

# INVERSIÓN PARA EL DESARROLLO EN CENTROAMÉRICA

Estudio línea base sobre filantropía e inversión social

Final results



# Corporate response



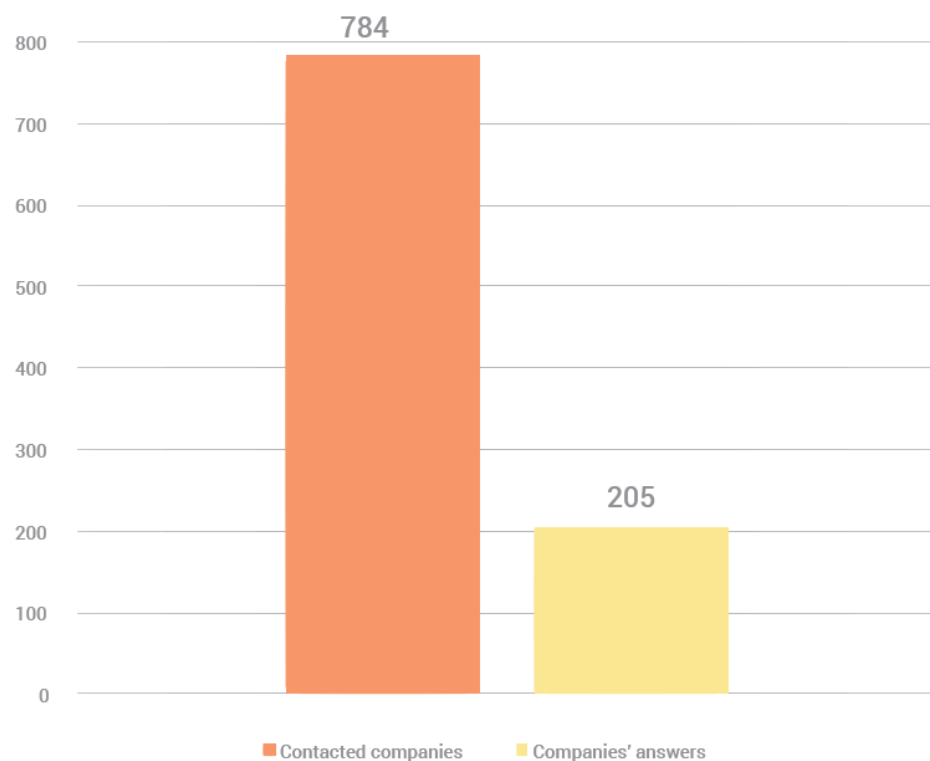
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EN CENTROAMÉRICA



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# Origin of capital



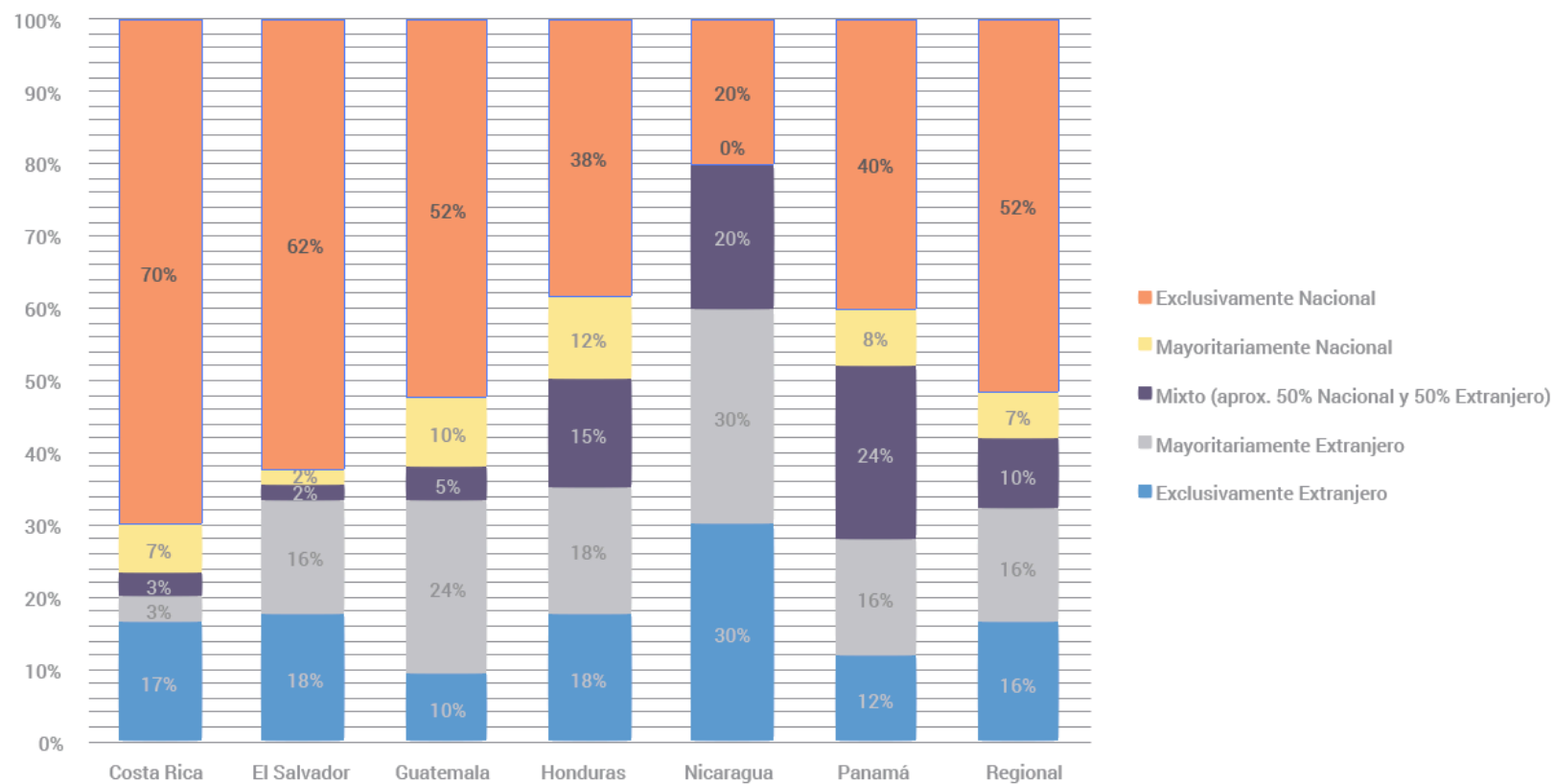
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# Sector of economic activity



