



\$5



**TRADITIONAL
RETAILER**

**NO
CHOICE**

3 MILLION





6
OUT OF
10

LOW-COST FOOD

UNEMPLOYMENT



70% WOMEN



**HARD
WORK**



NO HOPE



NO HOPE

“When I started nobody supported me, nobody believed in me, I needed a lot of help to advance and very few gave me any.”

Roberto Ugaldi in Panama



Banca ía



Handwritten graffiti in blue and black ink, including the words "MARKET" and "LEGAL".

Large blue graffiti tag, possibly reading "BANCARIA".

Yellow graffiti tag, possibly reading "SOLERA".

Large black graffiti tag consisting of stylized, interconnected loops.

Red graffiti tag on the white pillar between the window and the door.

Black graffiti tag on the right side of the building facade.

HOPE

HOPE

“When the owner of the shop wants to take over the shop, then he will do it and I’ll lose the only thing I have.”

Claudia Rodriguez in Peru

INSIGHT

OPPORTUNITY

4e, Camino al progreso program



SAB MILLER Camino al progreso.



WEEKS 1-4
RECRUITMENT

WEEK 5
DIAGNOSIS



WEEKS 6-10
CLASSROOM TRAINING &
IN-STORE MENTORING

WEEK 11
MONITORING

WEEK 12
LEADERSHIP

200,000 retailers by 2020



INCLUSIVE GROWTH

ECONOMY & CHANGE

KEY ROLE








BALANCE



HELPING OTHERS



27%



Objective #1: to train them and we realized it was better to listen to them...

Objective #2: stop selling
to them and give them
hope...

Objective #3: stop asking
them to sell more of our
products to now ask them
to gain pride and dignity.



**PROUD
PEOPLE**



EMPOWERING COMMUNITIES

LEADERS & SOCIAL AGENTS



CHALLENGES



EMPOWERING LEADERS



NEIGHBORHOOD WATCH







CREDIT

LEADERS



**10,000 retailers
in two years**



**Percent increase
in average overall sales: 13%**





Number of community project plans
developed: 930

5 PILLARS OF CHANGE

Better business people, better members of
family, better life conditions ...



... y la
... de aprovechada.
... la reconsejeras lo que tienes
... tanta claridad como conejos
... falta, cambiarías de actitud.

2015

| 2015 | 2016 | 2017 | 2018 |
|----------------------|----------------------|----------------------|----------------------|
| 1 2 3 4 | 1 2 3 4 | 1 2 3 4 | 1 2 3 4 |
| 5 6 7 8 9 10 11 | 5 6 7 8 9 10 11 | 5 6 7 8 9 10 11 | 5 6 7 8 9 10 11 |
| 12 13 14 15 16 17 18 | 12 13 14 15 16 17 18 | 12 13 14 15 16 17 18 | 12 13 14 15 16 17 18 |
| 19 20 21 22 23 24 25 | 19 20 21 22 23 24 25 | 19 20 21 22 23 24 25 | 19 20 21 22 23 24 25 |
| 26 27 28 29 30 31 | 26 27 28 29 30 31 | 26 27 28 29 30 31 | 26 27 28 29 30 31 |

Las Brasas de San Benito
... su distinguido Aliento
... de la Mejor Calidad
Platos a la Carta

Calle 57 No. 19 - 05 Sur • B. San Benito Tel: 767 6016

SEPTIEMBRE OCTUBRE NOVIEMBRE DICIEMBRE

| SEPTIEMBRE | OCTUBRE | NOVIEMBRE | DICIEMBRE |
|--|---|--|---|
| 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 | 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 | 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 |

CRÊPES WAFFLES
Abierto en el Turno
el mejor sabor de comidas
Crêpes & Waffles
Café Express
Americana Natural
Cacahuetes
Milo
Agua Natural
Maltado
Cerveza

AGENTS OF CHANGE



PARTNERS

FUNDES
LATINOAMÉRICA

 **IDB**
Inter-American
Development Bank

 **MIF**
Multilateral Investment Fund
Member of the IDB Group





**SOCIAL &
ECONOMIC IMPACT**



THIS IS WHY I SAY...

PROSPERITY & HOPE
is here



#changetheworld

@catalinitaga

@lider4e

www.caminoalprogreso.com