



Corporate Social  
Responsibility



## CORPORATE SOCIAL RESPONSIBILITY

During fiscal year 2015, BROU has maintained the promotion of sustainable development in its four pillars: economic, social, environmental and cultural, as part of BROU business strategy and community relationship.

From our Corporate Mission, Vision and Values, and adherence to our Code of Ethics and Code of Best Practices of Corporate Governance, we ensure fair and equitable treatment to all our stakeholders, consistent with adherence to the United Nations Global Compact, the Equator

Principles and the United Nations Environment Programme-Finance Initiative, UNEP-FI.

This chapter on Corporate Social Responsibility brings together the main actions in this period as part of our scheme of corporate sustainability: Business Sustainability, Sustainable Operations and Sustainable Relations with our Interest Groups/Stakeholders. This sustainability scheme covers the seven core subjects of Social Responsibility according to ISO 26000: Organizational Governance; Human Rights; Labor Practices; the Environment; Fair Operating Practices; Consumer Issues; Community Involvement and Development.

Sureste Construcciones - Montevideo  
Company awarded in the 10th edition  
of the Bidding for Investment Projects



## BUSINESS SUSTAINABILITY

The search for and development of sustainable businesses that address the social and environmental impacts generated in the value chain guide the action of the major banks of the region and the world. BROU is actively involved in this community both in the area of financing, playing an active part in the Equator Principles, and in building relational capital through financial education, currently holding the Vice Presidency of the Latin American Financial Education and Financial Inclusion Committee of the Latin American Federation of Banks (FELABAN).

### Sustainable Project Financing

In 2015, the 10th edition of the Bidding for Investment Projects was developed, encouraging, under favorable financing conditions, those projects that, besides their adequate financial and economic indicators, best meet social and environmental requirements in order to promote sustainable development in the country.

This time, 51 projects were submitted, of which 24 were selected, for a total investment of more than USD 94 million, of which our Bank approved financing for USD 46 million.

### Environment Program

During this program's fourth year of development, led by BROU and the Union of Exporters of Uruguay (UEU), created to inform and educate exporters about the need for environmental stewardship to enhance competitiveness and improve the export supply of Uruguay, the following conferences and speakers took place:

- "Cleaner production, waste minimization tool" - Ms. Carolina Cosse (Minister of Industry, Energy and Mining); Ms. Marise Keller Santos (Professor of Cleaner Production Center of the University of Montevideo and consultant to waste related international organizations).

- "Water treatment and industrial effluents" - Mr. Alejandro Nario (National Director of Environment DINAMA); Mr. Juan Pablo Peregalli (Environmental Control Division DINAMA); Mrs. Raquel Piaggio (Environmental Unit of the Ministry of Industry, Energy and Mining - MIEM); and Ms. Araí Alvez (Advisor to the MIEM).
- "Emergency and Disaster Risk Management in Uruguay" - Mr. Pablo Brugnoni (Assistant Technical Director of the National Emergency System, SINAIE); Mr. Luis Eduardo Clavijo (Assistant to the Sub Department of Operations, SINAIE).

### Recognition to Major Exporters

As usual, our Bank and the Union of Exporters of Uruguay organized the awards ceremony to the Exporting Effort.

Statuettes were received by the top three general exporters; our ten major export customers; the nineteen largest sectoral exporters and the three main micro, small and mid-sized exporting enterprises. There was also a special tribute to the main service-exporting firms (productive sectors of tourism, information technology (ICT) and logistics platform services). The event was attended by Ministers of State, the highest level officers of BROU and the Exporters Union, and representatives of the main exporters of Uruguay.

Ceremony of Awards to the Exporting Effort





### Financial Education Program

The Financial Inclusion itself, plus benefits and obligations will only become fully inclusive if its implementation is accompanied by Financial Education.

In this sense, we understand Financial Education as one of the pillars that help sustain an adequate process of banking coverage and financial inclusion of the population. The Financial Education Program of BROU is intended to encourage better financial decision-making by targeting such diverse audiences as young students and workers, adults and children. We consider this program as one of the most important actions in our corporate sustainability strategy.

#### • Financial Education Workshops

The workshop Manual de Supervivencia para Bolsillos {Survival Manual for your Pocket} is aimed at young students and workers by improving financial decision making through the good use of financial instruments and payment systems, their relationship to personal finance and the promotion of responsible consumption.

