Dear Friends,

It is a great pleasure to share our 2008 annual report with you. As with each year, we want to show you Amartya as it grows, share our achievements, and present some topics and problems that are worrying us. It is our objective to continue building together what we long for our country to have: the model for an engaged, professional and transparent organization.

As can be observed in greater detail throughout this report, all of Amartya’s programs have maintained sustained growth throughout 2008, our annual budget has grown 19% in relation to last year, and the organization has received major recognition for its work both on a national as well as international level.
“Doncel,” our program of socio-labor inclusion of institutionalized youths, achieved major recognitions at a national and international level, and was consolidated as a leader project in the socio-labor insertion of institutionalized youths. This year, more than 100 youths in situations of high social vulnerability participated in the program. Doncel was selected among the 48 best projects in the world for the “Best Practices of Dubai” award, given by the United Nations.

Our fair trade and responsible consumption program “Consuma Dignidad” launched a new educational component called “Consuma Dignidad, Educando por un Consumo Responsable.” The project was able to teach the ideas of responsible consumption to more than 270 high school students in the city of Buenos Aires, generating 31 awareness campaigns created by the students. The campaigns went above and beyond our expectations, and confirmed our premise:

Youths are the true agents of change in our society!

From the area of social volunteering, through the program “Buenos Aires Volunteer,” we have gotten 40 wholly committed foreign volunteers to contribute their experience in diverse organizations throughout Buenos Aires. We have consolidated our work team, and we have widened our network of NGOs and foreign organizations in the program.

In the area of education, we have consolidated our work alliances with diverse educational institutions from Sweden and Norway with the end goal of offering international courses dealing with social development topics together with these organizations. Within the framework of the alliance, more than 50 students from Scandinavian countries participated in the first of these courses in Buenos Aires during the last trimester of the year. We have also designed a new web page in order to promote the courses at:

http://www.amartya-courses.net

It was also a year of important achievements in the area of Corporate Social Responsibility (CSR). We carried out a seminar entitled “CSR Best Practices,” and we worked with large and medium companies in Argentina, contributing our vision of CSR from a non-welfare perspective. Lastly, we have finished the preparation for our CSR international course, which will begin on February 1, 2009 in alliance with the Swedish University of Sodertorns, the Norwegian organization Kulturstudier, the Global Compact of the United Nations, and the University of Buenos Aires’ School of Economy, among other partners.
Doncel is a program of social inclusion directed towards youths younger than 21 years old that live in institutions (children’s shelters, foster homes, and institutes).

Currently, when these youths turn 18, they must leave the institution in which they live, with little or no support from their families, a low level of education, and with practically no preparation to become part of the work force. As a result, these youths are thrust into a situation of high social vulnerability.

Because of this, it is essential to promote **stable workforce integration** before these youths leave the institution, thereby permitting the construction of a life project outside of the institution with a more optimistic view towards the future.

The work of Doncel with the youths can be divided into the following stages:

- **A** Orientation and Reflection
  - Workshops

- **B** Job search and mentoring center

- **C** Collaborative Environment Activity

- **D** Concrete integration activities (labor workshops and job training)

- **E** Youth Mentoring
2008 was a year of growth and consolidation for Doncel. We consolidated our networks and created new ones, and, together with the youths, we incorporated new activities as the program gained both national and international recognition.

We taught **8 Orientation and Reflection Workshops** in the city of Buenos Aires as well as in the northern suburbs. 110 youths between the ages of 16 and 21 were admitted to Doncel, all of whom live in either institutes or children’s shelters, or participate in day center programs.

Using the evaluation of the experience of 2007, we made several changes within the methodology of the Program, achieving better results in the participation of the youths and their workforce integration in 2008.

83.6% of the youths admitted ended up finishing the O&R or job search workshop activities. Later, 88 youths were interviewed by prospective employers from the Doncel network, indicating an increase of 51.7% in the number of interviews when compared to 2007.

Finally, 54 youths began concrete integration activities. 61.1% of the youths moved on to practical work, and 39.9% to training. At the moment, 47.1% of the youths have finished their three months of practical work and have had their contracts renewed. At the same time, 85.7% of the youths that partook in training were able to successfully finish it.

We have also incorporated 5 youths who had participated previously in Doncel in work positions offered by our **job network.**
For 2008, we inaugurated a new head office for the Program in Vicente Lopez, in the Malavar cooperative and we formed a network of institutions and children’s shelters in the area with whom we hadn’t been previously working with. In this way, we have extended the children’s shelter network of the Program to almost 40 institutions. For this work in the new institutions of the northern suburbs, we rely on the support of Equipo Diocesano de Niñez y Adolescencia (EDNA), which is dependent on the bishopric of San Isidro.