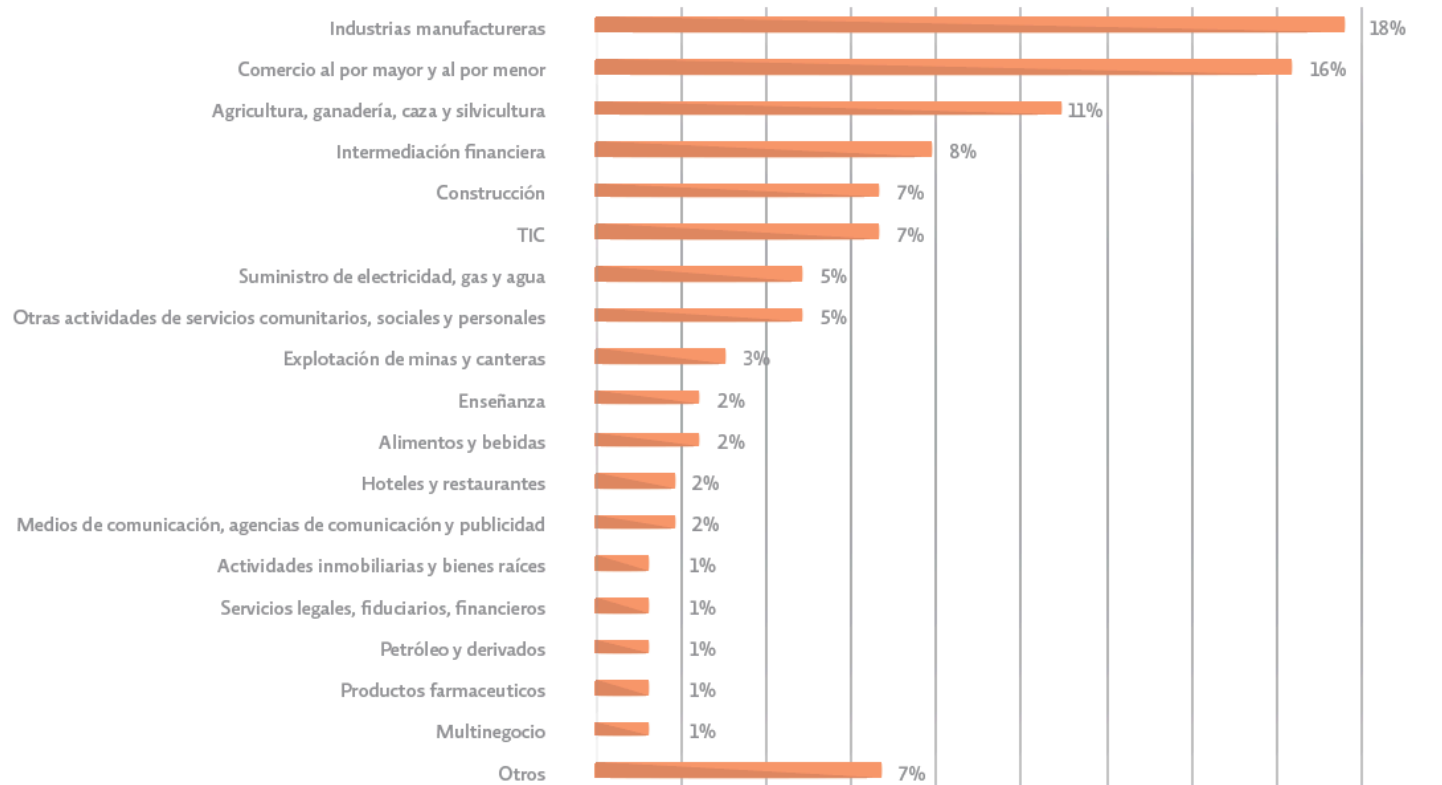
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EN CENTROAMÉRICA  
SECTORIAL Y DE CARÁCTER PÚBLICO, SOCIAL Y PRIVADO



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# Employment



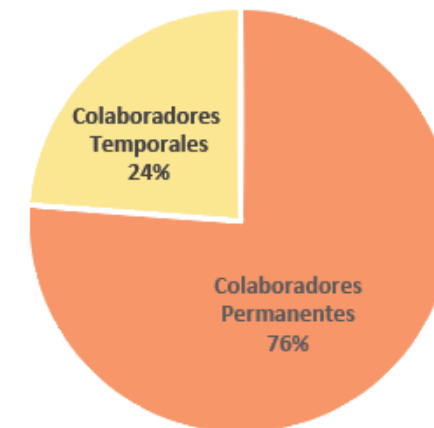
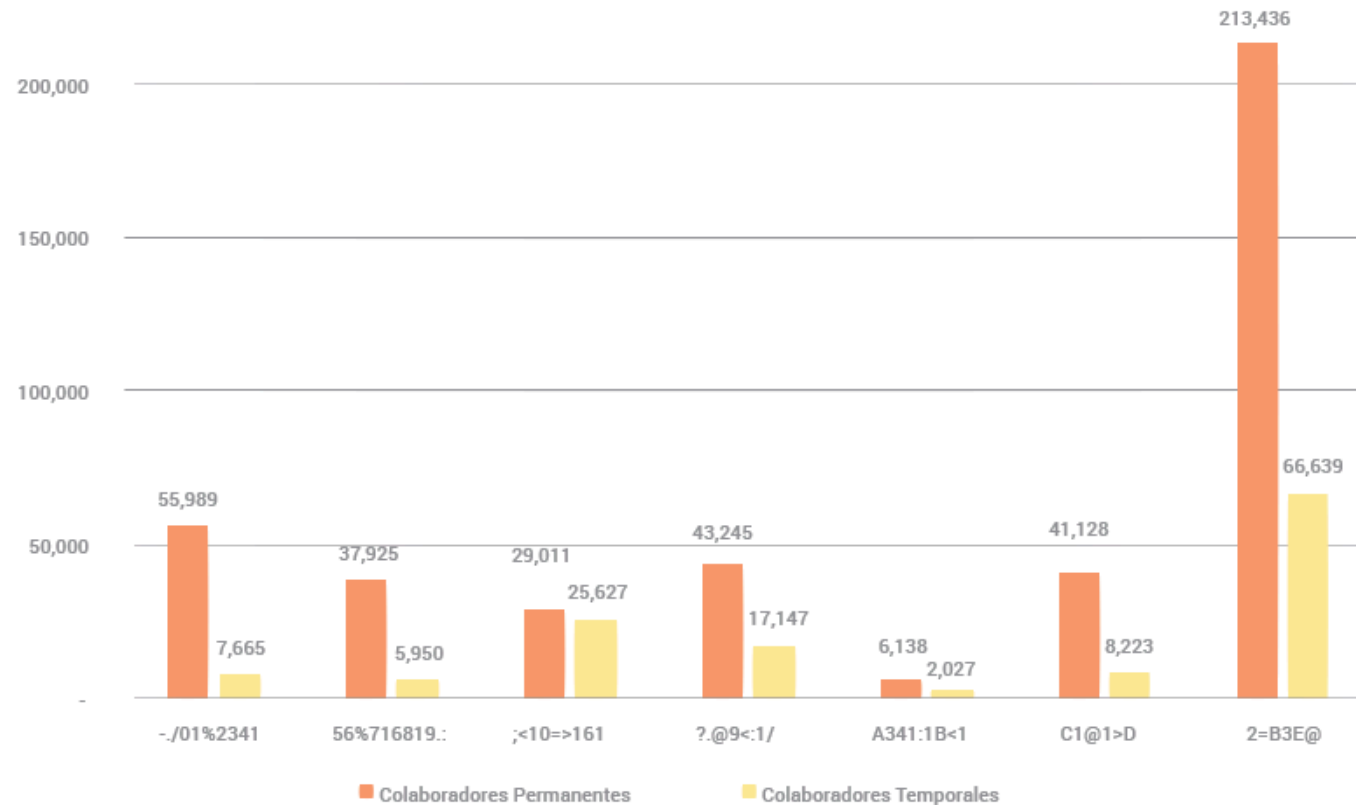
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# Strategic alliances



