



FUNDACION
CAICEDO GONZALEZ
RIOPAILA CASTILLA
Compromiso social desde 1957

GRUPO AGROINDUSTRIAL

RIOPAILA



CASTILLA

COMPROMISO DESDE 1918

SUSTAINABLE COMMUNITIES PROGRAM





Context

Description of the Company

The Program Sustainable Communities

The innovative factors of the Program

Lessons learned



“Yes,
Sustainability
Can Be a Strategy”



Sustainability
can be
both a
necessity
and a
differentiator.

**Society and
environment** are
interdependent to
business.

Why a strategy

From risk
mitigation
to **creation
of shared
value.**

Integrating social
issues to the
**company's value
proposition.**

Context of the sector

Sugar industry in
Valle del Cauca.

242,000 hectares
in sugarcane.

2% cane production
of world.

13 operating sugar
mills (24.300.000
tons of sugarcane).

Net production
2.250.000 tons of sugar.

Exports around
730.000 tons of sugar.



Impact of sugar industry in the region



285,000
jobs

Payment of taxes
and multiplying
effect x4



Our company



Sugar company **founded in 1918** by Mr. Hernando Caicedo.

The **Caicedo Gonzalez Riopaila Castilla Foundation**, founded in 1957.

Today **two mills and other 6 companies** for commercialization, agriculture and industry activities related to the sugarcane business.

Diversified portfolio: sugar, ethanol, renewable energy, palm oil and cattle raising.

20% market share of the total sugar and alcohol of the country.

Our company 2020

4.280
direct jobs

- **81%** unionized workers (7 unions).
- **92%** local employment.

USD 280
millions
economic
generated value.

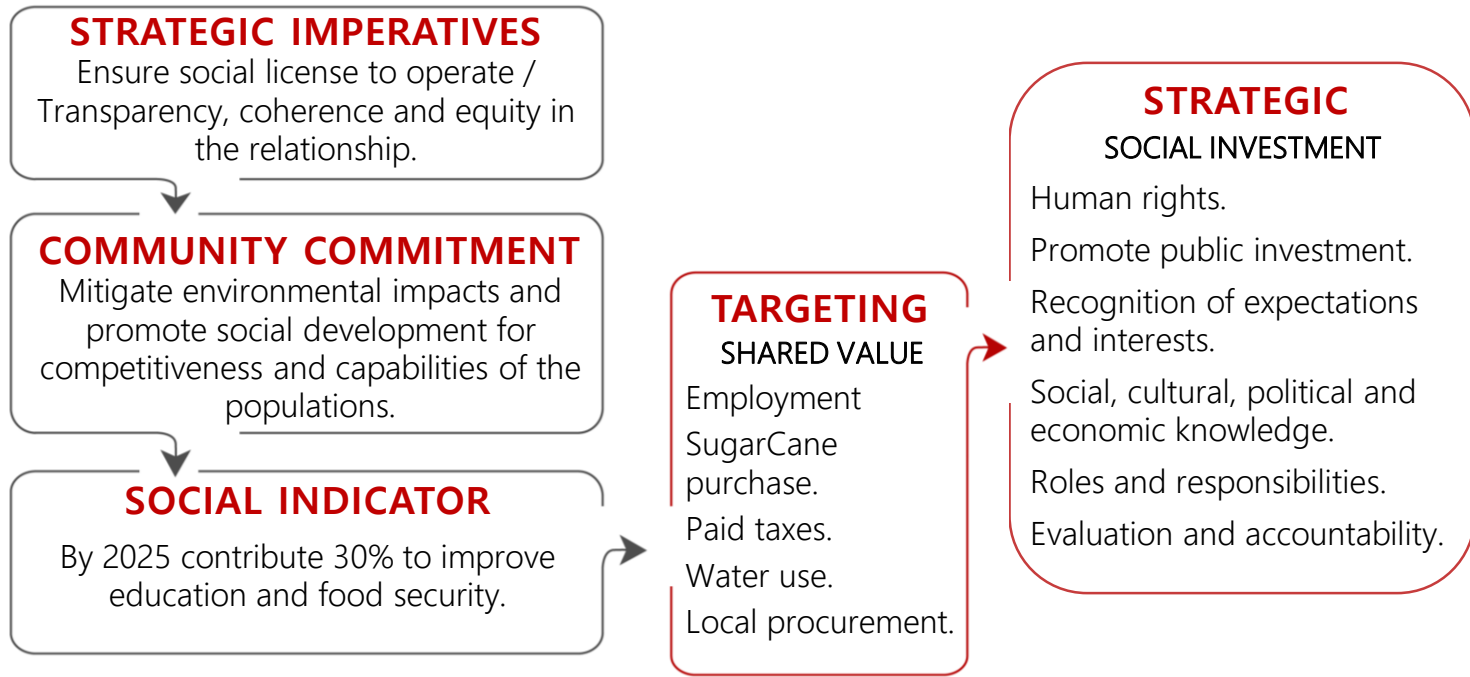
- **70%** operating costs (51% local procurement - USD 101 millions).
- **27%** workers wages and benefits.
- **2%** government payments.
- **1%** social investment.



