



2022
SUSTAINABILITY
REPORT



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WE ARE FLYING HIGHER!



**MÓNICA
GIL
CEO**

493,921.80
people impacted
and USD 540.500.73 in
contributions are some of the
figures that help us explain the result

We ended a year that once again showed us **how far we can go when we strengthen** our alliances and work with the firm conviction of having a positive impact on the people who live in the main Viva destinations we reach as an airline.

We set ourselves the challenge of being an increasingly **diverse company that generates training opportunities and dignified employment**, which is why we invited 22 young people from regions such as Bolívar, Cauca, Antioquia and Chocó to participate in the first edition of Viva sin Límites. We provided full scholarships and guaranteed their training as cabin crew, as well as covering all living expenses during the 6 months of study.

17 of them successfully completed the process and **are now wearing with pride the famous yellow uniform**, being worthy representatives of how far we can go when we find the necessary drive.

of our work through education projects, inclusion and care for biodiversity, with the clarity that **each number indicates what we represent in the lives of thousands of Colombian families.**

With our modern fleet, which is the most environmentally friendly in Colombia, due to its fuel savings and lower CO2 emissions, **we transported 66 tons of humanitarian aid to different regions of the country.** We also implemented a zero-waste policy on Viva aircraft this year, benefiting 19,037 people with the weekly delivery of 614 food rations that were not sold during flights.

In this new period that is just beginning, we will reach our fifth year of operations satisfied with our achievements and the firm conviction to continue working to contribute to the challenges we face as a society. **Our yellow heart will continue to beat for social transformation.**

TOGETHER WE GO

+ FURTHER



MARTHA ELENA MOGOLLÓN

Executive Director
Granitos de Paz Foundation

"The alliance with Fundación Viva has been vital to continue **bringing sustainable development** to new territories in the country.

It has been a 'Flight to the Country' in which we generated social and productive inclusion for 36 families, 16 in Atlántico and 20 in Cartagena. From the backyards of their homes, converted into green vegetable gardens, **we generate an environmental impact and, very soon, economic autonomy**, thanks to the commercialisation of their crops in hotels and restaurants".

"We have found in Fundación Viva a partner, not only with sensitivity for biodiversity but also an organization with **determined actions for the conservation of our ecosystems and the sustainability of the communities that inhabit them.**

For Animal Bank, Fundación Viva is not only our founding partner, but also a partner organization with which we can build sustainable development and work for the conservation of biodiversity.



ALEJANDRO ZAPATA

CEO Portafolio Verde

"In Proantioquia we choose to do magic with others, that is what we declare. In this purpose, **Fundación Viva is a great partner with whom we walk this path.** Its participation in our Social Value Committee, where other organizations are present, **has allowed us to promote highly relevant social issues** that are connected to the causes in which we believe and for which we work every day: gender equality and food security".



