

# TROPICALIA





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**SUSTAINABILITY REPORT**  
2014





# TROPICALIA

REPÚBLICA  
DOMINICANA

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## A word from Adriana

As CEO of Cisneros, it's with great pleasure that I share yet again another year of sustainability reporting at Tropicalia, Cisneros Real Estate's (CRE) flagship development project located on the southern shores of the Samaná Bay in northeast Dominican Republic. Though this is our fourth report, we are actually celebrating our 7th anniversary of driving sustainability in our business, our foundation, and the Miches community.

This report provides an in-depth look at our advances in 2014 and their relationship to sustainable environmental, economic, and social growth of a destination that we hold so dear. We value above all else the intimate connection that exists with our surroundings, our people and our stakeholders at large, and continue to understand that Tropicalia's success depends on the welfare and upward mobility of the local community. As such, every year we make continuous improvements upon our capacity to implement comprehensive, best practices when making business decisions, and this year was no exception.

Tropicalia's long term vision is built upon relationships with partners that share similar values; 2014 marked the selection and engagement of the design team for Tropicalia's master plan, golf course and first hotel anchored by Four Seasons. We are happy to welcome partners such as Isay Weinfeld and Gensler, who bring vast experience in sustainable and timeless design through the use of local resources and ensuring the preservation of the natural environment.

Tropicalia also continued working with The Ocean Foundation (TOF), a unique community foundation with a mission to support, strengthen, and promote those organizations dedicated to the protection and conservation of ocean environments around the world. As with our 2013 Sustainability Report, TOF is our third party auditor and has not only positively verified the information provided in this report, but has also expanded the scope of their work to draft a Sustainability Management System (SMS) that accounts for baseline data and benchmarks that will allow us to compare, contrast and monitor progress on our commitment to sustainability.

This year we celebrated the 9th edition of our annual Tropicalia Sustainability Committee meeting, an interdisciplinary governance body comprised of Tropicalia, Fundación Tropicalia and corporate executives, managers and external advisors. This Committee is an internal, voluntary and strategic governance mechanism that allows our team to brainstorm and tackle head-on the most pressing sustainability challenges that we all encounter in our various management areas, whether it be master plan design, architecture, construction and development strategy, or financing and community relations. As in previous years, the meeting had productive outcomes, and forges our path as we enter 2015 and beyond.

As for our foundation's work, in 2014 Fundación Tropicalia's existing programs were met with unprecedented levels of success. For example, our all girls' summer camp "Soy niña, soy importante" (SNSI) more than doubled its reach, serving 250 at-risk girls from three different communities. To support this growth, Cisneros launched

a fundraising campaign with its US-based employees, friends and family; the response was overwhelming, and not only did we reach our fundraising goal, but the campaign marked a new milestone in our employee engagement programs and corporate history. In addition, we created a volunteer program through which local Dominican professionals donated their time and expertise to the operation of the camp. These new programs are quintessential examples of the synergies we strike between the business, the local community and our foundation.

Regarding Fundación Tropicalia's scholarship program in partnership with Universidad ISA, we welcomed three new students in 2014, for a total of 16 scholarship students from Miches, three of which made Dean's List this year.

All of this inspiring work is the reason why Tropicalia was shortlisted for the Ethical Corporation Responsible Business award for "Most Effective Domestic Community Investment," and was also featured in an interview with the Shared Value Initiative. Even before its physical development, Tropicalia is already becoming internationally recognized as a sustainable tourism and ethically responsible venture.

Finally, in 2014 Fundación Tropicalia made its debut on social media. Our Twitter, Facebook, and Instagram accounts are additional avenues for dialogue and transparency, a communications commitment we've embraced since signing on to the United Nations Global Compact in 2010. As we look to 2015, while Tropicalia continues consolidating its pre-construction strategies, we are thankful to all those who have supported us throughout the years and who share our vision for the future.

.....  
I hope you enjoy reading our report,  
**Adriana Cisneros de Griffin**





 **THE DESTINATION**





## Tropicalia

Born from a vision of appreciation for the natural environment, Tropicalia is a low-density, low-impact, high-end development that integrates luxury travel with environmental integrity. A project of Cisneros Real Estate (CRE), envisioned by its owner Gustavo A. Cisneros, and under the direction of Chief Executive Officer Adriana Cisneros de Griffin, this environmentally and socially responsible tourism and real-estate development will offer a world-class hotel that hosts a mix of adventure and leisure activities.

Located on the shores of the serene Samaná Bay in northeast Dominican Republic, in the municipality of Miches, Tropicalia's setting is one of unspoiled and secluded natural beauty. Rolling hills, mangroves, white-sand beaches, coconut plantations and tropical forests surround Tropicalia, contributing to an atmosphere of intimacy with endemic wildlife and the natural environment.

Following a low-impact design inspired by local Dominican culture and history, Tropicalia is a master planned tourism development comprised of a luxury beach resort, branded real estate, a world-class spa and 18-hole golf course designed by the internationally acclaimed Tom Doak. Tropicalia is set on incorporating rigorous development standards and state-of-the-art construction technologies, in an effort to become a model for sustainable, environmentally responsible, and luxurious tourism.

In 2013 CRE held a global architectural competition to select a design architect for Tropicalia's first hotel anchored by Four Seasons and announced the winner, Isay Weinfeld, in early 2014. Isay Weinfeld's design emphasized sustainability and the integration of local cultural and architectural traditions. The firm will join Tropicalia's design team and work alongside Gensler and EDSA, executive/landscape architect and master planner, respectively. 2014 also marked the completion of the conceptual design for the master plan, golf course and first hotel.



## Fundación Tropicalia

Tropicalia actively supports the socioeconomic development of Miches and its surrounding communities via its foundation, Fundación Tropicalia, established in 2008. Fundación Tropicalia collaborates with the public and private sectors, civil society, academia, and international organizations to build productive working relationships to position Miches as a sustainable tourism destination. With seven years of field experience, the Fundación Tropicalia team has acquired the on-the-ground and technical knowledge required to: successfully identify, develop and implement high-impact projects in consensus with the local community; effectively work toward the sustainable prosperity of the region; and drive shared value<sup>1</sup> for both Tropicalia and the community. Fundación Tropicalia concentrates its efforts in four main program areas: environment, education, productivity, and wellbeing and culture.

