



SYSTEMATIZATION OF GOOD PRACTICES IN CORPORATE SOCIAL RESPONSIBILITY

COLABORATIVE ALLIANCES BETWEEN COMPANIES AND NON-GOVERNMENTAL ORGANIZATIONS IN LATIN AMERICA

Collaborative alliances between companies and NGOs represent a long-term commitment in terms of fighting against poverty. Even though it's true, the NGOs carry out a decided and ambitious labor in favor of populations and communities most affected by poverty in Latin America; it is clear that only the conjunction of different sources and efforts, -including specifically the companies- may indeed, be the key to the consolidation of an inclusive society project, able to increase the opportunities of millions of people, guaranteeing the establishment of the environment and social conditions necessary for the future generations.

According to the information of the ECLAC, in 2008 “the incidence of poverty reached 33.0 % of the population in the region, including a 12.9 % who lived in extreme poverty or indigence. These figures correspond to 180 million poor people and 71 million indigent, respectively. The countries with “the highest rates of poverty and indigence”, exceeding 50% and 30% respectively, are Bolivia, Guatemala, Honduras, Nicaragua and Paraguay (ECLAC: 2009).

Within this context, the systematization of good practices in CSR refers to business initiatives implemented through collaborative alliances with NGOs, which contribute to overcoming a problematic situation concerning the development of Latin America; through proceedings and relevant and sustainable actions, aimed at populations in situation of vulnerability and / or extreme poverty.

This systematization was carried out based on secondary information for the countries of El Salvador, Guatemala, Honduras and Bolivia. The main inquiry was conducted according to the information available in the different organizations which lead and/or have a recognized role in the field of CSR; analyzing information from a group of companies in such a way that was possible to identify good practices. Company networks and organizations have achieved progressively link a greater number of members, as well as have positioned on the subject of CSR in different countries of Latin America, from this we see the importance of documenting good practices of the companies that are part of them.

I. GOOD PRACTICES SYSTEMATIZED: ALLIANCES COMPANIES - NGOs.

1. Enterprise in Caluco (El Salvador) -Walmart Central America and Salvadoran Foundation for Economic and Social Development.

Aid comprehensive Project to families of Caluco, joint initiative of Walmart and the Program FORTAS, within the framework of the Pilot Plan in the municipality of Caluco. The project is implemented in the municipality of Caluco, the poorest fifth of El Salvador, which presents a severe situation of extreme poverty, which increases to a



rate of 49 % of the people and the 43.7 % of households, which means that there are families (8 members in average) who survive with US \$30.00 per month.

2. Program 'Manos Unidas' for El Salvador

Agricultural Bank and Foundation for Social Education, Economic and Culture.

Major Social Responsibility Program of Agricultural Bank, whose main focus is investment in education, specifically infrastructure and equipment of educational centers, in order to improve living conditions and opportunities for advancement in children and youth in El Salvador. The project has a national coverage. The most investment has been channeled in the east area of the country, a part of the region with the highest incidence of poverty and impacted by the migratory movements of Salvadorans to the United States.

3. Program 'Microsoft Unlimited Potential' (Guatemala)

Microsoft and Cooperation in Education (COED).

Digital inclusion program that focuses on improving the quality of life of youth and adults immersed in unfavorable socio-economic context, through the use of community learning centers and technology. This project aims to impact several variables such as the systemic poverty, illiteracy and inequality; given that indigenous populations living in the central and western regions suffer from malnutrition. On average, a Guatemalan indigenous woman has less than two years of education. (Rates of which are among the worst in the world), the results of ill health, racism, high rates of illiteracy and low levels of educational achievement, practically guarantee the perpetuation of underdevelopment in the area.

4. Program Proniño (El Salvador)

Telefonica and Salvadoran Foundation for the Health and Human Development.

Proniño is a corporate social action program of the Telefonica Group, which seeks that the boys and girls who work achieve a better future thanks to quality schooling and the help of the institutions.

Through this project it's expected mitigate the presence of child labor in El Salvador, country in which around 440 thousand girls and boys between 7 and 18 work in some kind of activity, establishing that 20% of the income of the families in poverty conditions, is the result of economic contribution that children make as a product of their work.

5. Project Sustainable Agricultural Communities at the Scope of a Globalized World (Guatemala) - Amanco Guatemala - Trade Promotion Organization and Research.

The aim of the project is to improve the quality of life of small farmers in low-income through promoting the optimal use of natural resources and ensure financial and operational sustainability for producers.

Geographically, this project has impacted several departments of Guatemala, a country with a population of 11.6 million inhabitants, of which 60% live in geographically dispersed rural communities. In rural areas, 75% of the population lives below the poverty line.



6. Integrated Project for Vulnerable Children EDUCAN (Guatemala and Honduras)
Cargill and Care

Quality education and adequate nutrition for children from poor rural families, providing a response that incorporates education, health, income generation, awareness and incidence. With a cross-sectoral approach, the program proposes a multifaceted and coordinated response which includes mainly the improvement of the quality of education, promotion of better child nutrition and strengthening of the livelihood of parents.

7. Project 'Truchas Chapacas' (Bolivia)- Sociedad Boliviana de Cementos (SOBOCE)
and the Institute of Research and Farmer Training.

Project which aims to ensure a productive alternative activity, sustainable and long-term in the communities in the Andean zone of the municipalities of El Puente, Yunchará and San Lorenzo, and improve the living conditions of the families living in the upper area of Tarija through the generation of new jobs. This project is developed in the municipalities of Yunchará, which are considered the most poverty in the Department of Tarija (Yunchará a 99% and El Puente a 87%) with a very high rate of migration.

II. CORPORATE FOUNDATIONS AND INITIATIVES ON CSR

In some studied countries has been given an impetus to the CSR through the creation and positioning of the own foundations, understood as the social arms of the companies which seek to attend the problems of the different communities in which companies operate.

The own foundations design and implement programs and projects in favor of poverty reduction; which are performed through agreements with other organizations or directly by them. These programs or projects are key elements for the development of the territories and communities, among them, the continuity of the operations, a flow of economic resources and the projection over time. Also, an important part of the foundations own work goes to support programs or non-governmental organizations, which will be responsible for the performance of resources through grant programs and/or annual support.

1. Foundation Antonio Nasser FUNDANASE (Honduras). This organization helps to improve the quality of life of Hondurans through the implementation of programs in the field of education, health and social development; with a participatory community approach to transform it into an agent of change.

2. Foundation Carlos F. Novella (Guatemala). Its work is oriented to the search and promotion of comprehensive development of Guatemalans; through education, technology, training, sport and the preservation of cultural and natural heritage.

3. Foundation Ficohsa (Honduras). Its mission is to participate in the social and economic development of Honduras supporting children of scarce resources to get the school education they are entitled, thereby improving their quality of life and increase their projection towards the society.



4. Foundation Gloria Kriete (El Salvador). This organization develops social projects impacting positively the Salvadorian childhood, and establishes a national award to encourage the organizations with social responsibility.

5. Foundation Jinusú (Bolivia). Its aim is to help most needy communities with educational projects, health and productive development projects and gender.

6. Foundation Juan Bautista Gutierrez (Guatemala). Its mission is to uphold the ideals of solidarity and community service through programs and donations with emphasis on education and health.

7. Foundation Pantaleón (Guatemala, Nicaragua and Honduras). This organization supports projects in education, health and environment, which provide opportunities to improve the level and quality of life. The Foundation aims to promote the development of the countries in which it has a presence, helping to increase productive capacity.