



Uniapac



**BUSINESS AS  
A NOBLE VOCATION  
AWARD 2018**



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# THE PURPOSE

The main goal of this award is to identify business leaders who exhibit and promote practices that embody the concept of “Business as a Noble Vocation”. These practices may fall under one of the three following categories:



## Personal Transformation

Behaviors, attitudes, actions, and actual business cases that demonstrate the willingness and efforts of a business leader to be challenged by a greater meaning in life and thus willing to adopt a broader view of his or her role in society. They transcend the quest for short-term profits to become builders of the common good and promoters of dignity at work.



## More Humane Organizational Culture

Initiatives and specific examples of efforts and outcomes, in the organization led by a business leader, which reflect a quest to build a culture based on the principle of human dignity by organizing work within his/her enterprise in ways that the members of the enterprise adhere to the principles of solidarity (assuming responsibility for the well-being of the others) and subsidiarity (fostering a spirit of initiative and increasing the competence of the employees who are thereby considered “co-entrepreneurs”) so that they see the workplace as a source of flourishing.



## Business Oriented to the Common Good

Business cases demonstrating a set of practical principles such as the principle of meeting the needs of the world with goods that are truly good and truly serve without forgetting the needs of the poor and the vulnerable; and the principle of sustainable creation of wealth and their just distribution among the various stakeholders. In other words, cases of the “3Gs” in action: Good work, Good goods, and Good wealth.

# SELECTION PROCESS



- National Member Association

In light of their own specific circumstances and context, each national member association ("NMA") autonomously defined the procedure in identifying its nominees. The NMA selected potential business leaders to be proposed for recognition (up to one per category, i.e a maximum of three in total). The NMA's candidates were submitted to its corresponding Regional Association or to UNIAPAC's Executive Committee, in the absence of a Regional Association.

- UNIAPAC Regional Association

Each UNIAPAC Regional Association ("URA"), or UNIAPAC Executive Committee, in case no URA exists, selected the business leader among all the candidates proposed for the various categories by assessing who in its sole judgment represents that category the best.

- UNIAPAC International Board

UNIAPAC's International Board selected the final winner amongst the business leaders proposed by the URAs (the "Regional Winners") by carefully reviewing and analysing the profiles of the Regional Winners, thus identifying the "Global Winner".

## TOP NOMINEES BY REGION



### EUROPE

Hervé Baulme, France  
Éric Boël, France  
Sylvain Mas, France  
Augustin Mujiyarugamba, Italy  
Malgorzata Wyrwińska-Cieślak, Poland  
Vasco de Mello, Portugal  
Michal Hrabovec, Slovakia  
Ivo Kapetanović, Slovenia



### AFRICA

Louise Mendy, Senegal  
Pierre Ndiaye, Senegal  
Aimé Sene, Senegal



### ASIA

Ramon del Rosario, Philippines



### LATIN AMERICA

Miguel Luis Lagos, Chile  
Pablo Medina, Chile  
Carlos Danel Cendoya & Carlos Labarthe Costas, Mexico  
José Medina Mora Icaza, Mexico  
Nathán Shabot Marcos, Mexico  
Daniel Baudelet, Paraguay  
Miguel Fornera, Paraguay  
Gustavo Koo, Paraguay

## TOP NOMINEES BY CATEGORY .....



### Personal Transformation

Hervé Baulme, France  
Malgorzata Wyrwińska-Cieślak, Poland  
Ivo Kapetanović, Slovenia  
Nathán Shabot Marcos, Mexico  
Pablo Medina, Chile  
Louise Mendy, Senegal



### More Humane Organizational Culture

Daniel Baudalet, Paraguay  
Éric Boël, France  
Miguel Fornera, Paraguay  
Michal Hrabovec, Slovakia  
José Medina Mora Icaza, Mexico  
Aimé Sene, Senegal



### Business Oriented to the Common Good

Carlos Danel Cendoya & Carlos Labarthe Costas, Mexico  
Gustavo Koo, Paraguay  
Miguel Luis Lagos, Chile  
Sylvain Mas, France  
Vasco de Mello, Portugal  
Augustin Mujiyarugamba, Italy  
Pierre Ndiaye, Senegal  
Ramon del Rosario, Philippines





# PROFILES

National Finalists



## DANIEL BAUDELET

ADEC Paraguay

*Daniel Baudalet is 47 years old and French. Married to Patricia, he is father to Mathias and Melissa, and the substitute father of 8 children. He studied Accounting and Business Administration in the Catholic University of Argentina. Titular of a Master's Program in Business Administration in the Catholic University of Nuestra Señora de la Asunción, and followed the INCAE Program in Senior Management in 2007. He is Board member of Fundación Teletón since 2010, Board member of ADEC from 2006 to 2010, Board member of Fundación Corazones and "Por la Infancia" from 2006 to 2012.*

*He is General Manager of El Mejor S.R.L., President of Proactif Care S.A., and President of Spartan Argentina. He describes himself as a person who, through life, would like to leave behind a good legacy. As a businessman, his challenge is to be successful in the market by caring and providing the best conditions possible for people. He is strongly committed to "ad honorem" extracurricular social causes. He is involved in Fundación Teletón, since he is himself physically disabled. His beliefs in ethical principles and moral values profoundly influence his decisions and actions in every area. He strives for an organizational culture that is much in line with his own values and which focuses on the full development of people.*

*However, he never loses sight of his business objectives and pursue them with perseverance until they are accomplished. One of his favorite sayings: "As a company, we seek profit, but not at any price."*



Daniel Baudalet is nominated for building a solid organizational culture based on the commitment and solidarity of his collaborators, especially in a difficult sector like cleaning services. All of his social responsibility actions revolve around his internal audience. He has set up a strong CSR committee that generates constant actions to improve the living conditions of the collaborators and their families. A committed corporate volunteer committee working on the construction of restrooms for their peers who do not have it, working in financial education to help them get out of their debts and invest their wages better, or helping them to complete their school studies. He has been one of the pioneers in working to prevent violence against women.

He seeks to reduce the level of poverty of the country through different interventions. He formed a working team to carry out projects in areas identified as sensitive.

In 1991, he started his activities in a garage and launched his first carpet cleaning service, done all by himself. In 2000, his company called **El Mejor** became the first business in the services sector to get the ISO 9001 certification. In 2004, he won the Young Businessman award from the Christian Businessmen Association – ADEC. In 2005, he employed a person with hearing impairment among the collaborators. In 2006, El Mejor was selected to participate in the “Implementing CSR Practices in SMEs” project developed by ADEC, in cooperation with BID/FOMIN.

In 2009, El Mejor received “the Great Place to Work” award, calling it as one of the five best places to work. El Mejor then signed the United Nations Global Compact, adhering to two of the six themes regarding the environment and employment rights. In 2014, a team was created whose primary function consists of

looking for international strategies for each area and level of organization.

The project “educate yourself with the best”: integrated by the group of companies which adhere to the program “Circle of basic education for young people and adults EDUCARSE” of the Ministry for Education and Culture (MEC) that is oriented to the adult literacy. The classes for the collaborators take place in the offices of the company.

The Best Solidarity project aims at building modern bathrooms for some collaborators of the company. The beneficiaries of the constructions were identified through a survey. Since 2014, 36 bathrooms have been built under a model of solidarity management, as the cost of each bathroom is distributed between the beneficiary for 25%, the company that contributes 25% and the Solidarity Committee that must contribute 50% through different solidarity activities carried out within the company. In addition, a corporate volunteer committee strongly supports each of the initiatives.

Project for the abolition of violence against women: it is a project of CSR undertaken by “El Mejor” for the prevention of violence against women, with support of the regional program “ComVoMujer” implemented by the GIZ. Inspired by the institutional values, they propose to contribute to the prevention and eradication of violence against women based on gender in the field of action of the company, looking for the well-being of the staff, the clients, and the community. To this day, some volunteers are trained to help for a permanent awareness.

El Mejor has received the Best CSR Practices award from ADEC, as well as the Reliable Company Seal from the Ministry for Women’s first edition.



## HERVÉ BAULME

LES EDC France

*Hervé Baulme is a father of four. He is a former tennis player, and is also very passionate in sailing (he crossed the Atlantic in June 2002), and walking the roads of Saint Jacques. He holds an MBA from the University of Pennsylvania in Strategic Planning and Finance, and an MBA from HEC at the Higher Institute of Business after a Master in International Economics.*

*From May 1984 to October 1988, he worked as a sales engineer at Mc Donnell Douglas Information System. He developed the business of the company, notably in the United Kingdom and in Luxembourg. He has set up a business creation project in this very buoyant market segment. He created the Summit package for the Front Office. This product, distributed by Quotient, represented 95% of the turnover. From May 2000 to March 2005, he was chairman and CEO of Summit Systems Inc, New York.*

*Currently in his sixties, Hervé Baulme was awarded the Philibert Vrau Prize from the Foundation of LES EDC (Entrepreneurs et Dirigeants Chrétiens - Christian Business Leaders) for his actions in 2017. He continues to further his cause with the help of his wife and children.*

Hervé Baulme is the managing director of **Ecodair**, as well as a number of inclusion structures for people with mental disabilities. Before heading Ecodair, he worked as a banker, then for different companies specializing in IT consulting and the creation of software for trading rooms. He studied economics in Paris and worked at Barclays Bank, before enrolling at the Wharton School in Philadelphia, USA. Upon graduating, he went back to France to join McDonnell Douglas, where he helped develop the first series of software for the finance market.

Three years later, he established Quotient with two associates, specializing in the creation of new software for by-products. The company expanded to 200 employees in New York and another 200 in the rest of the world. But four years after the attacks of September 11th in 2001, he went back to France where he joined Phitrust, an investor in solidarity initiatives, to carry out the audit of Ecodair.

Hervé Baulme subsequently took over Ecodair and created an associated structure for people with minor disabilities and social difficulties, whose aim is the insertion of persons with disabilities, unable to work in an ordinary environment or work in an adapted business, to carry out a professional activity, to maintain school achievements and to develop business skills.

Ecodair first allows the insertion by the work of mentally handicapped persons recognized handicapped by the MDPH. The activity proposed to these persons by Ecodair is the refurbishment and resale of second-hand computers. The

sale of these low-cost computers helps the most modest households in France, associations or schools to be equipped with high-performance computers, while contributing to greater respect of the environment.

Ecodair proposes to the associations and schools to carry out the installation of their computers and to ensure the maintenance of them by persons who have experienced long-term unemployment.