MARÍA BIBIANA BOTERO

Executive President
Proantioquia

RELEVANT NUMBERS

493,921 
people impacted

66 tons of aid
transported

6,601 
volunteer hours

19,037 
unused meals
delivered

USD 540.500.73 
in contributions



Landing with opportunities

in the main VIVA destinations

Performance INDICATORS

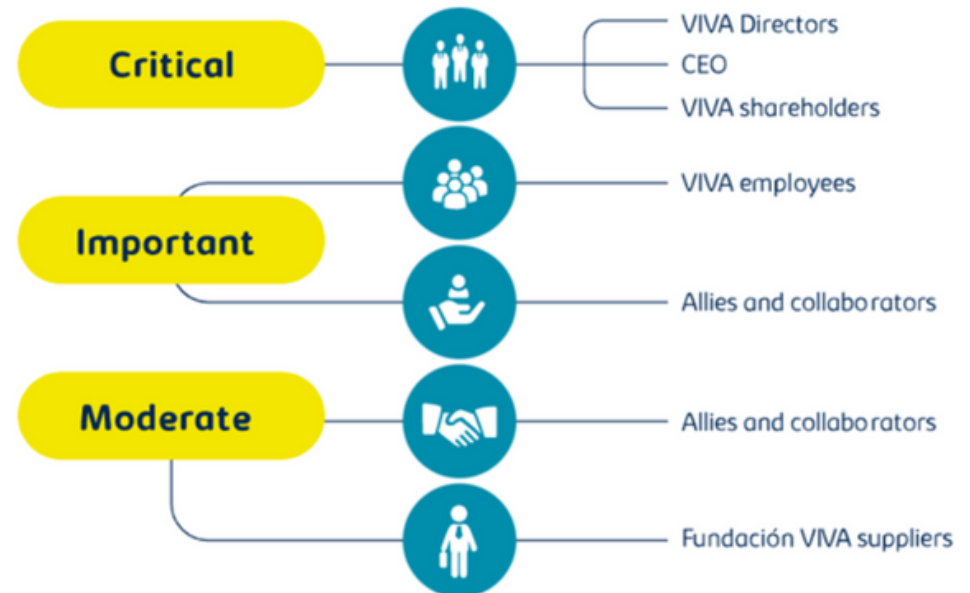
- ♥ Every month we provided **technical education to 224 young people**, most of them mothers at an early age.
- ♥ Every hour we guaranteed humanitarian care and legal advice for a migrant or returnee in La Guajira. **In total we supported 8,801 people, 76% women and children.**
- ♥ Every week **we planted 96 trees** in different Viva destinations.
- ♥ We signed a conservation agreement for the **Los Flamencos Sanctuary with 25 families from the Wayuu indigenous community** and National Parks.
- ♥ With the seats used on Yellow - Heart Flights, **we helped a total of 23,080** needy persons.
- ♥ The book project **gave 178,820 passengers access to literature** on Viva planes.
- ♥ Every day on average **we donated 87 unused meals to families in extreme poverty.** We benefited 19,037 people.
- ♥ Every month we made possible **the printing of 8 upper limb 3D prostheses.** Together with Humanos 3D we helped change the life of 85 people.

This is how we define our sustainability strategy

Through a process of rigorous **conversation and analysis with our stakeholders**, we identify the issues relevant to them and together we build the **strategy that guides us as a Foundation.**

Stakeholders

We generate an analysis of our stakeholders **in order to promote opportunities for participation** and to discuss trends in sustainability and the major challenges we face as a foundation.













Topics of interest

A material impact survey was carried out (selecting the most relevant and most voted by stakeholders) and several targeted meetings were held, resulting in a high level of commitment and participation.

1% Corporate governance
4% VIVA managers
5% Allies
11% VIVA customers
79% VIVA collaborators



KEY ISSUES IDENTIFIED

-  Programme for the migrant population.
-  Biodiversity conservation.
-  Promotion of reading.
-  Programme to prevent early pregnancies.
-  Waste management and use.
-  Generating opportunities for people who have never flown.
-  Promotion of sustainable tourism.
-  Encourage volunteering in the Foundation's programmes.
-  Training and campaigns for the care of the planet.
-  Support for inclusion and generation of opportunities.



FOCUS GROUPS

During the design of our sustainability strategy, we carried out five focus groups in which the executive management of the Viva Foundation, the foundation's support team and Viva collaborators participated.



Viva employees

"I consider it fundamental that the foundation **leads volunteer projects supporting biodiversity and with a social vision**, including its target audiences, for example: women and migrants".



