

Press kit



BBVA



EL CELLER DE CAN ROCA



"Seeds for **the future":**

another step forward
on the path toward a
more sustainable life,
with BBVA and
El Celler de Can Roca

BBVA and El Celler de Can Roca have been working together since 2013 to create initiatives that have a positive impact and promote economic, social and environmental balance.

In light of their joint interest in helping people transition toward a more sustainable life, both organizations aim to fulfill this mission with initiatives such as 'Sustainable Gastronomy', which provides specific tools for this green transition. In this journey, BBVA and El Celler de Can Roca have understood how food constitutes a powerful lever for contributing to environmental protection and the conservation of biodiversity.

As a result, BBVA and El Celler de Can Roca have come together to embark on a new adventure, "Seeds for the future". This initiative aims to raise awareness about how the commitment to conscious, responsible and sustainable gastronomy today can be the seed that ensures our wellbeing tomorrow.

"Seeds for the future"
encourages people to reflect
on the importance of
conserving biodiversity in
order to ensure a sustainable
future, filled with opportunities
for everyone.



The danger of *biodiversity* loss

Biodiversity is one of our main allies in the commitment to a more sustainable and inclusive future. Rich and functional nature, with the right levels of biodiversity, is essential to ensuring the health of humanity. In addition to safeguarding global food security, as the FAO points out, biodiversity helps sustain healthy and nutritious diets, improves the livelihoods of those living in rural areas and strengthens the resilience of people and communities.

Paradoxically, the global food system is the main driving force behind the loss of biodiversity. It also poses a threat to 24,000 of the 28,000 endangered species (or 86 percent);, and contributes to the overexploitation of increasingly scarce natural resources, such as water, forests and land¹. The global food system is also responsible for 29 percent of all greenhouse gases², making it a major factor in climate change.

Biodiversity loss also has an impact on the richness of our diet. Some experts estimate that 75 percent of agricultural varieties have disappeared over the last century and, at present, just nine crops represent 66 percent of all global production.³ Thus, this trend is putting our gastronomic memory at risk.

Spain is one of the countries with the greatest biological and crop diversity in the European Union. The Iberian Peninsula is where some of humanity's most important crops have their origin, with some of the greatest diversity. The Mediterranean basin is considered a global hotspot for plant diversity.⁵

37.7%

Globally, agriculture accounts for more than a third of land use.

75%

It is estimated that during the 20th century, over three quarters of the genetic diversity of our crops disappeared.

350

Although there are thousands of species that contribute to food security and sustainable agriculture, only around 350 plants play a crucial role in food and agriculture worldwide⁴.

3

In fact, three crop species alone account for 48 percent of average daily calorie consumption: wheat, rice and corn.

¹ Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES)

² Intergovernmental Panel on Climate Change (IPCC) Special Report on Climate

³ The state of biodiversity for food and agriculture worldwide, FAO

⁴ Ulian T, Diazgranados M, Pironon S, et al. Unlocking plant resources to support food security and promote sustainable agriculture. Plants, People, Planet. 2020

⁵ Myres N, Mittermeier R, Mittermeier C, Fonseca G & Kent J (2000) Biodiversity hotspots for conservation priorities.

The diversity of crops (the variation among species of crops, their varieties and/or individual plants) underpins productivity, resilience and the capacity of agricultural systems to adapt.



Biodiversity:

Helps to eradicate *poverty*

Provide safe access to *water*

Is essential for *food safety*

Is important for *human health*

Is a source of *traditional knowledge*

Helps the fight against *climate change*

Is a driving force for *economic development*

"Seeds for the future": the importance of conscious, responsible and sustainable food

Within this context, BBVA and El Celler de Can Roca are launching "Seeds for the future", a project that encourages people to reflect on the importance of biodiversity conservation, and raises awareness of the need to adopt responsible food habits through healthy gastronomy, based around the principles of proximity, quality and buying local.

The organizations embarked on this adventure - a journey that culminated with a documentary - to explore the risk associated with the disappearance of natural resources and genetic erosion of crops. They also sought to delve deeper into how this situation also poses a threat to our gastronomic memory and culture through the loss of certain tastes.



“Cooking is a transformational tool that can create awareness and it appeals to sustainability. This is a reflection on ‘the dark side of food’ and how it goes hand in hand with some of the most pressing environmental issues.

JOAN ROCA, EL CELLER DE CAN ROCA

Biodiversity is one of our main allies in the challenge of transitioning toward a more sustainable life. However, its loss represents a threat to the environment, social inclusion and, of course, our cultural heritage.

