



**BBVA** Bancomer

2010  
Foundation

**BBVA** Bancomer  
Report





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## Message from the Director



# I. Message from the Director

In celebrating ten years of this outstanding opportunity for service, we at the Bancomer Foundation are proud to play a part in Mexico's development. Supporting in solidarity those who wish to get ahead is a fundamental pillar of our social actions.

We all are aware that Mexico is experiencing difficult times in several areas. However, the solution to many of the problems we face as a society is to consolidate our efforts in support of the wellbeing of all people.

Mexico will move forward, for the greatness of its people, for its drive and heart, and for the unshaken will we have shown as a community throughout our long history, taking history's lessons to lift us up and push us forward. For that reason, in this most emblematic year, we join in celebrating the Bicentennial of Mexican Independence through the organizing of the "El Mestizaje Mexicano" meeting, which enjoyed the participation of many leading academic voices.

We at the Bancomer Foundation know what the challenges are that we face as a nation, and for that we will continue in our everyday duty to service, our *raison d'être*.

Our focus has been on education, recognizing this most invaluable principle as an investment in a better future for the youth of Mexico. With our Bancomer in Education program, we have given 9,000 young people the opportunity to study.



## I. Message from the Director

In addition to education, the Foundation has developed solid experience on the issue of migration. With the “Por los que se quedan” Scholarship Program, we have made important contributions so that 20,600 young people in communities with a high percentage of migration can complete their secondary education.

Likewise, this year we had the honor of being invited by the Mexican Government to preside over the Civil Society Working Sessions, where topics from the UN Global Forum on Migration and Development were discussed, which will help in addressing this issue of national import.

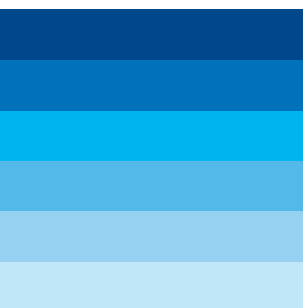
I would like to take this opportunity to highlight the commitment of our Institution with the Global Compact, to which we were a signatory this year, and whose principles have been incorporated in this report as part of Progress Notification for this period.

This extraordinary opportunity to give to those that need and help those in need is a tremendously gratifying experience.

**Now it is time to continue moving forward.**



Sincerely,  
**Gustavo Lara Alcántara**  
*Executive Director*



## About this report

## II. About this report

The BBVA Bancomer, A.C. Foundation 2010 Report is the first such report we have issued, and covers the activities conducted and their outcome from January 1 to December 31, 2010.

Its contents are based on the international standards established by the Global Reporting Initiative (GRI-G3), which establishes a series of principles and indicators in order to standardize the information reported by organizations. Likewise, we have used as a basis the principles established in the GRI-G3 guidelines in establishing the contents of this report, that is, material information, stakeholder participation, sustainability and thoroughness.

In addition to central indicators, we have also included the additional sector indicators for Non-Governmental Organizations (NGOs), as published by the GRI in 2009.

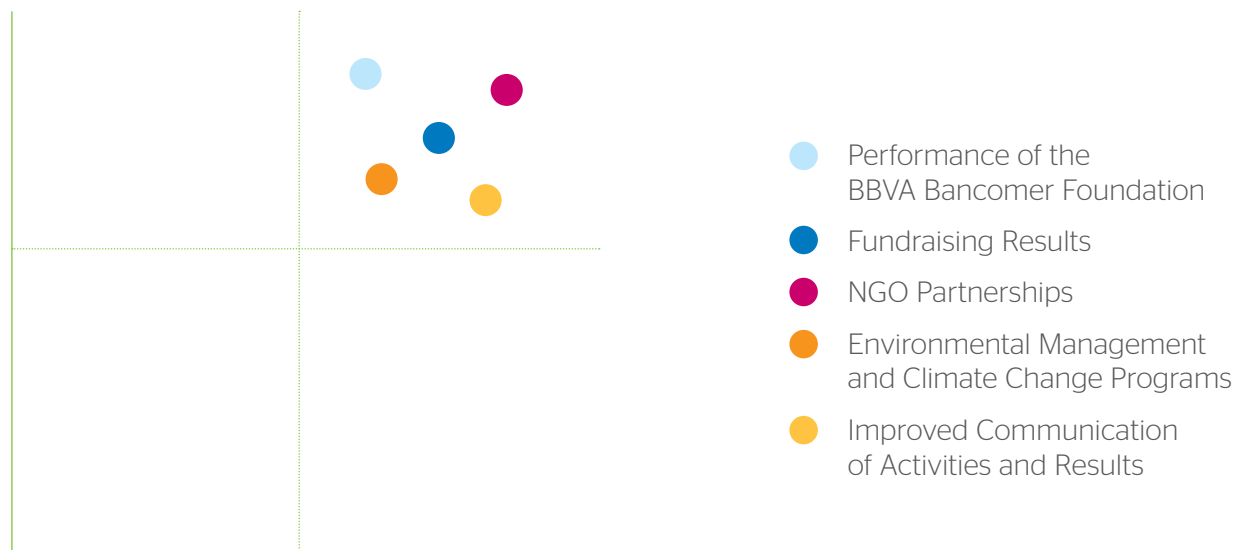
As this is the first report prepared using this methodology, the information provided will be taken into account as a baseline for future reports.

The gathering of the information presented in this report was the responsibility of the BBVA Bancomer Foundation, and its contents were provided by the corresponding areas within the organization.

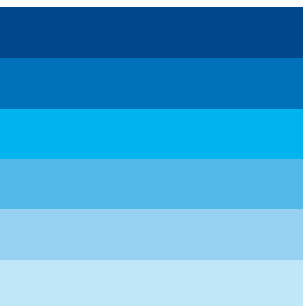
In order to determine material information for the Organization, roundtable talks were held with stakeholders to understand their expectations regarding the contents of the report, and these expectations were compared to the results and performance of the Foundation.

The BBVA Bancomer Foundation 2010 Report has been verified by a third party, Deloitte and GRI, and has a B+ GRI-G3 application level, GRI-checked.

## Stakeholder Expectations (donors, beneficiaries and NGOs)



BBVA Bancomer Foundation Performance



## BBVA Bancomer foundation

- Who are we?
- Our Objectives
- From Social Assistance to Corporate Responsibility
- Education in Mexico, Our Greatest Challenge
- Corporate Structure and Governance
- Awards and Recognitions





### III. BBVA Bancomer foundation

“We are convinced that supporting education in our country is the greatest investment for the development and the wellbeing of Mexicans, that they might have greater personal and professional opportunities and that they might support in the building of a more equal and just society.”

**Gustavo Lara**

### III. BBVA Bancomer foundation

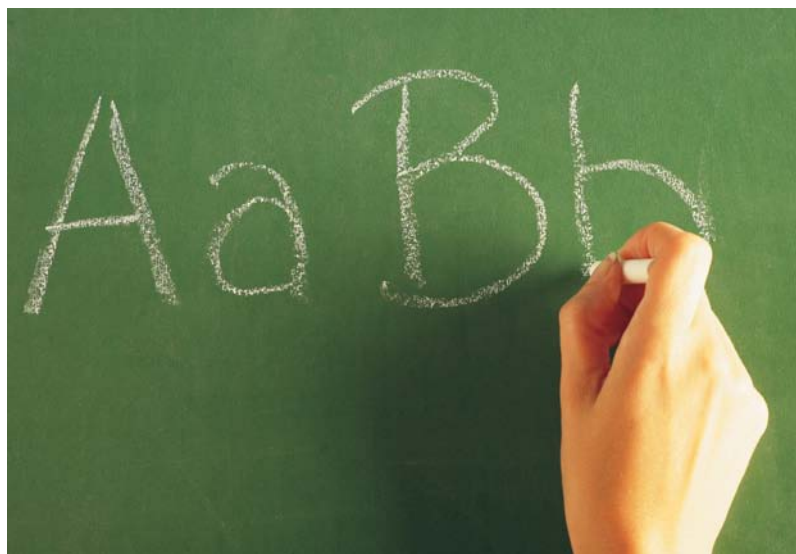
#### Who are we?

We are a civic non-profit organization that represents the will of the **Bancomer Financial Group** to develop innovative programs in support of Mexican society, in the areas of education, culture and production, in line with the principles and values of the Group, to promote individual and collective development.

#### Our objectives

- To provide educational tools to low-resource communities to improve their quality of life and to promote their personal and family development.
- To promote and conduct artistic and cultural activities, in order to drive creative and cultural development in Mexico.
- To develop programs that support formal education of children and young people in Mexico, above all those who work hard to achieve academic excellence with limited resources.
- To promote ecological education and environmental protection.
- To implement programs promoting the prevention of addiction and risk situations among younger generations.
- To maintain a relief program for victims of natural disasters.
- To develop and implement long-term projects with a high level of social impact and visibility, in line with Group values and business strategies.

We operate according to the same code of conduct as BBVA Bancomer, which is based on four essential values: Respect for



the Dignity and Rights of the Individual, Respect for Equality of Individuals and Diversity, Strict Adherence to the Law and Professional Objectivity.

As in every year, in 2010 a campaign was launched to reinforce the values and principles of the Code of Conduct among our employees. Under the title **"BBVA Bancomer Guardians,"** and with the slogan "The Value of Doing What's Right," employees who distinguished themselves in their ethical behavior and upholding of the values of our corporate culture received recognition. In addition, a course was developed and implemented for employees on the contents of the Code of Conduct using the e-campus self-study platform, reinforcing the values of the organization and respect for human rights.

As of December 31, 2010, the **BBVA Bancomer Foundation** has no fines or penalties imposed for failure to comply with laws or regulations relating to its activities and assets, and no incidents have been detected related to discriminatory attitudes, forced labor or human rights violations, thereby upholding all provisions from legislation in effect.

## From social assistance to corporate responsibility

### Training of **Bancomer Volunteers**

The BBVA Bancomer Foundation was founded in 1984, with the creation of a program for volunteers trained by the wives of executives at the bank, which at the time was owned by the federal government. The program was called “Bancomer Volunteering” and consisted of providing social assistance to low-income women through employment workshops and remedial education at a center located in the Magdalena Contreras Borough in Mexico City.

### Creation of the **Bancomer Cultural Foundation**

The banking privatization process, which began during the early 1990s, brought with it many changes in the way Bancomer would contribute to society. In 1990, the Bancomer Cultural Foundation was created, with the purpose of enriching the cultural heritage of Mexicans through projects such as the Bancomer Art Hall and the Arts Support Fund.

In 1995, the Bancomer Art Hall was founded to promote and advance the visual arts in Mexico. From its inception, it toured various cultural centers in the interior of the country, including the Museum of Modern Art. One important aspect is that it has always sought to be a space for promotion and sharing between established and emerging artists, seeking to remain open to new mediums of artistic expression.

Meanwhile, the Arts Support Fund began operations in 1998, providing economic support for various artistic disciplines, in addition to generating, coordinating and overseeing the institutional publication put forward by the BBVA Bancomer Group.

In addition to cultural promotion, the volunteer program continued to expand the scope of its social assistance programs to educational centers located in other areas of the country, such as Metepec, San Luis Potosí, Guadalajara and Ciudad Juárez. New volunteers, who were given economic support as an incentive, took the place of the wives in performing this task.

### Birth of **Bancomer in Education**

In 1996, Bancomer decided to create a new program to focus more on aid being provided to marginalized sectors of the country. To achieve this, it was decided to work on one of the challenges with greatest impact on the development of the population: education. Thus, the “Bancomer in Education” program was created, through which the first scholarships were given to support 300 Mexican children in their studies and to provide educational materials to a variety of schools.

### Forming of the **BBVA Bancomer Foundation**

With this experience, Bancomer’s vision began to transform from social assistance to corporate responsibility, which led to the forming of the BBVA Bancomer Foundation in 2000.

The Foundation concentrated programs already being developed into three strategic areas: Bancomer Volunteering, Cultural Promotion and Bancomer in Education. Following this consolidation, each of the programs entered a new stage of modernization.

The educational centers began specializing in a model with activities that offered a greater social impact. It was within

### III. BBVA Bancomer foundation

this objective that in 2009 a collaborative partnership was established between the ITESM (Monterrey Institute of Technology) and the Bancomer Volunteering initiative, in order to jointly establish the Bancomer Education and Production Centers with the support of the ITESM Social Incubators.

The Arts Support Fund was consolidated as a promotional platform, which channels and stimulates the most outstanding work of artists and researchers in the following artistic disciplines: Visual Arts, Theater Arts, Media Art and Publishing.

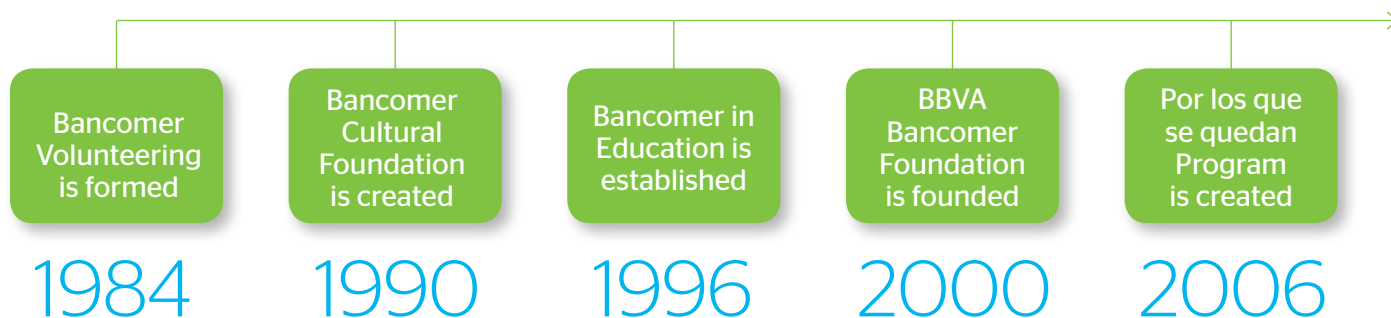
Following the creation of the scholarship program for the winners of the Children's Knowledge Olympics, Bancomer in Education built partnerships with other institutions in order to provide a greater number of scholarships for students with stellar academics and limited resources. In addition to supporting formal education, Bancomer in Education

began to develop environmental awareness programs, while also providing aid to the educational sector following natural disasters.

#### Creation of the **Por los que se quedan** Program

Given the migratory phenomenon occurring in our country, involving a growing number of Mexicans deciding to work or live in the United States and Canada, in 2006 the BBVA Bancomer Foundation created a new program aimed at improving living conditions in areas most affected by migration. In order to support education in communities with high emigration, the **"Por los que se quedan"** scholarship program was created to serve the children and families of migrants. To this end, a fourth strategic area was established within the Foundation: Social Development Programs.

### Development of the BBVA Bancomer Foundation



## Education in Mexico, our greatest challenge

“Man can only become Man by education. Man is no more than that which education makes of him.” **Immanuel Kant**

In 2010, the United Nations Education, Science and Culture Organization (UNESCO) published a study titled “Reaching the Marginalized,”<sup>(1)</sup> stating that at this critical juncture of the current crisis, a situation of heightened poverty and pronounced inequality, children, and their ability to attend school, are the first to suffer the consequences. The message here is quite clear: We must reach the marginalized.

### Current Situation of Education in Mexico

Obligatory and free schooling in Mexico is provided for 10 years: one year of pre-school, 6 years of primary school and 3 years of secondary school. The national average is 7.2 years and in states such as Chiapas and Guerrero the average is less than 6.0.

UNESCO analysis indicates that Mexico is 55th in the world in access to education.

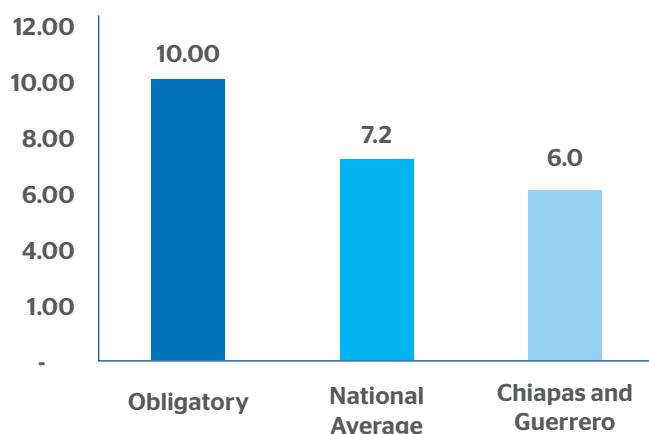
Likewise, according to a report from the Organization for Economic Cooperation and Development (OECD), <sup>(2)</sup> expenditure on basic education in Mexico is 65% lower than other member countries.

