

## OUR RELATIONSHIPS

We work continuously to improve channels and vehicles to interact with our various audiences. Knowing and understanding the demands of society allows us to more comprehensively fulfill our mission of promoting the sustainable and competitive development of the Brazilian economy.

### PERSON-TO-PERSON ASSISTANCE

In 2016, we attended 785 entrepreneurs in our offices, offering guidance on the lines of financing best suited to their needs. In Rio de Janeiro, we registered assistance to 286 visitors; 38% of this assistance was spontaneously evaluated by the public, which attributed to it an average of 4.98 points on a scale of 0 to 5. In São Paulo, there was assistance to 242 visitors; in Brasília, 149; in Recife, 65; and in Belém, 43. Most of the assistance was given to micro, small and medium-sized enterprises (MSME), whose interest was focused on isolated working capital to go through the adjustment period of the Brazilian economy. Another relevant segment was the individual microentrepreneurs (MEI) and individuals interested in knowing the BNDES' credit lines to start businesses and franchises.

We also registered complaints on the reduction of the credit limit for companies regarding the BNDES

Card, stimulated by the financial institutions' concern about the great default of their portfolios.

### BNDES CALL CENTER

Our call center assists the external audience by telephonic service, mail or electronic form, on subjects related to operational activities of the BNDES System. In 2016, approximately 454,200 requests were attended to, 88% being by telephone. In a customer satisfaction survey carried out by post-service, 95% of the respondents considered the service good or excellent.

### RECLAME AQUI PORTAL

Throughout 2016, 55 manifestations on BNDES were registered on the Reclame Aqui (Complain Here) Portal. Our reputation at the end of 2016 reached the unedited "Great", when we adopted the practice of calling the claimant in order to hear, understand the reason of the complaint and present alternatives to mitigate the issue.

### SIC

Our Citizen Information Service (SIC) works according to the determinations of the **Access to Information Act**. Requests are received by the e-SIC system, in person (in Rio de Janeiro), by correspondence or e-mail. In 2016, we received 718 information requests, all answered within the legal terms. Some of the most requested themes during the year were services exports, socio-environmental follow-up of the projects supported and BNDES governance, besides information on operations, with sectoral, regional and companies' size data.

Learn more in the section  
Governance, control and  
transparency

### OMBUDSPERSON'S OFFICE

In 2016, we started publishing semiannual reports on our website on the most relevant activities performed by the Ombudsperson's Office, channel earmarked to receive denunciations of non-compliance with internal rules or with the legislation of the country. Over the year, we received and treated 1,376 manifestations (5.9% less than in 2015), of which 76.5% was registered by legal persons and 23.5% by individuals, distributed as follows:



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### ETHICS COMMITTEE

Denunciations and orientations regarding **ethical conducts** can be submitted, according to the case, either through the Federal Government's Electronic System for Prevention of Conflict of Interest or the Ethics Committee of BNDES System (via e-mail, in person, telephonic contact or correspondence).

In 2016, 82 preliminary procedures were opened, with emphasis on the following themes: conduct verifications; authorization for performing parallel activities; gifts and souvenirs; internal relationship; and transaction with securities.

### FORUM FOR DIALOGUE WITH CIVIL SOCIETY

The Forum for Dialogue with Civil Society is a structured and direct communication channel, earmarked for non-governmental organizations (NGO) and relevant social movements in the Brazilian context. In 2016 we did not hold meetings due to the revision of its structure.

### INSTITUTIONAL LECTURES

We gave 22 institutional lectures (five in Portuguese, 14 in English and three in Spanish) throughout the year, for an audience of 492 people. Such events were earmarked for teachers and student groups from Brazil and abroad, representatives from financial institutions, diplomats and representatives from foreign governments.

### EVENTS TARGETING MSMEs

Since 2005, more than 32,000 people participated in the lectures

*O BNDES Mais Perto de Você* (BNDES Closest to You), whose objective is to inform and guide micro, small and medium-sized entrepreneurs on the BNDES' lines of financing. In 2016, 12 lectures were given, distributed over all regions of the country, with the participation of 1,693 people. Of this total, 57% spontaneously evaluated the lectures, attributing an average of 8.9 points (on a scale from 0 to 10).

Seminars on Credit are other initiatives directed to this public, performed in partnership with the Brazilian Micro and Small Business Support Service (SEBRAE), which also disseminate our types of support and enable the contact between entrepreneurs and financial institutions. In 2016, 154 lectures were performed in municipalities of 19 states and the Federal District, gathering an amount of more than 9,000 participants.

### PARTICIPATION IN FAIRS

In 2016, we were present in 15 business fairs in Brazil. We assisted some 3,600 visitors at our stand, mainly for orientating

and clarifying on lines of financing. The micro, small and medium-sized entrepreneurs represented the vast majority of the public assisted.

### POLICY OF SPOKESPEOPLE

In 2016, we approved the policy of spokespeople, which establishes guidelines and competences for senior management and employees to participate in interviews with the press and in communication with other target audiences. The aim is to ensure transparency and contribute to the correct transmission of information.

### PRESS SERVICES

Over the year, we answered 712 requests from the media and counted 57,531 articles in the press that mentioned BNDES, 138% increase in relation to 2015. Part of this number is the result of proposal of topics and themes by the Bank, which produced 190 releases, notes, communications and agenda notes.

Also, several relationship gatherings with reporters were held, aiming to clarify doubts, inform on action in progress and seek approach.



BNDES' stand at the Plástico Brasil fair, in São Paulo. Photography: Luce Barbosa/BNDES Collection



New website homepage, more dynamic and simpler to navigate. Photography: BNDES Collection

## NEW WEBSITE

In September 2016 we launched our new website. With an information architecture reformulated and more dynamic layout, the new website aims to facilitate the access to information of the BNDES System and aggregate more transparency to the institution, as well as approximating the Bank to its different audiences, especially those that access the tool: MSMEs, civil society, the press and scholars.

One of the improvements achieved by the new website was to amplify and simplify the content disseminated and make data on operations of variable income more accessible. It is also possible to consult historic series of disbursements through the website and compare the numbers over time. Another gain enabled by the new structure was the simplification of research for lines of credit. After informing the characteristics of the project, the user interested in financial support receives the indication of the most appropriate options of financing and can simulate installment values.

## SOCIAL NETWORKS

We verified an increase of access to our channels and official profiles on social networks. Our Twitter profile exceeded the mark of 100,000

followers, registering 166,000 at the end of 2016. Our channel on YouTube, in its turn, finished the year with more than 500,000 accumulated visualizations (total of 503,548) and 2,239 subscribed. In 2016 there were 281,576 visualizations on the channel, which represents a 134% increase in relation to the previous year. We also registered 53,000 likes

on our Facebook page (123% increase in relation to 24,000 at the end of 2015). Moreover, in 2016 we started using this platform to broadcast live collective interviews, amplifying and democratizing the access to information.

## ADVERTISING

Themes highlighted in advertising campaigns were the support for culture and sport, besides lines of financing. Other aspects related to our performance were also emphasized, such as the dissemination of the cultural schedule of BNDES Cultural Space and lectures *O BNDES Mais Perto de Você* (BNDES Closest to You). In total, our advertising efforts in 2016 represented an investment of R\$ 23 million.



Our support for canoeing was the theme of an advertising campaign broadcast during the Olympics. Photography: BNDES Collection