



Communication on Progress

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Who we are

Grupo Financiero Scotiabank Inverlat is a member of the **Scotiabank Group**, a global financial services company with its headquarters located in Toronto, Canada. **Scotiabank** is one of North America's leading financial institutions and it is also Canada's most international bank. It offers financial products and services to individuals, small and medium size companies, corporations and the government sector.

Grupo Financiero Scotiabank Inverlat has 508 branches and 1,172 ATMs throughout the country, and it offers a wide range of financial and banking products and services, money exchange services, as well as analysis of the securities market to individuals, corporate customers and businesses nation wide.

OUR MISSION

Our mission is to position ourselves as one of the most efficient and profitable financial institutions in Mexico, by offering high quality innovative products and services designed to meet our customers' financial needs. In addition to the foregoing, we ratify our commitment towards the communities where we operate.

We accomplish our mission by complying with the commitments we have assumed towards our:

Shareholders and Directors – by guaranteeing the profitability and soundness of the institution.

Our Customers – by offering them services of the highest quality, with a high level of human warmth.

Our Employees – by creating and maintaining an environment in the workplace that fosters their comprehensive development within the framework of the responsibilities provided for in the labor regulations.

The Authorities – by complying with the regulations and legal provisions inherent to financial brokerage activities.

The Community – by promoting activities and attitudes that foster institutional and personal commitment to the country's development.

Statement of Continuous Support

Since 2005, Grupo Financiero Scotiabank México has been acknowledging and supporting the Ten Principles proposed by the Global Compact of the United Nations. We are committed to such adherence and we look for opportunities to leverage, within our Group and among our interest groups, the actions that such principles imply. We believe that keeping in close contact with the ideals proposed in such Ten Principles makes us a better organization.

We make a self-imposed obligation of such duty, and we care for the manner in which we interact with our stakeholders in order to meet our social, economic, environmental and ethic responsibilities.

We are committed to continue disseminating and living up to the standards of the Ten Principles of the Global Compact throughout 2008.



Nicole Reich de Polignac

Director General
Grupo Financiero Scotiabank México

The Ten Principles of the Global Compact

The Global Compact asks companies to embrace, support and enact, within their sphere of influence, a set of core values in the areas of human rights, labour standards, the environment, and anti-corruption:

Human Rights

Principle I: Businesses should support and respect the protection of internationally proclaimed human rights.

Principle II: Make sure that they are not complicit in human rights abuses.

Labor Standards

Principle III: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.

Principle IV: The elimination of all forms of forced and compulsory labor.

Principle V: The effective abolition of child labor.

Principle VI: The elimination of discrimination in respect of employment and occupation.

Environment

Principle VII: Businesses should support a precautionary approach to environmental challenges.

Principle VIII: Undertake initiatives to promote greater environmental responsibility.

Principle IX: Encourage the development and diffusion of environmentally friendly technologies.

Anti-Corruption

Principle X: Businesses should work against corruption in all its forms, including extortion and bribery.

estamos pactando con el
mundo



EL PACTO MUNDIAL es una propuesta de adhesión voluntaria a nivel mundial, dirigido a empresas con la finalidad de impulsar 10 principios universales. Nuestro Grupo ha decidido responder a este llamado de la ONU y consolidar así su compromiso con la Responsabilidad Social Empresarial. Hoy, 2,729 compañías en más de 90 países están suscritas al Pacto, que es la iniciativa voluntaria de mayor trascendencia en los últimos años. En próximas fechas te informaremos de los avances del Grupo en este tema.



¿QUÉ ES LA RESPONSABILIDAD SOCIAL CORPORATIVA?

Es el compromiso de una compañía para operar de manera económica y ambientalmente sostenible, mientras reconoce los intereses de sus inversionistas, clientes, empleados, socios, comunidades locales y la sociedad en general.

Describe la manera en que las empresas integran preocupaciones laborales, sociales y de medio ambiente en sus operaciones diarias y en su interacción con otros.

Para conocer más visita <http://www.pactomundialmexico.org.mx>

EL PACTO MUNDIAL:
10 principios en cuatro temas:

DERECHOS HUMANOS

- 1 Apoyar y respetar la protección de los derechos humanos.
- 2 No ser cómplice en los abusos a los derechos humanos.