The Special Rapporteur on the Right to Education sustains that exclusion from educational opportunities in Mexico affects a very specific demographic (marginalized populations) and, as a general observation, believes that this manner of exclusion can be summarized in a single phrase: Poor people receive a poor education.<sup>3</sup>

The BBVA Bancomer Foundation, Committed to Education

The challenges on education present in Mexico are what inspire us to work harder. At the Bancomer Foundation, we are committed to supporting education as a tool that enables young Mexicans to improve their quality of life and their expectations for a future with greater opportunities.

### Education (years)



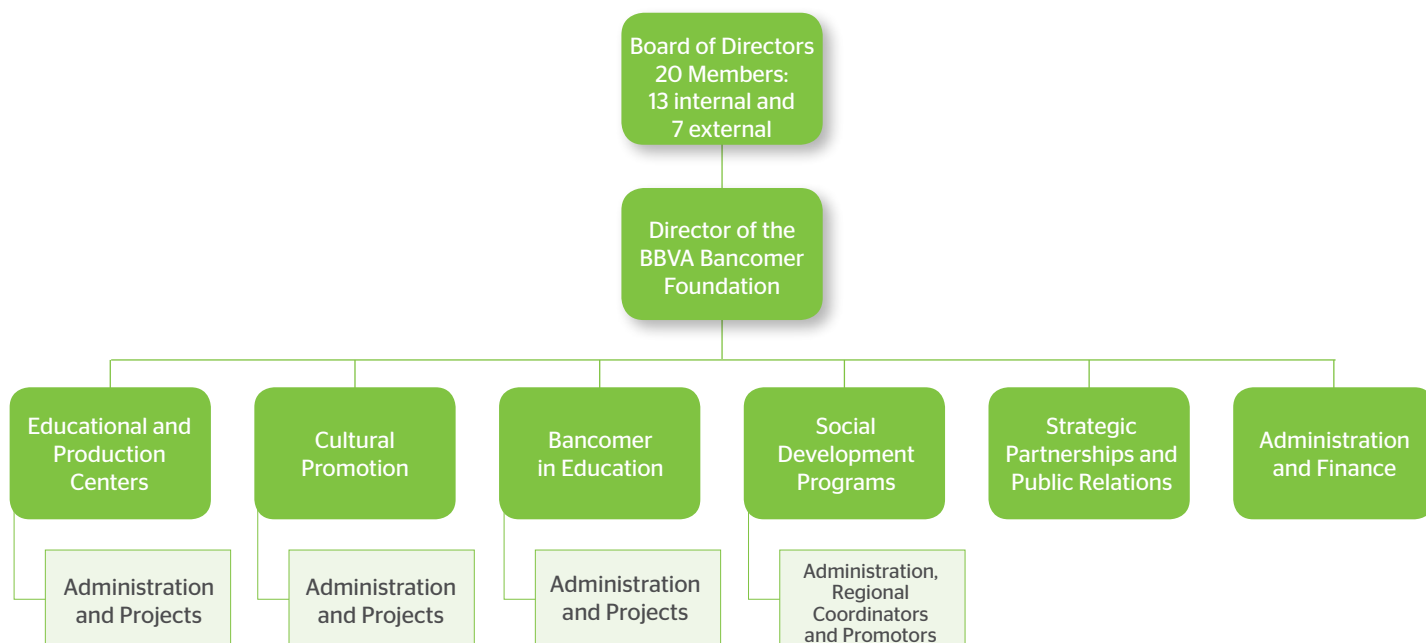
<sup>1</sup> Reaching the Marginalized. Follow-up Report on EPT in the World. UNESCO Publications, 2010.

<sup>2</sup> Panoramic of Education in Mexico. OECD, 2006.

<sup>3</sup> Conclusions from the preliminary study by Vernor Muñoz Villalobos, in his capacity as Special Rapporteur on the Right to Education at the UN, during his official visit to Mexico from February 8 to 18, 2010, where he held more than 75 meetings with governmental, educational and civil society institutions.

## Corporate structure and governance

### Structure of the BBVA Bancomer Foundation



Our highest governing entity is the Board of Directors, made up of 20 members, 13 of which are from within Bancomer and 7 of which are external to the bank. Thus, 40% of the board members are external, thereby establishing a pluralist, objective and participatory governing entity.

The position of Board Member is honorary, voluntary and strictly personal; their duties cannot be performed by agents or third parties. Their functions include designating the Internal Committees of the Foundation: Volunteering, Donations, Editorial, Public Relations, Bancomer in Education and Administration and Finance.

During 2010, the Board held meetings on three occasions. The following were among the topics discussed:

- Designation of special delegates to formalize and uphold the resolutions adopted by the Board of Directors;
- Presentation, discussion and approval of the financial information to be submitted to the General Regular Member Meeting with regard to the fiscal year ending on December 31, 2009;
- Presentation of new Board Members of the BBVA Bancomer Foundation:
- Updates on programs and events to be held during the year, such as Financial Education, **Por los que se quedan** and the Global Forum on Migration.

## Corporate structure and governance

It is an honor for me to belong to the BBVA Bancomer Foundation Board of Directors.

Bancomer has always distinguished itself for its corporate social responsibility, its commitment to the communities in which it works and the activities it conducts with efficiency and professionalism.

Investing in the education of our young people is essential in order for Mexico to become a more equal and prosperous nation. I am particularly enthusiastic regarding the “Por lo que se quedan” scholarships, as they have managed to offer educational opportunities to young people affected by the migratory phenomenon. I have had the opportunity to meet many of our scholarship recipients, and have witnessed the change this represents for them. Likewise, our sponsors, the executives and employees that serve as mentors for the recipients, play a very important part in the program, serving as a fine example for our country. I am thrilled by the cultural work the Foundation does in support of artists that make outstanding contributions to the culture of Mexico, and I applaud the partnerships established in making the Production Centers into effective centers for learning and incubators for social projects and entrepreneurs.

It is my belief that second only to the impact an institution such as this achieves, transparency and accountability are the aspects an organization must emphasize most. In the case of the BBVA Bancomer Foundation, this is even more essential, given that when a natural disaster occurs, the Foundation encourages the general public to place their trust in our institution to channel desperately needed aid in an efficient manner. We at the Foundation are careful to uphold our accountability to the millions of people who entrust their donations to us, as well as maintaining accountability within all our actions down to the last penny. This, in fact, is the purpose of the Bancomer Foundation Report. I would like to extend hearty congratulations to the directors of the bank and the staff at the foundation for this report, which I have carefully reviewed.

**I am proud to be a part of the Board of Directors of the BBVA Bancomer Foundation.**

**Martha Smith de Rangel**  
*Board Member*

## Awards and recognitions

This year we were honored to receive the **“Juchimán de Plata”** award, given by the civic association by the same name, created in 1978 in the city of Villahermosa, Tabasco.

Likewise, we have joined the following associations and organizations:

- Mexican Partnership for Haiti
- Association of Ibero-American States
- Mexican Center for Philanthropy (CEMEFI)
- The United Nations Global Compact







## Who do we work for?

- Our Beneficiaries
- Our Partners
- Our Donors
- Our Team
- Our Volunteers
- Our Environment

## IV. Who do we work for?

At the **BBVA Bancomer Foundation** we work for children, young people and adults that seek an opportunity to get ahead; for social and governmental organizations that join us in our efforts; for those that with their generous contributions support us in achieving our goals; for our employees who provide knowledge and enthusiasm; for those who give of their time on behalf of others and for our planet and the future generations who will one day inhabit our Earth.





## IV. Who do we work for?

We identify our stakeholders by analyzing the extent to which a certain group is affected by the Foundation's activities, and of the effect on the development of these groups. We maintain close relations with each stakeholder, enabling us to understand their expectations and to develop strategies to promptly meet these expectations. In this regard, we rely on certain means of communication, such as our website, organizational climate surveys and dialogue sessions.

This year we had the opportunity to conduct a dialogue session with the organizations from civil society with which we work closely to understand their view on the work we do. The most significant observations were included in this report, including: how programs are implemented and evaluated, the qualitative impact of said programs, the list of partnerships established with NGOs and the results of fundraising efforts.

## IV. Who do we work for?

### Our beneficiaries

Our beneficiaries are the people and groups at whom our programs are aimed so that they receive concrete benefits from our work.

We classify our beneficiaries according to our programs; students are the primary group.

Beneficiarios de los programas de la Fundación 2010					
Permanent Programs	Year Program Began	Description of the Beneficiaries	Number of Direct Beneficiaries (2010)	Number of Indirect Beneficiaries (2010)	Direct Beneficiaries to date (Historical)
Strategic Area: Bancomer Educational and Production Centers					
Bancomer Educational and Production Centers	Bancomer Volunteering, 1985	Children and Adults	1,738 people	1,738 families	9,347 people
	Educational and Production Centers, 2009	Children aged 10 through senior citizens	6,120 people	6,120 families	
Strategic Area: Social Development Programs					
"Por los que se quedan" Scholarship Program	2006	Secondary school students in net emigration communities	5,000 young people	27,899 family members (1)	20,600 young people
Strategic Area: Bancomer in Education					
Bancomer-ITESM Scholarships	2001	Adults and young people with high performance and few resources	1,134 recipients	3,268 family members (2)	1,568 recipients
Bancomer-FUNDEMEX Scholarship Foundation (CONALEP)	2007	Young people studying technical degrees in Systems, Accounting and Technology Administration	160 recipients	52 family members (3)	320 recipients
Ruta Quetzal BBVA	2006	Young Spanish-speaking students	20 recipients	157 participants	110 recipients from 2004 to 2010

## IV. Who do we work for?

### Our beneficiaries

Beneficiarios de los programas de la Fundación 2010					
Permanent Programs	Year Program Began	Description of the Beneficiaries	Number of Direct Beneficiaries (2010)	Number of Indirect Beneficiaries (2010)	Direct Beneficiaries to date (Historical)
Children's Knowledge Olympics	2002	Secondary school students	3,070 recipients	3,070 family members <b>(4)</b>	7,000 recipients
PEASMA, Pronatura, CICEANA and Reforest Mexico Environmental Education Programs	Pronatura 2002 CICEANA 2004 PEASMA 2007 Reforest Mexico 2010	Children from different schools with which the Foundation has established partnerships, as well as BBVA Bancomer employees	26,958 (Includes 256 parents)	6,800 family members <b>(5)</b>	60,000 Children and Adults
Natural Disaster Aid Program (Supplies, furniture and school materials)	2002	Families affected by natural disasters in the following states: Michoacán, Mexico State, Nuevo León, Tamaulipas, Coahuila, Veracruz, Chiapas, Tabasco and Oaxaca, as well as Haiti	62,400 people and 117,937 students <b>(1)</b>	The Communities	227,680 people and 253,034 students
Strategic Area: <b>Bancomer Cultural Promotion</b>					
"Hazlo en cortometraje" short film contest	2008	Young people from the university community and recent graduates	142 participants	336 universities	382 short films
Arts support fund	1998	Young mexican artists from different artistic disciplines	236 artists and 2,045 clients and adults in general	178,480 attendees to the projects	164 projects supported
Exposition program	2005	General public	44,925 attendees	2,000 lectores <b>(6)</b>	205,000 asistentes
Bancomer-MACG current art	2008	Emerging artists (visual arts)	10 selected and 182 participants	11,448 asistentes a la exposición	20 seleccionados y 342 participantes
Editorial program	1990	Clients and adults in general	12,000 clients and 1,000 people that purchased the book	36,000 readers <b>(7)</b>	600,000 people

## IV. Who do we work for?

### Our beneficiaries

Beneficiarios de los programas de la Fundación 2010					
Permanent Programs	Year Program Began	Description of the Beneficiaries	Number of Direct Beneficiaries (2010)	Number of Indirect Beneficiaries (2010)	Direct Beneficiaries to date (Historical)
<b>Temporary Programs</b>					
"Por los que se quedan" follow-up scholarships (pilot program)	2010	Scholarship recipients who completed secondary school and wish to continue studying	221 young people	1,105 family members <b>(8)</b>	22 young people
Remote "Los que se quedan" film tour	2009	People from rural communities	13,991 spectators in 63 municipalities	34,164 spectators <b>(9)</b>	34,164 spectators in 137 municipalities
"El Mestizaje Mexicano" meeting	October 12 and 13, 2010	Academics, students, intellectuals and the general public	318 attendees and 14,644 internet downloads	39,000 people <b>(10)</b>	14,692 people
<b>TOTAL</b>			<b>314,251</b>	<b>351,637</b>	<b>1,432,844</b>

**(1)** An average of 6 people is calculated, depending on monthly income.

**(2)** 3 beneficiaries calculated for each of the 1,000 recipients of Prep@net and 2 beneficiaries for each of the 134 recipients of TEC Milenio scholarship.

**(3)** 2 indirect beneficiaries calculated for each of the 26 recipients hired as employees by BBVA Bancomer.

**(4)** 2 indirect beneficiaries calculated for each of the 50% (doesn't make sense) of the scholarship recipients, from rural and indigenous areas.

**(5)** It is calculated that 25% of attendees will share knowledge with a family member.

**(6)** 2 readers calculated for each of the 1,000 catalogues printed.

**(7)** 3 readers calculated for each of the 12,000 books.

**(8)** An average of 5 people is calculated, depending on monthly income.

**(9)** 13,223 children, 9,544 women and 11,397 men calculated.

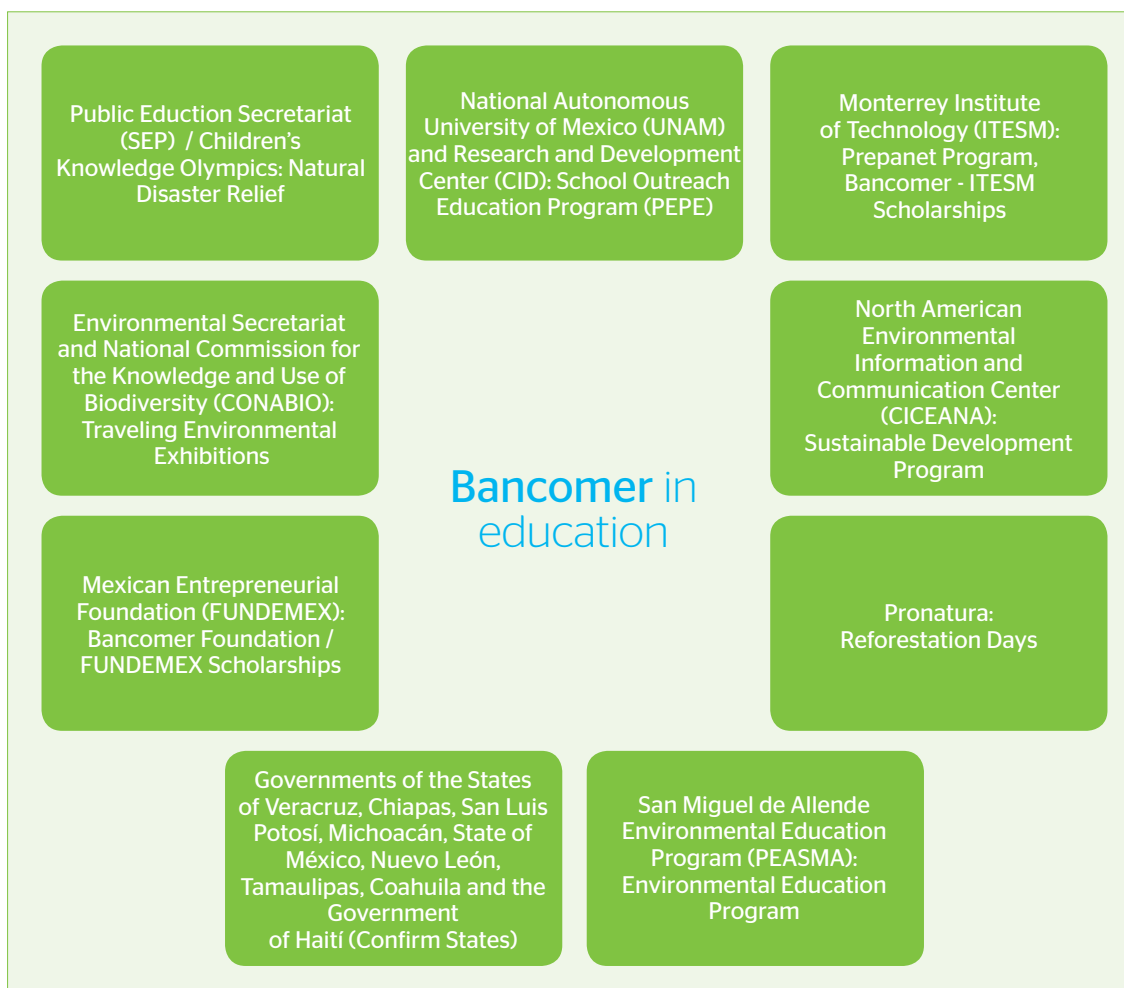
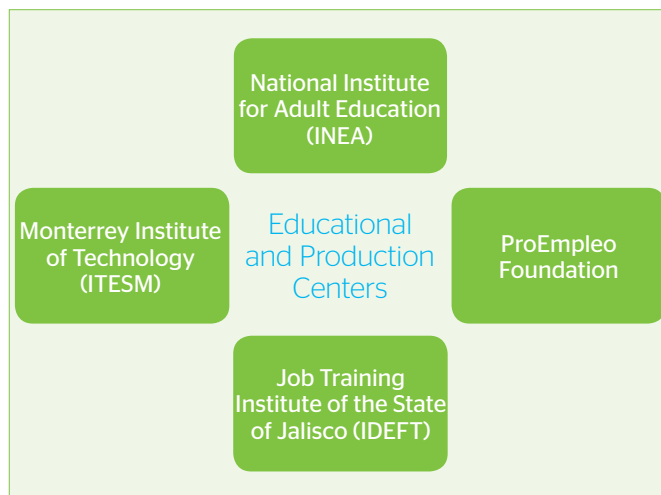
**(10)** 3 people calculated for each of the 13,000 copies and DVDs released.

