



2018 CUMIPAZ PROGRAM
Date: Tuesday, October 2, 2018
Place: Westin Camino Real Hotel
 City of Guatemala, Republic of Guatemala

CORPORATE SOCIAL RESPONSIBILITY (CSR) FOR SUSTAINABLE DEVELOPMENT SESSION

REGISTRATION 7:30 a.m. to 8:45 a.m.	
OPENING ACT	
9:00 a.m. to 9:30 a.m.	<p>CSR Session Video</p> <ul style="list-style-type: none"> • Gabriela Lara General Director of the GEAP • Dr. William Soto Santiago Executive President of the GEAP • Dra. Gloria Esperanza del Carmen Zarazúa Vice Minister of Development of Microenterprise, Small and Medium Company, of the Ministry of Economy of Guatemala.
<p>Keynote speech <i>Health organizations and their contributions to the wellbeing, improvement, happiness, and peace of society</i></p>	
9:30 a.m. to 10:30 a.m.	<p>Raúl Sarti Maldonado – Manager of Corporate Affairs and Public Relations and Regional Manager of Work Relations and Social Compliance of Nestle. Expert in Corporate Management from Judicial Direction, the Management of Human Resources, and the Management of Corporate Affairs and Public Relations, in multinational companies of massive consumption. He has lead more than ten negotiations of</p>



	collective agreements of work conditions in many countries of the region, with positive results for the involved parties.
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<p>Keynote Speech <i>Circular economy as the company model and decarbonization of production systems and consumption</i></p>
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<p>10:30 a.m. to 11:30 a.m.</p>	<p>Ken Alston – Senior Advisor on the Circular Economy Platform of the Americas and the ASDF. Expert of design in Circular Economy, Cradle to Cradle and Corporate Sustainability. Former global director of Innovation of Sustainable Products of SC Johnson and former CEO of MBDC. (United States)</p>
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<p>Keynote Speech <i>Business: Human rights and peace</i></p>

<p>11:30 a.m. to 12:30 p.m.</p>	<p>Eli Bukspan – Certified Professor at Ratzinger Law School of the Interdisciplinary Center in Herzliya, Israel. His area and research is focused on contract and corporate law, just as in corporate social responsibility and business ethics. His book, The Social Transformation of Business Law, is the first and only book of law written about this topic in Israel. (Israel)</p>
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<p>LUNCH 12:30 a.m. to 1:30 p.m.</p>

COMPANIES THAT CHANGE THE WORLD
CSR: Differentiates the brand and generates happiness

<p>1:30 p.m. to 2:30 p.m.</p>	<ul style="list-style-type: none"> • José Carlos Gómez – Sustainability Chief of the BAC Bank - Credomatic (Guatemala) • Cristina Bonillo Olivares – Director of Corporate Affairs and Sustainability, UNILEVER – Middle Americas. (Colombia) <p>Moderator: Edna Rodríguez – Holds a Master’s in Social Responsibility, Accounting and Social Audit from the University of Barcelona; Is an expert in formulation and management of social impact projects, management of environmental risk, due to diligence, and impact measurement. Recognized international speaker on issues of sustainability, social responsibility, and international social standards and environmental performance. (Colombia)</p> <p>Questions and answers session</p>
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Panel
CSR and sustainable business models: a step towards the constitution of the Rights of Mother Earth

<p>2:30 p.m. to 3:30 p.m.</p>	<ul style="list-style-type: none"> • Alejandro Ruiz – Administrator of Businesses and Organizational Psychologist. Expert in Reports of Sustainability, Corporate and Leadership volunteer against Climate Change. (Mexico) • Gustavo Yepes – RECLA 2013 Award winner, international speaker invited to prestigious universities (Harvard, Columbia, Salem, and Emerson - USA, among others). (Columbia) • Patricia León – Environment and Health Engineer from Lund University of Sweden. Vice President of Soil S.A. E.S.P. with high experience in the treatment of toxic soil originating from industries. (Sweden-Colombia)
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	<ul style="list-style-type: none"> • María Silvia Pineda - Social Responsibility Director of ASAZGUA and Executive Director of FUNDAZUCAR. Designed the Better Families Program that is carried out in Guatemala and Honduras, which is based on the education, change of behavior, and self-esteem of women. <p>Moderator: Greco García – Director of Marketing for the Benemerita Autonomous University of Puebla Foundation, leader of the organization Climate Reality Leadership Corps. (Mexico)</p>
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Workshop
Integral Leadership in CSR

<p>3:30 p.m. to 5:30 p.m.</p>	<p>Javier Fernández Aguado – Doctorate in economy, National Award winner of J. A. Artigas to the Best Research in Social Sciences, and of the Peter Drucker Award for Innovative Management; president of MindValue, coaching for Senior Management. (Spain)</p>
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