

Citizenship: A Shared Minimum

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From the SURA Foundation
Investment

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Introduction

We understand citizenship to mean the minimum condition that unites us as a society, which identifies us as part of a whole, and implies responsible attitudes towards ourselves and towards others. We are individual and collective citizens, with a view towards the common good: citizenship moves between the privacy of one's home and the daily activities on the street.

People believe that companies are not part of the State, and that our work aimed at creating public value is limited to specific actions put forth by the social responsibility areas. For us, an active participation in public conversations, promoting dialogue with people with inclusive positions, and discussions from different points of view about topics that concern us all, is part of our daily activities. We are corporate citizens and that means that, beyond our business, our priority is being an organization that creates public value and contributes to society's harmonious development.

Through this document we are sharing our views vis-à-vis citizenship and democracy, two concepts that have meaning in our daily activities as a Company: by placing people at the center of any decision that we make, being responsible for a society of which we are part, aiming for the economic development of the region, and helping to build the environment in which we want to live.

Why Citizenship and Democracy

Democracy is valuable when it promotes thinking and actions that allow autonomy, a voice, taking ownership, and the actions by all citizens. This is the only way to ensure the strengthening of the social capital to give meaning to achievement of individual and collective aspirations, and to the creation and promotion of strong, solid, transparent institutions that serve the common good.

We believe in free, informed citizens, with critical and diverse positions that promote social well-being. We believe in a participative democracy as the proper way to encourage consensus and reach agreements, without omitting dissent. Therein lies the importance of debate, argumentation, and knowledge, with the basis of the democratic construct. As theorist Hannah Arendt says, plurality is not difference, it is differentiation, and that is why others are recognized as peers with the ability to think differently, of expressing an opinion for or against a proposal.

We know that citizenship and democracy are in a constant state of change, nothing is pre-determined, just like humans are not. This is why constant effort is needed to nourish democratic dialogue and encourage citizen participation.

This is the root of Grupo SURA's interest in those issues. For years we have taken on an integrative leadership role that promotes alliances among institutions and fosters the development of alliances and projects in the territories which go beyond the specific interests of the business.

Our voice as a Company in the affairs that behoove everyone should be more powerful, more proactive, more critical. This implies recognizing what happens in everyday life, showing the different ways in which people resolve collective issues through respect and dialogue. It is a matter of raising the levels of listening, empathy, and trust, based on an understanding of each context.

Our participation as a private Company is intended to strengthen public policies for resolving social problems, at broadening and deepening applied knowledge, based on a study of public dynamics and on dialogues with different social actors, promoting the dissemination and quality, verified, timely, and valuable information to guide responsible positions and decisions as citizens, and to encourage participation in initiatives that build citizenship and democracy, and encourage educational processes in citizen culture.

Our commitment implies a leadership is always for construction and respectful dialogue.

We are aware that in Latin America we have not reached the balance and stability in the way we organize ourselves as a society. There is diminished trust in democratic processes, in the public and private institutions, and in leadership. There is a growing social non-conformism, inequality, a division of the population, and realities that violate life and human dignity. This is where emotions fit in, the way people feel the world is a key factor when making responsible decisions.

Educating critical citizens with propositions that involve the rational and the emotional is a good path. Language has a fundamental role, and, in that respect, the word has created in society a view that divides the public from the private. As if they were parallel concepts that do not talk to each other, that look at each other from afar, and compare themselves to each other. Private enterprise also has a responsibility in this respect. The current challenge is being and feeling a part of the public sphere, building based on that perspective, and also from the perspective of language.

Our mission as a Company is based on a deep conviction that we must work towards a planetary ethic, which implies promoting a balanced management of human, social, natural, and economic capital. In this task we find the necessary balance for the sustainability of the planet and of humanity and, within those, the sustainability of the Company.

Action focus

As a society, we are responsible for the decisions we make and the impact the way we behave. Asking questions and looking for answers is one way to approach this. We believe in the autonomy that knowledge provides and in a democracy that builds based on multiple voices. We are betting on the strengthening of democratic processes and of a social fabric that make it possible to understand public and political phenomena in the countries, through leadership and participation in projects and initiatives, and on the support of think tanks and social organizations set on reflection, creating knowledge, appropriation, and citizen mobilization and impact .

Our approach to institutional strengthening, the protection of public assets, and public dynamics, uses an approach based on the exchange of knowledge and the delivery of information and tools that help make autonomous, informed decisions. We have defined the following work fronts that are approached from different company areas and initiatives.

