BBVA

News
28.08.08

BBVA reiterates its commitment to education in Chile

The seminar *Challenges for quality education in excluded sectors* generated an enriching debate on the central theme of BBVA Chile's Corporate Responsibility and Reputation policy, education. BBVA organised the event together with the not-for-profit organisation Hogar de Cristo and the Fundación para la Superación de la Pobreza (Foundation for Overcoming Poverty).

During his inaugural address, BBVA Chile's chief executive officer, Ignacio Lacasta, pointed out that BBVA chose to earmark a large part of its community investment for preschool education, providing support for initiatives to improve the professional and technical training of experts in education and creating systems for the constant assessment of curricular components, linked to the promotion of a more active participation of families and the community in the educational process of children.

This spirit is reflected in BBVA's integration scholarships, *Niños Adelante*, in collaboration with the Hogar de Cristo and, more recently, with UNICEF, which benefit over 4,300 nursery school children with very limited resources.

Corporate responsibility as a lever of differentiation

The BBVA Group's director of Communication and Image, Javier Ayuso, dealt with the subject of *Social Responsibility and Education: a contribution from private enterprise*, and gave an overview of the strategic importance of Corporate Responsibility and Reputation for the Group, which is clearly reflected in its Community Investment Plan in Latin America.

Javier Ayuso added that the Group has focused on education as the main lever for progress for societies, especially in the case of Latin America, where BBVA has a greater presence and where children's education requires greater attention.

The figures speak for themselves on analysis of the importance the Group attaches to its Social Action Plan for Latin America, called *BBVA Integration Scholarships Programme.* Investment in this item in the region has grown considerably in recent years. In 2008 it has been further increased as the Group made a significant addition to its community investment budget, raising it from 0.7% to 1% of its profits. As a result, in 2008, investment in this field came to €28m, with the number of children benefiting rising from 17,920 in 2007 to 28,000 this year.

The seminar also had other first class speakers: Chile's minister for Education, Mónica Jiménez; lecturer from the Catholic University of Chile, Mladen Klojatic; the executive director of the Foundation for Overcoming Poverty, Leonardo Moreno; Hogar de Cristo's national director for social programs, Benito Baranda, and the national director of the Foundation for Overcoming Poverty's *Adopt a Brother/Sister programme*, Loreto Salinas.

The seminar *Challenges for quality education in excluded sectors* is part of BBVA Chile's CRR policy. Along the same line, in April of this year, the First National Meeting on Quality Education to fight Poverty was organised in conjunction with the Chile Foundation and the *El Mercurio*

daily newspaper. 30 Chilean establishment s received awards as leaders in offering quality education in situations of poverty.

Caption, from left to right: Benito Baranda, national director of social programs for Hogar de Cristo; Ignacio Lacasta, chief executive officer of the BBVA Chile Group; Mónica Jiménez, minister of Education; Susana Tonda, executive director of Hogar de Cristo, and Javier Ayuso, director of Communication and Image of the BBVA Group.