CONDICIONES LABORALES

- 3 Apoyar los principios de la libertad de asociación y el derecho a la negociación colectiva.
- 4 Eliminar el trabajo forzoso y obligatorio.
- 5 Abolir cualquier forma de trabajo infantil.
- 6 Eliminar la discriminación en materia de empleo y ocupación.

MEDIO AMBIENTE

- 7 Apoyar el enfoque preventivo frente a los retos medioambientales.
- 8 Promover mayor responsabilidad en materia ambiental.
- 9 Alentar el desarrollo y la difusión de tecnologías respetuosas del medio ambiente.

COMBATE A LA CORRUPCIÓN

- 10 Actuar contra toda forma de corrupción, incluyendo la extorsión y el soborno.

Example of the manner in which support of the Ten Principles is being diffused.
NoticiasScotia No. 5. March 2006

2007: year when Scotiabank began focusing on the environment

Our First Report on Progress focused on the Environmental Principles. We did so because we discovered that Principles VII, VIII and IX, offer the largest area of opportunity to develop activities within our organization. This obeys to three reasons:

- 1) We have a long-standing tradition of good corporate practices in the areas of Human Rights, Labor and Anti-Corruption;
- 2) The fact that we are a financial services company (with no industrial processes), had made it difficult for us to find manners in which to approach the environmental issues, but finally this year we took the first steps in that direction; and
- 3) The interest shown by our collaborators regarding ecological issues. We conducted a survey and we discovered that our employees wish to carry out activities that benefit the environment, and that they also want to participate in ecology related activities.

We are aware that the three areas not contemplated in this Progress Report may be eventually perfected, however we chose to concentrate initially on one-way actions, and in subsequent years, once we have balanced this point with all the others, we will analyze again the priorities of our organization. We are certain that we are fully complying with the Ten Principles.

Below we give several examples of good corporate responsibility practices which are permanent at Scotiabank, the results of which are not incumbent on this CoP.

HUMAN RIGHTS

- At Scotiabank, we embrace five fundamental values:

Integrity: To treat others in an ethical and honorable manner.

Respect: To identify with others and take into consideration their different needs.

Dedication: To achieve success for its customers, its team, and for itself.

Insight: To use its high levels of knowledge to respond in a proactive manner by proposing the most adequate solutions.

Optimism: To enrich the work environment with team spirit, infectious enthusiasm and an undertaking attitude.

Such values can exist only in a working environment where Human Rights are duly respected.

- The Conduct Guidelines that guide us contain a specific chapter concerning Human Rights issues.
- We have the obligation to safeguard the confidentiality of our customers' data and affairs, and to that effect we are from time to time measured and checked. We are the only institution that appears before CONDUSEF to report directly any irregularities.

- We maintain Internal and External Ombudsman Offices. The Financial Ombudsman is the person who sees that any disputes regarding services provided to our customers will be solved in an unbiased and timely manner. The data of our Internal and External Ombudsmen may be found in our Internet portal.
- At Scotiabank we take our essential values very seriously. Foremost amongst them are respect for others, which implies taking into consideration the points of view, the specific situations and the varied needs each one of us has. Our Internal Ombudsman is a member of the *Ombudsman Association*. For such reason, we will carefully assess and maintain confidential, all the concerns or personal work problems that arise at Scotiabank, so as to offer alternate solutions and make the most convenient decisions, in keeping with the values that have made of Scotiabank one of the best places to work in Mexico.
- Our Safety Policies are framed within the protection of Human Rights.
- We publicly declare that our employees are our most important asset as well as our main competitive advantage to attract and retain customers. We believe that our capacity to meet the needs of our customers depends directly on the manner in which we satisfy our employees' needs. For that reason, we strive to offer our staff competitive compensation packages, training and development programs to help them meet the needs of their customers while achieving their own aspirations. Furthermore, we offer them support to face the many changes that occur nowadays.
- This year we launched a pilot program to retain disabled individuals, through an alliance with CONFE (*Confederación Mexicana de Organizaciones a Favor de la Persona con Discapacidad Intelectual*).
- We have built the first branch that offers a friendly design for individuals with motor function disability (Reforma 222). The design of this branch allows customers in wheel chairs easy access to ATMs, as well as access to the premises or teller windows. Likewise, bank staff on wheel chairs may easily access the premises' facilities (corridors, toilette rooms, canteen, customer service windows, special conducts for reloading ATMs, etc.). The Assistant Manager of the Reforma 222 branch has motor function disability.
- We promote volunteer activity among Scotiabank's staff, mainly through the Scotia Employee Volunteering Program, which makes a donation in Canadian dollars to any charitable institution where any of our collaborators has volunteered more than 50 hours of voluntary service.
- We collaborate in the strategic planning for the application of the *Scotiabank Bright Futures Program*, the new international philanthropic program whose objective is to build a better future in the communities where we work and live, that involves the following essential areas:
 - Education
 - Comprehensive health and well being
 - Eradication of poverty.

