

# Corporate Citizenship

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Social Investment Priorities



## Institutional strengthening and citizenship building

**Priority 1- Corporate citizenship and philanthropic activities**

## **SURA strengthens the institutions and the citizenship building**

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Institutional strengthening and citizenship building. Participate in initiatives and conversations that promote the generation of knowledge on matters such as citizenship, democracy, peace, the understanding of public phenomena, and journalism.

Our mission as a company goes through a deep conviction of working for a planetary ethic, which implies promoting a balanced management of human, social, natural and economic capital. In such work we find the necessary balance for the sustainability of the planet and humanity and, within it, the sustainability of the Company.

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# Strategic Objective

## Grupo SURA Definitions

"Grupo SURA understands that the development of the company and the society in which it operates, is only sustainable in the long term if it is harmonious. That is to say, it allows the company to grow in being profitable but also allows society as a whole and its individual parts to increase their well-being".



# Why Institutional strengthening and citizenship building?

## Mutual care and support for the harmonious development of society

Democracy has value when reflections and practices that allow autonomy, voice, appropriation and action of all citizens are promoted. Only in this way can the strengthening of social capital be ensured so that it gives meaning to the realization of individual and collective aspirations, and to the construction and promotion of strong, solid, transparent institutions at the service of the common good.

We believe in a free, informed citizenry, with critical and diverse positions that are in favor of the well-being of society. We believe in a participatory democracy as the correct way to stimulate consensus and reach agreements, without overlooking dissent.

Actively addressing this matter helps the Company to **mitigate the strategic risk of Social Erosión**, which threatens the possibility of a harmonic development of society

"Grupo SURA and the companies in the portfolio have a long-term vision which starts by not only looking for economic value but also by recognizing the contributions that companies can make to improve the lives of people and society. Thus, sustainable profitability is a global need when we see ourselves in the triple status as individuals-societies-species, as suggested by Edgar Morin in his complex thinking. This idea implies a broad and integrated view of society, to enrich those decisions and actions that turn the economic, the social, and the environmental into a unique whole".

(Gonzalo Pérez – President of Grupo SURA).

# Framework Policy for Social Investment

## GRUPO SURA Social investment focus

- Institutional Strengthening:

"These are financial, experience and talent-based resources that are given to organizations that focus on developing, researching and improving public interest areas such as justice, transparency, democracy, the environment, education, competitiveness and civic responsibility.

This investment area is a materialization of Grupo Empresarial SURA's commitment to having an impact on the advancement of public policy in the countries in which it operates. It understands that strong institutions that contribute to a country's social and economic fabric help build more democratic and fair societies.

Any financial contributions made to campaigns, political parties, movements or major citizens' groups must always be approved by Grupo SURA and must adhere to the internal guidelines and legal regulations that apply to each country on this matter."



# Sustainable Development Goals and Wellbeing

Among the SDGs prioritized by Grupo SURA, one is strongly aligned with the overall objective of Institutional strengthening and citizenship building.



## Target

**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

**10.3** Ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard

In addition, this line of action also adds up to **the ODS 16**



## Target

**16.6** Develop effective, accountable and transparent institutions at all levels

**16.10** Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreement

**16.B** Promote and enforce non-discriminatory laws and policies for sustainable development

# Investment in Institutional Strengthening in 2021

*Resources in money, knowledge and talent that are delivered to those organizations dedicated to reflecting, investigating and influencing the strengthening of matters of public interest such as justice, transparency, democracy, the environment, education, competitiveness and citizenship. It also includes the development or support of initiatives that promote the construction of citizenship, democracy and peace.*

## Total Investment:

**56,820,203,223 COP**

USD15,180,026

## Investment by Company:

Company	COP
Fundación SURA Colombia	\$ 3.514.251.666
Grupo SURA	\$ 2.569.963.403
Seguros SURA	\$ 19.521.355.613
SURA Asset Management	\$ 31.214.632.542
Total general	\$ <b>56.820.203.223</b>



**174**

Initiatives

**398**

Organizations benefitted

**10,134**

People benefitted

- Benefits for the Business
  - KPI: Institutional strengthening and citizenship building

## 1. Indicator: Reputation and trust of stakeholders

### » Proposals received for the support of initiatives on citizenship, democracy and electoral debate.

Call #PensarconOtros to build citizenship and democracy in Colombia

With the aim of promoting projects that strengthen democratic practices, promote a sense of citizenship and promote plural dialogue and collective knowledge, Grupo SURA launched in 2021 the first call "#PensarconOtros to Build Citizenship and Democracy in Colombia".

Received proposals: 784 projects from 28 (out of the 32) states of the country

### » Participation of organizations and people in dialogue spaces convened by Grupo SURA to reflect and build on issues of citizenship and democracy

5 conversations with 53 people from cultural, social and educational organizations

More than 39 conversations with opinion leaders

### » Reputation measurement, by INVAMER: Social commitment, inclusion, market education and environmental assurance

Matters that are measured. The Company:

- It's committed to respecting Human Rights
- It's committed to leading and participating in social projects from and beyond the business.
- It has products and services for different segments of the population
- Promotes educational actions in relation to its industry, its products and services
- Analyzes environmental criteria and risks in business decision-making and investment practices.

Results Latam:  
2018: 81,7  
2020: 86,2

Ranges:  
Excellent: 85 and above,  
Good: 75 – 84,  
Acceptable: 65 – 74,  
Low: 55 – 64,  
Very low: below 55

\* This exercise is biannual

## 2. Indicator: Risk management of the social environment.

**Support for initiatives that strengthen the formation of an informed, aware, sensitive citizenry, with critical and diverse positions that favor the well-being of society.**

- » **7** projects selected in the Citizenship call:
  - 2 initiatives in electoral debate
  - 3 initiatives in narratives and expressions
  - 1 training project in citizen culture
  - 1 research proposal: institutional and democratic challenges in Latin America
- » **6** initiatives so that citizens can access tools that make them less vulnerable to disinformation and strengthen journalistic work within the framework of democratic processes.
  - Detox Information Project (DIP)
  - Training for 25 journalists from municipalities identified as high risk for journalistic work and local media with the Foundation for Press Freedom (FLIP).
  - Educational cycle with journalists from national, regional and alternative media in which 54 journalists participated virtually and five face-to-face workshops in which 76 reporters participated in alliance with the Editorial Board.
  - Support of the Gabo Award, Festival and Journalistic Ethics ProgramSupport for the First Journalism Seminar for Alternative Community Media and the First Prize for Stories with a Purpose.
  - Support for the Chapultepec Index of Freedom of Expression and of the Press of the Inter-American Press Association (IAPA)
- » Support for alternative media

### 3. Indicator: Generation of knowledge

#### » **Documents and positions regarding the company's participation in issues relevant to society.**

Reflections and analysis regarding the role of private enterprise as an actor in society through initiatives that stimulate their participation in collective construction.

- Characterization document of the social environment as a strategic risk
- Conceptualization of the contribution of the Company in the construction of citizenship and democracy
- Position of the Company regarding the mechanism that the private sector has to participate in the political environment by supporting political parties and significant groups of citizens with economic resources

#### » **Alliances where SURA intellectual capital is strengthened and better regulatory, democratic and public policy practices are achieved.**

Support for the Center for Regulatory Studies (CER), an initiative of academia and private companies, with the purpose of contributing to regulatory improvement in Latin America and, in this way, to the development of better, more democratic and more efficient public policies

<https://www.cerlatam.com/>

## 4. Indicator: Positioning of the SURA Brand

**Viewing of the content published on our social networks about conversations with experts on issues relevant to society.**

Lives streamed through You Tube channel SURA Latam: [www.youtube.com/c/SURALatinoamérica/](https://www.youtube.com/c/SURALatinoamérica/):

**Possible futures:**

- “Young people taking charge of their futures”: views: 8,548 - people connected live: 282
- “The impact of the pandemic on our social relations”: views: 10,771 - people connected live: 393
- “What do we expect when we are older adults?”: views: 8,452 - people connected live: 285
- “Are we responsible with the information we share?”: views: 10,219 - people connected live: 378

**Make sure you live “Asegúrate de vivir”:**

- “How to redefine Latin American democracy? Geopolitical trends and risks”: views: 787
- “How were the axes of power transformed in Latin America?”: views: 430
- “Why won't restaurants be the same again?”: views: 435
- “Can Latin America become the world leader in Digital Transformation?”: views: 408

## 4. Indicator: Positioning of the SURA Brand

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- **Live the purpose “Vivir el propósito”:** 26 videos

Support for partner initiatives disclosed on our YouTube channel:

- **Imagine the world:** #HayFestival2021

## 5. Indicator: Strengthening of knowledge of Human Talent

**Conversations aimed at employees on relevant and current issues for society.**

**7** Conversations with experts on different topics of relevance to Latin America, broadcast virtually for SURA employees:

### **Colombian Cycle**

- Dialogues in Colombia. Why, for what, with whom [Sandra Borda and Wilmar Martínez]
- How to understand the profound reasons for our disagreements [Mauricio Villegas and Santiago Gamboa]
- Telling the present, an ethical commitment to history [Juanita León and Esteban Constaín]
- Adding looks and words to find ourselves in diversity [Alejandro Santos and Francisco de Roux]
- And how do we contribute to the construction of the country? [Mauricio Reina and Ricardo Ávila] –2 spaces–

### **Latin America Cycle**

- How to respond to the challenges posed by diversity? [Alexandra Haas]
- Citizenship and democracy in Latin America, challenges in Chile [Juan Pablo Luna](Editado)

**3** Conversations for specific audiences of the Companies

- Why should we care about our democracy? [William Ospina, Leticia Calderón and Mabel Lara] – Open conversation with LATAM.
- “Every institution is a promise” [Bernardo Toro] – Closed space for invited companies.
- “The public is the place where equity is made possible.” [Bernardo Toro] – Closed space for invited companies.