The consulting firms Manpower and Sesa Select support the workshops “Workshop for Employability” within our OyR workshop.

In addition, during the year 2008 we set up a new Search Center with the support of Fundacion Equidad and Manpower.

**TRAINING OF KEY ACTORS**

In November we held the second edition of the workshop “Creating socio-labor networks for youths” in Casa Natura, in the city of Buenos Aires. This encounter was thought up by members of technical teams from the various children’s shelters and institutions that house youths. 20 key actors from 15 different institutions, both members and non-members of the Doncel network participated in the workshop.

**CREATION OF NETWORKS AMONG YOUTHS**

During 2008 we incorporated a new activity within the program, which we call "Collaborative Social Environment Activity," in order to continue closing the gap for the youths by searching for employment via the internet. We have also developed the collaborative social environment "Community, My first job," in which both the youths and members of Doncel’s team participated.

Furthermore, in October we conducted a teleconference between the youths of Doncel and youths that reside in children’s shelters in Cali, Colombia. With this, we are aiming to generate a platform for virtual exchange, where the youths can get to know each other and share their experiences.
We have developed a presentation video of the program with the support of Manpower and New San. It is available at:

http://www.youtube.com/watch?v=EScfiz8EeOE.

Our program was also discussed in the media, wherein we emphasized the participation of a Doncel youth on the show “Argentina para Armar,” which was shown on the channel TN, as well as being covered in two major newspapers, Clarin and La Nacion.

**PARTICIPATION IN CONFERENCES AND EVENTS**

Doncel was present in many different conferences and events throughout the year. A few that stand out among them are:

- The “Encuentro Nacional sobre Egreso de Jóvenes en Protección”, (National Meeting on the egress of Youth in Protective Custody), held in October in Cali, Colombia.

- **VII Jornadas de Salud Mental Comunitaria (VII Conferences on the Community’s Mental Health)** organized by the National University of Lanús, Argentina.


- The annual BID conference in Miami, Florida.

**INSTITUTIONAL RECOGNITION**

Doncel was selected among the 48 best projects of the world for the “Best Practices of Dubai” award, given by the United Nations. UN-HABITAT's objective is not only to give awards to the Best Practices, but rather to detect and disseminate innovative experiences that have made the conditions of life better in the communities where they are practiced.

On a national level, Amartya was the winner of the 2008 award given to an enterprise working in solidarity, **awarded by the Universal Social Forum**. Amartya was distinguished in the category of Work for what it has done with youths and businesses through the Doncel program.
For the year 2009, our intention is to continue with the development of the program in the City of Buenos Aires and in the northern suburbs. Likewise, we are developing a replica model that will permit implementation in different cities in Argentina. We have proposed carrying out the first Doncel replica program in Rosario, in the province of Santa Fe.

The Program is directed towards high school students between 16 and 18 years old and is held in public, private, and secular schools at all socioeconomic levels. The program is absolutely free.

**Principal Objectives**

- **Raise the level of consciousness** of the youths with regards to the importance of fair trade and responsible consumption and the impact that these two ideas have on people, society, and the environment.

- **Transform these youths into active agents of change,** thus provoking sustainable development, equity, the elevation of ethical standards and transparency in the production process, as well as an exchange in those communities which the teenagers form a part of.

**Stages of the Program**

The youths participate in the following stages:

**Stage I.** Role Playing, where we simulate the international commerce system.

**Stage II.** Critical analysis of Material, a concept that touches on responsible consumption. We analyze, together with the students, practical ethical and non-ethical cases; we make suggestions to the teachers regarding practical activities to work on these concepts in the classroom.

**Stage III.** Campaign Design, the design of an advertising/social awareness campaign dealing with a specific topic of Responsible Consumption.
Later, we work with different actors from the social and private sector on the following stages:

**EMPOWERMENT STAGE.**
This deals with a meeting between the students and the producers of the Consuma Dignidad network (advertisers and graphic designers) where we try to generate a space for the exchange of experiences and where the advertisers and graphic designers contribute a professional view to the ideas of the students in an attempt to make these awareness campaigns a material reality.

**DIFFUSION STAGE.**
From alliances with diverse visual media companies, radio stations, and commercial producers for television and billboards, the best of the students' campaigns are being disseminated.