LABOR STANDARDS

- This year our Union became 25 years old, and celebrated the occasion with a work table where issues such as the development of bank unions, the privatization of the financial system, the position of the organization within the globalized labor world, and the future of unions. This activity confirmed the professional commitment of our Group towards its staff members.
- Our policies establish that it is inadmissible to hire a person under legal age, and for this reason our Selection and Recruitment process incorporates several filters to help us corroborate such information. We are at present validating the applicability of this clause with our chain value.
- We maintain a sound Equity and Diversity Policy which our Equity and Diversity Committee is promoting.
- We have been acknowledged as a Model of Gender Equity (MGE), resulting from a joint effort between the World Bank and the Mexican government, which through INMUJERES (National Institute for Women), is making efforts to produce an important change in terms of equality of opportunities inside Mexico's work environment by putting forward the subject of advancement of women with private companies, the public sector and the community.
- For two consecutive years we have been listed under the Best Place to Work by the Best Place to Work Institute of Mexico, and we are the only financial group included in the first fifteen places.

FIGHT AGAINST CORRUPTION

- As member of a global financial group, Grupo Financiero Scotiabank has adopted high international standards.
- We maintain a Collective Bargaining Regulation, Conduct in Business Guidelines, and we are also subject to the Code of Ethics of the Association of Banks of Mexico. Such documents promote lines of behavior that are non-compatible with corruption.
- We maintain permanent training programs on the issue of Money Laundering and Financing of Terrorism in which all the employees of Scotiabank compulsorily participate and pass tests.
- We maintain a Communication Chain as well as a Whistleblower Policy, both of them ensuring safe report channels.
- We are participants at the Communication Board, which promotes a strategy that fosters Honesty and shows corruption as a non-acceptable attitude.

PRINCIPLE 7	BUSINESSES SHOULD SUPPORT A PRECAUTIONARY APPROACH TO ENVIRONMENTAL CHALLENGES.
Measures	<p>What kind of measures has your company adopted in order to implement the Global Compact in its businesses? For example, its commitments, systems (policies, programs and procedure systems) and activities (practical activities undertaken over the past year to implement this principle).</p> <p>1. Publication of a paper saving policy</p> <p>Saving and Using Paper</p> <p>One of the objectives of any company such as Scotiabank, is to be productive. For this reason, and as members of this family, it is our duty to use its resources appropriately. In order to achieve this, we can adopt paper recycling practices, and this measure, in an office such as ours, is one of the most effective ways of reducing costs, not to mention the implicit impact on the environment by preventing a huge amount of waste from being dumped into rivers or from being burnt at incinerators, in addition to the fact that we help to save natural resources such as wood, water and energy.</p> <p>Reducing consumption</p> <p>Offices are the main generators of paper and cardboard waste. Therefore, they have the best opportunity of using this resource in an efficient manner. How?</p> <ul style="list-style-type: none"> • Printing less • Checking documents on the PC screen • Recycling paper <p>Below are a few recommendations that will help all of us, through the use of technology, to meet this commitment, and will also help us to simplify all our daily activities:</p> <ul style="list-style-type: none"> • Use the Multi-Function Equipment in an efficient manner • Use without fear the advantages of working with Outlook • Take advantage of Word's tools • Use the NETWORK, not paper
	Results

What kind of measures has your company adopted in order to implement the Global Compact in its businesses?

2. Using 100% recycled paper to print institutional communications instead of conventional paper

This initiative originated from our employees, who expressed a big concern about the use of conventional paper and the corresponding waste.