During this year 20 workshops were held, conducted by contributing employees of our Bank under our corporate volunteer program. These workshops were conducted in public and private schools of Montevideo and Maldonado, beneficiaries of the Solidarity Fund, companies with business relationship with BROU; and by agreement with the Agora Programme and the National Union of the Blind of Uruguay (UNCU), the second workshop for blind and low vision persons was carried out.

We must also mention the new edition of the Training of Trainers course addressed to 11 officials of the Maldonado Department branches.

#### • Financial Theater

The play "La increíble y triste historia del billete de mil y su alma desolada" performed by officials acting under the Corporate Volunteer Program was presented to near 700 spectators who enjoyed this performance that

explores, with humor, access and responsible use of financial products and their benefits to make everyday life easier.

#### • La Ciudad de los Chicos Bank

The recreation of a branch of our Bank at "La Ciudad de los Chicos" offers 4 - 12 year old children the opportunity to interact as customers and/or Bank officials, and perform other tasks that allow them to generate income and take part in activities developed there. During 2015 "La Ciudad de los Chicos" received more than 78,500 visitors including 51,000 children.

#### Participation in the "DESEM Young Entrepreneurs" Program

This initiative was supported by our Bank for the second consecutive year contributing financially and taking part through three volunteer officials as tutors of projects presented by the young participants.

#### Participation in the Global Money Week

In March, as part of this celebration that seeks to create awareness about the importance of education and financial inclusion for children and young people, coordinated by the international NGO Child and Youth Finance International, nearly 400 young participants of INAU attended the financial theater play. Also a workshop on savings was organized for 40 young workers of "La Ciudad de los Chicos".

"La Ciudad de los Chicos"  
(The City of the Kids),  
Montevideo Shopping Center- Montevideo



## SUSTAINABLE OPERATIONS

Including social and environmental aspects in our value chain is also a part of our corporate responsibility.

### República Sostenible Program

#### • Paper Recycling

Once again, the final disposal of paper used in the operations of our Bank was directed to support the NGO Repapel, by donating more than 75 tons of waste paper, which were recycled and provided materials for public schools, which in turn received an Environmental Education program (workshops on paper recycling, environmental care and environmental footprint measurement). This NGO recognized our Bank as the largest contributor of paper.

#### • Responsible e-Waste Disposal

In the current year 1,086 computers, 450 monitors and 151 laser printers, that were still functional, were removed from service: 950 computers were donated to the National Public Education Department (ANEP). The remaining 737 computers were donated to a large number of other public and private entities nationwide.

#### • Donation of Disused Furniture

The upgrade of furniture in branches and offices of our Bank allowed donations of desks, chairs, filing cabinets, safes and other objects to various social organizations, schools and units of the Ministry of Interior.

## SUSTAINABLE RELATIONS WITH INTEREST GROUPS/STAKEHOLDERS

Sustainable development is also fostered by developing long-lasting relationships with all our stakeholders, customers, employees, State, suppliers, competitors and the community.

### Employee Celebration Day

Within the framework of social and reunion meetings of officials and former officials in all units, the 8th edition of the BROU Employee Celebration Day was held on October 22.

Complementing this celebration, four social institutions recognized in the community were selected to receive donations from the 6th staff fundraising campaign to be held from March 2016:

- Centro de Educación Integral del Discapacitado Intelectual (C.E.I.D.I.) [Education center for intellectually disabled students] - Montevideo
- Centro Jacobo Zibil - Florida
- Hogar de Ancianos de Paso de los Toros - Tacuarembó [Nursing Home]
- Centro de Rehabilitación Ecuestre "Sueños Reales" - Maldonado [Equestrian Rehabilitation Center]

School parade - Colonia





### Corporate Volunteering

Volunteering is a challenge for both volunteers and organizations, but it also means gaining new knowledge and being involved in rewarding activities. Each volunteer brings their knowledge, while learning to better understand the problems faced by others.

In 2015, our Corporate Volunteering Program had a staff of 40 volunteers, who carried out the above mentioned workshops and the Play in the framework of the Financial Education Program: These volunteers were honored on December 5, during the celebration of the International Volunteer Day.