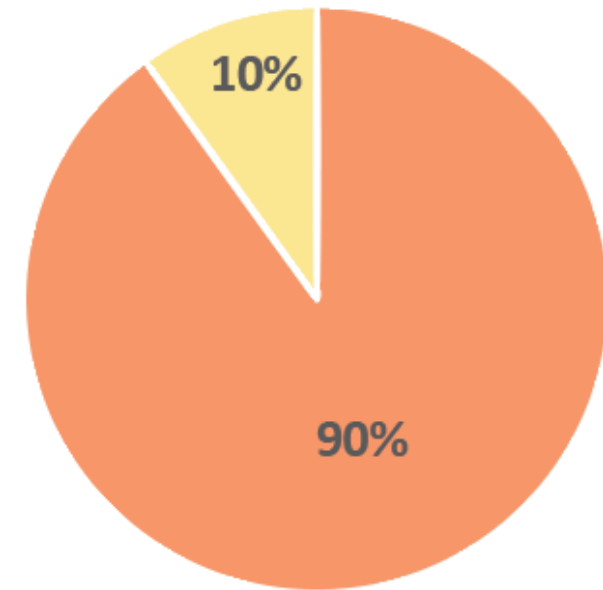
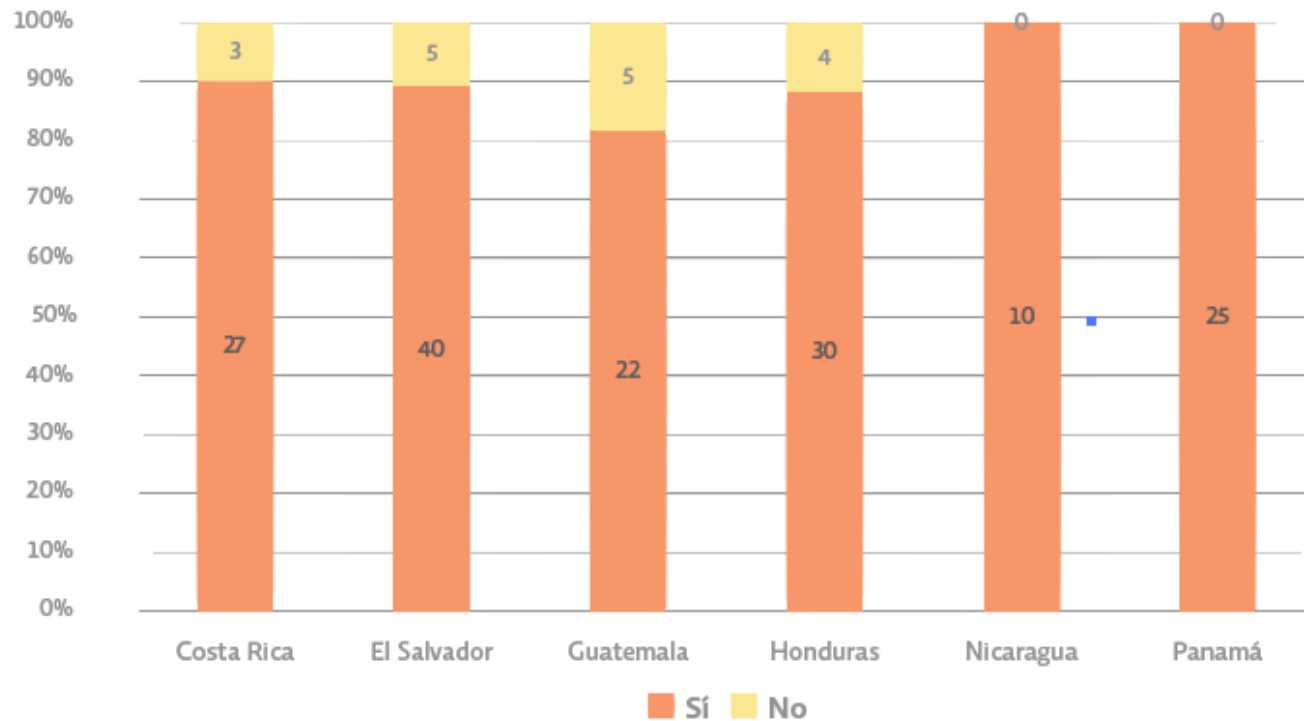
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# Strategic alliances



