



# Community investment

Investment in social programs

Financial education

Entrepreneurship

Knowledge, education and culture

# Community investment

BBVA strives to be an engine of opportunities for people and to generate a positive impact in their lives. Through various social programs, we deliver on BBVA's purpose. Put all the

opportunities of this new era within reach of everyone. In particular, for those in more difficult situations, including more vulnerable individuals.

## Investment in social programs

In 2018, BBVA allocated

104.5 €M

to social initiatives

that have benefited more than

+8 Million

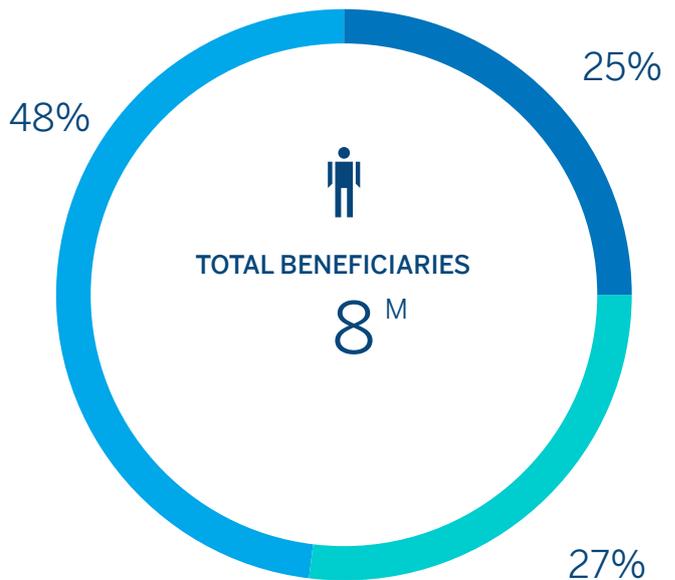
people

This figure represented approximately

2%

of the Group's net attributable profit

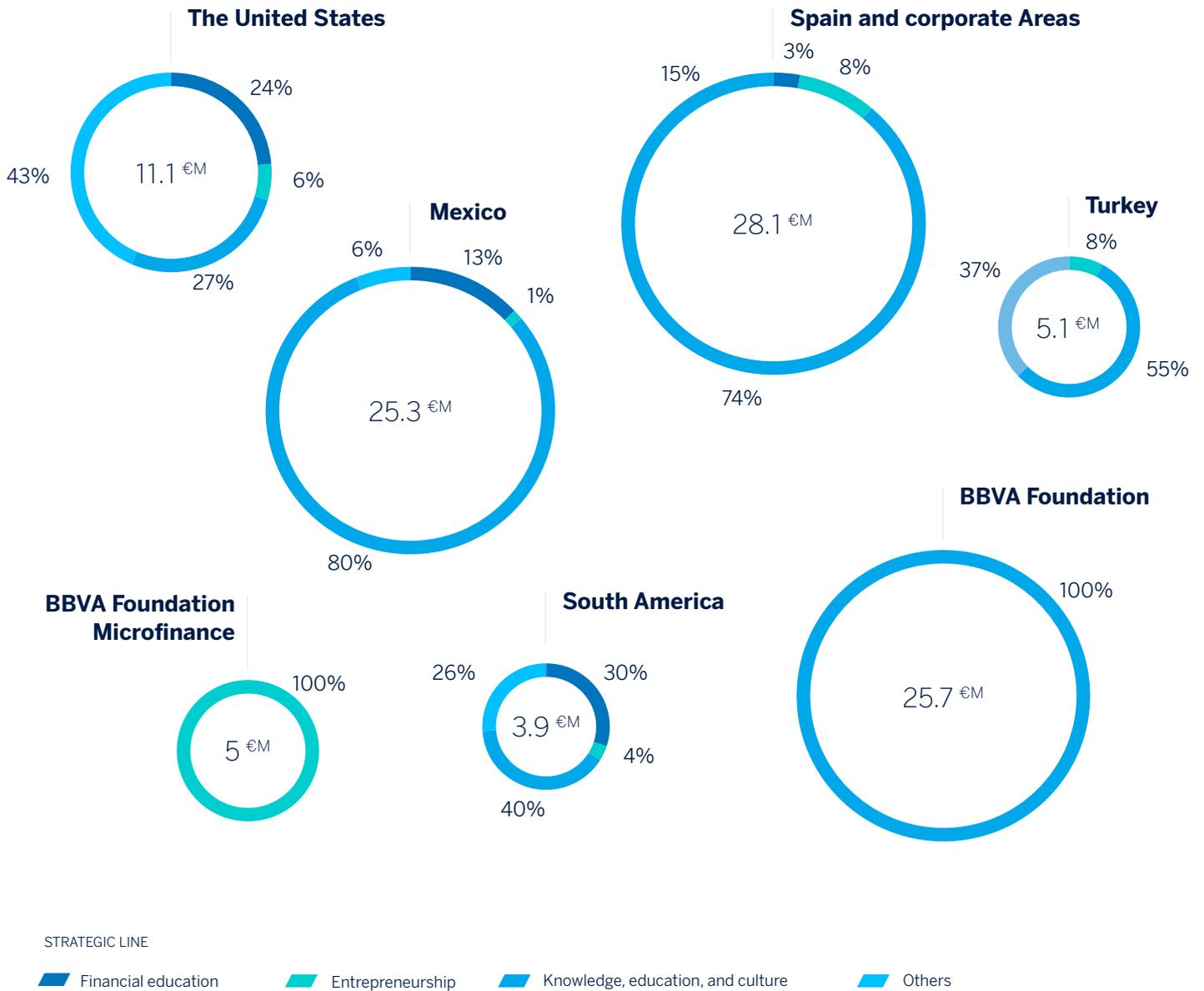
### Investment in social programs and beneficiaries by strategic line



