

## 07

# Contribution to Society

GRI 103-1, 103-2, 103-3, 413-1

BBVA is committed to contributing to the sustainability and development of a community with inclusive growth. Based on its Group-level strategy, three lines of action have been proposed: 1) Reduce inequality and promote entrepreneurship, 2) Create opportunities for all through education, and 3) Support research and culture. Grupo Financiero BBVA México develops a series of initiatives and activities with a high social impact to support the community in Mexico to make better decisions for their financial well-being.

**BBVA will allocate EUR 550 million to its commitment to the community between 2021 and 2025<sup>7</sup>.**

<sup>7</sup> To learn more about BBVA Group's investment in the community, visit [page](#).

# Financial Education

GRI 103-1, 103-2, 103-3, 413-1, FS16  
SASB FN-CB-240a.4

Financial Education (FE) is an area within Grupo Financiero BBVA México that is essential for a sustainable contribution to the community. BBVA Mexico Financial Education aims to help people improve their financial health through experiences that promote behavior change for their well-being and quality of life.



Financial Education is intended to **help people improve their financial health and boost their well-being and quality of life.**

## Strategic lines of action

In 2021, the Financial Education unit worked mainly on two major objectives:



### Improved Financial Health

- Managing daily finances
- Resilience
- Security in the financial future
- Financial control



### Go Cashless

- Walk towards digitization
- Greater use of applications
- Time optimization

Similarly, the initiatives were adapted to different audiences and contact channels, thus Grupo Financiero BBVA México continues to advance in being the Financial Advisor of Mexico:

- Asistente virtual
- Web content
- Training experiences for customers and non-customers (Open Market)
- Initiatives with a gender perspective
- Alliances and sponsorships (Kidzania, La Granja, UNAM and other universities)
- Boosting entrepreneurship (SME Portal, Digital Community)
- Campaigns with Behavioral Economics (BE)
- Virtual assistant



## Programs



### Workshops

#### Online

It provides the opportunity to acquire financial knowledge in a simple way through digital tools that offer a wide range of courses on topics such as savings, digital banking, use of credit cards, mortgages, investments and life plan, which can be performed at any time since they are available 24 hours a day.

#### Remotely

Taught by a Financial Education facilitator, they are aimed at nominated and non-nominated groups to acquire the necessary skills and knowledge for the use of financial products and banking applications. Due to the health emergency derived from COVID-19, the in person workshops migrated to this 100% digital modality.

Workshops	Beneficiaries*		Participants*		Workshops given	
	2020	2021	2020	2021	2020	2021
Online	14,298	10,038	23,119	17,627	23,119	17,627
Remote	18,712	32,775	21,424	43,796	949	1,975

\* The beneficiary is the one who participates in the activity offered or, in the case of the online modality, the one who completes a workshop.

\*\* Given that a beneficiary can participate in more than one workshop, the total number of participations that the Program has is counted, that is, if the same person participated in two workshops, one beneficiary and two participants are considered.



### Social Service in Universities

To support young university students and continue promoting financial education in the communities and among the general public, Grupo Financiero BBVA México has created various alliances with institutions at the national level so that young boys and girls studying a degree can carry out their social service teaching financial education workshops, providing them with tools and skills for their professional life and digitization in the communities of residence of students who are close to graduate.

Workshops	Beneficiaries*		Participants*		Workshops given	
	2020	2021	2020	2021	2020	2021
Workshops for social service	14,886	11,053	NA	11,529	1,747	990
Digitization	NA	3,758	NA	NA	NA	NA



## Financial Education Portal

FE official website that includes notes, remote workshops and webinars with topics related to the products, services and tools of Grupo Financiero BBVA México, and content based on user searches in order to answer their questions.

### Virtual assistance

This technological initiative has accompanying conversations to improve people's financial health through a virtual chat within the FE web section, in which it is viewed as part of a 360 experience to promote behavior change.



## National Financial Education Week

It is an event organized by the Mexican Government, through the National Commission for the Protection and Defense of Users of Financial Services (CONDUSEF), carried out to raise awareness among the population on the importance of FE in managing personal finances, financial inclusion and digitization.

A total of 16 remote workshops were given, benefiting 273 single individuals and achieving 6,452 visits to the stand. As part of the digital campaign of the National Financial Education Week, a total of 28,213 views were reached on the FE website, 4,936 views of the video, 5 webinars and 763 visits to remote workshops.



## Initiatives for unbanked persons

To have a greater reach in the communities, Grupo Financiero BBVA México creates alliances with municipal governments and institutions to promote financial inclusion and digitalization of money (cashless) in the population (merchants and consumers) from the perspective of benefits of financial education for inclusive growth and social development.

