

## About PROhumana Foundation

**PROhumana Foundation is a Chilean non-profit, non partisan and independent private foundation, working in the area of corporate social responsibility and citizenship**

PROhumana is a foundation that promotes a social responsible culture in Chile through the promotion of dialogue, research and the development of concrete practices among Corporations, the Third Sector and the State, to achieve coordinated actions of proactive-citizenship in social responsibility.

PROhumana was created as the “Research Program for Human Promotion” in 1998. This program was the result of the project “Philanthropy Action as a Social Responsible Element” founded by the Ford Foundation. This project which was the first of this kind in Chile collected background information, promoted reflection and designed project proposals in the area of social responsibility.

The PROhumana Foundation’s founder is Soledad Teixidó, and its current Executive President.

PROhumana Foundation seeks to be a leader in the Social Responsible arena, coordinating the actors to achieve a network that carry out research and implement the concept of social responsibility in Chile.

To achieve its goals some of PROhumana Foundation’s activities are:

1. Carry out research and develop social responsible knowledge
  - Fundación PROhumana-SOFOFA/Forética (2004): "Corporate Social Responsibility: A Report on Business Ethical Management " 27 pp.
  - Fundación PROhumana (2002): “Social Responsibility: Building Ethical Meanings for Development”. Ediciones PROhumana, Santiago de Chile. 26 pp.
  - Teixidó, S; Chavarri, R.; Castro A. (2002): “Social Responsibility: 12 Company Cases in Chile”. Ediciones PROhumana, Santiago de Chile. 261 pp.
  - Working Document N° 4 (2002): Chileans Give their Opinion: Corporate Social Responsibility. Ediciones PROhumana, Santiago de Chile. 28 pp.
  - Teixidó, S; Chavarri, R. (2001): Mapping foundations in Chile: Characteristics and Challenges for the XXI Century”. Ediciones PROhumana, Santiago de Chile., 371 pp.
  - Working Document N° 3 (2001). International Seminar on Corporate Social Responsibility: To make or to Look like? Ediciones PROhumana, Santiago de Chile. 67 pp.
  - Working Document N° 2 (2000): Corporate Social Responsibility in Chile, UNDP-PROhumana, Santiago de Chile, 71 pp.
  - Teixidó, S; Chavarri, R. (2000): “The philanthropic action as an element of social responsibility: the Chilean case”. Ediciones PROhumana, Santiago de Chile. 329 pp.
2. Render the actors a series of educational and motivating social responsible messages
  - Quarterly production and publication of PROhumana Magazine (20 issues to date)
  - Implementation and maintenance during the last 4 years of the first Spanish portal on SR ([www.plazanueva.org](http://www.plazanueva.org)) involving a network of more than 2,700 members
  - Sending monthly electronic bulletins to a database of more than 10,000 people
  - Actively participating in the implementation and promotion of the CSR Campaign “Notebooks to Grow”, which delivers annually more than 22,000 free notebooks to poor school children, favoring more than 9,000 children to date.
  - Maintenance of the PROhumana NETWORK Social Responsibility for Common Good, with 107 members to date.

### 3. Coordinate meetings among the actors

- Annually organizing the most important Chilean International Seminar on Corporate Social Responsibility.
- Since 2003, announcing the PROhumana Foundation Prize “RSEtica”.
- In 2002, PROhumana Foundation carried out for the first time in Latin America the fair “The OTHER Fair: First Fair on Social Responsibility” (2002), which convened more than 9,000 people who, during three days, were able to get acquainted with social responsibility practices of more than 95 initiatives carried out by business, civil society and Chilean government organizations.
- Carrying out the first Round Tables on Corporate Social Responsibility in Chile (2000.)

PROhumana Foundation also has another three working areas directed to:

4. Set up and coordinate cooperative networks
5. Support the development of legislation and regulatory proposals
6. Offer specialized consultancy services

### **PROhumana Foundation’s Mission**

To promote a culture of business and citizen social responsibility in Chile through the development of a proactive citizenship, involving people, institutions and businesses, as well as through the development of knowledge, the creation of dialogue opportunities that welcome diversity, and the generation of specific trisectoral activities.