<sup>1</sup> Tropicalia's sustainability strategy is influenced by the concept of shared value, which focuses on the connections between societal and economic progress. It recognizes that societal needs, not just conventional economic needs, define markets, and that addressing societal harms and constraints does not necessarily raise internal costs. Firms can innovate via new technologies, operating methods, and management approaches, resulting in increased productivity and market expansion. Kramer, Mark R. & Porter, Michael E., "Creating Shared Value: How to reinvent capitalism – and unleash a wave of innovation and growth". Harvard Business Review. January-February 2011, pgs. 4-17.



## SAMANÁ BAY



LOS HAITISES NATIONAL PARK

LA GINA BAY

TROPICALIA

LAGUNA REDONDA

FUNDACIÓN TROPICALIA

LAGUNA LIMON

Miches

## Miches & the Samaná Bay, Dominican Republic

Tropicalia is located on the southern shores of the Samaná Bay, in the municipality of Miches, of the El Seibo Province on the northeastern Atlantic coast of the Dominican Republic. The Samaná Bay is recognized as one of the most beautiful bays in the world, and in the winter and spring months over 3,000 humpback whales migrate to the shallow, protected bay waters to calve their young. Adjacent to the bay is Los Haitises National Park, which contains protected islands that serve as nesting grounds for pelicans and frigate birds, caves with pre-Columbian pictographs and petroglyphs, and mangrove-lined river tributaries. Boasting stunning landscapes and unparalleled biodiversity, Samaná Bay and Los Haitises National Park are two of the Dominican Republic's natural treasures.

The El Seibo Province possesses many natural attractions, including beaches, mountains, rivers, waterfalls, lagoons, and caves. Within the province are four protected areas: the Laguna Redonda and Laguna Limón (classified as Nature Reserves), the La Gina bay (habitat and species management area), and the El Seibo-Miches roadway (a protected terrestrial landscape).<sup>2</sup> The area also features spectacular historical attractions, like the Santa Cruz Church<sup>3</sup> and the Battle of Palo Hincado Monument,<sup>4</sup> important historical and cultural landmarks.

<sup>2</sup> "Evaluation of Needs and Cost Analysis to Meet the Millennium Development Objectives." Presidential Commission on the Millennium Objectives and Sustainable Development (COPDES), 2006, page 93.

<sup>3</sup> Built in 1556, this preserved example of New World architecture is still used as a local parish. The main treasure of the basilica is a True Cross, or a piece of wood from the cross on which Jesus Christ was crucified, donated to the church by the Vatican. Paintings, jewels, and other artifacts date back to the 15th and 16th centuries.

<sup>4</sup> The Battle of Palo Hincado was the first major battle of the Spanish re-conquest of Santo Domingo from French occupation. The battle was fought on November 7, 1808, at Palo Hincado savanna, near El Seibo. A force of 2,000 Spanish Dominican and Puerto Rican troops defeated the French army of 600 troops. This victory became the third major war event symbolizing the triumph of Dominican will, the first being the victory over the British in 1655, and the second being the Battle of the Sabana Real in 1691.



Boasting a population of approximately 21,000 people, the region's main economic drivers include agriculture, cattle-raising, artisanal fishing, local artisan crafts and small businesses. But being an emerging rural community, Miches struggles with limited market access, low levels of education, and scarce employment opportunities; according to the Dominican Republic National Statistics Office (ONE), 70.7% of households in the El Seibo province lived in poverty in 2010.<sup>5</sup>

Luckily, much exciting work has been done in the past six years to combat the historically slow pace of socioeconomic development in the isolated region of Miches and El Seibo. Improvements made this year to the highway connecting Miches and Punta Cana will radically increase access of the international airport and new tourism markets to Miches and Tropicalia. New roads will bring in new opportunities, and Tropicalia remains committed to taking advantage of those opportunities in a responsible manner. Tropicalia hopes that its provision of stable jobs, creation of a local supply chain, and contribution towards community-based development will not only continue to renew economic growth and diversification in Miches and other nearby communities, but will also position the entire region as a sustainable tourism destination.



## Sustainability

Located in a captivating, unique place where the sea and mountains are joined by Laguna Redonda, coconut forests and kilometers of palm-lined beaches, Tropicalia's master plan promises a low-density, low environmental impact and an absolute respect for natural surroundings. It is, therefore, no surprise that sustainability is at the heart of Tropicalia's corporate philosophy. Tropicalia employs a responsible, stakeholder approach to management in the tourism industry, and applies several theoretical frameworks like catalytic philanthropy, corporate responsibility and shared value, among others, to ensure that economic, social and environmental issues are considered when making business decisions.

<sup>5</sup> "Number of households in terms of overall and extreme poverty by province, 2002 and 2010." National Statistics Office, September 19, 2014.

Tropicalia remains committed to human rights protection in accordance with the Universal Declaration of Human Rights, abides by all laws and labor standards, and works against corruption by holding open and transparent dialogue with government officials and other stakeholders. Throughout its different development phases, Tropicalia will more robustly translate these commitments into policies that advocate for gender equity, support equal opportunity employment, refute child labor, and encourage the individual freedom of association, all in compliance with the ten principles of the United Nations Global Compact. Currently, over one third of Tropicalia's employees are women, local residents are employed, and all operations utilize local community engagement.

In 2014, Tropicalia worked once again with The Ocean Foundation (TOF), who focuses on the complex and cumulating issues related to sustainability and responsible travel. Expanding the scope of their work, TOF together with Tropicalia identified benchmark indicators and began elaborating a Sustainability Management System (SMS), a self-monitoring, sustainable development plan that will allow the project to measure its environmental and social impact over time. The SMS focuses on three elements: sustainability criteria and indicators derived from global reporting guidelines; baseline data benchmarks for future comparison and tracking drawn from Environmental Impact Assessments, Environmental Compliance Reports, and other project documents; and management recommendations based on international best practices and baseline data.

By implementing this self-monitoring scheme early on, Tropicalia can fine-tune business strategy, render quantifiable results, and identify new projects and partners that create collective value. A draft of the SMS will be completed and vetted by Tropicalia's Sustainability Committee in 2015, with hopes of piloting its implementation by 2016.



### Key commitments to sustainability:

- Protection & conservation of the natural environment.
- Partners & providers selected based on shared value creation and their commitment to sustainability.
- Design & development standards that guarantee quality and environmentally-sound construction techniques.
- Local economic diversification & community development fomented by Fundación Tropicalia programs in the Miches community.