Journalism and public opinion

We believe in freedom of expression and the role of the media and journalists as actors that transform society and build democracy through their public service. This approach starts by recognizing that private enterprise must keep, always maintaining its independence, a fluid, transparent, and respectful relationship with journalists and the media.

We are convinced of the importance of ethical journalism as a task that strengthens the social fabric, sets up scenarios for dialogue and exchange, mobilizes transformation, and provides different interpretations to a public opinion that is more inclusive, better informed, more aware of its environment, and better able to be critical: a more democratic society.

That is why the role of media and journalists play a key role who, by applying good practices, guarantee the citizens' access to different propositions and positions that are part of the democratic processes during election times, which are key for the future of society. Additionally, the role is increasingly relevant to counter phenomena such as polarization, manipulation, and organized disinformation that have been exacerbated by the dynamics of digital communication and social networks as scenarios that impact democratic decisions.

It is in this context that we lead and support initiatives aimed at promoting citizen access to quality information that provides access to quality tools and information to improve their understanding, autonomy, and freedom when casting a vote, promote

medium and long-term political culture and participation, journalistic content and spaces to qualify public opinion on issues that are relevant to society's development.

This is done by promoting fora for information and debate, verification tools in election processes, education platforms to give journalists criteria and good practices to solidify their coverage of elections and stimulate journalism through alternative and community media, among others.

Citizen culture

We are convinced that education is an important path to strengthen citizens' decision-making and we should all lead these education processes so that we can promote the inclusion of different views, and leverage knowledge based on different levels and sectors of society. Political, ideological, thought, and behavior positions are based on different scenarios: school, home, the street, the park, the company.

Dialogues

We are an organization of dialogues because we want to create communities that work for shared purposes. We promote dialogues based on equality and inclusion, trying to include multiple ideas and positions about topics of shared interest, which strengthen the creation of critical thinking, empathetic relationships and developing autonomy for a free and aware citizenship. This way we can move towards agreements and decisions about objectives that we share as a society.

Research

We participate in proposals that are aimed at analyzing citizens' behavior, participation, and political culture through research together with various local and regional actors. This is how we try to better understand the factors that impact the decisions by political actors, set up dynamics for critical analysis to qualify public opinion, political dialogue and institutional strengthening, development of public policies, business dynamics, and the well-being of society as a whole.

Initiatives

An invitation to think with others and create citizenship and democracy in Colombia

To promote projects that strengthen democratic practices, promotes a sense of citizenship, drive pluralistic dialogue and collective knowledge, Grupo SURA launched, in 2021, the first invitation “*#PensarconOtros para Construir Ciudadanía y Democracia en Colombia*”, (thinking with others to build citizenship and democracy in Colombia) during which 784 projects from 28 departments around the country were submitted, and met the conditions to be evaluated in the following categories:

1. Creation and production of new communication formats
 - Modality - Electoral debate with a national reach
 - Modality - Narratives and expressions having a local reach
2. Education in citizen culture
3. Research: institutional and democratic challenges in Latin America

the process of analyzing, evaluating, and selecting the proposals was carried out by 29 jurors who are experts in each of those modalities, and they selected 7 proposals:

- Modality – Electoral Debate:
 - artist campaigning for the youth vote, by Laura Puerta from Cali: this is a communication strategy using different media trying to promote debate on crucial issues for the votes by young people between 18 and 30 years of age, during the elections for the House and Senate. The proposal is aimed at improving the quality of debate based on true, rigorous, and impartial information, using a language and a format to which young men and women are close.
 - Ciudadanías Volcánicas (volcanic citizenship) by Fundación Hoja Blanca from Barranquilla: a journalistic strategy to inform young men and women about democratic processes by using different journalistic genres, using a feminist approach to presidential campaigns in Colombia.
- Modality – narratives and expressions:
 - #HablemosDePolarización (let us talk about polarization) by Fundación Mutante from Bogotá: create a community to talk about key issues for the 2022 elections, using a journalistic, conversational exercise to talk about the issues that have been prioritized in the candidates’ agendas, and based on the events and needs that were expressed during the 2021 demonstrations.

