

# Community Investment report 2019

Let's continue  
working for a  
better world

#TheRightWay

[santander.com](https://www.santander.com)

# Our approach to responsible banking

“ By delivering on our purpose, and helping people and businesses prosper, we grow as a business and we can help society address its challenges too. Economic progress and social progress go together. The value created by our business is shared – to the benefit of all.

Communities are best served by corporations that have aligned their goals to serve the long term goals of society. ”

Ana Botín



## By being responsible, we build loyalty



... Santander treats me responsibly

In our day-to-day businesses, we ensure that we do not simply meet our legal and regulatory requirements, but we exceed people’s expectations by being Simple, Personal and Fair in all we do.

I’m loyal to Santander because...

... Santander acts responsibly in society

We focus on areas where, as a Group, our activity can have a major impact on helping people and businesses prosper.

# Progress in 2019 towards our community commitment

We promote and participate in numerous initiatives and programmes which aim to contribute to inclusive and sustainable development in those communities where we are present. In 2019, we made a commitment to help four million people through our social action programmes. We aim to achieve this goal by 2021.

Our main lines of action are: childhood education, support for social well-being, and protection and dissemination of culture.



**+46**  
million euros  
invested



**+2,300**  
partnerships with  
social entities



**+39,000**  
volunteers



**3.4** million people benefited

## Progress in 2019 towards our commitment



**1.6**

million people helped through social  
action programmes



**1.2**

million people  
supported through  
cultural initiatives



**600,000**

people empowered  
through financial  
education programmes



**300,000**  
people helped in  
childhood education



**1.3**  
million  
people helped in  
social well-being

# Community investment report 2019

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## Our commitment

We want to support the sustainable social and economic development of the communities in which we operate. For this, in addition to our business activity, we also promote numerous initiatives and projects with various NGOs, some in close collaboration with employees and customers, whose purpose is to improve the living conditions of individuals and families more vulnerable. We try to maximise the positive impact on the communities where we are present, while reinforcing employee engagement and customer loyalty.

# 1. Philanthropy is key to drive social progress

Philanthropy is an indispensable element for the development of society, generates opportunities and improves the well-being of communities, preventing and solving social problems.

The effort made in recent years by different actors in society to improve the quality of life of people, has given results. According to data published by the World Bank, there has been a decrease in extreme poverty and in child and maternal mortality rates, as well as an increase in people's life expectancy. Progress has also been made on gender equality and empowerment of women. According to World Bank estimates, 10% of the world population lived on less than USD 1.90 (EUR 1.7) a day in 2015, compared to almost 36% in 1990.

However, there is a consensus between main organisations worldwide that what achieved is not enough and that we are still far from reaching the inclusive, sustainable development that we all desire. In spite of the progress, there are still many people in a situation of vulnerability. More coordination is needed among all actors in society to generate and mobilize resources faster, deeper and in a more ambitious way.

Access to quality education, healthcare, housing, work, drinking water and other essential services is still out of reach for many people, often due to socio-economic, geographical, ethnic or gender-based reasons. The multidimensional approach, which includes these and other aspects, reveals a world where poverty is a problem much more widespread and ingrained. According to the Multidimensional Poverty Index (MPI), almost 1.3 billion people are in a situation of extreme multidimensional poverty<sup>1</sup>.

Progress is also often temporary for those who have managed to escape poverty: economic recessions, food insecurity and climate change threaten to take away what they have worked so hard to get.

Some data presented by the United Nations<sup>2</sup> shows that we still have a long way to go:

**“ Over the past 25 years, more than 1 billion people have managed to escape extreme poverty. This is one of humanity's greatest achievements in our times. ”**

**Jim Yong Kim**, president of the World Bank Group.



## Effect of COVID-19 on global poverty

The COVID-19 crisis will have a big impact on society. The jobs, the reduction in remittances, the price hike and disruption of the provision of services such as education and health are some expected effects. For the first time since 1998, poverty rates will increase as the world economy goes into recession and the gross domestic product (GDP) per capita falls sharply.

The ongoing crisis will reverse progress made in recent years.

According to World Bank estimates, between 40 million and 60 million people will fall into extreme poverty (living with less than USD 1.9/1.7 euros a day) in 2020 alone. The global extreme poverty rate could increase between 0.3 and 0.7 percentage points to 9% in 2020<sup>3</sup>.



For further information on the Bank's response to COVID-19, see Annex 1 on this report.

1. [The 2019 Global Multidimensional Poverty Index \(MPI\)](#)  
2. [The Sustainable Development Goals Report 2019](#)  
3. [World Bank. Poverty: Overview](#)

## The 2030 Agenda: a global commitment

The 2030 Agenda for Sustainable Development is a shared roadmap to put an end to poverty, protect the planet and improve the lives and future outlooks of people all around the world. It is based around 17 Sustainable Development Goals (SDGs), which constitute a universal call to action for all developed and developing countries, within the framework of an international alliance.

Although the SDGs are not legally binding, all of the UN member states have undertaken to mobilise resources to, between now and 2030, end poverty and hunger everywhere; to combat inequalities within and among countries; to build peaceful, just and inclusive societies; to protect human rights and promote gender equality and empower women and girls<sup>1</sup>.



To find out how we contribute to the SDGs with our Community Investment, see section 5

Philanthropic activities contribute mainly to the following Sustainable Development Goals.



1. [General Assembly UN, September 2015](#)

### The role of companies to help address poverty and social well being

The private sector plays an essential role in the progress of people and society. Its activity is key to driving economic growth and job creation, supply goods and services, addressing infrastructures, fostering innovation and tackling development issues. Companies and investors are increasingly aware of the overlap of public and private interests. Their ability to succeed and grow depends on the existence of a prosperous, sustainable society.

Companies carry out different initiatives as a way to encourage the progress of local interest in their areas of activity. Through community investments, companies support the improvement of productive capacity, the development of livelihoods, the knowledge transfer and access to social services and infrastructure.

Companies and society form part of a single world and have a shared future.

### Strategic social investment: the key to sustainable development.

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Corporate philanthropy is a relevant way by which companies get involved and define their role in the transition to a sustainable and inclusive development, contributing to the solution of the different social problems of the communities they are present. It is through alliances and collaborations that it is possible to exchange resources and efforts, creating effective and unique synergies with social and public organizations.

To generate greater benefits for the different stakeholders, it is recommended to align the corporate social investment strategy with the business model of the company. Maximizing the total value generated from collaboration between company and society, contributes to long-term improvements in quality of life for local communities and helping to create an environment conducive to develop private investment.

## 2. Banco Santander's commitment to society

We drive inclusive and sustainable growth through initiatives and programmes that improve access to education, social entrepreneurship, employability and well-being in the communities where we operate.

As a Bank, our commitment is to contribute to sustainable economic and social development, which allow building more balanced and inclusive societies. Commitment to society forms part of our mission to contribute to the progress of people and businesses.

Higher education is our main focus in our effort aimed at society. Banco Santander is the private company that most supports higher education in the world<sup>1</sup>. Through Santander Universities, we have created a unique worldwide network of more than 1,300 universities through which we support students, researchers and entrepreneurs.

Additionally, we promote and participate in numerous initiatives and programs with the objective of contributing to inclusive and sustainable development in the communities where we are present. Many of them with the participation of our employees and customers.

