



*Chapter 8*

# **Our Commitment to Stakeholders**





*Sharing the knowledge from what we know to do is part of our commitment*

Through the Financial Education For Life program, we promote the responsible management of resources and the adequate use of financial products.

## 8. Our Commitment to Stakeholders

### I. Economic Dimension

**We continue to grow, generating profitability in a sustainable and transparent manner.**

In this way, we promote a trusting relationship with economic actors in society and seek the preference and loyalty of our customers, for the long term sustainability of the business.

#### Financial Education for Life Program

For our Bank, financial education is undoubtedly one of the most important responsibility tools, due to its high impact on society and its important role in the processes of inclusion and accessibility to banking services.

Our “Financial Education for Life” program is designed and structured based on Colombians’ need for knowledge about financial products and services in all stages of life, as well as about managing finances in different business areas. The program’s strategy includes:

- Generating value for our customers through the implementation of initiatives in each business segment, ac-

ording to their knowledge needs and requirements on the subject.

- Generating financial and social inclusion initiatives with stakeholders that are not yet part of the Colombian financial system (entrepreneurs of small businesses, children and youth, vulnerable sectors of the population, etc.)

During the period between July and December 2013, important initiatives were implemented along these lines.

#### 1) SENA Mobile Classrooms - Banco de Bogotá

With an investment of COP 3,000 million, we established an alliance with the National Training Service (SENA), with the primary aim of making financial information accessible to all sectors of the population over five years. The aim of this initiative is to join forces to provide complementary or vir-



tual formal training to different sectors of the population in financial education, banking and insurance, using the Mobile Classrooms methodology.

The population covered by this program includes young people and adults, small business entrepreneurs, government employees and sectors of the population not connected to the banking system.

Currently, training is offered through courses provided in three (3) mobile classrooms that travel through the central, northern and western regions of Colombia. These classrooms can hold 25 people and their training time slots are designed to educate approximately 200 people per municipality. They are also fitted with the latest technological equipment.

SENA structures the programs and provides specialized teachers, according to the objectives and the segments the Bank wants to reach, taking into account that the financial education courses do not include commercial information. The training provided makes it possible to instill a financial culture in the participants, independently of the entity they are affiliated with or hope to be affiliated with in the future. The program is also completely free for the public and is certified by SENA, which awards a diploma for those who complete the course provided in the mobile classrooms.

### Public and Private Alliances to Develop the Program

As this is a program designed for various sectors of society, focused on providing financial education to the greatest number

of people from rural municipalities throughout the country, the Presidency of the Republic of Colombia has become involved in the project through two entities of the Social Inclusion and Reconciliation Sector. One of these is the National Agency for Overcoming Extreme Poverty (ANSPE),<sup>15</sup> through which a financial education program was launched for the Red Unidos population. The other is the Administrative Unit for Territorial Consolidation (UACT),<sup>16</sup> through which the mobile classrooms have managed to reach municipalities historically affected by the armed conflict and illicit crops.

### Results to Date

In the second semester of 2013, our mobile classrooms visited 46 municipalities in 9 departments, benefiting 8,275 people with our courses.

Figures for Second Semester 2013				
	Central	Caribbean	Western	Total
Municipalities	19	17	10	46
Municipal Bodies	260	213	296	769
Youth	415	565	78	1,058
Microfinance	368	127	163	658
Micro, Small and Medium Enterprises (MIPYMES)	409	228	154	791
Red Unidos	1,736	1,345	1,918	4,999
<b>Total Participants per Region</b>	<b>3,188</b>	<b>2,478</b>	<b>2,609</b>	<b>8,275</b>

<sup>15</sup> The National Agency for Overcoming Extreme Poverty (ANSPE) is the national government body responsible for the social promotion strategy for the poorest and most vulnerable sectors of the Colombian population. To achieve this objective, the Agency brings together family and community participation, access to public institution services, private social investment and social innovation initiatives that have an impact on the quality of life of the families and communities in situations of extreme poverty.

<sup>16</sup> The national government created the Special Administrative Unit for Territorial Consolidation (UACT) with the aim of coordinating and mobilizing state institutions, the private sector and international cooperation, as well as managing the investment of resources in the focused consolidation regions and in illicit cultivation zones. The UACT is part of the Social Inclusion and Reconciliation Sector, headed by the Administrative Department for Social Prosperity of the Presidency of the Republic.





## 2) Financial Segments on National Television

During October and November 2013, we carried out a television mass media campaign using the story of one of our microfinance customers, who drew on her life experience as an entrepreneur to narrate short segments with financial advice for the television viewers.

This is how, in six episodes, “Doña Leonor” told the Colombians how dreams can become reality thanks to financial planning, savings, administration of resources and good money management.

Our commitment is made visible through testimonies like Leonor’s, who managed to consolidate her business thanks to her efforts, perseverance and financial education, an aim we work towards each day.



