

# Sustainable development in Manufacturing industry in Peru



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# Context

## Manufacturing Means Different things to Different People

- Economic Growth
- Jobs Creation
- Innovation
- Industry Developing
- Poverty Alleviation
- Stake Holder Returns



# Context

## Manufacturing Means Different things to Different People

- Environmental Degradation
- Forest and Biodiversity loss
- Displacement of native people
- Land Acquisition
- Corruption



# Sustainability strategy

- Sustainability strategy is an integral component of business strategy and can act as a competitive differentiator.
- Assessing the way of doing business through a sustainability approach could help identify relevant win wins.



# Peru

## – Sustained Growth

Peru's GDP increased by 6.9% (2012) reflecting the optimum economic growth of Peru.

The GDP over 2013 and 2014 is expected to reach 5% per year.

## – Economy mainly based on natural resources

- Products: Gold, silver, fish, agriculture.
- Mining, manufacturing, construction sectors leading the growing of the economy

## – Environmental and social issues are taken more importance

# Unión Andina de Cementos - UNACEM



# UNACEM

- It is the largest and most important cement **manufacturer** in Peru.
- The manufacturing operation began on 1916.
- Their activities are aimed at creating a highly efficient and socially useful industrial organization, a model progressive institution.
- The protection of the **environment** is a commitment to sustainable development.
- The company's compromise involves the development of our **community**.

# Social development





# Asociación UNACEM

- It was created in 2003.

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- It is a non-profit association.

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- Its mission is to implement the social responsibility policy of the company

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- Community-based approach

# Community relations

Seeks to create and facilitate access by the community to economic, social, cultural and environmental opportunities provide it with personal, organizational and local development from a grass-roots and territorial basis.

Interventions has three approaches:

- 1) Environment
- 2) Health
- 3) Community development

Results:

More than 23,000 people benefited from programs.  
14,000 m<sup>2</sup> of parks and gardens.



# Progresol network of retail distributors

- The company is oriented to 80% self builder
- Strengthening the relation with smaller hardware stores, builders, self-builders and independent constructions firms



# Environmental projects



- ✓ Partial replacement of coal y natural gas
- ✓ Implementation of a waste water treatment plant
- ✓ Modernization of the plant improves the efficiency ratios



- In the foreseeable future, **sustainability** will continue to get some attention in corporations specially in emergent countries.
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- The corporations will tend to have a more positive social and environmental impact.