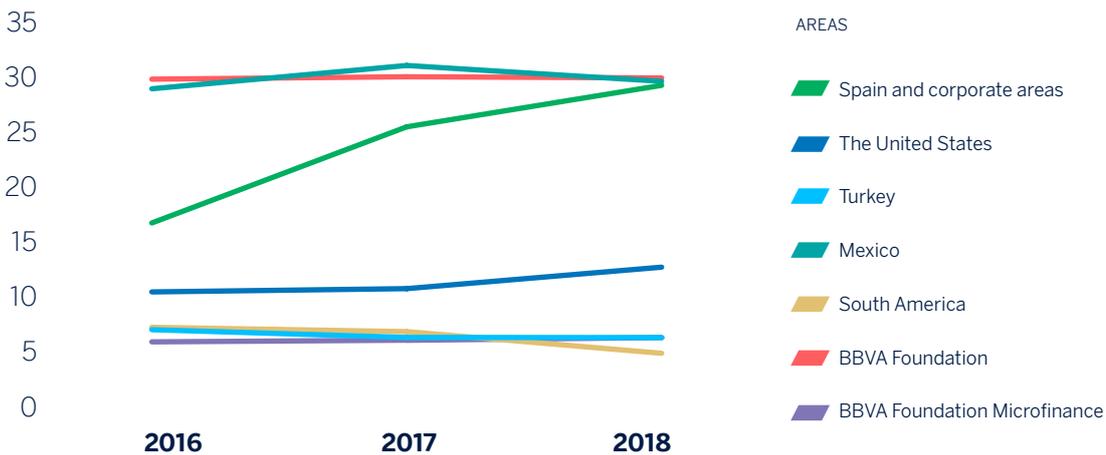
STRATEGIC LINE

- Financial education
- Entrepreneurship
- Knowledge, education, and culture
- Others

**Investment allocation by strategic line and geographical areas and foundations**



**Evolution of investment by geographical areas and foundation (2016-2018)**



BBVA channeled its investment through its local banks and corporate foundations. We contributed to the development of society in the countries in which we are present. The Foundations play a fundamental role in channeling a vital part of the group's social investment initiatives.