From a dozen people in 2005 with an income of €650,000, the group Ecodair has risen to close 80 people with higher incomes of €3 million in 2012 (70% growth compared to 2011). The insertion through the work allows the people welcomed to find a place in the society.

*"I did not know how contact with employees with disabilities would happen," he says. I was not advised for this, but I built a team of mentors and I was there with my heart. "* Every six months, he listens head-to-head each of its 90 employees to qu'Écodair continues to move at the pace of their desires and possibilities.

ECODAIR counts on 100 employees, and has opened new branches throughout France . In recent years, the structure has continued to grow, with the creation of branches in Aubervilliers and Marseille.

Hervé Baulme always bears in mind the prayer of the Patriarch Athenagoras: *"If we disarm ourselves, if we dispossess ourselves, if we open ourselves to the God-Man, who makes all things new, then He wipes out the evil past and gives us a new time where everything is possible. "*



## ÉRIC BOËL

LES EDC France

*Éric Boël has been the CEO of Les Tissages de Charlieu company (LTC) since 1997. After studying business in Paris, he spent 20 years in the hotel business. His personal life has led him to resettle back in the province which brought him to taking over LTC, a company specializing in jacquard weaving for clothing and technical textiles. LTC, under his leadership, values the three pillars of sustainable development: social, environmental, and economic.*

*As an advocate of the 'liberated company', Éric Boël founded Altextex in 2009, an association for the promotion of sustainable development in the textile sector. With his support, four intra-companies are being incubated at LTC and represent 12% of today's turnover.*

*In 2015, he became President of UNITEX (Union des Industries Textiles Auvergne Rhône Alpes). Now in his late fifties, he has three children and lives with his wife Anne in the city of Roanne.*



As the CEO of **Les Tissages de Charlieu (LTC)**, Éric Boël founded it on a strong conviction: that it is the person who is the key to success, the blossoming of whom would be the primary factor for a company's development.

The vision written by all the collaborators of the LTC is "Weave together nice links" because not only is the job to make connections between the threads to produce fabrics, but it is above all to create human bonds between the employees, with the customers and suppliers.

The profound conviction is that the company can and must be a support for the flourishing of the human being; where human fragilities (including disability) are not a hindrance for the company but rather an accelerator of true human relationships, benevolent and therefore fruitful.

Every month, over 300,000 meters of fabric are produced in the company's workshops, where the designs are then manufactured in its factory in Charlieu, near Roanne.

LTC offers the guarantee of a 100% French manufacture, consisting mainly of Jacquard weaves. LTC also specializes in organic and recycled textiles, 30% of which are included in its rolls, as well as technical fabrics for products across Europe and the world, a sector which represents about 20% of its sales.

LTC has one of the only five industrial

sites in Charlieu, a commune in the center of France. In 1997, when Éric Boël decided to leave Paris, he chose to purchase and run this factory where he grew up and wanted to raise his children.

Having read *Freedom, INC.* by Brian Carney and Isaac Getz, two specialists in management, he gained inspiration from their "liberated company" concept and resolved to run his business with this philosophy.

To date, LTC has a turnover of 10 million Euros. LTC has about 70 employees, 12% of whom are disabled. Among its 15 designers, twelve are able to work from home. Many at the factory also have the advantage of becoming intrapreneurs and are encouraged to create their own brands. 25% of the company's profits are shared among its workers, from an annual turnover averaging in the millions.

Éric Boël is a member of the Union des Industries Textiles (Union of Textile Industries) and founded the Alter-Tex association in 2009, which is now rallied by over 40 French companies sharing the same goal of social and environment standards in the industry. He is also at the head of a holding called Société au Service de l'Entrepreneuriat Ethique (Company of Ethical Entrepreneurship).

In 2016, he received the Philibert Vrau Prize from the Entrepreneurs et Dirigeants Chrétiens (Christian Entrepreneurs and Directors) Foundation, and participated in COP22 in Marrakech as well.



## CARLOS DANIEL CENDOYA CARLOS LABARTHE COSTAS

USEM Mexico

*Carlos Danel Cendoya and Carlos Labarthe Costas are Presidents of Gentera, a group formed by eight companies that have the purpose of working for financial inclusion.*

*Carlos Danel Cendoya has a Bachelor's Degree in Architecture from Universidad Iberoamericana, and a Master's Degree in Business Administration by Instituto Panamericano de Alta Dirección de Empresa (IPADE). He has taken different finance programs at The Economic Institute in Boulder, and has given lectures at Harvard Business School. In 2007, he was selected as Young Global Leader of the World Economic Forum where he participates actively. In 2015 he was invited to participate at Consejo Mexicano de Negocios.*

*Carlos Labarthe Costas is the founding director of Gentera and Ignia. With a great commitment to education, he is the chairman of Kipling Group and is a member of the board of Instituto Tecnológico y de Estudios Superiores de Monterrey (Mexico City Campus), of Advenio, and Worldfund. He has given lectures at different institutions, such as Universidad Iberoamericana, the Social Training Course (CUFOSO) -of the Unión Social de Empresarios de México (USEM) - and Harvard Business School. In 2015, he was named by the Great Place to Work Institute and the Wobi Magazine as The Most Trusted CEO in México.*

*In 2015, they were both recognized by the Lideres Magazine as two of the 300 most influential leaders in Mexico .*

**GENTERA** was born with the commitment of a young group of entrepreneurs, who started more than 27 years ago and whose initial purpose was to provide development opportunities to the low income segment.

In 1990, Asociación Programa Compartamos, I.A.P. was created as a nongovernmental organization (NGO) to help women at the bottom of the pyramid. In the same year, the NGO lent its first loan in Oaxaca. During the first decade of Compartamos, our legal status as an NGO forced us to spend much of our time getting donations, leaving little chance to generate social value: to serve the largest number of people in the shortest time possible. And this is how in 2000, we transformed the microcredit operation into a regulated financial institution, as Financiera Compartamos SOFOL. Being regulated gave us access to other types of funding such as commercial lines of credit which allowed us to increase our growth plans by giving more loans to a larger number of people.

In 2002, we issued our first local debt through the Mexican Stock Exchange. We were the first microfinance institution worldwide that managed to issue debt in the local market, with self-guarantee. Aligned with our genuine interest in people, in 2005 we designed a life insurance for our clients: Seguro de Vida Básico. This insurance had no cost to the client, and its main purpose was to help our client's families in case of death, to continue with the economic activity or to solve the funeral expenses.

Likewise, as part of the ongoing growth challenge, Financiera Compartamos was transformed in June 2006 into a full license bank as Compartamos Banco. This transformation was based on expanding our variety of products to meet the financial needs of our clients, offering greater security, solidity and accountability. In April 2007, the bank went public through an Initial Public Offering (IPO) with which the company's shares were listed in the BMV. This was a milestone in our history and a breaking point in the microfinance industry, which also generated a debate in this sector. In order to respond to the concerns of the stakeholders, we published the "Letter to Our Peers" where we explain our vision of using commercial principles to solve social problems.

In 2010, we realized that our purpose had evolved from being microfinance specialist to working for financial inclusion. This led to

Grupo Compartamos, a holding company, with the aim of developing new businesses, expanding our value offer and going abroad. In 2011, we started operating in Peru and Guatemala.

To fulfill our service vocation, in 2011 we decided to allocate up to 2% of the group's net income for social corporate responsibility actions. This originated Fundación Gentera a non-profit organization that articulates the social responsibility actions of Gentera and its companies; seeking to promote social inclusion through education.

After generating an ecosystem of financial companies, Grupo Compartamos evolved and changed its identity to Gentera, an entrepreneurial group that works for financial inclusion and where all the business units are committed to the same purpose.

Throughout 27 years, we have evolved from an idea to a group of companies with presence in three countries that served more than 3 million clients. We also have over 21,000 employees, together for the same purpose: work for financial inclusion.

We have witnessed millions of entrepreneurship stories, of people who strive and struggle day by day for the benefit of their families and communities. We have shared with them great dreams that inspire us to continue building the future. From our beginnings we knew that we wanted to serve others, to care for the people and together, to do the most good possible. The industry has grown into large number of players, but our philosophy still remains as our differentiator.

Through the years, we have learned that a leader in Gentera is the one who, above all, serves others. Our employees are a cornerstone of our business, they are the ones who make financial inclusion possible and which are inspired by strong ethical values: responsibility, teamwork, profitability, service, passion, always getting the person in the center of our actions.

Today we are ready to face the future and adapt to the needs of our clients, invest in technology to be more efficient and expand our value offer to other countries. Our aspiration is to empower 10 million people at 2025, to improve their lives through personalized and digital financial services, generating shared value.



# MALGORZATA WYRWIŃSKA-CIEŚLAK

PACE Poland

*From 1967 to 1972, Malgorzata Wyrwińska-Cieślak studied in the Medical Academy in Lublin, Faculty of Medicine. In 1972, she was removed from the University after five years of studies for participating in the anti-communist organization. She then entered the Catholic University of Lublin, Faculty of Christian Philosophy and obtained a diploma of Psychology, graduating with honors. She followed a course of "Basics of Economics in Business" and post-graduate studies on "European Integration, a Poland's economic development after EU accession " in the Cracow University of Technology.*

*She started to work as researcher, then as psychologist, at the Catholic University of Lublin. From 1993 to 2003, she represented the Netherlands Ministry of Foreign Affairs in the Netherlands Management Cooperation Program for Poland. In 1994, she was appointed General Secretary of PACE (Polish Association of Christian Entrepreneurs). Her husband, professor in psychology, was the creator and the first president of PACE. From 1994 to 2011, she co-founded the Micro American Christian Loan Fund for small family businesses initiative and was member of the Board. In 2004, she started her own business: a Center for Cooperation Education and Advisory. Her company runs courses exclusively accredited by the Education Council and 80% of the company's activity is preparing unemployed people to start in a new enterprise.*

*Widow from 1993, she has seven children.*



I grew up in communist Poland in a Catholic family, often persecuted. When I was 3 years old, the communists took away my father only because he was a soldier of the independent army during II World War and liberated Monte Cassino and Bologna. I hated communists with all my heart, but I frequented the communist school and I was listening to the communist media, so I had distance to the private property and to the people who had their small company. They taught us to hate private owners of the factories. They merited only contempt.