- Del monte a la democracia (from the mountain to democracy): a cross media story about knowledge and histories the speak about reconciliation, by COOPROAGROMETA - Cooperativa Multiactiva paz y desarrollo de Vista hermosa, Meta: a proposal to help with the social integration of those assigned the peace agreement at Centro Poblado Georgina Ortiz, in the municipality of Vista Hermosa, Meta; by publishing stories that highlight some of the skills and knowledge learnt in the organization, and helped build democratic scenarios, strengthen the communities, and current local reconciliation, within the framework of the re-incorporation process.
- ContArte: cross media stories for the historic memory and building of the peace. Phase II by Universidad San Buenaventura from Bogotá: strengthen reconciliation processes by promoting a network of groups and seedbeds for research into the uses, meanings, production, and circulation of the historical memory of the armed conflict in Colombia, and to position and divulge different and regional ways of building peace.
- Modality – education in citizen culture:
 - listening and being heard: an experimental learning laboratory for residents, and social leaders from the Colombian south-west (Valle, Cauca and Nariño) such as basic citizen skills for consolidating democracy, and harmonious coexistence through experimental laboratories for learning journalism and artistic creation (plastic and scenic arts), with a human rights approach.
- Modality – research :
 - building Bridges: the escalating moral polarization between the private sector and the community by identifying shared and antagonistic values and priorities in Colombia, Argentina, Mexico, and Brazil, by Sensata SAS, from Bogotá: this proposal for research is aimed at providing empirical evidence of the existence of a moral polarization between the private sector (businessmen, and top executives of large and medium-sized companies) and certain sectors of the population. Additionally, the identification of the sets of values held by different groups would provide inputs to build bridges between the community and the private sector in 4 Latin American countries to strengthen democracy and to create minimal agreements.

These proposals will start to be implemented in 2022. The company also intends to create a community of actors and allies to implement strategies to reinforce the ability an exchange of knowledge with those who proposed the invitation.

For a better-informed society during election times

The company promotes different initiatives to provide citizens with tools that make them less vulnerable to disinformation, and to reinforce the job of journalists within the framework of democratic processes.

Detox Information Project (DIP): this design, scaling, and massification of a digital, pedagogical, and fun tool which, using behavioral science, will enable Colombians to be more aware of their biases and to reduce polarization and disinformation during the 2022 elections. The project started in 2021 with a pilot study using journalists and SURA and Protección employees, using surveys and in-depth interviews to identify those factors that make us more vulnerable to disinformation. Some of the main findings from the pilot study include:

1. Our social democratic characteristics, such as education, ARE NOT a determining factor. Contrary to popular belief, our vulnerability to disinformation (how much do we believe in false news) does not have to do with our age, gender, socio-economic, or education level.
2. The disinformation crisis seems to affect the credibility of all types of news. We have low credibility not only about false news but also about those that are true and verifiable.
3. We tend to diminish human qualities from those who think differently from us, and that makes us vulnerable to disinformation. The more we dehumanize others, the more vulnerable we become to false news. This phenomenon has been found in different regions and cultures around the world. The important thing is to become aware that the way we think about others has an influence on how vulnerable we are to manipulation through information.
4. People who have little tolerance for uncertainty and ambiguity are more vulnerable to disinformation. This is not a positive or negative characteristic in itself. However, it is important to realize that the less tolerant we are to uncertainty and ambiguity, the more we tend to believe in false news and conspiracy theories.
5. People who are more willing to enter into agreements with others (community, neighbors, businesspeople, public officials, people with political positions of the left, right, or center) are more resilient and better able to

distinguish what is false from what is real. This is one of the reasons why it is important to work on strengthening collective trust.

6. People who feel more discriminated in society tend to believe more in false news and are less able to distinguish between what is false and what is real.

Fundación para la Libertad de Prensa (FLIP) (Foundation for Freedom of the Press). During the second half of 2021, 25 journalists from municipalities identified as high risk for performing journalistic work, and local communication media received virtual training. They were given the tools to protect their activities, qualify the coverage of the election processes, and to reflect about the role of journalism in times of polarization. The journalists who received training came from Antioquia, Arauca, Atlántico, Bolívar, Cauca, Cundinamarca, Magdalena Medio, Meta, Norte de Santander, and Valle del Cauca. With them, FLIP created a network for support and alerts to the risk of the journalistic profession, and to carry out joint journalistic investigations.

