

Bankia and Action Against Hunger join forces to foster entrepreneurship in Malaga

- The agreement, which also encompasses Toledo, contemplates a donation by the entity totalling €20,000
- The IMF Oportunitas Foundation has been tasked with providing advice on micro-financing matters under the scope of the Vives entrepreneurship project
- The project, backed by the Action Against Hunger Foundation, seeks to help people at risk of exclusion access the workplace

Malaga, 14 May 2018.- Bankia, Action Against Hunger and the IMF Oportunitas Foundation have agreed to collaborate to foster entrepreneurship in Malaga.

The agreement, which also encompasses Toledo, contemplates the donation by the entity of a total of €20,000 to fund the community entrepreneurship project run by Action Against Hunger called 'Vives Emprende'.

This project, which is part of the European Social Fund's Social Inclusion and Social Economy Operational Programme, is designed to facilitate access to the labour market by individuals at risk of exclusion by means of self-employment and self-enterprise.

'Vives Emprende' consists of an itinerary in which the beneficiary entrepreneurs receive support on matters ranging from definition of their business concept to its start-up, including assistance with consolidating the business if necessary. The beneficiaries participate in group and individual sessions to hone the skills needed to start up on their own, such as self-confidence and creativity; they also learn how to build a business model, draw up a business plan and foster customer loyalty. When necessary, they are provided with the financing needed to turn their concepts into a reality.

The agreement was signed by Bankia's head of corporate social responsibility, David Menéndez, the director of community work at Action Against Hunger, Luis González Muñoz, and the president of IMF Oportunitas, Marcelo Abbad Sort.



“This seal is yet further proof of Bankia's commitment to responding to the needs posed by the current social paradigm. To this end, the entity is championing, together with entities of the calibre of Action Against Hunger and Oportunitas, workplace integration programmes that foster enterprise and skills training and provide advice and career orientation to people at risk of exclusion”, said David Menéndez.

For his part, Luis González Muñoz stressed “the importance of being able to generate collaborative initiatives of this nature that help channel the CSR efforts of entities such as Bankia, while tapping the micro-financing know-how and experience offered by the Oportunitas Foundation, towards those in greatest need by means of innovative programmes with a high impact on their job prospects”.

Action Against Hunger will be tasked with analysing the viability of the projects submitted by potential candidates and will put the entrepreneurs in need of financing to start up their businesses in contact with IMF Oportunitas.

IMF Oportunitas, meanwhile, will look after the micro-financing side of the arrangement, specifically granting loans, credit or other forms of financing to natural persons, all of which for social purposes.

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