In spite of the difficult economic situation, I got into university and studied medicine. I wanted to be a doctor and to serve the people, especially the poor. During my studies in Poland, the first organization of Solidarity came to existence and I joined one of organization called *Ruch* (Movement). After a year and a half, the communists got wind of our organization. I was interrogated and arrested and relegated from the University with the prohibition to study medicine in all states and universities in Poland and was also forbidden to leave Poland. Fortunately at that time, there was a unique private university, Catholic University of Lublin, which accepted students expelled from other universities because of their conviction. In this university I finished psychology. After my studies I started to work in the scientific institute, because I wanted to dedicate myself totally to research work. I got married to my husband, with whom I had seven beautiful children. When my youngest child died at six months old, my husband and I looked after out other children with very limited resources. After all, intellectual workers in Poland at that time didn't earn much.

It was 1993 and after the collapse of communism, it was possible to manage private activity. The only option for my family was to establish my own business. I

took a small loan and I founded my consulting firm. I started to prepare the program helping to found economic activity, training programs and courses on bookkeeping, administration, medical care, floristry, languages, and computer. The unemployment rate then was very high and we helped educate the unemployed.

I saw to it that every person taking part in our programs were treated with dignity. Until today, I have good contact with my lecturers and instructors, even when they have left the firm. I maintain a good relationship with all my employees: from the order section, informatics section and especially with the cleaning personnel. I try to keep a good contact with all contracting parties and all collaborators. I am conscious that every conflict is not good for my activity and for all participants of the courses - the unemployed need special care and support. I realized that the success of the participant on the courses depends not only on the competence and good organization, but mostly on how the participants are treated, especially in such a difficult situation.

Though this activity had its fair share of rejections and difficulties -- I was getting two hours of sleep -- I received much gratitude from participants who had their faith in themselves renewed and eventually found jobs. Looking on the lecturers and all employees, I changed my outlook on business and the private sector.

Today, when I think about sick ambitions in my first job: competition at the cost of the colleagues, lack of responsibility, I think that private activity is more difficult but it is a real vocation to serve other people, very fascination, and serves as a reminded of our mission every day. We need the support from our Lord Jesus.



## MIGUEL FORNERA

ADEC Paraguay

*Miguel Fornera, 58 years old, proudly looks at the Sueñolar brand as the hallmark of a product known not only locally, but abroad. What started as a small mattress manufacturing workshop is now three production plants covering 15 hectares where products are produced and distributed. Currently, they employ more than 650 people, who are the pillars of entrepreneurship, according to the entrepreneur.*

*He is confident that the road to build and achieve dreams is the alliance with other institutions that share the same values are articulated actions. He is affiliated with: Association of Christian entrepreneurs ADEC and Fundación Paraguaya and as member of the consultative committee of social responsibility, Paraguayan Industrial Union UIP, Club of Executives of Paraguay, National Service of Professional Promotion SNPP, Municipality of Ypacarai, NEO Alliance, Global Childhood Foundation, Saraki Foundation, Touring and Automobile Club Paraguayo, Futbol Mas Paraguay, and Paraguayan Association for Quality*

Miguel Fornera is the founder of the **Sueñolar Group** which currently has 85 local sales offices with national coverage, expanding the availability of its products to customers through the wholesale sales channel with which it has a presence through 450 active distributors. In international markets, the products are present in Bolivia and Uruguay through commercial allied clients who work under the same brand parameters.

He was nominated by ADEC for his way of managing the company in which he works with the commitment of the triple line of results: economic, social and environmental.

He has promoted economic development of the company with profitable businesses and fulfillment of all the legal commitments; social development because he works strongly in improving the quality of life of his internal public and families, as well as a strong work with the community; and has also succeeded in the environment level because he has a strong program of afforestation, reforestation and recycling avoiding its damage and contributing to recovery of the products.

In this process of work, the triple line are committed by all the collaborators going from the directors to the administrative staff, so we believe that Miguel has developed a strong organizational culture that makes Sueñolar a prosperous company. He bets on the development, health, safety, training and well-being of which he considers the most important pillar: his collaborators. For achieving this, he implements specific projects that involve not only his collaborators but also their families.

The Entrepreneurial Family project excels at working on different axes that strive to improve the quality of life of the collaborator and his family.

The project contemplates a survey on the quality of life of the collaborator's family and from the results is set up an action plan to improve the indicators that emerge critical

In this context, the company decided to work on the following indicators:

1. Income diversification: Collaborators and their families received training in organic orchards in alliance with the Ministry of Agriculture, for self-consumption and for sale of surpluses thus achieving additional income. In addition, they offer training courses for wives and older children in alliance with the National Service for the Professional Promotion.

2. Savings and budget planning: he created a supermarket inside the factory offering quality products for a basic family basket at affordable costs contributing to help the family to save money. On the other hand, they carry out training and coaching to improve the use of their budget by promoting savings.

3. Housing: Since the year 2011 they help the families to have better houses. Until 2017 a total of 36 families of collaborators have had access to adequate housing.

4. Healthy environment: They seek the preservation and care of the environment in the development of industrial operations, with eco-efficient processes, in the use of inputs, as well by creating environmental awareness for the collaborators and society at large. some projects and initiatives: for the Eco-efficiency, sewage treatment plant, forest of afforestation "Kepuku" in the district of Cecilio Báez, project of education and environmental entrepreneurship for young people and other Environmental initiatives.



## MICHAL HRABOVEC

VENITE Slovakia

*An entrepreneur with engineering background, Michal is the President and co-founder of Anasoft . He is an active influencer with strong values and dedication to common good. Michal was born in 1971 in Žilina, Slovakia, married with three children, and is a passionate saxophone player.*

*Anasoft, founded in 1991, is managed by two majority owners, Michal as President and Stanislav Cekovsky as CEO. Over the years, they have demonstrated strong ethical business practice, with anti-corruption principles, and supporting personal development of every individual inside the company. Later Michal founded several other companies, as well as FLL Slovakia, a non-profit organization supporting children's education in programing, robotics, creativity and team work.*

*For eight years, Michal served as a Board Member at the Slovak IT Association with the responsibility for manufacturing sector. He is one of the founding members of SAPIE – the Slovak Association for the Support of Innovative Economy, and also a member of Braintrust – a network of technological leaders. Michal is regularly invited to accompany the President of Slovakia at his foreign trips as a member of business delegation with expertise in digitalization.*

*In 2009 Anasoft was awarded “Company of the Year” in Slovakia and Michal received the “Manager of the Year” award by prestigious Trend magazine. Also, Anasoft received several top awards for its corporate social responsibility activities, crowned by Via Bona Award.*



**ANASOFT** excels in creating software applications that support digital transformation of businesses, helping them succeed on their way to the future. The portfolio includes electronic signature solution Signatus, recognized as the top enterprise mobile solution by global leaders like Samsung or BNP Paribas.

The company was founded in 1991, shortly after the Velvet revolution that ended 40 years of communist oppression in Czechoslovakia. The legal environment was immature, the institutional structures were new, and the free market principles were only beginning to be applied in everyday business life. Entrepreneurial spirit, passion for modern technologies, and strong personal integrity of Anasoft owners allowed the company to overcome all initial obstacles but also to prevail over the years and positively influence the whole business ecosystem in Slovakia and Central Europe. Anasoft invests in research and development throughout its portfolio. Over the years, Anasoft has been organically growing. Today the company has direct offices in Slovakia, Czech, Germany and the United States, and customers in multiple countries around the globe.

The company culture is supportive towards families. The company provides above standard health care benefits to all its employees and also extra paid days of vacation. On top of that, employees are encouraged to develop their own activities – community service initiatives, sports, musical and other endeavors, often directly supported by Anasoft.

Philanthropy, social and environmental responsibility, has been in the DNA of Anasoft since the beginning. For past many years Anasoft has been actively supporting several organizations focused on the development of children and young entrepreneurs, sponsoring the largest literary prize for authors of Slovak prose called Anasoft Litera, and facilitating volunteers and donors for many charity organizations while creating safe and trustworthy structures and events that enable employees to become donors and support disadvantaged communities. In

2018, Anasoft received the Via Bona Award for responsible entrepreneurship and long-term positive impact of the company on society and community.

Nowadays, technological transformation is touching almost every aspect of human life. Clever marketing shows numerous benefits that technologies quickly deliver to peoples worldwide. Yet risks grow equally fast – privacy is gone, cybercrime is flourishing, fake news enter mainstream. The main value in stake is trust. Written contract is the most common form of proof of a transaction – between people or between businesses. Paper is the most common medium of contracts and handwritten signature is the usual act expressing one's consent and commitment. Even in today's age of digitization, the most important agreements are still being hand-signed. Signatus is Anasoft's software solution that preserves trust, enables written contracts to be signed in a traditional form by hand, and yet eliminates the physical paper form of contracts. By a sophisticated merge of advanced encryption and a collection of soft biometric data of human handwriting, Signatus enables legally binding documents to be signed in a very natural and acceptable way using mobile devices (tablets), without posing risks to document forgery or loss of sensitive personal data. Organizations can save millions of sheets of paper without compromising trust. Direct and indirect environmental impact can be translated into dozens of saved trees per company per year. Up to 60% shorter client onboarding time delivers significantly higher customer satisfaction rates. Yet, documents loss or damage, as well as compromised personal data are fully eliminated.

Anasoft's customers in Turkey, Brazil, Poland, Romania, and other countries attest that Signatus indeed contributes to building more prospering societies. Signatus case studies show how embracing technologies and adopting digitization can result in measurable efficiencies and more ecological operations in different sectors of business and public service.



## JOSÉ MEDINA MORA ICAZA

USEM Mexico

*José Medina Mora Icaza is the founder and Chairman of the Board of CompuSoluciones, an Information Technology Value Added Distributor. He has a BSc degree in Civil Engineering from Universidad Iberoamericana, a degree in Engineering and two master's degrees from Stanford University. In 2007, the Expansión magazine placed him among the 100 most important businessmen in Mexico. In 2011, EY named him "Entrepreneur of the Year" in the Information Technology sector. In 2012, Endeavor de Occidente recognized him for his business achievements. In 2015, IPADE Alumni awarded him the "Dejando Huella" recognition. In 2017 the Carlos María Abascal Carranza Foundation recognized him as a business leader with a humanist approach.*

*José is invited professor at IPADE Business school. He participates in several advisory Councils of companies, Universities and charities. He is a board member of Endeavor de Occidente and a member of the Advisory Board of Nafinsa and CitiBanamex. From 2014 to 2017 he was president of Coparmex Jalisco, a business organization. He is currently National Vice President of Coparmex.*

We have always believed that in our country, we could create a company that provided excellent customer service, a company where every collaborator could have a personal and professional development, that it was possible to build a company based on principles and values, a company that would comply with all tax and legal obligations and that after all that, it would be profitable.