Measures



Measuring results (expected results), and added value for our company

Resultados

- Amount of recycled paper used from July to December 2007:

6,150	28 x 43 posters for different campaigns	1,550 sheets
3,350	40 x 60 posters for different campaigns	1,675 sheets
11,000	<i>Scotia Noticias</i> magazine, 20 pages plus cover	16,950 sheets
5,000	12-page bulletins	3,750 sheets
8,500	14-page calendars	9,000 sheets
16,000	half-letter size leaflets	
16,000	half-letter size flyers	1,000 sheets
8,000	3-page leaflets, letter size	
8,000	Intranet pamphlets	2,500 sheets
1,000	Leader notebooks	750 sheets
2,600	Light-up a Smile pamphlets	400 sheets
2,000	Cofinavit pamphlets	500 sheets
	Sundry, several sizes	5,300 sheets
		=====
		48,375 sheets

The total equals 3.8 tons of paper, or 91.2 trees saved from being fell since this practice was implemented.

- This decision has been warmly welcomed by all our collaborators, who are witnessing how the Group is collaborating against the cutting down of trees.

PRINCIPLE 7	BUSINESSES SHOULD SUPPORT A PRECAUTIONARY APPROACH TO ENVIRONMENTAL CHALLENGES
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What kind of measures has your company adopted in order to implement the Global Compact in its businesses?

3. Communication strategy to substitute printed material with electronic material:

- We reduced the amount of printed magazines, thus causing several employees to share one copy;
- We launched an electronic board pilot program which substitutes posters and other printed material; and
- We created the “5 Scotia Minutes”, an electronic bulletin which has substituted our internal magazine, card printing, leaflets and other materials previously printed on paper.

Measures



Measuring results (expected results), and added value for our company

Results

- **Employees view this alternative as a more effective manner of informing themselves about the key messages of the organization and avoiding paper waste .**
- **Flexibility to design and distribute any kind of message internally, without having to print and waste paper and ink.**
- **Since the plan was implemented, we have issued 20 electronic bulletins.**
- **Plans so far are that the pilot program will display 28 messages on the electronic boards and 47 videos.**

PRINCIPLE 8	BUSINESSES SHOULD UNDERTAKE INITIATIVES TO PROMOTE GREATER ENVIRONMENTAL RESPONSIBILITY
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What kind of measures has your company adopted in order to implement the Global Compact in its businesses? For example, its commitments, systems (policies, programs and procedure systems) and activities (practical activities undertaken over the past year to implement this principle).

4. Adopting a permanent environment warning campaign – “Reduce, Re-use, Recycle”

The initial strategy was to raise awareness over the fact that small behavioral changes (print less, turn-off the screen when not in use, repairing water leaks) in our offices and homes, can have a considerable impact on the environment.

To reinforce this campaign, it was also disseminated through electronic means. The next step will be to provide useful advice for home and office application.

Measures



Measuring results (expected results), and added value for our company

Results

- Raising awareness and establishing a permanent campaign had a successful impact on the employees. The results of surveys related with this subject, showed that employees feel proud about Scotiabank’s concern with respect to environmental issues.
- The goal is that each area of the Bank will achieve a 5% reduction of consumable materials.

PRINCIPLE 8

BUSINESSES SHOULD UNDERTAKE INITIATIVES TO PROMOTE GREATER ENVIRONMENTAL RESPONSIBILITY

What kind of measures has your company adopted in order to implement the Global Compact in its businesses? For example, its commitments, systems (policies, programs and procedure systems) and activities (practical activities undertaken over the past year to implement this principle).

5. First Scotiabank Reforestation

Following employee wishes, we undertook the First Reforestation in alliance with Naturalia A.C. We invited employees and their families to participate voluntarily in this effort.

**Voluntarios:
¡reforestemos nuestra ciudad!**

Te invitamos el próximo sábado 21 de julio a la Primera Reforestación Scotiabank,

En el Parque Ecológico de la Ciudad de México, Delegación Tlalpan. Nuestra meta es sembrar 1000 árboles. Esta es una oportunidad para hacer algo a favor de nuestro medio ambiente y de las próximas generaciones.

Los camiones saldrán de Boturini a las 8:00, y regresaremos a las 15:00 hrs. Estaremos acompañados por expertos en reforestación, quienes nos asesorarán durante toda la actividad. Pueden acompañarte hasta tres familiares. Al final de la jornada tendremos un picnic. ¡Tú pon tu esfuerzo, y Scotiabank pone todo lo demás!

El cupo es limitado por lo que te sugerimos apartes tu lugar.



Measures



— Al entrar a su oficina ese lunes de septiembre, lo primero que vio fue una decena de caras enrojecidas, cómplices y sonrientes, como el rostro que notó esa mañana en el espejo de casa.