## 6. Indicator: Loyalty of Human Talent

### Participation of employees in citizen construction initiatives.

- Linking **4** employees as jurors of the call #PensarconOtros to Build Citizenship and Democracy in Colombia
- **10** employees participating in the Citizenship and Democracy project of Grupo SURA
- **1,038** employees participated in the pilot of the Detox Information Project (DIP), through surveys and in-depth interviews, to identify factors that make us more vulnerable to misinformation:
  - 80 from Grupo SURA
  - 524 from Protección
  - 252 from Seguros SURA Colombia
  - 60 from SURA AM
  - 122 from Suramericana

- Social / Environmental Benefits
- KPI: Institutional strengthening and citizenship building

## 1. Indicator: Knowledge generation

### » Support to think tanks and participation in research.

#### **16 think tanks supported in 2021 in this line of action**

The think tanks mobilize knowledge and ideas to influence the process of formulating public policies that maximize the possibilities of well-being for society. They are conceived as important catalysts for ideas and action.

They have the ability to stimulate public debate and offer creative and practical solutions to address the world's most pressing problems.

We maintain the relationship with think tanks under the principle of intellectual independence. The Company does not seek to influence, in any way, the results derived from the investigations carried out.

We made economic and technical contributions to 16 think tanks in Colombia.

## 2. Indicator: Population inclusion

- » **Support for labor and productive reincorporation of the peace signatory population. Support for training and accompanying the migrant population.**

### Alianza Soluciones

The program has allowed the generation of formal and decent employment opportunities for people affected by the armed conflict, connecting in a concrete way the development opportunities that the country has, the private sector and its contribution to the construction of peace. In 2021 we had:

- **Employability: 152 people.**
- **Training: 132 people.**
- **Entrepreneurship: 25 representing 520 people impacted,** between entrepreneurs and employees of the enterprises.

### Bitácora Ciudadana

Design and development of the pilot for “Bitácora Ciudadana”. It is a process of citizen training with a competency development approach, inviting action based on pedagogy, art and culture to provoke reflections based on experience.

It was developed in Cúcuta with **61 young venezuelan migrants and Colombian locals:** 26 men and 35 women. Between 14 and 24 years old. Allies: House of Strategies (Medellín), Casa Frontera Morada (Cúcuta).

### 3. Indicator: Institutional strengthening

» **Support to organizations and networks. Participation in municipalities level conversations.**

#### 6 scenarios of conversation in 2021

We conceive the act of getting together and meeting as a natural setting for the exchange of visions, knowledge and positions. We proposed 6 different scenarios in which we maintain conversation inside and outside the Company with actors from different places, sectors and trades. Some called by the Company itself, and to some we add up.

We join the conversation proposals with allies such as: We have to talk Colombia ("Tenemos que hablar Colombia"), Social Dialogues of the City Region, and Territorial Weaving.



<https://tenemosquehablarcolombia.co/>



<https://www.youtube.com/watch?v=LXqh6hcDYgw>

## 4. Indicator: Strengthening the journalistic labour

### » Support for training processes for journalists and the media.

We seek the aim of qualifying journalistic work in the political environment, reducing hatred, violence and polarization and designing tools that make us less vulnerable to disinformation. In 2021 we participated in the following proposals:

#### **Detox Information Project (DIP)**

Design of fun, relevant and innovative educational tools to reduce polarization and misinformation. The design began with a study that uses behavioral sciences and evidence, through surveys and in-depth interviews, to identify the factors that make us more vulnerable to disinformation in Colombia.

#### **Foundation for Press Freedom (FLIP)**

Virtual training for journalists in different areas of the country in which tools are proposed to support their informative work during electoral times to prevent risks and qualify the coverage of alternative media in electoral processes. The initiative is also an exercise in reflection on the role of journalism in times of polarization. **In 2021, 25 journalists** participated in the process.

#### **Editorial Board**

Training cycle with national and regional media in investigative journalism tools during electoral times. **In 2021**, the initiative had a **virtual training format attended by 115 people f76 people** particirom **21 regions of the country**, and a face-to-face training space in which pated.

## 5. Indicator: Capacity development

- » **Support of initiatives that favor the construction of scenarios for social development, coexistence, peace and reconciliation**

### First call for projects: #PensarConOtros

In order to build citizenship and democracy in Colombia, in which we selected seven proposals will be accompanied by Grupo SURA and the SURA Foundation.



<https://www.youtube.com/watch?v=IUZwkttlTyc>

### “Comisión de la Verdad”

Within the framework of the Citizenship and Democratic Construction social investment line, support the dissemination strategy of the Final Report of the Truth Commission. From the SURA Foundation we are committed to strengthening democratic processes and the social fabric, which allow us to understand the political phenomena of the countries, through the leadership and support of initiatives and social organizations dedicated to the generation of knowledge, the appropriation and citizen mobilization and the public impact. In this context, we want to promote the social appropriation of the Final Report of the Truth through its strategy of disseminating each to the citizenry.

### “Proyecto Taparales”, with peace signers (“reincorporados”)

Together with Proantioquia and other institutional and business allies, we join efforts to accompany the Colombian State in the consolidation of a sustainable and lasting peace, in this case in the municipality of Dabeiba, Antioquia. In total there are 270 hectares where productive projects and training sessions with ex-combatants are carried out

## Well-being

**Priority 2- Corporate citizenship  
and philanthropic activities**



# Strategic Objective

## Grupo SURA Definitions

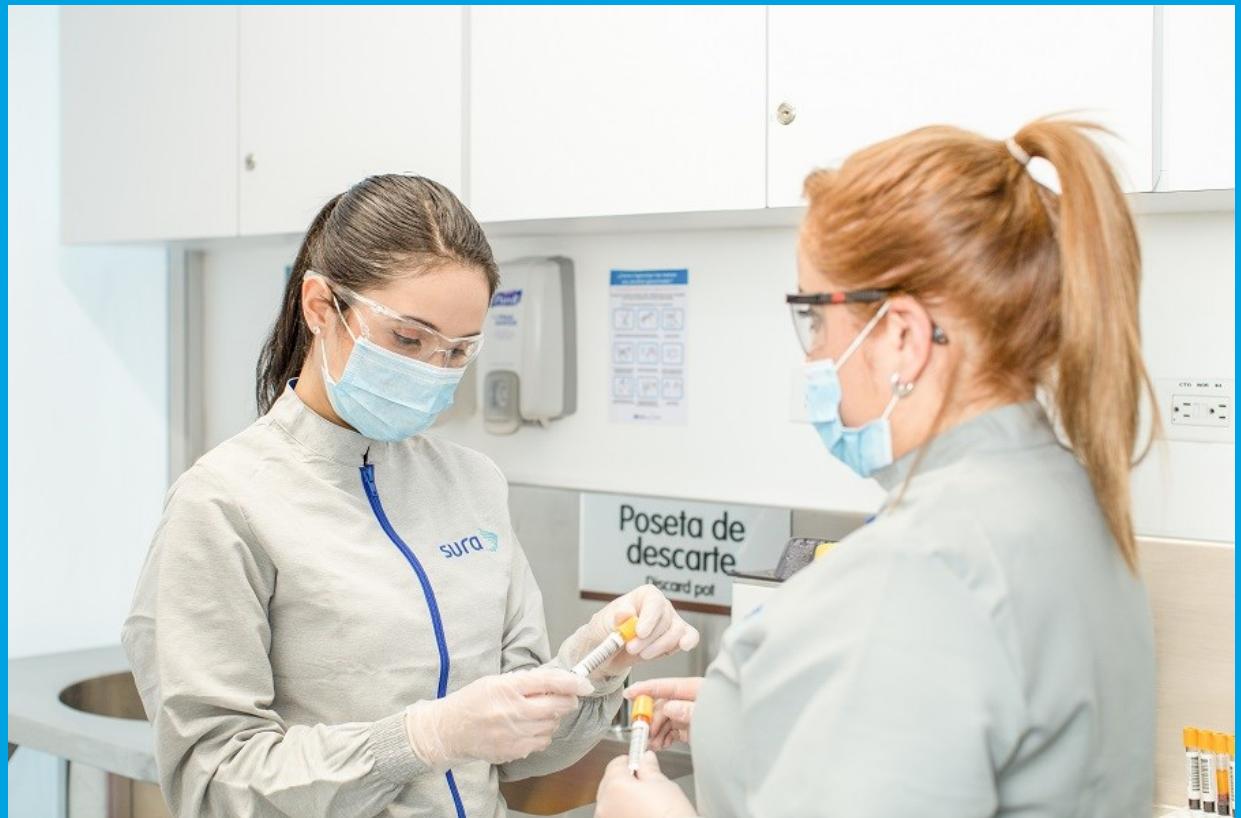
"Grupo SURA understands that the development of the company and the society in which it operates, is only sustainable in the long term if it is harmonious. That is to say, it allows the company to grow in being profitable but also allows society as a whole and its individual parts to increase their **well-being**".



