

BBVA Colombia, UNICEF and the Ministry for Education launch a project for bolstering education

Some 5,000 people are to benefit.

Following an agreement signed between the entities last year BBVA Colombia, UNICEF and the Colombian Ministry for Education have launched a programme to strengthen educational institutions with poor results in the province of Gutiérrez (Boyacá, Colombia). This project will be carried out in partnership with the Antonio Puerto Foundation, the Departmental Secretariat of Education and the *Alianza Educativa* Association.



The project, which is to last three years, aims at ensuring that the children and teenagers of the province of Gutiérrez receive good quality education which will help develop their capacity and provide them with the necessary means towards a life project. The *Alianza Educativa* association will develop the logistics of the project which will benefit a population of 5,000 people, including managers, teachers, pupils and parents.

The agreement signed between BBVA and UNICEF likewise involves the collection of donations through the bank's branch network, made up of 755 ATMs throughout the country, which, between the month of December and last March collected 520 million pesos (€170,265). The aim is to provide support for the education of children in the areas affected by the winter. In its first stage, aid was given to Bebedó and other towns in Chocó, and, later on, aid will also be given to areas like La Mojana, in Sucre, Magdalena Medio, Córdoba and Tumaco.

The event held to celebrate the launch of the project took place on 15 April in the town of Panqueba. Also present alongside the representatives of the managing bodies, were the authorities of Chiscas, El Cocuy, Güican, El Espino and Guacamayas, which, together with Panqueba, make up the Province of Gutiérrez. At the same event, the first workshop for raising awareness of the project aimed at managers and the teachers of the eleven educational institutions implicated was held.

These actions are part of the Corporate Responsibility Programme of BBVA Colombia, which, during 2009, will invest over 4,000 million pesos (€1.3m); the equivalent to 1% of the Bank's profits, in order to provide aid for 5,185 girls and boys through grants for education and food, and 20,000 school kits in 20 cities in the country.