The BBVA Foundation focuses on the promotion of knowledge, culture, the dissemination of science and art, and the recognition of talent and innovation. Its activity is grouped into five strategic areas: Environment, Biomedicine and Health, Economy and Society, Basic Sciences and Technology, and Culture. In each one of these, it designs, develops and finances research projects, either individually or in teams; facilitates advanced and specialized training through scholarships, courses, seminars and workshops; awards prizes to researchers and professionals who have contributed significantly to the advancement of knowledge; and communicates and disseminates this knowledge through publications and conferences.

The BBVA Microfinance Foundation is a non-profit organization formed in 2007 by BBVA within the framework of its corporate social responsibility to support vulnerable people and provide them with access to productive activities, with a budget of 300 million dollars and its experience of more than 150 years. Its objective is to create opportunities for people in vulnerable situations, expanding and facilitating access to financial services. For this, it uses a proprietary methodology called "Productive Finance", which seeks the development of the customer and offers personalized attention to the entrepreneurs to whom it provides. That is, it provides not only financial products and services, but also advice and training for the administration and financial management of their small businesses.

In 2018, BBVA continued to push forward the **strategic priorities** of the Community Investment Plan for the 2016-2018 period, which include:

- **Financial education**, aimed at promoting the acquisition of financial skills and competencies to enable people to make informed financial decisions.
- **Social entrepreneurship**, designed to support the most vulnerable entrepreneurs and those whose companies have a positive social impact.
- **Knowledge, education, and culture**, by supporting initiatives that promote development and that allow the creation of opportunities for people. **Education for society**, which is framed within this strategic line, shares priority with other initiatives of the Group, such as the activities of the BBVA Foundation and the research work carried out by the BBVA Research Department.

Since 2016, BBVA's activity of **community involvement** has focused on these three strategic lines; however, at a local level, the Group's banks have maintained their investment commitments in the community to face local social challenges. In this sense, the Social Entities Support Program promotes the implementation of cultural, educational, and community development projects by non-governmental organizations, social entities, and other non-profit associations.

Throughout the three years in which the Community Investment Plan has been in force, BBVA has contributed significantly to the development of the communities in which it is present, which benefit from the social programs offered to more than 24 million people.

The perception of BBVA as a company that contributes positively to society has evolved positively over the years of validity of the plan. At the end of 2015, BBVA occupied the third and fourth places in the citizenship ranking in 5 of 9 countries in which it is located, enjoying leadership only in Argentina, Mexico, and Spain. BBVA currently ranks first or second in all the countries where it is present.

# Financial education

Financial education is one of our strategic priorities established in the Community Investment Plan. The global objective of BBVA's commitment to financial education is to promote a concept of financial education in the broad sense, through the Global Financial Education Plan, based on three lines of action:

- **Financial education for society:** Encourage the acquisition of knowledge, skills and attitudes in all countries where BBVA operates, through its own programs and in collaboration with third parties, in order to achieve greater knowledge of financial concepts and a change in behavior in financial decision-making.
- **Promotion of financial education:** Promote the importance of knowledge and financial capabilities, as a fundamental issue that has a direct impact on the well-being of people.
- **Financial education in customer solutions:** Integrate financial capabilities in the customer's experience in order to facilitate informed decision-making, which will result in an improvement in their financial well-being and allow them to access greater opportunities.

Our commitment to financial education is long-term, with more than € 80 million invested and more than 13.4 million people benefited in different programs since 2008.

