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PROhumana presents results of the Roundtables on Business Sustainability PROhumana 2015

- **In her presentation, the executive president of PROhumana, Soledad Teixidó, appealed to a definite installment of a corporate sustainable culture in Chile.**
- **The report of results of the Roundtables identify that the business leaders manifest an absence of conviction for sustainability, observing an act more from the way than from the bottom. The corporate sustainability remains reactive, without a strategic and long term perspective.**

PROhumana presented the results of the Roundtables on Business Sustainability 2015 in an event that gathered about 90 people – representatives from the civil society, trade unions and the business world – an opportunity in which we could learn what is and should be the foundation for a new tale of sustainability in Chile, and how these will have an impact on the best sustainable practices within the companies.

The Roundtables on Business Sustainability 2015 brought together a total of 70 business and civil society leaders, who were invited to participate in a great challenge: build the foundations of sustainability for Chile and draw together a new agenda for 2016. That way, the Roundtables 2015 gave continuity to the Roundtables on Corporate Social Responsibility developed in 2000 and 2006, which were held in partnership with United Nations Development Programme (UNDP), in the year 2000, and the Confederation of Production and Commerce (CPC), in 2006.

After knowing and analyzing the responses from each of the participants from this dialogue process, we could conclude that “the 15 years of analyzes performed by the three roundtables (2000, 2006 and 2015), shows a basic concept regarding the business sustainability in Chile, outside the global tendencies and the understanding given by the CEO of international companies”, reflects Soledad Teixidó, Executive President of PROhumana.

However, there is also evidence of an evolution and a major advance in terms of understanding and implementation of business sustainability in Chile during the past 15 years, “even though we are still far from the global tendency”. In particular, Soledad Teixidó highlights the lack of conviction for business sustainability: “It is noted an act more from the way than from the bottom. The way the business leaders are sustainable remains reactive, and without a strategic and long term perspective”.

She finally concludes that “a transformation is urgent towards and for the sustainability in the trade unions, corporate governments, strategic committees of each company, and in the world of small and medium businesses”.

Main conclusions

- Management and Business Strategy: On this point it is stated that sustainability is expressed in a fragmented way and is not installed in the corporate government of the Chilean companies. It is found that the existence of management problems in sustainability, since there is no internal interconnection between the different areas of the company and the goals of the business.
- Change Resilience: The idea persists that the changes for the companies in the field of sustainability are more of an obligation - by reality and contingency being experienced at local and global level – than a long term proposal and business vision for the company. It is noted that the transformation of the companies towards sustainability still is much linked to the social legitimacy and the business sustainability over time. It is understood that there is a change to make, but an understanding of the process of consistent change is not observed.
- Role of Business in the Society: The companies' part of the cultural shift toward the Common Good is valued, and that working together with society is what allows that. That way, there is a greater penetration of the idea that the company has a role in society and that it's not limited to only the generation of economic resources, but is a part of a whole.
- Relationship with Stakeholders: The leaders participating in the Roundtables recognize that they remain highly encapsulated and with weaknesses in the relation with their stakeholders, and see themselves in constant tension to resolve the relationship with them. It is evident that the lack of empathy and of taking the place of the other in the way to relate and they establish that not having a conflict with the stakeholders is one of the highlights of business success.
- Lack of Confidence and Excess of Fear: The lack of confidence appears as a repeated theme over the years (considering the evolution of the roundtables in the years 2000 and 2006), what changes are the subjects of distrust from and towards the business world. And at the same time an installed fear is recognized from the business world in relation to the national context; to the employees; to the regulator and the changes in legislation; to the stakeholders; to the communities.
- Outside the Global Tendencies: In the speech of the Chilean business leaders they highlight that they are not present in concept that are global tendencies such as: climate change, social equity, inclusion of women, green economy, responsible investments, among others.

About the Roundtables

The Roundtables on Business Sustainability 2015 was conducted with the purpose to establish the foundations and challenges of the corporate sustainability for Chile, with a view on 2016. This initiative was conducted thanks to the strategic partnership with Pulso, CPC, Sofofa and Hotel Sheraton Santiago, and with the sponsorship of Bci, BHP Billiton, CAP Minería, Chilectra, Endesa Chile, GNL Quintero and Santander.

The following companies and organizations were represented in the roundtables: Acción, ACHS, Aguas Andinas, Arauco, Azerta, Axialent, BancoEstado, BancoEstado Microempresas, Bci, BBVA Chile, Basf Chile, Bechtel, BHP Billiton, CAP Grupo, CAP Minería, Cencosud, CMPC Forestal, CPC, Comunidad Mujer, Coopeuch, Corporación Simón de Cirene, CristalChile, EmpresasSB, Endesa Chile, Enel, Falabella Retail, Fundación Avina, Fundación Las Rosas, Fundación Mi Parque, Fundación Tacal, Fundación Transcender, Fundación Superación de la Pobreza, Generación Empresarial, Gerdau, GNL Quintero, Horizontal, Institutos de Estudios de la Sociedad, Kinross, L'Oréal Chile, Melón, Metro, Movimiento Nacional de Recicladores, Mutual, Natura, Nestlé, Odecu, Paris, Samsung, Santander, Silva&Cia Abogados, Sociedad Protectora de la Infancia, Sodimac, Sofofa, Starwood Hotels Chile, University of Leeds UK, Viña Emiliana y VTR.

About PROhumana

PROhumana – created in 1997 – is a Chilean non-profit organization which identifies its identity as a DO TANK who acts from a reflecting critical position, promoting and identifying good practices for an integral and sustainable human development. PROhumana develops the work in the area of corporate sustainability through investigation and development of knowledge; creating awareness for the actor in the thematic of sustainability and citizens' social responsibility; promoting opportunities of dialogue and meeting; founding and coordinating cooperation networks; development of methodologies for implementation and evaluation of the sustainability; and services of specialized consulting.