## Well-being as a core value for harmonic development of society

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As part of the strategic objective of sustainable profits, it's extremely important to maximize the well-being of society as a whole as well as each element or actor in that society— all in a balanced and equitable manner.



## Why Well-being?

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### Mutual care and support for the harmonious development of society

This priority seeks to impact people's behaviors and habits in order to improve their quality of life. To this end, Grupo SURA and its Companies may focus their investments on strategies for promoting healthy lifestyles, such as: financial, physical and mental health, the culture of aging and/or the elderly, safe and sustainable transportation, playing sports and taking care of the body, among others. This is a strategic area for the Companies because it is directly related to the Organization's interest in fostering skills that allow people to get their needs met, have greater freedom in decision-making, and align their actions in a way that has a sustainable impact on their well-being. Healthy lifestyles become opportunities to improve people's quality of life.

In addition, the corporate volunteer work program carries out activities intended to improve the communities' well-being and build social lessons for the volunteers, the company, and society.

Grupo SURA understands that the growth of the company and harmonic development of the society is sustainable in the long term if society as a whole increase its well-being.

# Sustainable Development Goals and Wellbeing

Among the SDGs prioritized by Grupo SURA, one is strongly aligned with the objective of Well-being, in general. Here are presented the targets that are more directly addressed:



## Target.

### 3.7

By 2030, ensure universal access to sexual and reproductive health-care services, including for family planning, information and education, and the integration of reproductive health into national strategies and programmes

### 3.8

Achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all

### 3.b

Support the research and development of vaccines and medicines for the communicable and non-communicable diseases that primarily affect developing countries, provide access to affordable essential medicines and vaccines, in accordance with the Doha Declaration on the TRIPS Agreement and Public Health, which affirms the right of developing countries to use to the full the provisions in the Agreement on Trade-Related Aspects of Intellectual Property Rights regarding flexibilities to protect public health, and, in particular, provide access to medicines for all

### 3.c

Substantially increase health financing and the recruitment, development, training and retention of the health workforce in developing countries, especially in least developed countries and small island developing States

# Investment in Well-being in 2021

*Resources in money, knowledge and talent that are delivered to those organizations dedicated to reflecting, investigating and influencing the strengthening of matters of well-being such as Health promotion and prevention campaigns, Financial health and education programs, Sponsorship of sporting events, Wellness activations, Support programs for the elderly.*

## Total Investment:

**\$ 6,080,513,714** COP  
USD 1,624,464



**56**  
Initiatives

**1073** Organizations  
benefitted

**19686** People  
benefitted

- Benefits for the Business
  - KPI: Institutional strengthening and citizenship building

## 1. Indicator: Health promotion and prevention campaigns.

### Campaigns and strategies associated with the promotion of healthy lifestyles

For example:

- WELL DONE Campaign | actions for the prevention and mitigation of COVID-19 | Business
- WELL DONE Campaign | actions for the prevention and mitigation of COVID-19 | massive
- WELL DONE Campaign | actions for the prevention and mitigation of COVID-19 | people
- SAY YES TO THE VACCINE Campaign | actions for the prevention and mitigation of COVID-19 | massive
- SAY YES TO THE VACCINE Campaign | actions for the prevention and mitigation of COVID-19 | people
- MATERNAL campaign
- PINK MODE campaign | actions for the prevention and early detection of breast cancer
- Public health campaigns | child abuse, mistreatment of women, suicide prevention, epidemiological alerts, vaccination, oral health.
- Sura Wellness Platform
- CANCER Program | adults and children
- CENTENARY Program
- PALLIATIVE CARE Program | adults and pediatric
- CHRONIC DISEASES Program
- HIV POPULATION Program
- TIME FOR YOU Program | accompaniment to the diagnosis of breast cancer

**Investment**  
USD 449.772

**Impact**  
3182 people  
874 organizations

## 2. Indicator: Financial health and education programs

### Campaigns and strategies associated with the promotion of healthy lifestyles

**"Aflatoun:** Fundación SURA in Mexico promotes education through the Aflatoun social and financial education program from an early age. Its objective is to train teachers in social and financial skills and in tools that allow them to teach and promote topics such as entrepreneurship, personal understanding and self-exploration, rights and responsibilities, saving, spending and budgeting among their students. Program developed in partnership with Observa A.C

Other initiatives:

- Donation for the seminar event “Educating for happiness” for parents, tutors and teachers
- Secure e-purchase solution
- Move Free Solution
- Secure Housing Solution

**Investment**  
USD 96,270

**Impact**  
2440 people  
17 organizations

### 3. Indicator: Sponsorship of sporting events.

#### Sponsoring sports events as a part of the healthy lifestyles promotion activities

Such as:

- Running | rose race
- Running | Bucaramanga half marathon
- Running | Monteria half marathon
- Running | sea half marathon
- Triathlon | sport travel Guatape
- Yoga | pink prana
- Fedeciclismo
- Colombia Route Sponsorship
- Sponsorship of the Sura Mario R cycling team
- Road cycling | Bike Girls
- Road cycling | National Championship
- Road cycling | Las Palmas dresses in pink

**Investment**  
USD 882,813

**Impact**  
10,550 people  
42 organizations

## 4. Indicator: Wellness activations.

**Activities that promote wellness on a daily basis.**

Such as:

- Reading glasses donation day
- Visual health day
- Donation of wheelchairs and implements
- Donation of glasses and vouchers
- Donation of disposable diapers and toilet paper to Nursing Homes
- Collaboration for the development of the symposium "Alcohol and its impact on children and adolescents", to support awareness and prevention. Event held together with the Pan American Health Organization (PAHO), the Ministry of Public Health, the National Health Service and the Society of Gynecology and Obstetrics.
- Aerobics | "gray hair in the air" INDER

**Investment**  
USD 195.609

**Impact**  
3514 people  
140 organizations

- Social / Environmental Benefits
- KPI: Institutional strengthening and citizenship building

## 1. Indicator: Volunteering: impact, # volunteers, investment

The objective is to contribute to the development of capacities of people, organizations, employees and territories to increase the construction of a citizenship based on respect for oneself and others, with a view to the common good.

### Impact:

- 5435 people
- 99 organizations

**445 Grupo SURA volunteers**

**3679** Working hours

**978** Not working hours

### Investment:

**COP 277.058.217**

**USD 77.990**



## 2. Indicator: Humanitarian aid in emergencies/pandemic



Punctual or occasional support for good causes in response to current needs, external events such as emergency situations, or requests from charitable and community organizations is understood.

### Impact:

- 8362 people
- 31 organizations

### Investment:

**COP 1.099.744.423  
USD 293.806,6**



## **Social Investment Projects: Art, Culture and Quality of Education**

**Priority 3 - Corporate citizenship  
and philanthropic activities**



# The contribution of the culture to the capitals

*"Culture is a constitutive part of human development, but it opens a perspective since it does not propose a "development model" but rather a way of approaching social life" (UNDP, 2002).*

## SOCIAL CAPITAL

Strengthens trust, civic behavior, associativity. It favors social cohesion, the way in which people decide to live together, through culture values and beliefs are shared.

## HUMAN CAPITAL

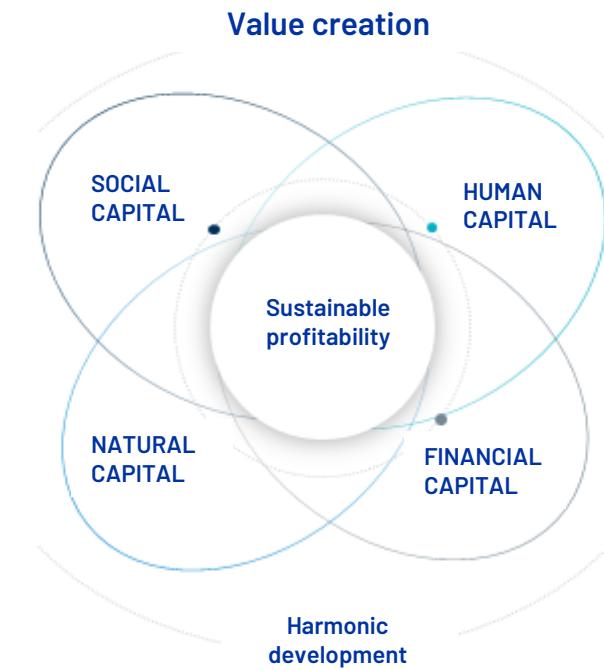
Culture is intrinsic to the social human being and is decisive in being able to live a full life, necessary in choosing one's own identity, without losing respect for others or being excluded from other alternatives.

## NATURAL CAPITAL

Through education, postures and behaviors are promoted taking into account the human being as a transforming actor and responsible for the care of the planet.

## FINANCIAL CAPITAL

Alternative for the generation of income from its multiple subsectors: cultural heritage, cultural and creative industries, cultural tourism, cultural infrastructure. Source of context analysis for financial decision making.