### **PROhumana Foundation’s Vision**

To lead the issue of social responsibility in Chile, articulating interested organizations within a framework of cooperation and reciprocity which would allow PROhumana Foundation to be the focal point of a network that carries out research and implements the social responsibility concepts in Chile.

### **PROhumana Foundation’s Objectives**

To achieve that people’s capacities and resources as vehicles towards self development and that of all society is recognized.

To seek and generate tools that improve people’s life conditions and quality by substituting the paternalistic vision and charity work for human promotion, philanthropic action and social responsibility.

To promote people’s integrated development and their reunification with themselves to cooperate towards achieving dignity and love for the human being.

### **PROhumana Foundation’s Alliances**

PROhumana also has a group of institutions and people that collaborate with its projects and initiatives.

#### 1.- Institutional Alliances

- Confederación de la Producción y del Comercio ,CPC (Confederation for Production and Commerce)
- Sociedad de Fomento Fabril, SOFOFA (Society for the Promotion of Manufacturing)
- Sociedad Nacional de Minería, SONAMI (National Mining Society)
- Cámara Chilena de la Construcción (Chilean Chamber of Construction)
- AmCham
- ACCION A.G.
- AccountAbility

- Centro Mexicano para la Filantropía (CEMEFI), México (Mexican Center for Philanthropy)
- Centro Empresarial de Inversión Social (CEDIS) (Business Center for Socvial Investment)
  
- Fundación del Empresariado Chihuahuense (México) (Chihuahuense Foundation for Entrepreneurs)
- Instituto Argentino de Responsabilidad Social Empresarial (IARSE). Argentina (Argentinian Institute of Corporate Social Responsibility)
- Instituto Ethos, Brasil (Ethos Institute)
- EntreTodos, Colombia
- Forética, España
- Fundación América
- Fundación PRObono
- Grupo de Institutos, Fundaciones y Empresas (GIFE), Brasil (Group of Institutes, Foundations and Enterprises)
- Fundación Etnor , España (Etnor Foundation)
- Ethical Corporation, Inglaterra
- InterAmerican Foundation, Estados Unidos
- Programa de Naciones Unidas para el Desarrollo (PNUD) (United Nations Development Program – UNDP)
- Ministerio Secretaria General de Gobierno (Ministry of the Government’ Secretary-General)
- Ministerio Secretaria General de la Presidencia (Ministry of the Secretary-General of the Presidency)
- Strategic partner for the selection of the Bicentenary Seal, an initiative depending on the Bicentenary Committee, presided over by the Ministry of the Interior, Chile.

## 2.- Collaborating Businesses among others

- ACHS
- Aguas Andinas
- BancoEstado
- Banco Santander Santiago
- Bank Boston
- BHP Billiton Chile
- Canal 13
- Compañía Minera Doña Inés de Collahuasi
- CCU
- CMPC
- Chilectra
- Coca Cola de Chile
- Constructora Inmobiliaria Bío-Bío
- Compañía Minera Doña Inés de Collahuasi
- Diario El Mercurio
- Empresas CMPC
- Espacio Riesco
- Endesa Chile
- Fyrma Gráfica
- Forestal Terranova
- Gerdau Aza
- LAN
- Methanex
- Metro S.A
- Minera Escondida
- Ogilvy One
- Placer Dome Inc.
- Hotel Sheraton Santiago
- Radio Horizonte
- Radio Oasis

- Render Mero
- Revista Capital
- Shell Chile
- Telefónica CTC Chile
- TVN

### 3.- Collaborating Foundations

- Fundación AVINA.
- Fundación Andes
- Fundación Bank Boston
- Fundación Ford
- Fundación Minera Escondida
- Fundación W.K. Kellogg

### 4.- National and International Networks

- Civicus, World Alliance for Citizen Participation (PROhumana Foundation is currently member of this international network).
- Member of the Responsible Competitiveness Consortium, headed by AccountAbility
- Member of AccountAbility

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