Directors

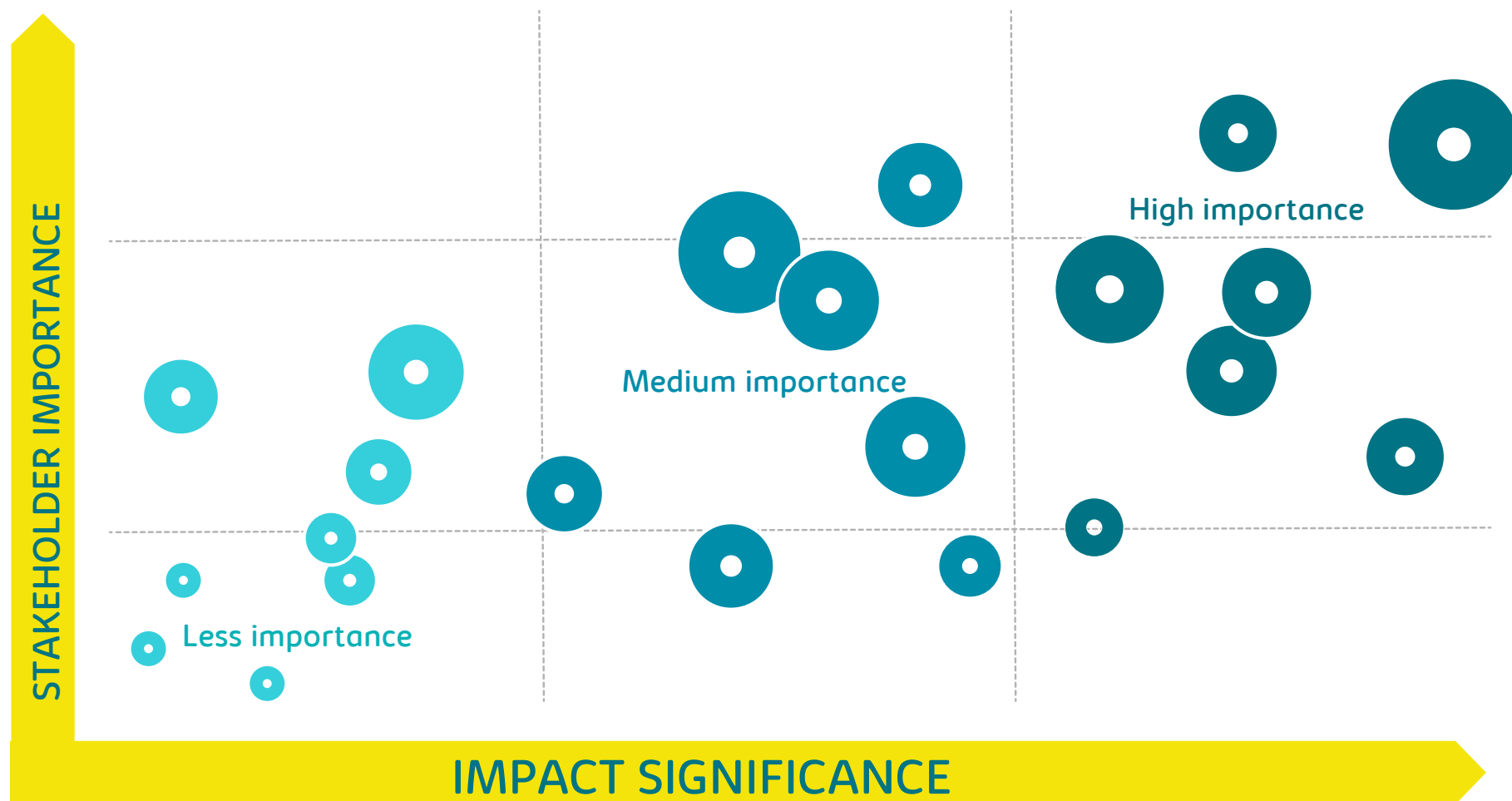
"To make 100% use of our aircraft in this area with **social projects and projects that generate employment and inclusion**, so that we can reach all types of opportunities and have an impact on all Viva destinations".