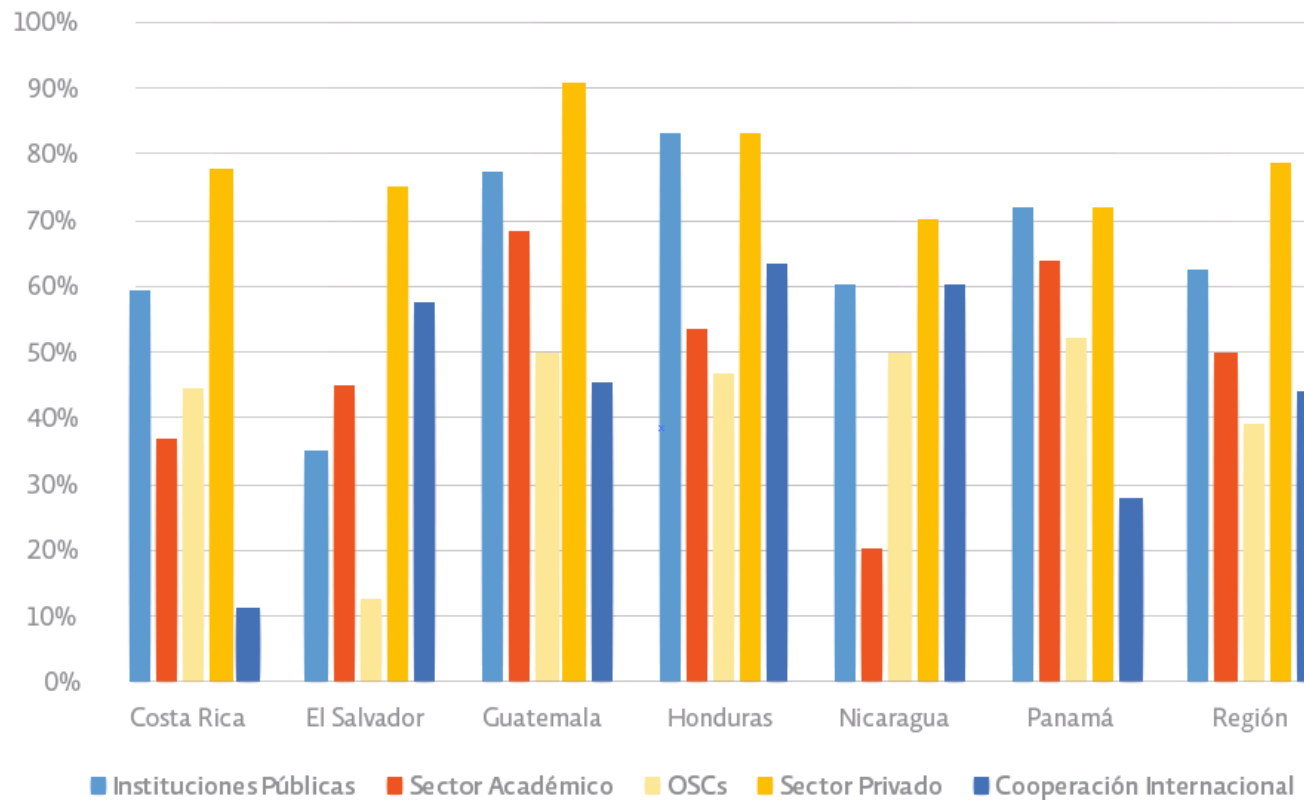
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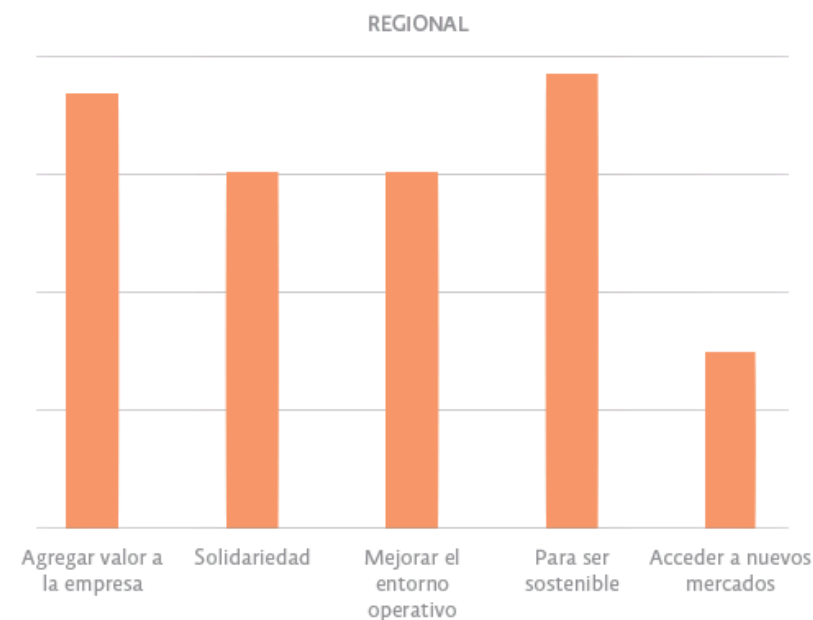
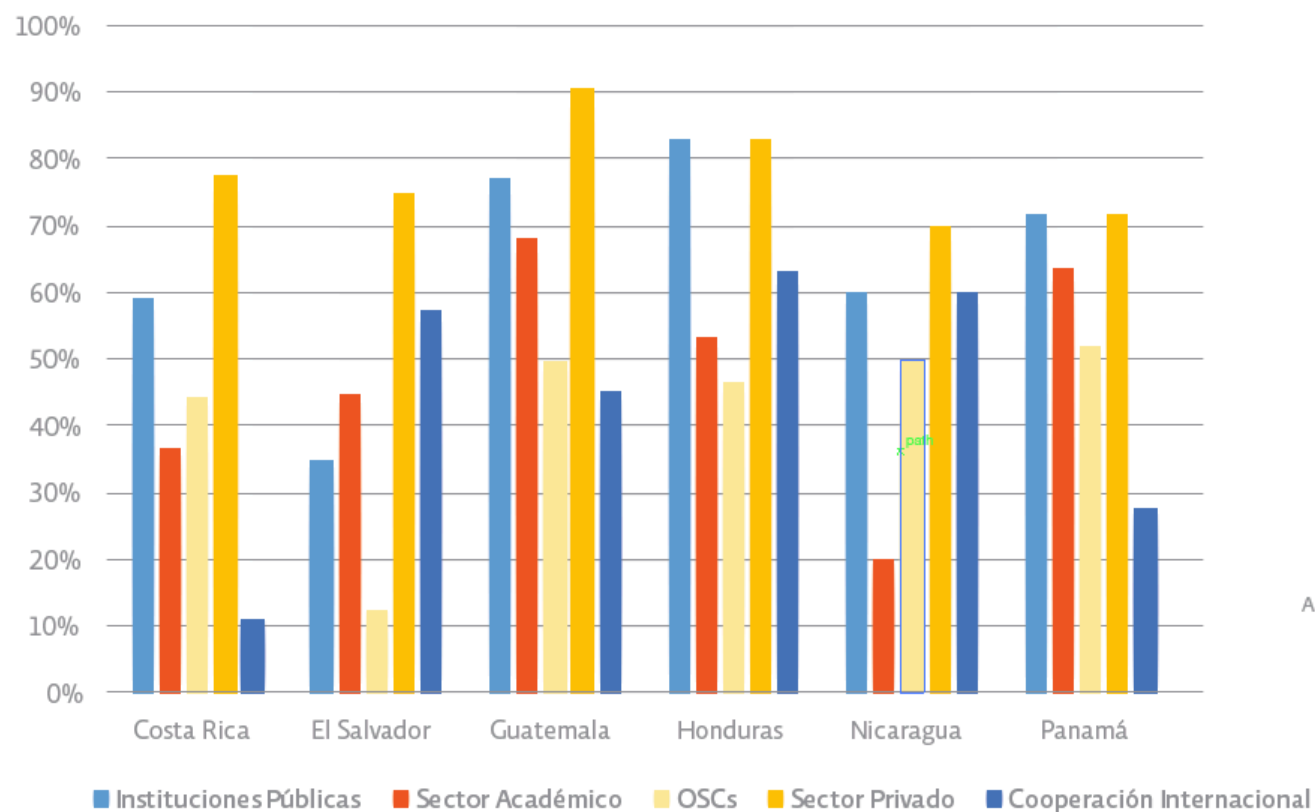
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# Motivation





