

## **BRADESCO SEGUROS**

### **PRINCIPLES FOR SUSTAINABLE INSURANCE**

#### **2014 - 2015 REPORT**

##### **Introduction**

This is to report our journey for implementing the Principles for Sustainable Insurance of the United Nations Environment Programme Finance Initiative after two years of its launching in Rio de Janeiro.

Most of the information came from the Bradesco Annual Report 2014 which comprises the Bradesco Organization as a whole and was elaborated according to the G4 guidelines for corporate reports of the Global Reporting Initiative (GRI).

Some topics consider information of the Bradesco Organization as a whole because they are related to wider actions and by the moment would not be possible to show those specifically related to the insurance group, as on the financial education and inclusion topic.

Some topics that were object of the first report last year are not contemplated in this report because there are no news or no different figures related to them.

##### **Sustainability Governance**

The main forum to discuss themes related to sustainability is the Sustainability Committee which reports directly to the Board of the Bradesco Organization.

In order to follow and check evolution on the insertion of sustainability in our operation and practices the Bradesco Organization adopts the economic and social-environmental indexes from Dow Jones Sustainability Indexes (DJSI), from Índice de Sustentabilidade Empresarial (ISE, from BMFBovespa), from Índice de Carbono Eficiente (ICO2 from BMFBovespa), from Global Reporting Initiative (GRI) and from Protocolo Verde.

##### **Low-income insurance and insurance inclusion**

Bradesco Seguros is a member-observer of International Association of Insurance Supervisors (IAIS) and belongs to its Financial Inclusion Sub Committee.

Bradesco Seguros is a member of the MicroInsurance Network (MIN) and belongs to its Distribution Working Group and to its Nominations Committee.

Bradesco Seguros holds the presidency of the CNseg (Brazilian insurance industry confederation) Microinsurance and Popular Insurance Committee.

Bradesco Seguros launched in 2010 a low-income insurance product called Primeira Proteção Bradesco (Bradesco First Protection), initially available only in favela of Rocinha (Rio de Janeiro) and favela of Heliópolis (São Paulo), but now a days available in the whole territory. Offering coverage for accidental death, funeral

assistance and with a lottery component, with a monthly cost of R\$ 5,50, has sold since its launching 3,77 million (as of the end of Jun/2015) of insurance contracts.

In 2010 Bradesco Seguros launched a residential insurance – fire, lightning and explosion coverages - specifically addressed to the favela Santa Marta, in Rio, in order to help the program *Estou Seguro*, an insurance education project conducted by CNseg according with a Microinsurance Innovation Facility (MIF - ILO) grant.

In 2012 Bradesco Seguros won a Microinsurance Innovation Facility (MIF - ILO) grant for a project to improve access to insurance to low-income populations using mobile technology and banking correspondents as distribution channel. This project has been called *Bradesco Expresso Premiável* and was developed with MIF - ILO supervision and has sold 53 thousand contracts using 802 correspondents (until end of Jun/2014), belonging from the more than 50,000 that compound the Bradesco Bank correspondents universe.

Due to a change on Brazilian legislation the commercialization was set aside in Jun/2014 and a new product was created, a microinsurance product called *Bradesco Proteção Premiável*, under pilot operation at the end of Jun/2015. Bradesco Seguros has presented the case, and its further developments, on the 9<sup>th</sup> and the 10<sup>th</sup> International Microinsurance Conferences respectively in Jakarta, Indonesia, Nov/2013 and in Mexico City, Mexico, Nov/2014 (full reports at the Munich Re Foundation website).

Bradesco Seguros has presented its experience on innovation in distribution channels and technology in Guadalajara, Mexico, Sep/2013, during the XIII Foro Interamericano de la Microempresa (Foremic) (full report at FOMIN website), an initiative of Multilateral Investment Fund (FOMIN) at Inter-American Development Bank.

Bradesco Seguros was the first insurance company in Brazil to have a microinsurance product approved by SUSEP, the Brazilian insurance regulator. Called *Microseguro Bradesco Proteção em Dobro* (Microinsurance Bradesco Double Protection), the product offers residential and personal accident coverages plus funeral assistance with premium starting at R\$ 4,50/month. The first ticket was sold in favela of Rocinha (Rio de Janeiro). The product has been sold via more than 800 Bradesco Bank branches located in low-income areas across the country.

Bradesco Seguros actions on microinsurance have been recognized in publications from MIN, GIZ and Accenture.

