

## ACHIEVE GENDER EQUALITY AND EMPOWER ALL WOMEN AND GIRLS



### CASE STUDY:

Activities by the by members of the Association of Latin American Sugar Producers (UNALA) supporting the implementation of the Sustainable Development Goal 5 (SDG 5) of the United Nations 2030 Agenda for Sustainable Development

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End Poverty in all its forms everywhere / UNALA

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**Design and Layout:** Yohana Ramírez

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Association of Latin American Sugar Producers (UNALA)

PBX: +(502) 2215-8000

Address: 5th avenue 5-55 zone 14

Eurolaza Business Center tower 3 level 17 / 01014. Guatemala City, Guatemala

ISBN 978-9929-8379-2-8 digital version



## **SDG 5: ACHIEVE GENDER EQUALITY AND EMPOWER ALL WOMEN AND GIRLS**

**Target 5.1:** End all forms of discrimination against all women and girls everywhere

**Target 5.2:** Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation

**Target 5.3:** Eliminate all harmful practices, such as child, early and forced marriage and female genital mutilation

**Target 5.4:** Recognize and value unpaid care and domestic work through the provision of public services, infrastructure and social protection policies and the promotion of shared responsibility within the household and the family as nationally appropriate

**Target 5.5:** Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life

**Target 5.6:** Ensure universal access to sexual and reproductive health and reproductive rights as agreed in accordance with the Programme of Action of the International Conference on Population and Development and the Beijing Platform for Action and the outcome documents of their review conferences

**Target 5.a:** Undertake reforms to give women equal rights to economic resources, as well as access to ownership and control over land and other forms of property, financial services, inheritance and natural resources, in accordance with national laws

**Target 5.b:** Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women

**Target 5.c:** Adopt and strengthen sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels

Source: United Nations, 2015.



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CAMARA NACIONAL DE LAS INDUSTRIAS  
AZUCARERA Y ALCOHOLERA

2



Asociación de Azucareros de Guatemala

3



4



Empresa de Servicios Azucareros S.A.

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6



caei

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SECTOR  
AGROINDUSTRIAL  
DE LA CAÑA  
asocaña

8



9



CENTRO  
AZUCARERO  
ARGENTINO

10



empresas  
iansa

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PERUCAÑA

12



AZUCALPA  
Asociación de Azucareros y Productores de Azúcar

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FENAZÚCAR

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ALUR

# THE ASSOCIATION OF LATIN AMERICAN SUGAR PRODUCERS

The Association of Latin American Sugar Producers (UNALA) is a private non-profit organization that brings together the agro-industrial sector of sugarcane and sugar beet of Latin America. The idea of creating UNALA surged in 2017 and it was formally constituted in 2020. It includes representatives from this agroindustry from 14 countries in the region. Its members are strongly committed to the sustainable production of sugar, electricity, and ethanol, among other byproducts. Together, the members of UNALA represent the largest sugar producing and exporting region in the world. UNALA is more than sugar, it is sustainability, energy, and economic development.

UNALA works with all its members to promote:

- Balanced lifestyles and diets
- The efficient and responsible use of natural resources, including water and land
- The production and use of renewable energy
- The use of ethanol as part of diversified energy matrices

According to data published in the Sugar Yearbook 2024 and the Ethanol Yearbook 2024, the countries represented in UNALA produce approximately 30 % of sugar and 30 % of ethanol in the world. Besides generating more than 6.5 million jobs, some of UNALA members also cogenerate renewable electricity and heat from sugarcane biomass, which is key to promote the sustainable development of Latin America.

