BBVA

News
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BBVA Bancomer wins socially responsible business award for 9th consecutive year

For the ninth year in succession, BBVA has been fêted as a Socially Responsible Business (*ESR*). For the first time this year the Group's subsidiaries Seguros Bancomer and Afore Bancomer have also won awards for their contribution to the social welfare of the Mexican people.

CEMEFI (The Mexican Centre for Philanthropy) is a non-governmental organisation which was founded in 1988 to promote and articulate philanthropic, committed, socially responsible activities on the part of the public and organisations, with a view to attaining a more equitable, solidarity-based, prosperous society. In line with these principles, in the year 2000 the Centre decided to set up the ESR awards in recognition of companies which have taken this culture on board and developed it through their policies and everyday actions.

CEMEFI organised than Second Latin American ESR Meeting as the setting for the handover of its ESR awards. This meeting serves as a forum for sharing valuable experiences at international level in the field of social responsibility. In that context, 750 organisations took part, and 349 of them received recognition of their having achieved the standards required to be considered as ESRs, among them the BBVA Bancomer financial group, which was recognised for the 9th consecutive year.

At the presentation of the ESR awards for 2009 Armando Paredes Arroyo, Chairman of the Mexican Council for Business Co-ordination, stated that "the well-being of others is also our own well-being, so a company that does not seek to establish a sustainable environment is reducing its own ability to develop competitively and prosper. Companies must seize the opportunity to have a positive impact on the community through their operations". He went on to stress that "now is the time to promote new forms of leadership that do not perpetuate old systems of inequality".

With this award, the institution further reinforces its commitment to Mexican society, consolidated through the activities and actions of BBVA Bancomer, which focuses mainly on supporting education through major scholarship programmes.