



PREMIOS EIKON 2012

Categoría 10:

COMUNICACIONES FINANCIERAS O CON LOS INVERSORES

Título del Programa:

PRIMER REPORTE DE SUSTENTABILIDAD PUBLICADO BAJO LINEAMIENTOS GRI DE LA INDUSTRIA DE FERIA, EVENTOS Y EXPOSICIONES. LA RURAL, PREDIO Ferial DE BUENOS AIRES.

Nombre de la Compañía o Institución:

LA RURAL, PREDIO Ferial DE BUENOS AIRES

Departamento que desarrolló el Plan:

DIRECCIÓN DE RELACIONES INSTITUCIONALES

Persona/s responsable/s del plan de comunicación:

EQUIPO DE RELACIONES INSTITUCIONALES DE LA RURAL (DIRECTOR DE RELACIONES INSTITUCIONALES: JUAN PABLO MAGLIER)



Introduction

La Rural is the leader in Argentina in industry trade shows, exhibitions, conferences and conventions. It is the main exhibition center of the country and one of the largest in Latin America. With a prime location in the Palermo district of the City of Buenos Aires, has an area of over 120,000 m2 to perform any type of event.

The historic building complex was declared, in 1997, a National Historic Landmark for its value added to the country's cultural heritage. Also within the same combine different styles based on tradition and modernity, as reflected in its seven pavilions for exhibitions, a convention center art center and an exclusive restaurant, scene of the most traditional events in the country.

In recent years, the company holds its current leadership position, represents the work of a team of committed professionals with extensive experience and who strive daily to achieve the same mission: to be a window to the world, the main business center, entertainment and culture.

Quality and excellence are a spread that characterizes La Rural and he has expanded his business horizons by diversifying the range of products and services provided under a single institutional vision. The principles that govern the organization are: Honesty, Compliance with laws, personal and professional development, quality and simplicity, service attitude, teamwork and profitability.

The business units are divided into: Fairs Treasury; Fairs Third, Conferences, Conventions and Events, and International Development, a new unit that was created to promote international expansion of the company, exporting its expertise to new horizons. The most important exhibitions in the countryside are Tandil Our Horses and Livestock Expo missions and overseas Moweeek (Collections Fall-Winter and Spring-Summer), Expo Prado and Dakar in its editions 2009, 2010 and 2011.

The Rural receives approximately four million visitors in more than 200 trade shows, conferences and conventions, corporate events and social activity that is estimated annually generates more than 60,000 employment opportunities directly or indirectly.

Objectives:

1. Post the first Sustainability Report under the guidelines of the Global Reporting Initiative (GRI, for its acronym in English), if international pioneer in industry trade shows, conferences, conventions and events.
2. Position La Rural, Buenos Aires Fairgrounds as the leading organization in the field of sustainability in the national and international industry.
3. Create spaces and activities that arouse awareness in the community about caring for the environment and promoting social development.
4. Introduce to different audiences (customers, suppliers, employees, NGOs, journalists, etc.) the activity of the company in terms of corporate social responsibility.
5. Implement internal processes "best practices" to record the activities sustainable social, environmental and economic holding company to strengthen the image and reputation of The Cottage.

Implementation of the program

The Rural understand that sustainability is a process of continuous improvement and a long-term commitment. Therefore, since 2006 carries out a sustained policy of Social Responsibility. As of 2009, decided to move forward in the professionalization of management on this issue beginning the process of preparing a report that could measure, record and report organizational performance in terms of sustainable development goals.

The Sustainability Report was conducted following the guidelines of the G3 version of the "Guidelines for the preparation of Sustainability Reports" Global Reporting Initiative (www.globalreporting.org).

The process was carried out between December 2010 and November 2011 with the help of an external consultant and included the following steps:

1. Survey information:

We identified relevant topics to include in the publication and its material was analyzed based on the quality and type of content. After selecting the themes of the report proceeded to gather information internally in the different areas of work of the company.

As previous experience La Rural organized workshops in 2009 and 2010 as part of an initiative called "We More, Continuous Improvement Program on fair business" cycle and

interactive periodic meetings conducted with the aim of improving sustainable practices in the industry. The various talks were attended by technical and operational responsibility, customers, internal staff and organizers of exhibitions, events, conferences and conventions.

Thus, the definition of the content to include in the report was made considering the relevant issues jointly worked with these stakeholders, one of the main requirements of GRI to evaluate the quality and materiality of publication.

2. Content writing:

In this phase the available information was analyzed and drafted the contents of the publication. For the approval of the final version, there were several rounds of corrections and adjustments to all sectors involved, so as to ensure consistency of information.

The report details the various programs and activities of the company and includes information from their social, educational, cultural and environmental. In the period covered by the report, The Rural management efforts focused on reducing the environmental impact of its activities on the environment through the Program Resource Reuse, Recycle La Rural, the development of an Environmental Management Manual and separation waste from in origin.

Various initiatives who are allowed to integrate the social environment of the organization in cultural and educational activities. It highlights the best neighbors Program focused on improving the daily relationship with the neighbors of Palermo, La Rural Centennial Jewelry, by which free guided tours to explore the sites within the site declared a National Historic Landmark; Palermo Lee, through which primary school pupils visit the Book Fair free; Impulsarte, Incentive Program for Contemporary Art arteBA under Assignment program Solidarity and Space, which allowed the Rural work jointly with various non-governmental purposes solidarity in developing their management.