Since **COMPUSOLUCIONES** was founded, we have been working on making a deeply human company where collaborators can develop in a transcendent way, so that after leaving CompuSoluciones they would have become better people. We would not be the company we are if we didn't have a clear vision from the beginning. We believe that the company grows if each person grows; that is why in CompuSoluciones, training is mandatory. We have always had the conviction that talent must be developed, not retained.

Social Responsibility is part of our commitment. In 30, 40 or 100 years the impact that we will leave on society will be through our actions. It does not matter how long a collaborator lasts in the company, but the day he leaves, we have to be sure he is a better person.

To transcend, we have to start sharing with others. It is important to recognize the status of poverty and inequality in our country. We have to transmit the responsibility not only to the company but to each one of the collaborators. We must be not only committed to the company, but also committed to the community.

Another element of our vision is to promote personal and professional development of its employees and the people with whom they interact. Collaborators have the opportunity to share and transcend through recognizing others. This is how the ARO's program was created based on our values, it aims to recognize positive

behaviors that already exist so that they may be repeated and emulated by the rest of the collaborators. This contributes to improve the work environment and the integration of everybody.

Our key values are a set of principles that are non-negotiable. The application of values is fundamental: the idea is that everybody lives the values so that it is not just a poster in the company. Values have marked us for more than 30 years. They are part of our legacy and our future. Connecting with our values is a shared responsibility.

In the way we live, if we learn to share we will transcend. Transcendence means that we find that mission that gives meaning to our lives. We suggest to write each person's Mission in a preliminary mode, and start living it. Through the years, we may see changes in our personal Mission. I did this exercise 25 years ago and I have shared it with some collaborators. That preliminary exercise became the mission that gives meaning to my life. My Mission is to *"Support the development and growth of people and organizations that I interact with in the search for the common benefit"*. What has helped me is that everything I do in life is linked to that mission. When I work at CompuSoluciones I am supporting and helping the growth of each of the collaborators, but also the development and growth of customers we serve. At home, my wife and I support the development and growth of our children. Finding a Mission that gives meaning to our lives is essential. What I added a few years ago is "in search of the common belief" because it seems to me that when we look for the common belief instead of the personal benefit we can solve many of the problems we have. This requires being aware of what is beneficial to anyone.

If each one of us makes a difference, we will have a better country and a better future.



## IVO KAPETANOVIĆ

ZKPS Slovenia

*Ivan Kapetanović is the Vice President of the Union of Christian Business Executives of Slovenia (ZKPS). He has been an entrepreneur for over 55 years. In his professional career he was extremely financially successful working in Slovenia and Croatia. His recent project of building a prestige tourist resort at the Brad island in Dalmatia (The kingdom of olive trees - "Kraljestvo maslina") is worth almost 1 billion EUR. Recently, he has passed his family business to younger members of his family. He has enabled his son and his daughter to become successful managers.*

*He found his own way of preaching for the Lord by walking Camino de Santiago in Spain five times demonstrating that a businessman can find strength in the God by walking his ways. He crowned his professional career with a 3.000 km long pilgrimage of Camino de Santiago from Croatia to Santiago de Compostela. In addition, his book "Camino de Santiago – My pilgrimage to St. James" and a professional documentary movie on the pilgrimage "My Camino" are outstanding achievements that highlight Mr. Kapetanović's noble vocation being a Christian business leader.*



In the last ten years, Mr. Kapetanović has been promoting fair business based on his personal Christian faith in a very specific way. Since 2009 Mr. Kapetanović has walked El Camino de Santiago (the French way) for five times. He did the first pilgrimage to thank God for giving Slovenia its independence. It was on this and the following pilgrimages when he felt closest to God.

His unique outstanding experience became his message to the world and business people: "Walk the path of the Lord and live the faith, the rest will follow!" For his success in business throughout his life, he wanted to thank the Lord by walking more than 3.000 km from his hometown Lečevica near Split, Croatia, to Santiago and further to Finistere and Muxia at the Atlantic Ocean. He documented it with another book (2017) *"Camino de Santiago – My pilgrimage to St. James or Camino de Santiago - romanje k svetemu Jakobu"*. The book is translated into four languages. In addition to it his colleague, a professional film director, Mr. Stipe Božić, followed him for one month in the Camino Frances and produced a multilingual documentary movie on the pilgrimage. In the book and the movie Mr. Kapetanović "preaches" in his own way as a Christian business leader. At his presentations of the pilgrimages, he always stresses that walking the Camino is something what we all should do. Walk humble and clean in the heart and stand open in the awe of the Lord. With a faith in a heart he has been able to well balance his personal and the successful business life.

Mr. Kapetanović is an active member of the Slovenian and Croatian society. In post-communist countries, including Slovenia, entrepreneurship as a noble vocation is not only reflected in innovation and efforts to develop healthy and prosperous business, motivated employees and satisfied stakeholders. More importantly, it must be ready to speak out in public when it comes to common good, for justice for all citizens, for the social market economy, when it comes to committing to democratic values and when ethical moral foundations of society are tested.

Mr. Ivo Kapetanović is an upright activist for the democratization of Slovenia and for the recognized role of the Catholic Church in it. He frequently hosts in his restaurant in Ljubljana politicians and other society activists and facilitates discussion that would result in decisions for actions to improve the Slovenian society. Although he is born Croatian, he has fully integrated into the Slovenian society and played an important role during the Slovenian independence process in 1991.

Mr. Kapetanović is also voicing out in public and politics the Catholic Social Teaching, saying that business in the light of human dignity is the cornerstone of our society. He is also voicing for democratic social order wrapped in Social Market Economy postulates. All this strength for civic activity though comes from his faith to the Lord and his son, Jesus Christ.



## GUSTAVO KOO

ADEC Paraguay

*Born in Asuncion on April 1969, Gustavo is an architect by profession. He is the general director of the family business of the poultry industry that is dedicated to the production of eggs, known locally by its brand NutriHuevos, which has been operating in Paraguay for more than four decades. His family manages other ventures, such as a fertilizer plant and a real estate developer.*

*Nutrihuevos has a social commitment. They are socially responsible, they incorporated the social responsibility approach to their management, with the implementation of CSR indicators based on ISO 26000 and the principles of the Global Compact. That is how they developed links with their different audiences: Employees, Customers / Consumers, Suppliers, Government and Society, as well as the Environment.*

*The company offers its employees 32 benefits more than even the law requires. Currently 305 employees work at the company. Nutrihuevos, has plants in Villeta and San Lorenzo, in addition to sales halls and distributors throughout the country. Some 195 direct employees are in charge of the daily production of 60 thousand dozen NutriHuevos, which represent 35% of the national market. The products under the brand Nutrihuevos have been commercialized since 1997.*

Gustavo Koo of **Nutrihuevos** was nominated for his impressive record of generating new businesses from the Tacuaras (Nutrihuevos) based on shared value and the circular economy. He has produced new business channels to provide access to decent work to poor families and has invested in improving schools close to their businesses in order to generate a thriving and resilient community.

On top of that, thanks to his personal commitment and that of his managers', at least one action of their program has met 16 of the 17 Sustainable Development goals, setting a great example for other companies with similar goals.

#### *MICRO-FRANCHISES*

This program helps vulnerable people, particularly those without access to formal employment, to develop micro-enterprises. To achieve this, they receive training in sales techniques, marketing, budgeting, business plan, proper handling of the product, among others. They also receive advice from the company to continue or speed up their growth.

At the start of their own businesses, micro-franchisees have the possibility to manage their time, gain access to products at affordable prices with a good profit margin. The ultimate goal is for them to grow as Micro Entrepreneurs.

In 2017, 125 entrepreneurs were maintained with the character of Micro-franchisees. The investment in the program was USD 2000 and the result of the billing period for microfranchises was USD 500870.

The Micro-franchising program aims to boost self-employment through retail sales. It has significantly exceeded the expectations in the 3 years of implementation

#### *ANTI-CORRUPTION PRACTICES*

The Principle 10 of the Global Pact of the United Nations states that "companies must work against corruption in all its forms, including extortion and bribery." In this same subject, the Fundamental point 5 "fair operating practices" of ISO 26000, establishes the fight against corruption.

That is why in the company, the fight against corruption begins with the writing of business decisions detailing how the managers and collaborators will handle it. It applies the following mandatory rules: 1. Rules of Procedure; 2. Code of Ethics; 3. Declaration of Vision. Mission and values (including integrity and honesty).

On the other hand, he promotes the SUPERVALÉ project which is a game that is played in groups of up to 7 members. It was created, developed and produced by the Tacuaras counting with the participation of the Ministry of Education and Sciences (MEC) and the organization « PROdesarrollo ».

SUPERVALÉ aims to raise awareness among the students about the importance and effects of corruption and the need to fight against it. The project was carried out in 100 formal level educational institutions for middle-level students.



## MIGUEL LUIS LAGOS

USEC Chile

*A 46-year-old architect with an MBA from the Catholic University of Chile, Miguel Lagos is the General Manager and founder of Constructora LYD, which was founded 30 years ago and became a B Corporation in 2014. He was a board member of USEC, the National Council of the Chilean Chamber of Construction, as well as the President of the Construye Cultura Corporation, which organized a major jazz festival, among other things.*

*He is married and has three daughters.*

*His company specializes in the construction of facilities for hospitals and schools, and provides job opportunities for people with low qualification, who come from the most vulnerable sectors of the population.*

Sayings like “strive not to be the best company in the world, but for the world” and “use the power of the market to solve social and environmental problems” are not only slogans for Miguel Luis Lagos. Both are part of the hallmark of **Constructora LYD**, as the company has an explicit commitment to work with integrity and consistency, between what is said and what is done.

Its mission aims to “contribute to the development of Chile and its people, through happiness and the full development of those who work and collaborate with us, by offering opportunities and working with honesty, and by always seeking excellence in everything that we do.”

The company has created strong links with its workers and collaborators, by placing them at the center of its activities, and by giving greater meaning to their work, which goes beyond legitimate economic retribution.

“We build complex facilities for people and encourage each worker to develop their technical and human potential. We work with and for people” says Miguel Luis Lagos.