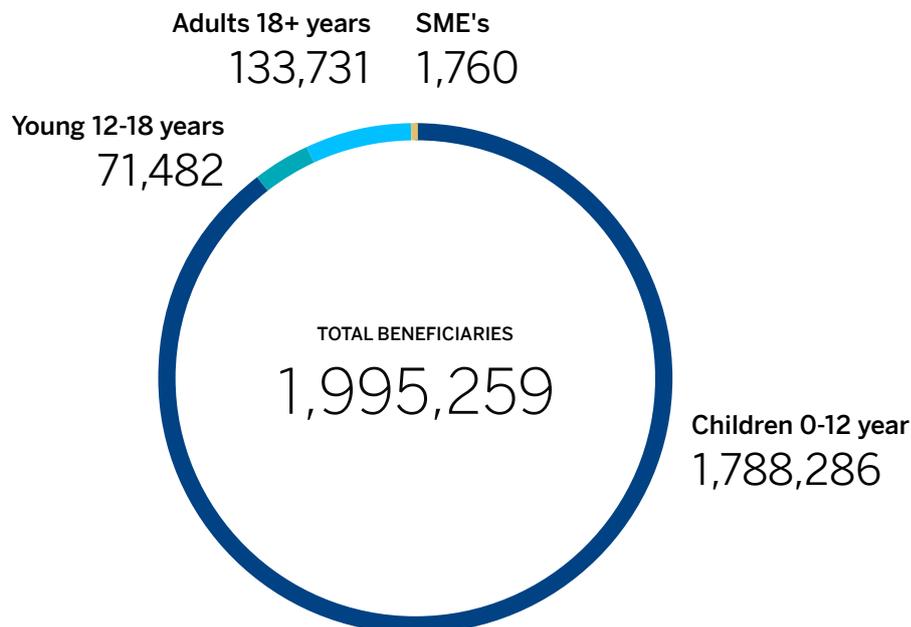
In 2018, investment in the development of the Global Financial Education Plan was €7.5 million.

## Financial education for society

In 2018, 1,995,259 people benefited from financial education programs.

BBVA's commitment to financial education includes programs aimed at children and young people, adults, and small- and medium-sized businesses. These programs make face-to-face and online workshops, videos available to society, as well as a whole series of financial tools and tips to improve knowledge and acquire the skills that help people make better financial decisions and, therefore, have more opportunities.

Furthermore, the BBVA Microfinance Foundation promotes education and the development of financial and other capacities related to the management of its customers' small businesses. Throughout all of its entities, the Foundation provides its 2 million customers with the knowledge and the necessary support in order to advise ethically and responsibly on financial decisions related to access to adequate financial services and the performance of their production activities. In Chile, Fondo Esperanza trains all its clients in its Entrepreneurship School. In Colombia, Bancamía provides financial education through personalized advice and workshops. Finally, in Peru, Financiera Confianza implements financial education initiatives for groups of particularly vulnerable entrepreneurs.





## Main initiatives of financial education for the society by countries



### Argentina

Provide knowledge on financial education to children and young people with the aim of promoting social integration, training in values and the development of entrepreneurial skills.



Beneficiaries

2,554



Highlighted program

**My first company**



### Colombia

Fomentar el conocimiento de conceptos básicos de economía y finanzas personales, así como adquirir habilidades para hacer un uso adecuado de los productos financieros y aportar a las personas herramientas para mejorar su salud financiera.



Beneficiaries

104,410



Highlighted program

**Entrepreneurship School**



### Spain

Promote values related to the responsible use of money and the acquisition of financial literacy skills aligned with the PISA Report in order to prepare children and young people for their future and promote financial education for adults, so that they are able to make informed decisions and provide content to contribute to the most thorough knowledge possible of the pension system.



Beneficiaries

1,277,576



Highlighted program

**Future Values**



### The United States

Improve financial well-being through financial education in communities by providing knowledge about banking services and effective management of money and credit to improve financial health.



Beneficiaries

10,229



Highlighted program

**Financial education for adults (EverFi)**



### Paraguay

Provide people with basic financial training to assist them in making better decisions about their finances, strengthening the practical application of concepts through interactive exercises and calculators.



Beneficiaries

2,070



Highlighted program

**Financial education in Paraguay**



### Mexico

Help make well-informed, conscious decisions that promote the well-being of personal finances, through the choice of products and/or banking services according to your needs, favoring the acquisition of financial skills.



Beneficiaries

589,937



Highlighted program

**Financial education in Mexico**



## Peru

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Facilitate the understanding of products and services, through educational conferences held nationwide.

 **Beneficiaries**  
**1,459**

 **Highlighted program**  
**Financial education in Peru**



## Turkey

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Provide tools for young people and teachers tools for the development of their financial capacities.