# Priority themes and issues



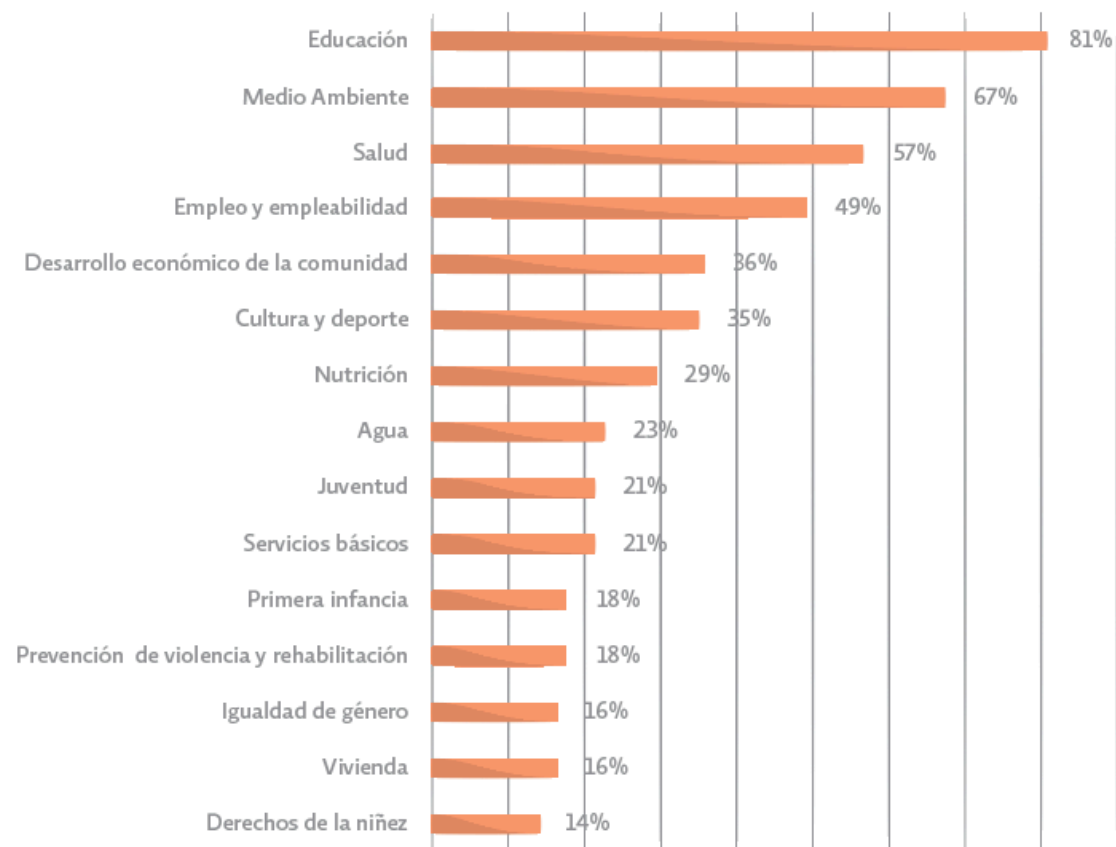
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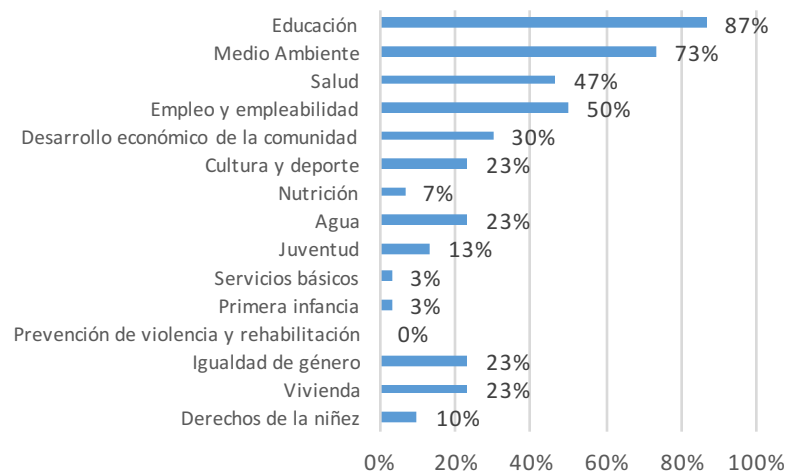


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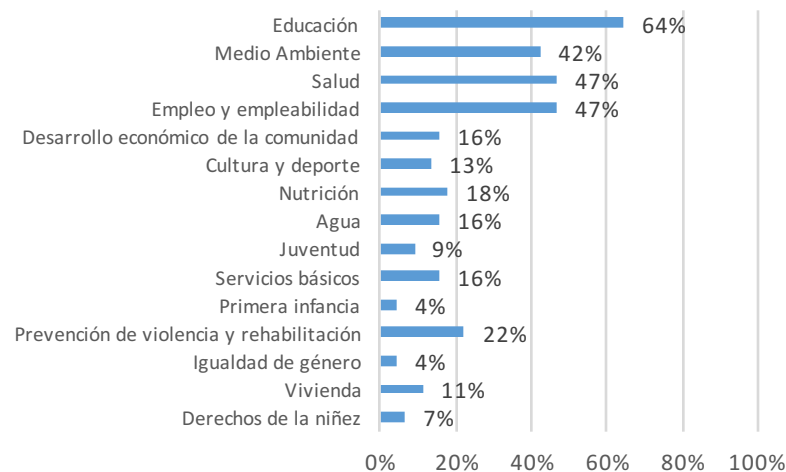