He gives them opportunities for full development, in addition to just work, namely educational, social, cultural, health and sport means.

In addition, LYD is concerned about the inclusion of people with disabilities or in the process of labor reinsertion.

“Today, focus is placed on our collaborators. We strive to be a competitive company by seeking innovation, but our biggest change is on what we stress. There is change in the paradigm of how we collaborate, by increasing our levels of trust and by working as equal individuals with distinct functions in the company, yet all responsible and proud of our common endeavor” assures Lagos.

This way of doing business has brought him great results, as he works with collaborators who are accomplished, happy, committed, more productive and competitive.

“What we have seen in the short term is a spirit that is sensed both inside and outside the company. There is a lot of joy and commitment” he says.

The company has carried out works everywhere in Chile. Its central offices are located in both Santiago and the city of Coyhaique.

“The way success is gained is important. The best leader is not necessary the one who has the most impressive résumé, but the one who knows how to create an atmosphere of harmony, dialogue and collaboration. When someone within the company is faced with difficulties, he should have support instead of doubts regarding his stay within the organization.”

“Since we spend most of our lives in the workplace, the question of happiness and good work relations is not insignificant. It just might be one of the key factors to help our country to finally take the plunge into development.”



## SYLVAIN MAS

LES EDC France

*58 years old, Sylvain Mas is a father with 4 children and 2 grandchildren. He obtained in 1983 the Diploma of Higher Accounting Studies at the Université Catholique de Lille, giving him the essential management foundations that has turned him into an effective leader.*

*After 6 years in the Group Agapes Restauration (subsidiary of the Mulliez Group), he learned how important it is to put utmost value in a company's human resources. Since 1989, he has participated in the creation of several companies with the essential value of "placing the human being in the heart of the company."*

*This has been the "key to Success" factor in all the adventures he has undertaken.*

*The Handynamic company was born on 29 November 2006 in the North of France, and is specialized in the adjustment, sale and rent of vehicles for people with disabilities.*



Created in 2006, **Handynamic** is a company which specializes in the adjustment, sale and rent of vehicles for people with disabilities.

Based in Seclin, in the north of France, its story began with three friends who worked in a car rental SME : Cédric Dugauquier, Pierre Folliot and Sylvain Mas founded Handynamic in a business incubator in 17 m2 in Eurasanté in 2006. "Solution Planner", they provide vehicles suitable for people with disabilities.

A year later, they flew on their own, and hired their first two employees. The company celebrates its 12th birthday and today has 49 employees including 5 Associates. Now Sylvain Mas is currently in charge of sales, Pierre Folliot is the head of research and development, and Cedric Dugauquier is the manager and director of purchases.

Handynamic has seven commitments to its clients:

- Listen to and understand their personal situation.
- Study with them the solution (vehicle + arrangement) that best suits them
- Answer all their questions within a maximum of 48 working hours.
- Allow them to test the converted vehicle before buying it.
- Sell only at the best price on the market.
- Deliver their adapted turnkey vehicle as soon as possible.
- To accompany them in all the stages of the lives of their vehicle: interviews, additions of equipment, assistance in case of breakdown, technical controls, resumption or assistance with the resale ...

The company counts on 5 sites and is the first distributor specialized in the sale and rental of vehicles equipped for

disabled persons. Their concept is the custom: they buy the car for the customer, convert it and homogeneize it. Various offers are made to suit the different needs of its clients, on the basis of customization and the adjustment of vehicles from major automakers. Such services include the installation of wheelchair ramps, for children as well as for adult drivers with disabilities, special seat belts, anti-skid floorboards, and steering wheels in replacement of foot pedals.

Handynamic has made it a point of honor to deliver its products at the homes of its clients. Each request is taken into account individually and hundreds of vehicles are sold or rented every year, at affordable prices from the company's branches in Lyon, Marseille, Pau and Rennes, which also benefit from the advice of their disabled staff members. For these Christian business leaders who went to meet Pope Francis in Rome, the main thing is to put the man at the heart of the company.

This company has 5 disabled workers. "Our disabled employees have an energy in which we draw," says the 5 partners. In January 2018 they created the Fondation Handynamic through the Fondation de France to help people with disabilities better understand their rights and have access to aid.

Handynamic won the Philibert Vrau Prize from the Entrepreneurs et Dirigeants Chrétiens (Christian Entrepreneurs and Directors) Foundation in 2014, thanks to its commitment to market economy and human services. The company thus became the first to be granted this new award, created in partnership with La Croix, a French daily newspaper, and in memory of Philibert Vrau, an industrialist from Lille and prominent figure of social Catholicism.



## PABLO MEDINA

USEC Chile

*Pablo Medina is the son of two dentists. He pursued his academic studies at the Colegio Verbo Divino. After two years in the field of architecture at the Catholic University of Chile, he graduated in law from the same university in 1990. In 1991, he completed postgraduate studies in corporate law at the Universidad de Navarra in Spain, where he also got married. He is now the father of seven children.*

*Upon his return to Chile, he opened a law firm, where he practiced for 10 years. Afterwards, he ventured into various entrepreneurial activities such as health centers, ostrich, oyster and salmon farming, among other things.*

*During the same time period, he founded "Inmobiliaria Actual" but resigned in 2008 to establish "Inmobiliaria Fundamenta" and left all his previous businesses to focus on the latter, in which he is a majority shareholder today.*

Pablo Medina started several initiatives for people through **Fundamenta**, many of which are common to companies that are concerned about the dignity of their workers. But what makes him stand out is his transcendent vision of life and business activity.

Fundamenta is a young company widely known as a Christian company, through its vision (*"A Christian company that makes people happy"*), fundamental principles (*"We are a Christian company that strives to honor God in all that we do. This is reflected in the way we run our business and take care of our people, who we consider as our greatest treasure."*), corporate website, office walls, as well as the business cards of all its executives.

Pablo Medina has a process that has changed his way of seeing business activity, by seeking his own meaning and that of his collaborators, by creating not only a vision and explicitly Christian business principles, but also by establishing business practices that foster Christian organizational culture, such as building a chapel in which the Most Holy is always present; the creation of a chapel in each construction work that is undertaken; mass every first Friday of the month; spiritual guidance from a chaplain; catechism classes for those in need; and an assistance committee for help in cases of serious illness or specific problems which might affect collaborators.

Given the cultural circumstances in which we are involved, this explicit declaration of Christianity has not always been favorable to the management of Fundamenta. Nonetheless, the company has seen spectacular increase (its equity has multiplied 15 times) and is characterized by its innovation in the area of construction, focusing its development on excellence projects for the middle class, that are respectful of the environment.

In addition to all of the initiatives that are directly related to being known as a Christian company, Fundamenta is involved in two other initiatives that bring meaning to their actions. They have sponsored a home for the mentally disabled in Colina, called Hogar Los Ceibos. To help with the financing, each member of the

company is free to give money from their payroll, and the company quadruples their contributions. The company has rebuilt the home and upgraded its facilities bit by bit, thanks to the time and work of its collaborators (and not only through material help).

The second initiative is its involvement in the Mandela Project, which consists in "hiring" (rescuing) the most dangerous convicts in prison (who have committed multiple murders throughout their criminal careers) to make furniture for the apartments of Fundamenta's buildings. The second phase of this project (which is based on an educational program including basic academic education and technical training) is to provide work for those released from prison after 20 years.

Pablo Medina has made a personal commitment to train his people, not only spiritually but also based on the 7 Habits of Highly Effective People by Stephen Covey. He believes that this is important for personal development. Covey teaches that if we are not useful or don't have financial benefits, our companies will die. But companies are not made to be useful, but rather for other reasons. This is in line with what God has taught us: to have control over money, rather than let money take control. "Money is like air. We cannot live without breathing but we do not live to breathe."

Fundamenta is currently present in the main districts of Santiago, in areas IV and V of Chile, as well as in Lima, Peru. With over 40 building projects, 250 workers in real estate, and as many in the field of construction, it is an important player in the Chilean real estate industry.

"As a young Christian, I was not the best example. To be honest, I wanted to be successful and earn a lot of money. But God drew me in little by little, and used different circumstances to lead me to Him and raise my expectations. I realized that life was not about making money, but about our fellowship with Him and seeking Him. We are striving to make Fundamenta a vehicle to do good."



## VASCO DE MELLO

ACEGE Paraguay

*Vasco de Mello is the head of a fourth generation family of entrepreneurs, founded in the late 19th Century, and known today as Grupo José de Mello which employs nearly 12,000 people, with total assets under management over €6 Billion and a turnover of €1.7 Billion, on three business platforms: Infrastructures and Mobility; Health; and Chemical Industry.*

*During his mandate, Vasco de Mello marked the philosophy and development of the family's business, combining its impact as a structural partner of Portugal's development and economic growth, and as a pioneer in the business world in the field of social work and protection of the environment.*

*For over the last 10 years, based on his personal belief that "business will not succeed in a society that fails", Vasco de Mello has been an earnest voice in the business community: in the promotion of sustainable development, through his active participation in the Portuguese BCSD - Business Council for Sustainable Development board of directors. Vasco de Mello has a leading role as an active member of ACEGE and its Strategic Council, fostering the promotion of values and ethics in business as well as in business leaders' training.*

Vasco de Mello always stood by his father's side, and in 2002 he succeeded his father taking the lead of the **JOSÉ DE MELLO GROUP** which rests on three business platforms:

*Infrastructures and Mobility* - Brisa is a national and international reference in motorway management and operations and is currently rolling out a strategy to connect infrastructure management to the new mobility sectors. Under his leadership, Road Safety and Customer Care have become central values in this company's strategy.

*Health* - José de Mello Saúde, the largest private health care provider in Portugal and an example of clinical excellence in respect of the dignity and wellbeing of the patients, manages a network of healthcare facilities including twelve private hospitals and clinics and two public hospitals.

*Chemical Industry* - Bondalti, the current designation of the chemical industry business area, and heiress of the historical CUF brand, is the largest Portuguese operator in the chemical industry sector.

Vasco de Mello is currently the family holding company chairman, as well as the executive chairman of Brisa. All José de Mello Group's business platforms have implemented ESG – Environment, Social and Governance strategies and are active members of the BCSD, participating in projects that span from energy efficiency to sustainable services.

Under Vasco de Mello's leadership, José de Mello has been true to its tradition by putting people first, starting with its customer centric vision and the understanding that business has to generate value for all stakeholders, either directly or through positive tangible and intangible externalities.