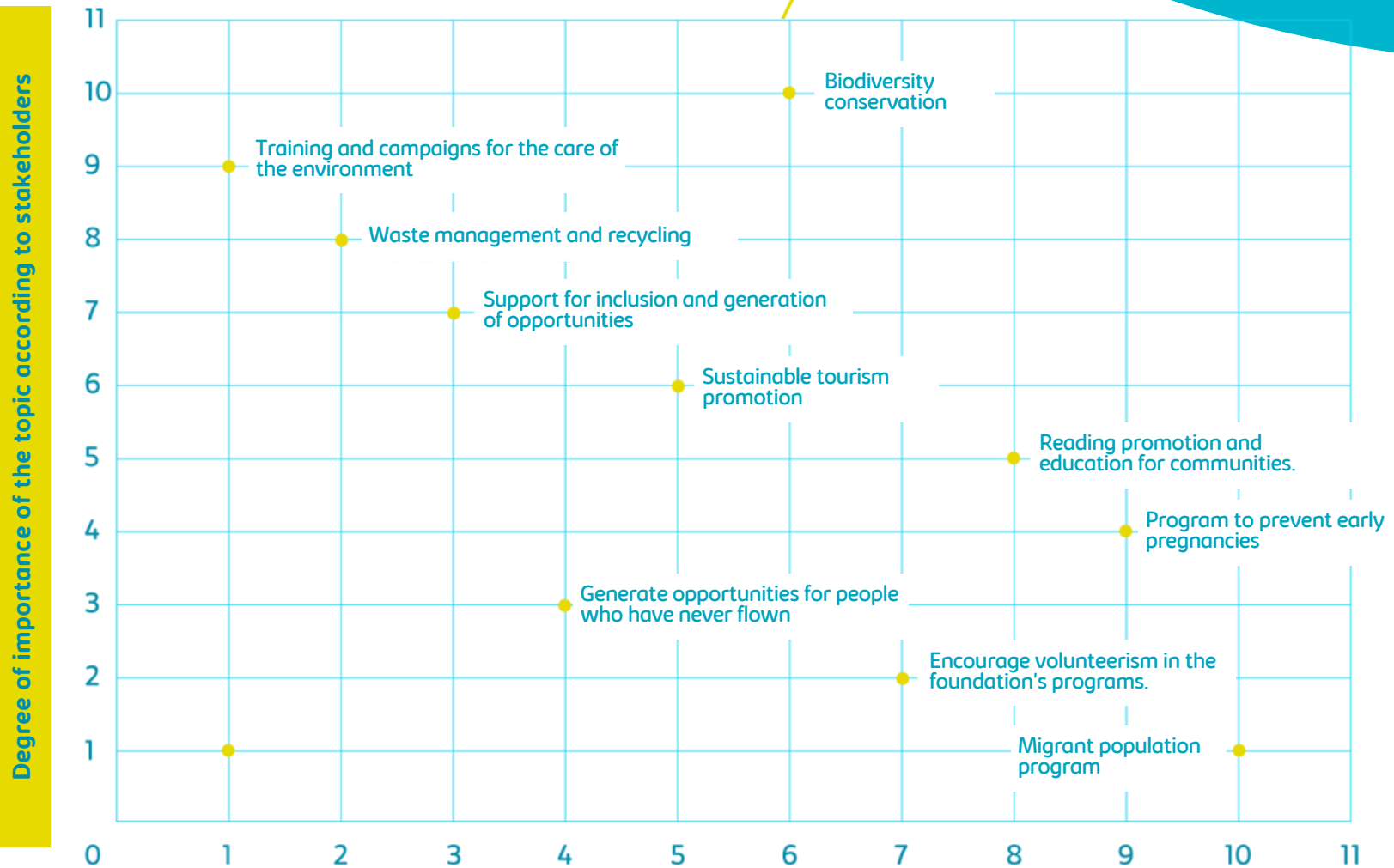
Partners

"Thanks to the support of **projects that generate opportunities executed by partner foundations**, the social impact grows, it is a sponsorship that breaks cycles of poverty, especially for women at risk".

Our issues with the greatest material impact



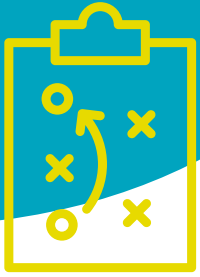
Material issues analysis



Economic, environmental and social importance in the sustainability of the Viva Foundation

Materially measured the importance of related issues according to our stakeholders and jointly according to our internal view of the most strategic issues, which we expect to further strengthen to generate more opportunities and contribute to a more sustainable planet.