Consejo de Redacción (Editorial Council). This non-profit organization dedicated to training journalists, designed, and implemented, during the second semester of 2021, a series of teaching events with journalists from national, regional, and alternative media where they talked about data mining and analysis, data verification, research tools, and new narrative formats. This was done through three virtual courses and included 54 journalists and 5 in-person workshops that were attended by 76 reporters in Florencia, Santa Marta, Cali, Medellín, and Bucaramanga, 18 of which were on a scholarship and came from neighboring municipalities.

Fundación Gabo. As part of the alliance in 2012 to support Premio Gabo, Festival y Programa de Ética Periodística (Gabo award Festival and Journalistic Ethics Program), Fundación Gabo led the talks, lectures, and digital contents in various formats and meetings with media editors and directors, aimed against journalistic disinformation as a necessary public good that is essential for democracy.

Seminario de periodismo para medios comunitarios alternativos y Primer Premio Historias con Propósito (First journalism seminar for alternative community media, and first award for stories with the purpose). We promoted, together with Comfama, Proantioquia, the Chamber of Commerce of Medellín for Antioquia, and other allied companies, the first seminar directed at these media in the Department. 120 journalists from these types of media participated in the seminar that took place on November 24, 2021. This was also the launch of the Stories with a Purpose Award, which is intended to encourage and recognize stories that help make a positive transformation of the environments and audiences for these media in Medellín and Antioquia.

Support for alternative media. According to the commitment to promote information projects that qualify public opinion, during the past year we supported the publication in the alternative medium **Vorágine** of two journalistic series that tell stories and realities in Colombia about the exercise of citizenship, teach about democratic participation, highlight community-initiated collective projects that make positive transformations in the territories where they take place, and other topics. In 2022, we will also support **La Silla Vacía** to enable one of the formats, as of March, used to cover the Colombian elections process. This is the “Carretómetro” (“empty promises meter”) which, after the presidential campaigns, will analyze and verify, with the help of experts, the technical and political viability of the candidates’ main proposals. Each of these in-depth stories will be hosted in the micro-site Elecciones of this digital medium.

IAPA’s Chapultepec index. Between 2019 and 2021, Grupo SURA provided support for the design, implementation, and first two measurements of the Inter-American Press Association’s Chapultepec Freedom of Expression and Freedom of the Press Index by the Inter-American Press Association (IAPA). This is a gauge that rates the institutional actions of Latin American countries by measuring factors that have a positive or negative influence on freedom of expression and freedom of the press in 22 countries, according to 4 dimensions: inform citizens with freedom of expression; exercise of the journalistic profession; violence and impunity, and control of the media. The 2021 index included the participation by 154 experts between IAPA media Directors, journalists, lawyers, and academics from around the continent.

Fora for dialogues and exchange of knowledge – thinking with others

Dialogues are especially rich when different actors in multiple positions participate and are based on a recognition of differences. This means approaching the dialogue using valuable characteristics such as being open to approach difficult issues and opposing views, a permanent attitude to promote the exchange of knowledge in a respectful manner, based on equality, and by promoting trustworthy environments that help us call for transparency at all times.

We believe in meetings as the natural forum to exchange views, knowledge, and positions. In this respect we believe that we contribute to the harmonious development of society to the extent that we create long-term relationships with our stakeholders and seek to work together. To do this, the starting point is to listen and to talk as a chance to understand the signals from the environment, to establish the organization’s institutional position vis-à-vis different public interest issues and identify initiatives or projects that the organization can join if they are consistent with the company’s strategy.

In this context, we have set up 6 scenarios based on the idea of thinking with others to build together, that are part of an ongoing dialogue inside and outside the company, with actors who have different knowledge, experiences, backgrounds, and origins.

1. Employees. A regional forum to create awareness among citizens about environmental issues that go beyond the business, qualify their opinions with different points of view about realities that cut across countries in the region, and teach about argumentation as the basis for our opinions .
2. Opinion leaders. A forum to listen to the perceptions and their opinions about the organization; building trust and sharing thoughts and outlooks about relevant issues on the country's public agenda, and determine how they connect to other Company dynamics, fora, or projects.
3. Aliados de la Fundación SURA (Colombia, Mexico and Chile). This is a form to promote an environment of trust, reinforce positions and criteria about decisions related to the commitment to harmonious development, and to connect to different territorial, social, and community awareness to identify new opportunities for the organization to participate in local dynamics.
4. Public agenda. Fora that are the result of alliances with third parties, and the organization's own initiatives, like the projects "Tenemos que hablar Colombia", "Diálogo Social de Ciudad Región" and " " which is different dialogue-based methodologies to talk about social community, local, regional, and national issues, and problems.
5. Shareholders. A forum to broaden relationships and provide knowledge to the environment.
6. SMSC (Small and Medium-Sized Companies). Fora, in an alliance with Empresas SURA (Suramericana), Viliv (Grupo SURA) and Finaktiva (SURA Asset Management) that provide valuable knowledge for entrepreneurs.