To carry out these initiatives, we work closely with the third sector (NGOs and other social organisations), with which we maintain a fluid and constant dialogue, allowing to identify the best ways of collaboration to contribute to the real needs of communities where we are present. The majority of these initiatives are developed locally, adapted to the circumstances and reality of each region.

**86%**

believe that Santander acts responsibly and makes a positive contribution to society (2019 global engagement survey)



For further information on support for higher education, see the report **Banco Santander, at the forefront of support for higher education**



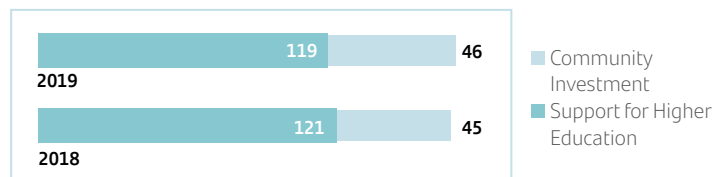
### Our commitment and progress

#### Total investment in society 2019



**2,600**  
million euros  
invested in  
social initiatives  
since 2002

**165** million  
euros  
invested in society  
in 2019<sup>2</sup>



Support  
for higher  
education



→ Education  
→ Entrepreneurship  
→ Employability

**EUR 119 million**  
invested

**68,671**  
scholarships  
and grants

#### Our Commitments 2019–2021

Our goal is to finance 200,000 scholarships, internships and programmes for entrepreneurs



Investment  
in the  
community



→ Childhood education  
→ Social well-being  
→ Culture

**EUR 46 million**  
invested

**3.4 million**  
people  
benefited

Our goal is to help four million people through various social action programmes<sup>3</sup>



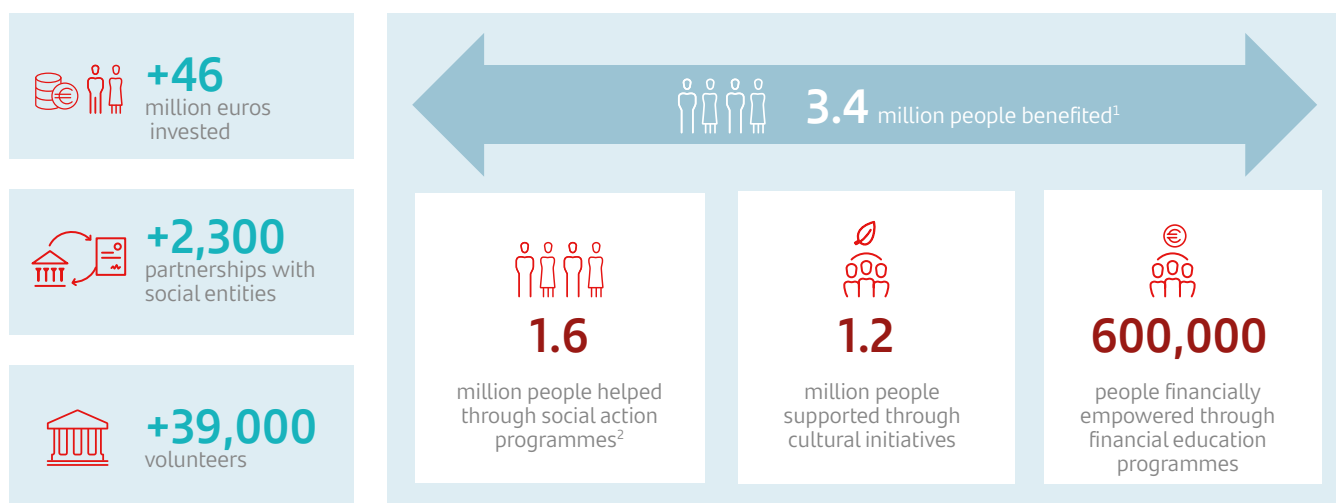
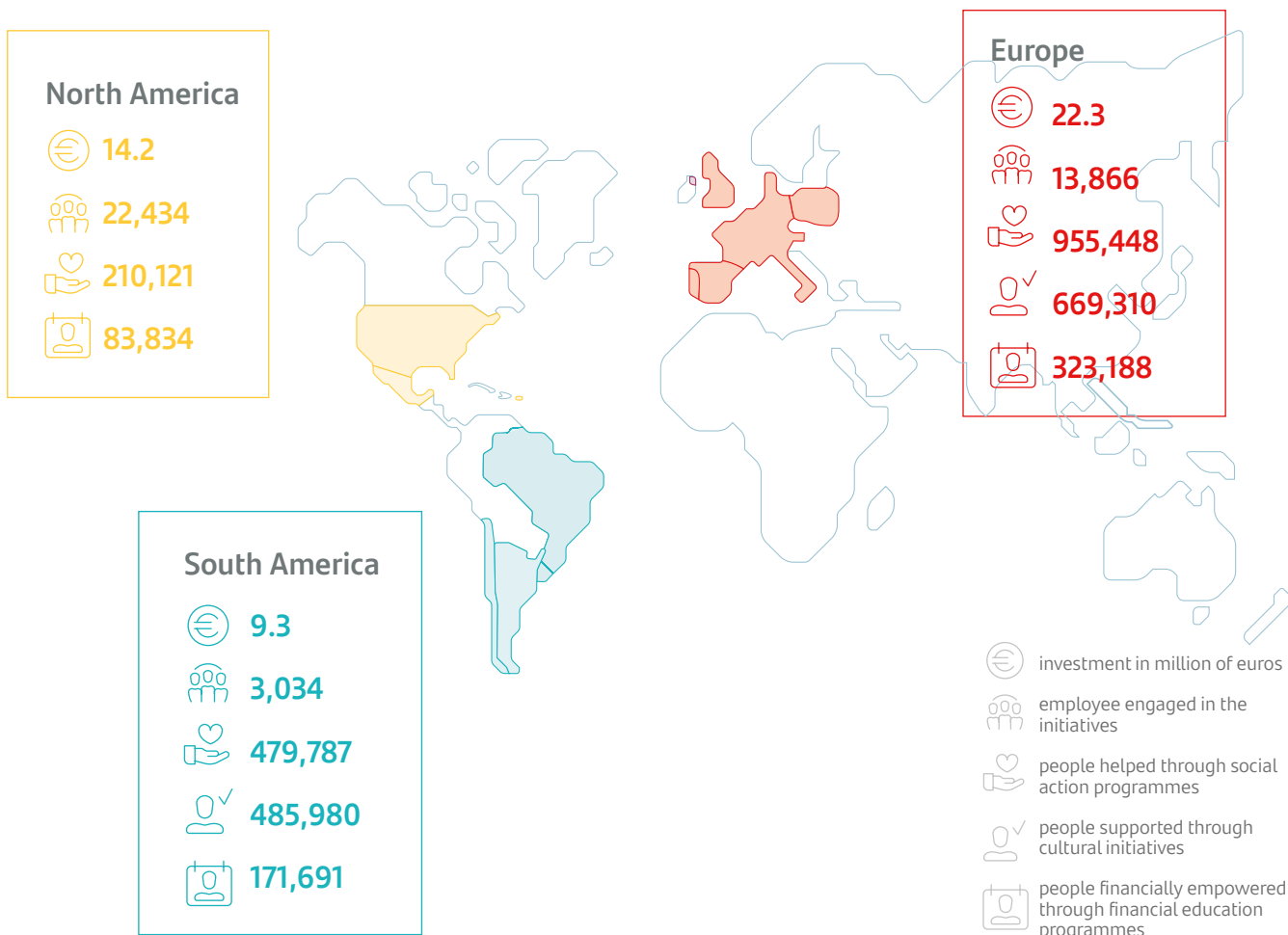
1. Varkey/UNESCO Report

2. Banco Santander has been a member of London Benchmarking Group (LBG) since 2010. From 2011, it has measured and classified its investment in communities using this methodology. For further information on measurement and classification, see Appendix 2: 2019 breakdown of figures according to London Benchmarking Group Methodology.