The members are:

1. National Chamber of the Sugar and Alcohol Industries (CNIAA) - Mexico
2. Association of Sugar Producers of Guatemala (Asazgua/Guatecaña) - Guatemala
3. Distribuidora de Azúcar y Derivados S.A. (DIZUCAR) - El Salvador
4. Empresa de Servicios Azucareros, S.A (ESASA) - Nicaragua
5. Sugarcane Industrial Agricultural League (LAICA) - Costa Rica
6. Sugar Consortium of Industrial Companies (CAEI) – Dominican Republic
7. Association of Colombian Sugar Cane Growers (ASOCAÑA) - Colombia
8. Brazilian Sugarcane Industry and Bioenergy Association (UNICA) – Brazil
9. Centro Azucarero Argentino (CAA) - Argentina
10. Empresas Iansa - Chile
11. Peruvian Association of Agro-Industrial Sugar and Derivatives (PERUCAÑA) - Peru
12. Cane Sugar Industrial Association of Panama (AZUCALPA) - Panama
13. Federación Nacional de Azucareros del Ecuador (FENAZÚCAR) – Ecuador
14. Alcoholes del Uruguay (ALUR) - Uruguay

## Vision

UNALA's vision is to be a sugar agroindustry that works together as a region and that operates sustainably in a global context in which its interests are represented.

## Mission

UNALA's mission is to be the platform that allows the Latin American sugar agroindustry to operate under fair international conditions, in a competitive market while remaining committed to sustainability.



UNALA works to stimulate the continuous improvement of sustainable practices and thus promote low-carbon energy solutions, as well as actions to improve the efficient use of land and water resources. Therefore, its members have renewed different processes of the production chain allowing an increase in efficiency, an improvement in environmental sustainability, a reduction in the use of water in irrigation and an increase in investment for the preservation of biodiversity.

## Objectives

- Facilitate a space for dialogue to promote communication and the development of joint activities that support the sustainable development of member countries in Latin America.
- Represent the Latin American sugarcane and sugar beet sector in regional and multilateral organizations.
- Promote actions, programs and strategies aimed at the sustainable development of the Latin American sugarcane and sugar beet agroindustry.
- Promote the exchange of information and the development of research and technology for the benefit of the sector.

UNALA is committed to advance the objectives and targets of all the Sustainable Development Goals of the United Nations 2030 Agenda for Sustainable Development as well as other global agendas including the Climate Change, Biodiversity and Human Rights agendas. Therefore, UNALA's sustainable development strategy focuses on integrated actions directed to address three key dimensions: people (social), prosperity (economic) and planet (environmental), as the basis for achieving sustainable development.

## People

The sugarcane and sugar beet agroindustry of Latin America is committed to ensure the well-being of its collaborators and the communities that surround their operations. UNALA

members generate decent employment, which translates into better quality of life and more opportunities for development. UNALA members generate a total of more than 6.5 million jobs.

## Prosperity

The sugarcane and sugar beet agroindustry in Latin America, in total, represents the major producer and exporter of sugar in the world. Along its entire value chain, the sugar agroindustry represents economic development for countries. Sugar means opportunities for investments, innovation, and businesses.

The sugarcane agroindustry is also key for national economies due to its contribution to energy matrices including ethanol production for transport and electricity generation from sugarcane biomass.

## Planet

In addition to working on all the issues related to the sustainable production and consumption of sugar, UNALA members work directly addressing many issues related to the efficient use of water and the reduction of contaminating wastewater discharges. Another major priority work area is the production of renewable energy that supports climate change objectives including the production of ethanol as an alternative fuel to fossil-fuels for use in the transportation sector and the cogeneration of electricity and heat using sugarcane residues, including bagasse, for self-consumption and to support national energy grids.

UNALA members also conduct programs and projects specifically designed to address other Sustainable Development Goals including: sustainable consumption and production, poverty eradication, decent jobs, ending hunger through improvements in agriculture productivity, sustainable production systems, inequality reduction, protection of biodiversity and aquatic and terrestrial ecosystems, quality education, improvements in health services and industrial processes and promotion of advanced technologies and innovation.

UNALA promotes sustainable development and cooperation of the sugar agroindustry of the region through work in three priority areas:

**Sugar.** Promoting balanced diets that recognize the importance of sugar with four objectives: (1) participate in regulatory processes related to sugar; (2) inform and educate about sugar and substitutes in the diet; (3) show the positive impact of the value chain of the sugar agroindustry; and (4) share knowledge and experiences about the consumption, education and regulation of sugar consumption.