El sábado anterior, Gustavo Pérez Berlanga, sus dos hijas y unos 40 empleados de Toks con sus familias viajaron 'como vacas', en camiones de redilas, hasta unas laderas pelonas cerca del Nevado de Toluca, para pasar la mañana plantando la especie de pino nativa del lugar.

El grupo de Toks fue uno de entre decenas de otras empresas que este año salieron a reforestar. La iniciativa privada plantó cerca de 400,000 árboles, estima el gobierno federal. Si todo va bien y hay seguimiento, habrán ayudado a recuperar 400 hectáreas de bosque, concentradas sobre todo en el Valle de México y Jalisco.

Bimbo, Wal-Mart, Coca-Cola, Ford, Scotiabank, Holcim Apasco, Tokio Marine, Nutresa, Beisa, hsb, kpmg, Televisa y TV Azteca, también se lanzaron al bosque este verano, y sus árboles comienzan a nutrirse de la húmeda tierra de la Sierra de Guadalupe, del Ajusco, del Parque Izta-Popo, del Nevado de Toluca y del bosque La Primavera, en Jalisco.

Obras son amores y buenas razones

El tsunami en Asia impulsó la cultura ambiental mundial tanto como el 11 de septiembre alimentó el miedo al terrorismo. Hoy el calentamiento global está de moda, y su fantasma, vestido de inundaciones y huracanes, estremece a todos desde la explícita pantalla del televisor. "Ha habido mucha publicidad sobre el cambio climático; hay un auge por hacer algo y me parece un interés auténtico", opina Ernesto Herrera, director general de Reforestamos México, asociación civil de Grupo Bimbo, que desde 2002 trabaja para recuperar bosques, selvas y manglares.

Scotiabank inició un programa de reciclaje de papel este año y contactó a la organización civil Naturalia para que la ayudara a organizar su primera reforestación, en respuesta a la inquietud que sus empleados manifestaron en una encuesta, cuenta Rodrigo Villaseñor, ejecutivo de Responsabilidad Social del banco. "Teníamos descuidado el tema ambiental, a pesar de que las organizaciones financieras utilizamos una gran cantidad de papel", explica Elsa Mercado, directora adjunta de Comunicación Corporativa de Scotiabank en México.

Unas 400 personas, entre trabajadores, ejecutivos y familias, plantaron cerca de 1,000 árboles en las faldas del Ajusco. Gran parte del mérito, dice Villaseñor, fue de Naturalia, "porque nosotros tenemos la buena voluntad, pero no sabíamos hacerlo".

Con todo, al final agradece cada árbol plantado, pues la deuda forestal de México asciende a casi 18 millones de hectáreas (unos 18,000 millones de árboles), que, estima, llevará no menos de seis décadas subsanar.

Palabras clave: Encuentra este artículo con ..

reforestación | voluntariado | Scotiabank | empresas verdes |

CNNEXPANSION.com Companies reafforest the country

12:26, November 9, 2007

-When he walked into his office that Monday of September, the first thing he saw was ten reddened, complicit and smiling faces, reminding him of the face he had seen just that morning on his home's mirror.

The previous Saturday, Gustavo Pérez Berlanga, his two daughters, and about 40 employees of Toks and their families, travelled "like cattle", in trucks, up to the barren slopes of the Nevado de Toluca, to spend the morning planting pine trees of the kind indigenous to that place.

The Toks group was only one among dozens of other companies that went out to reafforest this year. The private sector planted approximately 400,000 trees, according to the federal government. If everything works out fine and there is follow-up, they will have helped to the recovery of 400 hectares of woods, concentrated on the Valle of Mexico and Jalisco.

Bimbo, Wal-Mart, Coca Cola, Ford, Scotiabank, Holcim Apasco, Tokio Marine, Nutresa, Beisa, HSBC, KPMG, Televisa and TV Azteca, went to the woods this summer, and their trees have begun nourishing from the humid land of Sierra de Guadalupe, Ajusco, Parque Izta-Popo, Nevado de Toluca and Primavera Woods in the state of Jalisco.