**The
commitment
to *sustainable*
gastronomy:**

a cornerstone
of BBVA and
El Celler de
Can Roca's
joint strategy

BBVA and El Celler de Can Roca have spent years working to help people with the transition toward a sustainable life. In response to the society's demand for new forms of consumption, they recently launched the 'Sustainable Gastronomy' project.

This initiative offers consumers tools, supports local producers and encourages healthy habits based on a balanced diet, allowing anyone to access the properties of each seasonal product and providing both culinary and health suggestions.

Below are some of the milestones in this journey to support farmers and fishermen, and improve both our health and the health of our planet:

Sustainable **Gastronomy**

offers suggestions of ingredients that are in season, tells their story and the story of the farmers or fishermen that helped produce them, and suggests a recipe to make the most of them.



BBVA AWARDS FOR THE

Best *Sustainable* **Producers**

IN SPAIN

awards to give visibility to inspiring sustainable agrifood production initiatives, thus contributing to a green economic recovery.

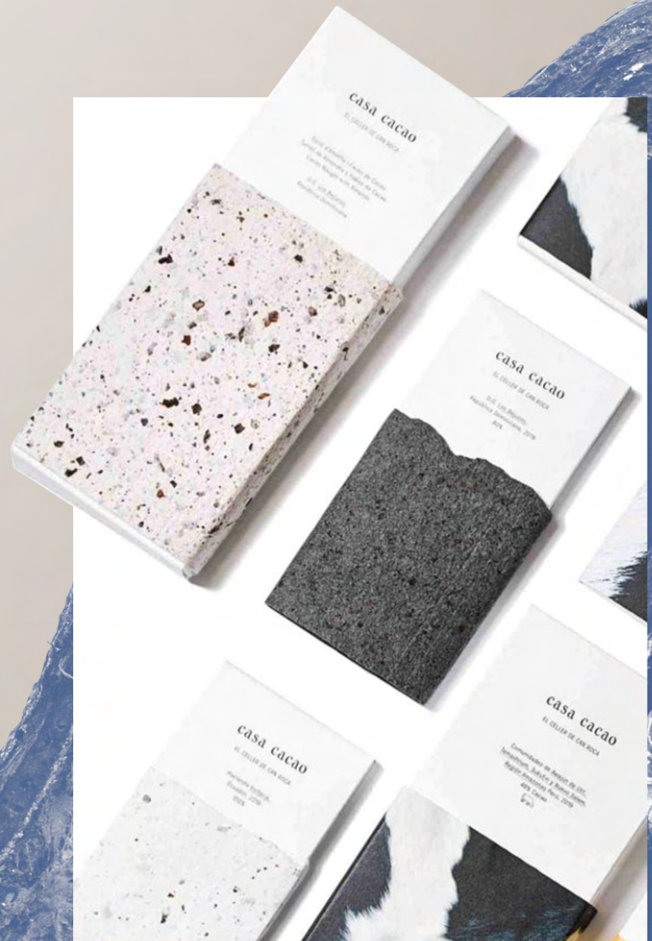
Recycle Clothing

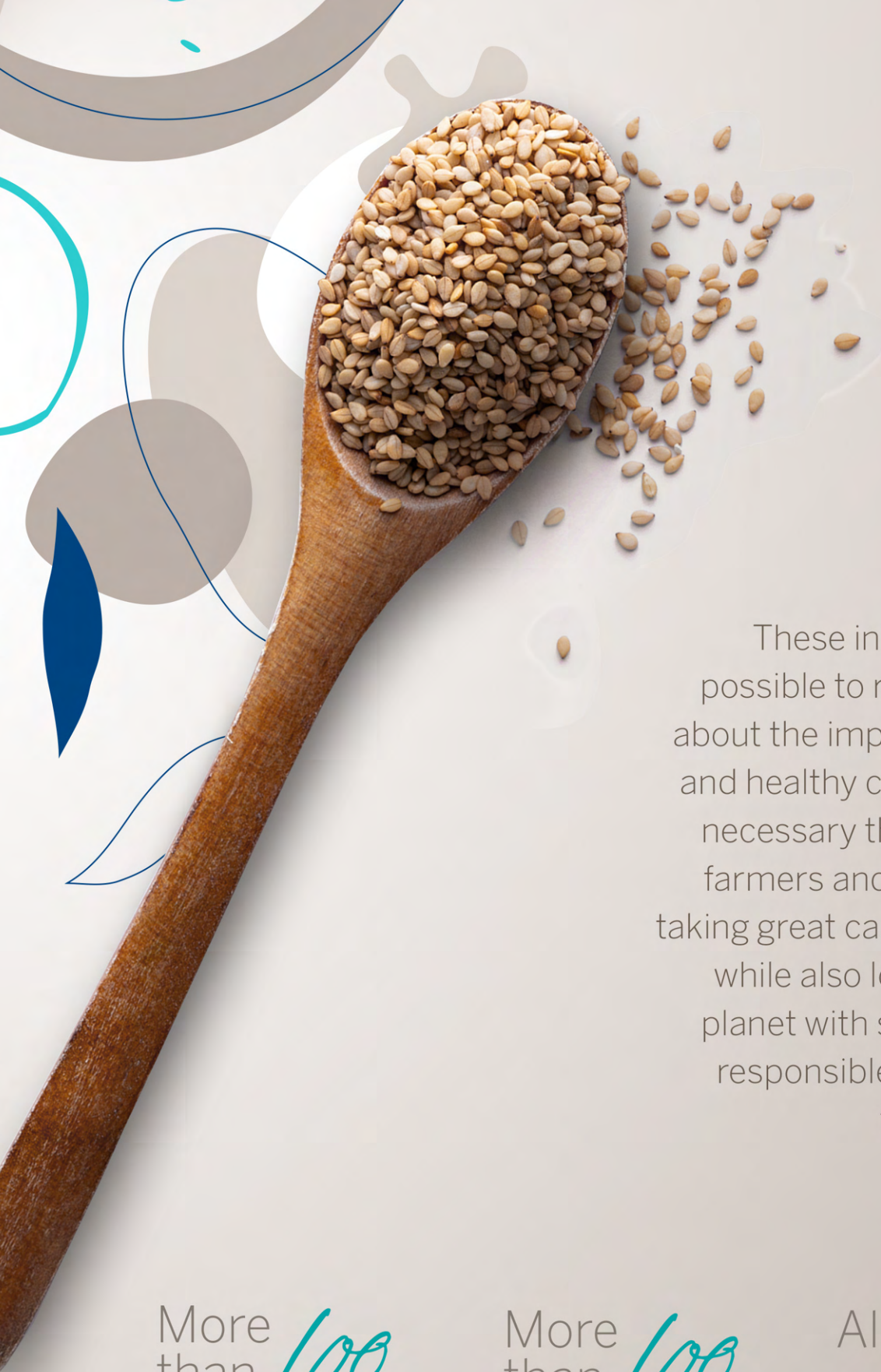
is another step forward in BBVA and El Celler de Can Roca's joint commitment to sustainability, recycling and the circular economy. Thanks to this project, restaurant staff wear uniforms made from recycled plastic, made from waste produced in the restaurant itself.



Cacao House

entails a series of collaborations with indigenous communities in Latin America for the development and recovery of cacao crops.





These initiatives make it possible to raise awareness about the importance of food and healthy cuisine, and how necessary these small local farmers and fishermen are, taking great care with produce while also looking after the planet with sustainable and responsible exploitation of their resources.