**Sustainability.** Promoting the sustainability of the sugar agroindustry including: (1) sharing and promoting knowledge and experiences about sustainability practices in the social, economic and environmental dimensions; (2) closing the knowledge gaps in issues related to sustainability; (3) participating and creating partnerships with international organizations related to sustainable development; and (4) communicating information about the sustainability practices being implemented by the sugar agroindustry.

**Renewable energy.** Recognizing the importance of increasing the use of renewable energy through activities that: (1) promote the generation of renewable electricity using sugarcane residues; (2) promote the use of ethanol in Latin America; (3) exchange knowledge and experiences in the generation of renewable electricity and the production of ethanol; (4) develop new innovative opportunities for the use of sugarcane and beets; and (5) inform the public about the importance of the sugar agroindustry in the generation of renewable electricity for self-consumption and its contribution to the energy matrices of Latin American countries.

## ► UNALA and the SDG 5

The members of UNALA have multiple initiatives in place that support the objectives of SDG 5 on achieving Gender Equality and Empower All Women and Girls. Some examples of these important activities include: Sugarcane Women's Network of Costa Rica (Red de Mujeres Cañeras de Costa Rica), Sugarcane Industrial Agricultural League (LAICA), Costa Rica; Education and

Protection Project for the Construction of Safe Communities for Children and Adolescents, Sugar Consortium of Industrial Companies (CAEI), Dominican Republic; Better Families (Mejores Familias) Program, Asazgua/Guatecaña Guatemala; A Woman Entrepreneur Like You, Perucaña, Agroindustrial Laredo, Peru; and, the "Entrepreneurial Women" Program, Cartavio S.A.A. company, Peru.





**SUGARCANE WOMEN'S  
NETWORK OF COSTA RICA**



# ► SUGARCANE WOMEN'S NETWORK OF COSTA RICA

## LAICA

### Costa Rica

## Objectives and Description

The Sugarcane Women's Network of Costa Rica brings together women involved in the sugarcane industry across the nation. Its mission is to empower and support women working in this sector, promoting their rights, providing them with resources and opportunities for professional development, and advocating for gender equality and social justice. The network offers various programs and initiatives aimed at addressing the specific needs and challenges faced by women in the sector, including training, networking opportunities, and advocacy campaigns. Through its activities, the Sugarcane Women's Network plays a crucial role in promoting women's empowerment and advancing gender equality in the sugarcane industry and beyond.

The Network was established as an initiative of the International Cooperation Project with AI Invest 5.0 funded by the European Union aimed at strengthening agricultural Small and Medium-sized Enterprises (SMEs) in the sector. This initiative brought together 85 women sugarcane producers from the six producing regions of Costa Rica, who worked together with facilitators to determine the strengths and weaknesses that the sugarcane sector has in gender equity management. From this process, the network collaborated with different partners, including UN Women, to strengthen the business management capacities of producers and to raise awareness of their role within the sector. Materials have been published showcasing contributions and achievements the program is making in this field.

LAICA is an organization that promotes the advancement, empowerment, and equality of women within the sugarcane sector of Costa Rica. This includes the women employees of LAICA, those of the sugar mills, and the 2,304 women sugarcane producers. Through various initiatives, programs, and hiring practices, LAICA combines efforts to

materialize its commitment to these issues. LAICA reaffirms its commitment from its sustainability model, both internally and sectoral, throughout its value chain.

Various actions are conducted on gender equity topics aligned with the results obtained in the First National Meeting of Women in the Sugarcane Sector of Costa Rica, which arose within the framework of the Cultivating Future Program under its Gender Equality work axis. Women are organized through the Costa Rican Sugarcane Women's Network, which aims to be a communication bridge between LAICA, and the women sugarcane producers distributed in the 6 sugarcane regions of the country. The coordination of each network is comprised of two sugarcane women from the area representing each region, responsible for informing, promoting, and self-managing various topics of interest to them in their regions.