3. People supported by cultural initiatives and by financial education programmes (included in the metric of financially empowered people) are excluded from this commitment.

# Banco Santander's Community Investment in 2019

## Community Investment Map



1. The bank has developed a corporate methodology to meet the needs of Santander's specific community contribution model. This methodology identifies a series of principles, definitions and criteria that can be used to consistently count the individuals that have benefited from the different social programmes that the bank runs. This methodology has been reviewed by an external auditor.

2. Includes people helped through childhood education and social well-being programmes. Excludes people supported through financial education programmes.

## 3. Main areas of action and most significant projects

### Commitment to childhood education

The Bank promotes and supports various programs whose objective is to promote quality school education among minors at risk of social exclusion.

These programs are mainly focused in America, where the Bank has been many years collaborating with programs that promote equal opportunity and access to a quality education for all minors.

**> 268,000**  
children helped  
through childhood  
education initiatives

### Main initiatives by country

#### Argentina

##### Reading Promotion

In collaboration with **Fundación Leer**, we continue to incentivise reading through different programmes. We work alongside **Plataforma Leer 20-20**, which offers a wide range of free stories and tales and provides challenges, trivia and games for families to share reading time together. Through **Programa Leer Te Ayuda**, we provide learning materials to help children become proficient readers. We are the main sponsors of the **Maratón de Lectura**, an annual campaign that brings together schools, libraries, community centres, health centres, homes and other institutions attended by children and young people. In 2019, bank volunteers equipped a **Reading Corner** as a library at primary school nº 7 Juan de Garay in the Barracas district in the city of Buenos Aires. In total, **87,690 children and teachers** participated in 2019.

##### Training for young people in situations of vulnerability

In collaboration with **Fundación Formar** and **Fundación Pescar**, we train secondary school students in digital programming, job skills and financial education to secondary school students. The Formar programme involved the participation of 140 young people who trained in programming using Full Stack Web. Pescar trained **40 students**, who also carried out internships in Santander.

##### Environmental education in schools

In collaboration with **Fundación Vida Silvestre**, we created a free **environmental education platform** with open access for teachers throughout the country that includes teaching materials and virtual training courses on different subject areas, including energy efficiency and climate change. More than **4,500 teachers and students** registered on the platform in 2019.

#### Portugal

##### Designing the Future

The bank promotes the **digital guidance platform, Designing the Future**, which enables cross-referencing of training and academic courses with young people's profile and vocation to help them choose the best academic and professional option, according to market needs. More than **20,000 users** benefited from this programme in 2019.



"Fundación Vida Silvestre" Argentina



## Chile

### Belén Educa

For 19 years, Banco Santander has partnered with Fundación Belén Educa to drive the progress and development of students from schools of different places in Chile.

**For 2019, the following projects stand out:**

→ Santander Scholarships for Academic Excellence, Internships at Banco Santander, Santander Tutoring Programmes, Cybersecurity talks, Environmental Education Project, meeting with La Roja Feminina at Club Santander (female students meeting the national women's football team).

Additionally, in 2019, Banco Santander together with the Ministry of Women and Gender Equality and the Foundation Belén Educa, launched the first version of the **Women Leaders Mentoring Program**, thanks to which 19 female Bank managers guided students from Belén Educa's school network in personal and professional concerns.

### "Un Techo para Aprender" Learning Centres

Banco Santander and **TECHO-Chile** created the **"Un Techo para Aprender" Learning Centres**. These are spaces that provide learning opportunities in a context of non-formal education for children and teenagers who live in highly vulnerable situations. In 2019, there were ten centres in operation with **445 children in attendance**, supporting **more than 1,000 families**.

**"I really liked hearing the commitment of the tutors, their analyzes and reflections and how they are accompanying the students with tools, so that they can project their life in relation to the continuity of studies and to labor insertion. It was a space where we all learned from each other to permanently improve."**

**Carmen Cisternas**, Head of institutional relations at Belén Educa. Mentoring programme.



"Un Techo para Aprender" Learning Centres



## Mexico

### Sustainable partners – Education

Our ATMs have helped customers and users to voluntarily, safely and efficiently support social causes promoted by partners such as **Bécalos, UNICEF and SER schools**.

→ **Bécalos**: This initiative, run by the **Banks of Mexico Association** and **Fundación Televisa**, supports low-income students by granting them scholarships to help them continue studying. We supported **2,573 people** in 2019.

→ **UNICEF**: This United Nations organisation fights for the rights of children around the world and especially for their right to education. In 2019, support was provided to **17,105 children, teenagers and teachers** through our ATMs.

→ **SER Schools**: Thanks to the support of all of our customers and ATM users, we managed to support the Escuela de Superación, Excelencia y Resultados (SER) and help **2,292 students and teachers** in 2019.



## Poland

### Santander Bank Polska Foundation

In 2019, the Foundation took part in approximately 180 contracts with social partners. The most important projects included scholarship and grant programmes. There were initiatives such as

**"Bank of Young Sports Champions"** and **"Here I Live, Here I Make Changes"**, which supported **more than 220,000 people**.

## Major initiatives that promote financial education for children

We want to do the economic concepts more understandable, help make better financial decisions, protect the most vulnerable, and reduce the asymmetries of information promoting transparency and confidence in financial services.

A significant number of these initiatives are focused on children and are run in collaboration with schools, NGOs and other social institutions.

Among the most notable initiatives:

# 578,713

people supported through financial education<sup>1</sup>



For further information on our financial education strategy, see the **Financial Inclusion and empowerment report**.



UK

Santander UK supports financial education through association with organisations such as **National Numeracy, Young Enterprise (YE) and The Financial Inclusion Alliance**.

### My Money Week

In 2019, the Bank sponsored the **YE's My Money Week**, a week of national activities for primary and secondary schools that offers young people the chance to acquire skills, knowledge and confidence in money matters. **N° of beneficiaries: 197,470**

### Moneywise and Workwise sessions

Internal volunteer programme designed to improve skills and knowledge regarding finance and the world of work for young people. **N° of beneficiaries: 23,826**



Chile

### Financial education programme at school

Banco Santander and the **Public Policy Centre of Pontificia Universidad Católica de Chile** have been running this programme to improve the financial skills and knowledge of the country's educational communities through innovative, integrated methodologies.