OUR FLIGHT PLAN

We are the **first and only airline foundation in Colombia**. We promote education, inclusion and care for biodiversity as routes for the development of society, connecting opportunities with people who need a boost to fly higher.

Our goal is to be a foundation that achieves the triple bottom line of sustainability through its projects and partnerships: **economic, social, and environmental impact**.

We are aligned with the 2030 Agenda Sustainable Development Goals



GOVERNANCE



Mónica Gil
CEO Viva Foundation



Félix Antelo
CEO Viva Group



Francisco Lalinde
Vice President of Operations



Paola Giraldo Mesa
Vice President People



Catalina Rendón
Vice President, Communications and Customer Experience



Tatiana Vásquez
Executive Director Viva Foundation

WE ARE PART OF

Affiliates



Associates



Corporate



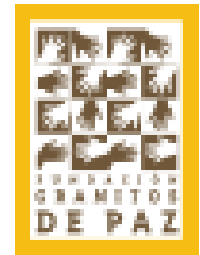
Federated



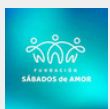
Founding allies



PARTNERS



SUPPORTS



How is **OUR FLIGHT GOING**



Viva Education



We understand education as the route to reduce inequality, cut the poverty cycles and generate opportunities.

We contribute to projects focused on training for dignified employment; on family planning education for teenagers, and on the promotion of reading as a tool for knowledge to reach everyone.



**ANDREA
CÓRDOBA**

Beneficiary of Viva sin Límites

"I was one of the 22 lucky ones to receive the Viva sin Límites scholarship. After 6 months of intensive training and passing all the exams and tests, I was hired as a cabin crew member at Viva.

I am from a small town close to Cartagena, called Punta Canoa, where the conditions to get ahead are very few, and I was also a teenage mother and did not have the resources to study this career.

Thanks to this opportunity I can now not only have a better quality of life, but also learn, travel, see many places and, most importantly, offer my daughter a better future".

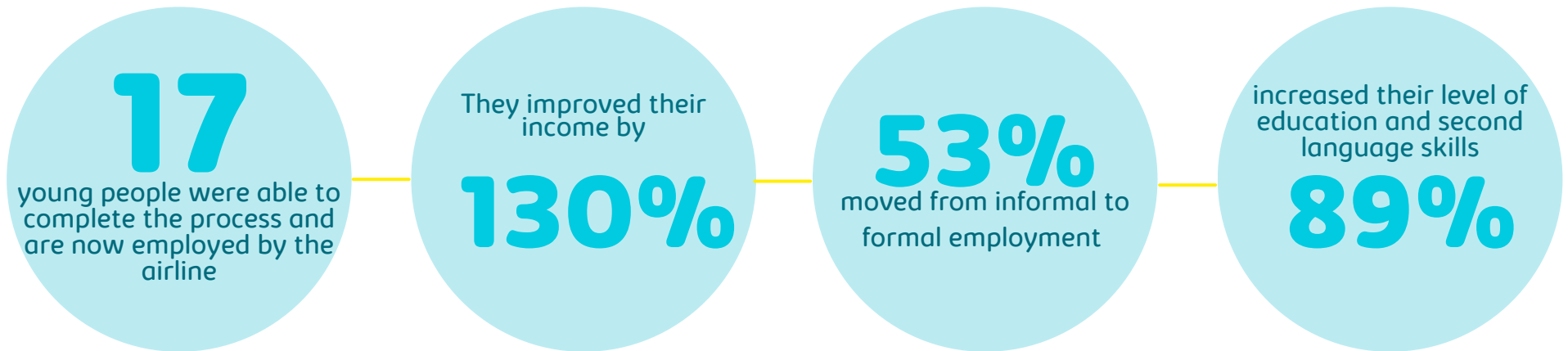


Viva Education



We designed and implemented **Viva sin límites**, a project through which we awarded 22 full scholarships to young people from needy economic and social backgrounds from the departments of Antioquia, Bolívar, Valle del Cauca, Chocó and the migrant population, so that they could achieve their goal of becoming cabin crew members.