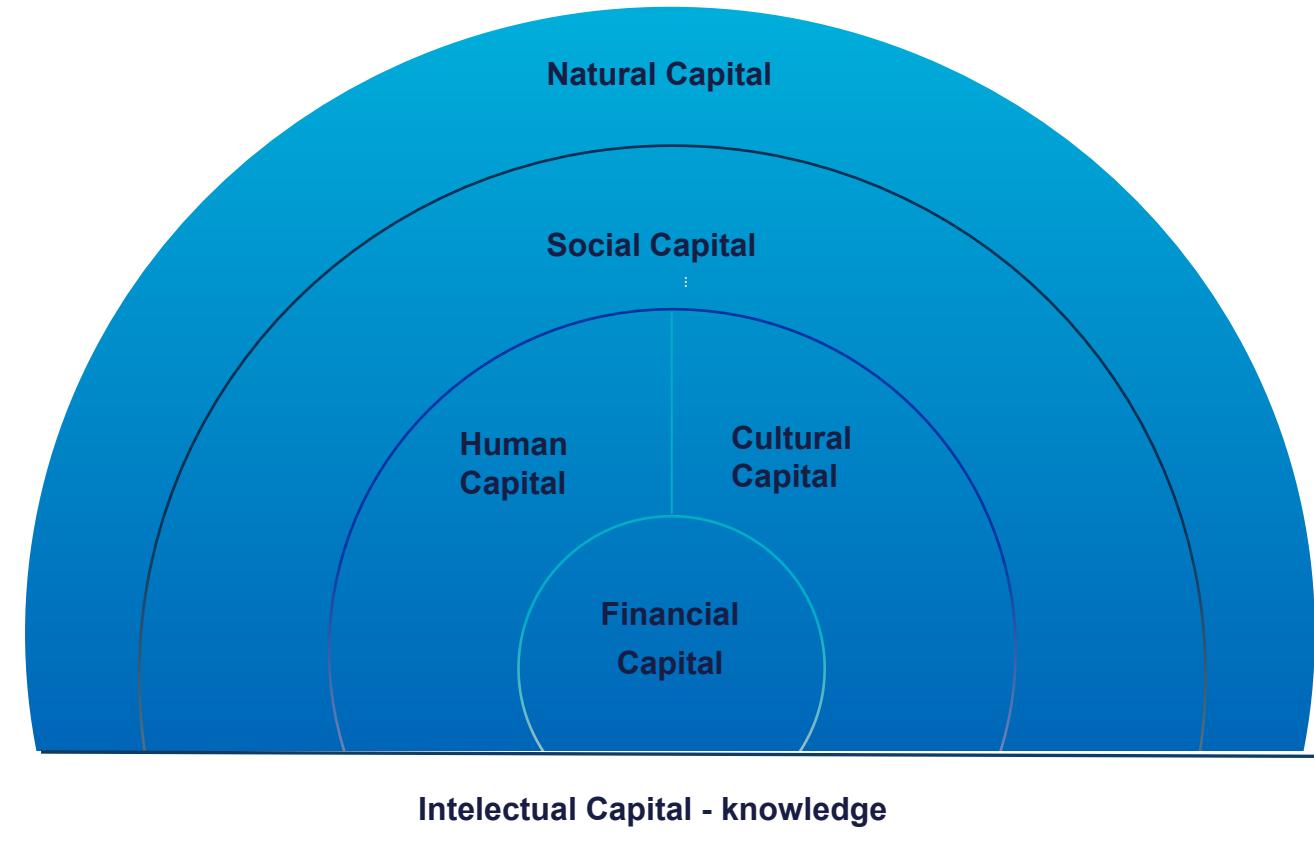
# Our gaze



## Cultural Capital

We assume culture across our management for the balanced development of all capitals. Culture determines us as human beings who share a society, influences our thoughts and behaviors, the way we live and feel part of this world.

We encourage the appreciation of culture and art in its different manifestations as a way to recognize ourselves and the other, as well as the way in which we relate to the environment.



## SURA is Culture



Since its inception, **SURA has had a keen interest in culture and participated in the promotion**, investigation and enhancement of artistic, historical and anthropological initiatives aimed to transform society.

Indeed, SURA has witnessed the country's evolution and the artistic maturity of many talents. It has also opened its doors to exhibit modern art expressions and actively participated in the cultural dynamics of the areas where it operates, among other activities that underscore the significance of culture way beyond meeting the mission of the SURA businesses.

# Why Believe in Art and Culture?

## Corporate Cultural Responsibility



- Since the 70's, part of SURA's responsible management involved assisting the creative process of artists and cultural organizations highly committed to the conservation of cultural heritage – understanding that businesses should not be silos but instead, part of the development of the areas where they operate. Culture is part of this process. **Being part of the cultural setting means that you act according to the context and can find**, within the business, proper strategies targeting the Company's different stakeholders.



- As a Company, we begin by valuing the power of social transformation rising from art and culture, by understanding that culture per se is an act of coexistence, relations with others and with our surroundings. Art favors diversity, the preservation of the collective memories, creativity, innovation, the development of critical thought, the chance of sharing meanings and visions of the same reality.

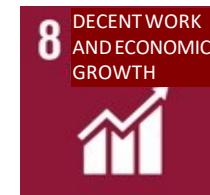
# Sustainable Development Goals and culture

Among the **SDGs prioritized** by the SURA Business Group, two target the enhancement of the cultural sector:



## Goal

**4.7** Ensure all learners acquire 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.



## Goal

**8.3** Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage formalization and growth of micro-, small- and medium-sized enterprises including through access to financial services.

Among other **important SDGs** for the Business Group, one is directly related to Culture:



## Goal

**11.4** Strengthen efforts to protect and safeguard the world's cultural and natural heritage

# Areas of SURA that support Art and Culture

## Cultural Committee



The Cultural Committee of SURA was founded in 1985 comprised by members of the Companies and external experts of the country's artistic and educational sector. The Committee advises on supporting projects, art exhibitions, purchasing works of art; and since then, shares artistic experiences and cultural heritage with citizens.

## Communications and Brand



This Area supports initiatives which favor exchanging knowledge from the cultural sector and enhancing cultural settings along with the promotion of spaces to project artists and the participation of audiences to different artistic expressions. Proposals are backed by showing the Company's brand.

## SURA Foundation



The Foundation fosters the development of the capacities of cultural organizations and artists as well as the enhancement of the public cultural sector; it leads initiatives that foster the exchange of knowledge and processes in which education is at the core – understanding that education and culture reciprocate.

In addition, it triggers discussions and practices in which art and culture are the end as well as the means to be aware of our relations with others and with our surroundings.

# SURA's Cultural Settings in Colombia



## SURA THEATER AND SQUARE

The SURA Theater and Square host recitals made by educational institutions from the region and different musical events.

It has a cultural agenda to hold concerts and artistic proposals which are directly promoted by the organization to boost the country's musical and cultural heritage.



## ART HALL

For 30 years, the Company's headquarters has a hall where different temporary exhibitions are held. This in turn has led to conduct research and curatorial projects mostly to study the collection itself.



## SURA LIBRARY

The Company has its own library with books spanning different areas: literature, economics, business, history, social sciences, etc.

Employees can loan books and attend events such as the SURA Book Fair.



## ART COLLECTION

The SURA Collection features more than 1,000 works from Colombian artists, such as Fernando Botero, Alejandro Obregon, Debora Arango, Luis Caballero, Santiago Cárdenas and Beatriz González; and Mexican artists such as Diego Rivera, Frida Kahlo, Rufino Tamayo, David Alfaro Siqueiros and Leonora Carrington, among many other Latin American artists.

## Investment in Culture in 2021



Total Investment:

**9,690,502,240** COP  
USD 2,588,904

Investment by  
Company



**220**  
cultural organizations  
supported

**179,916**  
individuals benefitted

Fundación SURA Colombia	USD 1,575,680
Suramericana	USD 799,401
Grupo SURA	USD 89,494
SURA Asset Management	USD 84,900
Fundación SURA México	USD 39,428

# Investment in Culture in 2021

## Investment by Countries:



### Chile:

USD 133,809

- Individuals benefitted: 457
- Organizations benefitted: 44



### Mexico:

USD 49,316

- Individuals benefitted: 69529
- Organizations benefitted: 50



### Colombia:

USD 2,381,912

- Individuals benefitted: 109,930
- Organizations benefitted: 123



### Panama:

USD 8,500

- Organizations benefitted: 2



### El Salvador:

USD 12,000

- Organizations benefitted: 1



### República Dominicana:

USD 3,368

# The contribution of the quality of education to the capitals

*"Historically, the right to education has been conceived as having access to an educational system, that is, being able to attend –and transit through– a school. In recent years, a call has been heard to go beyond the traditional concern for access and also guarantee the right to "quality" education (Unesco, 1990, 2000), which integrates learning understood holistically in which include cognitive, creative, physical, social and emotional development (Unesco, 2005)"*



## SOCIAL CAPITAL

Education is a social process that takes place in people's daily lives, in multiple spaces and with a diversity of actors. It favors interaction spaces where the particularities of each subject are put into play and therefore strengthens coexistence and builds identity.



## HUMAN CAPITAL

Education dignifies the human being. The dignity of the human being must be present in all types of interaction and relationship, claiming diversity in the ways of understanding the world, of assuming life and of relating to others.