### Olimpiadas Actualidad and Financial Education with ANP

It aims to encourage an interest in reading, current affairs and financial empowerment among students from various schools from the country. After they were given the knowledge and information, the students participated in a championship of news and financial education. **N° of beneficiaries: 1,170**



Argentina

### Productive entrepreneurship in technical schools

**Fundación Construyamos** aims to integrate students from technical schools into the local productive system. Through its programme **Construyamos Nuestros Sueños**, students in secondary education receive knowledge and study materials to develop an enterprise that implies a solution to a local problem. Bank volunteers also provide financial education workshops, essential to designing and developing these projects. **N° of beneficiaries: 5,294**



Poland

### Finansiaki.pl

The portal **Finansaki** distributes materials aimed at teachers and parents of kindergarten or primary school children. The portal content shows how to teach to a child economy in a simple way, through daily activities and games. It also features stories, colouring books and games. **N° of beneficiaries: 2,615**

Additionally, employees teach financial literacy lessons in kindergartens and primary schools. In 2019, 28 employees held 45 classes in 8 months. **N° of beneficiaries: 1,128**



Mexico

### Tuiio - Guardians of Savings

App that educates and promotes a savings culture for children through games, stories and interactive exercises. They also learn about caring for the environment. **N° of beneficiaries: 1.289**



Portugal

### Junior Achievement

Programme in collaboration with the **Portuguese Banking Association** and the **Junior Achievement Association**, in which Bank volunteers conduct financial and business education classes in schools across the country. **N° of beneficiaries: 4,050**

1. People supported through financial education initiatives are considered in the metric of financially empowered people.



## Spain

### "Finance for Mortals"

Financial education project run by Banco Santander, the **Universidad de Cantabria**, **Santander Financial Institute** (SanFi) and **UCEIF**. It teaches young people and vulnerable groups the basic concepts of finance to help them in their daily lives. There were more than 1,248 face-to-face sessions around Spain in 2019, totalling more than 114,000 teaching hours. **N° of beneficiaries: over 10,000**

### Your Finances, Your Future

Programme run by the **Spanish Banking Association** and **Junior Achievement**, with the aim of raising awareness among young people between 13 and 15 years of age of the importance of financial education in their lives, teaching them to make prudent, sensible decisions and plan their finances in order to become responsible consumers. **N° of beneficiaries: 914**

## Supporting social well-being

Banco Santander, in collaboration with NGOs and other institutions, drives numerous initiatives to improve the quality of people's lives and meet their needs. Many of these initiatives are developed in collaboration with the Bank's clients and employees.

The main focus of action is the **fight against social exclusion** through support to programs

that address situations of poverty, vulnerability and marginalization of population of the different countries in which the Bank is present. Also, Santander supports programs that prevent disease and promote health. As well as initiatives that are especially aimed at helping people with disabilities and their families, facilitating their social integration and its rehabilitation.

**> 1.3 million**  
people helped through  
programmes designed to  
tackle social exclusion



## Spain

### Call for "Euros en tu nómina" social projects

**Euros en tu nómina** is a solidarity initiative by which the Group employees in Spain voluntarily donate an amount of their payroll for social projects. The bank matches the total amount raised. Through a public call, NGOs are invited to present their projects in the categories of Childhood Education, Social Exclusion, Disability, Health, and International Cooperation. Bank employees vote to select the winning projects. In its 12th year 505,400 euros were raised and shared out among 12 projects.

### Banco Santander Foundation – Social Action

The **Santander Ayuda** programme continued in 2019, with the objective of supporting local social projects that improve quality of life of people in vulnerable situations. Since its launch, Santander Ayuda has collaborated with more than 300 social projects, allocating a total of EUR 1.6 million and supporting **more than 150,000 people** in a situation of vulnerability.

In 2019, the Foundation launched "**Santander Social Tech**", an initiative aimed at supporting small NGOs in their digital transformation through training and financial aid. Organisations with a low-to-medium level of digitalisation are offered workshops for improving their communication, fundraising and internal management strategies. The goal is to make 50 training workshops in three years to help more than 600 NGOs and provide financial grants for 200 organisations. The foundation will spend 1,500,000 euros over three years on its commitment to digital inclusion.

### Santander Responsabilidad Solidario F.I. (investment fund)

The **Santander Responsabilidad Solidario fund** managed by Santander Asset Management is the largest responsible, sustainable investment fund in Spain, with more than EUR 850 million under management. Through the commission of the products, the Fund collaborates with different NGOs and projects with the aim of encouraging and promoting employment among those with fewer resources. In 2019, the Fund collaborated with almost two million euros supporting **Cáritas, Manos Unidas and CONFER**.



Participative Donation 2019

## Portugal

### "Quem faz bem – Santander Participative Donation"

In 2019, the second edition of "Quem faz bem- Santander Participative Donation" was held, under which employees propose and vote on social projects that the Bank later supports financially. The four winning associations for the year were: **Associação Mentes Sorridentes, Fundação Mata do Bussaco, Centro Juvenil e Comunitário Padre Amadeu Pinto and Ajuda de Berço**. In addition to financial support, finalists received a course in social entrepreneurship at the **IES-Instituto de Emprendimiento Social**.

### CEBI Foundation

Santander is founding member of **Fundación CEBI**, aimed at improving the quality of life of children and elderly people. CEBI also offers permanent accommodation to children who are victims of abuse and abandonment. In 2019, the foundation welcomed 39 children at social risk.

## UK

### Santander Foundation

In 2019, **Santander Foundation** continued to support the **Matched Donations programme**, which aims to help social enterprises, small charity organisations and community groups to run local projects to improve the quality of life for disadvantaged people. Our employees raise funds for the projects and the Bank latter matches the donations.

## Argentina

### SuperClub Comprometidos

In 2019, we launched **SuperClub Comprometidos**, a new category within the customer benefit programme, which offers the opportunity to exchange SuperClub points - obtained in purchases made with debit and credit cards - for articles made by entrepreneurs, organisations and foundations that foster a positive social, environmental and economic impact.

## Poland

### Santander Station

**Santander Station** is an educational and entertainment space, which offers different activities such as soccer or music, and where financial education workshops are also held. The Station is itinerant and was visited by **more than 4,000 persons**.

### How is the driving?

The **How is the driving?** campaign promotes a responsible behavior on the streets. The project mainly involves communication on social media and organization of events in the urban space, involving local communities. Advice provided includes, traffic regulations, first aid, adequate transport of children and driving techniques. In 2019, it **benefited 2,000 people**.

## Mexico

### Fideicomiso por los Niños de México, Todos en Santander

The **Fideicomiso Por los Niños de México** is a successful social investment model on a national scale that arose as a proposal from our collaborators to voluntarily donate part of their salary to provide support for the most disadvantaged children in the areas of nutrition, health and education. In 2019, we collaborated with 67 social entities, supporting **more than 16,145 children**.

### Sustainable partners –Social well-being

Our ATMs have helped customers and users to voluntarily, safely and efficiently support social causes led by partners such as **Fundación vivienda Proviváh, Reforestemos México and Casa de la Amistad**.

- **Fundación vivienda Proviváh:** This organisation aims to build and house families that live in a situation of poverty.
- **Reforestemos México:** Organisation aiming to reforest and rehabilitate forests, promoting a sustainable management. In 2019, **5,576 people** living in the Mexico's forests were supported.
- **Casa de la Amistad:** Organisation that supports low-income children and young people with cancer. In 2019, we were able to complement the treatment of **431 children and young people** through medicines and special studies.

### Trenzatón Santander

As part of our support for the fight against breast cancer, the first **Trenzatón Santander** was held in October 2019, which consisted of a collection of braids among all the employees to be donated to women who have lost their hair to Cancer. Thanks to the enormous hearts of our employees, we collected more than 180 braids to make wigs for patients undergoing cancer treatment. We work in alliance with the Mexico Foundation Smile which, through the weaving and elaboration of wigs, economically and psychologically empowers vulnerable women that generate an income through this work.