The programme lasted 6 months with a total of 900 hours of training at the Indo-American Aviation School in Bogota.



We supported **the 360° model of the JuanFe Foundation in Medellín and Cartagena**, which provides comprehensive health and education services and links teenage mothers to the labour market

2.639 women took part in the project during **2022**, with an effective employability of **81%**.





Viva Education

● **In alliance with Profamilia**, we developed educational activities in Santa Marta, Yopal and Cali related to family planning and general well being.

We impacted **1,876** children, young people, caregivers and health providers with **more than 9,000 participants during 690 hours** of training.



● We promote reading on board Viva flights and within the company.

We had **498 books** on our aircraft, which allowed **178,820 passengers** access to reading material. A total of **3,660 flight hours with books**.



Viva Inclusion



We understand inclusion as the path that offers opportunities for all, regardless of social, economic or cultural divisions.

We work hand in hand with expert humanitarian partners to ensure that the fundamental rights of refugee and migrant populations are protected.



Viva Inclusion

"I'm Lendys Ortiz López, I live in the Olaya Herrera neighborhood with my husband and my two children: Isaías de Jesús and María Lili Masa.

I had the opportunity to belong to the Vuelo al Campo project in which I have learned to grow vegetables and edible flowers such as campanita and clitoria.

I used to dedicate myself to housework, but always felt unproductive as I had no way of supporting the household or to help my family.

That changed with this project and I now have a salary that allows me to improve our quality of life.

I work from home so I can continue to care for my children. We can both feed ourselves with these healthy products as well as having a less contaminated backyard. Today I feel a sense of empowerment and much happier".

**LENDIZ
ORTIZ**

Beneficiary of Vuelo al Campo



This year **we joined forces** with the **Granitos de Paz foundation** and together we strengthened the productive, economic, social, cultural and environmental capacity of 1 educational institution and 35 families in Cartagena and Soledad, with the implementation of organic vegetable gardens through the Patios Productivos programme.

The beneficiaries receive

220 hours
of training in agriculture

148 hours
of psychosocial support

With the cultivation of sprouts and edible flowers, the communities achieve a wage increase of **more than 200%** thanks to the direct marketing of the Granitos de Paz foundation. Those products can now be found in some of Cartagena's finest restaurants.

With this project we also connect with the SDGs:



For the third year in a row, we linked up with the **United Nations through its refugee agency - UNHCR** - to guarantee the operation of the Integral Attention Centre (CAI) located in **Maicao**.

We provide humanitarian assistance under international standards to **refugees, migrants, returnees and the Wayú population of Venezuela**. With our contribution and that of other partners, UNHCR was able to help protect and respond to the basic needs of **8,801 people in La Guajira**, 76% of whom were women and children.



Viva Biodiversity

We understand the care of biodiversity as the way to protect the ecosystems that are the basis of life on the planet.





Viva Biodiversity

"I am Yeferson, I belong to the Laguna Grande Kalekalemana community. I was born and raised in Los Flamencos Fauna and Flora Sanctuary.

Training as an ecotourism guide has transformed my life because we can provide a better service, show our culture and how we live in this territory.

We are ready to put into practice everything we have learnt. Antushijaa!"

**YEFERSON
GUALE**

Guide in ecotourism



Viva Biodiversity



We are a founding partner of Animal Bank, the first bank to support the conservation of animals and their habitat through purposeful land and tourism projects. Together we manage **16,918 hectares of land** with a purpose, planted **more than 700 trees** and also accompany **20 educational institutions** in training on environmental and conservation issues.



In the spirit of continuing to work for the development of La Guajira, this year we started our project in **The Flamingos, a wildlife sanctuary**. With **25 Wayuu families** we carried out an ecotourism training process as a strategy for conservation and sustainable economic development. **We managed to certify 24 leaders in technical education** and, together with National Parks, we established a conservation agreement for the park.



We managed to collect **1,017 kilos of rubbish** on different beaches. We signed the **Buckingham Palace** declaration **against wildlife trafficking**.

