



Beyond Sustainability

Doing business and doing good

CREPES & WAFFLES.

Beyond Sustainability



Friday

April 13th 1980

Crepes & Waffles is born



CREPES & WAFFLES®

Beyond Sustainability

Stories
that make us **humane**



Serve and work
from love

Woman as a pillar
of **progress**

Crepes & Waffles

As a tool to **transform lives**

Humanize the
economy

Diversify
gastronomic culture

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Another **logic**



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6 COUNTRIES

Chile
España
México
Ecuador
Perú
Colombia

37

years on the
market

200

Stores

22

millions
of users
per year

189

SALT

Crepes, pitas,
salads,
pannecook y
soups

125

SWEET

Crepes,
Waffles,
Mini-waffles
and Ice Cream

78

DRINKS

Natural juices,
smoothies,
soda, coffee
tea, wine and
beer

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4000

Employees

**Premium
Medicine**
plans

91%

of employees
are women

Minimum wage
higher than the
established minimum
wage

75%

Employed
**female head of
household**

0% interest loans
**for housing, health
and education**



**Nowadays, humanity
faces new
environmental and
social challenges**

Planetary Boundaries

Nitrogen and
Phosphorus
cycle

Biodiversity

Climate Change

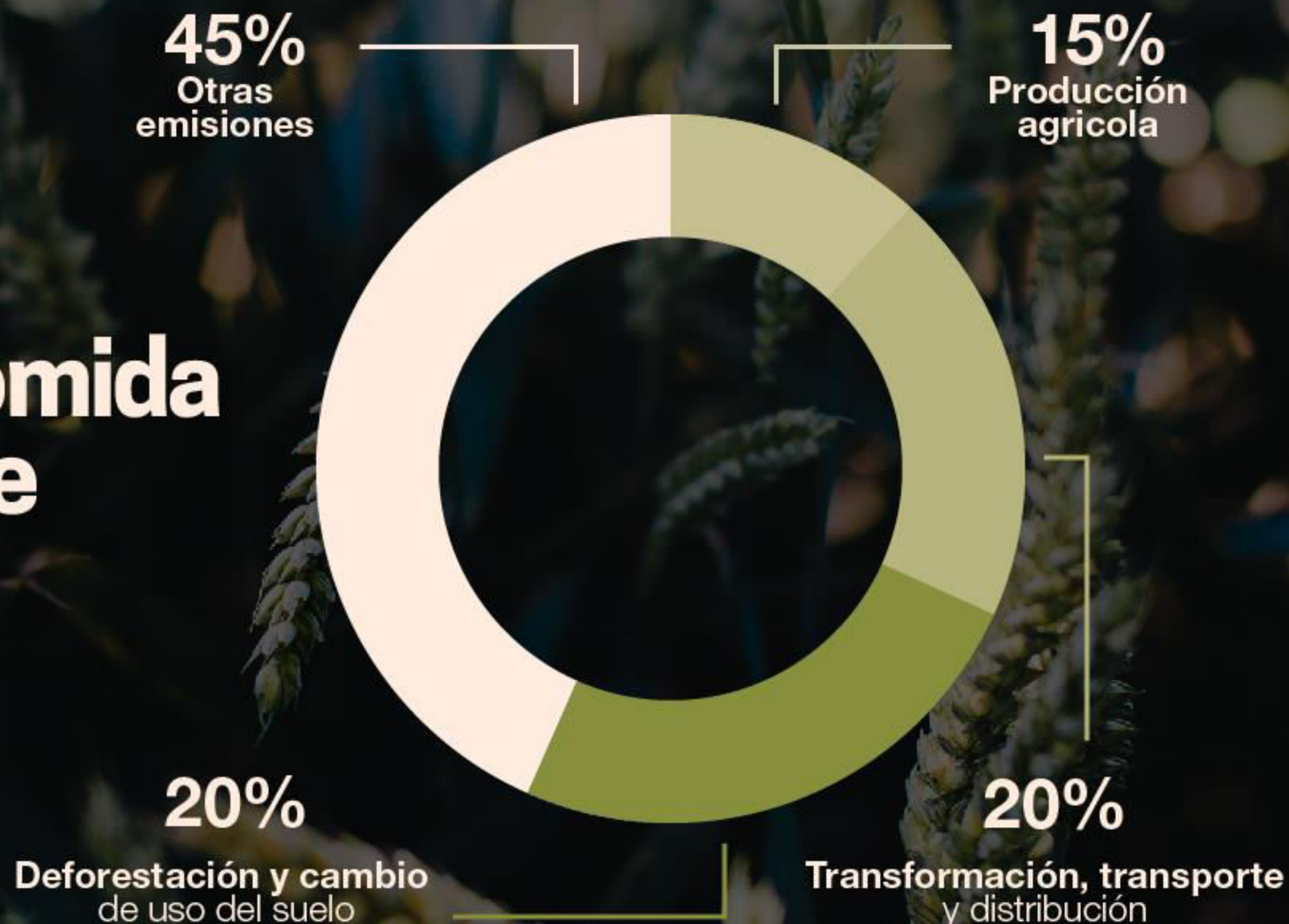
Land System Change