### **Auto recycling program**

This program avoids the abandonment of substituted auto parts and scrap iron from car dumps, through partnerships with companies specialized in collecting and recycling such materials. The partners collect the material from repair shops and destine them to appropriate recycling venues promoting the environmental protection and generating revenue to low-income families.

Nowadays this program is available for 90% of the Brazilian territory and since its launching in 2009 has managed more than 9 thousand tons of material.

## **Longevity**

Longevity Circuit: This initiative promoted the participation of 54 thousand people in 2014 and the total of over 350 thousand people up to the end of 2015 and since its beginning in 2007.

Besides the circuit itself this activity generates in each city where it happens researches that generate information and ranking regarding quality of life in each of those places.

Bradesco Seguros was the sponsor in 2013 of the annual meeting World Demographic & Ageing Forum (WDA), that happened in Brazil for its first time.

Longevity Forum: The 9<sup>th</sup> edition happened in oct/2014 with more than 500 participants in loco and direct Internet transmit.

## **Accessibility**

Disabled people (audio) have, since 2011, access to Bradesco Website and Facebook page through the Brazilian signal language (Libras) and in 2013 Bradesco Seguros launched the ProDeaf Móvel (Mobile), addressed to smartphones and tablets, which converts Portuguese into Libras.

Bradesco Organization launched in 2012 at a Shopping Mall in São Paulo an especial space called Bradesco Next, showing to people new technological solutions and has received until the end of 2013 a total of 164.806 visitors. At that place was launched in nov/2013 an app specially designed for the Google Glass that makes possible localizing, among other things, hospitals linked to Bradesco Health insurance system.

## **Financial Education and Inclusion**

Bradesco Organization use to promote meetings with the population, respecting the peculiarities of each group of people, focusing financial education and presenting the organization. Those meetings are called Bradesco Regional Meetings and a total of 500 of them were promoted in 2013 (against 253 in 2012).

The Organization is present in every municipality of Brazil via normal branches, very small branches (PA) and banking correspondents. So, Bradesco has physical presence in every class of community, including the following favelas: Mangueira, Chapéu Mangueira, Rocinha, Cidade de Deus, Rio das Pedras, Complexo do Alemão, Gardênia Azul, Cantagalo, Turano and Santa Marta (in Rio de Janeiro), and Heliópolis and Paraisópolis (in São Paulo).

In order to reach Amazon region and especially the people who live along the rivers in that very big region Bradesco has utilized a floating branch (small branch) since 2009, a branch inside a ship called Voyager III.

Since then more than 35 thousand banking accounts (savings and normal accounts) were opened and 4,5 million banking operations were executed. The ship goes along 1,600 km in the Solimões river actuating with around 50 very small communities and 11 villages on a total of 250 thousand people.

Since 09/jun/2014 another branch has entered in activity on board of the ship Voyager V. From that day on Bradesco will visit each community every 3 or 4 days. During the visits Bradesco people promote meetings inside those communities learning the concepts related to financial education.

We firmly believe in financial inclusion as a way to contribute to the people access to the financial system and as a stimulus to the regional economies. In this way, and to reinforce the economic dynamic in the region, Bradesco installed two banking correspondents in 2013 inside two native communities.

There are films showing the daily operations of the ships at the website [www.bancodoplaneta.com.br](http://www.bancodoplaneta.com.br)

### **Other actions**

Integration school company program (PIEE): Bradesco Seguros promotes, jointly with Bradesco Foundation, in Rio de Janeiro the PIEE as a way to stimulate social integration, citizenship and quality of life (for the participants) through the development of cultural and sports activities.

SOS Mata Atlântica Foundation: The objective is to protect the Atlantic rainforest via affinity credit cards and capitalization titles. Bradesco Organization sends to the SOS Mata Atlântica Foundation part of the resources obtained with such operations and the partnership has begun in 1989.

CONVIVA movement: This project was launched and is runned by Bradesco Seguros to promote the harmonic coexistence between car drivers, bike riders and pedestrians, besides encouraging cycling as a sport and a healthy and sustainable life habit, specially in big cities. That is why Bradesco Seguros actuates with São Paulo City Hall to open new spaces for using bicycles during Sundays and holidays. So, this so called CicloFaixa de Lazer (leisure bike lane) totalizes 120,4 km for the time being in São Paulo and 15,5 km in Osasco, a close city. Those actions motivated in 2013 the Rio and the São Paulo editions of the World Bike Tour.

Program CicloSampa: As a natural consequence of CONVIVA this new program was launched on 15/dez/2013 and consists of offering very modern bikes for rent through 15 different points in São Paulo.

More details please access [www.ciclosampa.com.br](http://www.ciclosampa.com.br)