From SURA Foundation

SURA Foundation, through its 'Ciudadanía y Construcción Democrática' line (Citizenship and democratic construction) joined initiatives that are especially interesting for strengthening capabilities and help create peaceful coexistence and developments scenarios:

Support for think tanks

Think tanks mobilize knowledge and ideas to influence the formulation of public policies that maximize the possibility of well-being for society. Think tanks are conceived as important catalysts for ideas and actions. They are capable of stimulating public debate and offering creative and practical solutions to the world's most pressing problems.

We maintain our relationships with think tanks based on the principle of intellectual independence. The company does not seek to influence in anyway the results of the investigations think tanks carry out.

We make economic and technical contributions to 16 think tanks in Colombia: Fedesarrollo, Fundación Proantioquia, Corporación Excelencia en la Justicia, Fundación Ideas para la Paz, Corporación Transparencia por Colombia, Consejo Privado para la Competitividad, Fundación para el Desarrollo del Caribe - Fundesarrollo-, Fundación Fraternidad Medellín, Corporación Región para el Desarrollo y la Democracia, Fundación Centro de Fe y Culturas, Red Latinoamericana de Impacto, Barranquilla Cómo Vamos, Comisión de la Verdad, Probogotá, Fundación para el Desarrollo Integral del Pacífico -Propacífico, and Cali Cómo Vamos.

Contributions to democracy

One of the mechanisms available to the private sector to participate in the political environment is making contributions to democracy by providing economic resources to parties and significant groups of citizens in the country's democratic ecosystem. In this respect, the company has made contributions along those lines to different political groups or parties, provided they are completely according to the applicable regulations and, although they contribute, those funds are never significant or determining amounts in the electoral process.

Contributions are made without any conditions and without interfering with the decisions of company employees or stakeholders.

Within the company we do not promote any individual position of political candidates or parties. We promote knowledge, freedom of decision, and responsibility in issues of citizenship and democracy.

The criteria analyzed to make these contributions include:

- all approved contributions are a response to a formal request. They are never proactive and always in compliance with the applicable electoral regulations, and only for Colombia.
- The analysis of each request considers substantial issues such as public background, transparency in previous actions, and other issues that demonstrate good political practices by the candidate or the initiative.
- In addition, the ideas or proposals of each request that support the candidates are evaluated, including initiatives that we believe are relevant for progress in Colombia in areas such as employment, competitiveness, rural development, structural reforms, et cetera.
- Contributions or donations will consider different political currents, as it has been done throughout history, with the intention of enabling programs that come regardless of their ideology, are solidly based and constructive for the future of the country.
- All contributions and amounts will be made through Sura Foundation, after they discussed by the Board of Directors, which consists of independent individuals who represent the companies in the organization to provide the resources for this purpose.
- As the election process evolves, new application submitted by the parties, movements, or coalitions will be evaluated.

Education in citizen culture

Since 2021 we have been implementing the program Bitácora Ciudadana (Citizen Log), which carries a competency-based citizen education process that calls for action through a pedagogical approach based on art and culture to promote experience-based reflections. This is currently being carried out in the city of Cúcuta, with 61 Venezuelan migrants and Colombian national young men and women.

Initiatives that promote peace building

We support those images that are focused on developing production projects and strengthening individual and collective skills to help create development projects that have social cohesion.

Alianza soluciones

this is an initiative that promotes employability, education for life, and labor inclusion from the ARN community in Colombia. It started as a program in 2008 and became an Alliance in 2017.

Truth commission

We support the processes being carried out by the truth commission to determine the truth, justice, and reparations, and to avoid repetition. We hold the position that violence cannot be a natural and unsurmountable position and, thus, to create a collective awareness about a possible Colombia at peace.

Reincorporation in Dabeiba

We joined efforts with Proantioquia to help the Colombian State consolidate a sustainable and lasting peace, in this case, in the municipality of Dabeiba, Antioquia. This is a total of 270 ha where production projects and training sessions are held with former combatants.