## IV. Who do we work for?

### Our partners

Our partners include the private, governmental and non-governmental organizations we work with hand in hand to achieve a greater impact in the communities where we operate.

### 2010 Foundation Partners



## IV. Who do we work for?

### Our partners

#### 2010 Foundation Partners



### Successful partnerships

#### A triple partnership, a shared effort towards a great cause.

In order to repair school damaged by Hurricane Alex, the SEP (Public Education Secretariat), BBVA Bancomer Foundation and the Governments of the States of Nuevo León and Coahuila established a three-way partnership, providing furnishings and new school equipment to the schools affected by the disaster. As a result, students were able to restart classes with the conditions necessary to go about their school days as normal. The same was done with the States of Chiapas, Veracruz and Tabasco to restore schools damaged by Hurricanes Karl and Matthew, which will be complete in 2011.

Another example of a successful partnership, which to date continues to be fruitful, was that made with the Government of Chiapas for the construction of a Center for Basic Education in the first Sustainable Rural City of Nuevo Juan de Grijalva, built in the Municipality of Ostuacán, to provide pre-school, primary and secondary schooling to children of families from the former town Juan de Frijalva, buried in a mudslide, as well as from other at-risk communities. This project has the capacity to serve up to 800 students at facilities with state of the art furnishings and technology.

Likewise, a cooperation agreement has been further developed with the Mexican Red Cross, whose experience



## IV. Who do we work for?

### Successful partnerships

has enabled the BBVA Bancomer Foundation to bring aid year after year to families affected by natural disasters. Food and other basic supplies have been delivered, with oversight and logistical support for distribution and establishing of donation centers, all with the participation of BBVA Bancomer employees, giving their time as volunteers.

Another example of fruitful collaboration is the Scholarship Program launched with the Public Education Secretariat (SEP, in Spanish) for the winners of the Children's Knowledge Olympics. This contest has been conducted by the Secretariat for some 50 years to distinguish the best students in the country completing primary school, while the Foundation has given scholarships to these students since 2002.

There were 550 scholarship recipients in the first year, and since 2007 the SEP, which organizes and conducts the contest, has decided to offer 450 scholarships to award the 1,000 top students together with our Foundation. This growth was achieved, among other reasons, because of the results obtained by the scholarship recipients, who obtained grade averages of 9.5 and higher, and showed a low dropout rate of less than 2%. This is thanks to the follow-up and motivational efforts given to the recipients by more than 1,100 Managers from BBVA Bancomer branch offices, who act as "Sponsors." To date, there are some 7,000 outstanding students receiving scholarships for secondary school, as well as high school scholarships for the most outstanding students.



### Our donors

Our donors are all individuals and groups, especially our clients, who through their valuable contributions place their trust in us, supporting our efforts towards achieving our goals.

## IV. Who do we work for?

### Our donors

2010 BBVA Bancomer Foundation	
Primary collection methods	Number of clients or contributions
Investment funds	<div>clients</div> 116,715
ATMs	<div>contributions</div> 1,329,476
Bancomer points	<div>contributions</div> 778

### Our team

Our team is composed of the individuals with whom we collaborate, working towards the achievement of our objectives in their daily labors.

The team is made up of a total of 259 people that compose our staff, of which 206 are women and 53 are men.

## IV. Who do we work for?

### Our team

## Breakdown of employees by region



### Staff

Permanent and full-time

174

Per project and temporary

85

Scope: BBVA Bancomer Foundation

Chiapas	5
Coahuila	5
Mexico City	120
Durango	7
State of Mexico	11
Guanajuato	11
Hidalgo	5
Jalisco	27
Michoacán	9
Morelos	5
Nayarit	8
Puebla	1
Querétaro	5
San Luis Potosí	11
Sonora	5
Tamaulipas	7
Tlaxcala	5
Veracruz	1
Zacatecas	11

The BBVA Bancomer Foundation employees receive all legal employment benefits, in addition to the same additional benefits that employees of the bank and other subsidiaries enjoy, such as:

- Personal Loans: For clothing and footwear, consumption, automobiles, mortgages, personal and business loans.
- Bancomer Personal Benefits: Membership in discount programs, hotel and vacation groups and seniority programs.
- Bancomer Family: Athletic, social and cultural activities to promote the integration and wellbeing of families (BBVA Bancomer People's Race, Bank Games, Professional Soccer League, Cultural Workshops, etc.).

## IV. Who do we work for?

### Our team

Employee Training in 2010		
Area	Number of Employees Trained	Number of Hours of Training
Social Development Programs	26	1,000
Bancomer Cultural Promotion	2	28
Bancomer in Education	3	124
Educational and Production Centers	13	260
Administration and Finance	20	20
Strategic Partnerships and Public Relations	1	114
<b>Total</b>	<b>65</b>	<b>1,546</b>

Scope: BBVA Bancomer Foundation

Two annual performance reviews are conducted: the Basic Annual Assessment (VBA, in Spanish) and the Results-Based Management (DOR, in Spanish). Compensation received by each employee is established based on the level of responsibility of their position, the professional development of the employee, and their achievement of objectives, without any manner of gender, racial or other discrimination.

Our employees form part of the different BBVA Bancomer committees, such as the Civil Safety Committee. Likewise, each year we conduct health and safety campaigns. This year we held the first Civil Protection Week and the Week of Information and Safety, with the participation of our employees.

## IV. Who do we work for?

### Our volunteers

At the BBVA Bancomer Foundation, we rely on a group of employees that donate their time and abilities on a volunteer basis for the good of others.

Currently we have 2,789 volunteers distributed among all our programs, who in 2010 gave a total of 674,220 hours.

Breakdown of Volunteers, 2010		
Program	Number of volunteers	Average hours
<b>Permanent volunteers</b>		
Children's knowledge olympics	1,018 sponsors	12,280 (1)
<b>Por los que se quedan</b> scholarship program	700 sponsors	16,250 (2)
<b>Total</b>	<b>1,718</b>	<b>28,530</b>
<b>Temporary volunteers</b>		
Bancomer-FUNDEMEX scholarship foundation	10 directors from the branch offices where the students wish to conduct their professional practices	200 (3)
Bancomer educational and production centers	642 students from the ITESM that perform their social service work at the centers.	642,000 (4)
Natural disaster aid	350 personas	2,800 (5)
<b>Impulsa</b> partnership / <b>Por los que se quedan</b>	69 voluntarios	690 (6)
<b>Total</b>	<b>1,071</b>	<b>645,690</b>

(1) Total number of hours was calculated as time spent registering new scholarship recipients, monitoring student performance, registration and documentation: Average of 4 hours per year for each of the 3,070 current recipients.

(2) Total number of hours calculated as 65 minutes of service on average per school term, for each of the 15,000 current scholarship recipients.

(3) Total number of hours calculated at two hours every 10 weeks.

(4) Total number of hours calculated at 1,000 hours per student.

(5) Total number of hours calculated at 8 hours per day per employee and family member spent distributing supplies.

(6) Total number of hours calculated at 10 hours of classes given by 69 volunteers.

## IV. Who do we work for?

### Our environment

We are committed to protecting the environment in which we live and work, and ensuring that our actions are in line with environmental concerns, for the good of future generations.

As part of BBVA Bancomer, we have signed on to the 2008-2012 Global Eco-Efficiency Plan, which was established at the Group level in 2008. This plan includes ambitious, concrete

and measurable goals to contribute to optimizing the use of natural resources and reducing our direct impact on the environment.<sup>4</sup>

Since the facilities of the Foundation are at the same building as the corporate headquarters of the bank, we monitor energy consumption together with them.

Fight Against Climate Change			
Atmospheric Emissions (t)	2008	2009	2010
Total CO2 emitted (t)	115,675	108,236	<b>110,019</b>
Total CO2 per employee (t)	3.35	3.32	<b>3.21</b>
Direct CO2 Emissions (t)	2,386	2,695	<b>2,284</b>
Indirect CO2 Emissions (t)	113,288	105,541	<b>107,735</b>

(1) El cálculo del total de CO2 emitido es resultado de la suma de las emisiones directas (combustibles fósiles) más las emisiones indirectas (electricidad y viajes en avión).

(2) (t) = toneladas métricas

Alcance: Edificios centrales y oficinas del banco

Paper Consumption			
Paper (t)	2008	2009	2010
Total paper consumed (t)	1,959	-1814	-
Total paper consumed per employee (t)	0.0567	-0.055	<b>55</b>
Ecological paper consumed (t)	713,092	1,813,870	<b>1,879,573</b>

(1) A partir del 2009, todo el papel consumido es ecológico.

(2) (t) = toneladas métricas

Alcance: Edificios centrales y oficinas del banco

<sup>4</sup> To find out more about the 2008-2012 Global Eco-Efficiency Plan, you may consult the 2010 BBVA Bancomer Annual Corporate Responsibility Report, available at our website: [www.bancomer.com](http://www.bancomer.com).

## IV. Who do we work for?

### Our environment

Water Consumption			
Water Consumption (m <sup>3</sup> )	2008	2009	2010
Total annual water consumed (m <sup>3</sup> )	928,188	885,881	<b>722,111</b>
Water consumed annually per employee (m <sup>3</sup> )	26.9	27.2	<b>21.18</b>

(1) (m<sup>3</sup>) = metros cúbicos

Alcance: Edificios centrales y oficinas del banco

Energy Consumption			
Energy Consumption	2008	2009	2010
Total electricity consumed	202,416 Mw/h (55304.91 GJ)	196,944.16 Mw/h (55144.36 GJ)	<b>195,894.48 Mw/h (54850.45 GJ)</b>
Total electricity consumed per employee	5.86 Mw/h	3.11 Mw/h	<b>2.94 Mw/h (0.823 GJ)</b>
Total natural gas consumed	147.81 m <sup>3</sup>	125.38 m <sup>3</sup>	<b>119.217 m<sup>3</sup> (0.011 GJ)</b>
Total consumed diesel (gas oil)	472.91 m <sup>3</sup>	489.95 m <sup>3</sup>	<b>452.470m<sup>3</sup> (0.045 GJ)</b>

(1) La unidad de medida GJ se usó en el informe de 2008. Procurando facilitar la comprensión de datos para todos los lectores, se decidió cambiar a la unidad de medida MW/h en el informe 2009 y 2010, por ello la conversión de datos del 2008.

(2) Mw/h = Megavatio por hora

(3) La electricidad consumida procede de fuentes no renovables.

Alcance: Edificios centrales y oficinas del banco

## IV. Who do we work for?

### Our environment

Waste Generated			
Waste managed (t)	2008	2009	2010
Paper and cardboard (t)	324,720	308,276	<b>324,614</b>
Electric and electronic devices (t)	20,650	43,295	<b>27,547</b>

Scope: Central Buildings and Bank Offices

### Awareness campaigns

Throughout the year campaigns were conducted to promote awareness among our employees, family members, partners, beneficiaries, clients and donors regarding the importance of environmental preservation.

Some of the activities performed in 2010 include:

- Campaign for collecting and recycling electronic waste (batteries, cellular phones, chargers, cables) at corporate buildings with the support of Telefónica México, which recognized BBVA Bancomer for its efforts in the campaign;

Plan Global de Ecoeficiencia  
Somos responsables con el medio ambiente

Pasión por las personas

Yo protejo los recursos naturales

Yo protejo los recursos naturales

Ser verde significa ponerte las pilas por el planeta  
Y en este caso ponerlas en su lugar.

Utiliza los nuevos contenedores para reciclar:

- Pilas
- Celulares
- Cargadores
- Cables

Ubicados en las entradas de edificios corporativos en el D.F.

Visita la Intranet Corporativa: Pasión por las Personas es Gente  
BBVA Bancomer > canal verde  
Y en la TVIPBBVA Bancomer > canal verde

serverde  
Programa de Responsabilidad Medioambiental BBVA Bancomer

BBVA Bancomer

adelante.



## IV. Who do we work for?

### Awareness campaigns



- \* Installation of containers for the Waste Recycling Program (plastic, glass, paper, aluminum) at the corporate offices in Mexico City, as well as encouragement of employees to place labels on the containers:



- Ecological Rally with Pronatura to celebrate Global Environment Day, where employees and their families participated to enjoy and appreciate the protected natural areas of the Mexico City Ecological Park in Ajusco;
- Replacement of styrofoam cups used in company dining areas with plastic cups, whose biodegradation time is considerably less;
- Replacement of napkins at the company dining areas for ecological napkins, made of 100% recycled fibers and free of chlorine, thereby reducing consumption by 33.13%, and promoting responsible consumption among employees;
- Replacement of high consumption toilets with more efficient equipment at 200 branch offices, thereby reducing annual water consumption by 9,000 m<sup>3</sup>;
- Installation of energy-saving electric exterior signs at two branches, as well as the installation energy-saving exterior, interior and storefront signage at three branch offices as a prototype of the "Lean Publicity" Project, to be extended to 780 branch offices in 2011.

In addition, through the strategic area at Bancomer in Education, we launched environmental education programs in partnership with institutions specialized in this area, which are detailed in the chapter on Bancomer in Education.

¡ibecado!



## Strategic areas

- Bancomer Educational and Production Centers
- Cultural Promotion
- Bancomer in Education
- Social Development Programs

## V. Strategic areas

The programs and projects at the Foundation are divided into four strategic areas: Bancomer Educational and Production Centers, Cultural Promotion, Bancomer in Education and Social Development Programs



Fundación  
**BBVA Bancomer**

# Centros Educativos y Productivos

*Centro Educativo y Productivo Bancomer  
Incubadora Social*



Por un mejor futuro para Ti

### Bancomer educational and production centers

Working at the **BBVA Bancomer Foundation** gives me an opportunity to take part in building a more equal and more human Mexico.

I am convinced that someone who does something for others can understand the purpose of transcendence in life.

I thank the Management at BBVA Bancomer for their support; thanks to their conviction a partnership was created with the ITESM in order to create the Bancomer Social Incubators/Educational and Production Centers, which offer a space for the general public can work towards consolidating their education and productive skills.

These actions are proof positive that we are all important, that we do not want a country in which some people are fine and others are not, because

we all want a Mexico that is ever more just for all people, a country in which we can ALL truly live better.

I believe that solidarity means taking responsibility for just one's own destiny, but that of others as well.

I also believe that man acts in solidarity by nature; he is linked and connected to those around him. For that reason, human solidarity must be expressed and upheld by man, and a feeling of plenitude can only be achieved through solidarity.

**Graciela Padilla Sojo**  
*Area Manager*



## V. Strategic areas

### Bancomer educational and production centers

These centers were created for low-income communities, especially for women and children, in order to improve their quality of life, promoting and supporting family and personal development.

The functions of these centers include:

- Overseeing the activities offered at the 24 centers in operation;
- Professionalizing the courses conducted through the development of programs and synergies;
- Guiding the transition of the comprehensive education centers to Bancomer-ITESM educational and production centers;
- Developing efficiency in income and expenses at the centers, aimed at promoting self-sustainability;
- Ensuring constant modernization and updates.