## Environmental Compliance Report

Every six months Tropicalia submits an environmental compliance report for approval to the Ministry of Environment and Natural Resources (MIMARENA). In 2014, two reports were submitted and approved, contributing to a total of eight environmental compliance reports completed to date.

These reports build on the work previously done in the Environmental Impact Study, and further evidence Tropicalia's commitment to ensuring minimal environmental impact. Tropicalia continues to identify, monitor, and manage significant environmental aspects within resort operations, including but not limited to:



- Water and energy use.
- Recycling and disposal of solid waste and sewage.
- Management of hazardous substances and gas emissions.
- Community and cultural development via the employment of a local workforce consistent with human resources policies.



## Costa Esmeralda Beach Rescue

In order to further conservation efforts and to enforce environmental regulations, Tropicalia and Fundación Tropicalia work with local authorities on a Costa Esmeralda Beach Rescue program. Efforts include staving off motor vehicle traffic, reducing inadequate solid waste management and littering, and raising environmental awareness through environmental talks and trainings for beach staff. This year, Tropicalia and Fundación Tropicalia continued their support in conserving 200 linear meters of coastline, resulting in increased visibility of environmental regulations on Miches' beaches.





The environmental compliance report also outlines Tropicalia's Program of Management and Environmental Adaptation, which establishes procedures compliant with environmental regulations, and enables the prevention, control, mitigation, compensation and correction of environmental impacts identified within the footprint of Tropicalia.

Since Tropicalia has not yet started physical building and infrastructure development, environmental compliance reports in 2014 focused on baseline data measurements. For example, water quality, noise pollution, and gas emissions were surveyed and monitored at the Tropicalia site this year. These surveys will inform Tropicalia on how to both mitigate impact during the construction phase and prevent future impact through strategic infrastructure and design development that incorporates this baseline environmental data.



## Laguna Redonda Watershed Research Project

Last year, Fundación Tropicalia commissioned an environmental study to analyze water quality in Laguna Redonda, a protected habitat and brackish water lagoon located just east of Tropicalia. This 12-month study began in late 2013, and culminated this year in mid-October. The study took daily water samples for the entire year and analyzed these samples in order to precisely identify contamination sources in order to create accurate mitigation strategies to protect both water quality and the surrounding habitat.

The research includes three main sections:

- Associated environmental aspects.
- Lagoon water quality.
- Meteorological variables.

Ten reports were released in 2014, adding to a total of 12 reports in the study. By mid-2015, Fundación Tropicalia will receive a full report analysis, and more importantly strategic recommendations that will inform the design and development of its environmental programs.





EDUCATION







## School Renovation & Maintenance Program (PRyME)

In 2014, Fundación Tropicalia celebrated the seventh anniversary of the School Renovation and Maintenance Program (PRyME); an administrative and infrastructure support program which has reached twelve public primary and secondary schools. An essential piece of the PRyME methodology is the integration of the education community; PRyME's success is evident when community leaders become project managers. Where the program provides materials, the community coordinates the project, recruits volunteers and sets deadlines for completion. As a result of a fruitful partnership with the Ministry of Education and the local School District, to date the PRyME network impacts the lives of nearly 3,000 students and more than 100 teachers, representing approximately 70% of the Miches school district.

This year, Fundación Tropicalia hosted its annual PRyME party with approximately 250 education stakeholders to celebrate the previous year's work and publicly recognize outstanding school administration. They also retouched Liceo Padre Daniel's school mural (a 2011 PRyME contribution) and supported the following projects in these schools:



### Liceo TV Centro La Gina

The La Gina High School repaired their basketball hoops and backboards, repainted the basketball court and surrounding stands, and landscaped the school's grounds. In addition, general paint touch-ups took place on the entire campus. This work impacted five teachers and 149 students.



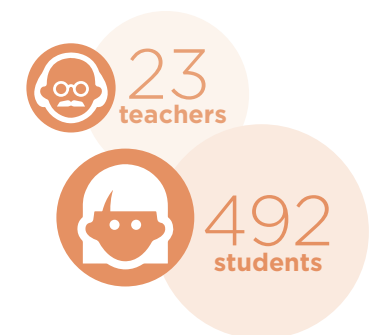
### La Mina Primary School

The La Mina School reconstructed their sports stands, built a new garbage disposal system, and retouched a mural. The school matched Fundación Tropicalia's contributions, and was able to fund 45% of the project, showcasing its financial and administrative autonomy. This work impacted 18 teachers and 343 students.



### IN TOTAL

In total, the 2014 efforts of the PRyME program impacted 23 teachers and 492 students in two schools. As for the remaining nine schools in the PRyME network, Fundación Tropicalia consistently supports their success by playing an advisory role in maintenance, management and academic processes.







## Scholarship & Cultural Exchange Program

Fundación Tropicalia coordinates a scholarship and cultural exchange program with Universidad ISA (Instituto Superior de Agricultura or UISA) to support young Micheros' academic, professional and personal development. UISA is a four-year university specializing in agricultural sciences. Every year three scholarships are awarded to outstanding Miches high school graduates to pursue their engineering degree in agronomy, animal production, or food technology; an education degree in natural sciences; or a bachelor's degree in business administration.<sup>6</sup> Fundación Tropicalia and UISA provide work-study, cultural and professional exchange opportunities, and on-campus counseling support, as well as parent meetings in Miches.

In 2014, Fundación Tropicalia and UISA selected three new scholarship students, and in addition supported three other students who received full scholarships from the Ministry of Education and the National Institution for Education and Training of Teachers (INAFOCAM) to pursue their careers in Natural Sciences Education. In total, Fundación Tropicalia supports 16 Miches students at UISA.

## EDUCA partnership

2014 marks the second year of Fundación Tropicalia's membership on the board of EDUCA, an NGO established by private sector leaders concerned about the quality of education in the Dominican Republic. EDUCA remains one of the most important influencers in Education Public Policy. Throughout the year, EDUCA has provided technical advising and counseling regarding education in Miches and the surrounding communities. EDUCA also supported the fundraising campaign through Friends of EDUCA for Fundación Tropicalia's all girls' summer camp "I'm a girl, I'm important", discussed on page 32 of this report.

<sup>6</sup> Miches students that pursue a degree in Natural Sciences Education are awarded a full scholarship from the MINERD/INAFOCAM. Fundación Tropicalia provides these students with socio-emotional, work-study and professional support services offered to all FT/UISA scholarship students.