Our Company Business Strategy



Relationship model



Characteristics of the territory



2 municipalities affected by armed conflict.
Challenges in quality education.
Cultural and ethnic diversity.
Institutional weakness.
Illegal economies.
Poverty.

"By 2025 the Company acting through its foundation Caicedo Gonzalez Riopaila Castilla, will contribute to improve in a **30% the conditions of public education and food and nutritional security** in the territories where it operates".



Sustainable
Communities
Program

Sustainable Communities: the case



A best practice in relationship of business and community.



Proven scheme of work between the Foundation and the company.



The program is owned by the communities and placed at the heart of the public agenda.



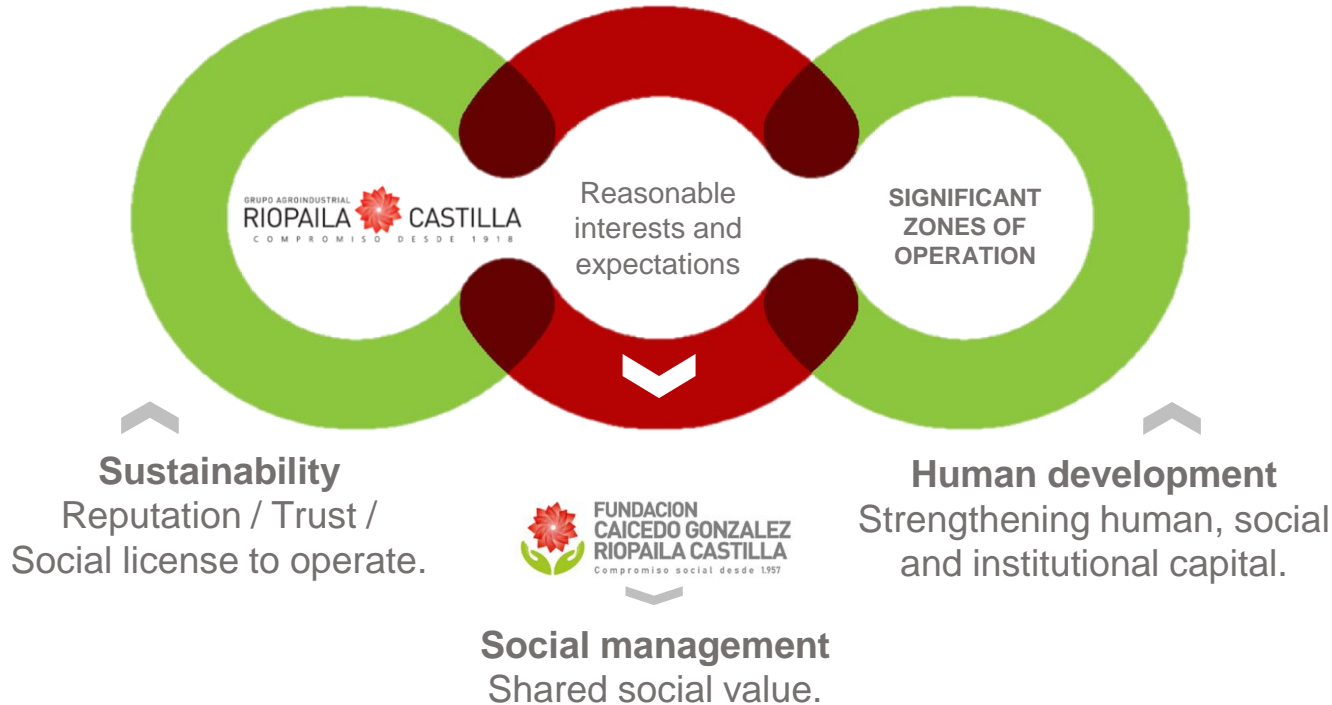
10 international, national and regional awards.