Transformation of **24**  
Comprehensive Educational  
Centers to **18** Production Centers

## Bancomer educational and production centers

### How do we operate?

The centers operate through the use of courses and activities offered to the general population of different regions within Mexico in three areas:

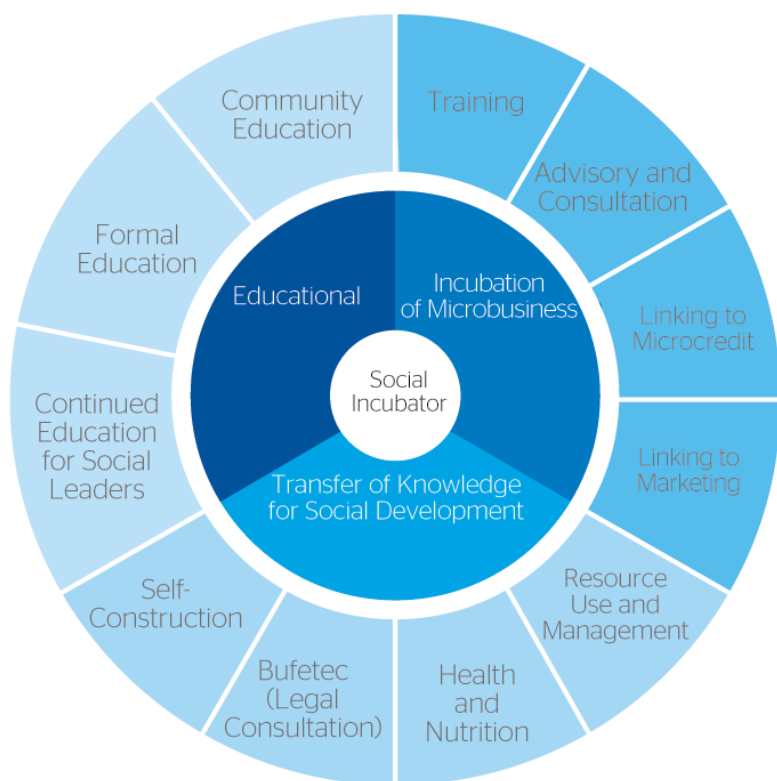
1. Education
2. Incubation for Microbusinesses
3. Transfer of knowledge for social development

Given the need for educational and professional growth within communities, individuals are invited to become involved in the implementation of the educational programs.

In receiving this benefit, they in turn invite more family members and friends (these programs are designed for people from age 12 to senior citizens), achieving higher levels of participation in our programs.

Each student is assigned a registration number, which enables us to perform monitoring at the start and end of each course. Likewise, monthly indicators are used to determine the progress of each of the centers and the people who are benefited through these courses.

## Bancomer Educational and Production Center Course Offerings



Online High School - Prepanet

Professional Degrees Online through TecMilenio

110 courses and certifications free of charge in computers, English, personal finance, etc.

Social Incubation Program to support business projects through diagnostics, business plans, linking to credit agencies and commercial chains

BBVA Bancomer Financial Education Program

## Bancomer educational and production centers

### What are the benefits?

The transformation of Bancomer Volunteering educational centers to production centers, as conducted in 2009 in partnership with the ITESM, has brought about many positive changes.

Of the 24 centers in operation prior, between 2009 and 2010 operations began under the new model of “social incubators” at the following locations: Pachuca, Torreón, Aguascalientes,

Guadalajara, San Luis Potosí, Toluca, Irapuato, Tuxtla Gutiérrez, Cuernavaca and Tampico.

In 2010, we served a total of 6,120 people. Likewise, we managed to incubate 243 microbusinesses, of which 53 percent are industrial enterprises, 91 commercial and 99 operate in the services sector.

Number of People Served in 2010							
Campus	Microbusinesses Incubated	Community Educ. Courses	Volunteering Courses	Financial Educ. Courses	*Other Courses	Prepanet	Total People Served
Pachuca	78	2,870	58	72	0	359	3,437
Torreón	56	571	375	130	0	128	1,260
Aguascalientes	49	190	12	55	0	488	794
Guadalajara	34	309	39	18	47	6	453
San Luis Potosí	26	57	0	8	28	1	120
Toluca	0	56	0	0	0	0	56
Irapuato***	13	46	0	0	0	0	0
Tuxtla Gutiérrez***	0	0	0	0	0	0	0
Cuernavaca***	0	0	0	0	0	0	0
Tampico***	0	0	0	0	0	0	0
<b>Total</b>	256	4,099	484	283	75	982	6,120

\*\*\*Recently opened centers, which lack statistical information

This new structure has allowed us to expand our educational offerings, increasing the number of beneficiaries and number of service hours per week. For example, in comparison with the number of people served prior, we have achieved an increase of 722.55%.



## Bancomer educational and production centers

Bancomer Educational and Production Centers	People Served Prior	Start of Activities	Current	Percentage Increase
Pachuca	36	02 / 06 / 2009	3,437	9 547.22 %
Torreón	108	11 / 06 / 2009	1,260	1 166.66 %
Aguascalientes	66	30 / 06 / 2009	794	1 203.03 %
Guadalajara	77	16 / 02 / 2010	453	588.31 %
San Luis Potosí	33	27 / 04 / 2010	120	364 %
Toluca	89	11 / 08 / 2010	56	-
Irapuato	98	07 / 10 / 2010	0	-
Tuxtla Gutiérrez	183	10 / 12 / 2010	0	-
Cuernavaca	109	13 / 12 / 2010	0	-
Tampico	48	15 / 12 / 2010	0	-
<b>Total</b>	<b>847</b>		<b>6,120</b>	<b>722.55 %</b>

\*\*\*Recently opened centers, which lack statistical information

The Bancomer Educational and Production Centers have a real impact on their students, offering comprehensive training for the development of production activities allowing them and their families to start a microbusiness and develop a workable equity, while improving their living conditions in terms of finances and social development.

### How do we communicate?

Communication with the beneficiaries is conducted in a direct and personal way through the course instructors, who are responsible for forwarding all complaints and concerns to the manager of each center.

Likewise, we report on our activities and results to our donors, employees and partners via e-mail and through letters written by the beneficiaries themselves.

### What are our challenges?

Our primary challenge for 2011 is to complete integration of 18 centers with the new partnership with the ITESM.

We also face a constant challenge to continue efficiently offering updated and modernized activities, with a high level of quality and a significant social impact.

### Bancomer educational and production centers

#### Testimony



I am a woman entrepreneur, seeking to organize my family and create employment, allowing us to improve our quality of life, and I had the great fortune of meeting Leny at the **El Dorado Social Incubator Educational and Production Center**, who demonstrated to me the human aspect of the organization and was always willing to help me organize my ideas, plan strategies and manage human and financial resources.



I thank my advisors, Julia, who always made me smile, infected me with her enthusiasm and was always available; Julieta, who was very hardworking and committed to my project; and Alfonso, who found the best way to develop the image of my company. Thanks to the Monterrey Technological Institute! A great professor, Ignacio Calderón, outstanding students, the advisor Javier Serra Leos, who with their experience instill a sense of security and hope, and managed to develop a well founded and simple business plan. I learned to understand the needs of my customers, the advantages I have over my competitors, how to increase my income, what investments to make, and what I can achieve in the short, medium and long term. But most importantly, I learned to open doors to my future as a successful entrepreneur!

**Ana Silvia Rodríguez Bravo**

### Bancomer educational and production centers

#### Testimony



I would like to thank you for all the support you have given me at the Jocotán Incubator Educational and Production Center,

first in the Business Certification course and currently in the Business Learning Club (CAE, in Spanish) program with personalized advice. I have had businesses in different areas and I realize through these courses that opening a business is not what it once was. We cannot improvise when creating a business; if we want to open a business we have to do this with good planning so as not to lose money, dreams and hopes for lack of the tools necessary to make a business work and to bring us success and a source of income for many people.



I strongly recommend these courses for anyone who has the dream and the desire to start a business. I suggest they pay close attention, since hearing the advice of those who know about business is a benefit to us, so we can take full advantage of their knowledge. Right now I am working on a project, involving the production of natural homeopathic products, and I would like to open a store to sell my products to the public. I believe I am very close to achieving my goal. I am highly motivated thanks to the follow-up provided by the people at the Jocotán Incubator, including my teacher César, as well as Karla and Betty who are always cheering me on.

**I cannot thank you all enough.**

**Laura Cecilia López Negrete**

Fundación  
**BBVA Bancomer**

# Fomento Cultural

### Cultural promotion

After some years working in cultural management, I continue to be impacted by the power of the arts in crossing borders, embracing diversity and discovering equality in differences, or in generating knowledge and developing critical thoughts about the world we live in.

At times, talented artists and renowned researchers face limitations in bringing works to life that enrich the cultural heritage of Mexico, due to lack of resources. It is for this reason that since more than 20 years ago, the Foundation meets their needs and expectations in creating programs and promoting innovative projects in

all disciplines, working to consolidate and scale these many actions. There is no greater satisfaction than contributing to the artistic and academic communities. We become complicit in their talent, creativity and dedication, knowing that we work for a better future for people.

To head the Cultural Promotion Area of the BBVA Bancomer Foundation, and forming part of a group with a global reach such as BBVA, is a privilege, as well as a great challenge and commitment.

Gabriela Velásquez Robinson

**Gabriela Velásquez Robinson**  
*Area Manager*

### Cultural promotion

Since its founding in 1990, Bancomer Cultural Promotion has worked to achieve its fundamental objective: to promote creative and cultural development in Mexico through the support and holding of artistic and cultural activities. We do this through the following functions:

- Designing and implementing artistic and cultural programs;
- Offering incentives to artists, institutions, managers and academics in order to enrich and conserve our cultural heritage;
- Supporting innovative artistic initiatives;
- Promoting comprehensive programs in the arts and education;
- Encouraging cultural exchange, inter-institutional relations and strategic partnerships;
- Developing national audiences.

#### What projects are we working on?

As one of the first areas created by the Foundation, Cultural Promotion has supported a great number of artists during the course of its existence. Our current projects are:

- Arts Support Fund Program

The main Cultural Funding program is the Arts Support Fund, created in 1998 to promote and encourage, through economic incentives, the work of artists, academics, cultural managers and public and private organizations in the area of visual arts, theater, media art and publishing.



### Cultural promotion

#### How do we operate?

The Arts Support Fund Program promotes all artistic disciplines in Mexico. To ensure fairness and transparency in the process, a Selection Committee was established, which meets three times annually. Proposals are received exclusively on the dates established:

Those who are interested must prepare their proposals in keeping with the program guidelines and must complete the corresponding application form. These documents can be read or downloaded at the Foundation webpage. The decision of the Committee is sent to the individuals responsible for the chosen projects by e-mail or phone within a maximum of 30 business days from the deadline for receipt of the proposals during each session.

For evaluation purposes, the recipients must present a final report to the Foundation after completing their projects. This information is gathered in a catalogue, which we use for internal management purposes.

Despite the personalized assistance offered year-round to the applicants, in order to improve our supervision and detect new areas of opportunity, in 2009 we contracted a group of specialists to perform a diagnostic review of the program. This review included field research and interviews with some of the recipients, and the results of this process served as a valuable learning experience.

1<sup>st</sup>

Session

3<sup>rd</sup> Week of January

2<sup>nd</sup>

Session

3<sup>rd</sup> Week of May

3<sup>rd</sup>

Session

3<sup>rd</sup> Week of September

## Cultural promotion

### What are the benefits?

Since 2006 we have supported a total of 164 projects. We have worked to increase the number of grants, as well as the total amount of resources provided.

Year	Number of Projects Supported	Total
2006	27	3,000,000.00 M.N.
2007	28	4,420,000.00 M.N.
2008	34	4,975,000.00 M.N.
2009	39	4,900,000.00 M.N.
2010	36	5,375,207.23 M.N.

Of the 36 projects we worked on in 2010, six have been completed, providing the following results:

236

beneficiarios directos  
(personas que intervienen y reciben beneficio económico del proyecto)

178,480

beneficiarios indirectos  
(público y personas que participan en actividades paralelas al proyecto, como: talleres, conferencias, etc.)

For employees and their families:

12,966

cortesías se otorgaron para acudir a funciones de teatro

749

personas acudieron a visitas guiadas en museos



### Cultural promotion

The **Arts Support Fund Program** is the only program of its kind, sponsored by private enterprise in Mexico, that provides economic incentives across all artistic disciplines.

The program has stood out for its commitment to investing in the initiative of young people. For the recipients, the support this program provides represents a catalyst to realize their projects and the possibility of growth in the short term. In addition, the program encourages greater professionalism among the recipients.

This platform of promotion directly benefits the artistic and academic communities, while indirectly benefiting a whole segment of the population of all ages and social standings. What's more, it allows the employees to participate, free of charge, in cultural activities of high quality.

- **Bancomer/MACG Contemporary Art Program**

This program is conducted biennially with the Carrillo Gil Art Museum, taking as its core mission an investment in the formation of new generations of Mexican artists. The project is the only of its kind, providing support and personalized advisory for a period of 18 months to a group of emerging artists selected prior by a team of specialists.

The first edition of the Bancomer/MACG Contemporary Art Program was made up of two basic stages. During the first stage, focused on academic training, the artists were given support in continuing their education with seminars, workshops, residencies abroad and interdisciplinary coursework. The second phase, which saw the production

of their works, included the acquiring of the materials and the technical means needed so that each artist had the instruments essential to their work, according to their specialization or their specific medium. The project concludes with an exposition at the Carrillo Gil Art Museum featuring the results of the work of each of the artists. The process of prior training and collective reflection generated throughout the program are documented through the publication of a catalogue.

It bears mentioning that this program was designed in order to continue the work that during 10 years the Foundation had performed to promote contemporary art in Mexico through the Bancomer Art Hall. During the course of the 10 rounds completed to date, more than 300 Mexican and foreign residents artists have participated, with more than 30 cultural specialists and critics participating in the selection process. With the new Bancomer/MACG Program format, we have invested in training and in the production processes of the participating artists.

To date we have directly supported 20 artists, plus 160 candidates. Indirectly, we have earned an audience of 11,448 people, in addition to publishing 1,000 copies of the catalogue.

The ten recipients during the first edition had the opportunity to present their work to a general audience and to a specialized audience, thanks to which several artists have shown their work abroad in biennales, expositions and residencies, such as: The Moscow Biennale, the Sao Paulo Biennale, the San Francisco Art Institute and the Rijks Akademie in Amsterdam.

### Cultural promotion

In addition, several Mexican gallery owners, after seeing the work of the recipients, showed interest in including their work in their expositions, such as at the Proyectos Moncloa, Arróniz Contemporary Art and LABOR Galleries. The Program offered the artists the opportunity to earn the recognition of their work in diverse sectors of cultural media both in Mexico and abroad.

Our goal in 2011 is to begin a public and open application process, while developing a nation-wide network through which we will disseminate the conditions for participation, as well as the application for the scholarship to those interested. Through these measures, we will achieve an open and inclusive application process for the 2010-2012 edition.

Our main challenge is to establish an international network of residencies so that the recipients can relocate to the appropriate locations where they can develop and expand the conceptualization of their work. Another challenge is to provide the artists with the means necessary to continue developing their specialization technique over the long term, not only during the time the grant is given.

- **University Competition**  
**“Hazlo en cortometraje”**

This competition was created in 2008 with the purpose of enabling university students and recent graduates to propose creative solutions to the challenges we face as a country on the topic of the environment.

During the first editions, more than 300 student projects were submitted by students from 50 public and private universities in Mexico and the United States.

The contest offers up to 400,000 pesos in prizes and is conducted in partnership with the Cinépolis Foundation, Kodak, Ollin Studio, Equiscosa, New Art Lab and New Art Sound. The Competition includes an introductory stage which offers training workshops, free of charge, given by industry professionals to those interested in participating.

University students can participate by creating a short film in either of the two following sections:

#### **1. Short Films**

(Categories: Animation, Documentaries or Fiction)

The purpose is to promote the creation of short films that, in a meaningful and creative way, manage to promote environmental awareness and define viable solutions for reducing pollution. Students may participate in two of the three categories.

#### **2. Short Film and Pollution Reduction Plan**

The purpose is to promote the creation of short films and projects that provide solutions for reducing pollution that include scientific backing and the advisory of an institution with acknowledged involvement on the issue of the environment.

The purpose is to promote the creation of short films and projects that provide solutions for reducing pollution that include scientific backing and the advisory of an institution with acknowledged involvement on the issue of the environment. In addition to receiving an economic incentive, contest winners attend post-production workshops given by professionals.

### Cultural promotion

Two of the projects are chosen to be transferred to 35 mm format. In order to promote the winning short films, they are shown in various forums, such as the Guadalajara International Film Festival, the Cine en el Campo program, the **No Pasar de Largo** Short Film program at the National Auditorium and the International Human Rights Festival, among others.

The 3rd edition of the contest was conducted this year, for which 70 short films were submitted from 18 states in Mexico, one from Colombia and one from Canada, from a total of 45 universities.

- Expositions Program

The purpose of the program is to disseminate Latin American and international art in Mexico. In this regard, it contributes by supporting projects developed by some of the most important museums in the country, in addition to organizing expositions with items from the BBVA collection for the enjoyment of the Mexican public.

