BBVAMF Group
Corporate Commitment to Women’s Economic Empowerment
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Our motivation

1. We serve the most vulnerable people, especially women.
2. Because of their impact on development and growth.
3. They drive their families' development.
4. Key to achieve the 2030 Agenda.
5. They are a priority because of their higher vulnerability at the outset and during economic shocks.
6. They are social and economic development agents.
7. Because thinking specifically about them creates value.
Our Motivation

1. Our strategic lines are aimed at improving the living conditions of the most vulnerable people, especially women.

   Women are 60% of the entrepreneurs we serve, and 57% of our credit clients.

   83% are vulnerable (9 percentage points higher than men), and 1/3 live in poverty.

   46% head single-parent households (which impacts the type of economic activity they pursue, and its performance).

2. Women’s economic inclusion has an impact on the development and the economic growth of countries.

   25% increase in productivity if women’s entrepreneurship capacity were equivalent to men’s.

   If there were no labor participation gap or wage gap, women’s income would increase by 76%.

28 trillion dollars of additional annual GDP in 2025, in case the gender labor participation gap was closed.

...equivalent to the combined US and China economies today.
Our Motivation

3 Women are cornerstones in the intergenerational progress: their economic autonomy impacts their families’ wellbeing.

They invest

90% of their surpluses in their families’ education, health and nutrition.

Their access to income helps eradicate poverty, and improve education, nutrition and health.

Our Motivation

4 Women’s economic empowerment is essential to achieve the 2030 Agenda for Sustainable Development

There is no sustainable development without gender equality, and without covering the critical social needs of 50% of the population.

Gender equality impacts the 17 SDGs
Our Motivation

5. Women are a priority because of their higher vulnerability at the outset and during economic shocks.

- **Poverty**: For every 100 men in extreme poverty, there are 113 women.
- **Labor force**: Only 50.2% are formally employed.
- **Access to income**: 28.9% have no access to income, (men with no income account for 2.4%).
- **Unpaid work**: If valued economically, it would amount to 15.2% - 24.2% of Latin American GDP.
- **Financial exclusion**: Only 51.8% women in Latin America have a bank account.

Our Motivation

6. Offering them access to resources and facilitating their decision-making process, turns them into social and economic development agents in their communities.

- Growth in key financial indicators, by gender (compound annual growth rates).
- Their businesses accumulate assets at 25%, sales at 19% and surplus at 20%.
- 37% of the female entrepreneurs cross their initial poverty line within their second year with us.
- 80% of the clients that overcame poverty between 2015 and 2017 are women.
Thinking specifically about them creates value and is an essential part of our purpose: it is not just a matter of corporate social responsibility or “doing the right thing”.

**Outreach.** Creating specific opportunities for female entrepreneurs in vulnerable conditions.

**Scale.** Through their progress, new opportunities arise for the next generations.

For every 10 **women**, 7 are unsatisfied with the financial institutions and 8 believe that their needs are not understood.
1. Create a value proposition tailored to the specific needs of female entrepreneurs

- Advance in the gender disaggregated data measurement and social performance by gender; measuring the economic gaps to inform our value proposition
- Develop loans for the different stages of women’s life cycle that take into consideration all the obstacles they face
- Foster products and campaigns that respond to their needs
- Define microinsurance and specific types of assistances for them and their enterprises
- Design an offer that responds to the needs of rural women to strengthen their role in the fight against climate change
- Review internal policies that might be constraining women’s financial inclusion
- Offer skills training linked to their economic activities
- Develop a financial offer that increases their access to technology and reduce the time they spend in unpaid work
- Bridge the digital gender gap; improve their digital skills and facilitate the creation of supporting networks among them
- Look for alliances with their providers so they can reap the benefits for their enterprises

2. Promote Internal Gender Equity

- Create a more inclusive and diverse working environment in all our Microfinance Institutions
- Endorse the UN Women’s Empowerment Principles (WEPs)
- Sensitize all our staff regarding unconscious gender bias

3. Advocacy

- Advocate for financial inclusion as a key element for women’s economic empowerment
- Highlight the needs of vulnerable female entrepreneurs in Latin America
- Foster institutional alliances with the main international organizations that push for women’s economic empowerment
- Play a part in the public-private initiatives that might exist in our footprint
- Share the best practices for women’s economic empowerment and the stories of our female entrepreneurs