### Cocula "Cashless communities"

Consolidates the Barrio Banking offer to promote the adoption of solutions such as: Digital Account, BBVA Mexico App, CoDi®. With this, there is an increase in CoDi transactions, customers who stated using CoDi and the placement of products than the average of 12 municipalities in conditions similar to Cocula. In 2021, 556 digitized customers (apps), 494 customers (CoDi) and 370 new customers were reported.



Through this initiative, **692 direct beneficiaries** of the 44 information capsules were obtained and 22,040 contacts were sent.



### University Digital Community (Millennium Tec Pilot)

This new initiative consists of the creation of a synergy between Grupo Financiero BBVA México and several universities to promote the digitization of the university ecosystem, through FE actions and benefit students and their community.



In 2019, the program benefited **6,311 students** and 11,420 indirect beneficiaries through its Facebook page.



### Alliances and sponsorships

#### Frida Pop

Strategic alliance with the Frida Pop digital platform, creating a space dedicated to sharing and telling stories that inspire and promote the growth of women's sports, promote financial education from sports, with tools that help generate good habits and entrepreneurship in young women. In 2021, 761,314 visits and 261,554 interactions were reported.

#### Donation National Award for Financial Education UNAM

As part of the synergy with UNAM, a donation was agreed to stimulate the UNAM-BBVA Financial Education Award, which encourages students close to graduating or recent graduates to promote and stimulate research on topics related to finance, social inclusion, and/or financial education through their thesis work. In 2021, 191 students participated, 26 of which were finalists and 6 winners.

#### Granja las Américas

The workshop is an experience where elementary and middle school children learn by playing how to save energy. The session is divided into two parts; The first of them has the objective of motivating them, it is a pile of obstacles that, once overcome, reflect on the different adversities that may arise. In the second part, they enter the savings workshop, where the model to be applied is explained to them: observe, think, decide. They practice it and, with it, they are ready to move to the design area where they apply the model and decide which actions they could take to save electricity in their houses.



In 2021, the Granja las Américas workshop benefited **46,337 boys and girls**.

### KidZania

This program is aimed at children between the ages of 2 and 16 so that, through different jobs within this interactive city, they can develop skills and acquire financial knowledge through playful activities. During 2021 there were 464,917 beneficiaries of this program. Its objective is to position Grupo Financiero BBVA México as the digital bank with which children and their families can learn the healthy use of their money.

### Finances to share

Education to Share (EtS) is an international organization born in Mexico that has the mission of forming better citizens from childhood. In 2019, BBVA and EtS began a collaboration consisting of the development and implementation of the Finances to Share program for elementary and middle schools, which addresses economic and financial issues aimed at training citizens who make responsible decisions based on civic values to generate personal and social benefits that point towards sustainability. In 2021, the first phase was carried out with 192 teachers and 8,369 girls and boys.

### Summer course

Grupo Financiero BBVA México and EtS invite girls, boys and teenagers to participate in their online summer course "A financial adventure" so that they can learn to manage money and make the best financial decisions in a fun way. In 2021, a total of 1,720 participants were obtained.



In 2021, the Grupo Financiero BBVA México and EtS alliance benefited a total of **10,089 boys and girls** through its initiatives.



### Youth Building the Future

This digital social program consists of providing a training scholarship to young people between 18 and 29 years old so that they have adequate professional skills to face the challenges of the future through productive activities in a Job Center. In order to make the process more efficient and have a greater scope, Grupo Financiero BBVA México proposed a unique digital solution in the country's financial market: "Massive Digital Account," in which the organization grants the scholarship to young people through a level 2 bank account through BBVA Net Cash with only three data, reaching 497,264 beneficiaries during 2021.

# Fundación BBVA México





GRI 103-1, 103-2, 103-3, 413-1

It is non-profit corporation responsible for carrying out the social action initiatives of Grupo Financiero BBVA México. It develops innovative educational, cultural and social support programs for the benefit of Mexican society. With its different programs, it grants economic support through:

- Education scholarships
- Donations to organizations that support education and the arts
- Donations of school items and equipment
- Rehabilitation of the social fabric in communities
- Promotion of art and culture
- Support to populations affected by a natural disaster

## Investment in social programs

During 2021, Fundación BBVA México invested in its various community programs and initiatives as follows:

Line of action	Investment
 Social development	\$2,281,226
 Cultural promotion	\$8,617,094
 Strategic alliances and finance	\$5,414,469
 Operational costs	\$62,258,984
<b>Total investment</b>	<b>\$1,101,390,341</b>

## BBVA Scholarships for Young Boys and Girls that Inspire

The program promotes education by supporting talented students with socioeconomic difficulties so that they can develop their full talent and continue their studies in middle school, high school and university. From the context of education and the pandemic in the country, the BBVA Scholarship Program for Young Boys and Girls that Inspire has been adapted to current realities and in 2021 Scholarships for Online Education and Children with disabilities were created.