Yellow – Heart Flights



As the only airline in Colombia with a foundation, we have the wings to support projects that need to fly higher.

Together with different partners, we landed with opportunities in and around Viva destinations.





"18 years ago I was working on a corn grinding machine at home, and while grinding I lost 3 of my fingers. It was very hard, very traumatic. In a matter of seconds my fingers were gone. My children were very young and started to fear me, they wouldn't come near me.


With this opportunity to get my fingers back I now have more confidence, better self-esteem, I am very glad to be able to do everyday things like painting my nails, using my rings, picking up a glass.

My daughters are now happy and have accompanied me in this phase".

**PATRICIA
MUÑOZ**

Beneficiary of Humanos 3D



- 
- We implemented a zero-waste policy on Viva aircraft and **benefited 19,037 people with the weekly delivery of 614 meals** that were not sold during flights.
 - We delivered **85 upper limb prostheses** along with 3D Humans.
 - We ensured **extracurricular education for 170 vulnerable children** with the Ximena Rico Llano and Sueños y Huellas foundations.
 - We increased and improved the sports and cultural offer for **more than 700 children** in Santa Marta in partnership with El Rio Foundation.
 - We supported the organization Techo in the **construction of 6 houses and 3 community centres.**
 - We joined forces with the Fruto Bendito Foundation and together we delivered **60 cradles to prevent the early death of newborns.**
 - In alliance with Educambio and Tierra Grata **we installed 3 libraries in rural schools in La Guajira: Kuisa, Ishispa, Jasaishao, 10 dry toilets and 15 water purification filters.**
 - We planted more than 500 tropical dry native forest trees** for the recovery of the Arroyo Julián stream; and we provided 31 hours of environmental training to the community with the Iguaraya Foundation.

A VERY CHRISTMAS VIVA



for the second consecutive year, we joined the **Vamos pa' Lante** programme to **rescue 7 students from different universities in the country with scholarships.**

We also replicated the model within the airline and awarded **25 educational grants to employees and our main suppliers.**

In partnership with **World Vision**, we participated in the Encounters of Hope and **delivered 2,750 gifts** to children from vulnerable populations in Cali, Medellín, Bogotá and Barranquilla.



Major PARTNERSHIPS

We have been **affiliated to Proantioquia for 4 years** now and we highlight its great contributions to the development of the region and the country. Among its **2022 achievements** we recognise:



Consolidation of the **patrimonial fund for the culture** of the department with an investment of **29 billion**.



Accompanying **72 cultural organizations** in strengthening their capacities.



Business alliances for employment, consolidating **1,918 jobs in its first year**.

We are **members of Antioquia Presente** and joined forces to work on **disaster risk management** in a regenerative and conscious manner. During 2022, the following achievements stand out:

Accompanying **17 families in Ituango** in the consolidation of the family risk plan and improvement of their homes.



Improvements to 13 homes in Envigado, El Bagre and Puerto Nare that were at risk due to the rainy season.

VIVA FOUNDATION IN THE MEDIA

FUNDACIÓN VIVA FORMA 22 JÓVENES COMO AUXILIARES DE VUELO

© mayo 11, 2022 2 Equipo volavi Fundación Viva Air, Viva Noticias y Actualidad Aeronáutica

Avianca, GOL y Viva conformarán gran grupo de aerolíneas de la región ITA Airways recibe su primer Airbus A350



¿Le gusta la aventura y el turismo sostenible? Esta serie digital es para usted

La Fundación Viva lanza este nuevo formato que conducirá el ganador del Récord Guinness, Mauro Salazar, quien dará consejos útiles para los viajeros. No se pierda el primer capítulo a través de las plataformas digitales de SEMANA.

8/11/2022



Mundo Aereo Para Pensar Social

Viva Air y su Fundación, ponen en marcha la estrategia Viva Sin Límites

54 press releases
published in
different media in the
country



USD\$97.000
Value of free press



8 million people
Audience reached



GRI CONTENT INDEX



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Flying different makes us Viva,
landing with opportunities makes us
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 **Fundación Viva**