



Organización Ardila Lülle

Organización Ardila Lülle is a leading Colombian conglomerate, involved in sectors as diverse as media and communications, agro-industry, insurance, beverages and the automotive sector. The company has a long-standing commitment to sustainability and corporate social responsibility with a particular focus on developing human capital, creating a sustainable value chain and minimizing environmental impact.

In recent years, the company's sustainability initiatives have been reorganized in a more systematic way so as to make better use of opportunities that contribute to core business, identifying opportunities for creating competitive advantages or mitigating industry-related risks. Postobón, a member of the conglomerate and the largest non-alcoholic beverage company in Colombia, boasts a sustainability model called Uno más Todos which aims at co-partnership in order to bring about significant and effective change.

"The SDGs call on businesses' creativity, in order to find ways of managing their impact in such a way that they can contribute to overcoming global challenges." says Ana Maria Guerrero, head of Sustainability at Organización Ardila Lülle.

Organización Ardila Lülle believes that the SDGs provide a useful platform for private sector initiatives in terms of sustainability and development, as they provide a unified language which allows for better understanding and cooperation both within the private sector and with other actors.

Case Study: Micro-franchising

In 2015, Postobón became the only private sector partner in a micro-franchising initiative headed by Propaís, a Colombian entity that helps facilitate cooperation between the government and the private sector, and the Inter-American Development Bank.

The program helps small businesses with large potential to become a microfranchise, expanding their reach and profitability. At the same time, the program also provides training sessions to potential low income entrepreneurs so that they can purchase one of those franchises and thus start a business without many of the associated risks.

The project has involved significant outreach to raise awareness among potential partner companies as well as training programs for both consultants and new franchisees in order to ensure the long-term success and sustainability of the initiative.

Postobón found itself uniquely positioned to make a significant contribution to the project due to its business expertise and long-standing involvement with local suppliers and companies that could benefit from this micro-franchising scheme.