 **Beneficiaries**  
**5,250**

 **Highlighted program**  
**5 Pebbles - Social & Financial Leadership**



## Uruguay

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Contribute to a more responsible society in the management of financial tools and promote the banking process by supporting the education of individuals, focusing on the improvement of their current and future personal financial situation.

 **Beneficiaries**  
**479**

 **Highlighted program**  
**Financial education in Uruguay**



## Venezuela

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To develop knowledge and financial skills, promoting training and education in financial education and its impact on the well-being of people.

 **Beneficiaries**  
**1,295**

 **Highlighted program**  
**Chair of Financial Education and Entrepreneurship BBVA Provincial Foundation**

### Financial education in customer solutions

At BBVA we are able to help our customers improve their financial welfare situation by creating opportunities to achieve their dreams. Since 2017, we have been transferring experience in the field of practical teaching of financial education to direct customer experience. Financial education allows the customer to be assisted throughout the process of making financial decisions, covering their lack of knowledge and skills and empowering the client to make better decisions and creating a balanced and trusting relationship with the customer.

The year 2018 has been a key year in the development of global and local solutions for customers that integrate financial education through tips, contextual aids, reminders and communications. These solutions help customers improve the management of their personal finances, optimize their financial skills and accompany them throughout their financial life, so that they can access new opportunities and fulfill their dreams. The details of these developments can be found in the Customer Experience section.

### Promotion of financial education

For BBVA, financial education has a high social value for both societies and individuals. It is essential to create awareness of the need for it, and to foster collaboration among the different relevant actors in both educational as well as financial capacities.

For this reason, BBVA collaborates with a number of national and multinational organizations, promoting the creation of multidisciplinary spaces of knowledge and debate and supporting research on the most diverse issues of education and financial training.

Through the Center for Financial Education and Capability, created in 2017, BBVA continues to channel its efforts in the promotion of financial education globally. This Center is advised by a team of financial education experts that includes representatives of organizations as reputable as the IDB, the World Bank, the CAF, the European Banking Federation, the

Organization for Economic Cooperation and Development (OECD) or the Ibero-American General Secretariat, among others. In addition, the Center promotes research supporting innovative research projects and collaborates with more than 10 research centers worldwide. The Center promotes the creation of knowledge spaces where debate and reflection on the most current issues related to education and financial

capabilities are invited. The EduFin Summit is the global event of reference. Held in Mexico City in 2017 and in Buenos Aires in 2018, the meeting gathers each year more than 200 participants from 16 nationalities to share knowledge and address the present and future challenges of financial education.

# Entrepreneurship

In the 2016-2018 Community Investment Plan the entrepreneurship support programs are organized into a strategic line that became particularly important. It has been a boost for the development of programs and initiatives aimed at the most vulnerable entrepreneurs in our society, and those that generate a positive social impact through their companies. In 2018, BBVA allocated close to €9 million, which has benefited 2.2 million people.

BBVA also promotes the ecosystem of social entrepreneurship through its participation in leading organizations such as The European Venture Philanthropy Association and The Aspen Network of Development Entrepreneurs (ANDE).

Below we explain what the most important entrepreneurship support initiatives are due to their impact at a global and/or local level in the countries in which BBVA is present during 2018.



## Global initiatives

### BBVA Momentum

Supports social entrepreneurs to grow and expand their impact. Offers training, strategic support, networking, visibility and access to financing.

Launch year **2011**      Beneficiaries **519 entrepreneurs**

Countries **6**      Executives involved **319**

[momentum.bbva.com](http://momentum.bbva.com)

### Fundación BBVA MicroFinanzas

Promotes the sustainable and inclusive economic and social development of vulnerable entrepreneurs through Productive Finance. It has two lines of action: build a group of sustainable and innovative microfinance entities and promote the transformation of the microfinance sector.

Launch year **2007**      Productive credit since launch **\$11,775 M**

Beneficiaries **2 million** (customers)

Countries **5**      Employees **8,022**

[fundacionmicrofinanzasbbva.org](http://fundacionmicrofinanzasbbva.org)

### BBVA Open Talent

The largest 'fintech' competition held at a global level that aims to identify and recognize the 'startups' with the greatest potential to transform financial services. Promotes alliances based on open innovation.

