

February 2025

Social Project Ecosystem and the Shared Value Evaluation

Speaker: Aurio de la Cruz Salazar
Volunteer Social Impact Lead PMI Latam

Peruvian industrial engineer and professional specialist in project management, supply chain, technology and social impact, with more than 12 years of professional experience in market-leading companies, leading interdisciplinary and multicultural teams, generating a positive impact for organizations.

In his currently role in PMI Latam, he is interested in contributing to society through education and the management of social projects.

Aurio de la Cruz Salazar

Volunteer Social Impact Lead PMI Latam South





“

Cooking, like life, is more delicious when we share. This is how we should face our problems: united, like a single table where everyone has a place.”

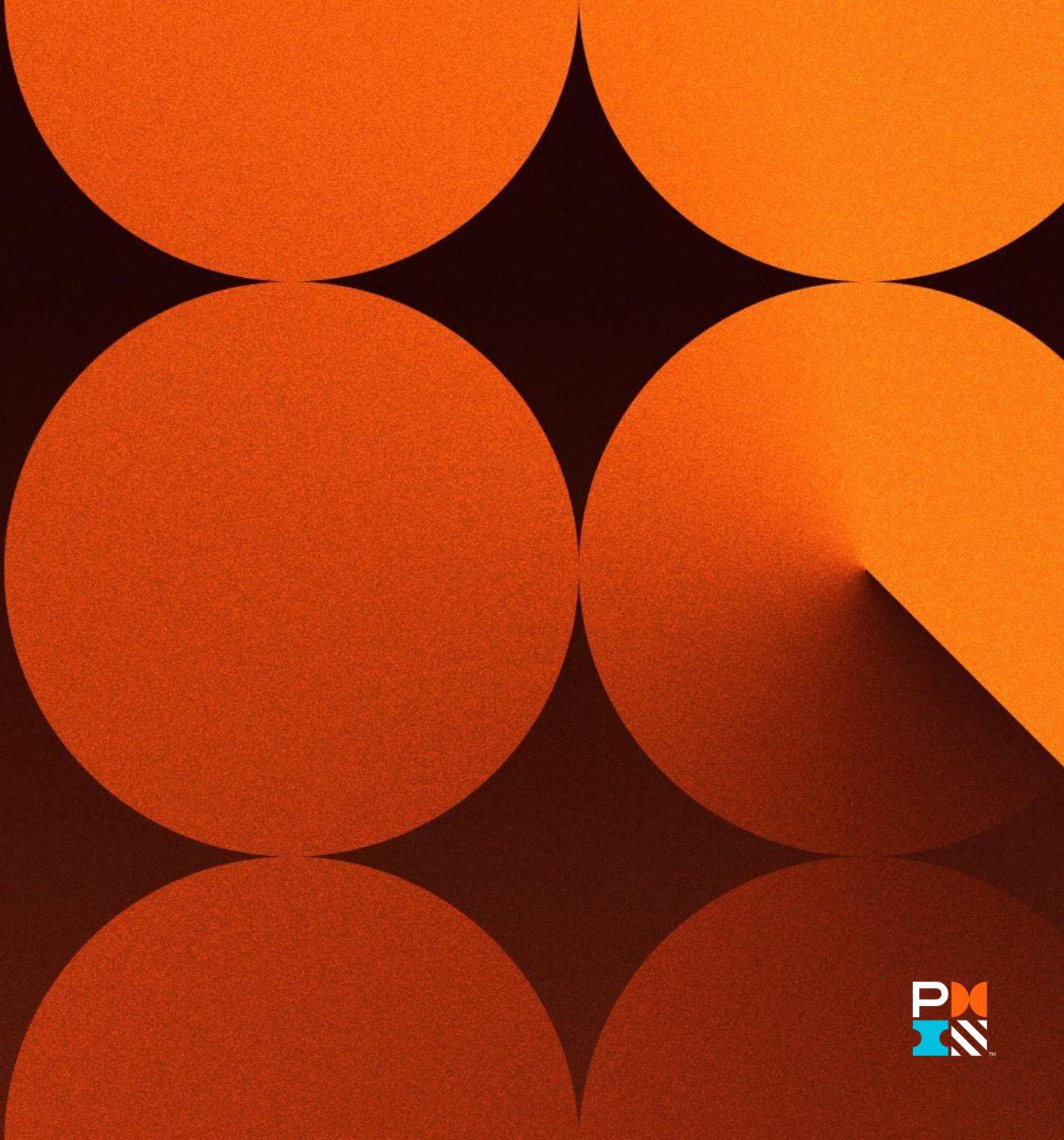
Teresa Izquierdo

Recognized Peruvian Cook

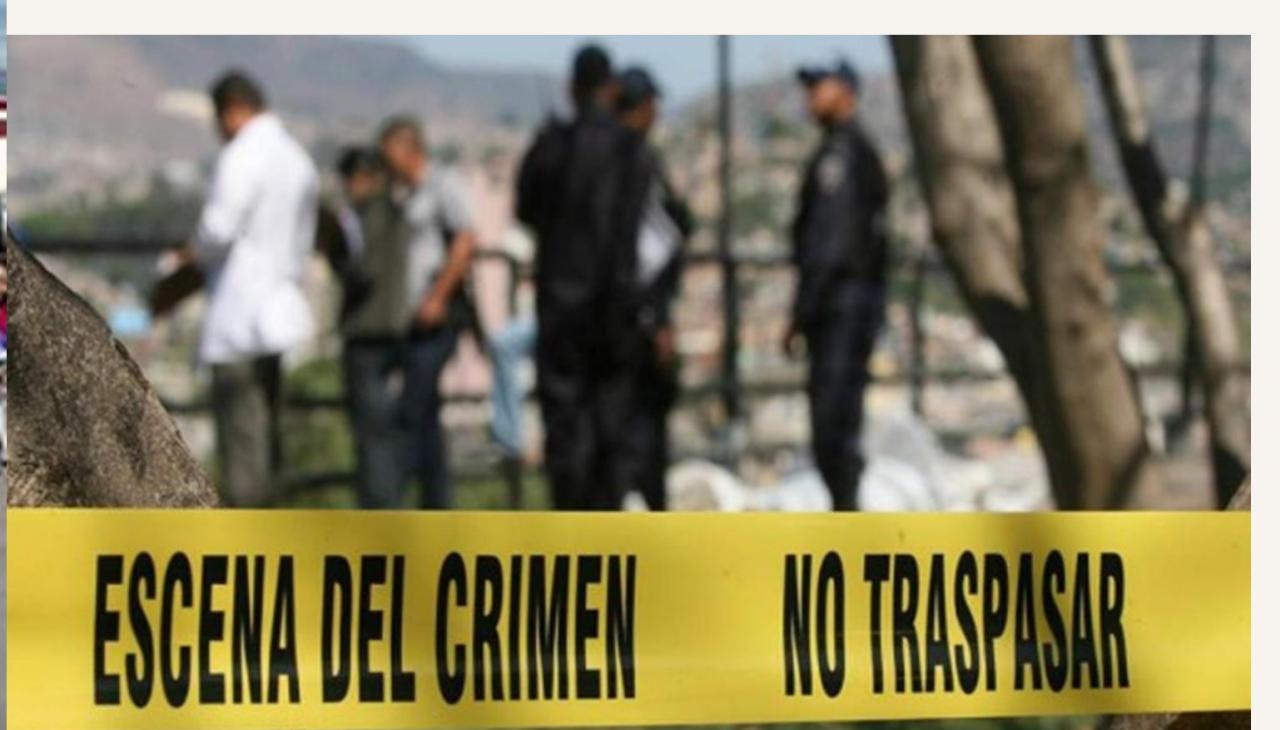


Latin American Context

Understanding the last news







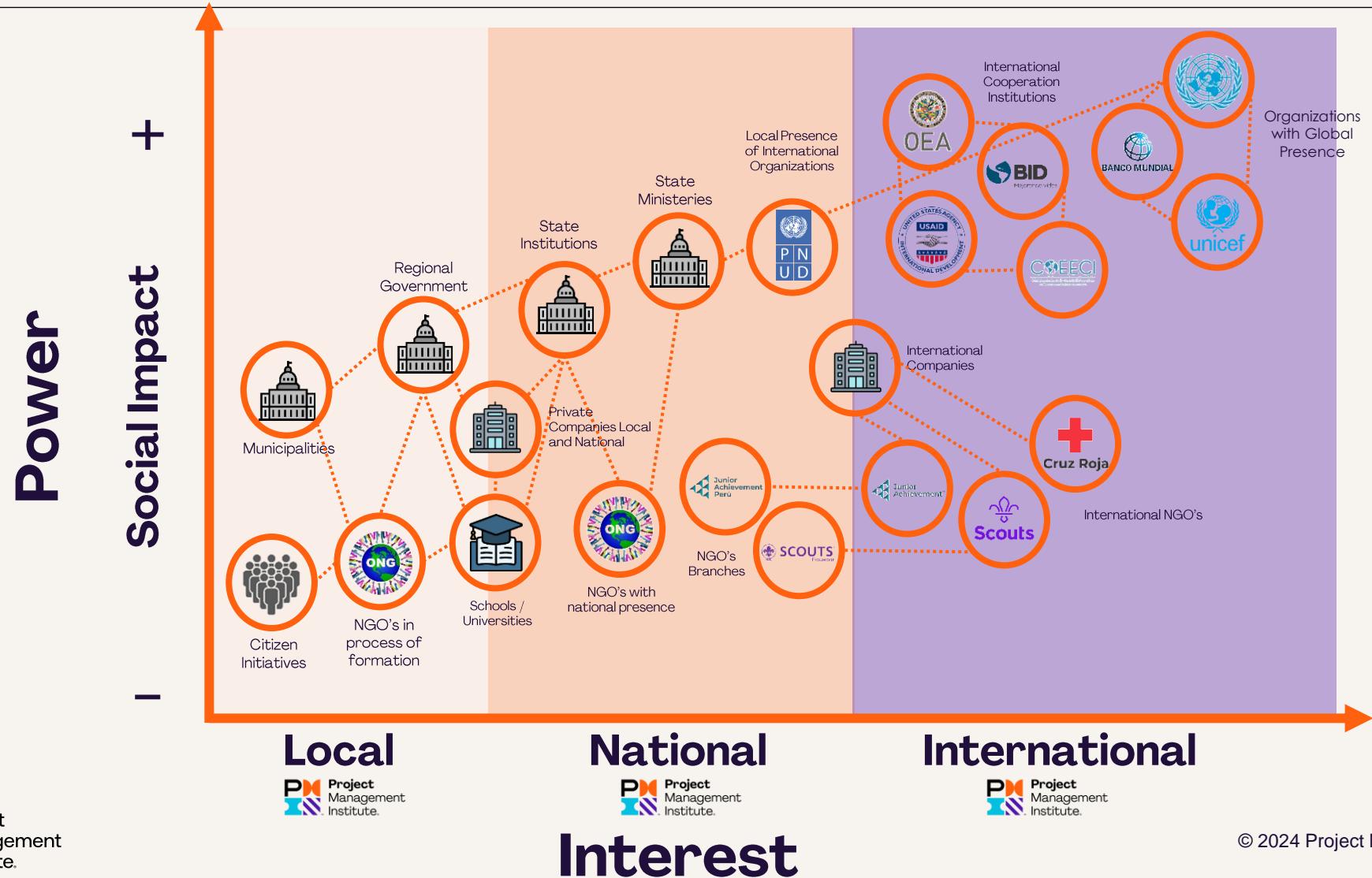
Social Impact Project Ecosystem

Meeting the actors



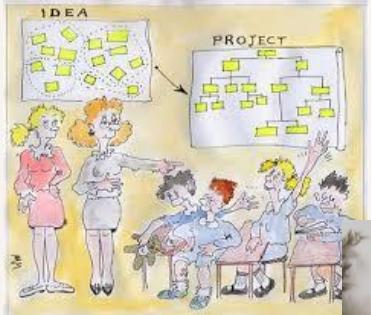
Social Impact Project Ecosystem

Meeting the actors



Success Stories in PMI

What are doing our chapters?