As part of the celebrations of the Mexican Bicentennial, from November 11, 2009 to February 28, 2010, the exposition "Confluences: Two Centuries of Modernity in the BBVA Collection" was shown at the San Carlos National Museum. The exposition was curated by Professors Tomás Llorens and Boye Llorens, offering a historic journey through the 19th and 20th centuries in Spain and Latin America, through a collection of sixty pieces from the bank's collection in Argentina, Colombia, Chile, Spain, Mexico, Peru and Venezuela. 114 groups attended during guided tours with a total audience of 24,142 people. A catalogue with 1,000 copies

was also published. Educational activities were conducted simultaneously, aimed at both children and adults. As a result, the public had an opportunity to enjoy, in Mexico, the works of several great artists and to learn about diverse artistic movements and historical processes.

- Editorial Program

This program seeks to contribute to the preservation and dissemination of diverse aspects of history and culture, such as: Traditions, art, customs, social realities, etc. A book is published each year of texts by celebrated academics and intellectuals (Carlos Fuentes, Enrique Krauze, Carlos Monsiváis, etc.), illustrated with rich iconographic archives.

This year the book **El Mestizaje Mexicano** was published, printing 13,000 copies.

In addition to these permanent programs, in 2010 two additional activities were conducted:

- As part of the Bicentennial Celebrations, the "El Mestizaje Mexicano" meeting was organized, which discussed the integrative process of mestizaje, through which two separate cultures gave birth to Mexican society over the course of three hundred years. The event included the participation of leading historians and academics from Mexico and abroad, including the winner of the 2008 Nobel Prize for Literature, Jean Marie Le Clézio. 13,000 reports were printed, as well as DVDs of the event, and the event included 318 attendees with 14,644 internet downloads.

### Cultural promotion

- In order to provide rural communities with access to substantive cinema, the Cine en el Campo film cycle was created, given the broad influence of this method of artistic expression on contemporary culture. 13,991 spectators from 63 municipalities attended.

#### How do we communicate?

In order to inform our stakeholders of these activities, as well as our beneficiaries, donors and employees, we use both electronic and print media, such as microsites, posters, flyers, signs, press briefings, radio, institutional communication channels, Committee meetings, as well as different corporate

and Foundation reports. Likewise, we employ open channels of communication to hear the opinions and suggestions of our stakeholders, such as e-mail, telephone, suggestion books, surveys, meetings, as well as social networking tools such as Facebook and Twitter.

#### What are our challenges?

At Cultural Promotion it is our goal to optimize and scale the use of current information and communication technologies, and to develop an application of management indicators to improve our processes and the impact of our program.

### Testimony

#### Arts Support Fund Program

Thanks to the commitment and support of the BBVA Bancomer Foundation, the Museum of Modern Art has been able to develop meaningful projects for the enrichment of our culture.

Their work contributes to the creation of spaces for reflection, ever more established, on the development of

discourse and theory regarding the artistic practices that have occurred in Mexico and have set the standard for who we are today.

*Thank you for your continued support.*

**Gabriela Correa**

*Deputy Director of Development*

Museum of Modern Art

### Cultural promotion

#### Testimony

##### Arts Support Fund Program

For us at DOCSDF, the Mexico City International Documentary Film Festival, it is an honor to do what we do with the participation of the BBVA Bancomer Foundation Arts Support Fund. The level of professionalism of this institution has been an example for us to follow, in imprinting within our organization the same spirit of support to promote initiatives to enrich the cultural life of our country.

Warm regards,

**Inti Cordera**

*Director of the DOCS DF International Festival*

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##### Bancomer/MACG Contemporary Art Program

It seems to me extremely valuable the fact that we were able to gain exposure to professionals in Mexican and international art. I had the opportunity to enjoy a residency in Brazil, where I met many fascinating people whose feedback has benefited my work, and where I was able to show my work outside of Mexico. Another aspect of the program that I believe to be very important was the chance to show at such an important museum as the Carrillo Gil, since prior to this exposition my work has only been shown in smaller venues.

The fact that the grant is personalized and that each individual is provided with follow-up, makes this program totally different from the FONCA, for example. This seems to me an excellent method, since each artist has very different needs and it is fantastic that the specific nature of each project is understood and appreciated.

**Omar Barquet**

*Artista visual*

## V. Strategic areas



### Bancomer in education

This program has provided me with the great satisfaction of helping so many people, including those who are working hard to get ahead, as well as those with a special interest in their culture and preparation, facing challenges; likewise, those who wish to protect our planet and the environment and search for answers as to how to go about this, as well as those that have suffered from the consequences of climate change and have seen the effects it can cause to themselves and their property. But above all, I am convinced that I am part of an institution that is committed to one of the most important topics in the future of our country: the education of children and young people, the future of our nation.

**Raymundo Bustamante Morales**  
*Division Head*



### Bancomer in education

This area has as its objective to support formal instruction through academic excellence, to develop initiative and creativity and promote knowledge of and respect for nature, while contributing to the building of values for the strength and personal growth of young Mexican with limited resources who work hard to get ahead.

Its main objectives are:

- To understand, analyze and evaluate the needs of the educational sector for which the BBVA Bancomer Foundation can offer support as part of the Social Responsibility actions of the Bancomer Financial Group.
- To support formal education of children and young people in Mexico, through different programs either internal to the Foundation or in partnership with other public or private institutions, promoting improvement and academic excellence.
- To collaborate in environmental education at public school students and to promote awareness of environmental preservation, with the staff from the financial group.
- To aid in the rebuilding of educational facilities damaged by natural disasters.

#### What projects are we working on?

Bancomer in Education manages different projects, including academic scholarships as well as environmental education and natural disaster aid, all of which are aimed at one central purpose: education.

- Children's Knowledge Olympics

This program grants scholarships to 6th grade students who win the Public Education Secretariat (SEP, in Spanish) competition known as the "Children's Knowledge Olympics." The competition is organized and conducted by the SEP, according to the guidelines published on its website: [www.sep.gob.mx](http://www.sep.gob.mx)

#### How do we operate?

The competition is conducted nationwide, using three stages of elimination exams on the six main subjects of the academic curriculum (Mathematics, Spanish, Geography, History, Natural Sciences and Civics). The first stage of exams is carried out in all SEP recognized schools (urban official schools, rural official schools, indigenous education schools, CONAFE schools and private schools), resulting in winners being named from each school. Then, the winners compete for the sector or educational region. The winners of this round participate in the third stage, to competing at the federal entity or state level. Of the 2.3 million 6th grade students, the best one thousand are left, distributed between all national entities, proportional to the number of students registered and the type of schools.

The one thousand winners are awarded an academic scholarship of \$1,000 (one thousand pesos) for each of the 10 months of the school year, for up to 3 years of secondary schooling, provided that they maintain a minimum annual grade point average of 8.5/10 at rural official schools or indigenous education schools or 9.0 at urban official schools or private schools.



### Bancomer in education

The scholarship is automatically deposited to a BBVA Bancomer savings account and every quarter the grades and performance of the recipients are tracked by the “sponsors,” who are managers at the bank branch office closest to the home of the student, where the scholarship account is held. The main objective of the sponsors is to keep the recipients motivated so that they continue to perform well at school and to keep informed as to any obstacles that may inhibit their performance.

At the end of each school year, the scholarship system renews the scholarship if the student achieves the minimum grade point average established. If not, the scholarship is cancelled and an alert is sent to the sponsor, in order to encourage the student to present a reconsideration request to the

Scholarship Technical Committee, clarifying any information that might be of consideration. Likewise, the sponsor provides his/her opinion on the request. The Committee, made up of officials from the SEP and the BBVA Bancomer Foundation, evaluates the information received for each case, with pre-defined criteria, and decides whether to renew or cancel the scholarship.

In the 3rd year of secondary school, the SEP conducts a new evaluation for the one thousand scholarship recipients from each year, and the 50 best are given a scholarship of \$1,200 (one thousand two hundred pesos) by the BBVA Bancomer Foundation, for high school studies. The process for delivery of funds and tracking performance is continued as with the secondary school scholarships.

Distribution of winners is proportional to the number of students from each state and by type of school (urban, indigenous or private)

### Implementation and Monitoring of the Children's Knowledge Olympics

1. Preparation of the database with the scholarship winners

2. Definition of delivery dates, scholarship total and minimum grade average of each student

3. The sponsor reports on grades and economic performance every 4 months and at the end of the year

4. The report is linked to the bank account where the scholarship is paid, and a copy is forwarded to central coordination at Bancomer in Education

Regarding gender, as this is a merit-based competition, based on demonstrated knowledge, girls and boys are given the same opportunity

### Bancomer in education

#### What are the benefits?

In this program's 9 years, some 7,000 students have been given scholarships. From 2002 to 2006, 550 scholarships were given per year for secondary school and from 2007 to 2010 1,000 scholarships were given per year; in 2005, Executive Directors at Bancomer gave 71 additional scholarships; from 2005 to 2009 10 scholarships were given per year for high school and in 2010 50 were given; from 2007 to 2010 students in the program were given 116 scholarships for the Tec Milenio University. In 2010, 3,070 students received benefits directly from this program.

Scholarship students have earned an average annual grade-point average of 9.58 and the dropout rate has remained less than 2%.

Since 3 years ago, the BBVA Bancomer Foundation provides 55% of the scholarships and the SEP provides 45%. This economic support has been extremely valuable for the recipients and their families, as a high percentage meet the required grade point average and delivery of the requested documentation.

Likewise, the low dropout rate is further evidence of the program's success, and we have found that cases of those who leave school often relate more to issues such as migration and cultural reasons, for example, marriages at a young age in the case of indigenous students, than with economic reasons.

Establishing a high minimum grade point average has been essential in achieving outstanding academic results, almost 9.6/10 overall, meaning that this program encourages academic excellence and has developed within the students a

sense of accomplishment, including many who have gone on to win other national and international competitions in diverse disciplines such as mathematics, geography, history, etc.

- **Bancomer-ITESM Excellence Scholarships**

These scholarships are offered jointly with the Monterrey Institute of Technology (ITESM) for high school and university students with outstanding academic performance and limited financial resources. The scholarships cover at least 67% of tuition for undergraduate degrees, 80% of tuition for Prep@Net and 100% of tuition at the Tec Milenio High School.

Selection of students, in general, is based on an admissions exam, grades from prior years and a socioeconomic review. ITESM reports the results of each school term to the BBVA Bancomer Foundation and, where appropriate, notifies regarding any of the original recipients who were removed due to low performance or desertion.

This project is in an advanced stage, with the following scholarships current through December 2010: 19 of 150 for undergraduate studies, 116 of 127 for Tec Milenio High School and 769 of 1,000 for Prep@Net (online high school), with a total of 904 recipients.

- **Scholarships for Technical High School Degrees - CONALEP**

These scholarships are put forward by the Mexican Entrepreneurship Foundation (FUNDEMEX) for students studying at the National School of Technical and Professional

### Bancomer in education

Education (CONALEP), with specialization in administration, accounting or computing, as applicable to the financial sector. The students are selected by the CONALEP based on their academic results from secondary school and their first semester at the school, as well as a socioeconomic review.

The scholarships consist of economic support for uniforms, registration and expenses. The selected students receive additional coursework applicable to the banking industry and upon completing their studies may be candidates to work as tellers at BBVA Bancomer.

To date, 320 students have graduated with good grades, and 8% have come to work at the bank. In 2010 we gave scholarships to 160 students.

- **Pronatura Environmental Education Program**

This is an environmental education program conducted by biologists, zoologists and other experts on matters of ecology for students from public primary schools in the Mexico City metropolitan area.

It seeks to raise awareness and develop knowledge of environmental conservation, through workshops, guided tours and other activities, at the Environmental Education Center in the Ajusco Medio Mexico City Ecological Park, a natural reserve located in the southern part of the Federal District.

To date more than 40 thousand students have benefited from this program. Likewise, reforestation days have been held with staff from the Bancomer Financial Group. During 2010, 7,000 people were directly benefited by this program.

- **CICEANA Environmental Education Program**

This program of the North America Environmental Information and Communication Center (CICEANA, in Spanish) is aimed at public school students from certain boroughs of Mexico City that have developed specializations at their own schools or at the CICEANA facilities in the Coyoacán Nurseries, comprising more than 10,000 students.

Likewise, a series of conferences and workshops has been organized with the staff of the Bancomer Financial Group on climate change, environmental footprint and waste.

In 2010 4,000 students benefited from this program, receiving training on environmental education.

- **PEASMA Environmental Education Program**

This program is aimed at primary school students in the municipality of San Miguel Allende, in the state of Guanajuato, which is developed through guided tours of forested areas close to said location, reaching more than 5,000 students. In 2010 4,000 students benefited from this program.

### Bancomer in education

#### • Natural Disaster Relief

This program was created to assist towns affected by natural disasters such as hurricanes, floods, earthquakes, fires, tornadoes and other phenomenon. Aid is provided in two types:

- a)** Through distribution of supplies, with the advisory and coordination of the Mexican Red Cross and with the collaboration of BBVA Bancomer employees working as volunteers. As needed, collection centers are installed at BBVA Bancomer offices to receive urgently needed items.
- b)** Infrastructural support for damaged public schools, primarily through replacement of furnishings and other basic items in order for the facilities to return to operations; generally this is done in collaboration with the federal government, through the Public Education Secretariat, as well as the state governments of the affected areas. Our Foundation provides internally sourced resources as well as donations made by trusting individuals and legal entities through our institutions.

From 2007 to date, more than 560 tons of supplies have been delivered and 1,100 schools have been refurbished.

#### • BBVA Ruta Quetzal

This is a cultural exchange program whose objective is to bring the cultures of Europe and the Americas closer together through cultural trips for young people aged 15 to 17 who win an annual contest with a written, artistic or musical work on certain specific topics related to historic, cultural or other significant events, as published with well-defined guidelines.

The contest is for young people from more than 50 countries in which the BBVA Financial Group operates, the only requirements being that they be in school and speak Spanish. Some 300 winners are announced for each contest, and the prize is a 35 to 40-day educational cultural trip in one or two countries in the Americas or Spain, during summer vacations, with all expenses paid.

The Bancomer Foundation promotes and organizes this contest in Mexico, together with the Embassy of Spain. Each year more than 150 Mexicans participate in the contest, and between 5 and 20 students are awarded this trip, returning to Mexico enriched by a unique cultural experience.

In 2010, Mexico was the host of the Ruta Quetzal and received 320 foreign students and their team of organizers with a grand celebration, showcasing the hospitality of the Mexican people. This occurs every 3 or 4 years.

#### How do we communicate?

We are in constant contact with our beneficiaries through their sponsors, who forward any concerns and questions. For any kind of dispute, we use an appeal process consisting of letters from scholarship recipients and their parents, whose cases are evaluated by the Scholarship Technical Committee.

We report on all the activities and results from the area through brochures and press releases, interviews with the media, reports submitted to the Board of Directors, intranet and Bancomer television news stories, stories for internal publications and journalistic reports on state ceremonies with government officials.

## V. Strategic areas

### Bancomer in education

#### What are our challenges?

Our greatest challenge is to continue providing educational opportunities for our beneficiaries through our different programs. Specifically, the following goals have been established for 2011:

**Mil estudiantes**  
ganadores de la Olimpiada del Conocimiento Infantil 2011 serán becados por Fundación Bancomer y la SEP.

2002 2003 2004 2005 2006 2007 2008 2009 2010 2011

**generac10n**

Este año estaremos becando a la décima generación de alumnos de excelencia de la Olimpiada del Conocimiento Infantil que organiza la SEP y apoya Fundación Bancomer, gracias a este programa, sumarán ya más de 8,000 becarios.

Fundación BBVA Bancomer Olimpiada del Conocimiento Infantil 2011 adelante.

Bancomer in Education 2011 Goals	
Program	2011 GOAL
Children's Knowledge Olympics	3,110 current scholarships
Bancomer-ITESM Excellence Scholarships	300 recipients that complete high school
REFORESTING MEXICO Environmental Education Program	13,500 students with trips or workshops and environmental leadership training
Pronatura Environmental Education Program	7,000 environmental education scholarships
CICEANA Environmental Education Program	4,000 environmental education scholarships
PEASMA Environmental Education Program	2,000 Recipients
Natural Disaster Relief	As needed
BBVA Ruta Quetzal	130 participants

### Bancomer in education

#### Testimonial of



- Children's Knowledge Olympics

"My son has always enjoyed studying. Even as a small child, he's always been an A+ kid. I've never pushed him to get good grades; he does his studying on his own accord."

**Sabas Eladio Silva Peña** is an Assistant Police Officer from Montes Urales 620 and proud father of Luis Silva Ramírez, a scholarship recipient from the Children's Knowledge Olympics, who earned an average of 9.9.

