



## SDG 1 - END POVERTY IN ALL ITS FORMS EVERYWHERE

### INTERNAL ACTIONS

- offer decent working conditions to employees and within the firm's sphere of influence;
- ensure that there is an environment within the company which is favorable to collective bargaining, allowing employees to improve their working conditions;
- adopt an inclusive business model, which focuses on the integration of people with low incomes and of small and medium-sized enterprises within the value chain, in order to encourage the most vulnerable communities;
- implement equality policies that include bargaining processes in order to give the most vulnerable groups an equal opportunity to grow professionally;
- ensure affordable products and services which meet the needs of vulnerable groups in terms of price and features;
- monitor own supply-chain to ensure that decent working conditions are guaranteed throughout and that employees are offered long-term contracts;
- encourage the development of a culture of human rights within the company, through the implementation of the *UN Guiding Principles on Business and Human Rights*;
- reduce the impact of business activities on the environment, to prevent environmental and economic disasters with serious consequences for the population;
- promote greater resilience of suppliers' plants located in developing countries, in order to reduce their exposure and vulnerability to climate disasters and other economic, social and environmental impacts.

### EXTERNAL ACTIONS

- use the products and services that make up the company's *core business* to find solutions to the different variables that generate poverty (e.g., a company in the banking sector through the extension of micro-credit, or a technology firm that incentivizes scientific research that helps to reduce poverty);
- support entrepreneurs and SMEs located in developing countries in the generation of a sustainable business environment and in offering decent jobs;
- granting scholarships to people in need so that they can train and grow professionally;
- promote advertising and marketing campaigns aimed at poverty reduction for specific vulnerable communities;
- offer free products and services to people in need;
- organize voluntary or philanthropical activities;
- establish public-private partnerships with NGOs, universities, governments, local authorities, and other firms in order to carry out projects that contribute to reducing poverty.