PMI North Italy started the PMI Project Management Kit for Primary Schools, this was in collaboration with a school in Italy, and after its success was replicated in many parts of the world.

PMI Zambia Chapter is doing a collaboration with a government and NGO's is helping in the improvement of the building in Kanyama West Center.



PMI Lebanon together different organizations, works as a link to help the victims of the explosion in Beirut from 2020. After this event they create a network to work against the different issues that affected the country.



Ernie Szeto in Hong Kong is supporting teenagers and kids with mental health disorder, she started an organization to help them through the music therapy. She was recognized as 2023 Future 50 honoree.

Success Stories in PMI

What are doing our chapters?



PMI Lima Chapter In Peru, we worked together with UNDP to bring PMI tools to merchants in the country's traditional markets, with the help of the chapters **North and South of Peru**.



PMI Rio Grande do Sul In Brazil, an event was held to collect donations for the victims of the 2024 floods. In addition, work was carried out as an integrator between different NGOs and citizen initiatives to help those affected.



PMI Nuevo Cuyo In Argentina, together with different universities, they provided their students with the tools and knowledge of PMI to become leaders. Different professionals from Latin America helped with this initiative.



Shared Value

How help the society by our initiatives



“

The purpose of the corporation must be redefined as creating shared value, not just profit per se. This will drive the next wave of innovation and productivity growth in the global economy”