Additionally, in September 2023, the annual planning meeting was held where the actions carried out by the networks in the different sugarcane regions of the country were presented, and new objectives for the national-level Network

were defined. The objectives are focused on:

- Strengthening the skills of the Network coordinators to provide them with more tools to conduct this work effectively.
- Closing technological gaps.
- Continuing to strengthen business management.
- Providing tools to encourage good practices in cultivation.
- Giving graphic identity to the Costa Rican Sugarcane Women's Network through the design of a logo.

A business management training program for women has been implemented from which 52 small sugarcane producers have graduated. This training program is financed by the BID Lab and the Women Entrepreneurs Finance Initiative (WeFi).

## Related Targets

The Network supports the objectives of the SDG 5 on achieving gender equality and empower women particularly in relation to the following targets: Target 5.1 on eliminating all forms of discrimination against women since the program focuses on empowering and advancing women involved in the sugarcane industry, providing them with employment opportunities and professional development; Target 5.5 on ensuring women's full and effective participation and equal opportunities for leadership at all levels, as shown by LAICA's initiatives for empowerment, advancement, and equal hiring practices; Target 5.a on undertaking reforms to give women equal rights to economic resources by offering various subprograms and initiatives addressing the specific needs and challenges faced by women, through training, work opportunities and advocacy campaigns; and Target 5.C on adopting and strengthening policies for the promotion of gender equality and

the empowerment of women which is evidenced by the program's combined efforts and involvement with major institutions, such as UN Women.

## Challenges

The most important challenges of this program include:

- Achieving greater participation of women sugarcane producers in the network to strengthen associativity.
- Achieving the allocation of resources to design programs that are attractive and relevant to the needs of women. Ensuring that international cooperation agencies design Terms of Reference (ToR) that are tailored to the realities of women. In many cases, the gap between what is requested and what is actually delivered has hindered the effectiveness of such aid, continuing to be a demotivating factor for women.

## Lessons learned

A major lesson learned is that empowering and strengthening women who are sugarcane producers benefit everyone including the sugar agroindustry, the local communities, and the families.

## Results

The Costa Rican Women's Sugarcane Network has been highly successful, as demonstrated by the many positive results that are impacting women working in this sector. LAICA, in alliance with the Business Association for Development (AED), has managed to disseminate, promote and encourage the strengthening of business management among women sugarcane farmers through the WE3A virtual training program.



In addition to strengthening business management, technical training has been provided in agricultural practices according to the specific needs of each region.

As part of this effort, value-added programs are also being designed for women, such as the production of bio-inputs, which will resolve the needs of the sugarcane sector while generating, at the same time, opportunities for women.

With processes such as those carried out with UN Women, the development of leadership capacities has been achieved, which, although there is still much to be done in these areas, allow these skills to be improved in this vulnerable population.

## Interlinkages with other SDGs

The Sugarcane Women's Network of Costa Rica, aligned within SDG 5, bears

interlinkages with: SDG 4 on ensuring inclusive and equitable quality education, and promoting lifelong learning opportunities as evidenced by providing education and training subprograms, networking opportunities, and advocacy campaigns to empower women in the sugarcane industry; SDG 8 on Decent Work and Economic Growth, by promoting and strengthening women's management capacities, providing them with resources and opportunities for professional development; SDG 10 on Reduced Inequalities, as evidenced by the Network's empowering actions, programs and support targeting gender-based disparities; and, SDG 17 on Partnerships for the Goals through important collaboration with various organizations and government entities including BID Lab and the Women Entrepreneurs Finance Initiative (WeFi), FEDECAÑA, UN Women and the European Union.