**FINAL STAGE: PRESENTATION OF THE YEAR'S WORK.**
The students and teachers of the schools that participated found themselves pooling their resources with regards to the activities in the framework of the general meeting. Representatives from the government, businesses, NGOs, and allies of the project were all in attendance. This gives both visibility and diffusion to the students' initiatives, thus boosting the results.

**2008 RESULTS**
During 2008, we designed “Consuma Dignidad, Educando por un Consumo Responsable” a new component of the Consuma Dignidad Program

www.consumadignidad.org.ar

270 students and 10 teachers from 6 schools from the city of Buenos Aires participated, and 31 awareness campaigns were designed by the students. These are available on our blog:

www.consumadignidad.org.ar/blog
We presented the results of this test pilot in a meeting to the city council of Buenos Aires on November 11, before a crowd of 200 from various sectors. In charge of the presentation were Christian Tiscornia, President of Amartya; Mariano Alu, Coordinator of Educando Consuma Dignidad, Amartya; and the Provincial councilwoman Victoria Morales Gorleri. Likewise, the program received a "Declaration of Interest" by the city council of Buenos Aires.

We have developed two communication components for the program: the institutional video and the blog, which permit us to disseminate our activities.

The video is available at:
www.youtube.com/watch?v=djL36b7aVLE

The blog is a digital platform which is equipped with material dealing with current topics for participants in the program and looks to create an exchange between the students, as well as with producers, designers, advertisers and the advertising campaigns’ audience. To see the blog:
www.consumadignidad.org.ar/blog

Escuela Aula XXI, Escuela del Caminante, Instituto Santa Rosa, Liceo Nº 9, Instituto León XIII, Instituto Nuestra Señora de la Unidad.

We participated in different meetings and conferences throughout the year. Among those “Jornadas de Reflexion del Centro Metropolitano de Diseño” (Conference on Reflection at the Metropolitan Design Center) stands out, where we introduced the program and spoke extensively about responsible consumption.

We attended the Global Pact’s Train-the-Trainers workshop (UNDP), and we joined the network of Global Pact Trainers.

Within the framework of the group of grant holders financed by the IDB and Inwento, we participated in the Interamerican IDB conference, held in Cartagena, Colombia, on December 4 and 5, 2008.
For the development of the program materials and the seeing through of the test pilot we depended on the support of the Norwegian organization Kulturstudier.

**CONSUMA DIGNIDAD IN THE MEDIA**

In spite of its short life, the project has had significant diffusion within the media, with, for example, several radio programs like La Rotonda (Radio Splendid), De Cambio (Radio Américo) and El Emprendedor Urbano (Radio de la Ciudad) as well as more specialized media, such as IARSE, Comercio Justo en Argentina (Fair Trade in Argentina), and RSE OLíNE.

**2009 PROPOSAL**

For the year 2009, we are hoping to work with 400 students and 30 teachers from 20 schools, from both the city and the suburbs. We are aspiring, along with the students, to generate between 60 and 80 awareness campaigns through alliances with visual media companies, radio and television stations, and billboards.

**Buenos Aires Volunteer (BAV)** is a program that coordinates and organizes volunteer work projects in Buenos Aires for people from all over the world with the objective of contributing to the strengthening of Argentine social organizations. The program aims to build a cultural and humanitarian bridge between foreign volunteers and local organizations that want to actively participate in the development of the social sector in Argentina. For more information, visit [www.bavolunteer.org.ar](http://www.bavolunteer.org.ar)
TYPES OF PROJECTS OR AREAS OF WORK

Currently, we are working with distinct types of organizations in the city of Buenos Aires and the surrounding suburbs. These organizations can be divided into grassroots organizations, intermediary organizations, and international organizations. The variable which we use to distinguish the organizations is the area in which they develop their work, and they are classified in the following manner:

- Micro-enterprise
- Micro-credit
- Corporate Social Responsibility
- Community Development
- Sustainable Research and Development
- Social Inclusion
- Environmental Programs
- Human Rights
- Women’s Rights
- Political Institutions
- Childhood services
- Education Projects
- Community Health
- Art and Development

IMPACT

Argentine non-profit organizations are growing rapidly and doing a lot, but many of them are still young and in need of support. That’s why we work to bring together said organizations with proactive young people who are highly committed socially and have a strong wish to collaborate in the strengthening and growth of grassroots organizations. The result of this coordination is enormous benefits and enrichment for both parts:

**Social Organizations:** They receive most of the support they need to see their mission through, acquire international support, develop unplanned tools/skills and improve their management, etc.