Trenzatón

## Chile

### Trade Scholarships

Banco Santander collaborates with **TECHO-Chile** in order to develop and strengthen the work skills of people living in the most vulnerable areas of the country, delivering tools that promote self-employment and entrepreneurship. In 2019, 250 scholarships were awarded for 10 courses in bakery and pastry carried out in three regions of Chile.

### ASECH Programme

The bank supports entrepreneurship through its partnership with **Asociación de Emprendedores de Chile, ASECH**. This year, events were held with entrepreneurs around the country and bank executives delivered training on financial matters and other important subjects. This programme benefited on **5,308 people** in 2019.

### Compromiso País

**Compromiso País** is an initiative coordinated by the Presidency of Chile, which summons the public, private, academic sectors and civil society to solve problems that affect the most vulnerable population in the country. The bank worked on three programmes: **Santander Presente**, focused on people who have not yet completed their education; the **Aprende Mayor** programme, for people over 60 who would like to finish their basic education; and **Aprende Mejor**, a programme that aims to academically prepare people who have been deprived of their freedom and have not completed their 12 years of formal education.

## USA

### Support for NGOs

Santander US collaborated with more than 350 NGOs focused on four areas of action: financial empowerment, small companies

and entrepreneurship, affordable housing, and healthy communities.

## Brazil

### Amigo de Valor

For 17 years now, the **Amigo de Valor** programme has supported projects aimed at children and teenagers in situation of vulnerability. The bank allocates funds from the income tax of employees and customers to support the rights of children through the Municipal Councils of Children's and Adolescents' Rights. In 2019, 65 projects were supported, benefiting **more than 15,000 children**.

### Parceiro do Idoso

The Bank, customers and suppliers allocate part of their income tax to the Municipal Funds for the Rights of the Elderly. In 2019, 35 projects were supported, benefiting **more than 5,000 people**.



Amigo de Valor

## Protecting and disseminating culture

Banco Santander recognizes art and culture as essential elements to support the integral development of persons. The bank backs programmes that promote art, including painting,

sculpture, music, literature, dance and film. Brazil and Spain are the countries that invest the most in culture, followed by Portugal, Poland and Argentina.



### Art and culture

In 2019, more than

**1.2 million**

people benefited from Art and Culture programmes



## Spain

### Banco Santander Foundation

**Fundación Banco Santander** works to contribute to social transformation and progress through the promotion of culture and education, and the preservation of biodiversity.

Besides being responsible for the **Banco Santander Collection**, comprising more than 1,000 works of art dating from the 16th century to the present day, the Foundation also holds exhibitions of prestigious international collections in the Santander Art Room in Boadilla del Monte that are not well-known in Spain. It is also an active promoter of collections and plays a key role as a sponsor of artwork: it supports the Patrimonio Nacional in the organisation of exhibitions at **Madrid's Royal Palace** and runs the Conexiones programme with the **ABC museum**, offering a fascinating approach to artistic creation. Banco Santander Foundation also plays an active role in musical sponsorship, holding partnerships with famous institutions such as the **Gran Teatre del Liceu in Barcelona**, the **Teatro Real in Madrid** and **Foundation Albéniz**, and in the literary world, focusing on reviving Spanish literary classics.

Among the many initiatives launched in 2019, it is worth highlighting the exhibition *There will never be a door. You are inside. Works from the Coleção Teixeira de Freitas*, at the Santander Art Gallery in Boadilla del Monte, which features installations, drawings, sculptures, paintings,

videos and books by artists in the international contemporary art collection put together by Luiz Augusto Teixeira de Freitas.

During the year, it also launched its project to support the artistic production, **Derivada**, which was born to highlight the role of women within the artistic sphere, stimulate the interest of new public for the most current art and promote collecting. In addition, the **7th Awards for Artistic Production** were held, an initiative that aims to boost the careers of young artists.

#### 6th Edition Emplea Cultura Programme

The Santander Emplea Cultura programme helps create jobs for young people and promotes the professionalisation of the cultural sector. Ten cultural organisations are selected every year and young professionals are found to work for them for a year. In 2019, Banco Santander invested more than EUR 2 million.



Banco Santander  
Foundation



#### Banco Santander Foundation figures for 2019

**1,000**

**works of art** and 960 coins from the Banco Santander Collection

**25**

**loans** and restorations of items from the Banco Santander Collection

**10**

**exhibitions** organised, with more than 900,000 visitors

**15,510**

**visitors** to the Santander Art Gallery

**966**

**participants** on family tours of the Santander Art Gallery

**1,975**

**students and teachers** took part in dynamic tours of the Santander Art Gallery

**35**

**artists** received grants for creating art

**7**

**conferences** arranged, with more than 3,000 delegates

**12**

**publications** edited, with 12,650 copies published



#### Brazil

##### Farol Santander

We celebrate two years of opening of **Farol Santander São Paulo**, our center of culture, leisure and entrepreneurship. In 2019 we opened Farol Santander Porto Alegre in the historic center of the capital of Rio Grande do Sul, where we disseminated contemporary art produced inside and outside of Rio Grande do Sul. Total number of visits to both buildings was more than **700 thousand persons**.

##### Santander Brazil Collection – art and banking artefacts

The bank works on conserving, expanding and promoting the artistic and historical heritage of Banco Santander Brazil. We promote dissemination through exhibitions, guided tours, projects and educational activities.

At the headquarters of Santander Brazil, the **Convivendo com Arte** project is promoted, where employees come into contact with Brazilian artistic production in a way that is educational, appealing and easy to understand. Santander maintains an important collection of objects and documents of the banking history in Brazil, originated by the 70 banks that make up the group.

##### Santander Theatre

Cultural spaces in São Paulo with latest-generation technology and structures for national and international performances, and other important events such as the Global Citizen Forum, Broadway musicals such as The Little Mermaid, School of Rock, Sunset Boulevard and more.



Cultural  
Santander



#### Poland

##### Santander Orchestra

**Santander Orchestra** is a programme aimed at supporting the professional development of talented young musicians. The educational project combines musical practice with other activities, such as the opportunity to participate in copyright conferences, financial management, body biomechanics or musical psychology.

During its fifth year, Santander Orchestra played a total of 13 concerts, which were attended by **12,000 people**.



#### Portugal

##### Orquestra sem Fronteiras (Orchestra without Frontiers)

An association for supporting and retaining young talent in Portugal and Spain by teaching music and rewarding academic merit. In 2019, this benefited **186 young people**.

##### Orquestra Geração

The **"Orquestra Geração"** is a project for social intervention through music, which creates children's orchestras at schools in impoverished areas. In 2019, this benefited **60 young people**.



Orquestra sem Fronteira

### "Tocá Rufar"

This is a project for cultural and artistic education that aims to affirm and promote the "bombo" (traditional Portuguese drum) and traditional Portuguese percussion. "Tocá Rufar" collaborates with socio-cultural initiatives that work for the development of civil society, particularly the most vulnerable sectors.

### Dos Leões Building

In 2019, Santander Portugal transformed its historical headquarters into a cultural space, where you can learn about the history of the Bank, see works of art from its collection and visit temporary exhibitions.