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# ► EDUCATION AND PROTECTION PROJECT FOR THE CONSTRUCTION OF SAFE COMMUNITIES FOR CHILDREN AND ADOLESCENTS

## CAEI

### Dominican Republic

## Objectives and Description

The project aims to prevent and fight against gender inequality and violence through the development of a culture of gender equality. It promotes the protection of rights, and the strengthening and development of skills in children, adolescents, families, and their community leaders.

Gender inequality is a serious problem affecting Dominican society. It is significantly linked to important cultural and social issues, such as, traditional expectations, teen pregnancy, poverty, gender-based harassment, sex trafficking, to name some.

The project promotes the full development of children, adolescents, and women through implementing protective, inclusive environments based on family, community involvement and gender equality. It has three important components:

1. The promotion of behavioral changes related to the elimination of violence against girls, adolescents and women, new masculinities development, and communities based on gender equality.
2. Community development is based on values and the respect and guarantee of rights.
3. Reading and reading comprehension improvement in children from 1st to 4th grade to guarantee learning. The methodology used was Reading Boosting, which integrates work at schools and teachers as a central focus with families and the community.

## Related Targets

The project is framed within SDG 5 regarding gender equality and women's empowerment. Through its actions it contributes to: Target 5.1 on ending all forms of discrimination against

all women and girls everywhere, Target 5.2 on eliminating all forms of violence against all women and girls in public and private spheres, including trafficking and sexual and other types of exploitation; Target 5.6 on ensuring universal access to sexual and reproductive health and reproductive rights; and, Target 5.c on adopting and strengthening sound policies and enforceable legislation for gender equality promotion and the empowerment of all women and girls at all levels.

## Challenges

The project addresses some specific challenges affecting gender inequality faced by children, adolescent girls, and women in the Dominican Republic. These include:

- Traditional expectations challenged the project, especially for girls. In almost every Dominican home, girls and women are the ones responsible for house chores. Gender inequalities persist through adulthood as these are accepted normal as part of family tradition.
- Teen pregnancy represented an important challenge for the



implementation of the project. One in four women between 20 and 49 years old has had a child before turning 18, and almost half of them had a child before 20. Pregnant adolescents and mothers were very difficult to access by the project.

- Gender-based harassment. Girls in the Dominican Republic face gender-based harassment, which limits their opportunities for the future.
- One of the most important challenges encountered by the project's equal opportunity education approach has to do with addressing the aforementioned issues through effective parenting interventions to reduce exclusive/harsh/abusive parenting and increase positive/constructive parenting practices, especially at low- and middle- income family levels.

## Lessons learned

Several very important lessons have been learned during the implementation of the project. Some include:

- Gender inequality is generally normalized and often invisibly rooted in family and tradition. Family gender norms limit the time girls devote to their studies and shape their perspectives on the role of women in society, thus affecting the careers they pursue. This represented a significant lesson learned.
- To reduce and eliminate gender inequality and violence against children it is necessary to continue to implement and enforce evidence-based, comprehensive, and continuous behavior change strategies targeted

at individuals, family tradition and Dominican society. These should also target adolescents and young adults exposed to gender inequality and violence.

- Strategies must include effective parental education, parent-child interaction relative to child development and, promote positive parenting focused on preventing, reducing, and eliminating gender inequality, maltreatment and violence in children, adolescents, young and adult women.

## Results

Important results were achieved throughout the implementation and development of this project:

- During the first stage of the project, behavioral changes were observed, mainly in adolescent girls and young women. This indicates they have been modifying their belief system. They now easily and freely expose their learning, state their desire to study, be productive women and work for their community.
- Continuity programs in behavioral changes were implemented. These were intended to approach gender inequality by promoting new masculinities and communities that protect gender equality.
- Children, adolescents, and women strengthened their knowledge of gender equality and equity.
- Girls and adolescents obtained tools for self-recognition and management of their emotions.

