

Company: Banco do Brasil S.A. - São Paulo - São Paulo
Company Description: Founded 214 years ago, Banco do Brasil S.A. (BB) is a publicly-traded company, governed by private law and controlled by the Federal Government, which holds 50% of its capital. BB is deemed to be the world’s most sustainable bank by the Corporate Knights ranking. It is present in 92.9% Brazilian municipalities. Foreign service network comprises 17 subsidiaries across 11 countries.
Nomination Category: Management Categories
Nomination Sub Category: Best Innovation in Management Practices
Nomination Title: SAC BB - People caring for People



1. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 650 words? Choose one:
- Essay of up to 650 words
2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video:
3. If you are providing a written essay for this nomination, submit in this space an essay of up to 650 words describing the nominated management innovations since 1 January 2023:

Total 619 words used.

This case exemplifies the humanization of relationships, respect for individuality, attention to detail, and concern for the future of people and society. It reinforces BB's purpose of “**being close and relevant in people's lives at all times**”.

The following actions helped maintain excellent service for internal and external customers. **The Customer Service team, #SACBB**[REDACTED FOR PUBLICATION]

Almost 20,000 more training hours were logged in 2024 than in 2023, marking a nearly 28% increase year over year. **SAC BB** expanded people's connections with their families by creating a program that brought employees' workplaces closer to their homes. With the extra time, people report having more time for their families and physical activity, which is reflected in improved health and well-being indicators.

SAC BB cares about what is valuable because it believes that kindness generates kindness, humanization generates closeness, and knowledge delivers value and solutions to customers. [REDACTED FOR PUBLICATION]

Find out more about what **SACBB** calls 'People Taking Care of People!':

1. Training programs

By identifying key stages in the customer journey, SACBB creates learning experiences. In 2023, 'Empowerment Week' tackled the issue of 'tone in digital written communication'. In 2024, 'Resolutivity Week' offered over 20 hours of content on the 4.0 revolution, as well as an enriching workshop on diversity, equity and inclusion that impacted over 300 people.

2. Social and Well-being Spaces

In 2023, SAC BB launched 'BBiblioteca', a collaborative library that encourages reading and strengthens ties between colleagues. A particular highlight is SAC Recipes, a book comprising recipes and stories submitted by employees, which celebrates family traditions and emotional connections.

3. Physical and Mental Health

SAC BB promotes an environment that prioritizes overall well-being, providing support from health professionals, monthly mental health and ergonomic monitoring, and assistance with medical leave.

4. 'Saca essa!' – 12 years of connection

The weekly internal newsletter, SACa Essa!, combines information and inspiration. With 800 editions published by June 2025, it shares news, recognizes talent, and gives employees a voice through sections such as 'Lado B' and 'Grande SACada!'.

The name is a play on words combining 'SAC' (Customer Service) with the Brazilian expression 'saca essa!', which conveys surprise and enthusiasm. This reflects the team's light-hearted and engaged spirit.

5. Connected Paths 2025

SAC BB brought together well-being, productivity, and social and environmental responsibility, giving employees in São Paulo (Latin America's largest city) the chance to choose between two buildings in which to work. Each environment was carefully prepared to provide a welcoming atmosphere. The initiative impacted the lives of over 100 employees, accounting for around 25% of the team. Those who wanted to live closer to work were accommodated. More than 90% gained free time, with half reporting an extra 1.5 hours a day — time invested in family, leisure, studies and health — while spending less time on transportation. [REDACTED FOR PUBLICATION]

6. Continuous feedback and recognition

Estrelas da Gente (Our stars) program invites employees to recognize colleagues who set a good example by voting for them.

Papos de Vida e Carreira (Life and Career Talks) provides personalized mentoring, with each employee being sponsored by a manager who guides their personal and professional development. This strengthens bonds and drives growth.

4. In bullet-list form (up to 150 words), provide a brief summary of up to ten (10) of the nominated innovative management achievements since 1 January 2023:

Total 129 words used.

[REDACTED FOR PUBLICATION]

Attachments/Videos/Links:

[SAC BB - People caring for People](#)

[REDACTED FOR PUBLICATION]