

The Better Tomorrow Plan Case study

November 2011

We Do

OUR COMMITMENTS:

We will support local community development in all the countries where we operate by 2015.



Challhuahuacho Villagers

Key figures 2011

440 families involved and trained.

80% incorporated hygiene in professional and private life.

75% improved their business infrastructure.

90% approved Sodexo basic safety and quality standards.

US\$ 30,000 invested in purchases to local producers.

PERU

Community Development Program

In June 2008, Sodexo initiated with its client Xstrata Copper the Community Development Program in the framework of Las Bambas mining project. This program aims at increasing the quality of life of the communities and to build development capacities for the families in 5 zones surrounding the mine.

Creating value for local communities and our client

Since the beginning of its prospecting activities, Las Bambas attracted expectation from the locals concerning employment and better development opportunities. Families have taken advantage of this program, which changed their lives.

General Context

Xstrata Copper has chosen Sodexo's expertise in food, hospitality management and laundry services. The choice was also motivated by the **Sodexo Foundation for Sustainable Development** in Peru, to implement development initiatives for the local communities.

Las Bambas mining project is located 8 hours away from Cusco and 28 from Lima. The socio-economic situation highlights extreme poverty, malnutrition and illiteracy. It is paradoxical that an area so rich in mineral resources is still very poor and that government's presence is almost nonexistent.

After an intense fieldwork performed by a technical team of Sodexo, a major demand was identified: **boost in the existing services and businesses. Mining investment projects generate new social and economical dynamics in a village.**

Precariousness in food and hotel management services was identified as well as a lack of hygiene and food safety standards. As a consequence, local families lost opportunities to maintain new clients, increase their rates and improve their economies.

Sodexo's initiatives

- Improvement of local hospitality services in Challhuahuacho, Tambobamba and Haquira districts
- Enhancement of hospitality businesses in Fuerabamba
- Educational and nutrition programs for mothers and children in Fuerabamba and Challhuahuacho
- Commercial articulation of small businesses with Sodexo in Challhuahuacho and Mara



Practices



Culinary students



Information on
Nutrition and Hygiene

Implementation process

Phase I: Present the program to the community

- Site prospecting and recognition: client and community's needs.
- Diagnosis and training gaps: identify interests, needs and frustrations in order to adjust the project.
- Training and technical assistance program design: a practical learning plan is introduced which includes readiness to new concepts of the modern world and personal development to discover their self-esteem and qualities to interact with others.

Phase II: Development

- Training premises and equipment.
- Training and customized technical assistance: inter-disciplinary topics (safety, quality, hygiene and customer service).
- Certification: alliances with Sodexo operations, local governments and community authorities to involve them in the process and share the good practices as a part of the local awareness.
- Service promotion: a culinary and hospitality fair is organized by local producers, beneficiaries, local government and local community to highlight quality service.
- Administrative management of the program: the program is managed as an independent business unit with resources and results.

Phase III: Activities monitoring and assessment

- The community is involved in the organization of some events.
- Delivery of final report and the administrative closure.
- Clients' approval.



Premises before



Premises after

Results

Small Businesses involved:

- 80% incorporated hygiene, order and cleanliness practices
- 90% approved Sodexo basic safety and quality standards
- US\$ 30,000 invested in purchases to local producers
- 273 families received information on nutrition and hygiene
- Incorporation of customer services guidelines, such as the uniform based on the typical costume and a service attitude.
- Businesses improved sales and increased their family incomes.
- Local entrepreneurs are Sodexo food and services suppliers.

In the community:

- 440 families took part in this program which changed their lives.
- Participation and integration: community, local governments, leaders, families and private institutions involved

These positive results allowed the renewal of the agreements and the continuity of our social interventions to improve communities' quality of life.

More information

Carolina Rouillon G.
carolina.rouillon@sodexo.com