**Volunteers:** They earn an invaluable experience and a better understanding of their aptitudes, proactive attitudes, and their potential that will help them to better cope with work and personal environments throughout the world.

One of the principal objectives of the program is to mentor the volunteers, assess them, and work side-by-side with them so that they will be able to think of and develop a volunteer-oriented project that generates an impact, understanding the effects or influences that the experience of volunteering has on both the volunteer and the social organization.
Throughout 2008, we widened our network of the program’s social organizations with a dual objective. The first, and principal objective, has been to widen the area that the program covers, as well as its impact. That is, collaborating and generating positive results in the highest number of social organizations and their beneficiaries as possible. The second objective has been to offer a quantity of projects in diverse work areas to our volunteers.

The program received 40 volunteers, 68% of them Norwegians, with an average age of 24.

The most solicited areas of work were:

- 25% for childhood services
- 15% for social inclusion projects
- 15% for teaching classes and educational projects

Because of the action, commitment, and support of the volunteers, as well as the result of networking, the following results have been obtained, which have directly benefited social organizations:

- 40 volunteers participated in our program throughout the year.
- We widened the network of social organizations.
- We helped with the donation of $50,000 for a children’s shelter.
- We helped with fundraising to cover the annual budget of a community pre-school in La Matanza.
We worked on building international commercial networks for two micro-enterprises.

We implemented diverse workshops to promote recycling and garbage separation.

We developed both a blog and a Facebook group for the program: Facebook http://www.facebook.com/group.php?id=36484585385&ref=ts

We developed art workshops with children in four of the network's organizations.

We participated as organizers in Youth Rights Week held in Chapadmalal, Buenos Aires Province.

We signed cooperation agreements with the University of Oslo, and with the Australian agency Involvement Volunteers.

In 2009, we are hoping to receive at least 50 volunteers. In reference to social organizations, our principal objective is to continue providing them with a steady stream of volunteers and, through this, achieve a sustainable impact.

In the area of communications, we are hoping to improve communication with the public and carry out actions and activities that make the program more visible.
Currently, best practices differentiate successful organizations from the rest, and because of this, a corporate social responsibility strategy has stopped being an option and has turned into a necessity. This is not only because society requires it, but also because it forms part of a solid base for any organization, and ensures stability and success over the long term.

Our professional focus is on supporting organizations in the adoption of corporate social responsibility practices, with the end goal of adding value to both the business and society as a whole. We are working to introduce CSR in strategic thinking, integrating it in the process of managerial decision making within the company.

Below is a brief review of the work done in the area of consulting in 2008.

**TRAINING**

During the month of June in the Navarro Viola Foundation, we held the Second Edition of the CSR Best Practices Seminar, “Non-Welfare Inclusion Experiences.” 85 people participated from different sectors.

The main topic for this seminar was network coordination as a CSR best practice. The presentations on this topic were done given by: Rodrigo Gomez Iza, CSR director of Amartya, Mariana Incarnato, the program coordinator of Doncel at Amartya, and Alberto Croce, President of SES foundation.

This meeting was made possible due to the support of the IBD – Youth Fund, Microsoft, SES Foundation, The Dutch Embassy in Argentina, Navarro Viola Foundation, Bonafide, and SESA Select.

The Argentine Chamber of Chemical and Petrochemical Industries: In June we held a “Workshop on CSR and Competitiveness” in which we presented to the 50 members of the chamber in attendance opportunities for businesses in the chemical sector to begin working towards socially, environmentally, and ethically responsible practices as well as transparency.
**Banco Galicia:** We continue to monitor the Economic Planning workshop held by Banco Galicia. This workshop was directed towards students in the last year of high school and aims to give the students the necessary tools that allow them to plan their futures in relation to money management in pursuit of achieving their personal goals. During 2007, the workshop was held in five districts (Buenos Aires Capital, Gran Buenos Aires, Rosario, Salta, and Cordoba), and reached out to more than 370 students and 12 high school in the five districts.

Below are some of the results:

- **94%** Considered that the activity worked on in the program "Valuing your Future" aided the students to think in new ways about the administration of their money.

- **72%** Thought that the activity helped to reflect on something new with regards to values related to the administration of money.

**Huntsman Argentina S.R.L.:** During 2008 we developed their strategic CSR plan and helped with the implementation of community projects.

