Sustainability Strategy & Sustainable Supply Chain Strategy

Hispanic Latin America Delegation Panel

REGIONAL PRESENTATION: LATIN AMERICA
Amsterdam, The Netherlands, May 24, 2013
Panelists

Ana Paula Fernández del Castillo Quintana
Sustainability Director
ICA México

Juan Camilo Padilla
Sustainability Coordinator
Independence Drilling S.A. Colombia

Dr. José Manuel de la Sota
Govenor
Province of Córdoba, Argentina

Moderators

Tonia de Sousa-Shields
Partner
ES Global Consulting

Felipe Arango
Global Partner
BSD Consulting- Colombia-Mexico-USA
Latin America is next!

2010 Growth of GDP

Source: “Sustainability Nears a Tipping Point”, MIT Sloan Management Review 2012 in collaboration with Boston Consulting Group
The State of Social Responsibility in Latin America 2011
Foro Empresa

1,279 executives
1,927 consumers

September, 2011.
Multinational Subsidiaries Leading but Nationals Catching Up

All Firms
- National Firms: 62%
- Multinational Subsidiaries: 25%
- Have Improved: 7%

Multinational Subsidiaries
- Have Improved: 64%
- Remain the Same: 29%
- Ha empeorado: 7%

Nationals
- Have Improved: 5%
- Remain the Same: 23%
- Have Worsened: 72%

Source: Forum Empresa, 2012
State of Sustainability Strategy

Corporate Social Responsibility Spectrum

Compliance
Charity (Alleviating Social & Environmental Problems)
Philanthropy (Solving Social & Environmental Problems)
Social & Environmental Risk/Opportunity Management
CSR Driven Product/Services & Processes

Fuente: ES Global Consulting
Corporate Social Responsibility Spectrum

- Compliance
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**Degree of Sustainability Integration in Business Practice**

- Lite
- Strategic
- Integrated

**Fuente:** ES Global Consulting
Sustainability Themes for Latin American Consumers

30% of Latin American Consumers consider Decision Making & Transparency the most relevant Sustainability Theme.

- Decision Making and Transparency: 30%
- Labour Relations: 11%
- Environment: 15%
- Community Relations: 17%
- Consumers and Users: 19%

Source: Foro Empresa, 2012
Executives and Consumers believe there should be regulatory change

- Labour: 51% Executives, 72% Consumers
- Environment: 83% Executives, 92% Consumers
Deep Dive with Panelists

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