## 3) Partnership with Visa for Children’s Financial Education

Our Bank, in alliance with four other financial entities and sponsored by Visa Inc. and ASOBANCARIA joined forces to bring Colombia an educational comic, developed by Visa and Marvel. The comic is entitled, “The Avengers: Saving the Day.” The different characters in the 16 page comic book aim to make learning the fundamental basics of personal finance easy for children, including topics such as savings, budgeting, and the role of a Bank, among others.

As part of the strategy for the comic launch, we presented this interesting activity at two schools in Bogotá, narrating to at least 1,000 primary students the story of how the intrepid Avengers share knowledge about personal finance at the same time as they unite to overcome the villain, Hombre Topo.

The Visa comic, “**The Avengers: Saving the Day**”, has been translated into eight languages: English, Spanish, Portuguese, Chinese, Russian, Arabic, French and Indonesian Bahasa.



## II. Social Dimension

### We Contribute to Sustainable Development and a Better Quality of Life in Colombia.

We help to improve all forms of education and other humanitarian causes through contributions to different organizations and foundations.

Likewise, sponsorship for social causes allows the population to participate in cultural and art events through mechanisms developed by our Bank that afford access and inclusion to a large number of Colombians who would like to be able to enjoy these events.

#### Donations

Social contributions from donations are offered through **Corporación Banco de Bogotá para el Fomento de la Educación** (Banco de Bogotá's Corporation for the Advancement of Education). This corporation has been dedicated for about three decades to the direct and indirect assistance and promotion of education in all fields and levels, improving the quality of life of several stakeholders: children and youth, female heads of household, vulnerable communities, people with disabilities, the elderly, and others.

In the second semester of 2013, we made 51 donations to social causes. Among the donations to be highlighted is the scholarship fund for low-income students.

#### Scholarship Fund for Low-income University Students

With an investment of more than COP 700 million, the **Corporación Banco de Bogotá para el Fomento de la Educación** established an important scholarship fund designed to benefit low-income students from different regions of the country.

In this regard, we supported around 50 students with full scholarships including living allowance and tuition fees, in order to make academic careers a reality for these students, with the ultimate aim of generating progress and development for the families and the regions.

Among the universities that we support are Universidad del Norte, Universidad Nacional, Universidad de la Salle, Universidad del Rosario and Universidad de Córdoba.



Promising students benefiting from Banco de Bogotá's Corporation for the Advancement of Education scholarships. From left to right: Carlos Aguirre, Yenny Castrillón, Diana Martínez, Daniel Martínez, Juan E. Sereno, Santiago Álvarez.

## Supporting Art and Culture

As part of the Bank's commitment to the social development of the country, we support and promote activities and shows with high cultural value. In this way, we make different events accessible, promoting the democratization of art and culture in Colombia.

We were involved in the following events for the period July - December 2013:

Event	Date	City
Opera Season	July 11 to 20	Bogotá, Cundinamarca
Colombiamoda	July 23 to 25	Medellín, Antioquia
Fiestas del Mar	July 25 to 29	Santa Marta, Magdalena
National Games 2013	August 23 to 30	San Andrés Islands
Jazz Festival	September 5 to 15	Bogotá, Cundinamarca
Feria Bonita	September 14 - 22	Bucaramanga, Santander
Orchid Exhibition	September 19 - 21	Bogotá, Cundinamarca
U Festival Rosario	September 20	Bogotá, Cundinamarca
Fiestas de San Pacho	September 19 to October 5	Quibdó, Chocó
41st Festival del Retorno, Acacías	October 10 to 14	Acacías, Meta
Children's Choir Meeting in Buga	October 14	Buga, Valle
ArtBO	October 24 to 28	Bogotá, Cundinamarca
International Festival of Culture, Boyacá	November 8 to 15	Tunja, Boyacá
1st Festival of Imagination, Creativity and Innovation	November 21 to 22	Barrancabermeja, Santander
Fintech-Challenge (Financial products and services innovation contest)	November 22 to 24	Bogotá, Cundinamarca
Yopal Cultural 2013	December 5 to 9	Yopal, Casanare
Christmas Fiestas, Meta	December 16 to 23	Villavicencio, Meta
Mundo Aventura Park	July to December	Bogotá, Cundinamarca
Planetarium	March to December	Bogotá, Cundinamarca
Diversity	January to December	Bogotá, Medellín and Barranquilla

### III. Human Dimension

#### We Promote the Individual and Collective Development of our Employees and Suppliers.

Through this dimension, we seek to constantly improve the workplace and our employees' development through training programs.

We also support social development activities through volunteering as a way of strengthening the sense of solidarity and teamwork, at the same time as we contribute to the quality of life of marginalized communities.

In this dimension, we also aim to strengthen the skills of our small suppliers so that they assume a responsible expansion of their businesses.

As a contribution to the human dimension, the initiatives described in the chapter entitled “Developing Human Talent to Grow” in this report provide an approach of how we are working toward the achievement of this aim.