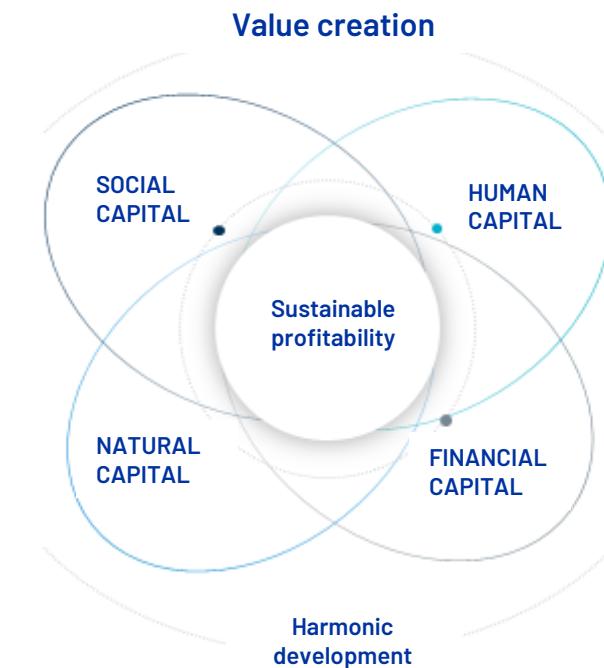
## NATURAL CAPITAL

Through education, postures and behaviors are promoted taking into account the human being as a transforming actor and responsible for the care of the planet.



## FINANCIAL CAPITAL

To contribute to the social mobility of people is to fulfill the function and investment of education. Guaranteeing the right to learn, complying with complete school trajectories and contributing to labor inclusion, will allow greater stability of the financial system.



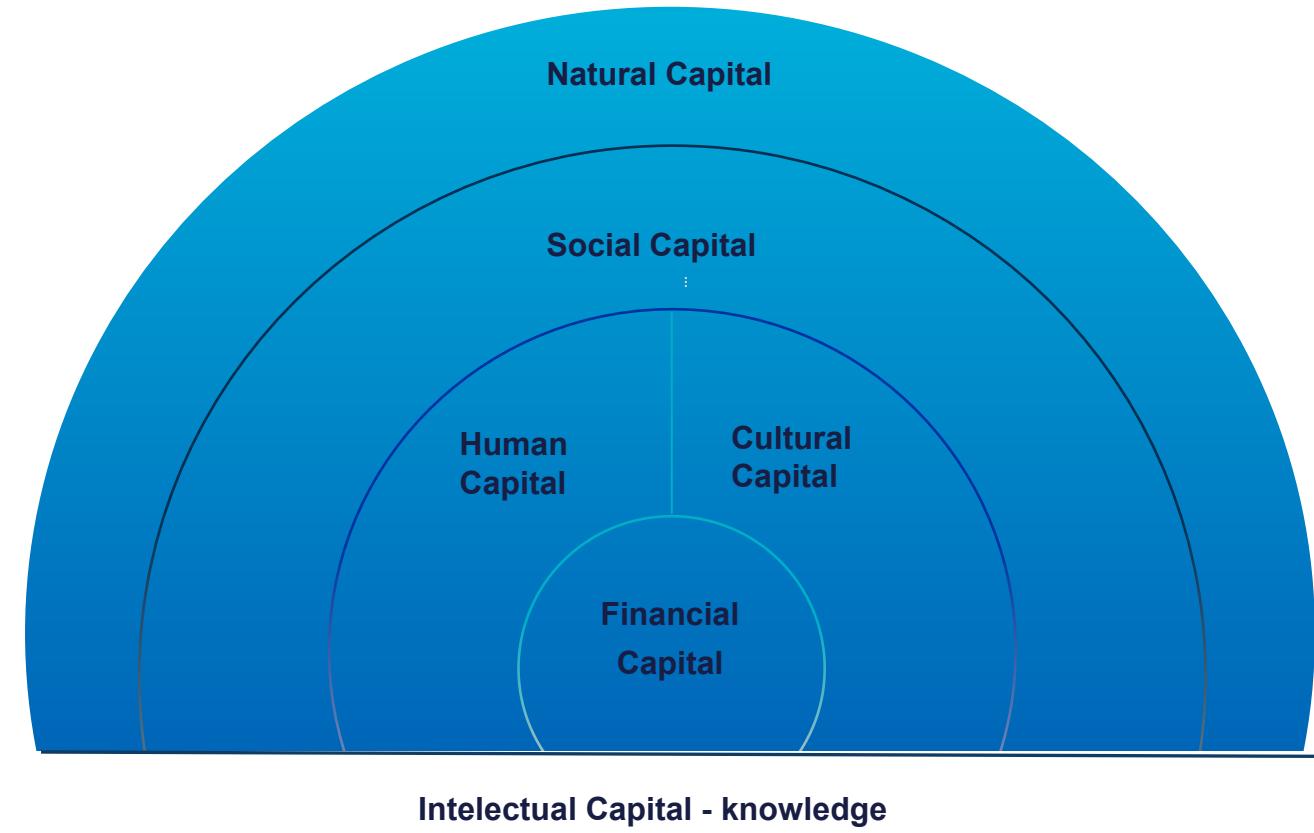
**GRUPO SURA STRATEGY**

# Our gaze



## Intellectual Capital

We value **the power of knowledge as an enabler of strategy and education as a public good**, where the convergence of different strategies is recognized, and whose ultimate goal is to enhance the exercise of citizenship, from a critical, ethical and human perspective in various contexts: communities, companies and countries, seeking to build fairer and more inclusive societies and, therefore, more competitive and sustainable countries. Intellectual capital then becomes the transversal tool to generate equity and contribute to the balanced development of capitals.



# To SURA, Quality of Education is a shared purpose

## Why Believe in Quality of Education - Corporate Social Responsibility

Indeed, SURA firmly believes that Education drives development, which in turn promotes growth, overcomes social gaps and ensures equal opportunities.

### **Education is the first step towards fairness.**

By having access to quality education, persons are empowered to grow, undertake and innovate.

Investing in quality of education for all, means that we contribute to a region that is increasingly fair and less unequal.

- Educating gives way to reach better levels of wellbeing, to close social gaps, instill citizenship and multiply opportunities for children and young adults.
- This is why at SURA we help improve the quality of education in Latin America, creating meaningful lessons in which **knowledge acts as an enabler to build equality and autonomy**, by engaging cognitive, social, and emotional factors.

"Building awareness over the environment is to gain deeper knowledge, answering why, what for, and what lies behind it; it is going beyond the visible when we read the signals sent by societies, communities, and individuals. This knowledge must be part of our actions and decisions to make them consistent with the environment". ([Gonzalo Pérez Rojas, President, Grupo SURA](#))

## Narrative on Sustainability SURA Business Group

### Paths or Definitions

We contribute to social development beyond the business'call

"Our investments and social management focus on development projects, cultural initiatives and inter-institution **alliances** that create capabilities and improve the living conditions of persons.

**We focus on quality of education, providing educational strategies that enhance skills to be and to do, and lead to greater opportunities based on the dynamics and challenges of each society.** In addition, we acknowledge that culture and art is pivotal for social transformation."

## Social Investment Framework Policy SURA Business Group

### Focus on Social Investment

- **Quality of Education:**

"Quality of Education refers to investments made in processes that promote the development of educational agents, enhancing their personal skills, knowledge and activities – to facilitate professional and employment opportunities depending on the dynamics and challenges of each region.

Indeed, the SURA Business Group is convinced that Education drives development given its capacity to promote growth, overcome social gaps and ensure more equal opportunities.

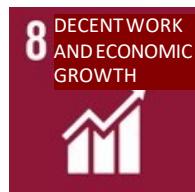
By Access to education and quality of education, persons are empowered to grow, under take and innovate. Investing in education of quality to all is contributing to a región increasingly fair and less unequal; this investment should be effective, transparent and based on facts as well."

# Sustainable Development Goals and Education

## SDGs prioritized by the SURA Business Group:

In a world of on-going changes, businesses face challenges when they adopt strategies for increased sustainability. Not only do these strategies represent a benefit to them, but contribute to meet the SDGs.

The **SURA Business Group** joins this regional commitment signed by countries to the Agenda 2030, giving priority to 2 of the strategies and to several of the goals.



**8.3** Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small-and medium-sized enterprises, including through access to financial services



Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

**4.3** To ensure equal access for all women and men to quality technical, vocational and tertiary education.

**4.4** To substantially increase the number of youth and adults who have relevant skills for employment, decent jobs and entrepreneurship

**4.5** To eliminate gender disparities in education and ensure equal access to vulnerable persons.

**4.7** To ensure that all theory and hands-on knowledge and skills needed to promote sustainable development, including, among sustainable lifestyles, human rights, financial education, 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.

# Investment in Quality of Education in 2021



**Total Investment:**

**COP 11,920,909,013**

USD 3,184,778

**Investment by Company:**

Suramericana	USD 164,146
Fundacion SURAColombia	USD 1,467,209
SURA Asset Management	USD 943,133
Fundacion SURAMexico	USD 186,651
Fundacion SURACHile	USD 423,639



**80**

initiatives supported



**1.354**

organizations supported



**577.108**

individuals benefitted

➤ Benefits for the Business  
KPI: Art, Culture and Quality of Education

## Indicator: Reputation and Stakeholder Trust

The SURA brand underscores an identity built for years, a brand responsible for its environment, close to its stakeholders, sensitive to social matters, such as education and culture, among others. Hence, the Company invests on educational and cultural settings that reinforce SURA's identity.