When my son Luis was in 6th grade, he competed in the Knowledge Olympics and ascended through the different stages of exams in his school, zone and sector, until reaching the regional exams, where he was one of the top 28 in the State of Mexico in 2007. Thanks to this,

the BBVA Bancomer Foundation gave him a scholarship which he received for 3 years during secondary school.

The money from the scholarship was untouched during secondary school, everything was saved in the account that was opened for him by BBVA Bancomer, and now that he has begun vocational schooling, he began to use the money he saved. He bought a laptop and contracted broadband internet service.

Many thanks to the BBVA Bancomer Foundation, for giving children the opportunity to continue studying, for giving them these scholarships. Thanks to this and all the support we have received from this upstanding organization, they can continue moving forward.

**Sabas Eladio Silva Peña,**  
*Assistant Police Officer, Montes Urales 620*

# Programas de Desarrollo Social



Fundación  
**BBVA Bancomer**



### Social development programs

Collaborating with the Bancomer Foundation, managing projects from the Social Development Programs area has been one of the most gratifying experiences of my life. There have been many challenges, but many more satisfactions in working to support education in Mexico, especially in communities where migration affects all aspects of the life of their residents.

In the nearly five years of work in this area, we have been able to see the effects of migration on the social fabric of the emigrant communities in our country. Fortunately, we have developed long and close relations with the families who are left behind, making it easier to understand that the absence of a close family member tends to have a significant impact on the education of their children, especially in the case of families living in poverty.

The "Por los que se quedan" Scholarship Program has given us an opportunity to witness what people can achieve with a small amount of support. Many young people have been happy to share with us their experiences at school, and many mothers excited to tell us how the life of their families has changed thanks to new opportunities.

Each young person, graduated from school, and each story about how these families managed to improve their situation serve as our motivation to continue contributing to the development of our country. It's that simple. It's that personal. They are the ones who, with their learning and life experience, drive this country to improve, to come closer and closer to the day when families can remain together, working in a Mexico that protects and supports the wellbeing of all.

**Mariana Torres Blair**  
*Area Manager*



### Social development programs

The Social Development Programs area has as its objective to develop and implement projects with a high level of social impact and long-term visibility, in line with the values of the Group and its business strategies.

The functions of this area include:

- Designing and operating education support systems focused on the issue of migration;
- Generating partnerships with different public and private institutions, enriching area programs;
- Participating in forums to study the topic of migration, in order to share the experience of the Bancomer Foundation.

#### What projects are we working on?

Our main program is the “Por los que se quedan” Scholarship Program, as well as the “Por los que se quedan” Follow-up Scholarships. Also, we initiated the Civil Society Days, conducted as part of the 2010 Global Forum on Migration and Development.

#### • “Por los que se quedan” Scholarships

The commitment of the Bancomer Foundation to developing opportunities for a better future for our country brought it to implementing this scholarship program, a strategy which seeks to support formal education focused on developing communities with high net emigration.

It consists of an economic scholarship that allows the student and his/her family to ensure continuity in secondary schooling, contributing to the student's full success in his/her educational and personal life.

Through this initiative, the Bancomer Foundation seeks to:

- Develop skills and abilities in net emigration communities
- Support academic continuity and excellence
- Create collaborative efforts and partnerships to guarantee the program's impact
- Generate opportunities for growth and educational development

### Coverage of the “Por los que se quedan” program



#### How do we operate?

The scholarship consists of two parts:

1. A monthly economic incentive of \$1,000.00 pesos for three years.
2. Tutoring from executives at the Bancomer branch offices that are part of the Corporate Volunteering Program.

BBVA Bancomer Foundation Management and Social Development Programs Management, together with the BBVA Bancomer Foundation Board, supervise the actions of the program through timely decision-making on the different issues within the program.

The operational structure of the program is made up of:

- Management: Management is responsible for developing and implementing the annual plan of

operations, in order to achieve the objectives and goals defined by the Area Assistant Directors in the Strategic Plan of the program.

- Administrative Coordination: This unit oversees administration of the area's financial resources and is in charge of disbursement (payment) of the program scholarships.
- The Volunteering Program Advisor: This individual is responsible for developing and implementing the annual volunteering plan, which includes training, communication, motivation and incentives.
- The Regional Coordinators: Regional Coordinators are responsible for implementing the operational plan and

### Coverage of the “Por los que se quedan” program

for monitoring and tracking the program at a regional level. They oversee the state supervisors, who are to implement the actions from the operational plan in order to achieve the goals and objectives of the program on a state level. Likewise, they coordinate relations between their subordinates and the network of branch offices, sponsors and other actors involved in the program.

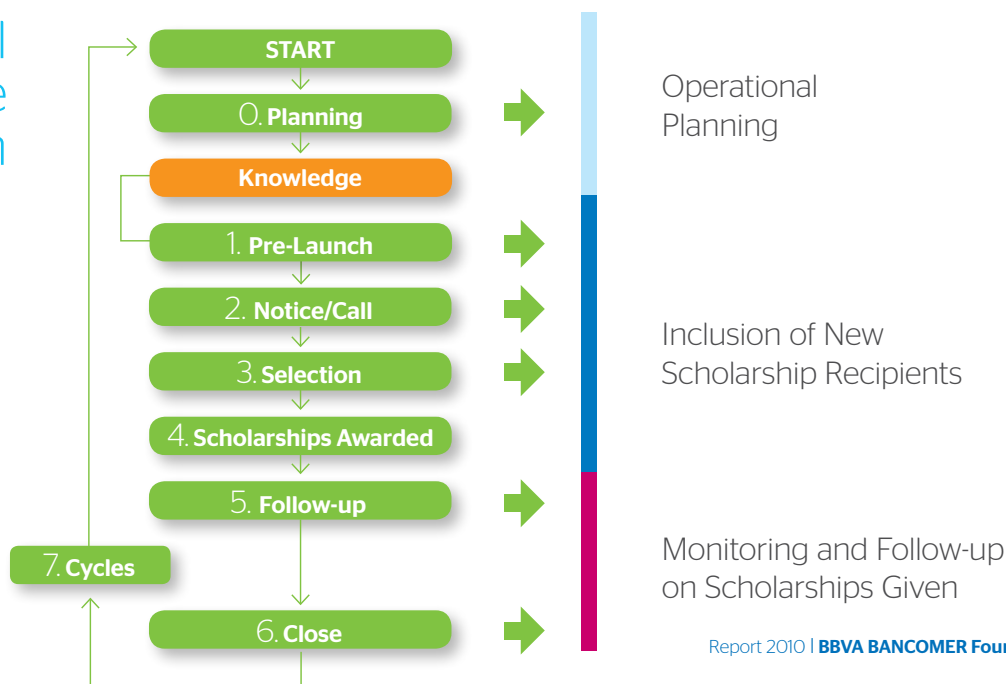
- **State Supervisors:** State Supervisors are responsible for executing the program’s operational plan on a state level through the network of community promoters they oversee, who in collaboration with the staff of the participating branch offices ensure that the objectives, goals and policies of the program are upheld.
- **The Community Promoters:** They are responsible for executing the activities and processes defined in the

annual operations plan at a municipal level. They serve as a link between parents, scholarship recipients, schools and sponsors with the BBVA Bancomer Foundation, in order to monitor the program and activities and uphold the objectives on a municipal level.

All of the positions described above have as a primary objective within their daily activities, to guarantee for the scholarship recipients that the program is properly executed and the necessary oversight and support is provided, allowing them to achieve high academic performance in order that they can remain in the program until completing secondary school.

Regular field visits are conducted, during which the recipients, parents, teachers and branch office managers are interviewed, in order to consider their experiences and needs in the program’s design.

### Operational Stages of the Program



## Coverage of the “Por los que se quedan” program

### What are the benefits?

From 2006 to 2010, the program has achieved presence in 143 municipalities in 18 states in Mexico, reaching 20,600 scholarship recipients with the support of 693 managers from 183 Bancomer branch offices, who participate as sponsors for the students.

Bancomer Generations					
	2006-2009	2007-2010	2008-2011	2009-2012	2010-2013
“Por los que se quedan” Scholarships	600	5,000	5,000	5,000	5,000
Bancomer Branch Offices	8	77	86	166	183
Bancomer Employees Participating as Sponsors	41	351	390	689	693
Municipalities	6	70	78	143	143
States	3	10	10	18	18

The recipients of the “Por los que se quedan” scholarships, in addition to the economic support, have an opportunity to focus on their studies, thereby receiving more and better job offers.

Likewise, this contributes to their self-esteem and motivates them to continue education beyond secondary school. According to a survey conducted with the 2006-2009

recipients, of the 302 students surveyed: 21 aspire to continue with high school, 124 with an undergraduate degree, 36 with a master’s degree and 113 with a doctorate.

Finally, this program helps them develop roots in their country, thereby decreasing dropout rates and migration to Canada and the United States.

### Coverage of the “Por los que se quedan” program

In response to the risk of children and young people dropping out of school, and even being subject to forced child labor or migration to the US and Canada, in 2010, we started a pilot program with Impulsa to give a training course titled “The Advantages of Staying in School,” through which we were able to benefit 2,340 students in the State of Mexico, Puebla and Jalisco, thanks to the support of 69 volunteers from Impulsa.

- “Por los que se quedan”  
Follow-up Scholarships

The objective of this program is to provide continued advanced education (technical degrees and high school) to the finest participants of the “Por los que se quedan” Scholarship Program, in order to contribute to student retention at this level of study.

The program is internal to the foundation, and is financed using funds from different collection campaigns.

As part of this pilot program, in 2010 we were able to provide scholarships to 221 students in order for them to successfully complete their higher education studies.

- Civil Society Days as part of the  
2010 Global Forum on Migration  
and Development

As part of the Global Forum on Migration and Development held in Mexico in November 2010, the government entrusted BBVA Bancomer with the responsibility of organizing the Civil Society Days, given the long-standing close ties between the organization and migrant families, which go beyond the financial services that BBVA Bancomer provides to these individuals.

These events provided a space for open dialogue between migrants, intellectuals and activists committed to comprehensive development of individuals and families. The topics discussed, resulting from the work of high-level groups at the United Nations, covered crucial areas for migration agreements and policymaking.

#### How do we communicate?

In order to receive feedback and complaints, we have a toll-free line at **01 800 122 66 89**, with direct forwarding to the Social Development Programs area, as well as a contact e-mail address at [porlosquesequedan@bbva.bancomer.com](mailto:porlosquesequedan@bbva.bancomer.com). In addition, our direct link is through the community promoters, who are constantly monitoring needs throughout the program.

In order to share the accomplishments of the program with the beneficiaries, each year we hold a state welcome event. Likewise, we issue memos, reports, notes on the intranet and internal publications to keep our employees informed. Finally, we hold private meetings with the government, discussing academic achievements and funds invested or to be invested in the state.

### Coverage of the “Por los que se quedan” program

#### What are our challenges?

We have proposed a growth of 5,000 new scholarships beginning in September 2011, to reach a total of 25,600 recipients benefited by the Scholarship Program. With regard to the Follow-Up Scholarships, our challenge

is to see the 221 recipients participating in this program through graduation, as well as to perform an analysis of the pilot program enabling us to assess its continuation and expansion to a greater number of scholarship recipients. evaluar su continuidad y crecimiento a un mayor número de beneficiarios.

#### Testimonials of scholarship recipients



Agradesco a la fundación BBV Bancomer por todo el apoyo que me brindaron en estos tres años que fue muy grato para mi haber recibido este gran apoyo para continuar con mis estudios y esto me animo más muy buenas calificaciones al igual que mis padres que estan agradecidos con este programa de becas de integración “Por los que se quedan”.

Que desde que nosotros comenzamos lo terminamos muy satisfactoriamente, estoy muy orgullosa por haber sido la generación que comenzo este camino y en el transcurso de estos tres años llegamos a una meta.

Nunca olvidare esta experiencia tan grandiosa que he vivido en este programa de becas.

Agradezco su apoyo tambien a Mayolo el cual nos oriento todos los bimestres, el es una persona que a lo largo del programa nos recibio con mucho gusto, el cual le tengo un afecto muy grande.

Bueno no me queda más que agradecer esta oportunidad que me dieron de recibir el:

Programa de becas de integración “por los que se quedan”

## Coverage of the “Por los que se quedan” program

### Testimonials of scholarship recipients

Para mi ser becario signifíco algo bonito por que con este apoyo que me dieron pude hacer muchas cosas.

Gracias a este apoyo pude poner todo mi esfuerzo para salir bien en mis calificaciones de la escuela y así poder seguir con mi beca. Mas que todo para mi signifíco una AYUDA

Ser becario me ha dejado una experiencia que para ser un buen estudiante y para tener un buen trabajo lo primero que hay que hacer es estudiar.

Ser becario implica poner todo el esfuerzo en la escuela y sacar buenas calificaciones.

Me sentí muy afortunado al ser becario por que no todos tienen ese privilegio.


Ser becario es un privilegio que no todos lo tienen y es bueno que alguien se preocupe por nosotros los estudiantes, que valoren nuestro esfuerzo y que se preocupen porque las jóvenes como yo sigamos estudiando por que sin ese apoyo tal vez no podríamos seguir con nuestros estudios por eso le doy gracias al banco BBVA bancomer y a toda la gente que hace posible que nos ayuden económicamente.

Gracias a mi padrino de bancomer y a mi familia que me alientaron y me ayudaron para seguir estudiando.

## Coverage of the “Por los que se quedan” program

### Testimonials of scholarship recipients

Vanja •




yo me sentí bien los tres años que tuve este programa, me ayudó a mantener mi promedio y a que me fuera más responsable con todos mis trabajos y me gusto que me dieran dinero cada mes por que así podía cumplir con todas mis tareas.

& aunque el dinero también lo ocupe para ciertas cosas que utilizaba para mi vida diaria, me sirvió de mucho por que cada día me sentía mejor con todo lo que lograba gracias a esta beca.

El programa me sirvió para darme cuenta que si quiero algo lo puedo lograr y que todos los sueños se pueden hacer realidad. & con las buenas calificaciones que yo llevo espero cumplir todos mis metas.

Se me aclararon más las cosas cuando nos dieron el curso por que me di cuenta de que si sueño algo ahora tal vez en un futuro pueda hacerlo realidad.

Todos mis esfuerzos no fueron en vano por que gracias a la beca que tenía logre terminar la secundaria & ahora seguire estudiando la preparatoria para que en un futuro todos puedan sentirse orgullosos de mí. ••





## Donation of computer equipment

In addition to the programs we manage through our strategic areas, at the BBVA Bancomer Foundation we are aware that a good education requires that the necessary tools be made

available to students. For that reason we have supposed schools in several states in Mexico, providing computer equipment and furnishings.

Equipment and Furnishings Donated						
Year	State	Institution	No. of Furnishings	No. Furn./ Year	No. of Computer Equipment	No. of Computer Equipment /Year
2002	Yucatán			0	200	200
2003	Nayarit			0	100	100
2008	Tabasco		87,953	87,953		
2009	Chiapas	Rural City	1,913	2,199	52	52
	Mexico State	Vemos con el corazón	83			
	Morelos	Don Bosco	203			
2010	Michoacán		871	4,655	31	1,207
	Nuevo León				1,175	
	Coahuila		3,784			
	Mexico City	Student: Pamela Giselle Castellanos López			1	
2011	Chiapas		14,496	18,921	300	740
	Veracruz		4,278		404	
	Tabasco	Robert Pla Foundation			10	
	Mexico State	Asociación Consuelo Rodríguez Fernandez Albarrán I.A.P.			1	
	Tabasco	Juchimanes			2	
	Mexico State	Vamos a dar			20	
	Zacatecas	Jeréz, Zacatecas Municipal School			3	
	Veracruz	Fondo para la paz	147			
		<b>TOTAL</b>	113,728	113,728	2,299	2,299



# Accountability

- Principles of Transparency
- Fundraising
- Administration and Finance
- Ethical Communication

BBVA Bancomer

Fundación BBVA Bancomer

# ¡Gracias!

Su aportación se ha aplicado en becas para los aplicados.

Este año, más de **3,478** alumnos han sido beneficiados con su aportación.

El Programa Becas de Integración "Por los que se quedan" respalda a alumnas y alumnos en comunidades de origen de migrantes.

Reciba nuestro agradecimiento y el de miles de alumnos que gracias a su generosidad, pueden seguir adelante.

Del 2006 a la fecha hemos becado en el Programa a 20,600 alumnos.

Donativos "Campaña 2010".

Donativos	Becas Otorgadas	Aportación	Costo de la operación	Total Inversión Programa
Ciudadanos	3478	\$ 34,780,096.80	-	\$ 34,780,096.80
Otros Donativos	468	\$ 4,682,604.00	-	\$ 4,682,604.00
Fundación BBVA Bancomer	11054	\$ 110,532,299.20	\$ 26,415,000.00	\$ 136,952,299.20
Totales	15000	\$ 150,000,000.00	\$ 26,415,000.00	\$ 176,415,000.00

adelante.

