

# PROVOCATIVE CORPORATE SOCIAL INVESTMENT PROGRAM

## PACIV Starts New Social Investment Program and Corporate Social Responsibility Strategy

**FOR OVER** nine years now, PACIV has successfully focused in the rapid growth of its cores services and businesses not only in Puerto Rico but abroad including the United States and most recently Europe. As a result, the company has achieved ample professional recognitions from clients and industry peers, and it has positioned itself as the leader in its industry in such services.

PACIV is announcing a provocative Social Investment Program (SIP). The SIP will include not only the injection of a significant part of its profits but also the involvement of its associates within the initiatives that the program will promote.

“We are part of a complete “ecosystem” that includes our clients, our associates, our services, our society, and our planet. We must make sure that we maintain a balance within this ecosystem to ensure its health and well being for generations to come”, said Jorge L. Rodríguez, PACIV’s President and CEO.

The PACIV Corporate Social Responsibility Policy (CSRP) program will be developed to generate a proactive commitment that is intended to produce short, medium, and long term individual measurable returns and benefits for the ecosystem that we are part off. Jorge L. Rodríguez also stated: “Our Social Responsibility program will not be a stand-alone propagandistic, soft public relations tool. On the contrary, it will be significantly funded and will include our associates’ participation to provide the needed collaboration to existing valuable programs that are currently providing results within Puerto Rico. Puerto Rico needs the active support from many other corporations that are gaining wealth from this country, regardless of its size and profits, now more than ever. We intend to be a disruptive and provocative program that promotes other corporations to also enter into the corporate social responsibility bandwagon.”

The PACIV CSRP will be designed to impact positively the following areas:

- Education – We will work with alternative education initiatives to promote education, at all levels, the highest quality of education and academic advancement.

- Arts – We believe that the arts are the means to reach people’s hearts, passions and sensibility. Therefore we will support programs and initiatives that have been successful in rehabilitation, in teaching, and in strengthening local cultural identity.

- Sports – We believe that sports not only provide for recreational and physical health but also provide a pathway to promote community values and as a means to reduce crime and other community problems.

- Environment – The environment and the planet as a whole is the platform of the ecosystem that we live in and we must be bold in supporting initiatives that enhance and protect our environment.

- Economic and Community Development – We are committed to helping people help themselves. Organized communities need the voice and opportunities to participate in decision making processes that affect their local economies by creating multi-sectorial alliances between academia, government, communities and the private sector. We will support efforts geared towards capacity building and leveraging private sector funds for community economic efforts.

Some of the programs that PACIV is already undertaking and that will be under the umbrella of the CSRP are the following:

- Education: The “I Have a Dream” foundation ([www.ihad.org](http://www.ihad.org)) and the support to academia of engineering curriculums.

- Sports: Various sponsorships to different sport initiatives and the “champion” within Puerto Rico of “The Miracle League” ([www.miracleleague.com](http://www.miracleleague.com)).

- Social Welfare: The active participation

and sponsorship of social programs such as “La Fondita de Jesús” and “Hospital del Niño”.

- Economic Development: Mentorship, promotion and sponsorship of the Grupo Guayacán Enterprize Business Plan Contest. Support of economic development initiatives as active members and sponsors of the following organizations: Puerto Rico Supplier Development Council (PRSDC), Indiana Business Development Council (IBDC), Indiana Hispanic Chamber of Commerce (IHCC), Puerto Rico Construction Cluster, INDUNIV, Asociación de Industriales, International Society of Pharmaceutical Engineers (ISPE).

- Arts: Sponsorship and promotion of institutions that promote the arts such as “Museo de Puerto Rico”. Cultural and musical classes to Hispanic children of low income communities in Indiana.

- Environment: Sponsorship, support and mentoring of environmentally driven businesses and programs such as “Sofscape Caribe” ([www.sofscapecaribe.com](http://www.sofscapecaribe.com)) and sponsorship and active participation of initiatives such as “Yo Limpio a Puerto Rico” ([www.yolimpio.com](http://www.yolimpio.com)).

This is part of a larger Corporate Social Responsibility strategy undertaken by PACIV. The CSR strategy will evaluate the company’s performance with all of its stakeholders (shareholders, employees, suppliers, government, community and clients). The internal and external assessment will lay the groundwork for a signature program and a Triple-bottom-line accounting report, which contemplates the company’s performance in social, environmental and financial actions. This assessment and program will aid PACIV in strengthening its social investment program, improve its actions as a good corporate citizen and enhance its position as a supplier of choice. This overall strategy will be developed by ConectaRSE ([www.conectarse.org](http://www.conectarse.org)), a local CSR Center, and unveiled in the coming year. ⚙️