## Extracurricular Programs

### Junior Achievement Dominicana (JADOM):

In 2010, Fundación Tropicalia designed and implemented the League of Enterprising Farmers in Training (LEAF), in order to strengthen values, leadership and entrepreneurship by teaching students the skills and profitability of responsible farming. In 2013, Fundación Tropicalia joined forces with JADOM to fortify the entrepreneurship content of the LEAF program. As a result, in 2014 the LEAF program successfully transitioned into a JADOM initiative, focusing entirely on developing an entrepreneurial spirit in high school students, and allowing them to apply their interests to any sector. This year in partnership with JADOM, Fundación Tropicalia brought a business course to 200 students in two high schools, Liceo TV Centro La Gina and Liceo Padre Daniel, doubling the program's reach. The 168 students who successfully completed the program have the opportunity to participate in Fundación Tropicalia's micro-entrepreneurship programs, including a Business Plan Competition rolled out in partnership with the Inter-American Development Bank and scheduled for 2015, where the winners receive technical assistance to further develop their business idea.

### Arts and Crafts Workshops:

In October 2014, Fundación Tropicalia launched an extracurricular pilot program for students at the La Mina primary school to support their interests in and aptitude for the arts and creative thinking. A series of 3 month long workshops encouraged abstract thinking using the elements of color, shape, measurement, and transposition. This program benefitted a total of 75 students divided up into three workshops: Jute, for students interested in building materials with fibers; Cloth, for students with skills for making clothing; and Recycling, to encourage students to think creatively about recyclable materials. In addition, Fundación Tropicalia partnered with Green Love (a recycling company based in Santo Domingo) and worked alongside with community leaders to organize a trash collection system in the Lucas Guibbes Primary School. Through this effort, students participated in recycling education workshops, impacting 641 students and 20 school staff.





 **PRODUCTIVITY**







## A Sustainable Tourism Supply Chain in Miches

2014 marks the second year of the 36-month USD 1.6 million project “Inclusion of the Micro and Small Enterprise (MSE) into the Sustainable Tourism Supply Chain in Miches,” an initiative supported by the Inter-American Development Bank’s Multilateral Investment Fund (IDB/MIF). This project seeks to cultivate local supplier demand for Miches and Tropicalia by strengthening the productive capacity of the local agricultural sector and supporting its growth via market access. Additionally, the program seeks to support a thriving MSE community that can provide tourism services in the years to come.

This sustainable, environmentally responsible, and local supply chain in Miches will meet the future demand generated by the local tourism sector, as well as other anchor companies in the region. The greenhouse established in La Gina in 2013 and 45 of the 110 beneficiaries of this program in 2014 were originally supported by the previous United States Agency for International Development (USAID) and Rural Economic Development Dominicana (Fundación REDDOM) program that aimed at diversifying agricultural production, demonstrating continuity in Fundación Tropicalia’s initiatives.

As of December 2014, Fundación Tropicalia had received over USD 191,950, representing 25.7% of MIF’s total planned investment. Principal results of the first phase of the project include: a baseline study that will enable measurable results by the program’s end; the registration of 110 participants who receive training workshops and continuous technical assistance in best agricultural practices and organic production; the identification of three anchor companies committed to procuring goods from Miches producers; the constitution of a multiple services cooperative, COOPROMI (*Cooperativa de Producción y Servicios Múltiples de Miches*), the very first of its kind in Miches; and the design and launch of a new microfinance tool in partnership with Fondesa, among other milestones.

Additionally, in October and November of 2014, Fundación Tropicalia coordinated a series of workdays to restore a facility in the Hato Jovero community that would serve as a training center for participants in the “Micro and Small Enterprise into the Sustainable Tourism Supply Chain in Miches” project. Renovations and maintenance included plastering, painting, roof repair, security installation, window shades and electric wiring. This work was completely funded by the IDB/MIF, Fundación Tropicalia and World Vision, and executed by community volunteers coordinated by the Hato Jovero Neighborhood Council.

This initiative is a quintessential example of shared value: While Fundación Tropicalia nourishes and supports the maturation of a local supply chain that can meet market demands of the tourism industry, the same project redefines conventional supply chain markets in the region by sourcing from small producers while simultaneously diversifying economic activity (so that it’s not 100% dependent on tourism) thereby strengthening the local economy and securing long term prosperity in the region.





**The project activities are divided into five components:**

In fact MSEs not only account for the majority of existing jobs in the Caribbean, they are the generators of most new ones. According to the Association of Caribbean States, MSEs represent 90-95% of the businesses created in the manufacturing, trade, and services sectors, generate 85-90% of new jobs in these industries, and contribute approximately 30-40% of GDP in Latin America and the Caribbean. MSEs offer potential for the creation of locally relevant product and service innovation, and are one of the most effective and realistic vehicles for combatting unemployment and poverty, making the IDB/MIF initiative one of Fundación Tropicalia's most impactful.

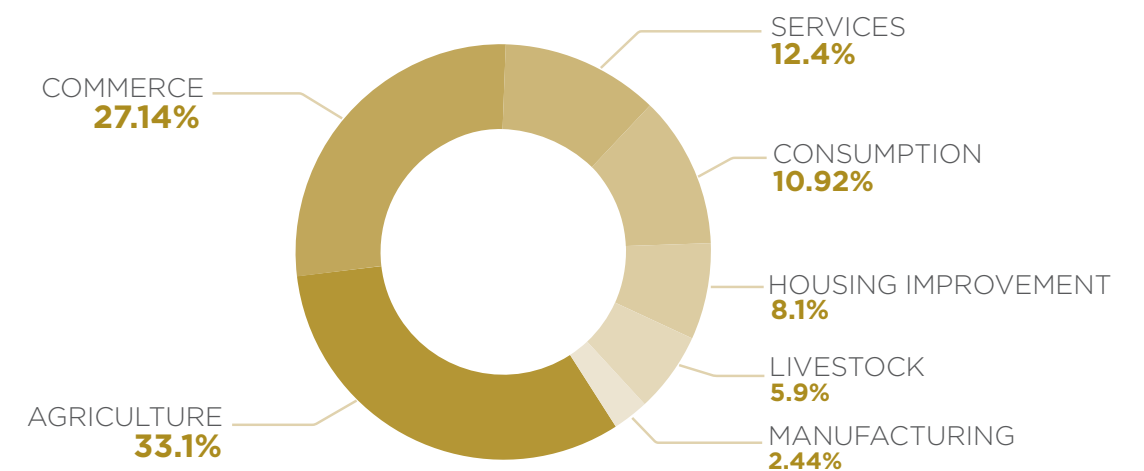
1. Strengthen the administrative and commercial management of local producer organizations.
2. Improve the quality of agricultural produce and diversification.
3. Support entrepreneurial initiatives that service the tourism industry.
4. Producers and entrepreneurs access financing via a microcredit program.
5. Knowledge and strategic communication to promote inclusive business models in other tourist destinations.