# Priority themes and issues

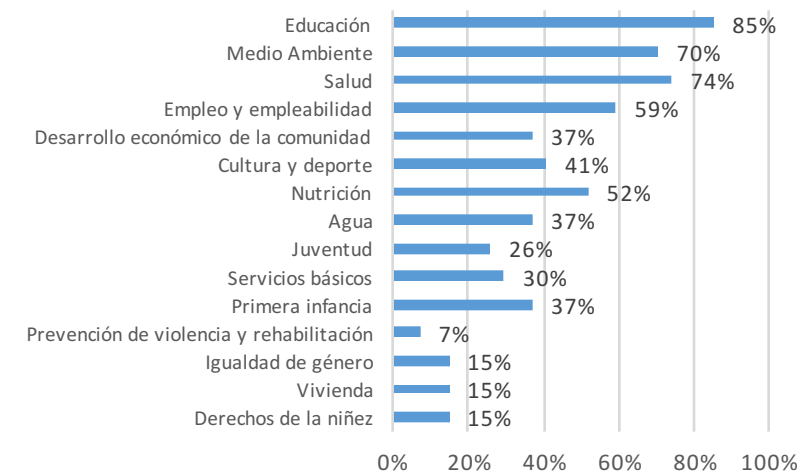
Costa Rica



El Salvador



Guatemala



# Priority themes and issues

Gráfico 2a. Principales temas de inversión social: Costa Rica

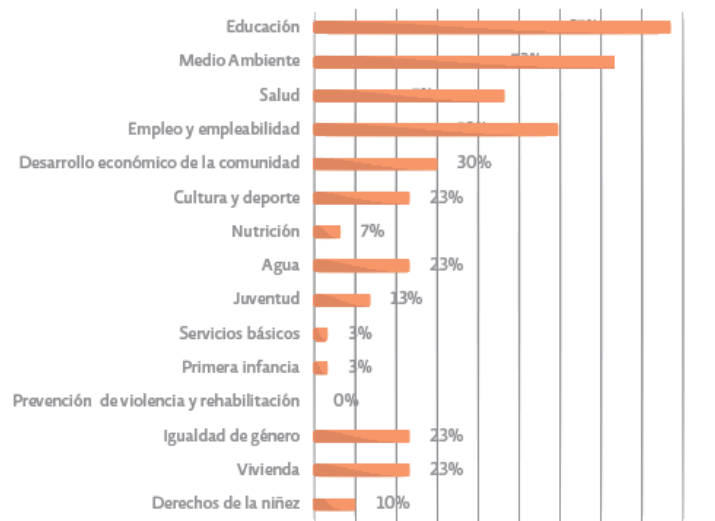


Gráfico 2b. Principales temas de inversión social: El Salvador

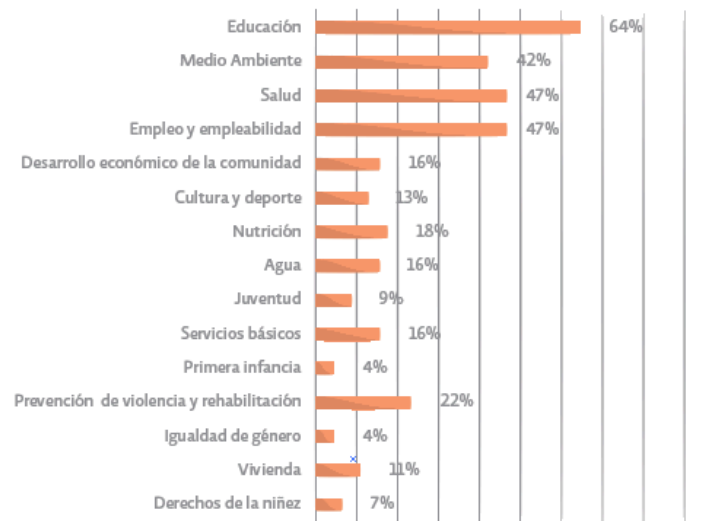
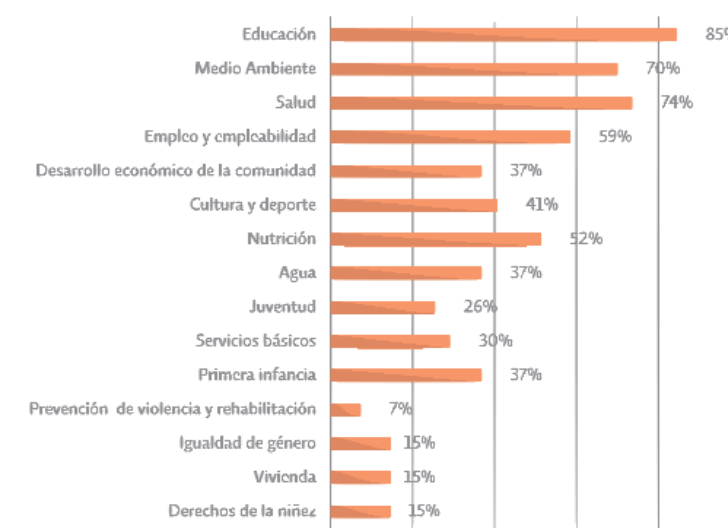


Gráfico 2c. Principales temas de inversión social: Guatemala



# Priority themes and issues

	Costa Rica	El Salvador	Guatemala	Honduras	Nicaragua	Panamá
1	Education	Education	Education	Education	Education	Education
2	Environment	Health	Health	Environment	Environment	Environment
3	Employment	Employment	Environment	Health	Health	Culture and Sports
4	Health	Environment	Employment	Local economic development	Local economic development	Health
5	Local economic development	Crime prevention and rehabilitation	Nutrition	Employment	Employment	Local economic development

# Target populations



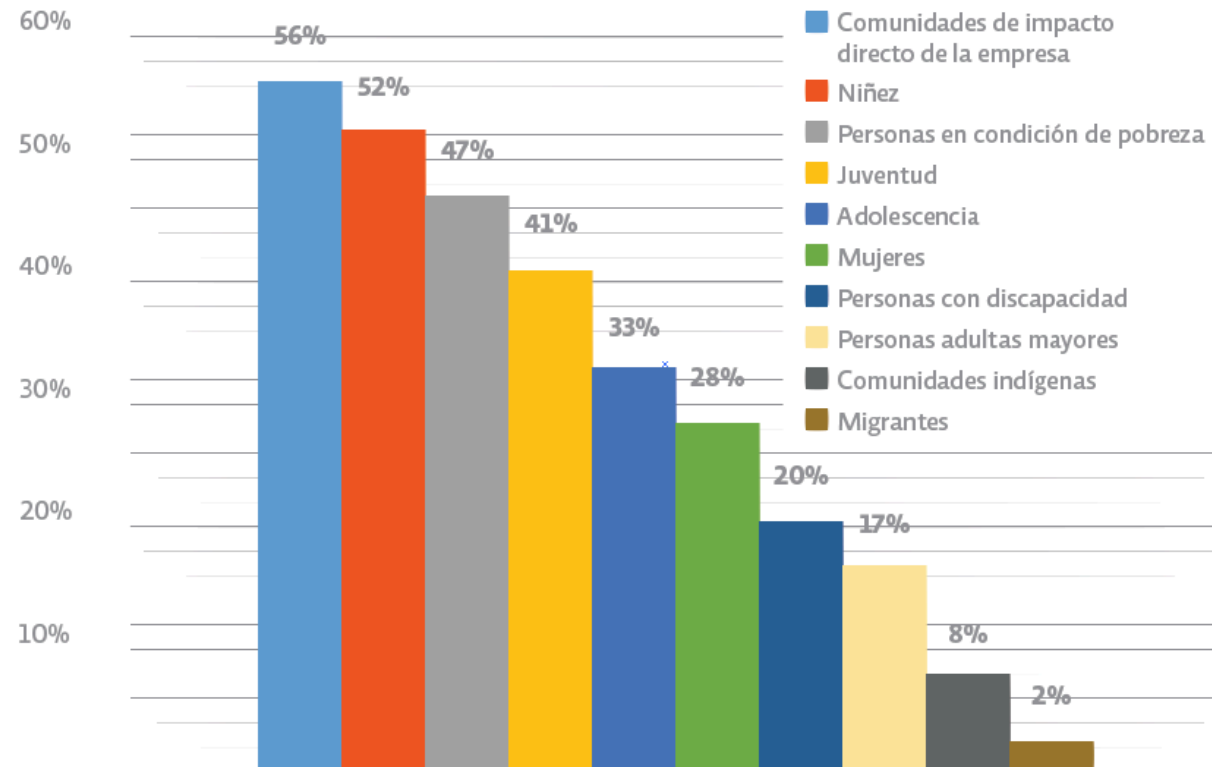
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# Target populations