Launch year **2008**      Prizes **€1.63 M**

Countries **+80**      Executives involved **+700**

Beneficiaries **600 startups**

[opentalent.bbva.com](http://opentalent.bbva.com)

### BBVA Blue Challenge

Offers training in entrepreneurship techniques to university students to help them channel all their energy into the development of projects may allow them to change the world.

Launch year **2016**      Beneficiaries **5,018 young**

Countries **26**

[bluebbva.com](http://bluebbva.com)



## Local initiatives



### Argentina

Provides visibility and recognizes the most innovative entrepreneurs in the agricultural and livestock sector.

 | **Featured local initiative**

**Agricultural Entrepreneur Award**



### Colombia

Promotes the development of entrepreneurial skills among young people, who accompany them in the creation of new business ideas and promotes the growth of existing social enterprises.

 | **Featured local initiative**

**Entrepreneurship School**



### Spain

Promotes an ecosystem of innovation and entrepreneurship through different lines of action: learning spaces open to society.

 | **Featured local initiative**

**BBVA Open Space**



### The United States

Promotes an ecosystem of innovation and entrepreneurship through different lines of action: facilitates the incubation and acceleration of new businesses, contributes to the growth of small companies in the education or technology sector, collaborates with local Chambers of Commerce and provides loans.

 | **Featured local initiative**

**Small Business**



### México

Promotes an ecosystem of innovation and entrepreneurship through different lines of action: learning spaces open to society.

 | **Featured local initiative**

**Productive and Educational Centers**



### Turkey

Promotes an ecosystem of innovation and entrepreneurship through different lines of action: encourages female entrepreneurs by providing them with training, access to financing and visibility; It trains young people and connects them with entrepreneurs who serve as inspiration for entrepreneurship.

 | **Featured local initiative**

**Women Entrepreneurs**



## Uruguay

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Supports female entrepreneurs, including artists and artisans, through training, awareness and marketing of their products.



Featured local initiative

**Art and Crafts Fair**



## Venezuela

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Encourages the generation of ideas in order to promote the entrepreneurial spirit and the creation of companies.



Featured local initiative

**Chair of Entrepreneurship at the Andrés Bello Catholic University**

## Knowledge, education and culture

Knowledge, education and culture are three areas of activity that are grouped together in a new strategic line of the Community Investment Plan for 2016-2018. This encompasses the activities carried out by the BBVA Foundation and the local initiatives of education and support for culture. In 2018, 75.5 million was invested that benefitted 3.8 million people

### Knowledge

BBVA contributes to the dissemination of knowledge through the activities of BBVA Research, the BBVA Foundation and the Open Mind initiative.

**BBVA Research**, <https://www.bbva.com/>, studies the evolution of the economy and offers economic studies, reports and analyses to shareholders, investors and the general public. During 2018 1,334 economic publications have been elaborated.

**The BBVA Foundation**, <https://www.fbbva.es>, focuses its activity on the generation of knowledge. Expanding the frontiers of inherited knowledge is one of the most effective ways to successfully address the problems that affect society today, such as the environment, sustainable development, health, demographic changes, globalization, social integration, and innovation with the goal of creation of opportunities for the whole of society.

The direct impulse towards scientific research is one of the levers on which the BBVA Foundation is supported along with the dissemination of the knowledge generated and the recognition of talent. In this way, the results generated by the research are made available to the community as a Public Benefit.

Below, the main initiatives in support of science developed by the BBVA Foundation, that have benefitted more than 1.6 million people in 2018:



### Research support:

- Becas Leonardo (Leonardo scholarships) to scientific researchers.
- Aid to Scientific Research Teams in Biomedicine, Ecology and Conservation Biology, Big Data, Economy and Digital Society, and Digital Humanities.