## Microfinance for Local Entrepreneurs

Fundación Tropicalia continues to maintain a strong partnership with Fondo para el Desarrollo, Inc. (FONDESA), a non-profit, microfinance institution that provides financial intermediation services to small microenterprises and farmers. To date, FONDESA has placed over 185.257 million Dominican pesos in the form of microloans for local entrepreneurs, impacting the following sectors: agriculture, commerce, services, consumption, housing improvement, livestock, and manufacturing.

In 2014 alone, 784 loans were issued, totaling more than DOP 41.35 million. These loans strengthened 1,011 jobs and benefited 986 families; 41.6% of FONDESA's clients are female.

### Sectors benefited by FONDESA:



Fundación Tropicalia also worked closely with Fondesa officials to roll out a new, customized microfinance product for the farmer and beneficiary of the IDB/MIF project (see A Sustainable Tourism Supply Chain in Miches, page 26). Offering competitive interest rates and flexible repayment terms, 18 Miches farmers have accessed this financial tool, representing a total of 2 million Dominican pesos in support of agricultural diversification.

<sup>7</sup> Figures published in the 2013 Sustainability Report did not reflect up-to-date data. Corrected FONDESA data for 2013 is as follows: "To date, FONDESA has placed over 143.52 million Dominican pesos in the form of microloans for local entrepreneurs, impacting the following sectors: agriculture (31.3%), commerce (29.14%), services (11.23%), consumption (13.83%), housing improvement (8.41%), livestock (5%), and manufacturing (1%). In 2013 alone, 776 loans were issued, totaling more than DOP 38.52 million. These loans strengthened 902 jobs and benefited 914 families; 38.2% of FONDESA's clients are female."





**WELLBEING & CULTURE**



Miches





*The Global Gender Gap Report*, published annually by the World Economic Forum since 2006, provides a framework for capturing and comparing the magnitude and scope of gender-based disparities around the world. The index incorporates gender gaps on economic, political, education and health-based criteria. In 2014, the Dominican Republic ranked 78th out of 142 countries; politically, women compose only 21% of parliament and hold only 16% of ministerial positions; economically, the Dominican Republic ranked 56th based on Estimated Earned Income (EEI) and 75th based on wage equality for similar work for women compared to men. SNSI was designed and is being developed to contribute to curbing these trends.

The Ethical Corporation, a UK based group that provides ethical business intelligence to over 3,000 multinational companies every year, hosts an annual Responsible Business Awards event. Out of 400 submissions across various categories, Tropicalia was shortlisted for the category “Most Effective Domestic Community Investment” specifically highlighting the SNSI program. A panel of European academics made the selections and considered nominees from around the world; though Tropicalia maintained its runner-up position, Ethical Corporation selected the Turkey-based cell phone company, Turkcell, for its “Women Empowerment in Economy” (WEE) project, highlighting the critical role that women and girls play for economic development.

## “Soy niña, soy importante” (I’m a girl, I’m important) Girls Summer Camp

This was the second year of Fundación Tropicalia’s “Soy niña, soy importante” (SNSI) or *I’m a girl, I’m Important* all-girls summer day camp. SNSI hosted three, one-week long sessions, served 10 communities and more than doubled its size this year, bringing together 250 girls ages 9-12. Girls learned about self-esteem, safety, career and personal development, and health through sports, dance and other fun, recreational camp activities. The camp’s objective is to remind girls of their value in society, and instill in them the socio-emotional skills needed to make informed and important decisions like staying in school, staying safe and timely family planning. To support the camp’s growth, Cisneros engaged its US-based employees, friends and family via the launch of its first company-wide fundraiser and offered a corporate match. The response was overwhelming, and thanks to more than 15 corporate collaborators and 90 individual donors, Cisneros raised USD 22,455, more than 20% beyond its fundraising goal.



*“We have a lot of fun. Each day we have a different activity in which we learn to respect our body and the bodies of others.”*

**YULEISY CONTRERA**  
11 years old

Community Newsletter, Ed. 20,  
September 2014.



## Adult Literacy Program

2014 is the fourth year Fundación Tropicalia implements its Adult Literacy program (PAA), which took place with two local partners: Estancia La Querencia, a local organic farm, and the Liceo TV Centro La Gina. The program teaches adult learners how to read and write, and encourages them to return to school and finish their high school education. Not only do PAA students learn the basics of reading and writing, but they also undergo a personal transformation that directly impacts their quality of life, emerging with greater confidence and self-esteem when it comes to managing day-to-day activities. For example, now a parent can help her children with homework, or understand a cell phone bill. Classes lasted nine months and supported the Dominican government's national literacy plan, *Quisqueya Aprende Contigo*. Visual difficulties presented a significant barrier to student performance; thanks to volunteer optometrists, Fundación Tropicalia offered free eye exams, reading glasses and contact lenses. As a result, 10 adults successfully completed the program and continued their primary and secondary school education.



*"Young people, through teamwork, learn the benefits of collaboration. Copa Tropicalia contributes to the overall development of those who, in a few years, will be in charge of building our society's future."*



**GUSTAVO A ROMÁN**  
Fundación Tropicalia General Coordinador  
Community Newsletter, Ed. 19, June 2014.



## Copa Tropicalia

2014 marked the fifth annual Copa Tropicalia, a youth baseball tournament that brings together members of the community and promotes exercise, recreation and healthy competition. As in previous years, volunteers of all ages contributed to fixing-up the Miches baseball stadium "El Catcher", including lawn mowing, garbage collection and grounds cleaning, repairing the perimeter fences and dugouts, and painting. The single-elimination tournament gathered hundreds of spectators for a day of recreation and banter. The Miches team emerged champion of yet another Copa Tropicalia, and all teams won prizes of baseball equipment for future practice.