### Library Service

The Library serves our officials and their families, as well as former employees of our Bank, officials of República Microfinanzas and users of the financial product "X mi cuenta" (aged 14 -17). In 2015 there were 13,365 loans of 6,214 items to 1,741 users.

Also 360 textbooks and recreational books were donated to Rural Schools No. 63 "Paraje El Reducto" and No. 83 "Paraje El Caño", which were included in their libraries.

### Healthy Snack Program

The pilot stage of the Healthy Snack Program was completed, with the purpose of encouraging healthy eating habits in the staff of our Bank, through the delivery of fresh fruit once a week in the Head Office and the 19 de Junio Building.

In a survey conducted among staff members, participants in the survey assessed the program with an average of 4.27 points (on a scale 1 to 5).

### International Women's Day

As part of the institutional celebration of the Month of Women in the Cultural Space of BROU located in the Museo del Gaucho, the "4th. Exhibition of Photography " and the 3rd Art Salon"

were organized. Both events were carried out with the theme "Woman, Women" with the exhibition of 83 works submitted by 41 officials and former officials.

### Staff Appreciation

The traditional Medal Award Ceremony took place, an event in recognition of the careers and dedication of staff including the delivery of presents to former officials who retired after 40 years of service; medals to former employees who retired with 30 - 34 years of service, and to active officials with 25 - 35 years of service; and medals to officials promoted to senior positions.

### UTU Emprende Program

The 3rd edition of this day to promote entrepreneurship was organized with students of the Social Communication School of UTU.

Students were given an integrated vision and practical advice on entrepreneurship and financial education, with the participation of Mr. Julio C. Porteiro, President of BROU, Mr. Roberto de Luca, Managing Partner of Deloitte, businessman Mr. Alvaro Moré, Ms. Patricia Amaya, Senior Manager of Deloitte, and Ms. Mariela Lindner, Coordinator of the Financial User Portal of the Central Bank of Uruguay. A copy of the book "Creer en lo imposible" for distribution to each student was also made available by our Bank, in its special edition for this event.

## CULTURAL RESPONSIBILITY

### Un Cuento nos Une

For the fourth consecutive year, BROU participated, along with the National Library and the National Board for Early and Primary Education, in the program called "La Escuela y la Biblioteca- Un cuento nos une" {School and library, united by a tale}. This program promotes reading and oral and written narrative through teacher training and by conducting an annual tale competition among rural school children.

This time, the team from the National Library was accompanied by the Zonal Coordinators of the Business Network and Alternative Channels Division, visiting rural schools of Cerro Largo, Paysandú, Colonia, Maldonado and Artigas, reaching a total of 59 schools and 1,250 children from the farthest corners of the country.

The 20 children who were winners visited several attractions of our capital city, including our Head Office from November 16 to 20.

### Heritage Day

For this event (October 10 -11) BROU received more than 2,000 visitors at its Head Office, who were offered guided tours through the building (a National Historic Landmark), including the exhibition of artist Mark Dion, taking part in the First Montevideo Biennial of Art.

### Support to the Crafts Industry

With the support of BROU, in May, the 16th Edition of "Salón de Hecho Acá" and the 14th Edition of "La Mesa Criolla" were organized at the Ballroom "Kibon Avanza", with the participation of 80 groups of artisans and producers from all over the country. The event also featured stands of Dinapyme, Escuela Figari and Provas (MIDES Project on products with social value).

### Cultural Sponsorship

Our Bank supported a significant number of organizations, events and cultural, social and sports endeavors, including: Season of National Opera and Ballet (Sodre); Launch of the documentary series "Creer es Crear" (República Microfinanzas); IT Conferences (ASIAP); Interactive Economic and Financial Exhibition (Association of Private Banks of Uruguay.); Working breakfasts and lunches by ADM; Centennial Celebration of the Commercial Defense League (LI.DE.CO); Business Dinner "Una mesa, miles de sonrisas" (UNICEF); Environmental Management Project at the Expo Prado (Blasina y Asoc.); Teletón. "Domingo Amigo" 13th Edition (Peluffo Giguens Foundation); Expo Milano 2015 (Uruguay XXI); Olympic athlete Deborah Rodriguez.



Cabo Polonio lighthouse - Rocha