Likewise, the strategy of social responsibility must allow interactivity between the dimensions, making it possible to mix purposes that contribute to generate capacity through several ways. Such is the case of the initiatives developed during this semester in which it is possible to observe the integration of the human and environmental components, like the “Trees and Cribs Ecological Contest,” or the integration of the human and social components, such as in the “Christmas Carols with a Social Purpose,” in which employees from all regions of the country participated, sharing a Christmas carol event with a beneficiary foundation.

The following foundations participated in this activity:

Location	Foundation	Show
Western Regional Office - Cali -	Fundación Notas de Paz	Symphonic orchestra made up of underprivileged children from Cali.
Coastal Regional Office - Barranquilla -	Fundación Sueños del Arte	Live Nativity Show: singing and acting by underprivileged children from Baranoa.
Executive Management and Northern Regional Office - Bogotá -	Fundación La liga de las Sonrisas	Magic show with underprivileged children and youth from Ciudad Bolívar.
Eastern Regional Office - Bucaramanga -	Fundación Albeiro Vargas y Ángeles Custodios	Live nativity presentation by underprivileged children.
Antioquia Regional Office - Medellín -	Fundación Evolución del Pensamiento	Typical dances and karate demonstration by the children of the foundation.
Executive Management and Southern Regional Office - Bogotá -	Fundación Arte sin fronteras “Grupo son de Bellavista”	Pacific music group made up of displaced persons from the Pacific region.



## IV. Environmental Dimension

### We Aim to Reduce to a Minimum the Environmental Impact of our Operations and that of our Employees and Customers.

We acknowledge the issue of the environment as an urgent challenge that demands specific actions by all members of society.

Our main objective within the environmental dimension is to decrease to a minimum the impact of our operations and those of our employees, suppliers and customers over the environment, by promoting actions in favor of a better future for society.



Signing of the Green Protocol (Protocolo Verde), Bogotá, October 21, 2013.

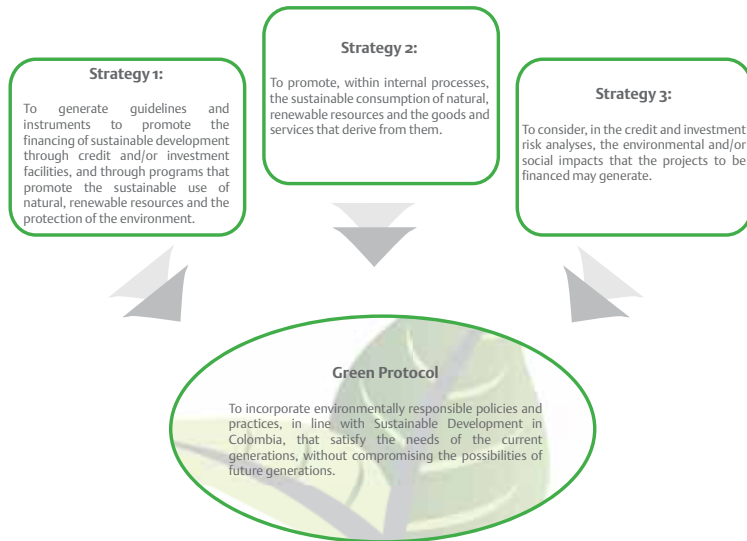
From left to right: Clara Inés Cortes - Head of Communications Banco de Bogotá, María Mercedes Cuéllar - President of ASOBANCARIA, Dr. Alejandro Figueroa - President of Banco de Bogotá, Laura Carolina Cortes and Ana Alejandra Jiménez - Corporate Social Responsibility Management.

### Green Protocol

The Green Protocol is an agreement undersigned by the national government and the Colombian financial sector, which seeks to unite forces to promote the sustainable development of the country and work for environmental preservation and adequate use of natural resources. The signing of the Green Protocol is undertaken voluntarily through a document in which the banks guarantee their commitment to environmental sustainability in the country.

In October 2013, our Bank signed this protocol. In line with the words of Dr. Figueroa, “Joining the Green Protocol means that we continue to be committed to work in favor of the environmental sustainability of the country and that we confirm our commitment as financial intermediaries who encourage business projects that help mitigate environmental damage and make it possible to strengthen sustainable investment.”

The goal of the Green Protocol is to help national government and Colombian financial sector joining forces to implement policies and practices about sustainable development, putting into practice the following strategies:



Stemming from the guidelines of the Green Protocol, we will continue strengthening our environmental policy and, from the different management departments of the Bank, executing projects that permit us to have a positive impact on the environment, and ultimately on the sustainability of the country.



*“Children learn the importance of the Bank  
and Savings”*

“Over the 7 years that Banco de Bogotá has been supporting us in the different cities (Bogotá, Medellín and Barranquilla), one of the most important experiences for us has been to invite low-income children to get to know the Bank and to experience its benefits. When they return to their rural divisions and homes, they share with their family and others close to them their enriching experiences of the Bank and savings.”

*Andrés Castañeda, Marketing Director, Diverscity Bogotá.*