

RECOGNIZING THE IMPORTANCE OF CORPORATE SOCIAL RESPONSIBILITY



Social Responsibility has been the backbone of every aspect of my life. My commitment to the well-being and development of my country has been reflected upon every project and entrepreneurial endeavors that I have carried out. We must understand that business is not only about doing business, but doing socially responsible business. Every step we take must carry our own will and be propelled by collective interests. Our decisions are not isolated, their impact might affect others; and, in that case, we must seek a positive effect. This vision has been present throughout my life and the trajectory of Marhnos through along five generations. This effort was acknowledged on October 1st by the Interamerican Federation of the Construction Industry (FIIC for its Spanish acronym) in Santiago, Chile, with the award to the Best Company in Latin America in the category of Corporate Social Responsibility.

This contest takes place every two years, and all the construction chambers members of FIIC can nominate companies. In this edition, 19 enterprises from 7 different countries participated. Only 6 made it to the final round, where Marhnos excelled with outstanding scores over the other contestants, hence, winning the award. Marhnos stood out for initiatives that combat social deficits, like poverty, hunger, education, lack of housing, education, and health. For instance, the Active and Healthy Enterprise program fosters healthier habits and workouts, and has reached 48% of all employees. Sumarhnos para tu bienestar, is another initiative focusing on action plans for employees to have higher-quality lives. EduMarhnos provides classrooms in marginal communities. Overall, Marhnos' programs adhere to 15 of the 17 Sustainable Development Goals of the UN.





The event was held in the occasion of the 32nd Congress of FIIIC, revolving mainly around Corporate Social Responsibility, transparency, and anti-corruption measures. These are crucial topics in every sector, particularly in construction. Besides the evident works and sites, construction firms create jobs, incentivize investment, foster growth, and build bridges, literally and figuratively. Infrastructure connects communities, narrows disparity gaps, and brings utilities, like water and electricity, closer to those in need. These benefits tend to come in tandem with a vulnerability to corruption, nepotism, and administrative loopholes. Therefore, we must fight incessantly to prevent these vices from overshadowing the upside of this sector. We must not only praise what an individual company achieves; we must motivate others to join forces in the pursuit of a more transparent and committed sector.

Beyond the profound personal pride, this award brings hope. Private companies can have a considerable impact on economic and social development, not only in our country, but in the entire region. Instead of regarding the private sector as an inhibitor of national development goals, we must converge into common objectives. Let us consolidate a unified effort and social commitment from both, the public and the private sectors, to build a more resilient and socially responsible society.