### » Number of cultural sponsorships made to favor the brand's projection.

In 2021:



**Cultural Sponsorships:**  
19



**Investment:**  
USD 620,124



**Beneficiaries:**  
72,625 individuals  
13 organizations



**5 Countries:**  
Chile, Colombia, El Salvador,  
México, República Dominicana



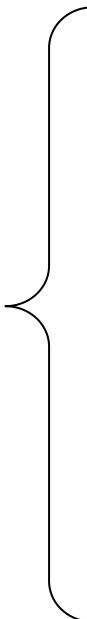
**Major Initiatives:**

- "Hay Festival" in Latin America
- Feria Expoartesano

## Indicator: Reputation and trust of stakeholders

The SURA is the result of identity built up over the years, a Brand that is responsible towards its environment, close to its stakeholders, and sensitive to social issues involving education and culture, among others.

### » Number of education entities that receive support from SURA and that reinforce the brand's positioning



**1,354 organizations in 2021**



80 Initiatives  
577,180 individuals



10 Countries

**941 organizations in 2018**

**1,437 organizations in 2019**

**2,354 organizations in 2020**

# Indicator: Reputation and Stakeholder Trust

Number of publications in the media aligned with the Company's cultural interests in the last 4 years



**486**  
Publications in the  
last 4 years

In 2021	<b>146</b> publications
In 2020	<b>70</b> publications rated <b>positive</b> <b>15</b> publications rated with <b>neutral favorability</b>
In 2019	<b>69</b> publications rated <b>positive</b> <b>18</b> publications rated with <b>neutral favorability</b>
In 2018	<b>120</b> publications rated <b>positive</b> <b>48</b> publications rated with <b>neutral favorability</b>

\*The report includes publications paid by the Company as well as those for free as a result of the Company's building relations with the media.

\*\*The news is rated by Prensanet, an entity in charge of monitoring the media, records, reports, and publication analysis

# Indicator: Reputation and Stakeholder Trust



## » Number of investigations and digital cultural contents published in past years by the Company.

**3 cultural research**



- Published over the past 10 years by the company.
- *Masters of Colombian Popular Art* - 2010
  - *Creative language in Colombia's Indigenous ethnic groups* – 2012
  - *Chiribiquete- The cosmic maloka of the jaguar people* - 2019

**1 publication**



- 1 publication by artist **Camilo Restrepo**: “Alias” including his most representative works and texts by curators and art critics - 2019

**3 digital contents**



- 1 the art and culture website with cultural initiatives, the entire SURA art collection, research and editorial publications about indigenous and ancestral heritages, and Latin American Literature - 2020  
1 podcast about Chiribiquete - 2020  
1 interactive story about Chiribiquete - 2020

**2 books for knowledge**



- Habitar la complejidad, Grupo SURA - 2021  
Habitar un lugar en el tiempo, Fundación SURA - 2021

“When Suramericana decided to act and remain in the social and cultural setting through the dissemination, conservation and enjoyment of the artistic legacy, the community benefits the most: persons of every condition, without discrimination can recognize, appreciate, compare, and understand their own culture through various academic and cultural activities”  
(Villegas & Villegas, 2004, p. 96).

## Indicator: Reputation and trust of stakeholders

The SURA Brand is the result of identity built up over the years, a brand that is responsible towards its environment, close to its stakeholders, and sensitive to social issues involving education and culture, among others.

### **Research and publications in the media and/or own channels aligned with the capitals promoted by the Company**



#### **» Natural Capital**

Two editions of the **GEOCIENCIAS SURA** magazine in 2021 : <https://segurossura.com/como-lo-hacemos/geociencias/>

#### **» Financial Capital**

Three editions of the **Empresa SURA** magazine en 2021: <https://segurossura.com/co/blog/revista-empresas-sura/>

#### **» Social Capital**

**115** education publications over the past three years, in the papers, on the web radio and papers, and through the radio, using domestic, local, and specialized media

**2021: 50 publications**

2020: 7 publications

2019: 58 publications

## Indicator: Reputation and Stakeholder Trust

- » Number of SURA senior managers that participate in strategic settings of institutions in the cultural sector.



4 senior managers participate in strategic settings of cultural organizations

2 Company presidents and 1 vice presidents are members of the Boards of Directors of 3 cultural organizations in Colombia.

1 manager is member of the Boards of Directors a cultural organization in Colombia.

- » Number of SURA senior managers that participate in strategic settings of institutions in the educational sector.



6 senior managers participate in strategic settings of educational organizations

2 Company presidents are members of the Boards of Directors of 2 educational organizations in Colombia.

4 managers are members of the Boards of Directors to educational organizations in Colombia, Peru and El Salvador.

## Indicator: Reputation and Trust Among Stakeholders

Alliances with organizations where SURA's intellectual capital is reinforced, and better responsible practices are achieved to the business, through contributions that reinforce their activities, implement projects and to exchange knowledge

### » Number of cultural organizations allied with the Company.

**50** cultural organizations

#### Some organizations:

- Museo de Arte Moderno de Medellin
- Museo de Antioquia
- Teatro Julio Mario Santo Domingo
- Museo de Arte Moderno de Barranquilla
- Colegio del Cuerpo de Cartagena
- Orquesta Filarmónica de Medellín
- Corporación Libro y Lectura
- Orquesta con el Club de Niños de Oaxaca y Nuevo Leon

In 2021:

### » Number of alliances where SURA's intellectual capital is reinforced, and the better responsible business practices are achieved

**46 alliances that strengthen intellectual capital and intended to improve better business practices**

"Map of Evidence Gaps" (Mapa de Brechas de Evidencia), carried out through an alliance with the Latin American network of civil society organizations for education (Red Latinoamericana de Organizaciones de la Sociedad Civil por la Educación - REDUCA).

Alliances with Businessmen for Education (Empresarios por la Educación) in Peru, Chile and Colombia

An Alliance with over 42 universities and higher education institutions to work on 4 fronts: attract, train, research, enterprise, and innovate, focused on the employability of young talent

## Strengthening of employee skills

The participation of our employees in forums to exchange knowledge with cultural organizations helps build relations between private enterprise and the cultural. Consequently, the Company becomes richer from the cultural context in which it grows and contributes to the Sustainability of cultural organizations.

- » **Training of employees as mentors to accompany cultural organizations.**

10 Company employees

- » **Training of employees as mentors to accompany schools and their educational management teams**

6 Company employees

## Indicator: Human Talent Loyalty Programs

» Cultural offerings for employees.



- Concerts
- Dance presentations
- Theaters presentations



## Indicator: Human Talent Loyalty Programs

- » Number of agreements with cultural entities for discounts of cultural products and services.



2 agreements  
in Colombia

- [Al Pie de la Letra bookstore](#)  
**Benefit:** 15% discount on cash purchases or through payroll deductions.
- [Arte Amarillo Música y Pintura \(artisticAcademy\)](#)  
**Benefit:** 15% business discount

In addition to loans from the SURA library and other libraries in the alliance, and the possibility to participate in various related interest networks promoted by the Company (photography, film, dance, reading)



## Indicator: Management of the social environment as a strategic risk

- » **Collective solutions that through training processes contribute to improving the rates of formalization and qualification of the economic activities of people and companies**

**Empresas SURA:** Accompanies independent people, micro, small and medium-sized companies in Colombia, their entrepreneurs and employees, to enhance their strengths and identify opportunities and draw strengthening strategies from 5 verticals: financial management, legal, technology and digital transformation, market, human talent and operating model.

(<https://www.segurossura.com.co/empresasura/Paginas/default.aspx>)

**Digital Protection Center:** Offers support services to people and companies for empowerment and risk management in the digital environment. Includes services such as: Digital school for parents, advice on technological devices, digital training, among others.

(<https://www.segurossura.com.co/paginas/centro-de-proteccion-digital.aspx>)

## Indicator: Management of the social environment as a strategic risk

- » **Collective solutions that through training processes contribute to improving the rates of formalization and qualification of the economic activities of people and companies**



**SURA Excellence Program:** Program that accompanies SURA Assistance service providers in the process of professionalization, formalization and business development, promoting the competitiveness and sustainability of these providers, considering that 98% of them are Micro and small companies or individuals. This program includes accompaniment on technical issues and strengthening of the SER.

*(Accompaniment in 2021 - People: 553 and Organizations: 318).*



**ARL SURA Risk Management College:** The Risk Management College is a tool developed by ARL SURA, in order to support the intervention of the risks of its affiliated companies in the construction of a culture of care in its affiliated and non-affiliated workers. to ARL SURA. In this school, companies find structured learning cycles that help them gradually train their collaborators in topics such as: Mental Health, Safe Mobility, Assertive Communication, among others.

*(<https://colegiosvirtuales.arsura.com/cgr/>)*

➤ **Social / Environmental Benefits**  
**KPI: Art, Culture and Quality of Education**

# Cultural Promotion of SURA's Foundation

To promote opportunities which allow cultural organizations to find viable ways to manage their activities in a sustainable manner, by developing capacities and strengthening the institutions of the cultural sector.

We lead initiatives that encourage the exchange of knowledge and processes in which training is a key driver - understanding that education and culture are complementary areas. **We promote discussions and practices in which art and culture are core, but also the means to create an awareness of others and of the environment.**

This type of investment focuses on 3 aspects:

## Cultural enterprises:

Support actions to encourage the sustainability of artistic practices and cultural organizations, qualifying both the creative process and the technical conditions, as well as companies in the sector to preserve artistic knowledge.

## Cultural appropriation:

By promoting the exercises that take place in the community and arise voluntarily in cultural organizations. Initiatives connected to pedagogical and education processes which transform the vision of the territories and change the outlook of the entities that act as leaders.