Programa Becas de Integración

## VI. Accountability

We are firmly committed to continued access to a better education, providing 1% of our profits to our social programs.

Allocation of the 1% of Profits by Strategic Areas, 2010	
Strategic Area	Percentage (%)
Financial Education Program	30
Foundation Programs	
Education	63
Natural Disasters	1
Culture	3
Social Assistance and Others	4
<b>Total</b>	<b>70</b>

Scope: BBVA Bancomer Foundation

## Principles of transparency

The principles of the Code of Conduct by which we operate include maintaining transparency in all actions we undertake. These principles are based on:

- The commitment of **BBVA Bancomer** to providing its clients with timely, accurate and accessible information on the bank's operations, as well as clear and reliable on information on:
- The fundamental characteristics of the products and services that BBVA Bancomer offers or provides to them;
- Fees and other costs that, in general or specifically, are applied for using the aforementioned products and services, and
- The procedures established within the Group to channel their complaints and resolve any incidents.

Based on these principles, the Foundation is accountable to all its stakeholders, providing them with clear and accurate information on its operations.

## Fundraising

The resources we allocate to Foundation programs come in large part from the 1% of company profits. However, given the growing demand of the services this institution provides, in particular the Social Development Program with the "Por los que se quedan" scholarships, and in light of the economic reality in Mexico since late 2008, the Bancomer Foundation has decided to explore the area of fundraising, creating the Strategic Partnerships and Public Relations Area.

Fundación  
**BBVA** Bancomer

# Alianzas Estratégicas y Relaciones Públicas

B+EDUCA

Gracias



## Fundraising

Without a doubt, one of the most significant and rewarding challenges in my professional and personal life has been being a part of the Bancomer Foundation with the creation of the Strategic Partnerships and Public Relations Area. This work has brought me great satisfaction.

Although fundraising in our country poses a challenge, Mexicans have shown great solidarity in times of tragedy and urgent need, as shown in the contributions we have received during the past year.

We wish to maintain the loyalty of our donors, motivate and inspire others by showing that what we do is worthwhile and that they should join this effort to provide further academic support, knowing that their contribution will change someone's reality.

When you work at a credible institution that helps others, is accountable and is dedicated to Mexico and the Mexican people, you want to say

it out loud and share it, knowing that each peso given is used to support, with dedication and professionalism, the development of individuals and families.

It is important to define and measure the impact that this support has had on families and communities. This is why transparency, accountability and monitoring the performance of all the children who receive support are so important. Our hope is to inspire change in their person, their family and their community.

I am convinced that we are heading in the right direction. In supporting education and culture, the Bancomer Foundation contributes to a better future for Mexico.

**"Experience the happiness in knowing that reality can indeed be altered."**

**María Verónica Ramírez Hernández**  
*Area Manager*

## Fundraising

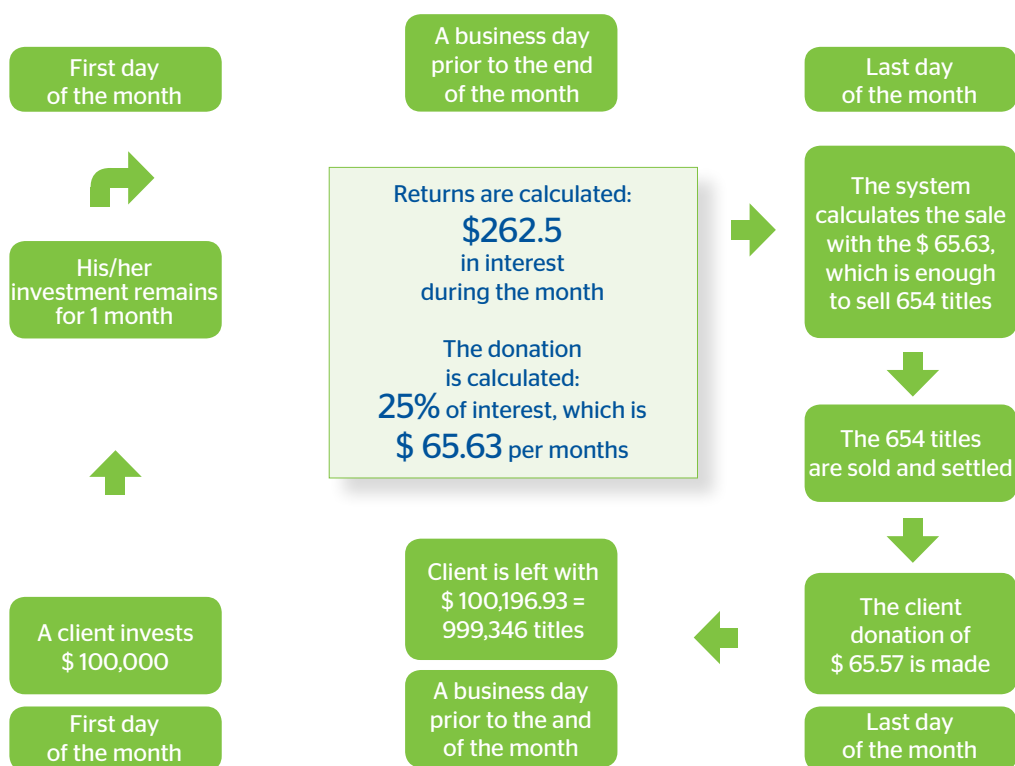
The objectives of this area are:

- To develop a fundraising strategy that ensures the continuity of the BBVA Bancomer Foundation projects, in keeping with the values and business strategies of the BBVA Bancomer Financial Group.
- To involve the areas of the Bank in each case in gathering resources.
- To oversee strategies and processes within BBVA Bancomer to ensure proper implementation of fundraising projects.
- To create and strengthen public relations and partnerships with public and private organizations involved in the different projects of the Foundation.
- To ensure proper administration, allocation and collection of area resources.

Currently we use different fundraising strategies to reach different audiences, both internal and external. The main three strategies are:

### The B+Educa Solidarity Fund

We believe this to be the most successful initiative of the past year. It was created as a very low-risk investment for our investors, through which the fund guarantees positive returns for clients and can make constant donations towards the “**Por los que se quedan**” Scholarship Program.



### Fundraising

The fund allows Bancomer clients to invest with multiple benefits:

- Obtaining a return on their investment.
- Contributing to the education of children of migrants, children with a high level of academic achievement.
- Deducting taxes on contributions made towards education.

B+Educa account with

\$ 3,153

millions of pesos in assets on average

Every

\$ 1,500

millions of pesos in the fund generate

\$ 1,000,000

pesos approximately

The accumulated rate is

3.77%,

of which the client donates

25%

### ATM Campaigns

These campaigns allow our clients to make donations to the **“Por los que se quedan”** Program through ATMs. This strategy is aimed at Bancomer clients who have:

- Bank Credit Cards
- Bancomer Debit Cards
- Prepaid Cards

In addition, we allow the client the opportunity to request an electronic invoice through our web portal at [www.bancomer.com](http://www.bancomer.com).



## Fundraising

### Bancomer Points Donations on Credit Cards

Through this initiative we invite our clients to make a donation with their Bancomer Points, which are accumulated with each charge made to their credit card.

The process is very simple; they need only call the Bancomer Line and make this request. The representative will discount their points, making a payment to the Foundation checking account.

This system, through these three strategies, has allowed us to provide scholarships to 3,690 children through the **“Por los que se quedan”** Scholarships Program.

In addition to these strategies, in 2010 we also raised funds through the following initiatives:

- Partnerships with the governments of Zacatecas and Michoacán
- Relations with other companies
- Bécalos Program

2010 Fundraising Results	
Initiative	Amount Raised
Investment Funds	\$24,809,153
ATMs	\$9,372,755
Bancomer Points	\$598,188
<b>TOTAL</b>	<b>\$34,780,096</b>

For our main initiatives: investment funds, ATMs and Bancomer Points, our goal for 2010 was to collect 26,000,000 pesos, which we exceeded by 34%.

Fundación

**BBVA Bancomer**

# Administración y Finanzas



## Administration and finance

My professional career at the Institution has been, without a doubt, extremely rewarding. I feel proud and happy to belong to this company, which has distinguished itself not only for its financial accomplishments and the position it has earned within the market, but also for its demonstrated commitment to society. Evidence of this commitment are the distinctions and recognitions it has earned as a Socially Responsible Company.

Being part of the BBVA Bancomer Foundation has changed my attitude towards both my professional and personal life. In my personal life, day after day I am reminded of the commitment I have as an individual towards others, towards the human condition and the support we must continue to provide.

In professional terms, I am committed to managing the Foundation's finances and administration, which I do with great dedication, to serve as the main source of transparency and credibility in our operations. Close relations in coordinating resources between the different areas of the Foundation is another key element of our approach.

And lastly, as I believe in education as key to a better future, I am very pleased to know that education is the primary objective of the Foundation.

**Nancy Salgado López**

*Area Representative*

## Administration and finance

The Administration and Finance Area exists in order to control and monitor our income and expenditures, as well as our tax and fiscal obligations. Its primary objective is to provide the Management with accurate, clear and timely financial information on the operations conducted by the areas of the Foundation, and specifically on the budgetary items and their allocation for proper decision making.

In order to perform these functions, the BBVA Bancomer Foundation Humanitarian Donation Fund Committee was created, which is made up of the Assistant Directors of the areas of the Foundation.

At its quarterly meetings, the Committee reviews the donation requests delivered by many legally established civil associations with authorization to issue donation receipts. Based on certain established criteria, the Committee makes donations and informs the association in question, which must demonstrate that the donation is appropriately allocated in keeping with their initial request.

The policies of the Committee include monitoring of institutions that receive our donations, which is backed by photographic evidence and reports on resource allocation. In 2010, the Humanitarian Donations Fund Committee benefited 42,021 people directly, as well as 419,761 people indirectly, with total donations of \$1,050,000.00.

We have organized visits to some of the associations that receive donations to understand their projects and their needs. In order to improve communication, we will include information on the Humanitarian Donations Fund Committee on the Bancomer Foundation website.

### Tax Deductible Receipt

The Foundation made an important step in simplifying and modernizing services to our donors, by implementing the use of the digital tax receipt (deductible donation invoice or receipt) as provide in the Mexican Tax Code and the Current Miscellaneous Tax Resolution, before such implementation is required by the Tax Administration Service.

These receipts use the standards defined by the Tax Administration Service in order to be considered authentic and valid, and can be requested from the Bancomer.com portal, filed and sent through electronic means.

### Budgetary Control

BBVA Bancomer Foundation Budget	
Strategic Area	Total Contribution
Bancomer in Education	\$ 39,809,136
Bancomer Educational and Production Centers	\$ 10,108,111
Cultural Promotion	\$ 15,401,119
Social Development Programs	\$ 186,318,591
Other (Social and Institutional Assistance and operating expenses)	\$ 7,317,869
<b>TOTAL</b>	<b>\$ 258954,826</b>

<sup>(1)</sup> Includes monetary contributions, in kind and management expenses.

Scope: BBVA Bancomer Foundation

## Administration and finance

Budgetary control and strategic area information				
Expenditure Summary (Figures in Mexican Pesos)	Budgeted	Expense	Variation	Relative to Ordinary Budget %
Ordinary Budget				
Bancomer in Education				
Natural Disaster Fund	27,856,346	35,829,249	- 7,972,903	11.29 %
Bancomer Educational and Production Centers	2,000,000	3,979,886	- 1,979,886	0.81 %
Cultural Promotion	12,071,427	10,108,111	1,963,316	4.89 %
Social Development Programs	10,180,000	10,225,597	- 45,597	4.12 %
Communication, Publicity and General Foundation Expenses	180,957,396	175,624,861	5,332,535	73.31 %
Other Donations	3,000,000	2,385,669	614,331	1.22 %
Auditing Payment and System Automation	9,675,000	4,229,225	5,445,775	3.92 %
<b>Allocation of Resources Annual Ordinary Budget</b>	1,100,000	702,975	397,025	0.45 %
Extraordinary Budget	<b>246,840,169</b>	<b>243,085,573</b>	<b>3,754,596</b>	<b>100 %</b>
"El Mestizaje Mexicano" Meeting				
<b>Allocation of Resources Annual Extraordinary Budget</b>	5,000,000	5,175,523	- 175,523	
Migration Forum	<b>251,840,169</b>	<b>248,261,096</b>	<b>3,579,073</b>	
<b>Allocation of Resources Annual Total Budget</b>	6,535,416	10,693,730	- 4,158,314	
	<b>258,375,585</b>	<b>258,954,826</b>	<b>- 579,241</b>	

BBVA Bancomer Foundation Budget	
Strategic Area	Total Contribution
Bancomer in Education	\$39,809,136
Bancomer Educational and Production Centers	\$10,108,111
Cultural Promotion	\$15,401,119
Social Development Programs	\$186,318,591
Other (Social and Institutional Assistance and operating expenses)	\$7,317,869
<b>TOTAL</b>	<b>\$258,954,826</b>

## VI. Accountability

### Ethical communication

In keeping with international standards, communication and publicity for Foundation programs are developed with strict adherence to ethical criteria, thereby avoiding

the use of campaigns that use images that degrade the dignity of our beneficiaries or that present unclear or misleading messages.



9.5 x 12.5 cm





## Supplementary Information

- Principles of the **Global Compact**
- **GRI** Application Level GRI
- Audit **report**
- Contact **information**
- **GRI** Table



## VII. Supplementary Information

### Principles of the Global Compact

As part of our commitment to human rights, development and improving the quality of life in Mexico and around the world, the BBVA Bancomer Foundation has signed onto the Global Compact, a United Nations initiative to promote

social responsibility in companies all over the world through the implementation of ten principles, which the signatory companies firmly commit to upholding.

BBVA Bancomer Foundation and The United Nations Global Compact		
Categories	Principles	GRI Indicators
Human rights	Principle 1 - Businesses should support and respect the protection of internationally proclaimed human rights within their sphere of influence.	LA4, LA 7-8, LA13-14, HR 1-2, HR 4-7, SO5, PR1
	Principle 2 - Businesses should make sure they are not complicit in human rights abuses.	HR 1-2, HR 4-7, SO5
Labor	Principle 3 - Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.	LA 4-5, HR 1-2, HR5, SO5
	Principle 4 - Businesses should uphold the elimination of all forms of forced and compulsory labor.	HR 1-2, HR7, SO5
	Principle 5 - Businesses should uphold the effective abolition of child labor.	HR 1-2, HR6, SO5
	Principle 6 - Businesses should uphold the elimination of discrimination in respect of employment and occupation.	EC7, LA2, LA 13-14, HR 1-2, HR4, SO5
Environment	Principle 7 - Businesses should support a precautionary approach to environmental challenges.	EC2, EN26, EN30, SO5
	Principle 8 - Businesses should encourage the development and diffusion of environmentally responsibility.	EN 1-4, EN8, EN 11-12, EN 16-17, EN21, EN26, EN28, SO5, PR3
Anti-corruption	Principle 9 - Businesses should encourage the development and diffusion of environmentally friendly technologies.	EN2, EN26, SO5
	Principle 10 - Businesses should work against corruption in all its forms, including extortion and bribery.	SO 2-5

Source of the correspondences between Global Compact principles and GRI indicators: draft of the report "Making the Connections by GRI and Global Compact." ([www.globalreporting.com](http://www.globalreporting.com))



### GRI Application Level GRI application



## Statement GRI Application Level Check

GRI hereby states that **BBVA Bancomer Foundation** has presented its report "2010 BBVA Bancomer Foundation Report" to GRI's Report Services which have concluded that the report fulfills the requirement of Application Level B+.

GRI Application Levels communicate the extent to which the content of the G3 Guidelines has been used in the submitted sustainability reporting. The Check confirms that the required set and number of disclosures for that Application Level have been addressed in the reporting and that the GRI Content Index demonstrates a valid representation of the required disclosures, as described in the GRI G3 Guidelines.

Application Levels do not provide an opinion on the sustainability performance of the reporter nor the quality of the information in the report.

Amsterdam, 21 June 2011

A handwritten signature in blue ink, appearing to read "Nelmara Arbex".

Nelmara Arbex  
Deputy Chief Executive  
Global Reporting Initiative



The "+" has been added to this Application Level because BBVA Bancomer Foundation has submitted this report for external assurance. GRI accepts the reporter's own criteria for choosing the relevant assurance provider.