Ecosystem Services 2011
\$142 Trillion

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Regeneración

Sistema de comida y emisiones de carbono





**“If Earth biodiversity were a country,
it could be called Colombia”**

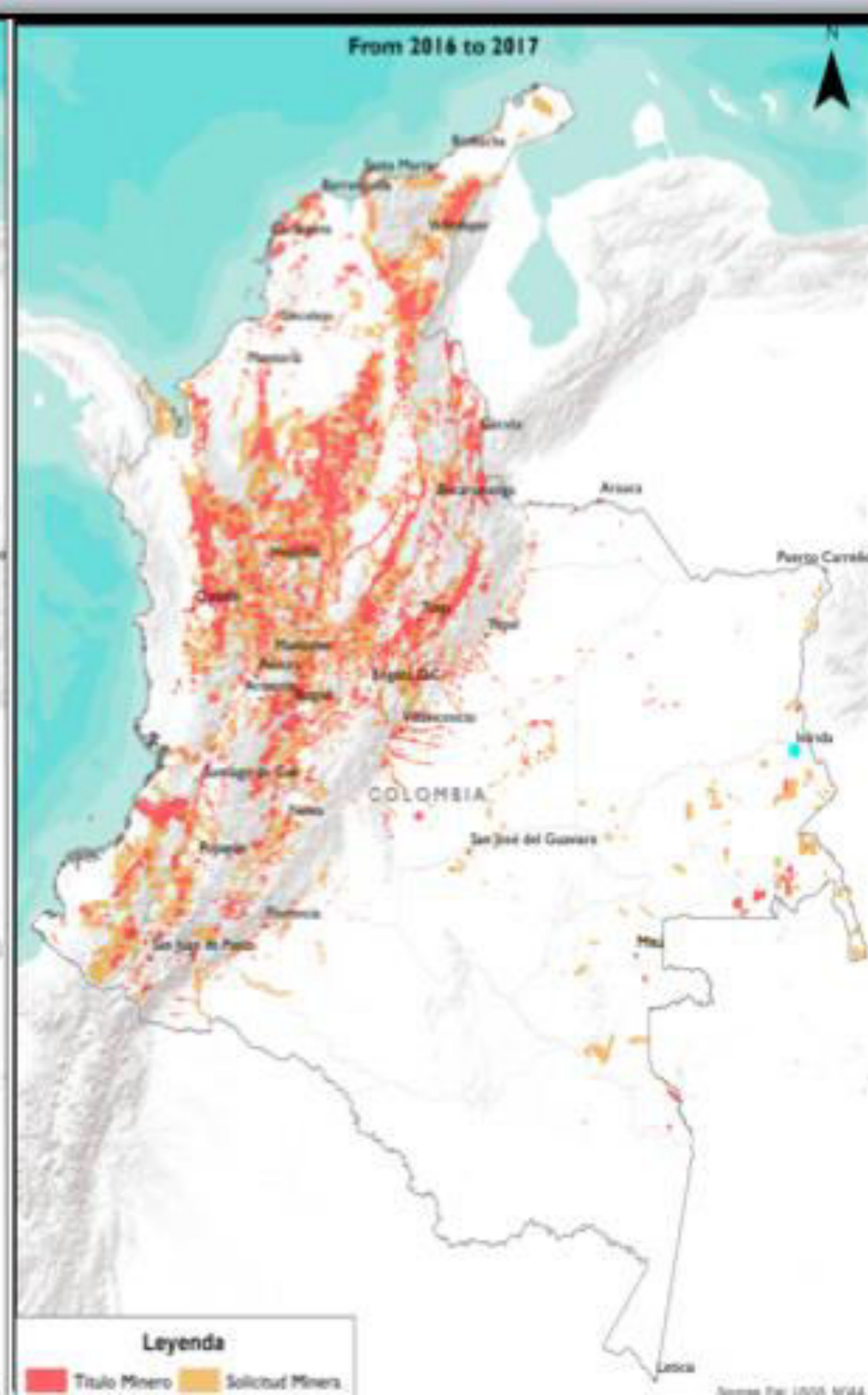
National Geographic

How are we going to develop?

Minning

Soy

Innovate with our
biodiversity



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How do we transit from a culture that decimates life, to a culture **that enhances life systems and people?**

How do we re connect with **one self, others and nature?**

Regeneration

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Path to **regeneration**

Smallholders are the guardians
of food, land and culture



Arracha tesoro de Cajamarca



Pedro Ruiz, (fragmento del cuadro "Arracha tesoro de Cajamarca", óleo sobre tela 70 x 70 cm, 2017)

Los invitamos a visitar la exposición *Oro Vital*
Cajamarca en el Museo de Arte Moderno de Bogotá
(MAMBO), del 28 de octubre al 7 de enero del 2018.

#custodiosdelagua

#artesanosdelatierra

#herederosdetradiciones



OURO
VITAL





Colegio La Leona - Diseño Simon Hosie - Paola Macía





**Who really
feeds
the world?**

**When you up scale
farming there are two
things you loose:
care and knowledge**





*“Food is not a product,
it is life itself”*

Vandana Shiva