## Community Newsletter

In 2014 Fundación Tropicalia continued the publication and circulation of its Community Newsletter, issuing five new editions. Given alternative communications strategies, such as radio interviews with Fundación Tropicalia staff and stakeholder meeting with community members, circulation of community newsletters changed this year to once every 6-8 weeks, resulting in fewer newsletters than in previous years. With each edition, Fundación Tropicalia circulates 2,000 copies of the newsletters in more than 50 distribution points in Miches. The mission of the Community Newsletter centers on promoting informative and educational content for adults and children in themes related to sustainable development, individual and civic responsibility, and local leadership.



## Cultural Initiatives

This year Fundación Tropicalia continued its support of local cultural initiatives in partnership with Artemiches, the local government, and local artisans. Highlights from the initiatives supported this year include:

- The annual and historically significant *Carnaval* celebrations, in partnership with Miches City Hall.
- The annual *Día del niño* (“Kids’ Day”) festivities in three local schools, an event in December just before Christmas. This celebration impacted around 600 students, as well as the schools’ teachers, administrators, and other local community members.
- The “Fiesta de Palos” during the *Patronales* festivities, a historically significant celebration where Miches honors its patron saint San Antonio de Padua. Fundación Tropicalia partnered with new local actors to impart music and instrument workshops to fabricate and play *atabales*, a traditional percussion instrument of the region.
- The annual initiative “A New Face for Miches,” designed and implemented by Artemiches and the Ministry of Culture, and funded in partnership with World Vision and Miches City Hall. This initiative works to restore the facades of dozens of Miches homes that line the streets of the town’s main entrance.

A total of 25 volunteers came together to design and paint Miches’ inspired murals on the facades of 40 homes.

- The annual and historically significant *Carnaval* celebrations, in partnership with Miches City Hall.
- The annual *Día del niño* (“Kids’ Day”) festivities in three local schools, an event in December just before Christmas. This celebration impacted around 600 students, as well as the schools’ teachers, administrators, and other local community members.

*“The integration has been fundamental, allowing current [cultural] initiatives to have a greater impact.”*



**CEFERINO MONI REYES**  
Community Newsletter,  
Ed. 19, June 2014.



EFFECTIVELY ADVANCING  
SUSTAINABLE DEVELOPMENT:

 **7 YEARS IN REVIEW**



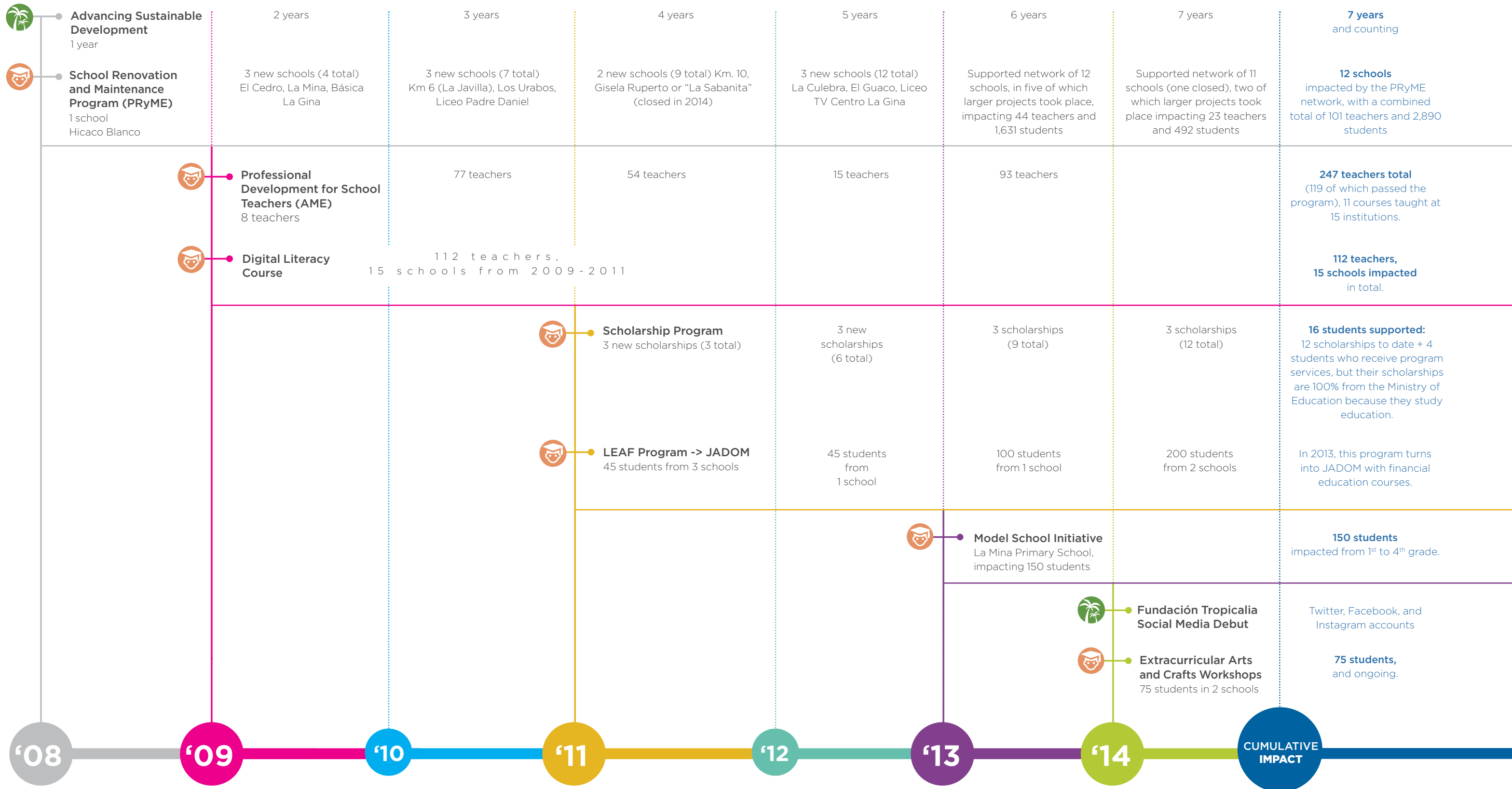




THE DESTINATION



EDUCATION



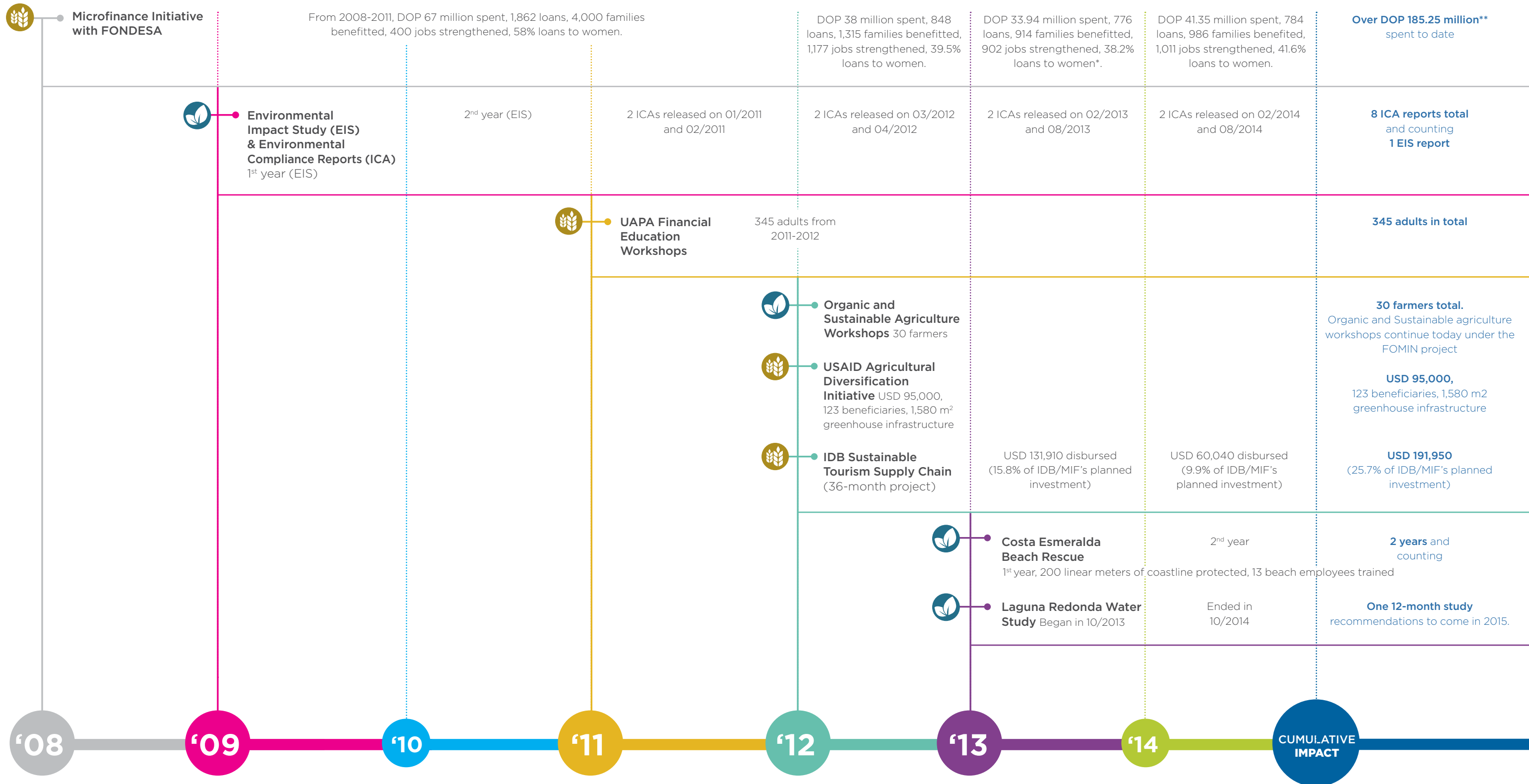




PRODUCTIVITY



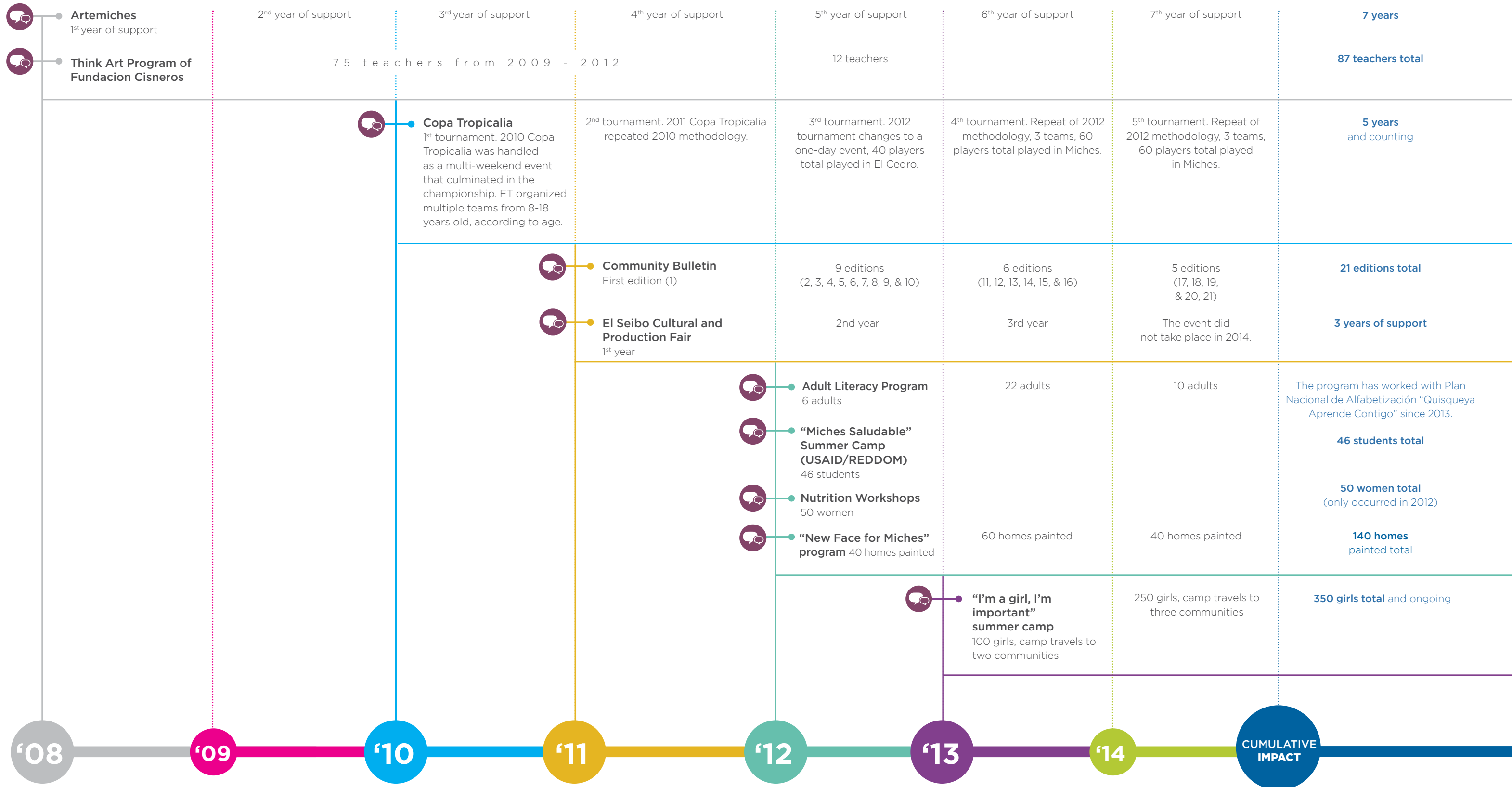
ENVIRONMENT



\*Total number of loans, families benefitted and jobs strengthened in 2013 do not include numbers reached in the month of March.  
 \*\*This total amount represents rounded figures and therefore the sum of each annual amount spent and the total are not identical.



 **WELLBEING & CULTURE**







**ALLIANCES**





## Government

### **Municipality of Miches**

2008-present. Tropicalia/Fundación Tropicalia and the Municipality of Miches collaborate on special projects related to culture, sports, education and environment.

### **Ministry of Education of the Dominican Republic**

2010-present. Fundación Tropicalia and the Ministry of Education of the Dominican Republic work to improve the quality of education in the Miches school district.

### **Ministry of Environment and Natural Resources**

2008-present. Tropicalia/Fundación Tropicalia and the Ministry of Environment and Natural Resources collaborate on special projects related to environment and education.

### **Ministry of Tourism**

2009-present Tropicalia complies with the Ministry of Tourism regulations for tourist developments.

### **Ministry of Agriculture**

2013-present. Fundación Tropicalia and the Ministry of Agriculture collaborate on special projects related to agricultural supply chains and technical training for farmers.

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## Non-profit Organizations

### **Artemiches**

2008-present. Fundación Tropicalia and Artemiches support arts and cultural events in Miches.

### **EDUCA (Accion Empresarial pro la Educacion)**

2013-present. Fundación Tropicalia and EDUCA work together to improve public education policy and drive impact in Miches education programs.

### **Fondo para el Desarrollo, Inc. (FONDESA)**

2008-present. Fundación Tropicalia and FONDESA work together to democratize access to financial services, diversify banking products and support the inclusion of micro and small enterprises in the tourist and agricultural supply chains.

### **Fundación Orange Dominicana**

2013-present. Fundación Tropicalia receives support from Fundación Orange for their annual girls' summer camp, "Soy niña, soy importante."

### **Dominican Institute for Integral Development (IDDI)**

2011-present. Fundación Tropicalia and IDDI collaborate on special projects and increase access to funding.

### **Junior Achievement Dominicana (JADOM)**

2013-present. Fundación Tropicalia and JADOM bring financial and entrepreneurship education curriculum to high school students in Miches.

### **National Business Network for Environmental Protection (ECORED)**

2008-present. Fundación Tropicalia gains access to a private-sector network that increases environmental protection efforts and promotes public-private sector dialogue.