## Argentina

### Santander Argentina Foundation

In 2019, we presented **Santander Foundation**, reaffirming our commitment to culture, art and education in the country. The aim is to contribute to the development and dissemination of culture and art in all of their formats, to bring them closer to the community and their various audiences. In the so-called Arts District, Santander Foundation develops a multidisciplinary activities program with exhibitions, talks, seminars and training workshops.

→ "Intemperie" exhibition, by Gachi Hasper

Curated by Roberto Amigo, the artist Gachi Hasper presented Intemperie, a site-specific installation made up of different three-dimensional objects that occupied the ground floor and the terrace at the Santander Foundation. Hasper works with the specific relationship between shape and colour and, in this case, also with the interaction between the outside and the inside of the building through its large windows.

→ Educational tours

In the context of the Intemperie exhibition, Santander Foundation launched its educational programme of tours and workshop for children. **133 beneficiaries** participated in the activities.

## 4. Corporate volunteering

One of the components that determine the level of the company's commitment to its environment is the well-being of their employees. A trained workforce, organized and with a spirit of solidarity is a great tool to contribute to the progress of people and society.

Corporate volunteering initiatives combine elements of social action with human resources management, and are aligned with the culture and values of the organization. Suitable corporate volunteering standards provides benefits for all the agents involved in the process: beneficiaries, companies and volunteers (employees).

Dedicating time and experience to volunteering enables the employee to develop skills, improve contact network and a sense of personal satisfaction. On the other hand, for the company, these benefits translate into improvements in employee's motivation and retention, in work environment as well as in employee's social awareness and in capability building.

The workplace constantly faces new realities and expectations of society. The new generations

joining the labor market are demanding new ways of working. When looking for a job, the so-called millennial generation seeks to be part of a company that not only guarantee's economic stability but also commits to the progress of people and society.



**74%**

of employees think that volunteering provides a better sense of purpose.

**89%**

of employees think that the companies that promote volunteering activities offer a better working environment in general than those that do not.

The Deloitte "2017 Volunteerism Survey" taken by US employees.

## Corporate volunteering at Banco Santander

Volunteering is part of Banco Santander's corporate culture, and a crucial part of its social investment strategy to help people and communities prosper. The group promotes corporate volunteering to strengthen its commitment to communities, increase employee engagement and the sense of belonging to the bank, and develop the necessary skills and talents, such as collaboration, teamwork, leadership and creativity among its professionals.

The Bank's Corporate Culture Policy includes the Corporate Volunteering Standard that governs the Group. This Standard defines the Bank's strategy regarding volunteering in different social initiatives promoted by the Bank, in line with the SPJ culture (Simple, Personal and Fair).

Banco Santander organises a series of volunteering programmes at both global and local level, thus contributing to progress of the communities in which it is present.

On a local level, each country books a certain number of hours every month/year for employees to take part in volunteering activities. Also, an employee in each country promotes volunteering by: aligning the initiatives with the corporate volunteering strategy, enforcing the Volunteering Standard and assessing the results.

**86%**

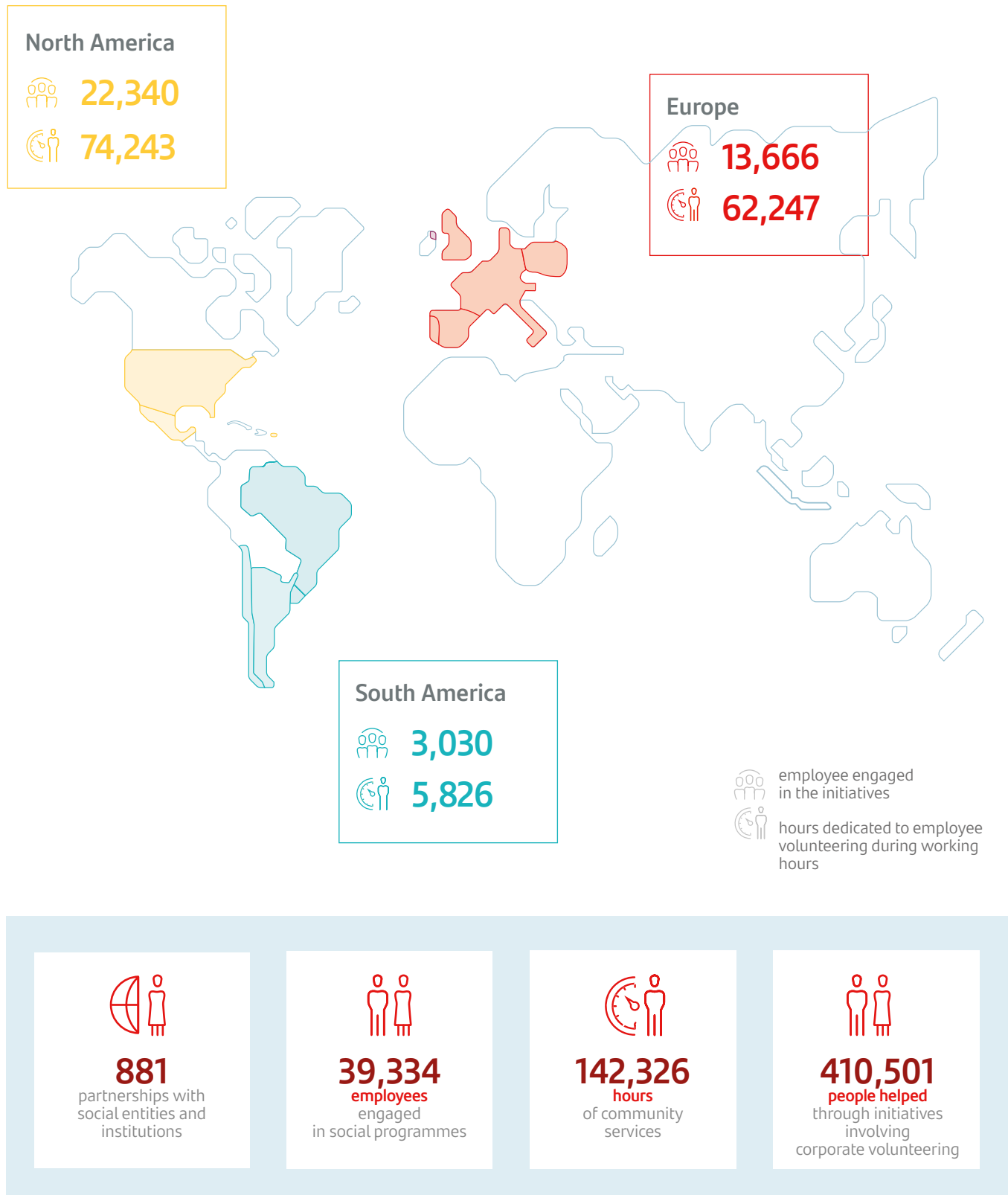
consider that it may help our purpose of helping people and businesses prosper

(2019 global engagement survey)



Corporate Volunteering Standard

## 2019 Volunteering map



## Main volunteering initiatives 2019

### At group level

Banco Santander organizes activities designed for employees to participate in common international campaigns that operate in all our geographies.

In 2019 the twelfth edition of the **"Santander Week"** was held, where group employees participated in different activities to celebrate the pride of belonging to a leading, diverse, multinational company with a common culture and a clear purpose and aim. Throughout the week, the countries organise different volunteering initiatives for the employees to participate in, such as donating blood, visiting a home for the elderly, cleaning public spaces, donating food, toys and clothes, etc.