Similarly, between the engagement programs with customers, suppliers and collaborators, stand diagnosis and implementation of measures to improve accessibility of the site by The Rural Access Program, campaigns promoting health, safety and hygiene by The Rural takes care , improvements in the quality of service to the program can more and employee benefits through the program for you La Rural.

3. Publication

The Sustainability Report 2009-2010 of La Rural was published in November 2011, after a hard work of writing, editing and design. 1,000 copies were published under the FSC certification (which guarantees care for the environment) that were distributed to different audiences in the organization: government agencies, civil society organizations, clients (organizers and exhibitors) and journalists

4. Presentation and dissemination:

External communication of the report presented several challenges, since the dissemination of these publications has decreased public attention on the primary: media and opinion regarding the public and private spheres of CSR. Another challenge was to reach the general public, a secondary audience generally unfamiliar with this type of report.

We analyzed various alternatives for implementing a communication plan with impact actions, in which the reporting became the central goal, but whose contents include conceptual development for public interest previously identified.

Thus was conceived the idea of presenting the report by an event: the conference "Sustainable Leadership in industry trade shows, conferences and events."

It was designed for an agenda of current topics and speakers called recognized within the theme. This combination promoted the acceptance by the target of the event.

The panelists who participated in the symposium were:

or Diego Santilli, Minister of Environment and Public Space of the Government of the City of Buenos Aires, who highlighted the work of the Rural as the first major generator of waste materials separated at source through the Rural Recycling program.

or Teresa Frias arteBA CEO, commented on his experience Impulsarte.

Ana Maria Mestre or Sambrizzi, President of COAS, spoke about working together in the Solidarity Programme Spaces Assignment.

or Beatriz Anchorena, President of Commitment Foundation, spoke about the joint work with the La Rural Resource Reuse Program.

or Carlos Pazos, President of the Commission Communication Foundation Book, as shared Palermo Lee developed the program as part of the Book Fair.

or Paul Milione, Director of the Institute on July 13, thanked for the recycled material.

or Claudio Dowdall, Director General of La Rural, Buenos Aires Fairgrounds.

or Marcelo Zarco, COO of La Rural, Buenos Aires Fairgrounds.

or John Paul Maglier, Director of Institutional Relations at La Rural, Buenos Aires Fairgrounds.

They lectured about their daily work related to social responsibility and the different actions performed in conjunction with La Rural, showing comprehensive sustainability approach that took over the organization, and the various public-private joint initiatives developed.

As a company that is the leader in the field of trade exhibitions, conventions, meetings and events, The Rural understood that this meeting confirmed the conviction with which the company addressed the management of CSR, with the conference room for the

challenges of raising social responsibility in the industry and to promote this spirit in the whole value chain: exhibitors, organizers, owners, visitors and sponsors.

The conduct of the event was given by a journalist specializing in the field of Corporate Social Responsibility, William Petrucelli. Another distinctive feature of the communication was to report the live broadcast of the conference via Internet radio RSC (www.rscradio.com.ar).

To enhance access to information to all friends of the organization, contemplated the use of social media to expand the dissemination of the report among the general public and published in the digital version of the company website, available at : [www.larural.com.ar / SOCIALRESPONSIBILITY](http://www.larural.com.ar/SOCIALRESPONSIBILITY).

Complementing this work, we developed an audiovisual documentary alluding to Social Responsibility Plan Company. The same was attended by Father Alejandro Puiggari of Our Lady of the Rosary Parish who said his experience with the program better neighbors; Soraya Chaina guide, Tourism Authority of Buenos Aires, who made the tours "The Jewels of the Centenary Rural "Laura Leone Legion of Good Will, who was grateful for having been benefited in the program and Resources Reuse Rébora Gimenez Martin, Head of Resource Mobilization of UNICEF Argentina, who shared his experience of Caring Hearts program.

Through the company's official account on Facebook, about 21,000 fans were able to follow the conversation minute. Simultaneously to the event, the Twitter account @ LaRural_BsAs using the hashtag # laruralreporta, the target was reached secondary, the general public, opening a direct communication channel for feedback and comments about the publication.

Additionally from the corporate channel "laruralpredio" created on YouTube (which exceeded 7200 views) also shared videos with testimonials from company executives on the launch of the report and several videos on Social Responsibility programs of The Cottage.

Results

The report was a milestone in the management of the company to consolidate its sustainability policy and also positioned itself as a pioneer in industry event worldwide because it was the first industry report published under the guidelines of the Global Reporting Initiative.

As validation of the correct application of the said Guide, the publication was sent to GRI and obtained the declaration of Application Level Control by the agency.

The completion of the symposium as launch field report proved successful. The invitation to the event was attended by over 120 people. In terms of press coverage, were exceeded 40 publications in online media and offline. The symposium related coverage contributed significantly to increase the interest of the media to cover the launch of the Report, which proved effective action to capture the attention of a subject, which itself receives a low treatment in terms of extension and visibility.