Customers are naturally one of the key stakeholders to benefit from the José de Mello Group strategy under Vasco de Mello's leadership, but there are other key

stakeholder groups to be prioritized. Employees and their families are one of these groups. The group has policies, with strong roots in its origins, towards investing time and energy in dialogue, in teaching and in learning, and knowing how to listen and to communicate, while never failing in commitments and in complying with the established rules. This embodies an informal covenant to build a collective future.

A material expression of this culture is how Brisa manages lay offs, always providing outplacement solutions to support self-employment or skills adaptation and training to get access to new jobs. As part of Corporate Social Responsibility, the Group companies have entered certification processes to commit to reconciling work and family life, by encouraging the development of more flexible and responsible companies. Employees' families are central and the Amélia de Mello (FAM) Foundation has set in partnership with the José de Mello group, an annual scholarships scheme for Bachelor and Masters degrees intended for the employees' children.

In this context, the José de Mello Group's Volunteer Program is one of the most important social responsibility initiatives, cross-sectional to all employees of the Group. With the support of the Amélia de Mello Foundation, it is now on its sixth year, with over 250 volunteers coming from all the subsidiary companies, joined by members of the José de Mello family.

These corporate practices and this business culture are highly recognized in Portugal as legitimate and trustworthy, not just as a consequence of the Group's history and track record, but mainly as a chief trait of Vasco de Mello's character and way of doing business. In Portugal and abroad, he is well-recognized for his reputation of integrity, focus, management pragmatism, innovative spirit and long term vision.



## LOUISE MENDY

ADECCS Senegal

*Louise Mendy, born Marie Louise Diouf was born on January 16th, 1964. Of Senegalese nationality, she grew up as an only girl in a family with a majority of men. With a very good career in the hospitality sector that she has been practicing for over 30 years, she decided to mark her own path in 2006. She created her Restaurant called La Louise Traiteur "LLT", specialized in collective catering and events.*

*Today, in addition to expanding her business beyond the capital of Dakar, she is focused on diversifying her activities in farming and training women in rural areas with regard to the transformation of local produce.*

*In fact, she intends to go further, with the help of an ongoing partnership in the subregion of the Ivory Coast, Burkina Faso and Cape Verde, in accordance with the partnership principle accepted within the framework of UNIAPAC AFRICA's action plan for 2018.*

*For Ms. Louise Diouf, business and common good are compatible. The importance is to seek general interest, to be able to fulfill oneself while serving others.*



The adventure of **LA LOUISE TRAITEUR** began in the house of its charismatic founder. Convinced of the success of her personal project and equipped with professional experience of more than 30 years, Louise Mendy decided to expand, and started La Louise on March 1st 2006, with restaurant operations and catering for ceremonies and events.

La Louise is committed to providing a unique experience of catering service in Dakar with the distribution of quality meals that respect the standards of Health and Food Safety.

The main objective of La Louise comes in four essential points: Contribute to the creating moments of conviviality, Treasure Senegalese culinary heritage, Promote local products, and Participate in the growth of Senegalese tourism.

Today, more than a hundred regular customers (made up of businesses and individuals) testify to the success of what was only a dream 10 years ago. At the time of its inception, only two people made up the workforce. La Louise quickly rose to at least 80 permanent employees (excluding staff) after it responded to call of tenders and won itself many business opportunities. The team includes three butlers who have mastery of their art with finesse; six chefs, rich in experience with some of the best restaurants and hotels; four experienced dishwashers; 46 passionate waiters and kitchen clerks; and six logisticians.

Five other staff complete the team and provide the additional support to drive the business to success. These people are dedicated to offering Dakar the best of catering service. There is a deputy director who also plays the role of coordinator of activities; an administrative and financial manager who is responsible for billing and collection; a marketing and commercial manager who is in charge of prospecting and researching new markets; a logistics and events manager who makes sure

everything goes smoothly, especially during events; and an organization and methods manager who oversees management and procedures.

Together, these people form a very dynamic and empowered team, led by its founder who has capitalized on the success of her long and rewarding professional life. The academic and professional paths of the founder indeed prove to be a favorable asset. The success of La Louise is also attributed to her proven experience and expertise in catering, its reputation both in the public and private sectors as a service provider, the founder's thorough knowledge in dietetics, and of course, the quality of its dishes.

In addition, she is also very involved at an early age in Catholic action movements such as (CVAV-JOC-JEC). She also puts great importance on improving the social living conditions of the communities, through the accompaniment initiatives for the development of women's associations on the one hand, and job creation for youth on the other. Marie Louise Mendy is also a member of the USAID Foundation, which helps poor children in the Dahra. It is in this sense that concrete actions to support women in the southern zone with the granting of non-refundable funds to those of the localities of Ziguinchor, Bignona and surrounding villages, Medina Mancagne, Niaguis and Bafican. In addition to these actions, a millet machine was provided to the women of the Carabane Islands in the locality of Gnomoune. Donations of empty cans of 20 liters for packaging products for selling were also mobilized in Ziguinchor.

To date, she has been strongly involved in the social and economic life by coming to the aid of the social strata of some regions of Senegal where she does not spare any effort to help the populations of the locality, especially the women .



## PIERRE NDIAYE

ADECCS Senegal

*Born in 1951 to Catholic parents in the island of Fadiouth, Pierre Ndiaye is the eldest of a large family which had a very modest income. With drive and determination, Pierre followed a path in chemical engineering and food technology.*

*Pierre Ndiaye moved up from employee to employer in the food industry. He first worked in the field of food-processing in the Ivory Coast where he became responsible for technical assistance and participated in a strong experience of South-South skills transfer. Armed with 20 years worth of experience, he then went back to Senegal to start his own business in the production of curdled milk. He launched this initiative from his own tiny kitchen, before opening his factory. 'From kitchen to factory' is a beautiful expression to describe the background of the founder for whom it is an obligation to provide for one's family. He started this in 1996 under the term "GIE counter of TRANSFORMATION" with a production of 300 kg of yogurt per day. In 1998, the GIE (Economic Interest Group) became "SARL LES mamelles JABOOT" or "Nurturer of families".*

*As the worthy son of a farmer, he accompanied his production of curdled milk with the processing of cereal from the agricultural produce of his farms, and with purchases from farmers, thanks to win-win partnerships.*

**SARL les Mamelles JABOOT** (or Nurturer of Families) could not have a name that is more apt. Today, the company, through the leadership of its founder Pierre Ndiaye, meets the needs of the most deprived among his fellow citizens, by offering quality products on the market, in order to satisfy consumers.

Choosing to serve the family is of prime importance, since this is the basis of the good things which touch society. Besides, what better meaning is there for noble vocation?

Pierre Ndiaye is a crusader for local cereals. With a strong and determined ambition to return to indigenous food culture, he is committed to define healthy and sustainable policies and practices. He highlights the initiatives of SARL les Mamelles JABOOT which also advocates for a civic engagement that is able to bring wealth to producers and promote micro-enterprise.

1: The democratization of the consumption of yoghurts (improved curd) with an offer of products having a packaging which varies between 100g and 1.2 kg

2: The start-up of a canned product called "THIAKRI" or yogurt with cereals sold in neighborhood and department stores

3: Participation for 11 years in the setting up of a national policy for the production of Millets and increase of producers' incomes (1100 Hectares contractualized in 2018 with a purchase of 1000 tonnes for 215 million CFA francs in a single area of Niore).

4: The relocation of a MILLET cereal processing activity as a response to Act III in favor of the decentralization of industrial activities in relation to the

production sites. Women occupy 80% of the workforce, resulting in greater autonomy for women and better child support. A budget of 200 000 000 CFA francs will be allotted for the establishment of a dry cleaning and milling unit with high flow of Millet cereals. Several poles of production of local products will be established in the regions to carry bags of flours stable and of high quality.

5: An investment of more than 800 million CFA francs in 2018 for the renewal of the dairy equipment with a production of 24 tons per day of yogurt (in operation since July 2018)

6: The creation of the project Founded at school or FAE- project to provide children with a national food ration based on their local cereals with nutritional reinforcement. The child becomes a civic citizen committed to the development of his country and without social disparities (+ 50% of the children are deprived of breakfasts).

By restricting himself to these non-exhaustive axes of their programme, Pierre Ndiaye says that the development of the country is possible if it is anchored in agriculture, the transformation and the promotion of the non-complex consumption of local products. To promote the agri-food industry, it is necessary to consume local. Pierre believes it is the only way to strengthen the capacity of agribusiness actors to produce more, with better quality, and at a more affordable price.

Ultimately, he hopes to win the fight against food insecurity and malnutrition--by returning to food integrity focused primarily on existing resources.



# PROFILES

Regional Winners  
Global Winner

## Regional Winner - Europe

AUGUSTIN MUJYARUGAMBA

ISEC Italy



*Augustin Mujyarugamba graduated in Electronic Engineering from the University of Pavia. From the year 2000 to today, he has made consultations for various companies in the coordination of projects of Audio-Video streaming and Live Conferencing; for satellite and telespazio data distribution systems for videoconferencing systems. He is the coordinator of safety in construction sites and other different workplaces.*

*From January 2004 to February 2006, for the Regional Agency for Labour of Lombardy, he has carried out studies for the activation of specific training courses and initiatives to support self-employment and non-EU self-entrepreneurship to promote the birth and development of small craft enterprises and various services to the overall benefit of citizens residing in these neighbourhoods.*

*From February 2006 to April 2010, he coordinated the planning and management of the launch of the new Unicredit Banca SpA sub-fund called "Agenzia Tu", which allows access to banking products to atypical workers.*

*Member of the ASIIM (Association for the Development of Immigrant Entrepreneurship in Milan) consultancy since the creation, Member of the honorary committee for the fair of Corporate Social Responsibility; "Dal Dire al Fare", Member of the Isec Board of Directors.*

*In 2011, he was awarded the San Bernardo Prize as a reality that developed solidarity, educational and economic actions according to the principle of subsidiarity. In 2011 the theme was analyzed: "THE IMMIGRANT: A RESOURCE IN MILAN".*

*In the same year he was awarded with the Recognition Ismu 2011 on the occasion of the presentation of the XVII Migration Report "because, through its concrete commitment to foster the birth of new business realities, it is one of the many resources that our country has available to exit the worrying moment of economic and financial crisis that is going through".*





**I.S.E.C.** (Consortium – Entrepreneurs for the Development of Economic Cooperation ) is a Consortium between business associations set up by immigrants settled in Italy and coming from different regions of the world (North Africa, Latin America and Eastern Europe) together with local businesses aiming to contribute to socio-economic cohesion and solidarity in the Milan/Lombardy area with reference to entrepreneurial and industrial activities.