- Adolescents gained basic knowledge on sexual and reproductive health, to assume their sexual coexistence and sexuality in a responsible manner.
- Adolescent girls and women learned to say YES and say NO without guilt.
- Training on gender equality and violence prevention was implemented with community leaders. This included religious, sports, housewives, and neighborhood associations.
- Groups of men and adolescents were sensitized to the power relations existing in their community. This awareness helps them understand how power is distributed, how it affects their lives and the lives of others and to identify and change these power dynamics to build a more equitable society.

## Interlinkages with other SDGs

The actions of this project are framed within SDG 5, they also bear important interlinkages with SDG 4 on ensuring inclusive and equitable quality education and promoting lifelong learning opportunities for all, as shown by the project's programs on education aimed to improve literacy and reading and reading comprehension in children; and, SDG 16 on developing peaceful, safe and inclusive communities, free of gender inequality and violence, protection of rights, the ending of all forms of abuse, exploitation maltreatment and violence against children, adolescents and families, justice for all and effective, accountable and inclusive institutions at all levels.



## ► BETTER FAMILIES (MEJORES FAMILIAS) PROGRAM ASAZGUA/GUATECAÑA Guatemala



### Objectives and Description

The Better Families Program developed by Fundazucar, the social branch of the Guatemalan Sugarcane Agroindustry (Guatecaña), is an innovative model that promotes Food and Nutrition Security, self-confidence, self-management, and leadership in women, as agents of change for the development and well-being of their families and their communities. It is aimed at women of childbearing age and children under the age of 5.

The objective is to train women in practices for the adequate selection, preparation, and consumption of food, as well as educating mothers in preventive health with sustainable actions that improve mother-child, family and community conditions and support poverty eradication objectives. It also seeks to strengthen community organization to ensure effective processes of self-management and to make food and nutritional security sustainable.

The program places women as the catalyst for development of their families and communities. It also fosters behavioral change and women empowerment. The Food and Nutrition Security part of the program is based on four pillars: (1) availability, (2) access, (3) consumption and (4) biological use of food.

The program has a monitoring and evaluation system, with measurable and quantifiable indicators that allow evaluating the behavioral change in a gradual manner. Due to its positive results, the program has been used by relevant government entities in Guatemala and Honduras. It has also been implemented by 18 social investors which include companies, foundations, and international organizations. Social Investors are individuals or companies that wish to replicate the Fundazucar programs with their own resources in their geographical area of interest. They are called “Investors” because they provide a social investment with a commitment to the development of human capital.

### **Better Families / SPOON BID Program**

Fundazucar was selected by the Interamerican Development Bank (IDB) for the implementation of the regional strategy on behavioral change program called Better Families / SPOON BID Program. The objective of this program was to develop capacities of women of childbearing age on behavioral changes for the improvement of infant nutritional practices. The strategy is based on social communication and interpersonal advice focusing on the first 24 months of the lives of children. The program included the distribution of nutritional supplements for children between 6 and 24 months old. The program started in 2019 in partnership with the Ministry of Public Health covering 80 communities in 8 municipalities in the department of Baja Verapaz. The program incorporated monitoring activities of the nutritional state of children. It also included capacity building activities for women on site and through household visits and counseling to participating families.

### **Related Targets**

This initiative is related to the objectives of Target 5.5 on ensuring the effective participation of women in leadership activities at all levels of decision-making. It also promotes the empowerment of women which is related to the objectives of Target 5.c.

### **Challenges**

One major challenge of this initiative is related to the need to convince participants about the benefits that can be derived from a change of behavior in nutritional, health, and leadership practices. Also, participation of women in this program has been limited since women are sometimes not allowed to take part in meetings by themselves given gender restrictions due to cultural reasons.

Another main challenge is to ensure that the Law of Food and Nutritional Security of 2005 is implemented as the mechanism that allows the elimination of malnutrition in Guatemala. This law defines the responsibilities of the different institutions that promote food and nutritional security.

### **Lessons Learned**

A major lesson learned is that positive changes can be achieved for the benefit of women and families when women are empowered with knowledge and skills in nutrition, health, education, and leadership prioritizing their freedom, autonomy, and self-management. The decades of experience have proved that women who have participated in this program are no longer passive receptors but have become active agents of change achieving major positive transformations of themselves, their families, and their communities.