## Custodians of heritage:

We recognize the role of cultural organizations in the territories, as indicators of the relationship between art and the public, and the responsibility of ensuring their conservation. We strengthen the institution analogy and sustainability of the cultural sector by connecting related purposes, ideas, people, knowledge and companies.

## Investment in the SURA Foundation during 2021

In Colombia:

Investment: **USD 1,575,680**

**200** allied organizations

**106,130** beneficiaries

In México:

Investment: **USD 39,428**

**3** allied organizations

**1,161** beneficiaries

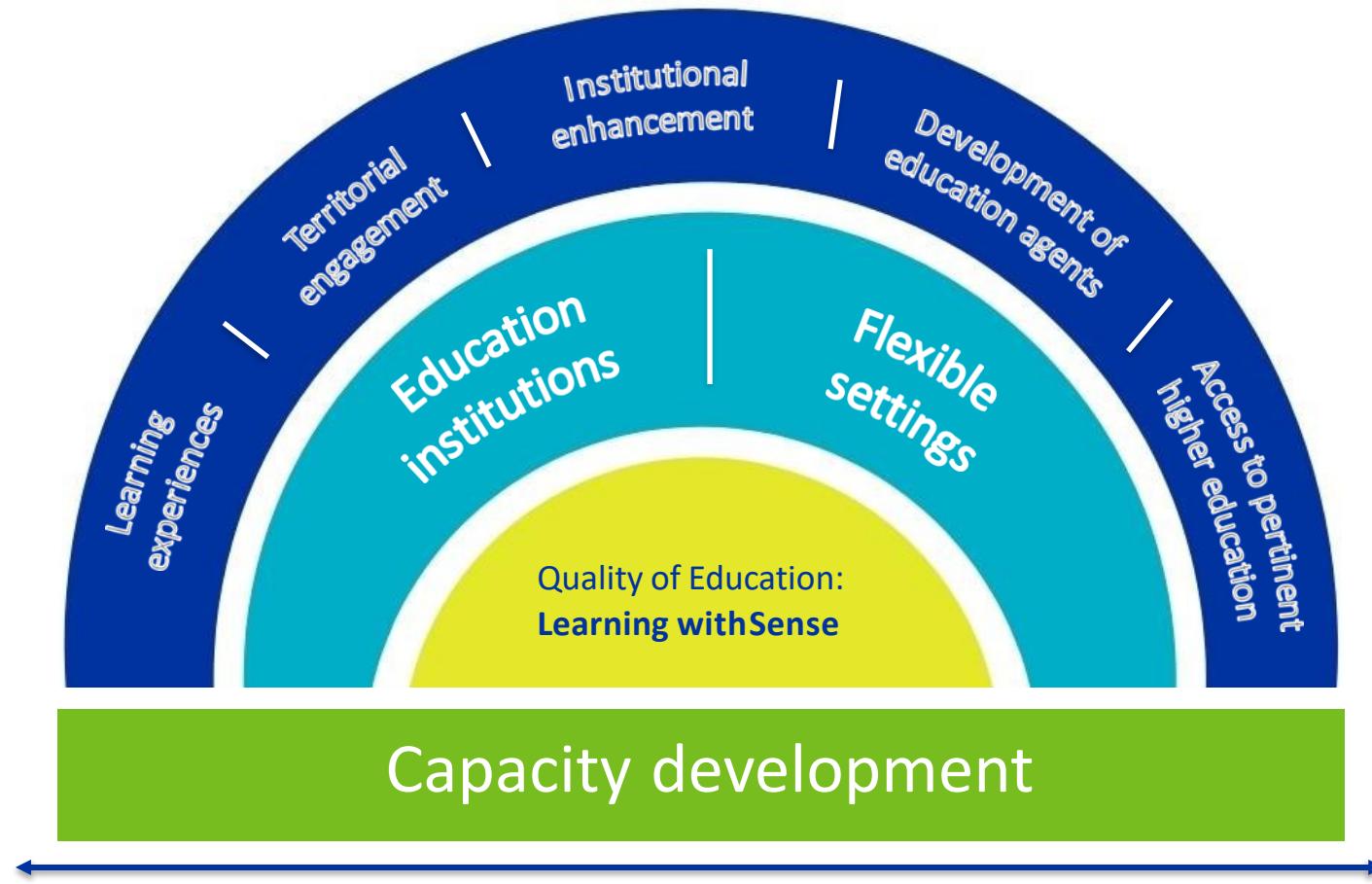




## Quality of Education from the SURA Foundation

- The SURA Foundation promotes and leads learning processes that make sense. The purpose is to **develop attitudes and fundamental skills** for every person's ongoing growth, which are boosted for the rest of their life.
- Our commitment is to empower each human being comprehensively, and to seek possibilities to underscore what they learn and do.
- We understand that education is a process involving discussions based on trust in which everybody contributes, based on relations of equality.
- We value those initiatives that promote this type of learning, aware of the surrounds and capabilities to make decisions with sound criteria – depending on the dynamics of each region. Hence, we seek to provide opportunities for the persons' development, that is, students, teachers or directors, from elementary school to settings for higher education.

# This is our understanding of quality in education at the SURA Foundation



## Indicator: Inclusion

- » **Number of individuals of African descent that participate in reading & writing courses sponsored by the SURA Foundation.**



**159 boys and girls  
of African descent  
in Colombia**

Participated during 2021 in the reading and writing program sponsored by the SURA Foundation, through the **Selva de Letras Project** implemented in Quibdó, in an alliance with Corporación Motete.

- » **Young people with visual disabilities who access musical training supported by the SURA Foundation**

**505 individuals with visual impairment participated in 2021 in music training processes through the program Música para Ver from the Uno Más Uno Foundation - with the support of the SURA Foundation.**

## Indicator: Inclusion

### » People deprived of liberty who access artistic training processes supported by the SURA Foundation

134 People deprived of liberty participate in the Trazos de libertad program to strengthen their creative and artistic capacity through painting.

### » Number of young men and women who have access to education and cultural programs supported by the SURA Foundation.

Over 5,000 persons have access to education and culture programs with the Support of the SURA Foundation.

#### Artistic education in:

- Classical ballet
- Singing
- Music
- Dance
- Film appreciation
- Rapprochement to art and culture

#### Allies:

- Asociación Cultural Ballet Metropolitano de Medellín
- Fundación Sirenaica
- Batuta Caldas
- El Colegio del Cuerpo de Cartagena
- Cinemateca del Caribe
- Orquesta Club de Niños de Nuevo León ABP
- Museo Nacional de Colombia

These culture programs also strengthen skills such as concentration, observation, listening, expression, communications and creativity.

## Indicator: Inclusion

The Scholarship Fund fosters life projects that help change peoples' life, enhancing the capacities of future professionals that contribute to the build competitive settings for the country.

The educational opportunities we provide are for the technical, technological, professional and masters levels. Priority is given to young adults with good grades who have difficulties to access higher education institutions due to their socio-economic conditions.

### » Number of vulnerable young adults enrolled in undergraduate and/or postgraduate studies through the SURA Foundation Scholarships Fund



Total in the last four years:  
**620 fellowss SURA**

- **Year 2018:** 125 individuals benefitted
- **Year 2019:** 173 individuals benefitted
- **Year 2020:** 202 individuals benefitted
- **Year 2021:** 120 individuals benefitted

## Indicator: Inclusion

### » Number of teachers and students in rural areas trained on building social networks



**Total over the past four years:** 41,370 students

Year 2018: 7,675 students  
Year 2019: 13,748 students  
Year 2020: 10,268 students  
Year **2021: 9,679 students**



**Total over the past four years:** 2,801 teachers

Year 2018: 357 teachers  
Year 2019: 744 teachers  
Year 2020: 950 teachers  
Year **2021: 750 teachers**

- **Alliance for Rural Education in Antioquia (or ERA):** Flexible educational models for every grade (elementary + high school + University in the Country + Entrepreneurship and connection for employment).
- **La Sandalia Rural Innovation Center:** A training program on *Technical Studies on Agricultural Production* developed for young adults that dropped out of school.
- **Utopía – Universidad de La Salle:** A program to teach *Agronomic Engineering* to low-income young adults in rural sectors that have been afflicted by violence.
- **Secretos para Contar - Education and reading for the Colombian countryside:** Promote reading in the inhabitants of the Colombian countryside to sow in them daily habits that contribute to the improvement of the quality of life.

*In addition, each program provides assistance to families and to the students to continue their education process, and supports the entrepreneurship stemming from productive projects thereof.*

# Indicator: Inclusion

- » Programs developed or supported by companies that promote labor inclusion and social mobility, reducing economic inequality

## “Talento sí hay”

#TalentoSíHay is a platform created to accompany all young people seeking employment in the development of their professional talent, where they will also find tools such as courses and content with allied brands. (<https://www.proteccion.com/contenidos/talento-si-hay/>)



## SumanTI

It is a financing fund for the education of specialized talent whose purpose is the comprehensive development of the inhabitants of Valle de Aburrá - Antioquia, in the face of the challenges brought by the Fourth Industrial Revolution. With inclusive flexibility for access to credit in young people from strata 1,2 and 3 (social strata scale in Colombia ranges from 1 to 6, being 1 the lowest. Based on income).

