



TARGET
GENDER
EQUALITY



Target Gender Equality – Case Study Series – BBVA México

"Gender equality is an issue that is considered a strategic priority for the entire business, not just for the human resources department."



Quick facts: BBVA - México – Financial Services - 38,000+ employees

Target: Driving diversity & inclusion

Progress Made: In 2021, BBVA has a female representation of 53% against 47% of men in the overall workforce and achieved 47% female representation in leadership positions.

[Hear from BBVA directly in this session!](#)

What is driving your company's ambition to advance gender equality?

BBVA has focused its attention above all on the increase of women in leadership positions since there is a more significant gap. Gender equality is an issue that is considered a strategic priority for the entire business, not just for the human resources area.

What are concrete actions your company is taking to reach your target and help move the needle on women's representation and leadership?

- First, a **diagnosis** was undertaken to know the starting point, we then focused on D&I awareness and capability building.
- We have created a **Diversity and Inclusion Council**, made up of 21 representatives of senior management from different business areas. The fact that Eduardo Osuna, Vice President and General Director of BBVA Mexico, is part of this Council is very beneficial as it seals the commitment to diversity.
- In order to reach gender equality, we have defined **goals and action plans** for each business area, we have analyzed the talent pool to define KPIs to measure and follow up.
- We have developed **awareness programs** for the entire organization to have basic knowledge about diversity and inclusion (more than 19,500 employees were trained).
- We have also created a protocol for **sexual harassment** and launch of **domestic violence support telephone line**.
- We have developed **inclusive interview and job posting** guides to ensure opportunities are inclusive for everyone.
- We increased **maternity and paternity leave**.
- We are focused on **women's empowerment and visibility**.

The work plan for the next five years considers several initiatives proposed by the D&I council, such as running focus groups to detect possible barriers to women's professional development. Based on the findings, development plans for women will be designed that include coaching programs, mentoring, transversal career plans, and conversations on women's empowerment to promote female talent at all levels. These will help to move the needle for top management positions.