

Social Entrepreneurs

2014 Social Entrepreneurs of the Year for Latin America



Javier Armando Lozano, Clinicas del Azucar, Mexico

In Mexico there are more than 14 million people with diabetes and it is currently the number one cause of death (more than 80,000 people die every year because of the lack of diabetes care) and the number one cause of amputations, blindness and kidney failure. Diabetes in Mexico is also called 'the disease of the rich' because current alternatives of care are expensive, inconvenient, and far from accessible to 90% of the population. In Mexico, patients have two options for diabetes care; \$1000 a year for private. Clinicas del Azúcar are a chain of low-cost diabetes management clinics that provide accessible preventative and supportive care to the underserved Mexicans



Sasha Kramer, Sustainable Organic Integrated Livelihoods (SOIL), Haiti

Lack of access to sanitation is a widespread problem with life-threatening implications. Over two thirds of the world's population lacks access to a toilet and, as a result, waterborne disease is one of the leading causes of death among children under five in developing countries. Sustainable Organic Integrated Livelihoods (SOIL) is a non-profit organization in Haiti dedicated to protecting soil resources by providing ecological sanitation services and turning human waste into nutrient-rich compost.



Rosario Perez, Pro Mujer, Bolivia, Peru, Argentina, Mexico, Nicaragua

Pro Mujer is an international microfinance and women's development organization whose mission is to provide Latin America's poorest women with the means to build livelihoods for themselves and futures for their families through microfinance, business training, and healthcare support. Pro Mujer offers loan capital for women's small-scale businesses and opportunities to save through the communal bank structure, it also provides business training and health and personal development services. Pro Mujer today has fully operating programmes in Bolivia, Peru, Nicaragua, Argentina and Mexico. Over the past 20 years, the organization has disbursed over US\$950 million in small loans averaging US\$309.



Merula Steagall, Brazilian Lymphoma and Leukemia Association (ABRALE), Brazil

The Brazilian Lymphoma and Leukemia Association (ABRALE), was established to fight for better conditions of treatment and quality of life for patients suffering from rare blood diseases. ABRALE's model is achieved through a three-pronged approach by working directly with patients, supporting the improvement of the health service given to the public in collaboration with government and scientific societies and works on a model of public treatment which involves various social actors. Bone marrow transplant, cancer outcomes and data collection and analyses are some of the challenges that the organization is involved. Today, ABRALE supports more than 25,000 people through its programs, throughout eleven Brazilian states, and works with a network of 82 organizations in 19 countries in Latin America, the U.S., Spain and Portugal.



Patrick Struebi, Fairtrasa, Peru

Fairtrasa helps underprivileged small-scale farmers in developing nations escape poverty and improve their lives by providing them with technical support and direct access to local and international markets. By creating a tailored farmer development system, Fairtrasa ensures that growers who previously sold their produce to middlemen increase their yields, improve quality and are paid fair prices for their produce - often up to 10 times higher than local market prices. The result is that farmers are able to grow beyond subsistence level and become self-sufficient.



Luis Szaran, Sonidos de la Tierra, Paraguay

Sonidos de la Tierra uses music as a tool for social and community transformation. Music schools and youth orchestras are currently carrying on their activities and work in over 180 cities, towns, rural and slum schools. The beneficiaries manage the program, generating 88% of the financial resources by their own means, with the remaining budget filled by donor contributions. In 2012, they launched a new program: the H2O Orchestra, with instruments made of bottles, hoses, pipes and funnels, to promote the importance of water. In 2012, the Sonidos de la Tierra youth played at the Forum on Social Entrepreneurship and the New Economy during Rio+20.



José Vicente Agueverre, Día Día Practimercados, Venezuela

Today Día Día supports a network of small stores located in popular areas throughout Venezuela with easy access to transportation (eg against Metro stations, bus stops), with extended care hours (365 days a year, from 7 -11pm), a wide range of products from leading brands, and is able to ensure reduced food prices for its low-income customers. by securing purchasing and distribution agreements with large national chains. Currently, the Día Día Practimercados distribution platform supports 35 stores through 7 states and 16 cities in Venezuela, 70,000 customers per month and one million transactions per month whilst employing almost 1,000 sales floor associates.