It was born as a result of the joint effort between Ruta N, SURA Asset Management, Protección and Comfama to enable access to specialized education in technology and innovation.(650 young people benefited)

## Indicator: Inclusion

- » Programs developed or supported by companies that promote labor inclusion and social mobility, reducing economic inequality

### APPRENTICES IN SCHOOL

- **Deep Colombia and Assigned Apprentice:** Sponsorship during the teaching and productive stage to Apprentices located in geographically remote rural areas, who are assigned to SENA, who is in charge of assigning them to Mipymes to carry out their internships.

These programs favor vulnerable populations, democratize access to training, strengthen employability, support small businesses and generate significant savings for the Companies. (299 young people benefited)

- Support for 26 young people in their training stage in Labor Technician as Administrative Assistant with the JUANFE Foundation.

**EMPLOYABILITY:** Creation of a **SURA APPRENTICESHIP SEED**, where this talent may be taken into account as the first option in the selection processes.

**In 2021:** 41 Technical/Technologist apprentices, who were temporarily or indefinitely linked to SURA, which is equivalent to 9.6% of those who completed their productive stage.



## Indicator: Financial Education

- » Strategies that allow the development of skills, aptitudes and knowledge to make timely and conscious financial decisions, contributing to the incorporation of habits that contribute to the comprehensive well-being and competitiveness of the territories.

**374 companies**  
**595,670 beneficiaries**



**10 countries**

- ▶ More than 3,000 **personalized accompaniments** with financial specialists and psychologists in financial behavior.
- ▶ Streaming, **conversations** and courses on learning platforms.
- ▶ **Beneficiary population:** children, young university students (scholars), mothers who are heads of households, clients, entrepreneurs, employees, rural population, teachers, suppliers, ethnic communities, victims of the conflict, financial consumers, micro-entrepreneurs, the disabled, low-income social groups.
- ▶ **Relevant conclusions:**
  - Start of healthy life habits.
  - Decrease in the index of informal indebtedness and credit cards.
  - Formalization of loans.
  - Housing endowment.
  - Increase in savings percentage.
  - People referred to processes with Mental Health professionals.

## Indicator: Strengthening for the sustainability of cultural organizations

- » Number of cultural enterprises supported by the SURA Foundation to qualify and commercialize their services and products.

In 2021:



156 enterprises

**22 cultural organizations**, through the Emprendimiento Cultural Project in Urabá, Colombia.

**134 musical groups** through the Música Lab, Project Encuentro and Transformación Digital in Mexico, Chile and Colombia.



We train and assist Latin American artists to enhance their technical knowledge, and to adopt business knowledge and tools to improve their cultural management taking into consideration their current context.

# Indicator: Strengthening for the sustainability of cultural organizations



## » Donation of financial resources to cultural organizations.



In 2021 - Colombia:



**COP 5,759 million**  
contributed by the SURA Foundation to the cultural sector

**40 cultural organizations received direct contributions from the SURA Foundation**



In 2020:



**COP 4,049 million**  
contributed by the SURA Foundation to the cultural sector

**39 cultural organizations received direct contributions from the SURA Foundation**



In 2019:



**COP 2,589 million**  
contributed by the SURA Foundation to the cultural sector

**34 cultural organizations received direct contributions from the SURA Foundation**

## Indicator: Knowledge strengthening

- » Number of cultural organizations that strengthen capabilities through strategies of the SURA Foundation.

### Strategy: Peaceful coexistence in art and culture

Contribute to develop the cultural sector by reinforcing capabilities, knowledge generation, and engagement among various players.

This strategy by the SURA Foundation declares its responsibility towards art and culture and agrees to enrich art and culture through the various settings to encourage, ask questions and pose challenges



**28 cultural organizations**

Participated in the fourth meeting of Fundación SURA's cultural allies to reinforce their capabilities.

- » Artists who carry out projects promoted by the SURA Foundation in the last 5 years

**110 artists** participated in the Cundinamarca Residences program in the last 5 years, a proposal led by the Museum of Antioquia and the SURA Foundation.

# Indicator: Knowledge strengthening

## Innovative and inclusive training practices

### » Significant experiences designed and strengthened in accordance with the new educational dynamics in the progressive recovery from the pandemic

*We recognize innovative actions, activities, and practices that respond to the needs of the context, to share them and produce changes in the everyday pedagogical education activities, promoting the protection of rights and the development of life skills in boys and girls.*

Year 2021: 343



343  
Significant  
experiences

A vertical yellow line connects the icon and the numerical value.

- **272** significant experiences identified, all design and strengthen through the Félix y Susana Program in Colombia, El Salvador and the Dominican Republic, on sexuality education, life skills and healthy coexistence
- **26** significant experiences: 16 designed and 10 reinforced through the United Way's Living Laboratory (Laboratorio Vivo)
- **10** significant experiences identified in EAFIT Social's Youth Leadership Network (Red de Liderazgo Juvenil)
- **1** Phereclos Clúster de Educación implementation of the Didactic Health Unit
- **34** Outstanding experiences of Secretaries of Education and toolbox to support the face-to-face return to schools in the framework of the de-escalation of the COVID 19 pandemic.

*Since 2017, more than **2,236** have been assisted, taking into consideration the criteria of innovation, and educational pedagogy.*

# Indicator: Knowledge strengthening

## Education Materials

- » Educational tools created and implemented by the SURA Foundation to strengthen alternatives for well-being and healthy coexistence

### CoronaVida strategy

**In three countries:** Colombia, El Salvador and Dominican Republic

#### Tools created

**10 teaching tools:** Tools to support the work of teachers when assisting children and families:

**48 resources.**

#### Tools implemented

**84 sessions of social Emotional assistance foreducators.**

Reinforce alternatives for emotional well-being and management:

**982 educators**

[http://www.educa.org.do/guia\\_s-de-uso-pedagogico-felix-y-susana/](http://www.educa.org.do/guia_s-de-uso-pedagogico-felix-y-susana/)

### Félix y Susana Magazine

Created as a space to share and exchange reflections that arise in the day to day of the professionals who are part of Félix and Susana in Colombia, El Salvador and the Dominican Republic.

Topics relevant to the Program are addressed in a creative and playful way, as they frame its work and give meaning to its actions.

The construction process has favored the development of the skills of the team of professionals, recognizing their potential in transforming practices, contexts and realities.

<https://www.fundacionsura.com/iniciativas/felix-y-susana/revista/>

## Indicator: Knowledge strengthening

- 
- » Initiatives that develop research, evaluation and qualification actions to strengthen human capital and make better decisions based on evidence and concrete results

### SURA Foundation's team

The SURA Foundation was invited to participate by writing an article in the magazine: K12 Digest - Independent International K12 Educational Portal & Magazine -. In this edition they wanted to highlight the work and impact that we have had in the region of the members of the IDB's 21st Century Skills Coalition, of which we are a part, with the Félix and Susana program.

<https://www.k12digest.com/felix-y-susana-an-education-program-for-peaceful-coexistence/>

### Red Latinoamericana de Organizaciones de la Sociedad Civil por la Educación (REDUCA)

We published the research "**Map of evidence gaps on teacher training in 15 Latin American countries**" in partnership with REDUCA, this study allows us to deliver recommendations, regarding public policy decisions, to improve investment in education, based on evidence and concrete results.

<http://mbeformaciondocente.com/>

# Indicator: Knowledge strengthening

- » Initiatives that develop research, evaluation and qualification actions to strengthen human capital and make better decisions based on evidence and concrete results

## Félix y Susana program

We culminated the first investigation carried out by the program team “Teachers’ subjectivity, and approach to an integrated sex education (ISE)”, intended to understand the teachers’ subjectivities and how they impact the approach to ISE in elementary schools in Bogotá D.C.

We projected the scaling up route of Félix and Susana that allows expanding its coverage to educational scenarios determined by the characteristics of social innovation and impact, consolidating a pedagogical process based on knowledge, the expansion of installed capacity, the optimization of resources and sustainability through long term.

We are building our own evaluation model based on processes. The model is based on strategies and instruments that allow assessing learning related to life skills, comprehensive sexuality education and healthy coexistence with boys, girls, educational agents and families.



# Indicator: Knowledge strengthening

## Flexible participation scenarios

- » Non-school educational scenarios where the Foundation participated, shared or led collective advocacy actions, resources and strategies



### Safe School Return

- Accompaniment to 15 teams of Secretaries of Education for the strengthening of confidence.
- “Teaming up for education” – National Education Ministry: accompaniment to 3 Educational Institutions of Chocó with the delivery of 662 school kits and 10 Fundialectura kits.
- Delivery of 1,600 school kits in Tumaco, with Global Humanitaria that contribute to mitigating school dropout of children in this territory.
- AEIOTÚ support with the “Backpack of experiences” strategy. The 3 components of infrastructure, equipment and socio-emotional care will be developed.
- Care-store campaign: 1+1 back to classes safe (Félix and Susana masks – Delivery to IE: 5,500 | Collaborators: 400)
- Delivery of masks to IE from the Alliances for Educational Quality (45,000 disposable masks)

# Indicator: Knowledge strengthening

## Flexible participation scenarios

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### Alliances in toy libraries:

- Inder Envigado: 5
- Institute of Culture, Recreation and Sports of Itagüí: 6
- La Visitación: 1

We participated (and currently still do) in the **Childhood and Adolescence working group** of the two municipalities.

### Self-care training:

- ARL SURA
- EPS SURA – vaccination
- CoronaVIDA Strategy Felix and Susana
- Awareness campaign with Antioquia Presente