This Initiative for Integration means a more humane organization that respects people and shapes and transforms relationships and mutual understanding.

The consortium ISEC operates throughout Italy. However, most of the activities are located in Lombardy.

ISEC makes use of the existing platform through which it is possible to exchange economic and market information, to offer services of an educative nature as well as administrative, financial and organizational advice, to implement the exchange of product and service jobs, thanks to the marketplace.

Access to the Consortium's services takes place on the basis of the formal sharing of a set of principles of international ethical and civil behavior, taken from the Global Compact 10 (UNO). These principles have been articulated into operational fulfillments in order to assure contractors for orders the appropriate guarantees of reliability and clarity.

I.S.E.C. Consortium is promoted by UCID – Union of Christian business leaders, Altis (the Business and Society for High School ) Of Catholic University of S H –, ACLI Lombardia, A.I.P.E.L. (Association of Entrepreneurs and Freelance Professionals in Lombardy), Sodalitas Association. (Assolombarda, Confederation of Lombardy industries) and Civitas.

The matching between supply and demand on the market place is promoted through the website [www.consorzioisec.it](http://www.consorzioisec.it)

The main sectors of adhering businesses are civil works, building, facility management and business services. Isec's offer stands out for operational flexibility, particularly in establishing business groupings according to the size and type of the activities to be realised and to the economic competitiveness linked to the size of our member businesses.

A few names and numbers:

62 Adhering businesses – Turnover of 780.000,00 euros in 2017 due to Isec services

Businesses with frequent cooperation of which: Sielte SpA (PLC), Ceit SpA, Alpitel SpA, Site Spa, Valtellina Spa, MM SpA, Groma Srl (Ltd)

A few non profit Bodies with cooperation and support: Fondazione Cariplo, Ambrosiana Pinacoteca, Fondazione Ismu.

## Regional Winner - Latin America

NATHAN SHABOT MARCOS

USEM Mexico



*Nathan Shabot Marcos is 32 years old, married with two daughters. He was born in Mexico City. His education was Montessori up to elementary school, which fostered in him a deep sense of observation and research, and the development of intellectual, social, physical and artistic skills.*

*He has a degree in civil engineering from The Ibero-American University (UIA), where he obtained the highest marks and graduated with honors, and so he was asked to be part of the Advisory Council for the civil engineering studies at the UIA. He also acquired a specialization in Corporate Finances from the Mexico Autonomous Institute of Technology (ITAM). He underwent a course on Social Education (CUFOSO) from the Social Union of Businessmen in Mexico (USEM).*

*He is a former professor at the UIA, and collaborated in the public sector at the National Infrastructure Fund (FONADIN) with an interest in projects that contribute to develop Mexico as a nation. The many passions I has, in very different areas, have all contributed to his personal growth. For instance, in 2004, he published an article on mathematics. Artistically and culturally, he takes piano and guitar lessons as well as learning to paint. Regarding social matters, he has convened a group of intellectuals and specialists to promote in schools and companies the idea of an ethical culture as a fundamental part in human development and living together in society.*

*He considers himself to be a leader with a social consciousness, an engineer full of creativity, always in search of innovation. He is a born entrepreneur who likes to plan new businesses and strategies, find opportunities and develop new possible ideas. One of his main objectives is to achieve, in and out of the company, a positive social impact in human development, the common good, and in the ethical consciousness. He truly believes there is a need for companies to provide a benefit to society, not only to care about the environment but also to recover ecosystems.*

*Two years ago, as part of the Encuentro Empresarial Morelos 2016 Mexican Employers' Association (COPARMEX), the Chairman of the USEM Manuel Fitzmaurice Castro, and the Chairman of the COPARMEX Gustavo de Hoyos Walther, awarded him with the medal "Don Lorenzo Servitje" for "Young Entrepreneur exerting Leadership and Social Responsibility".*

*As an entrepreneur, he has established seven companies, some dedicated to the construction industry, he is the CEO in one of them: INVERSA, which has created more than 1,700 direct jobs.*



I founded INVERSA in 2010 because I noticed the need of a company which could offer in one place electromechanical engineering projects along with their execution in the building construction. Some additional objectives at INVERSA are: quality assurance, investment optimization, and the human development for all of those in the company. Since its inception, INVERSA has grown on average at 60% every year, which means a constant transformation and adaptation to change has been imminent. In 2018, there are between 80 and 100 construction projects in progress. INVERSA aims at the segment of developers working in the following sectors: apartment buildings, corporate buildings, hotels, shopping malls, mainly in Mexico City and its metropolitan area, although INVERSA has participated in other Mexico states.

For eight years we have built up our own organizational culture since we believe it is what truly defines the personality of the company and makes it unique. One of our core values is the social responsibility which reaches out to all of our stakeholders throughout clearly defined programs; every year we promote different projects of social responsibility with two main objectives: i) raise awareness in our collaborators in a pathway of reflection and personal development, ii) create a positive impact in our community, our society and our country. We have supported different proposals: from education to labor market inclusion programs, including initiatives designed to support people with disabilities, environment, sports and culture, among others. Here I list some of them:

There has been a development from staff of direct employees to a mix of collaborators, entrepreneurs and

subcontractors. INVERSA has incubated 14 small businesses from our own direct collaborators, meaning that more than 200 employees are grouped in these clusters and provide a direct service to INVERSA, and 200 more from subcontractors in external small companies. We train and support with resources many of our former direct collaborators to establish their own businesses to have a skilled workforce so that we can integrate them in our production chain. Everyone under the same ethical culture, values and customer focus: "The INVERSA Culture".

We have an educational training center called "EFI" at INVERSA, where anyone can have the adequate training to become electrical and plumbing technicians at no cost, so that they can develop competencies to start working in our projects and, maybe later on, become our service suppliers.

The new generations do not only look for a job, they also want growth and a good quality of life, that is why "EFI" pretends to train technically as well as support and provide them with the tools and all the necessary to those who can display the competencies to create and set up their own businesses under one single culture. This project was recognized by the employment, career and recruitment site "OCC Mundial".

At the beginning of 2018, after many efforts and follow up, an agreement was reached with The Secretariat of Labor and Social Welfare (STPS) in Mexico City to offer work alternatives to people who had been repatriated from the USA and had experience in the construction sector, or who could be trained to be part of the labor workforce and have a smooth transition coming back home, to have a job and to be part of our Mexican society again.

From the early years of work at INVERSA, I've considered of the utmost importance to consolidate the permanence of this company, since I believe that companies are important entities in a society.

There are two fundamental concepts to achieve permanence: the continuity and the change, and both must happen in perfect balance. We have sought continuity throughout institutionalization, the operative efficiency and a continuous improvement process. On the other hand, the change and transformation are paramount to be competitive, leading and disruptive. That is why we have created "INVERSATEC", an area of innovation which develops creative solutions to critical processes in the company and, throughout technology, implements them, making it our distinction and strengthening the value offer to our clients.

I want to be the leader of a new generation of businessmen who encourage, guide and offer resources for entrepreneurship, fostering research, knowledge and the improvement of the human being throughout work. A little more than a year ago, I started a social project of significant impact: *HUMANE*. As a result of the many projects of social responsibility carried out and the deep thinking on them, it all came to a convergence point: the ethical reflection. "HUMANE , outlining ethics", the name for the new undertaking of a social enterprise has the following mission: have an impact on human behavior and encourage to do good, contribute to the creation of an ethical awareness, to generate a set of values that leads us to make better decisions to achieve the common good, spread ideals of freedom, respect, dialogue and responsibility, which dignify the human being. This throughout the art as a universal

language, source of sensitivity and inspiration, using technology as the platform of contact and supply of contents.

HUMANE offers several services, products and experiences. The experiences include among others the following: Basic concepts of ethics; Inspiration throughout art pieces which suggest ethical values; Analysis, discussion and solution of ethical dilemmas; Creation of art pieces by the participants, which inspire and promote ethics; Direct contribution by the participants in activities of social responsibility in their communities.

HUMANE has created and launched its first product to a net of universities in Mexico and soon to other schools and companies. It is important to notice that HUMANE is a social enterprise, thus, is an organization which main goal is the social impact that also seeks and requires financial self-sufficiency, eventually leading to a possible profitability. It has been defined like this to guarantee the continuity, constant evolution and permanence of the project. Apart from being a project focused on ethics, there are four axes accompanying and characterizing HUMANE : art, innovation, technology and social responsibility, making it a unique project in the world.

I am a person willing to hear, face challenges and take risks. I like to think and visualize, not just the immediate, but the medium-term and the long-term goals. I give myself the chance to dream, to be an idealist and an optimist about humankind. I consider myself to be a noble person, very sensitive and passionate, profoundly responsible and committed; all of these and the social well-being give me a sense of purpose in life.

## Regional Winner - Africa

AIMÉ SÈNE

ADECCS Senegal



*Aimé Sène is the CEO of Hertz Senegal and Via Senegal voyages. He also founded many companies in the field of hotels and real estate. He is also the founder of ADECCS, Association of Catholic Executives and Business Leaders of Senegal, being its first president from 2007 to 2012. With ADECCS, he founded Radio Esperance Senegal. He is also very involved in the Muslim-Christian dialogue.*

*He is Vice-President of the Club of Senegalese Investors and member of the Board of Directors. He was former president of the Prestigious Rotary Club Dakar between 2007 and 2008, and former president of the Inter-Country Committee of Rotary France -Senegal from 2007 to 2011. He is knight of the Order of Malta in Senegal and member of the Board of Directors. He has been honored by many educational institutions such as the Catholic University of West Africa (UCAO).*





Now at the age of 67, Aimé Sene is an eminent entrepreneur, Vice President and member of the Conseil National du Patronat (CNP, National Employers Council) of Senegal, the main management organization of the country. He is also the Vice President and member of the Senegalese Club of Investors, and a cornerstone of a Catholic business leader association in Senegal.

Born in 1951 in Ngohe, near Diourbel in the center of Senegal, some 150 kilometers away from Dakar, Aimé is a strong supporter of Corporate Social Responsibility, and above all a Catholic believer.