Actions Speak Louder Than Words

The tsunami that hit Asia triggered a world environment culture as much as the 9/11 tragedy nourished fear of terrorism. Today global warming is in fashion, and its ghost, dressed in the form of floods and hurricanes, shakes everyone from explicit T.V. screens. "There has been a lot of publicity about the weather change; the desire to do something about it is gaining importance and I think this is an authentic concern," said Ernesto Herrera, Director General of Reforestamos México, a civil association of Grupo Bimbo, which has been working since 2002 in the recovery of woods, jungle and mangroves.

This year Scotiabank launched a program to recycle paper and approached a civil organization called Naturalia, to help it organize its first reforestation effort, in answer to the concern expressed by its employees by means of a survey, said Rodrigo Villaseñor, executive of the Bank's Corporate Social area. "We had neglected the environmental issue, notwithstanding that financial institutions use a great deal of paper", explained Elsa Mercado, Assistant Director of Corporate Communication at Scotiabank Mexico.

Approximately 400 people – workers, executives and their families – planted about 1,000 trees on the slopes of the Ajusco. The credit is mostly attributable, according to Villaseñor, to Naturalia, "because we had the will, but we did not know how tackle the matter."

All in all, he is grateful for each tree that was planted, since Mexico's forest debt amounts to almost 18 million hectares (approximately 18,000 million trees), which he believes will take at least six decades to be paid back.

COMPROMISO SOCIAL



Primera reforestación: un éxito sin precedentes

Como un Grupo comprometido con nuestra comunidad y el medio ambiente, nos solidarizamos con el compromiso global de reforestación. Entendiendo esta responsabilidad hacia nuestro planeta, 300 voluntarios de Scotiabank donaron una mañana de su tiempo para plantar arbolitos en el Parque Ecológico de la Ciudad de México, en la zona conocida como el Ajusco.

EL PARQUE ECOLÓGICO de la Ciudad de México tiene una extensión de 700 hectáreas y está clasificado como una zona sujeta a conservación ecológica. Nuestros voluntarios cubrieron una superficie total de dos hectáreas.

Recursos Humanos, por medio del Programa de Responsabilidad Social, respondió a uno de los intereses que el personal le manifestó: la ecología. Con actividades como la reforestación hacemos caso al llamado de contrarrestar el calentamiento global. Esta ayuda también evita las alteraciones climáticas, la aparición de sequías o inundaciones y la reducción de la biodiversidad de plantas y animales.





¿SABÍAS QUE...?

1. México ha sufrido una de las tasas más altas en deforestación del mundo (casi un millón de hectáreas!).
2. Los parques son las últimas reservas de vegetación natural y silvestre en la cuenca del Valle de México.
3. Hay 2.5 m² por habitante mientras que la norma según la Organización Mundial de la Salud deberían ser 11 m².
4. Los bosques y parques como el Ajusco, el Desierto de los Leones y la Sierra de Guadalupe son los principales sitios de recarga de los mantos acuíferos de la ciudad.
5. En una hora, un automóvil consume el oxígeno que 200 árboles producen en todo un día.

100 VOLUNTARIOS X 1000 ÁRBOLES

El ambiente de trabajo fue entusiasta y alegre, lo que hizo más fácil la tarea de cavar frente a hogar a poco más de mil arbolitos (*Pinus Escobilla*) que serán monitoreados por la organización Naturalia. El terreno reforestado era de piedra volcánica, por lo que cavar las copas fue laborioso. La meta era ambiciosa, pero ¡fue superada!

El *Escuadrón Scotiabank al Rescate* dio vivo ejemplo de los beneficios que resultan de trabajar en equipo. Se demostró que uniendo esfuerzos podemos hacer algo beneficioso por nuestro planeta y las generaciones futuras. Las niñas y niños que nos acompañaron dieron muestra de entusiasmo a lo largo de todo el evento. También agradecieron la oportunidad de conocer un bosque tan grande y lleno de vida.

Las familias regresaron a su casa con la satisfacción de haber dado algo de vuelta a su comunidad. Con actividades como esta demostramos nuestro genuino interés y compromiso hacia nuestro medio ambiente y sociedad.

BENEFICIOS AL REFORESTAR

1. Un árbol grande genera en un día el oxígeno que respiran 10 personas.
2. Los árboles mitigan el efecto invernadero al consumir dióxido de carbono.
3. Reducen el calentamiento global que sufre el planeta.
4. Son el hábitat para flora y fauna local.