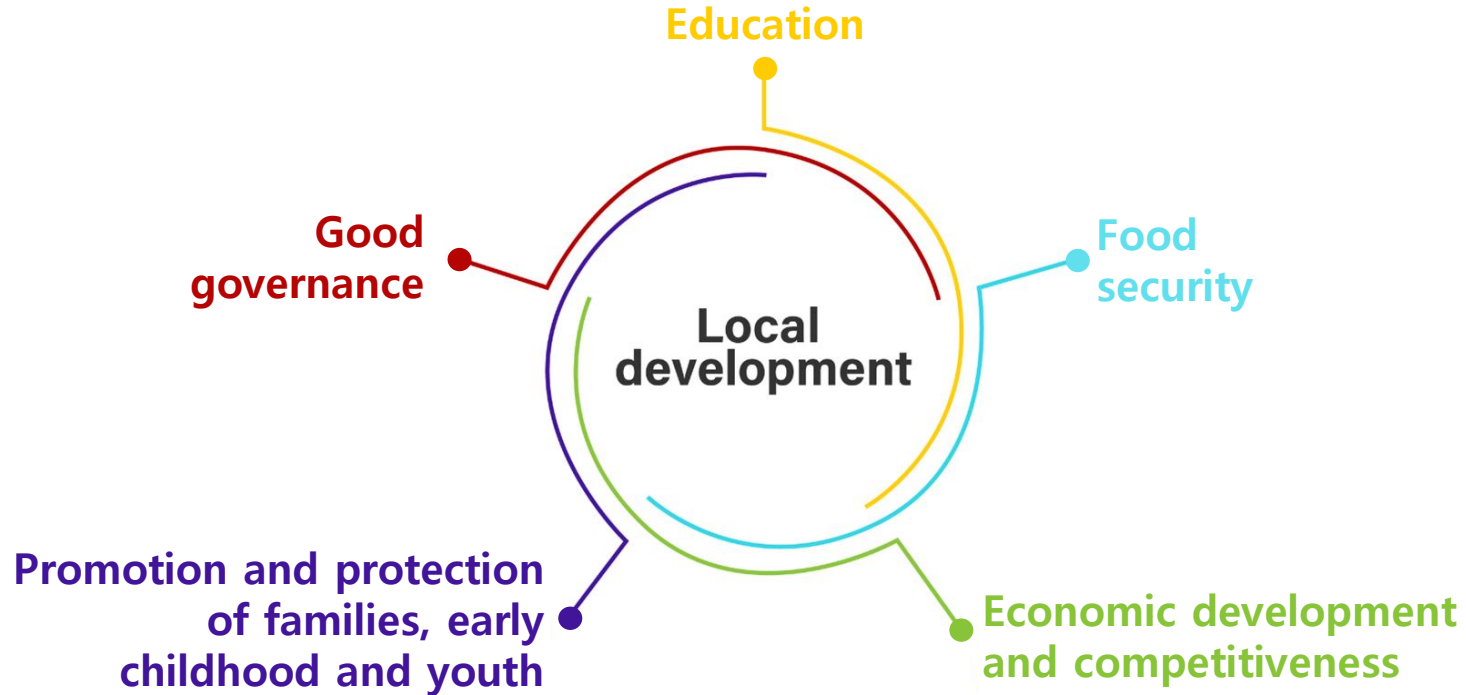
Sustainable Communities, the case

A strategy of relationship between the Company and communities with the goal of creating shared value.

Relationship business - communities



The program



Education

Education as the vertex
for social transformation.

Impact on public policies

Access to higher education.

Educational infrastructure.

Quality of public education.



Food security

Ensure access and availability of food security.

Design and implementation of public policies.

Strengthening productive chains.

Increase in rural productivity.



Economic development and competitiveness

Company's value chain.

Strengthening the supply chain of
small and medium entrepreneurs.

Strengthening rural productivity.



Promotion and protection of families, early childhood and youth

Human rights for the most vulnerable communities.

Public policies for the promotion of the rights of early childhood and youth.



Good governance

Cross sectorial theme centered on public policy advocacy and strengthening public and communities capacities.

Local governance.

Public private partnerships.

Community participation.



Results

9 appraisals in education, infrastructure and food security.

18 spaces for citizen participation.

Participatory planning on **9 local development plans**.

Construction of **citizens agendas** for the development plans.

Enhanced capacity to participate in public affairs

Local governance

Public advocacy

14.000 average year participants.

+150 community and grass root organizations.

1750 social leaders making part of the local planning.

230 public servants with strengthen capacities.

48 public projects with investment around USD36,4 mills (2019 – 2020).



Impacts

Fostering local governance.
Capacity Building for public
authorities.

Legitimate decision making.
Improving quality of life.

Success factors on the program

Alignment with the
2030 agenda.

Holistic and
participatory
construction of the
agenda.

Public policy
advocacy.

Alliances.

Permanent and
constant multiactor
dialogue.

Trust and
reputation.

High qualified team.

● Lessons learned

The success of the program is due in large part to the role of the Foundation that acts as a hinge between the company and the territories where the Riopaila Castilla operates, generating social value for the communities, the public sector and the company.

Lessons learned

Those companies that does not have foundations must strengthen the Sustainability areas, being very precise in **identifying the impacts and risks** in order to design the actions.



Lessons learned

The big challenge is balancing the reasonable interests and expectations of the community with the strategic vision of the company.



It made our municipality a beneficiary of the implementation of the Checker platform.

<https://youtu.be/R1OoMGHnE40>



**FUNDACION
CAICEDO GONZALEZ
RIOPAILA CASTILLA**
Compromiso social desde 1957

GRUPO AGROINDUSTRIAL
RIOPAILA  **CASTILLA**
C O M P R O M I S O D E S D E 1 9 1 8



**FUNDACION
CAICEDO GONZALEZ
RIOPAILA CASTILLA**
Compromiso social desde 1.957

GRUPO AGROINDUSTRIAL

RIOPAILA CASTILLA
COMPROMISO DESDE 1918

Mariana Caicedo

Board member of Foundation

mariana.caicedo@propacifico.org

www.fcgriopailacastilla.org