### Knowledge spaces:

- Annual conference cycles:
  - The science of the cosmos, science in the cosmos," on the most cutting-edge research in the field of Astrophysics.
  - The Cycle "A History of Ideas," with the Royal Academy of History.
  - The Cycle on "Particle Physics" developed with CERN.
  - BBVA-JEEA Foundation Conferenc
- The scientific forums of excellence
  - The International Summer School of the Nicolás Cabrera Materials Science Institute (Autonomous University of Madrid)



### Recognition:

- Royal Spanish Physics Awards - BBVA Foundation.
- Mathematical Research Awards Vicent Caselles Real Sociedad Matemática Española - BBVA Foundation.
- BBVA Foundation Awards for the Conservation of Biodiversity.
- BBVA Foundation Frontiers of Knowledge Award in 8 21st century disciplines
- Scientific Research Information Society Awards - BBVA Foundation.



### Networking:

Comprehensive Program on Cancer Immunotherapy and Immunology with "Hospital Vall de Hebron de Barcelona" (Vall de Hebron Hospital of Barcelona)

PortalCLÍNICA with "Hospital Clínico de Barcelona" (Clinico Hospital of Barcelona)

Collaboration projects with the CSIC, CERN, and IVIE.

The **OpenMind** initiative, <https://www.bbvaopenmind.com/>, aims to contribute to the generation and dissemination of knowledge concerning fundamental issues of our time, in an open and free way. The project has taken shape in an online community with full disclosure.

It seeks to help people understand the principal phenomena around us that affect our lives; the opportunities and challenges that we face in areas such as science, technology, the humanities or the economy. The main objective of the project is to analyze the impact of scientific and technological advances on the future of the economy, society and our daily life, which always starts from the premise that a broader and better collection of knowledge will help us to make better individual and collective decisions.

In 2018, the book "The Age of perplexity: Rethinking the World We Knew" was published (available free of charge <https://www.bbvaopenmind.com/en/books/the-age-of-perplexity/>), in which 23 world experts try, in 20 small, independent tests, to throw light on certain hot topics such as the rise of populism, the era of big data, the relationship between globalization and new economy ... Faced with lack of resolution, confusion, and doubt (as the dictionary of the Royal Academy Spanish defines "perplejidad," or perplexity), the cure is knowledge and reflection.

It is the tenth book in a collection promoted by BBVA that is dedicated to the dissemination of knowledge on current fundamental issues. It was born as a strictly editorial initiative and later became part of the BBVA OpenMind project, an online community for debate and generation and dissemination of knowledge for society as a whole.

## Education

Education for society is an extremely important aspect of BBVA's social investment as it continues to support access to education, educational quality and the development of 21st century key competences as sources of opportunity. It shares space with other initiatives of the Group, such as the activities of the BBVA Foundation. In 2018, a total of 279.909 people have directly benefitted from the following educational programs:

 **Access:** Brief description: Scholarships to facilitate access to education for children, young, and/or adults.

- **Children:** "Niños Adelante" [Moving Children Forward] scholarship program in Colombia, Mexico, Paraguay, Peru, Uruguay, Venezuela.
- **Young:** "Becas Adelante" (Forward Scholarships) in Mexico, "Olimpiadas del Conocimiento" (Olympic Knowledge) scholarships in Mexico.

### • Adults:

- Scholarships for Latin American students to study the Interuniversity Master in Protection of Natural Spaces
- "Becas Adelante" (Adelante Scholarships) with your University in Mexico
- Scholarships Pontifical Catholic University in Peru
- Higher education scholarships in the United States
- Research grants from the Center for Education and Financial Work at a global level



**Educational quality:** Brief description: Promotes educational social innovation and talent among teachers, which provides access to training, knowledge, visibility and networks, through a variety of initiatives.

- "Acción Magistral" [Magistral Action] Program in Spain
- The Teachers Academy Foundation in Turkey
- The Teach for America in the United States
- "Premio Nacional al Docente" (National Teacher's Prize) in Colombia
- "Programa Papagayo" (Papagayo Program) in Venezuela
- Charter School Partnerships in the United States
- Program for the strengthening of public schools in the United States
- "Premio Giner de los Ríos" (Giner de los Ríos Prize) from the BBVA Foundation



**XXI Century Skills:** Facilitates the development of important XXI century skills for children and young people through inspiring audio-visual content and free and universal teaching methods for families and teachers.