In addition, the Bank celebrates the month of solidarity, in honor of the **International Day of Volunteers**. During this month, Banco Santander emphasises its commitment to the community and its most vulnerable groups with different solidarity initiatives that are run throughout the year and are particularly concentrated in these few weeks.

In this context, the **Pro Bono Legal Affairs** service takes on special significance. Throughout 2019, corporate and local Legal Affairs participated in various legal pro bono initiatives where lawyers and other legal professionals advised social, cultural and educational non-profit organizations as well as groups in situation of vulnerability or social exclusion.



Santander Week

## At local level



### Corporate centre

- More than 2,500 employees collaborated to help more than 14,000 people through financial education programmes, mentoring and coaching to groups at risk of exclusion.



New corporate volunteering portal



### Spain

- The Santander Natura Programme encompasses all of the initiatives, services and products that aim to preserve the environment and fight climate change. In 2019, more than 450 volunteers, along with their families and bank customers, collected more than a tonne of waste, garbage and plastic from several beaches in Spain.
- **"Finance for Mortals"** had the support of more than 300 volunteers from Santander, including active employees, early retirees and retirees, who organized financial education face-to-face sessions.



### Portugal

- More than 2,400 hours dedicated by employees to the **Junior Achievement** programme, whose mission is to inspire future generations by promoting entrepreneurship among the youngest.
- Together with **Just a Change** organization, a group of about 100 volunteers collaborated in the recovery of nursing home facilities in **Nossa Senhora da Penha de França**.
- More than 200 hours were dedicated by employees to collaborate with **Terra dos Sonhos**, an organisation that aims to inspire and empower communities by focusing in the emotional and mental well-being of children, teenagers and the elderly.
- Employees spent more than 200 hours planting more than 2,000 trees in the pine forest in Leiria, area affected by the fire in 2017.



### UK

- Bank employees collaborated with **Wise**, an independent programme where employees teach students how to manage money, how to get ready for joining the work force and how to browse the internet safely.
- 7,742 employees participated in the **Discovery Days** programme, which enables bank employees to give their time to local causes.

### Poland

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- On “**Children's Book Day**”, books are collected at bank branches and points of sale and then donated to children's hospitals.
- An old room was turned into a cafe and meeting place for senior citizens. This space will host various events, educational meetings with bank experts that will include extending the knowledge of the elderly in relation to cybersecurity.

### Germany

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- Every Christmas, Santander launches the **Wish Tree Campaign**, which supports disadvantaged children and teenagers from different regional social institutions. For the 15th time many Santander employees took part in the tradition and fulfilled a heartfelt wish for this kids. From End of November, around 420 Christmas cards adorned the decorated Christmas trees of the German headquarters' buildings.
- **Santander Week** supported 55 social clubs around Germany. Employees donated their time and funds to different initiatives such as blood donation and sporting events.



### Santander Consumer Finance

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- In 2019, employees from **Santander Consumer Finance** of Austria, the UK, Poland, Spain, Italy and France participated in volunteering initiatives and fundraising that benefited more than 18,000 people.

### USA

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- Santander USA employees dedicated 50,000 of volunteer hours to provide financial education, job training and other services to underserved people and communities. In addition to face-to-face volunteering, SBNA and SC offer training courses in digital education for employees and the community.

## Argentina

- In 2019, along with the **Banco de Alimentos**, we participated in a four day classification of food staples, managing to prepare 6,400 kilos, the equivalent of 19,200 plates of food that were delivered to soup kitchens in different vulnerable areas of Argentina.
- We developed a **volunteer platform** that employees can use to apply for the different initiatives and generate internal networks to enhance participation in various programmes.
- **Finance Teachers Network**: 80 bank employees provided financial education talks to more than 3,000 people, including students, entrepreneurs and senior adults.
- With **Fundación Pescar**, bank volunteers participated in initiatives such as the Mentoring programme and academic and job talks for young people at the Santander Pescar Centre.



Financial education

## Chile

- **Santander Mentoring Programme**: Thanks to support from bank volunteers, 44 secondary school students at Belén Educa schools received personalised guidance on personal, academic and career matters.
- **Santander Presente**: participation of 28 bank employees, who during three months guided a group of 87 people to complete their studies. Each of the students received access to a digital platform and trained teachers to answer your questions online.
- 397 employees volunteered to help **Un Techo para Chile** to build "Un Techo para Aprender" learning centres.
- **Volunteering for charity projects**: collaborators are able to submit, develop and run a project in line with their own social motivation, with a monthly contribution from the bank. The 15 winning initiatives of 2019, were selected from 70 projects to implement initiatives to help the community. More than 170 employees participated and dedicated more than 900 hours.



### Brazil

- The teachers/volunteers collaborate with public schools, social organisations and public spaces through various activities, such as: revitalising public spaces, conferences on career guidance, fundraising campaigns, socio-educational activities and financial guidance for children, young people and adults.
- **Santander Effect:** took place in 771 cities where the bank has a presence. 1,126 initiatives were organized with the participation of teachers, friends and families, who managed to benefit more than 49,000 people. There were also donations of food, toys, basic hampers, school materials and gardening items with a total of 170,000 donations made. The main activities carried out were: building, revitalisation of spaces, participation in hiking, interaction with animals, activities with children, visits to nursing homes, musical activities, readings, and blood donation program.



### Mexico

- **Fideicomiso Por los Niños de México:** voluntary donations from employees that have supported for more than 16,000 children this year.
- **Tuiio:** 280 volunteers joined 20 day-long initiatives to clean and restore 23 parks.
- **Risk Pro Charity:** an important part of social responsibility within the area of risk is *Risk Pro Charity*, an initiative by employees that aims to help vulnerable people. In 2019, initiatives such as Caja de Amistad, Colecta de alimentos, Huertos de traspatio and Moviendo Causas were organized.
- **Regala una Sonrisa Regional Sur:** donation and delivery of toys on the 5th January (the equivalent of Christmas Eve) for children in homes or in hospitals, thus supporting 440 minors.
- Within the framework of the International Day for the Elimination of Violence against Women, **Santander Legal Pro Bono**, in collaboration with **Espacio Mujeres para una Vida Digna Libre de Violencia A.C. (EMU)**, gave a course on financial education.



Regala una Sonrisa Regional Sur

## Other initiatives in which employees take part: Matching giving & Fund-raising

The Bank also organizes different programs that support and promote various initiatives to raise funds to disadvantaged people in society.

In many of these programmes, the employees themselves come up with the funds out of their own pockets, either through their payslip, income tax or with one-off contributions through transfers. In other cases, employees, with the Bank's support, promote charity activities in the community such as street markets, or charity






marathons that they use to raise funds from customers, suppliers and society in general. In 2019, bank employees managed to raise 8.9 million euros.

In addition, the bank made its own contribution of 2 million euros, making total raised funds of over 11 million euros, with which the bank, its employees, customers, suppliers and communities were able to help **more than 89,000 people** throughout the year.

