


# Nuevos riesgos, nuevas oportunidades de la globalización



Congreso AGERS  
Mayo 2003



Innovar




Transparencia  
Reputación

# New, many and connected



Nuevos públicos



Fundación Entorno

### Economías del planeta (MM USD)


Exxon Mobil	210,392	Belgium	248.400
Wal-Mart Stores	193,295	Sweden	238.700
General Motors	184,632	Austria	208.200
Ford Motor	180,598	Denmark	174.300
Daimler Chrysler	150,069	Norway	152.900
Royal Dutch/Shell Group	149,146	Finland	129.700
BP	148,062	Greece	125.100
General Electric	129,853	Portugal	113.700
Mitsubishi	126,579	Ireland	93.400
Toyota Motor	121,416	Uruguay	20.800
Repsol	42.851	Croacia	20.400
Telefónica	31.052	Marruecos	35.000
SCH	28.665	Rumania	34.000
ENDESA	16.085	Túnez	20.000
Cepsa	11.664	Ecuador	19.000
Ferrovial	4.240	Kenia	10.600
Agbar	2.494	Nicaragua	2.300
OHL	1.860	Rwanda	1.900

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Nuevos valores

Washington Entorno

La globalización precisa de un mayor compromiso del sector privado


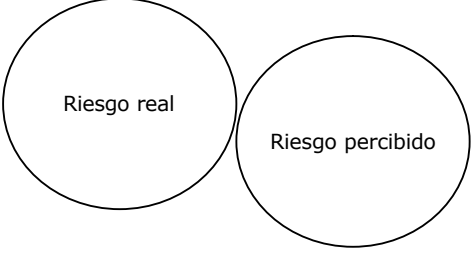


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Washington Entorno

La globalización precisa de un mayor compromiso del sector privado



Fundación Entorno

La globalización precisa de un mayor compromiso del sector privado

Valor real

Valor percibido

This slide features a Venn diagram with two overlapping circles. The left circle is labeled 'Valor real' and the right circle is labeled 'Valor percibido'. The circles overlap in the center. The slide is titled 'La globalización precisa de un mayor compromiso del sector privado' and includes the 'Fundación Entorno' logo in the top right corner. A small video thumbnail is visible in the bottom left corner.

Fundación Entorno

La globalización precisa de un mayor compromiso del sector privado

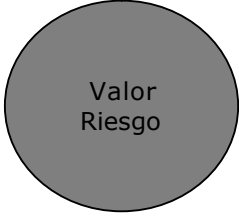
Riesgo real

Riesgo percibido

This slide features a Venn diagram with two overlapping circles. The top circle is shaded and labeled 'Riesgo real', while the bottom circle is white and labeled 'Riesgo percibido'. The circles overlap in the center. The slide is titled 'La globalización precisa de un mayor compromiso del sector privado' and includes the 'Fundación Entorno' logo in the top right corner. A small video thumbnail is visible in the bottom left corner.

Fundación Entorno

La globalización precisa de un mayor compromiso del sector privado



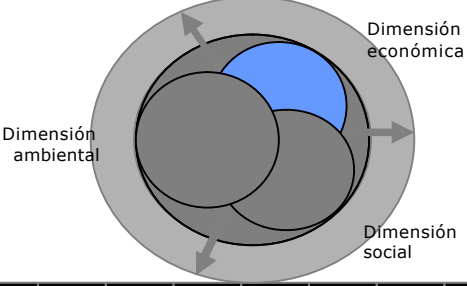
Valor  
Riesgo

Fundación Entorno

This slide features a black header with the logo 'Fundación Entorno' in the top right. The main content area is white and contains the text 'La globalización precisa de un mayor compromiso del sector privado' at the top. Below this text is a single grey circle with the words 'Valor' and 'Riesgo' stacked vertically inside it. At the bottom of the slide, there is a small video thumbnail on the left and a series of empty rectangular slots for navigation.

