

P2b : 1 hour with Eduardo Mizon

Chile has made its transition toward a developed economy. The country has a solid and healthy economic growth and large companies that are regional leaders.

Sodimac has been founded 59 years ago and is now Latin America's leader in the sector of materials for the home and building trades (with 57 supermarkets in Chile alone among 108 stores spread in four countries), employs a workforce of nearly 22,000 and attracts more than 60 million visitors. As CEO of Sodimac Chile since 2006, Eduardo Mizon has adopted as a priority the company's CSR policy and a strengthening of commitments from senior management on this topic. At the same time, he actively contributes to both national and international initiatives in favor of sustainable development reporting. A lot of South American families depend on Sodimac.

Sustainability as a pillar of growth

For Sodimac, profitability should always be attached to what they call "Sustainability". That's why, Sodimac main goal is to become the best company in Latin America, not only in term of profitability but also the best company to work for. In order to achieve this goal, Sodimac has first enrolled itself in several CSR programs, like the UN Global Compact and the Global Report Initiative but also by complying with modern standards like ISO 26000.

Furthermore, Sodimac focuses its energy on environmental respect, on people consideration, on a respectful management of the company, and also on ethical behaviour through commercial activities. Thanks to these efforts, the Global Report Initiative has rated Sodimac A+.

The example of environmental respect

Sodimac tries to reduce its CO2 emissions, to achieve a better efficiency in its production to prevent useless wastes, to reduce its electric consumption, to promote recycling in every Sodimac store. Moreover, Sodimac was one the first retail company in Chile to introduce the use of recyclable bags for its customers. Recently, 10,000 trees have been planted in Chile to represent the workforce of Sodimac and to reduce greenhouse gases impact on the environment.

People consideration

Motivation and happiness of the workforce is one of the key of Sodimac growth. That is why for example in order to motivate people, it has put the human resources department as one of the main pillar of the company. Moreover, internal training and workforce entertainment are also promoted in Sodimac. The objective is to answer their needs, on technical and cultural aspects. Syndicates are also allowed at Sodimac, with a rate of 65% of syndication.

Responsible sourcing

Interest of the sellers and the buyers are the same: good relationships and transparency to avoid conflicts that have appeared among Sodimac competitors. In this purpose, Sodimac has produced a "guide of transparency" and realizes frequent audit amongst its providers to avoid non ethical behaviors like infantile work or women slavery.

Conclusion

For Sodimac, Corporate Social Responsibility should not be only based on philanthropy, but more on rules like respecting contracts, the workforce and the quality of products by choosing the right providers and producers. Furthermore, we could say that Sodimac CSR is based on promoting growth for everybody in a respectful environment.