## Results

Since 1998, the Guatecaña has supported the implementation of the Better Families Program with measurable and verifiable results that confirm its contribution to the welfare and sustainable development of the population. Since its inception, the program has trained more than 532,000 women in Guatemala and Honduras. The program supports efforts for the reduction of poverty and is making a direct impact in the reduction of chronic child malnutrition by up to 7 %.

## Interlinkages with other SDGs

Activities by the Guatemalan Sugarcane Agroindustry related to the objectives of SDG 5 are strongly interlinked to other SDGs in the social dimension of sustainable development including poverty eradication (SDG 1), food security (SDG 2), health (SDG 3), education (SDG 4), water and sanitation (SDG 6), reducing inequalities (SDG 10) and peaceful and inclusive societies (SDG 16).

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**A WOMAN ENTREPRENEUR LIKE YOU  
PERUCAÑA**

# ► A WOMAN ENTREPRENEUR LIKE YOU

## PERUCAÑA

### Agroindustrial Laredo

#### Peru

### Objectives and Description

Although Agroindustrial Laredo is one of the main enterprises generating employment in its area of influence in Peru, there is a significant group of people who need complementary income to cover home expenses that normally cannot be covered due to lack of additional work opportunities. Among this group of people, women have great interest in finding jobs or generating new enterprises; therefore, Agroindustrial Laredo created the program “A Woman Entrepreneur Like You” to promote women entrepreneurship.

The program offers specialized courses free of cost to potential women entrepreneurs to promote economic development and the starting of small enterprises in the different districts where Agroindustrial Laredo operates. The program is being implemented in partnership with municipalities and teaching institutions specialized in short entrepreneurship careers such as catering, cosmetology, and product manufacturing, among others. The final objective is to empower women through the creation and strengthening of enterprises that could generate complementary income to cover home expenditures.

### Related Targets

This initiative is related to the objectives of Target 5.5 on ensuring the effective participation of women in leadership activities at all levels of decision-making, by fostering economic and small business development among women through the strengthening of their existing initiatives

and/or creation of new enterprises. It also promotes the empowerment of women which is related to the objectives of Target 5.b and Target 5.c., as achieved through the specialized, free of cost capacity building in short entrepreneurship careers offered to empower women in their entrepreneurial endeavors.

### Challenges

The most important challenges encountered in the implementation of this project include:

- The need to ensure entrepreneurship capacity development for women to manage and grow their enterprises through time.
- The need to promote financial support for the initiation and expansion of the enterprises.
- The need to provide support for women to formalize their enterprises following legal and administrative procedures.
- The need to promote and facilitate access to the relevant local and regional markets of the products and services generated by the new enterprises.
- Ensure the long-time sustainability of the enterprise.

### Lessons Learned

One of the most important lessons learned is that many women are willing and able to start their own businesses if the right support is provided and an enabling environment is created. When women are empowered with knowledge and skills, they can achieve major positive outcomes that benefit their families and communities. Another main lesson is that public and private organizations

operating in communities need to provide continuous support through time for the operation and expansion of women enterprises that ensure their long-time sustainability.

## Results

About 354 families were received support since the beginning of the program in 2021. In 2023, 123 families have already benefited from the creation of new women enterprises. In total, about 50 new enterprises have been created generating income of approximately \$1.1 million for this time period.

## Interlinkages with other SDGs

Other existing significant SDG interlinkages with the “A Woman Entrepreneur Like You” program, framed within SDG 5, include: SDG 1 on ending

poverty in all its forms everywhere. The program contributes to poverty reduction by fostering economic growth and entrepreneurship for women; SDG 4 on ensuring inclusive and equitable quality education and promoting lifelong learning opportunities for all, by offering specialized, no-cost training programs in short entrepreneurship careers to develop or/and enhance women working skills; SDG 10 on reducing inequalities, by empowering women, reducing gender gaps and ensuring their access to the relevant local and regional markets of the products and services generated by their new enterprises; and SDG 17 on Partnerships for the Goals, by implementing the program in partnership with municipalities, specialized teaching institutions and private organizations to ensure continuous support to women and long-time sustainability to all their entrepreneurial initiatives.