4 | NOTICIAS SCOTIA
COMPROMISO SOCIAL | 5

Results	Measuring results (expected results), and added value for our company
	<ul style="list-style-type: none">• 300 employees and their families participated in the reforestation effort.• 112 employee survey. The majority of the employees said they enjoyed the event very much.• All the participating employees at this event said they would gladly participate in future volunteer events.• They are grateful that the institution invited them to attend an ecology-related activity where the family can participate.• The satisfaction turnover from the participants was high.• Most of the volunteers said they would like to attend more events like this one, because they feel they can do something to help the environment, to coexist with their families and their workmates, and also to contribute towards a good cause.

<p>PRINCIPLE 8</p>	<p>BUSINESSES SHOULD UNDERTAKE INITIATIVES TO PROMOTE GREATER ENVIRONMENTAL RESPONSIBILITY</p>
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What kind of measures has your company adopted in order to implement the Global Compact in its businesses? For example, its commitments, systems (policies, programs and procedure systems) and activities (practical activities undertaken over the past year to implement this principle).

6. Campaign to promote urban cycling as a commuting alternative

This campaign seeks to promote commuting alternatives in order to fight contamination and reduce traffic levels in Mexico City. It also seeks to recover urban spaces for individuals. The use of bicycles may have a positive effect on the lifestyle of our collaborators. Urban Cycling is a way to improve the lifestyle of individuals because of its benefits: improves health because pedaling is a good exercise, and because it also helps to fight stress – as a result of the direct sensation of the exercise itself, and indirectly because people avoid being trapped in traffic jams.

Before working on the strategy, we consulted several organizations that promote urban cycling –Bicitekas AC, UrbanEcology.org, Biketowork.org, comutebybike.com– and to such effect we conducted a market survey to find out the offer of bicycles by the market at present, and we also investigated cases of successful experiences in other countries.

We made plans to close this campaign with our participation in a Cycleton, encouraging our employees to ride a bicycle again (perhaps after many years of not riding one).

Measures





- Inscríbete indicándonos con cuántas personas nos acompañarás. Envía un correo a responsabilidadsocial@scotiabank.com.mx, o llama a la extensión 2584.
 - El punto de reunión será la entrada del edificio Plaza (podrás estacionar tu automóvil).
 - Te esperamos junto con tu familia puntualmente a las 9:00 hrs. Ven desayunado.
 - Habrá playeras para los participantes.
 - Puedes hacer el recorrido en bicicleta, patines o caminando.
 - El recorrido será por Reforma: de Lieja (leones de Chapultepec) hasta la Palma.
 - Recorreremos 6 km. en una hora.
 - Al finalizar tendremos un lunch y convivencia con otras dos empresas.
 - Regresaremos a Plaza las 13:00 hrs.
 - Tenemos un NÚMERO LIMITADO de bicicletas PARA ADULTO que podremos prestarte.
- Si te interesa, por favor envía un correo electrónico a la misma dirección especificando tu nombre y número de registro.

Measuring results (expected results), and added value for our company

Results

- To deal with the problem of shortage of bicycles, we decided to launch a sale among our employees encouraging them to buy bicycles for adults. The goal was to have 15% of our employees acquiring one bicycle.
- We sold 609 bicycles in the metropolitan area. Scotiabank offered easy payments to all buying employees.
- The Cycleton event was attended by more than 200 Scotiabank bikers.

How will you make this CoP available to all your stakeholders?

- **Discretionary printing and distribution among interest groups.**
- **Electronic dissemination via Intranet.**
- **It will be forwarded to Scotiabank Toronto for its incorporation in the Global Report.**
- **Press bulletins.**

Projects for 2008

- **We will continue working on these principles to consolidate results.**
- **We will maintain the campaign “Reduce, Re-use, Recycle” permanently.**
- **We will obtain an Environmental Diagnosis from CICEANA (in process) which will give us exact results in connection with the consumption of materials and energy at branches and corporate buildings, and will also provide specific recommendations in order to carry out our operations in an environmentally friendly manner.**
- **We will incorporate and declare compulsory training on good practices of environmental responsibility for all the employees of the Group.**
- **We will organize a Second Scotiabank Reafforestation, and the goal will be to double the number of planted trees.**
- **We will participate in the awards “Collage Student of the Year”, sponsored by the Best Essay on Sustainability.**
- **The objective of the Credit and Shared Services Areas will be to incorporate environmental indicators based on which they will determine whether or not to authorize a credit line or retain a supplier, as the case may be.**