

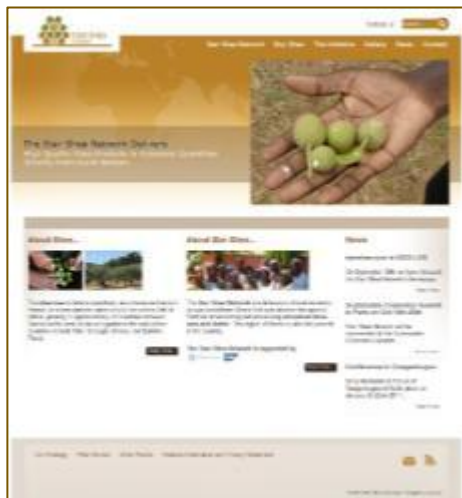
Proyecto Star Shea en Ghana

SAP Sustainability Operations
Marzo 2012



SAP

Descripción del Proyecto



www.starshea.com

Proyecto Estratégico de Sostenibilidad Social

- Karité / Cadena de valor de la Manteca de Karité
- Conectando comunidades rurales de mujeres con los mercados internacionales a través de tecnología, educación y microfinanzas

Asociación con la ONG PlaNet Finance

- Proyecto Shea es la primera iniciativa conjunta sobre el terreno entre SAP y PlaNet Finance

Impacto

- Incremento de los ingresos de las mujeres en un 59 – 82 % en 2010 *- Alrededor de 1.500 mujeres en 2010
- 3.000 mujeres - cosecha 2011
- Objetivo 4.500 mujeres – cosecha 2012
- Fomento del compromiso de los empleados de SAP
- Sentimiento de orgullo de pertenencia a la empresa.
- Desarrollo de prototipos de soluciones SAP



Miembros de StarShea Network

*De acuerdo con un estudio de caso de la Universidad de Stanford

Conectando la Base de la Pirámide con la Cadena de Valor

Educación



Formación

Calidad del producto

Trabajo en grupo

Habilidades empresariales

Sensibilización medioambiental

Tecnología



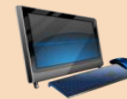
Rural Market Connect

Página Web al servicio de las Asociaciones

Precio y Gestión del mercado



Gestión Ordenes de compra



Gestión del transporte



Facturación y Reportes



Microfinanzas



Prestamos

Productos de crédito

Condiciones justas

Transparencia y eficiencia

Sistema de Gestión de Micro Créditos

Antes



Ahora

Simple Loan Tracking

SAP | PlaNet Finance Advisory Services

Payments | Loan Ageing | Portfolio Ageing | **Loans** | Clients | Loan Officers | Maintenance

Select the proper information in the fields below to create a new loan agreement.

Select Loan Officer and Client

Loan Officer * (1) Heino Kantimm

Client * (1) Kofi Annan

Approved Loans	Product	Amount	Disb. Date	Duration	Rate	Grace	Repayment Freq
	default	3000	16/03/2010	24	12	2	Monthly

Enter New Loan Information

Loan Product * default

Nature of Business

Disbursement Date *

Duration * 0

Duration Unit * Months

Grace (Months) 0

Loan Amount * 0

Repayment Frequency * Monthly

Interest Rate (%) * 0

Calculated Interest 0 | Calculated Total Amount 0

Apoyo Voluntarios

Durante un periodo de 3 años, más de 40 voluntarios de SAP han colaborado con unos 160 días de soporte al proyecto Star Shea

Desarrollo de Soluciones para la gestión de Cadena de Suministro

Estudio de investigación sobre Certificación Orgánica

Pruebas y documentación de Software

Formación MS Office para el personal de campo en Ghana

Diseño Corporativo de la red Star Shea

Desarrollo de Soluciones para la gestión de Micro Créditos

Herramienta de Simulación de Actividades Financieras

Página Web www.starshea.com

Equipo de SAP - Organización para el 2012

1 Jefe de Proyecto

- **Asignado 100% al Proyecto Star Shea**
- **Posición ofrecida en el contexto de los programas de Desarrollo Personal de SAP**
- **Duración: 6 meses (Enero-Junio 2012)**
- **Responsable de coordinar las actividades entre SAP, Star Shea, PlaNet Finance y otros implicados**

3 Jefes de Equipo

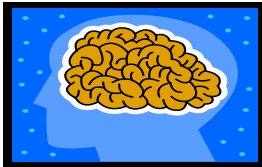
- **Asignados un 20% al ProyectoStar Shea Project durante 12 meses (Enero- Diciembre 2012)**
- **Compromiso aprobado por sus jefes como parte de sus planes de desarrollo personal**
- **Jefes de los equipos de Marketing, Desarrollo de Negocio, Desarrollo de Software**
- **Responsables de liderar los equipos “virtuales” de voluntarios**

65 Voluntarios (*)

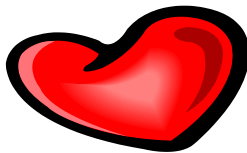
- **Empleados de SAP de todo el mundo**
- **Apoyan como voluntarios al margen de su trabajo “habitual”**
- **Paquetes de trabajo se definen y se ofrecen a los voluntarios - Se puede escoger y elegir en función de sus habilidades y disponibilidad de cada uno**

(*) Estatus en 01. Marzo 2012

Voluntariado Corporativo en SAP



Aumenta la **Concienciación de los Empleados** sobre las actividades sociales de SAP



Fomenta el **Orgullo de los Empleados** de formar parte de una compañía sostenible



Estructura y promueve el **Compromiso de los Empleados** usando el Proyecto de Shea como plataforma

A young woman with a warm smile stands in a lush green field. She is wearing a yellow and white patterned headscarf and a light green short-sleeved top. She holds a white ceramic bowl with a floral pattern, filled with cashew nuts. The background shows a line of trees and tall grass under bright, natural light.

TECNOLOGÍA

COLABORACIÓN

CAMBIO SOCIAL

**RUN
BETTER.**



Contactar:



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