More than *100*

seasonal products showcased

More than *100*

collaborations with local producers

Almost *2 mill.*

views of content produced by Sustainable Gastronomy.



Sustainability,

as a strategic pillar of
BBVA for building a
greener and more
inclusive future

Aware of the fact that financial institutions are mobilizing agents for the challenges posed by climate change, BBVA has taken a comprehensive approach to the challenges of sustainable development. Its strategy in this field is part of the bank's 2025 pledge, based on three pillars:

1

Mobilizing resources for green funding, sustainable infrastructures, social entrepreneurship and financial inclusion.

2

Managing environmental and social risks to minimize their direct and indirect negative impact.

3

Involving all stakeholders to collectively promote a greater contribution from the financial industry to sustainable development.

BBVA has a long history with *sustainability*

- 2004** Adoption of the Equator Principles
- 2007** Creation of the BBVA Microfinance Foundation
- 2008** BBVA Corporate Social Responsibility Policy
- 2005** Signing of the Green Bond Principles
- 2018** BBVA, first Spanish bank to issue a green bond.

Katowice Commitment - alignment of credit portfolios with the Paris Agreement

BBVA 2025 Pledge: mobilization of €100 billion in sustainable financing
- 2019** BBVA incorporates sustainability as a strategic priority

Signing of Principles for Responsible Banking
- 2020** Launch of the Sustainability Policy

Publication of TCFD Report

Carbon neutrality in scopes 1 and 2 and travel emissions from 2020
- 2021** BBVA, named the most sustainable bank in Europe and second worldwide, according to the Dow Jones Sustainability Index

Commitment to progressively phase out coal from its loan portfolios

Commitment to have net zero carbon emissions by 2050.