 **10.9 million**  
euros raised

 **>89,000**  
people helped






### Main donation and fundraising programmes that employees and others participate

Country/Programme	Employee Contribution	Other contributions <sup>1</sup>	The Bank's contribution	Total raised
 <b>United Kingdom</b>	<b>2,281,986 €</b>	<b>209,317 €</b>	<b>1,778,489 €</b>	<b>4,269,793 €</b>
Staff-Matched Donation	1,710,086 €	-	1,710,086 €	3,420,172 €
Alzheimer's Society	571,901 €	209,317 €	68,403 €	849,621 €
 <b>Brazil</b>	<b>1,229,703 €</b>	<b>2,960,912 €</b>	-	<b>4,190,614 €</b>
Amigo de Valor	1,229,703 €	1,781,711 €	-	3,011,414 €
Parceiro do Idoso	-	1,179,200 €	-	1,179,200 €
 <b>Corporate Centre and Spain</b>	<b>252,702 €</b>	-	<b>252,702 €</b>	<b>505,404 €</b>
"Euros de tu nómina" fund	252,702 €	-	252,702 €	505,404 €
 <b>Mexico</b>	<b>532,614 €</b>	<b>1,411,010 €</b>	-	<b>1,943,624 €</b>
Fideicomiso Por los Niños de México	280,067 €	-	-	280,067 €
ATM Collections <sup>2</sup>	-	1,411,010 €	-	1,411,010 €
RiskPro Donation/Volunteering	63,735 €	-	-	63,735 €
Volunteering – SCIB A Kilo of Aid	8,690 €	-	-	8,690 €
Donation/Volunteering – Santander Week Kilotón	133,707 €	-	-	133,707 €
Donation/Volunteering – FPNM Formula 1	46,415 €	-	-	46,415 €
 <b>Portugal</b>	<b>14,439 €</b>	-	<b>15,561 €</b>	<b>30,000 €</b>
Christmas Charity Campaign	14,439 €	-	15,561 €	30,000 €
<b>TOTAL</b>	<b>4,311,444 €</b>	<b>4,581,239 €</b>	<b>2,046,752 €</b>	<b>10,939,435 €</b>

1. Customers, suppliers and communities in general

2. ATM users that include employees

# 5. Our contribution to the Sustainable Development Goals

SDG	TARGET	DESCRIPTION	DETAILS
	1.5	By 2030, build the resilience of the poor and those in vulnerable situations and reduce their exposure and vulnerability to climate-related extreme events and other economic, social and environmental shocks and disasters	We are committed to helping 4 million people between 2019 and 2021. In 2019, we helped 1.6 million people through social action programmes.
	4.5	By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities, indigenous peoples and children in vulnerable situations	More than 268,000 boys and girls helped through our programmes of childhood education
	4.6	By 2030, ensure that all youth and a substantial proportion of adults, both men and women, achieve literacy and numeracy.	In 2019, 580,000 people were financially empowered through financial education programmes
	4.7	By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development.	More than EUR 10 million were allocated to initiatives to promote cultural initiatives benefiting more than 1 million people
	8.5	By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value.	In 2019, more than EUR 9 million were allocated to programmes to focused on socio-economic development
	10.2	By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status.	More than 1.3 million people helped through social well-being programmes that fight against social exclusion
	17.16	Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals in all countries, in particular developing countries.	In 2019, more than 2,300 NGOs collaborated with our community investment initiatives

# Appendix 1. Banco Santander's response to COVID-19

Santander mobilised more than EUR 100 million for solidarity initiatives to combat coronavirus pandemic.

'Santander **All. Together. Now.**' is the motto that brings together the Group's collective efforts around the world to stand beside the people who need it the most at this time. This effort has succeeded in mobilising EUR 100 million worldwide dedicated to solidarity initiatives to fight COVID-19. The main initiatives adopted are:

It has created a **solidarity fund** to buy medical equipment for hospitals and health authorities, with contributions primarily from senior management, employees and the group's subsidiaries. Third parties have also contributed. At May 2020, the fund reached **54 million euros**.

Santander has also mobilised a **further €16 million** by diverting funds earmarked for other projects to protect those **vulnerable groups** most affected by the disease in several countries.

It has also mobilised **more than EUR 30 million** through Santander Universities to support collaborative **projects** led by the universities and CSIC to tackle the **medical and educational challenges** arising from the COVID-19 crisis and to promote social, medical and educational projects in countries where Santander is present.

Through Santander Universities, Santander has launched the #StayAtHome **online scholarships** for more than 20,000 young people and university staff.

We also have created "[Overcome Together](#)", an open and accessible space for individuals and companies, which contains information and resources to help support the fight against coronavirus: volunteering opportunities, official information, leisure alternatives or teleworking recommendations.

Banco Santander Mexico and BBVA Mexico have joined forces to develop and provide the federal government with a digital platform where citizens can perform a COVID-19 self-diagnosis for themselves and their families as well as consult important information regarding the pandemic.



Further information on the Bank's response to stakeholders to COVID-19

# Appendix 2. 2019 figures by London Benchmarking Group methodology

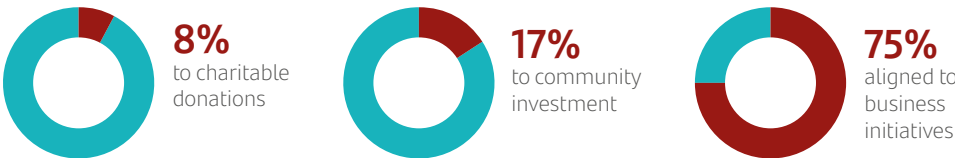
Banco Santander has been a member of LBG Spain since 2010. From 2011, it has measured and classified its community investment using this methodology.

In 2019, Santander's investment in society amounted to a total of EUR 165 million, of which

72.1% was aimed at supporting higher education through the Santander Universities programme. The remaining 32.4% goes to local programmes that promote factors such as education, social entrepreneurship and well-being within the community.



## Breakdown by type of philanthropic activity



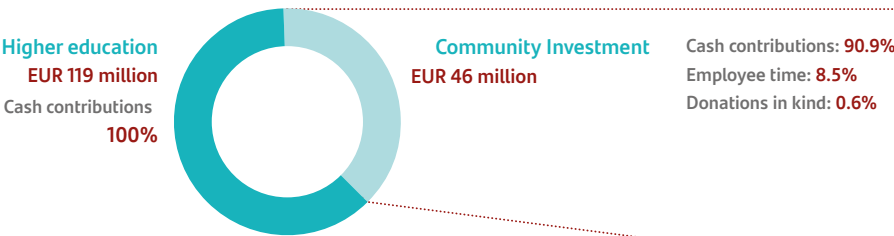
→ **Charitable donations:** These initiatives tend to be reactive in that they respond to appeals for help either directly from charities or through requests from employees (including matched funding or payroll giving) or in response to short-term or one-off events. They tend to be ad hoc or one-off contributions, made because it's 'the right thing to do', not because of any strategic aim or anticipated return to the company. Some might refer to this as traditional philanthropy or grantmaking.

longer-term projects and are often run as a partnership with, rather than a donation to, a community organization. These projects address the social issue(s) that the company has identified as being relevant to both the company and the community in which it operates. They will often be: linked to a wider community strategy; be measured; and be expected to help protect the long-term corporate interests and reputation of the business.

→ **Community investment:** Community investments tend to be more proactive and strategic than charitable gifts. They can center on a smaller number of larger-scale,

→ **Commercial initiatives** in the community are business related activities, usually undertaken by departments outside the community function (e.g. marketing, R&D), to support the success of the company and promote its brand and other policies, that also deliver community benefit.

## Breakdown by type of contribution



## Breakdown by contribution area