The oldest child and only son of a family of six girls, he left his village quite early with his parents to move to Dakar and live with his uncle, a sub-officer of the French colonial army, then of the Senegalese army after the country's independence.

Aimé's first experience in education was at a Catholic school, at the Cathedral of Dakar. He was one of the few black children to attend a predominantly French white school.

Though a brilliant student, he was forced to end his studies after high school and find work to provide for his middle-class family, as they had settled on the outskirts of Dakar. But the capital of Senegal brought great changes in his life.

In Thiaroye, where he lived with his parents, Aimé's business spirit lead him to a small plot of land, where he cultivated Guinea sorrel, a plant that is very much consumed in Senegal. Along with his mother, he started selling crops at the Tilène market, in the Medina at the heart of Dakar.

He then left his occasional farming activity for a courier job at a local company. As an ambitious young man, he had always dreamed of becoming an entrepreneur and businessman. As a fervent Catholic, he continued to express his wishes to the Virgin Mary.

And miraculously, his prayers were answered one by one, and he soon became the employee of a car rental company. Very devout, his outstanding performance caught the attention of his boss. And thanks to his tenacity and talent, he rose to the top over the years and created his own car rental company in 1993.

Today, Aimé Sene is the head of 7 companies, specializing in car rentals, ticketing (for travel agencies) and hotels.

Among the most known are Hertz Senegal, his new chain of hotels called Fleurs de Lys, and Dakar Limousine for jet setters.

He is currently a widower with seven children, since the passing of his wife in January 2018. Marie Ange Sene played a key role in his life, and was the General Director of Hertz Senegal for about 10 years.

Thanks to the profits of his companies, Aimé has been able to carry out actions in the fields of education and health, as well as religion through his charity towards the Church and its parishes. He also takes action in certain mosques in the country from time to time.

Though he refuses to boast about his social work, it is worth mentioning that he recently established a preschool in Ngohe, his native village, an investment of 100,000 euros. Before that, as the President of a Rotary Club, with a similar amount, he had already succeeded in building and equipping a maternity ward and clinic, thanks to the solidarity of the members of his club.

At work, Aimé strives to be a great witness for Christ, following in his footsteps: loving his neighbors, finding work, creating wealth and sharing it. He devotes every day of his life to God through daily prayer and Holy mass, before heading to work.

About 300 collaborators (as he calls them, instead of employees) are active in his Group.

## Global Winner

RAMON DEL ROSARIO, JR.

BCBP Philippines



*Ramon del Rosario, Jr. is the President and Chief Executive Officer of the PHINMA Group with investments in education, construction materials, energy, housing, hotels, and strategic consulting. He also serves on the Board of Directors of Ayala Corporation and was Chairman and director of Holcim Philippines, Inc. which are listed on the Philippine Stock Exchange, and of other PHINMA companies.*

*He served as the Philippines' Secretary of Finance under President Fidel V. Ramos from 1992 to 1993. He served previously as Chairman and Chief Executive Officer of AsianBank Corporation and AB Capital and Investment Corporation, Chief Financial Officer of San Miguel Corporation, and as director in Petron Corporation, Meralco and Ayala Land, Inc., major companies listed in the Philippine Stock Exchange. Mr. del Rosario holds an MBA degree from Harvard Business School. He graduated from De La Salle University, Manila. He was selected as the Most Outstanding Student of the Philippines in 1967 and as a 1978 Ten Outstanding Young Men (TOYM) awardee in the field of Investment Banking and Finance. He was conferred the degree of Doctor of Laws, Honoris Causa, by the University of St. La Salle in 2007 and the degree of Doctor of Humanities, Honoris Causa, by the Ateneo de Zamboanga University in 2012. He was conferred the "Management Man of the Year Award for 2010" by the Management Association of the Philippines.*

*Mr. del Rosario is currently Chairman of the National Museum of the Philippines and founding Chairman of Philippine Business for Education (PBE). He is a trustee and former Chairman of the Makati Business Club and the Ramon Magsaysay Award Foundation, and founding Chairman of Integrity Initiative, Inc. He is a member of the Harvard Business School Asia-Pacific Advisory Board and the World Bank-Civil Service Organizations (CSO) Advisory Group. He is Vice Chairman of Caritas (Manila) and Philippine Business for Social Progress (PBSP) and a member of the Board of Advisors of the Ramon V. del Rosario, Sr.-AIM Center for Corporate Responsibility. Mr. del Rosario is a member of the Management Association of the Philippines (MAP) and served as MAP President in 1989.*

*Mr. del Rosario is 74 years old and is married to Maria Victoria del Rosario with whom he celebrated his 50th wedding anniversary on August 2, 2018. They are blessed with four daughters, three sons-in-law and nine grandchildren.*



The mission of PHINMA is stated as “Making lives better” and this is epitomized by its President and CEO Ramon R. del Rosario, Jr. In a talk that he gave to the Serviam Catholic Charismatic Community this January, Mr. del Rosario spoke of three ways that businessmen can treat business as a noble profession, through the choice of businesses that they pursue, how they conduct business and going beyond their business. He further posited that the mission of business is not only about making lives better but most especially about making the lives of the poor better in order to end the cycle of poverty.

*By Bringing Quality Education Within Reach of the Poor:* One key way that Mr. del Rosario believes that this can be accomplished is by choosing businesses that directly impact the lives of the poor through the provision of goods and services that meet their critical needs at an affordable cost. This is best exemplified by PHINMA's entry into the education business 14 years ago under his leadership. PHINMA's education business focuses on the class C, D and E markets, the markets that need the greatest opportunities to improve their lives. To answer this challenge, PHINMA Education aims to provide them with those opportunities by providing accessible, quality higher education through a country-wide network of schools.

*Through Effective Advocacies:* Beyond PHINMA's own education business, Mr. del Rosario has been a strong supporter of initiatives to improve the Philippines educational landscape. Seeing the need for the business sector to collaborate with the private sector and the academe in order to effect systemic change, in 2006 he founded Philippine Business for Education (PBE) with other top CEOs. PBE is the business community's response to the need for greater education and alignment. They convene summits that include all three sectors to

consult on how they can be better aligned to provide students with the skills and competencies needed to enter the workforce, as well as the role the business sector can play in improving those skills. PBE also campaigns for improved teacher development systems to further strengthen the quality of education.

Through the PHINMA Foundation, Mr. del Rosario also started the PHINMA National Scholarship Programme (PNS) in 2006. PNS provides scholarships, leadership training and mentorship to students at three public universities in Manila with a focus on education, engineering and accounting. The program has also increased and now provides 110 scholarships per year to deserving leaders most in need of financial assistance.

Mr. del Rosario also believes that business has a responsibility to its stakeholders that goes beyond results and the bottom line, that the process is as important as the results. Recognizing this, the Makati Business Club, of which he was Chairman of the Board of Trustees at the time, and other business organizations formed the Philippine Integrity Initiative in 2013. The Integrity Initiative is an effort to promote good governance, transparent business transactions and implement strict integrity standards. It believes that corruption has prevented the operation of a level playing field for business further exacerbating poverty. The program commits corporations to ethical business practices such as proper financial reporting and prohibiting bribery and to support a national campaign against corruption. More importantly the Initiative provides a network of support for organizations that wish to do the right things. To date, the Integrity Initiative counts 2,386 private sector signatories as well as 233 business organizations, 86 academic institutions and 45 government agencies.

*By Providing Affordable Homes:* In addition to education, PHINMA has other strategic business units that seek to ameliorate the lives of the poor. Through its real estate arm, PHINMA Properties, PHINMA also

has a socialized housing division that provides housing to those most in need. One project that has garnered recognition from the United Nations Development Programme was the transformation of Sitio Looban, a former slum community housing 700 informal settler families into Bistekville II in 2014. PHINMA Properties was tapped by the Quezon City government to come up with a master planned community and construct almost 1,100 housing units. These housing units were built one at a time to not displace the informal settlers. Further, collaborating with Philippine Business for Social Progress, where Mr. del Rosario is on the Board of Trustees, PHINMA Properties conducted livelihood and skills training programs to the homeowners. Further, most of the homeowners were the former informal settlers. Studies show that these families are now paying less in monthly amortization to the Home Development Mutual Fund of the government, than they were previously paying to the syndicates running their communities. Having real houses provided them with better protection from inclement weather, running water and better sanitation. At the same time, the land owner was able to extract value from the property while the Quezon City government could collect taxes.

*By Way of Making Culture and History Accessible:* Another advocacy of Mr. del Rosario is arts and culture as evidenced by his appointment in 2010 as the Chairman of the Board of Trustees of the National Museum of the Philippines. Under his leadership, the National Museum has been transformed into a popular destination not just for tourists but more so for locals, particularly school children, wanting to know more about

their culture and history. It is an institution that Filipinos can be proud of. Filipinos from all walks of life come together to enjoy the various exhibits displayed by the National Museum. The landmark project was the conversion and adaptive reuse of the former Department of Tourism building into the new National Museum of Natural History (NMNH) which opened in May of this year. The project took five years to complete. However in an effort to truly make the NMNH great and to allow the business sector to participate in nation building, Mr. del Rosario took it upon himself to raise, collect and allocate donations from the private sector. Through his efforts, the private sector donated 25% of the eventual \$40 million budget including the services of contracts and an iconic Tree of Life structure in the courtyard. Since its opening in May 2018, the NMNH has seen record inflows of visitors, surpassing estimates. The Board also decided to make admission to the National Museum free of charge so that all Filipinos could visit. Public schools are encouraged to have field trips and guides are also provided to enhance the visitor experience.

*Businessmen as Servant Leaders:* Mr. del Rosario advocates that businesses have to go beyond providing dole outs but become actively involved in governance and policy because it is a powerful and influential member of society. As good citizens, businessmen must use their positions to make the country a better place. As servant leaders, business leaders are called on to create and build a kingdom of heaven on earth. He believes that businessmen are obligated to use their businesses, resources and influences to bring about a better world. He has demonstrated that himself, through his businesses in PHINMA, and his involvement in advocacies such as Philippine Business for Education, Integrity Initiative and the National Museum.







## *The Future of Work, Labour After Laudato Si*

The 2018 edition of the Business as a Noble Vocation Award was organized in the framework of the initiative "The Future of Work, Labour after Laudato Si"

# Uniapac

26 rue de l'Amiral Hamelin, 75016 Paris

+336 67 56 87 73

[www.uniapac.org](http://www.uniapac.org)