

CSR When Care Has its Rewards

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The Best Corporate Social Responsibility Programs in Latin America.

By David Haskel in Argentina, Taylor Barnes in Brazil, Gideon Long in Chile, Anastasia Moloney in Colombia, David Agren in Mexico, Lisa Wing in Peru and Doreen Hemlock in Miami.

They nurture local suppliers, provide scholarships and teach nutrition. They plant trees, embrace renewable energy and encourage teenagers to become involved in social causes. Across Latin America, companies are paying closer attention to Corporate Social Responsibility, looking beyond profits to their impact on the environment and society. They're active in CSR partly to keep their brand names strong. Companies face growing scrutiny of their practices from civic groups who can mobilize fast online. Plus, companies are increasingly ranked on how they treat employees, use resources and help their communities. Dozens of companies in Latin America now have top-notch CSR programs, improving the lives of millions of people across the region, from highlands to inner cities. Here is Latin Trade's first list of the best CSR programs in Latin America, drawn from our own correspondents, awards and rankings, including the Global 100 from Canada's Corporate Knights magazine for "clean capitalism". Presented yearly at the World Economic Forum in Davos, Switzerland, the Global 100 this year featured three companies from Latin America – all from Brazil.

PERU **INKATERRA**



Inkaterra promotes ecotourism in Peru.

Travel company Inkaterra pioneered eco-tourism in Peru in 1975, working to conserve the environment and native cultures. Now it is Peru's first carbon-neutral travel company. It buys credits to offset its carbon emissions, spending on programs that preserve Amazon forests. Inkaterra runs several luxury hotels in Peru and involves its neighbors through training and jobs. "We look forward to sharing our knowledge and wealth with the communities where we work," founder Jose Koechlin tells Latin Trade. "The underlying goal is to empower locals." Inkaterra's eco-efforts include a rescue center for endangered spectacled bears and restoring 12 acres of native forest that are home to hundreds of species of birds, butterflies and orchids. The company has trained more than 4,000 community members in hotel operations and conservation so far. Inkaterra earned a responsible-tourism award from the World Travel & Tourism Council in 2010 and recognition in Travel + Leisure magazine in 2011. The company had \$14 million in revenue last year.

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