Sustainable development in Manufacturing industry in Peru
Context

Manufacturing Means Different things to Different People
• Economic Growth
• Jobs Creation
• Innovation
• Industry Developing
• Poverty Alleviation
• Stake Holder Returns
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.
– **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.

Source: UNACEM reports: 2012-2011
Social development
Asociación UNACEM

- It was created in 2003.
- It is a non-profit association.
- Its mission is to implement the social responsibility policy of the company.
- 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 m2 of parks and gardens.
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 by 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.

• The corporations will tend to have a more positive social and environmental impact.