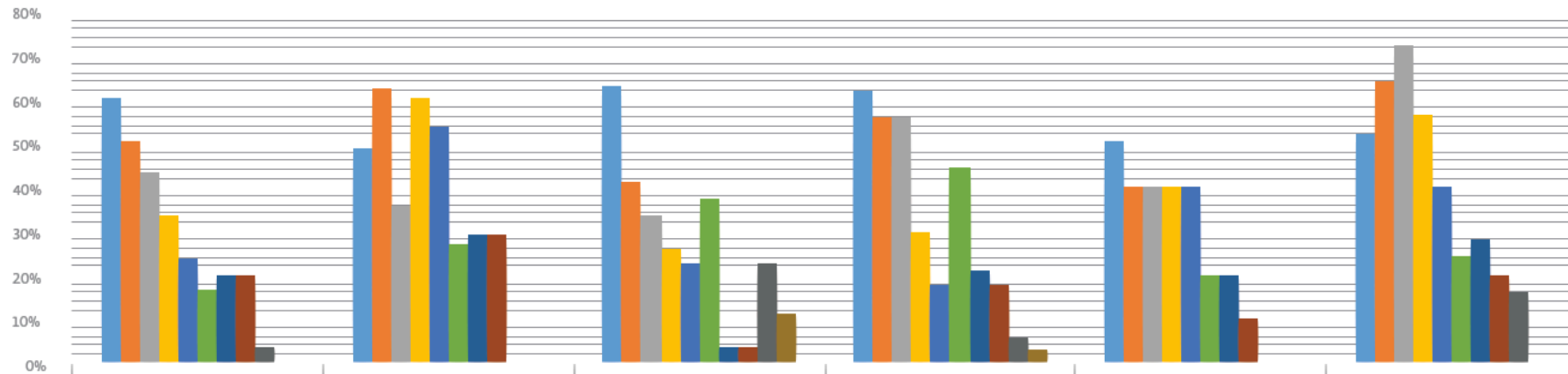
INVERSIÓN PARA EL DESARROLLO  
EN CENTROAMÉRICA  
DESARROLLO DE LOS SECTORES PÚBLICO, PRIVADO Y COMUNITARIO



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	Costa Rica	El Salvador	Guatemala	Honduras	Nicaragua	Panamá
Comunidades de impacto directo de la empresa	60%	49%	63%	62%	50%	52%
Niñez	50%	62%	41%	56%	40%	64%
Personas en condición de pobreza	43%	36%	33%	56%	40%	72%
Juventud	33%	60%	26%	29%	40%	56%
Adolescencia	23%	53%	22%	18%	40%	40%
Mujeres	17%	27%	37%	44%	20%	24%
Personas con discapacidad	20%	29%	4%	21%	20%	28%
Personas adultas mayores	20%	29%	4%	18%	10%	20%
Comunidades indígenas	3%	0%	22%	6%	0%	16%
Migrantes	0%	0%	11%	3%	0%	0%

# 2014 Beneficiaries



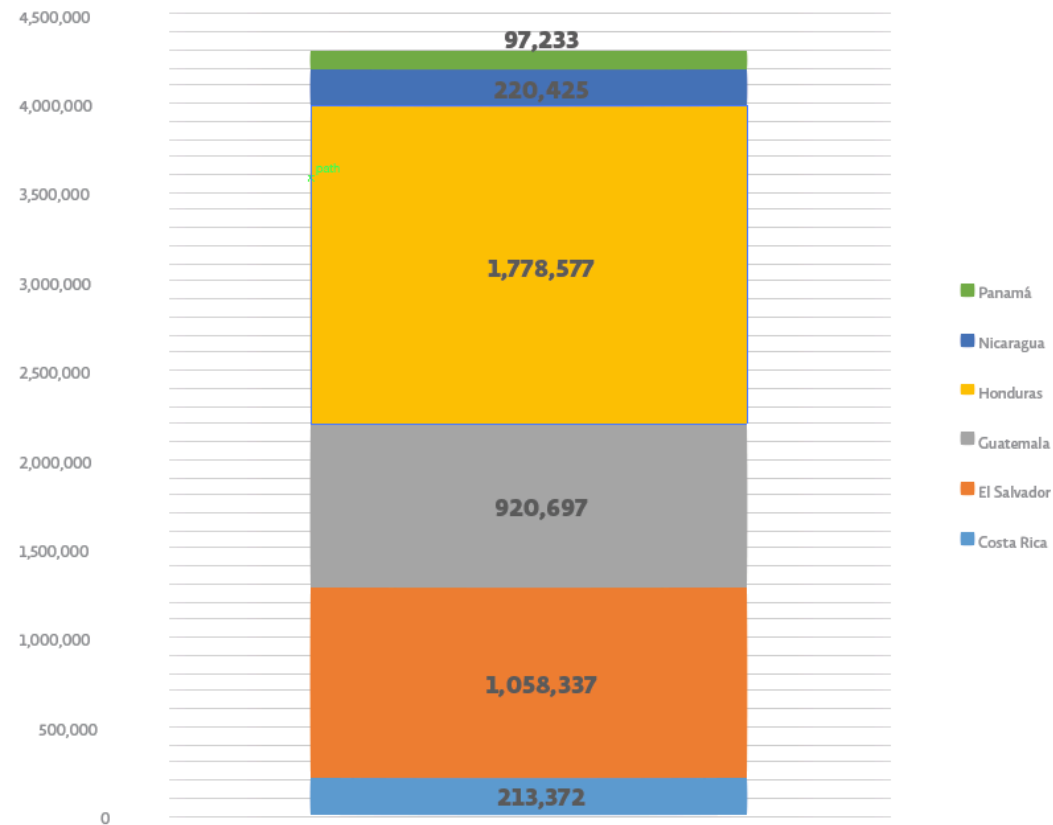
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# Social investment: amount

	NÚMERO DE EMPRESAS (QUE RESPONDIERON A LA ENCUESTA Y/O ENTREVISTADAS)	MONTO DE INVERSIÓN SOCIAL (EN US\$ POR AÑO)
COSTA RICA	19	\$ 12.900.173
EL SALVADOR	30	\$ 13.307.439
GUATEMALA	10	\$ 26.550.000
HONDURAS	29	\$ 20.472.685
NICARAGUA	15	\$ 31.936.000
PANAMÁ	27	\$ 29.537.500
<b>TOTAL</b>	<b>130</b>	<b>\$ 134.703.797</b>

Inversión social anual realizada por empresas de la región (promedio de los últimos tres años)



# *Main corporate donants*

## COSTA RICA

AUTO MERCADO  
BRIDGESTONE DE COSTA RICA  
CONSTRUCTORA MECO  
ECO-DESARROLLO PAPAGAYO  
FLORIDA BEBIDAS  
GRUPO CUESTA DE MORAS  
INTEL  
PURDY MOTOR  
WAL-MART  
ANÓNIMO

**Inversión anual aprox.: US\$12,3 Mio.**

## EL SALVADOR

BAC  
BANCO AGRÍCOLA  
COMPAÑÍA AZUCARERA SALVADOREÑA  
HANES BRANDS  
HILASAL  
INDUFOAM  
INDUSTRIAS LA CONSTANCIA  
INGENIO EL ÁNGEL  
MERLET  
PRODUCTOS ALIMENTICIOS DIANA  
TERMOENCOGIBLES

**Inversión anual aprox.: US\$13,1 Mio.**

# *Main corporate donants*

## GUATEMALA

CEMENTOS PROGRESO/FUNDACIÓN CARLOS F. NOVELLA  
ECOFILTRO  
ENERGUATE  
GRUPO GENHIDRO  
MCDONALD'S  
MINERA SAN RAFAEL  
MONTANA EXPLORADORA  
PANTALEÓN/FUNDACIÓN PANTALEÓN  
TELFÓNICA/FUNDACIÓN TELFÓNICA  
TIGO GUATEMALA/FUNDACIÓN TIGO