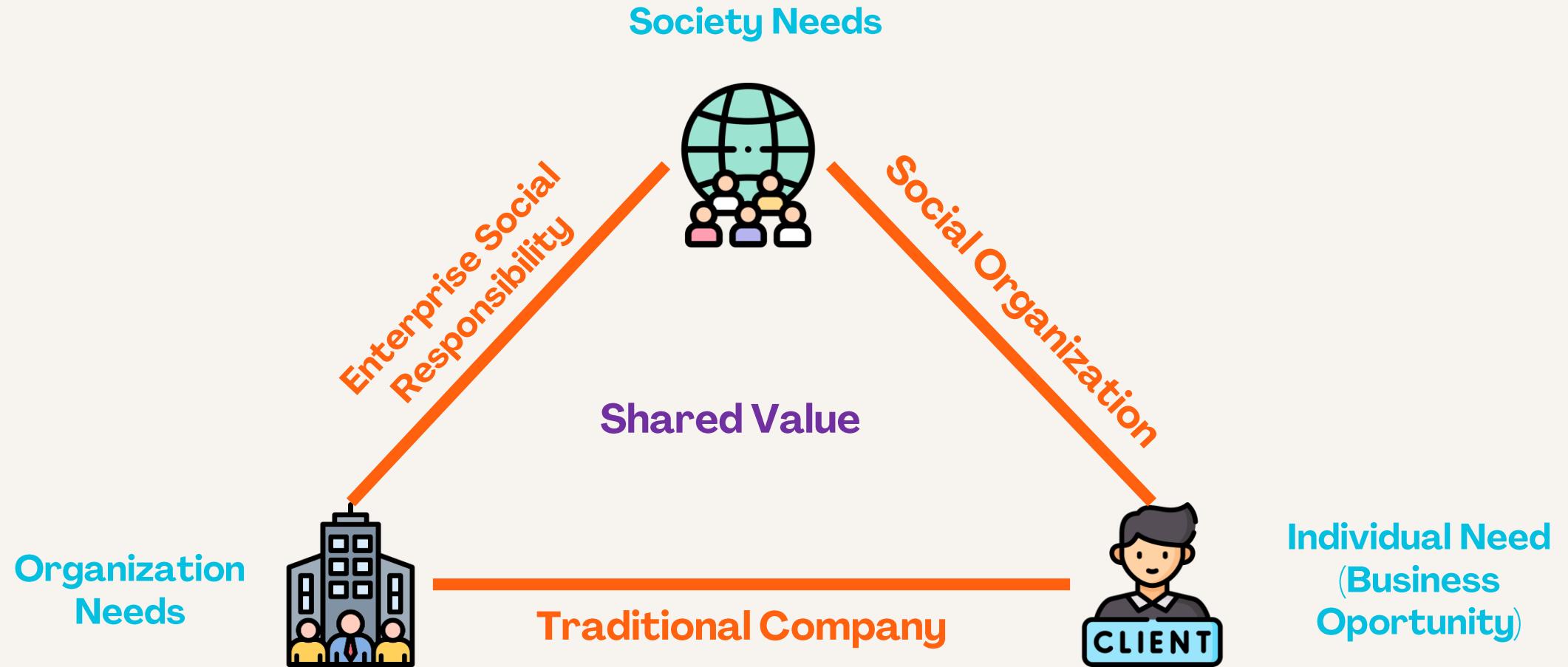
Michael E. Porter

Company Strategy Specialist



Shared Value

The 03 needings



Shared Value

Steps to apply it

1. Define the Social Need

Educational, health, employment, environmental, crisis, etc.

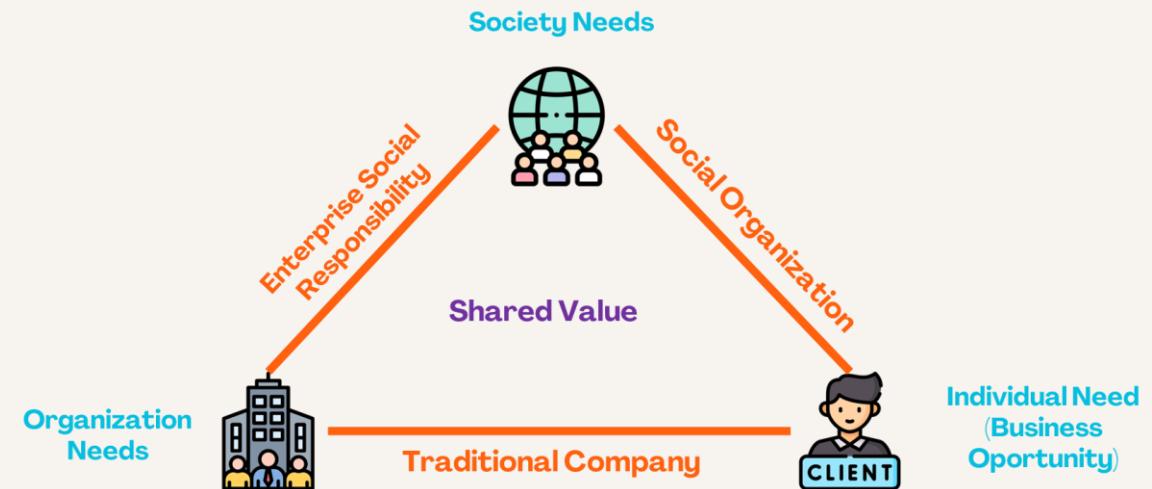
2. Define the Organization Need

More customers, revenues, market share, brand recognition, etc.