BBVA has doubled its target for the mobilisation of sustainable financing to 200 billion Euros

The future of banking lies in financing the future. Therefore, BBVA has a strong commitment when it comes to supporting sustainability initiatives, in general, and mobilizing resources in support of biodiversity, in particular:

Social
23%



Green
77%

Sustainable financing by BBVA for each type of product since 2018 through March 31, 2021



We are a pioneering company in the funding of sustainable projects in order to promote organic production in Spain.



In Argentina we supported the launch of the first Manual of Sustainable Production Systems for agriculture in the country.



We issued the first sustainable bond in the Uruguayan market.

Our **BBVA Microfinance Foundation** is a leader in development financing (just behind the Gates Foundation); and helps the most vulnerable to tackle climate change (by offering specific solutions to promote more environmentally friendly agriculture and the use of renewable energies).

Discover some of these inspiring stories:



Ninfa Herrera

has turned her business into a showcase where she proudly shares the wisdom of her indigenous community, a guardian of life in the Amazon.



Angelica Vallebuena

is progressing thanks to the Bancamía 'MEbA' program which promotes measures to improve the resilience of the rural population and its adaptation to climate change.



Roberto Gómez

grows and sells his products and organizes tourist visits to his property, following the trend of sustainable tourism.



Leonel Evangelista

The entrepreneur was supported by the Dominican unit of the BBVA Microfinance Foundation along with another 1,500 producers of organic cacao.

BBVA and El Celler de Can Roca: a partnership based on *values*

The BBVA - El Celler de Can Roca partnership was created in 2013 based on values shared by both entities: responsibility, innovation, commitment, globality, the pursuit of excellence and a spirit of improvement.

These points in common, together with the bank's aim to create opportunities for everyone in this new era, are the foundations of a joint project where gastronomy, sustainability, training and the social aspect play a crucial role.

Both partners have embarked on an exciting adventure that has led to numerous achievements, including:



Three international tours in 2014, 2015 and 2016, with 39,000 km travelled and 16 countries visited.

A national tour in 2017 and 2018 exploring different regions of Spain.

The publication of the book 'Raíces' (Roots) promoting local products and small farmers and fishermen from different Spanish regions.

Creation of the menu for the heads of state at the Madrid Climate Change Conference in 2019.

Launch of the BBVA Scholarships, where young people from all over the world trained as interns in the kitchens of El Celler de Can Roca.

An investigative documentary that takes a deeper look at taste disorders, "The Sense of Cocoa".

Launch in June 2020 of "Sustainable Gastronomy", an initiative to promote a healthy cuisine that has provided visibility to more than 64 companies and producers from all over Spain who are committed to responsible production and consumption. October of that same year saw the launch of the first edition of the awards for the best livestock breeders, farmers and food producers in Spain (more than 60 candidates applied); and the second edition took place in May 2021 (with almost 200 applicants).

The development of 'Recycle Clothing', a commitment to the circular economy where the Roca brothers and their team wear uniforms made from recycled material.



About BBVA

BBVA is a customer-centric global financial services group founded in 1857. The Group has a solid leading position in the Spanish market, is the largest financial institution in Mexico and it has leading franchises in South America. It is also the leading shareholder of Garanti BBVA, in Turkey, and has an important investment, transactional and capital markets bank in the United States. Its purpose is to bring the age of opportunity to everyone. This aim is focused on customers' real needs: to provide the best solutions and help them make the best financial decisions, through an easy and convenient experience. The institution is grounded on strong values: the customer comes first, we think big and we are all one team. Its responsible banking model aims to achieve a more inclusive and sustainable society.



About **El Celler de Can Roca**

El Celler de Can Roca is a free-style restaurant, with a deep sense of the hospitality inherited from past generations of the family and a devotion to feeding people. Tradition perfectly balanced with creativity, innovation, technique and sustainability. Cuisine connected to the land as a pantry and a habitat and with the local producers who have grown with them and that glimpses a world that wants to be human, genuine and sensitive.

In 1998, the youngest brother, Jordi, joined the kitchen of El Celler. El Celler de Can Roca's commitment to cuisine and innovation, as well as its ties to academia, has resulted in an ongoing defense of dialogue with producers and scientists, total dialogue.



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Discover more at:

www.bbva.com



[@cellerrocabbva](https://www.instagram.com/cellerrocabbva)

Press contact:

LLORENTE Y CUENCA

Andrea Muñoz

amunoz@llorenteycuenca.com

+34 91 563 77 22

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Corporate Communications BBVA

comunicacion.corporativa@bbva.com

+34 617 30 87 82