- "BBVA Aprendemos Juntos" [Learn Together] in Spain
- "Socios por un día" [Partners for a Day] in Spain
- "Laboratorio de Robótica" (Robotic Lab) in Paraguay
- Math-Science Learning with Fun in Turkey
- Code the Future in Turkey
- Proyecto Conectados (Connected Project) in Spain

**Others:** Partnerships with institutions in the academic field to contribute to educational challenges in different countries.

## Culture

The promotion of cultural creation of excellence is another lever of support of the BBVA Foundation to generate knowledge. It focuses its support on classical music, with an emphasis on contemporary music, visual arts, video art and digital art, as well as literature and theater. In 2018, more than 1.1 million people have benefited from the cultural initiatives promoted by the BBVA Foundation.

Below are the main cultural initiatives promoted by the BBVA Foundation in 2018:



### Support for the creation of culture:

- "Becas Leonardo" (Leonardo scholarships) to cultural creators.
- "Becas Multiverso" (Multiverso Scholarships) for the creation of Video Art from the BBVA Foundation.



### Collaborations :

- With museums: the Prado Museum, the Guggenheim Museum Bilbao, the Joan Miró Foundation.
- With theaters: the Teatro Real, the Gran Teatre del Liceu
- Others: Bilbao Association of Friends of the Opera, the Orchestra and Choir of the Community of Madrid, the Symphony Orchestra of Madrid, the Reina Sofía School of Music for the training of interpreters, the Young National Orchestra of Spain



### Prizes:

Composition Award Spanish Association of Symphonic Orchestras (AEOS) -BBVA Foundation.

BBVA continues to support culture in the countries where it is present. In 2018, they have invested €5.4 million in cultural initiatives. The following local cultural support initiatives stand out:

#### ■ Mexico:

- Bi Program: exchange and collaboration platform for the generation and dissemination of art and culture initiatives.
- Bancomer-CCD Immersion Laboratory within the Digital Culture Center of Mexico City: first integral project of residences, creation, research, training and dissemination of the immersive arts in the country.
- Hazlo [Do It] Short Film Contest [www.hazloencortometraje.com](http://www.hazloencortometraje.com): it promotes creation through film and recognizes the talent of young people who compete using topical subjects.

#### ■ The United States:

Investment in culture is intended to ensure that people from lower and moderate income communities have access to art and that there are spaces and opportunities available to communities.

#### ■ Peru:

Cusco Museum of Pre-Columbian Art: this year, it implemented the audioguide service that puts it on the level of the most friendly and modern museums in the world. It is the first museum of pre-Columbian art in the country, and uses these innovations to facilitate knowledge of the Andean cosmivision that governed ancient Peru.

- Encuentra tu Poema [Find Your Poem] (phrase)

#### ■ Turkey:

Salt Foundation: created in 2011 from the union of the Garanti Contemporary Art Center Platform, the Ottoman Bank Museum and the Garanti Gallery. It offers free access to exhibitions, archives, libraries, research facilities, etc.

## Others

BBVA's community involvement activity includes other lines of action, such as volunteering, support for social entities, and the promotion of corporate responsibility through its participation in the main working groups.

### Apoyo a entidades sociales

BBVA maintains open channels of communication with social entities in the various countries in which it operates. It promotes community development through its Support to Social Entities program. It channels its support through contributions to non-governmental organizations, social entities and other non-profit associations, in order to contribute to the main social and/or environmental causes facing society in the countries where it is present. Over the course of 2018, it allocated more than €6 million to support social entities.

- Territorios Solidarios (Solidary Territories) <https://www.territoriosolidariobbva.com/> supported 176 social entities in Spain during 2018. In its sixth edition, the active employees of BBVA in Spain had the opportunity to propose and vote on the projects of non-profit entities of national scope that they wanted to promote.
- Partnerships with non-profit entities helping to cope with natural disasters in the United States and Mexico.
- "Premio Integra" (The Integra Award) for promotion of jobs for the disabled in Spain.
- Programa Eurosolidario" (Eurosolidarity) in Spain.