

# Itaú Launches its Sustainable Finance Program



*A project that begun in 2008 with an award for academics and journalists goes further by establishing a network of reflection on the topic*

**São Paulo, May 11, 2010** – After opening an important channel for discussion of best practices in sustainable finance in 2008, Itaú is launching today the ***Itaú Sustainable Finance Program (ISFP)***. The project, which this year expands its scope in comparison with the award launched two years ago, aims at establishing a reflection network to disseminate the concept and the debate on sustainable finance. Within this new scope, the Program is continuous and the Award is granted every two years in even years to motivate journalists and graduate students to submit their works. In odd years, debates and workshops will be conducted, and there will be disclosure of information on the website of the Program with the purpose of training and qualifying the members of this reflection network in the theme.

The 2010 edition of the ***Itaú Sustainable Finance Award*** also brings new features such as the inclusion of the subcategories Undergraduate, in the category Academic Papers, and Digital Media (Internet), in the category of Journalistic Work.

"The concept of sustainable finance is being developed. Therefore, after the first edition of the Award in early 2009, we initiated an internal debate involving civil society actors to redefine the understanding on the topic and the concept that we consider to be the focus of the Program. It is a topic that is always evolving, but I'm sure you've taken an important step for the development of a structured network of discussion and promotion of sustainable finance in society," says Denise Hills, Itaú's Sustainability superintendent.

According to the large survey conducted by Itaú, in a partnership with CEATS - Center of Social Entrepreneurship and Management in the Third Sector, of FIA/USP, the concept adopted for the Program will be: "Sustainable Finance includes all initiatives linked to the core business of the institutions that make up the financial market, addressing the activities of these institutions in order to integrate economic, social, and environmental aspects."

"The use of a clearer concept, developed along with different stakeholders, as well as the increase in the number of categories, allows the Program to contribute more effectively to the debate and dissemination of values and behaviors that are essential for the sustainability of the financial market and, consequently, for the sustainability of the economy and society," believes Denise. In addition to the support from CEATS, Itaú Sustainable Finance Program maintains its partnership with Instituto Ethos and the British consultancy firm SustainAbility, an expert on the issue.

## **Rewarding good ideas**

Submissions of works for the ***Itaú Sustainable Finance Award*** will start on June 1 and the deadline is on August 10. The works can be submitted on the website [www.itaufinancassustentaveis.com.br](http://www.itaufinancassustentaveis.com.br). The competition is divided into the categories Journalistic Work, which includes the subcategories Newspapers, Magazines and Digital Media (Internet), and Academic Papers, with the subcategories Undergraduate, Non-degree and Degree Program. After submission, the works related to one of these subcategories can be uploaded until August 27 via the same website and they will be reviewed by the committees responsible for screening, selecting and granting the awards between September and October this year

Journalists who have articles published from October 1st, 2008 to August 27, 2010 and undergraduate students who presented studies between the *second* half of 2008 and the first half of 2010 will be able to participate. The winners of each subcategory will be announced in December 2010 and each one will receive a prize of R\$ 10,000. In addition, the editors of the best journalistic works and the advisors of the best academic papers will get a Itaútec Netbook. The media companies and the universities will also receive a certificate related to the award. All participants will also be members of a network for the discussion and deeper study of sustainable finance. The complete rules of the ***Itaú Sustainable Finance Award*** are already available at [www.itaufinancassustentaveis.com.br](http://www.itaufinancassustentaveis.com.br).

## **Sustainable Finance at Itaú**

Throughout its history, Itaú has attempted to combine consistent financial performance with attitudes that emphasize ethics, transparency in the relationships with customers, employees, shareholders and the community, and managerial competence with the purpose of serving the society in the integrated search for solutions of social and environmental problems. According to the Bank's perspective, sustainability is the maintenance of business in the short, medium and long term, allowing a continuous delivery of value to the stakeholders.

Itaú is a signatory of the Equator Principles, a set of rules by which the banks agree to operate according to the social and environmental policy of the IFC (International Finance Corporation), an agency of the World Bank for the operations of project financing. Itaú surpassed the goals established by these rules by having a specific social and environmental risk policy. The social and environmental criteria are already applied in the bank for projects that amount to R\$ 5 million.

Itaú's commitment to sustainability is also apparent in its products. One of these products is the "Fundo Itaú Renda Fixa Ecomudança". This fund was launched in 2008 and it is designed for investors interested in and anxious to contribute to reducing global warming, aiming to use 30% of its management fee to fund projects focused on minimizing the effects of climate changes by compensating for carbon emissions. This year, the program will offer R\$ 320,000 of technical and financial support to initiatives of three selected projects. It is also worth mentioning the "Fundo Itaú de Excelência Social (FIES)", in which, in addition to the risk analyses and stock returns, the managers take into account the social practices of environmental protection and corporate governance. FIES allocates 50% of the management fee for social projects. And the "Fundo Itaú Índice de Carbono" is the first Brazilian investment fund tied to a carbon credit index.

Itaú has been included in the Dow Jones Sustainability World Index (DJSI World) for ten consecutive years, being also listed in the Corporate Sustainability Index of Bovespa. In June 2009, Itaú Unibanco received from the Financial Times and the International Finance Corporation (IFC) the award of Emerging Markets Sustainable Bank of the Year, the highest acknowledgement offered to the most sustainable financial institution in the emerging markets, considering the addition of value by reducing costs and mitigating risks, including social and environmental risks.

**Corporate Communication – Itaú Unibanco**

+55 11 5019-8880/ 8881

[imprensa@itau-unibanco.com.br](mailto:imprensa@itau-unibanco.com.br)