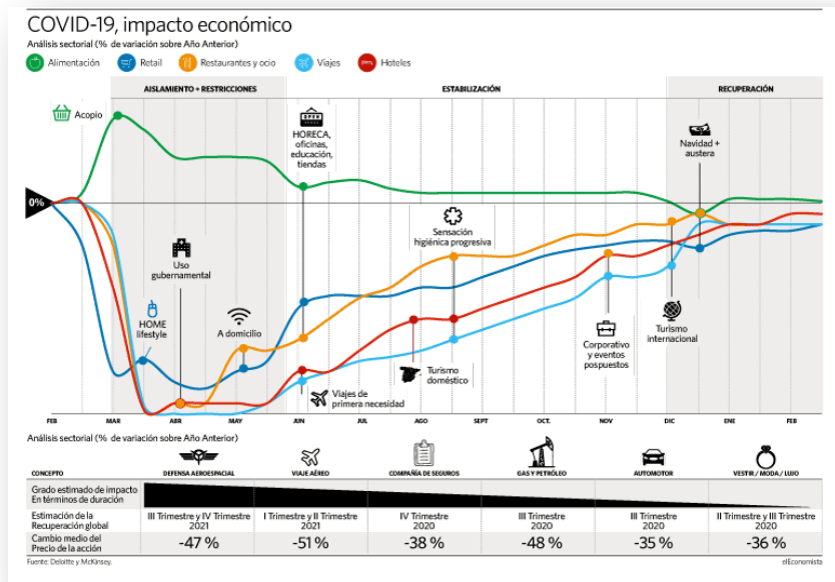
The 30 'normalities' that coronavirus will impose when the crisis ends - ***“Las 30 'normalidades' que impondrá el coronavirus cuando acabe la crisis”***

Source: El Economista

Full article: <https://www.economista.es/sanidad/noticias/10503829/04/20/Las-30-normalidades-que-impondra-el-coronavirus-cuando-acabe-la-crisis.html?fbclid=IwAR2YXcgsboQn5sGW9kuXsXL5iqVDcP7HOGnOqZ7NuurrkLzuoH4b-EiVGwM>

Conclusions

- China strengthened
- Indebted, supervised and inflated
- Business protectionism
- Telework, the first workforce
- Space and more space
- The virtualized office
- Video telephony to the rescue
- Slaves of the screens
- Cyber monitoring of the population
- Facial recognition
- Permanent cyber threats
- Local self-sufficiency
- Disaffection with the stock exchange
- Opportunity for speculators
- Conversion of savers into investors
- Brake on public transport
- Health is what matters
- eCommerce takes command
- Immunity ID Card
- A less emptied Spain
- Public events affected
- Renewal of collective agreements
- Data economics
- Hotels without contact
- Transport sector - miraculous formulas to avoid bankruptcy
- Local Tourism
- Blockchain comes to the rescue
- Laboratory challenges
- eSports “sorpaso”
- Logistics will multiply its value





We'll come through this
together!