### **The Ocean Foundation**

2013-present. Tropicalia works with TOF to support reporting efforts, elaborate measurement tools and verify social and environmental sustainability initiatives.

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## International Organizations

### **Inter-American Development Bank, Multilateral Investment Fund (IDB-MIF)**

2012-present. Fundación Tropicalia and the IDB/MIF execute a 36-month project for the inclusion of micro and small enterprises into the sustainable tourism supply chain in Miches.

### **United Nations Global Compact**

2010-present. Tropicalia pledges to the ten principles of the United Nations Global Compact in the areas of human rights, labor, the environment and anti-corruption.

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## Academic Institutions

### **Universidad ISA (College of Agriculture)**

2011-present. Fundación Tropicalia and ISA University host a scholarship program for Miches students who are interested in agricultural science and science education careers.



## Development & Communications Team

- Arquitecto Pérez Morales & Asociados
- Baird & Associates
- Carbone Smolan Agency (CSA)
- Cisneros
- Cisneros Real Estate
- Ecomar, SA
- EDSA
- Ernst & Young
- Fer Figheras
- Four Seasons
- Gensler
- Holsteinson & Asociados, SA (HOLASA)
- Horwath HTL
- HVS
- Isay Weinfeld
- Jacober Creative
- Llorente & Cuenca
- Renaissance Golf Design
- Sheila Donnelly & Associates (SDA)
- Sinergo Development Group
- Thompson Engineering

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## Principles of the United Nations Global Compact

### Human Rights

**Principle 1:** Businesses should support and respect the protection of internationally proclaimed human rights; and (PG. 13, 17)

**Principle 2:** make sure that they are not complicit in human rights abuses (PG. 13, 17)

### Labour

**Principle 3:** Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining; (PG. 13)

**Principle 4:** the elimination of all forms of forced and compulsory labour; (PG. 13)

**Principle 5:** the effective abolition of child labour; and (PG. 13)

**Principle 6:** the elimination of discrimination in respect of employment and occupation. (PG. 13)

### Environment

**Principle 7:** Businesses should support a precautionary approach to environmental challenges; (PG. 5, 12, 13, 17)

**Principle 8:** undertake initiatives to promote greater environmental responsibility; and (PG. 5, 9, 11, 12, 13, 16, 17, 19, 28, 29, 30, 31)

**Principle 9:** encourage the development and diffusion of environmentally friendly technologies. (PG. 5, 8, 13, 17)

### Anti-Corruption

**Principle 10:** Businesses should work against corruption in all its forms, including extortion and bribery. (PG. 13)

TROPICALIA

REPÚBLICA  
DOMINICANA

FUNDACIÓN  
TROPICALIA

CISNEROS  
REAL ESTATE

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# TROPICALIA

REPÚBLICA  
DOMINICANA