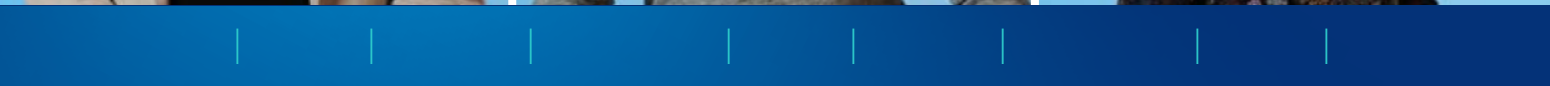


During 2021, the **Referral Index** of the BBVA Scholarship Program for Young Boys and Girls that Inspire was **98.1 points**, increasing by 2.3 points from the previous year.

Level	Number of direct beneficiaries
Young Boys and Girls that Inspire - High School	15,245
Young Boys and Girls that Inspire - Middle School	17,537
Young Boys and Girls that Inspire - University	11,421
Young Boys and Girls that Inspire - Online education	195
Young Boys and Girls that Inspire – Disability	100



The number of **direct beneficiaries** increased by 9.4% compared to 2020, adding a total of **44,498 students** under the BBVA Program or Young Boys and Girls that Inspire.





## Mentors

The Mentors program aims to support university-level scholars to complete their studies and encourage them in their personal and professional growth. The mentors are employees of Grupo Financiero BBVA México with leadership profiles and high professional performance, with a social sense and a desire to give back to the community. They are selected through an annual call and are certified by Campus BBVA in mentoring.



**13,559 hours of mentoring** in the BBVA Scholarship Program for Young Boys and Girls that Inspire, the highest number since the program's existence.





## Cultural Promotion

The program aims to influence the development of culture in Mexico, through economic incentives and support for quality cultural projects with a national presence that guarantee access to culture and the generation of new audiences.

### BBVA Art Scholarship

It is a platform for exchange and collaboration that supports the production and dissemination of outstanding initiatives in art and culture. It seeks to promote and accompany artists in a personalized manner, and to create a community by exchanging experiences through public meetings. In 2021, eight artists received support.

### Territories Exhibition

In 2021, the Territories exhibition, by photographer Santiago Arau, continued on virtual display. It is a photographic project that exhibits the geography of contemporary Mexico.



**Total of 805,476 of unique users.**

### Initiatives

### Single users

BBVA Art Scholarship	673,309
BBVA-MACG Program	31,298
Territories Exhibition	77,053
Mexico-Spain Dialogues Meeting	23,612
Talk with the artist Gilberto Esparza	204

### Mexico-Spain Dialogues Meeting

Virtual meeting with experts in history, economy, sustainability, education and culture, who shared and debated the most relevant points of this exchange that has enriched both worlds.

### Talk with the artist Gilberto Esparza

Carried out in collaboration with students of the Modern Languages and Cultural Management degree at the Anáhuac University, with the aim of generating a space to talk about the role of art as a means of communication and dissemination of the earth's environmental crisis, the masterclass revolved around the work of artist Gilberto Esparza and his role as an activist through the work of art; as well as the importance of the union between art and sustainability to create high-impact works.

## My Community BBVA

It is a program the objective of which is the regeneration of communities from interventions in subdivisions with high levels of overdue portfolio, abandonment and vandalism, to recover the social fabric and recover the heritage value from social and urban improvement.



**9,526 direct beneficiaries** of the program in 2021.

## Support during natural disasters

Humanitarian aid actions and support for the people in emergency situations during natural disasters, risk or extraordinary situations.



**26,000 direct beneficiaries** through food and personal hygiene kits.

## School reconstruction program

After the earthquakes of September 2017, Grupo Financiero BBVA México announced a contribution of MXN 180 million for the reconstruction and physical and technological re-equipment of educational facilities that required attention. Donations from customers, employees, suppliers and private parties joined this initial contribution, increasing the figure and favoring the rapid reestablishment of the educational infrastructure, benefiting the largest possible number of children and young people who had lost their school.



In 2021, **563 direct beneficiaries** were reported, adding a total of more than 17,000 students and 26 schools.





## Alliances with Private Organizations

Fundación BBVA México generates synergies with institutions engaged and committed to formal education in Mexico to increase its impact exponentially, contribute to the country's progress and improve the quality of life.



As part of the donations to Private Organizations, in 2021, **18,921 direct beneficiaries** were reported.

## Together for health (*Juntos por la Salud*)

To support the growing demand for hospital services and the consequent risk faced by health personnel as a result of the pandemic, Fundación BBVA México, hand in hand with the federal government, academia, private initiative and society in general, coordinated a series of actions to create a support network, with the aim of helping and saving lives.



The oximeter donation initiative generated **50,490 direct beneficiaries** in 2021, while donations of supplies to public schools generated **1,288,667 direct beneficiaries**.



To learn more about all the programs of Fundación BBVA México, visit its [official website](#).