*The Global Reporting Initiative (GRI) is a network-based organization that has pioneered the development of the world's most widely used sustainability reporting framework and is committed to its continuous improvement and application worldwide. The GRI Guidelines set out the principles and indicators that organizations can use to measure and report their economic, environmental, and social performance.*  
[www.globalreporting.org](http://www.globalreporting.org)

**Disclaimer:** Where the relevant sustainability reporting includes external links, including to audio visual material, this statement only concerns material submitted to GRI at the time of the Check on 3 June 2011. GRI explicitly excludes the statement being applied to any later changes to such material.

### Audit report

#### Informe de Revisión Independiente del Informe Anual 2010 de Fundación BBVA Bancomer, A.C. (Fundación BBVA Bancomer)

##### Alcance de nuestro trabajo

Hemos realizado la revisión de los siguientes aspectos del Informe Anual 2010 de Fundación BBVA Bancomer:

- La adaptación de los contenidos a la Guía para la elaboración de Memorias de Sostenibilidad de Global Reporting Initiative (GRI) versión 3.0 (G3).
- Los indicadores de desempeño centrales y del suplemento sectorial para Organizaciones no Gubernamentales (ONG), el cual fue publicado por el GRI en 2009.

##### Estándares y procesos de verificación

Hemos llevado a cabo nuestro trabajo de acuerdo con la Norma ISAE 3000 (*International Standard on Assurance Engagements Other than Audits or Reviews of Historical Financial Information*) emitida por el International Auditing and Assurance Standards Board (IAASB) de la International Federation of Accountants (IFAC).

Nuestro trabajo de revisión consistió en la formulación de preguntas al Departamento de Responsabilidad y Reputación Corporativa de BBVA Bancomer, S.A., Institución de Banca Múltiple, Grupo Financiero BBVA Bancomer (BBVA Bancomer), así como a diversas Unidades de Fundación BBVA Bancomer que han participado en la elaboración del Informe Anual y en la aplicación de ciertos procedimientos analíticos y pruebas de revisión por muestreo que se describen a continuación:

- Reuniones con el personal de BBVA Bancomer y Fundación BBVA Bancomer para conocer los principios, sistemas y enfoques de gestión aplicados.
- Análisis de los procesos para recopilar y validar los datos presentados en el Informe Anual 2010.
- Revisión de las actividades realizadas en relación con la identificación y consideración de las partes interesadas a lo largo del ejercicio a través del análisis de la información interna y los informes de terceros disponibles.
- Análisis de la adaptación de los contenidos del Informe Anual a los recomendados en la Guía G3 del GRI.
- Comprobación de que los indicadores centrales incluidos en el Informe Anual se corresponden con los recomendados por la Guía G3.
- Revisión de la información relativa a los enfoques de gestión aplicados.
- Comprobación, mediante pruebas de revisión, en base a la selección de una muestra, de la información cuantitativa y cualitativa correspondiente a los indicadores GRI incluida en el Informe Anual 2010 y su adecuada compilación a partir de los datos suministrados por las fuentes de información de BBVA Bancomer y Fundación BBVA Bancomer.

##### Conclusiones

En la tabla de indicadores GRI se detallan los indicadores de desempeño revisados. Como consecuencia de nuestra revisión:

- No se ha puesto de manifiesto ningún otro aspecto que nos haga creer que el Informe Anual 2010 de Fundación BBVA Bancomer no ha sido preparado de acuerdo con la Guía para la elaboración de Memorias de Sostenibilidad de Global Reporting Initiative versión 3.0 (G3).
- No se ha puesto de manifiesto ningún otro aspecto que nos haga creer que la información relativa a los indicadores revisados de Fundación BBVA Bancomer contiene errores significativos.

##### Observaciones y Recomendaciones

Adicionalmente, hemos presentado al Departamento de Responsabilidad y Reputación Corporativa de BBVA Bancomer nuestra recomendación relativa a un área de mejora. A continuación se describe dicha recomendación, la cual no modifica las conclusiones expresadas en el presente informe:

En cuanto al proceso de reporting de información, debe seguir impulsándose el fortalecimiento de los controles internos y ampliar el perímetro de la información de algunos indicadores que actualmente no se disponen para toda la Fundación BBVA Bancomer, tal y como se detalla en la Tabla de Indicadores GRI.

##### Responsabilidades de la Dirección de Fundación BBVA Bancomer y de Deloitte:

- La preparación del Informe Anual 2010, así como el contenido del mismo, son responsabilidad del Departamento de Responsabilidad y Reputación Corporativa de BBVA Bancomer, el cual también es responsable de definir, adaptar y mantener los sistemas de gestión y control interno de los que se obtiene la información.
- Nuestra responsabilidad es emitir un informe independiente basado en los procedimientos aplicados en nuestra revisión.
- Este informe ha sido preparado exclusivamente en interés de Fundación BBVA Bancomer de acuerdo con los términos de nuestra Carta Contrato. No asumimos responsabilidad alguna frente a terceros distintos de la Dirección de Fundación BBVA Bancomer.
- Hemos realizado nuestro trabajo de acuerdo con las normas de independencia requeridas por el Código Ético de la International Federation of Accountants (IFAC).
- El alcance de una revisión es sustancialmente inferior al de un trabajo de seguridad razonable. Por tanto la seguridad proporcionada es también menor. El presente informe en ningún caso puede entenderse como un informe de auditoría.
- Nuestro equipo se integró por profesionales con experiencia en el área de auditoría, dirigidos por profesionales con experiencia en trabajos e informes de sustentabilidad social y del medio ambiente.

Galaz, Yamazaki, Ruiz Urquiza, S.C.  
Deloitte.

C.P.C. Jorge Tapia del Barrio  
México, D.F., 17 de junio de 2011





## VII. Supplementary Information

### Audit report





## VII. Supplementary Information

### Contact information

For any comments, questions or suggestions regarding the contents of this report, please contact:

**Fundación BBVA Bancomer A.C.**

Av. Universidad No. 1200

Col. Xoco,

México, D. F.

C.P. 03330

Contact Person:

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**[www.bancomer.com](http://www.bancomer.com)**

**[http://www.bancomer.com.mx/nuestrom/nuestrom.asp?mainf=nuemu\\_perco\\_funbb\\_main.html](http://www.bancomer.com.mx/nuestrom/nuestrom.asp?mainf=nuemu_perco_funbb_main.html)**

This report was drafted with the advisory of Promotora ACCSE, S.A. de C.V.

This report was revised by the

**Fundación del Español Urgente México**

([www.fundeumexico.org](http://www.fundeumexico.org)).



## A high-angle, black and white photograph of two business professionals in suits sitting at a table, reviewing documents and charts. One person is pointing at a document while the other looks on. The documents contain text and various charts, including a line graph and a bar chart.



## VII. Supplementary Information

### GRI Table

#### Strategy and Analysis

	Pages
1.1 Statement from the most senior decision-maker of the organization.	
1.2 Description of key impacts, risks, and opportunities.	

#### Organizational Profile

	Pages
2.1 Name of the organization.	
2.2 Primary brands, products, and/or services.	
2.3 Operational structure of the organization, including main divisions, operating companies, subsidiaries, and joint ventures.	
2.4 Location of organization's headquarters.	
2.5 Number of countries where the organization operates, and names of countries with either major operations or that are specifically relevant to the sustainability issues covered in the report.	
2.6 Nature of ownership and legal form.	
2.7 Markets served (including geographic breakdown, sectors served, and types of customers/beneficiaries).	
2.8 Scale of the reporting organization.	
2.9 Significant changes during the reporting period regarding size, structure, or ownership.	
2.10 Awards received in the reporting period.	

#### Report Parameters

	Pages
3.1 Reporting period (e.g., fiscal/calendar year) for information provided.	
3.2 Date of most recent previous report (if any).	
3.3 Reporting cycle (annual, biennial, etc.)	
3.4 Contact point for questions regarding the report or its contents.	
3.5 Process for defining report content.	
3.6 Boundary of the report (e.g., countries, divisions, subsidiaries, leased facilities, joint ventures, suppliers). See GRI Boundary Protocol for further guidance.	
3.7 State any specific limitations on the scope or boundary of the report (see completeness principle for explanation of scope).	
3.8 Basis for reporting on joint ventures, subsidiaries, leased facilities, outsourced operations,	



## VII. Supplementary Information

### GRI Table

and other entities that can significantly affect comparability from period to period and/or between organizations.	
3.9 Data measurement techniques and the bases of calculations, including assumptions and techniques underlying estimations applied to the compilation of the Indicators and other information in the report. Explain any decisions not to apply, or to substantially diverge from, the GRI Indicator Protocols.	
3.10 Explanation of the effect of any re-statements of information provided in earlier reports, and the reasons for such re-statement (e.g., mergers/acquisitions, change of base years/periods, nature of business, measurement methods).	
3.11 Significant changes from previous reporting periods in the scope, boundary, or measurement methods applied in the report.	
3.12 Table identifying the location of the Standard Disclosures in the report.	
3.13 Policy and current practice with regard to seeking external assurance for the report.	

### Governance, Commitments, and Engagement

	Pages
4.1 Governance structure of the organization, including committees under the highest governance body responsible for specific tasks, such as setting strategy or organizational oversight.	
4.2 Indicate whether the Chair of the highest governance body is also an executive officer.	
4.3 For organizations that have a unitary board structure, state the number of members of the highest governance body that are independent and/or non-executive members.	
4.5 Linkage between compensation for members of the highest governance body, senior managers, and executives (including departure arrangements), and the organization's performance (including social and environmental performance).	
4.8 Internally developed statements of mission or values, codes of conduct, and principles relevant to economic, environmental, and social performance and the status of their implementation.	
4.9 Procedures of the highest governance body for overseeing the organization's identification and management of economic, environmental, and social performance, including relevant risks and opportunities, and adherence or compliance with internationally agreed standards, codes of conduct, and principles.	





## VII. Supplementary Information

### Table GRI

4.12 Externally developed economic, environmental, and social charters, principles, or other initiatives to which the organization subscribes or endorses.	
4.13 Memberships in associations (such as industry associations) and/or national/ international advocacy organizations in which the organization: * Has positions in governance bodies; * Participates in projects or committees; * Provides substantive funding beyond routine membership dues; or * Views membership as strategic.	
4.14 List of stakeholder groups engaged by the organization.	
4.15 Basis for identification and selection of stakeholders with whom to engage.	
4.16 Approaches to stakeholder engagement, including frequency of engagement by type and by stakeholder group.	
4.17 Key topics and concerns that have been raised through stakeholder engagement, and how the organization has responded to those key topics and concerns, including through its reporting.	

### Economic

	Pages
<b>Economic performance</b>	
EC1 Direct economic value generated and distributed, including revenues, operating costs, employee compensation, donations and other community investments, retained earnings, and payments to capital providers and governments.	
EC2 Financial implications and other risks and opportunities for the organization's activities due to climate change.	
EC3 Coverage of the organization's defined benefit plan obligations.	
EC4 Significant financial assistance received from government.. BBVA Bancomer does not receive any kind of aid from the government.	BBVA Bancomer does not receive any kind of aid from the government.
<b>Indirect economic impacts</b>	
EC8 Development and impact of infrastructure investments and services provided primarily for public benefit through commercial, in-kind, or pro bono engagement.	
EC9 Understanding and describing significant indirect economic impacts, including the extent of impacts.	





## VII. Supplementary Information

**Table GRI**

Environmental	
	Pages
<b>Materials</b>	
EN2 Percentage of materials used that are recycled input materials.	
<b>Energy</b>	
EN3 Direct energy consumption by primary energy source.	
EN4 Indirect energy consumption by primary source.	
EN5 Energy saved due to conservation and efficiency improvements.	
EN6 Initiatives to provide energy-efficient or renewable energy based products and services, and reductions in energy requirements as a result of these initiatives.	
EN7 Initiatives to reduce indirect energy consumption and reductions achieved.	
<b>Water</b>	
EN8 Total water withdrawal by source.	
EN9 Water sources significantly affected by withdrawal of water.	BBVA Bancomer headquarters are located in urban ground, whose water supply is done by the urban net without exploiting natural springs by ourselves.
<b>Biodiversity</b>	
EN11 Location and size of land owned, leased, managed in, or adjacent to, protected areas and areas of high biodiversity value outside protected areas.	BBVA Bancomer headquarters are located in urban ground and therefore has no impact in biodiversity or other protected areas.
EN12 Description of significant impacts of activities, products, and services on biodiversity in protected areas and areas of high biodiversity value outside protected areas.	BBVA Bancomer headquarters are located in urban ground and therefore has no impact in biodiversity or other protected areas.
EN13 Habitats protected or restored.	BBVA Bancomer headquarters are located in urban ground and therefore has no impact in biodiversity or other protected areas.
EN14 Strategies, current actions, and future plans for managing impacts on biodiversity.	BBVA Bancomer headquarters are located in urban ground and therefore has no impact in biodiversity or other protected areas.
EN15 Number of IUCN Red List species and national conservation list species with habitats in areas affected by operations, by level of extinction risk.	BBVA Bancomer headquarters are located in urban ground and therefore has no impact in biodiversity or other protected areas.



## VII. Supplementary Information

**Table GRI**

<b>Emissions, effluents and waste</b>	
EN16 Total direct and indirect greenhouse gas emissions by weight.	
EN17 Other relevant indirect greenhouse gas emissions by weight.	
EN18 Initiatives to reduce greenhouse gas emissions and reductions achieved.	
EN19 Emissions of ozone-depleting substances by weight.	In the BBVA Bancomer headquarters we don't use substances that may contain chlorofluorocarbon (CFC), that damage the environment.
EN20 NOx, SOx, and other significant air emissions by type and weight.	BBVA Bancomer is in the services sector, and our SO and NO emissions are not relevant.
EN21 Total water discharge by quality and destination.	BBVA Bancomer headquarters are located in urban ground, whose water supply is done by the urban net without exploiting natural springs by ourselves.
EN23 Total number and volume of significant spills.	BBVA Bancomer headquarters are located in urban ground, whose water supply is done by the urban net without exploiting natural springs by ourselves.
<b>Products and services</b>	
EN26 Initiatives to mitigate environmental impacts of products and services, and extent of impact mitigation.	
EN27 Percentage of products sold and their packaging materials that are reclaimed by category.	BBVA Bancomer is in the services sector so we don't generate relevant amounts of waste.
<b>Employment</b>	
LA1 Total workforce by employment type, employment contract, and region.	
LA3 Benefits provided to full-time employees that are not provided to temporary or part-time employees, by major operations.	All the employees at BBVA Bancomer enjoy the same benefits.
<b>Occupational health and safety</b>	
LA6 Percentage of total workforce represented in formal joint management-worker health and safety committees that help monitor and advise on occupational health and safety programs.	In accordance with the Labour Federal Law, BBVA Bancomer has settled mixed health and safety committees where employees are represented.
<b>Training and education</b>	
LA10 Average hours of training per year per employee by employee category.	
LA12 Percentage of employees receiving regular performance and career development reviews.	
<b>Diversity and equal opportunity</b>	
LA14 Ratio of basic salary of men to women by employee category.	



## VII. Supplementary Information

**Table GRI**

### Social: Human Rights

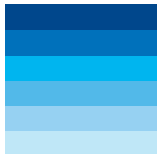
Performance Indicator	Description	Pages
<b>Non-discrimination</b>		
HR4	Total number of incidents of discrimination and actions taken.	
<b>Child labor</b>		
HR6	Operations identified as having significant risk for incidents of child labor, and measures taken to contribute to the elimination of child labor.	
<b>Forced and compulsory labor</b>		
HR7	Operations identified as having significant risk for incidents of forced or compulsory labor, and measures to contribute to the elimination of forced or compulsory labor.	
<b>Indigenous rights</b>		
HR9	Total number of incidents of violations involving rights of indigenous people and actions taken.	

### Social: Society

		Pages
<b>Community</b>		
SO1	Nature, scope, and effectiveness of any programs and practices that assess and manage the impacts of operations on communities, including entering, operating, and exiting.	

### Social: Product Responsibility

Performance Indicator	Description	Pages
<b>Customer health and safety</b>		
PR1	Life cycle stages in which health and safety impacts of products and services are assessed for improvement, and percentage of significant products and services categories subject to such procedures.	
<b>Compliance</b>		
PR9	Monetary value of significant fines for non-compliance with laws and regulations concerning the provision and use of products and services.	



## VII. Supplementary Information

### Table GRI

#### NGO Sector Supplement

		Pages
NGO1	Processes for involvement of affected stakeholder groups in the design, implementation, monitoring and evaluation of policies and programs.	
NGO2	Mechanisms for feedback and complaints in relation to programs and policies and for determining actions to take in response to breaches of policies.	
NGO3	System for program monitoring, evaluation and learning, (including measuring program effectiveness and impact), resulting changes to programs, and how they are communicated.	
NGO6	Processes to take into account and coordinate with the activities of other actors.	
NGO7	Resource allocation.	
NGO8	Sources of funding by category and five largest donors and monetary value of their contribution.	