3. Define the Business Opportunity

Economy, fashion, goods, process, standards, raw material, factory

4. Clarify the objectives and indicators for the organization and the social need



Shared Value

Unilever



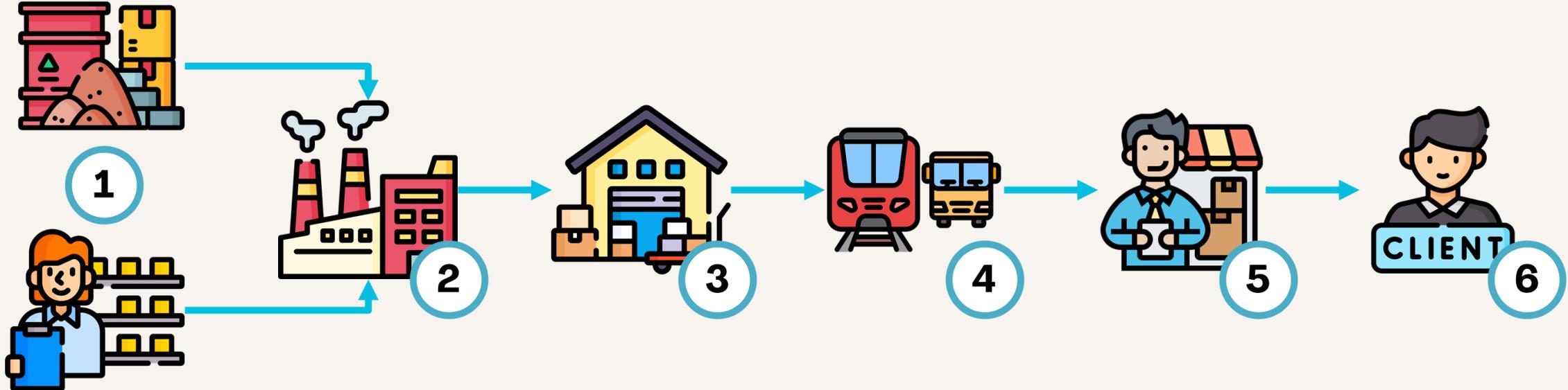
Be a world-renowned company
Generate profits for its shareholders



Having a quality food product at a good price
Do not harm the environment



Rely on companies that preserve the environment
Companies that generate economic growth for their society



- Make use of recycled or biodegradable inputs
- Hiring of Micro and small businesses
- Make use of renewable energy
- Hire staff under fair regimes
- Biodegradable or recycled packaging
- Equipment uses clean energy
- Use of electric vehicles
- Avoid long journeys
- Providing benefits for small distributors
- Distributors must comply with environmental protection policies
- Providing healthy products to customers
- Environmentally friendly final product

Shared Value

PMI



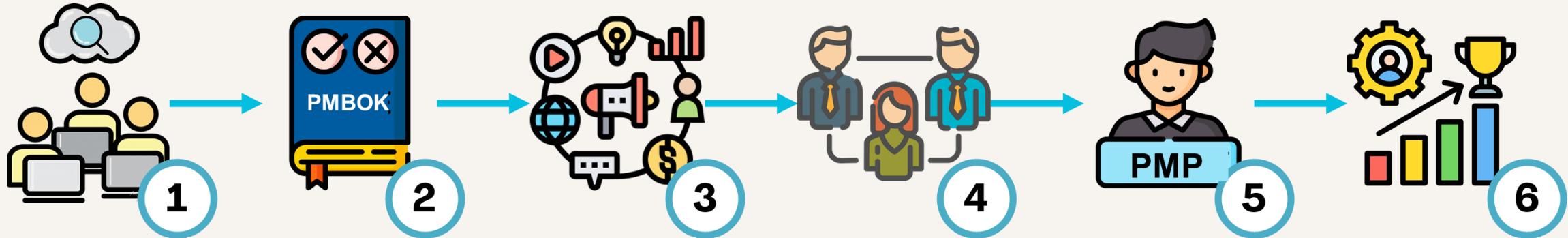
Become a globally
recognized organization
Increase membership
globally



Professional growth
Higher income
Recognition
Being part of a community



Develop successful
projects that allow the
growth of our Society
Have ethical and socially
responsible professionals



- Involve the professional community in the development of the PMBOK on a voluntary basis
- Develop international standards considering ethical values and impact on society
- Promote international standards among the community and organizations
- Chapters that seek the growth of their respective regions, through project management
- Certified professionals who are more employable
- Ethical and socially responsible professionals
- Successful projects that enable the growth of society

“

We maximize project
success
to elevate our world

PMI Purpose

Conclusions

Lessons Learned



CONCLUSIONS

Lessons Learned

Conclusion 1

We have to consider the social issues we have in all our regions to take action against them, considering all the points of view.

Conclusion 2

Also consider all the actors that are working on this ecosystem and how their impact can affect to the society.

Conclusion 3

Each organization has a responsibility to have a shared value to grow but also to impact in the society.

Conclusion 4

The PMI is an example that how we can have a better world with its professional community, standards, and knowledge to share.

“

A culture is strong when
people work with each other,
for each other.

A culture is weak when people
work against each other, for
themselves”

Simon Sinek

Enterprise Leadership Specialist



February 2025

Together we can



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