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# ► THE “ENTREPRENEURIAL WOMEN” PROGRAM

## PERUCAÑA

### Cartavio S.A.A. company

#### Peru

## Objectives and Description

The “Entrepreneurial Women” program launched by Cartavio S.A.A. company in 2014 is intended to empower women in its communities of influence. It seeks to enrich the skill set of women and broaden their professional horizons to effectively improve their employment prospects in the community.

The program offers valuable tools and knowledge to improve women’s lives, contribute to their homes and explore new work perspectives. Its objectives are intended to create additional income and open new possibilities for women in the work market of the Cartavio community and its surroundings.

The first objective of the program is to provide women with the ability to earn supplemental income. This is channeled by encouraging participants to acquire new skills and knowledge to enable them to generate money independently.

To strengthen the skills of participants and foster their economic independence, the company promotes a diversity of training options by offering training courses and workshops on topics such as hairdressing, crafts, and event decoration, among others.

The second objective of the program is to open new perspectives in the work market for participants to generate additional income streams for their households. By acquiring relevant and in-demand skills, women increase their employability, enabling them to seek employment or even start their own businesses in sectors related to the skills acquired.

## Related Targets

The objectives of the program contribute to Target 5.1 on ending all forms of discrimination against all women and

girls everywhere, by its actions on empowering women to broaden their skills and promote their economic independence, and, Target 5.c on adopting and strengthening sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels, by the various company policies carried out to ensure the implementation of the program.

## Challenges

Ensuring access and the active participation of community women in the program has been a major challenge, as some of them face time constraints, mobility, or family responsibilities.

Managing uncertainty due to external factors, such as economic crises or changes in government policies impacting the program in an unforeseen manner has also represented an obstacle to be resolved.

## Lessons learned

The response of the communities has been one of the major lessons learned.

They have responded positively and have embraced the program with enthusiasm and an ongoing commitment, allowing the program to become firmly integrated into the life of the communities and generate significant benefits over time.

The impact of uncertainty had to be addressed through the implementation of strategic policies that included flexibility and momentary solutions.

## Results

The program has meaningful results, achievements, and impact on communities of influence of the company:

- Its success is reflected in the fact that the program was initiated in 2014 and is on-going as of the current date.
- It has an annual participation of about 120 women, resulting in a total of approximately 700 beneficiaries.
- The program has maintained a constant presence in the communities over the years, holding four academic terms each year.

## Interlinkages with other SDGs

The “Entrepreneurial Women” program (SDG 5) has important interlinkages with SDG 1 on ending poverty in all its forms everywhere. The program empowers women to generate additional income for themselves and their families, thus contributing to poverty reduction in the communities; SDG 4 on ensuring inclusive and equitable quality education and promoting lifelong learning opportunities for all, by offering training courses and workshops to strengthen their skills and/or develop new ones; SDG 8 Decent Work and Economic Growth. The program promotes economic inclusion of women, by training them in skills and encouraging them to seek employment or create their own businesses; and, SDG 10 on reducing inequalities, by empowering women and reducing gender gaps in access to employment and income, the program contributes to the reduction of inequalities in the communities of their influence.

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## References

[https://www.coazucar.com/esp/cartavio\\_Rcomunidad.html](https://www.coazucar.com/esp/cartavio_Rcomunidad.html)  
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**THE “ENTREPRENEURIAL WOMEN”  
PROGRAM**





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Association of Latin American Sugar Producers (UNALA)  
PBX: + (502) 2215-8000  
Address: 5th avenue 5-55 zone 14  
Europlaza Business Center tower 3 level 17 / 01014  
Guatemala City, Guatemala