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The experts agree that in marginal areas values are to be found that the companies of the major metropolises look for in their leaders

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Madrid, February 29, 2012



Managers of NGOs and socially responsible companies encouraged investment in marginalised areas during the lecture, "Periferias urbanas como motor de desarrollo"(Urban peripheries as a motor for development), held at ESADE Madrid and chaired by [Joaquín Cava](#), Lecturer on Business Policy at ESADE. [Leonardo Martins Dias](#), Global Advisor at CUFA and Strategic Sustainability Consultant, explained (based on his personal and professional experience) that, "in the favelas, one sees examples of creativity, innovation and

entrepreneurial initiative", values that the companies in the large metropolises look for in their leaders. In this vein, he spoke of the business opportunities on offer in marginal areas, such as the favelas of Río de Janeiro, as well as for human and social development.

The migration of the world's population towards the major cities has formed what are known as "urban peripheries". Often, these agglomerations become marginal sectors that are characterized by a marked inequality. Ignorance and mistrust among different social sectors generate conflicts that provoke violence. CUFA (Central Única das Favelas), is an international non-profit, apolitical, non-confessional organisation that works to reduce this inequality. Leonardo Martins Dias explained that CUFA's projects convert people into protagonists for change, which thus transforms the favelas. This is achieved by connecting Río de Janeiro's social reality with private companies that find in the favelas new opportunities to sell products and services.

On the other hand, [Fernando Garrido](#), General Director of the Fundación Mapfre's Instituto de Acción Social, emphasised the need to "break the vicious circle of poverty by generating opportunities based on education and training". He highlighted how these opportunities can be measured through evaluation and control, something of great importance for investing companies. "We aim for results, it is essential to have methods and social action projects that can be measured", the Fundación Mapfre manager noted. In addition to this, Garrido underscored the importance of private companies remaining involved in projects until they are able to sustain themselves. Their initiatives should support organizations that know the reality of marginal zones and always have the personnel teams to manage the projects, which is why the Fundación Mapfre Works wherever it has centres.

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