

BBVA Bancomer, committed to caring for the environment in Mexico

- Over 300 people, including BBVA Bancomer employees and their families, took part in the “Plant a Tree and Be Part of History” initiative
- The event was held on 5th July and 9.3 million trees were planted



The President of the Republic, Felipe Calderón Hinojosa, was the driving force behind the National Reforestation Day, which aimed to plant the largest number of trees in a single day in the history of Mexico.

The initial goal was 5 million trees, an objective set in conjunction with the Mexican Government's Department for the Environment and Natural Resources, which was far exceeded as 9.3 million trees were planted.

The Group employees and their families took part and planted around 2,000 bushes, holm oaks, Century plants and pine trees in Mexico City's Ecological Park, as part of an initiative organised by the BBVA Bancomer Foundation in partnership with [Pronatura México](#). These institutions run a joint programme for the recovery and environmental conservation of priority areas throughout the country. This programme also seeks to raise awareness among children and young people, along with society in general, with regards to caring for the environment.

Since the agreement was signed, environmental training has been provided for 36,922 people so far. In total, 150,000 holm oak trees and 10,000 bushes have been planted, where the BBVA Bancomer Foundation has helped to reforest over one hectare.