**Inversión anual aprox.: US\$26,6 Mio.**

## HONDURAS

CORPORACIÓN DINANT S.A. DE C.V.  
FUNAZUCAR  
GRUPO FINANCIERO FICOHSA  
GRUPO JAREMAR  
GRUPO KARIMS  
GRUPO TERRA  
INTUR  
TIGO  
UNITEC  
UNIVERSIDAD TENOLÓGICA DE HONDURAS

**Inversión anual aprox.: US\$15,8 Mio.**

# *Main corporate donants*

## NICARAGUA

BAC  
CARGILL  
CASA PELLAS  
EXPASA  
GILDAN  
LAFISE  
PANTALEÓN  
POLARIS  
SER SAN ANTONIO  
TELEFÓNICA

**Inversión anual aprox.: US\$23,4 Mio.**

## PANAMÁ

BANCO GENERAL  
CERVECERÍA BARÚ  
CERVECERÍA NACIONAL  
COPA AIRLINES  
GRUPO CORPORATIVO PÉREZ, S.A.  
MORGAN & MORGAN  
ODEBRECHT  
PETROTERMINAL DE PANAMÁ S.A.  
TELEFÓNICA MÓVILES PANAMÁ S.A.  
ANÓNIMO

**Inversión anual aprox.: US\$23,0 Mio.**

# Findings

1. The main subjects to which companies turn their social investment are education, in first place, followed by environment, health, employment and economic development of the community.
2. The major target population of companies' social investments are communities of direct impact of the company, followed by people living in poverty and children. The main populations served by NGOs are people living in poverty, childhood, adolescence and youth.
3. The resources for social investment by the private sector are majorly of national origin; in the case of NGOs, their resources come mainly from international cooperation and, to a lesser extent, the execution of public resources.
4. In the Central America, 130 companies – mostly national – have invested in the past three years an average of US\$ 134.7 million annually in social investment and philanthropy projects and programs.
5. In many cases, the social investment projects and programs of social investment by companies are not only aligned to the core of the business and their stakeholders, but also aligned to the main development challenges of the region.
6. Most companies implement long-term programs, except for those that support infrastructure investment, whose projects have to do mostly with the donation of materials and equipment.
7. Most companies have partnerships with NGOs and other organizations and institutions. However, partnerships are mostly for the implementation of specific social investment projects and not necessarily imply a strategic alliance of medium and long term. Nevertheless, there are some isolated experiences of public policy advocacy by organizations involved in social investment projects.
8. A major weakness in monitoring and evaluation of the impact of social investment activities has been observed. Few companies and NGOs measure the outcomes and impacts of their projects.
9. Internal communication is widespread and companies pay much attention to this issue. External communication is not something that interests them most; there are no specific communication budgets and even some companies expressed openly that they prefer to invest these funds in other areas than in communication.
10. It is necessary to strengthen the relationship and mutual understanding between the business sector and NGOs. On one hand, greater openness on the part of NGOs is required as to better understand the company, its business lines, its themes and target populations, as well as greater efforts to adopt mechanisms of governance, transparency and accountability that are reliable for businesses. On the other hand, companies should make an effort to understand the time frames required to produce social change and political changes for impact, rather than carrying out actions of little value and partnerships aimed more at the operational level.

# Challenges y opportunities for social investment in Central America

Dimension	Opportunities	Challenges
Strategic alignment	<ul style="list-style-type: none"><li>• In recent years, best practices in social responsibility have been widespread in the region. Many organizations already have a sustainability strategy, allowing to approach social investment from a broader perspective of shared responsibility and within a framework of strategic and transformative investments. This allows to go beyond the stage of reactive philanthropy towards more equitable and lasting contributions to social development.</li><li>• Corporate volunteerism, in a very general way, remains detached from the sustainability strategy of the organization. In the context of social investment projects corporate volunteering can make more sense in terms of the overall sustainability strategy.</li></ul>	<ul style="list-style-type: none"><li>• There are still some less strategic forms of social investment, which in some cases are “only” limited and non-sustained contributions to a specific theme or a particular population. The strategic alignment of social investment to a organizational sustainability strategy requires overcoming the traditional ways of channeling resources for philanthropy.</li><li>• In addition, it is necessary to overcoming the conjunctural vision that many organizations have with regard to social investment; organizations need to understand that social investment is not a cost to the organization, but an investment in their operating environment, which may or not make a business model viable in the future.</li></ul>

# Challenges y opportunities for social investment in Central America

Dimension	Opportunities	Challenges
Alignment with local necessities	<ul style="list-style-type: none"><li>To carry out local consultations and diagnoses during the design stage of a social investment project or program. Taking advantage of the expertise of NGOs and community organizations.</li><li>Develop social investment initiatives with partners in the value chain: supplier development in local communities and / or development of social investment projects with suppliers from the same communities.</li></ul>	<ul style="list-style-type: none"><li>Utilize empowering and participatory approaches to ensure the relevance and sustainability of social investments.</li><li>Make local “beneficiaries” participants in the different stages of the project cycle of social investment.</li></ul>
Active participation of the community		
Empowerment and sustainability		

# Challenges y opportunities for social investment in Central America

Dimension	Opportunities	Challenges
Alignment with public policies	<ul style="list-style-type: none"> <li>Develop and deepen the areas of inter-sectoral dialogue to promote a common understanding of shared responsibility and complementarity of actions for integral development.</li> <li>Promote mutual understanding of the motivations, issues and populations for social investment between the business sector, NGOs and public authorities. Overcoming prejudice and ignorance.</li> <li>Consider counterpart of a social investment project (NGOs, community organizations and public bodies) as subjects of institutional strengthening and guaranteeing the future sustainability of social investment initiatives.</li> </ul>	<ul style="list-style-type: none"> <li>Search an alignment of social investment with public policies.</li> <li>In the case of multinational corporations there is an additional challenge as to how to translate the mandate that comes from the HQ to be meaningful in the country and in the region? How to make the pertinent social investments and that are consistent with local public policies?</li> <li>Develop intra and inter-sectoral alliances beyond the implementation of a specific project. Forge lasting alliances and that impact on public policy.</li> </ul>
Strategic alliances		
Improvement: efficacy and measurement	<ul style="list-style-type: none"> <li>Promote and / or carry out studies and applied research on social investment from a sustainability perspective.</li> <li>Taking advantage of the experience of NGOs on issues and specific populations.</li> </ul>	<ul style="list-style-type: none"> <li>Developing a culture of measurement (outcomes and impacts).</li> <li>Develop common measurement metrics to all organizations and institutions related to the topics and / or populations subject to an intervention of social investment.</li> </ul>

# Challenges y opportunities for social investment in Central America

Dimension	Opportunities	Challenges
<b>Vulnerable populations</b>	<ul style="list-style-type: none"><li>• There is enough expertise on the part of NGOs and some businesses to work with populations of greater social vulnerability.</li><li>• Usually, social investment projects aim to meet the needs of the most vulnerable; what is required is to keep track of the social dynamics and the “creation” of new vulnerabilities, for example in the context of adaptation to climate change.</li></ul>	<ul style="list-style-type: none"><li>• In some countries of the region, it is required to expand the coverage of social investment projects to rural and remote communities. In these cases, a particular emphasis on poverty reduction and immediate attention of the consequences of poverty on the affected communities are required.</li></ul>





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