Fundación Entorno

La globalización precisa de un mayor compromiso del sector privado



Dimensión  
económica

Dimensión  
ambiental

Dimensión  
social

Fundación Entorno

This slide features a black header with the logo 'Fundación Entorno' in the top right. The main content area is white and contains the text 'La globalización precisa de un mayor compromiso del sector privado' at the top. Below this text is a diagram consisting of three overlapping circles: a grey one on the left labeled 'Dimensión ambiental', a blue one on the right labeled 'Dimensión económica', and a grey one at the bottom labeled 'Dimensión social'. These three circles are contained within a larger, light grey circle. Arrows point from the labels to their respective circles. At the bottom of the slide, there is a small video thumbnail on the left and a series of empty rectangular slots for navigation.

Washington Business

**HIV/AIDS ACTIVISTS SEEK MORE ACCESS FOR EMPLOYEES IN AFRICA TO TREATMENTS**

## Coca-Cola faces global protests

**By James Lambert in Johannesburg and Betty Liu in Atlanta**

Coca-Cola, the international soft drinks company, today faces worldwide demonstrations by HIV/AIDS activists campaigning for greater access for its employees in Africa to life-prolonging treatments.

Under the banner of "Treat Your Workers", a coalition of HIV/AIDS activist groups is co-ordinating a day of action to press Coca-Cola into devoting more resources to combating the HIV/AIDS pandemic ravaging Africa.

Africa has some of the highest HIV/AIDS infection rates in the world. In South Africa, Coca-Cola's largest market on the continent, as much as 25 per cent of the economically active popula-

tion is estimated to be HIV-positive.

US-based non-governmental organisations Health Gap and Act Up have local activists in a Pan-African HIV/AIDS Treatment Access Movement to mount a day of action against Coca-Cola's health record in Africa. They accuse the company of restricting access to costly anti-retroviral drug treatments to core staff and not doing enough to ensure the wider supply of the drugs to employees of bottling plants in the region.

Multinational corporations in southern Africa have taken the lead in making available anti-retroviral drugs to their workforces. Many governments in the region, including South Africa, regard the drugs as too costly to provide univer-

sally. Mining groups Anglo-American and De Beers and carmaker DaimlerChrysler have been commended by former president Nelson Mandela for offering HIV/AIDS treatments to their employees.

Coca-Cola, which is in partnership with UNAids, argues that it too is at the forefront of the corporate campaign to halt the spread of HIV/AIDS. But it acknowledges that responses among its bottlers need to be accelerated. A Coca-Cola spokesman said anti-retroviral drugs were available to employees' families throughout Africa and that it had recently expanded the programme to its 40 independent African bottlers.

The Coca-Cola Foundation pays half the costs of the HIV/AIDS drug treatments for workers, leaving the bottling company and the employee to pay the rest. Coca-Cola also supports HIV/AIDS care and prevention campaigns, like LoveLife and Starfish in South Africa.

But activists complain that the extended health benefits are not on offer to bottlers' entire workforces.

"It's very unfortunate that the companies stepping forward and trying to do something are the ones coming under attack. Some other groups, like the South Africa-based Treatment Action Campaign, have a better way of engaging with us," said Robert Lindsay, London-based president of the Coca-Cola Africa Foundation. Coca-Cola has about 1,200 employees in Africa. Its 40 bottlers employ about 60,000 people.

Washington Business

Cajamar - Caja Rural de Almería y Málaga - Microsoft Internet Explorer

INFOAGRO.COM Martes, 27 de febrero de 2001

### AGRICULTURA-INMIGRANTES: FRESHUELVACUSA A UNA MULTINACIONAL SUIZA DE DESPRESTIGIAR EL CULTIVO DE LA FRESA

El presidente de la asociación de empresarios Freshuelva, José Manuel Romero, ha acusado a la multinacional suiza Migros de favorecer los intereses de los empresarios marroquíes y franceses al asegurar que si en Huelva se explota a los inmigrantes no comprarán la fresa onubense.

Según Romero, Migros está intentando "desprestigiar" al sector fresero onubense para "beneficiar a otros sectores para los que está trabajando descaradamente en su beneficio".

Desde Freshuelva se aseguró que "este tipo de avisos no son necesarios" ya que en ninguna de las explotaciones freseras onubenses se explotan a los inmigrantes, y que en el caso de que se produjeran "nosotros seríamos los primeros en denunciarlo ante los tribunales".