**International Corporate Social Responsibility (CSR) and Sustainable Development Course in Buenos Aires**

In cooperation with the University of Sodertorns in Sweden (http://webappl.web.sh.se), the Norwegian institute KulturStudier AS (http://www.kulturstudier.no/), and the United Nations Global Pact, we have started up the international course "**CSR and Sustainable Development**". This educational project is also helped by the support and participation of The University of Buenos Aires, The School of Economics (National Center of Corporate Social Responsibility) in Argentina, where the master’s classes and seminars are taught.
The length of the course is three months, and it will be offered twice a year in the city of Buenos Aires, awarding the students 30 academic credits (issued by the University of Sodertons) in accordance with the European academic system. The first course began in February of 2009 with more than 35 students.

Renowned specialists and academics from around the world are participating in teaching the course, which is geared towards students and professionals who wish to acquire specific CSR management knowledge. For more information, please visit http://www.amartya-courses.net/prog_csr.html

International Development Courses in India, Ghana, and Vietnam.

Within the framework of our cooperation with the Norwegian educational organization Kulturstudier AS, as well as other diverse Scandinavian universities, we offer the possibility of studying diverse courses dealing with social and environmental development in a semester abroad program. All of the courses are taught in English and will award the students 30 credits in line with the European academic system.

The courses are:
- "Global Environmental Management" en Ghana,
- "Peace and Conflict Studies" en India,
- "Development Studies" en Vietnam.

For more information, please visit http://www.amartya-courses.net/index.html.
How is Amartya financed?

We have received both resources and funds for our social projects from the following organizations:

- Norwegian University Høgskolen in Oslo
- Norwegian company X-plore
- Norwegian organization Kulturstudier AS
- The Inter-American Development Bank’s Youth Fund
- The Microsoft Foundation
- SES Foundation
- Equidad Foundation
- Manpower
- Sesa Select Consulting Firm
- The Dutch Embassy in Argentina
- The Navarro Viola Foundation
- Bonaﬁde
- New San
- Inter-American Development Bank
- Inwent

We have worked as a **CSR consulting** firm for the following companies:

- Banco Galicia
- Huntsman Argentina S.R.L

Buenos Aires Volunteer Program (www.bavolunteer.org.ar)

During 2008, the program received 35 volunteers.

**AMARTYA’S INCOME AND EXPENDITURES DURING 2008**

The 2008 income of Amartya was 702,429,00 pesos

**Distribution of Funds**

- Educational projects **30%**
- Social projects **41%**
- Corporate Social Responsibility projects **15%**
- Planning **2%**
- Administration **12%**
Homage to Roberto Barbero, Director of Amartya
By Christian Tiscornia

Caro Roberto, as you liked to say, there are people in life that deeply mark one, and in my life, you were one of those people. I always thought that the only way to transmit something to other people was through deeds, with one’s own life as the best example of commitment. This idea is what I’ve retained from you: your dream for a better country, and your daily work to make that dream a reality. I often think about the moment when we met. These times were definitely the most intense of my life, because of Amartya’s launch, because of the sensation that everything I had, whether great or small, was on the line, and the immense difficulties of starting a new organization with only ideas, dreams, and conviction. I remember your reception, your help in the times when I needed it most. Thanks to your support and that of countless others that are dear to me, we were able to found Amartya and convert it into the thriving organization that it is today. From the first moment, you not only supported us with time, ideas, and work; you deeply involved yourself in the growth of the organization, and, most importantly, you believed in our dream.

Dear friend, the seed of your commitment and solidarity has germinated within us all and you continue to accompany us day by day in this struggle, turning this shared dream of ours into a beautiful reality.

Hasta siempre caro Roberto!
OUR TEAM

1. Social Projects

Buenos Aires Volunteer
Lucila Trolliet
Katrin Willkings
Beatriz Barrera
Irma Van Den Berg (Voluntaria)

Consuma Dignidad
Marino Alu

Consuma Dignidad Volunteers
Antonella Panebianco
Agustin Artese
Diana Veleda
Antonella Pierucci
Katrine Haare

Doncel
Mariana Incarnato
María Paz Palmieri
Ezequiel Trigo
Paula Acosta
Soledad Jiménez
Tamara Ginesin Manzo
Belen Coquette
Franca Marchetti

Valeria Frejman (TICS)
Horacio Phillips (TICS)

Doncel Volunteers
Sofía Donatelli
María Galeano
María José Tellez
Katia Sjoblom
Cecilia Levi

2. CSR Consulting

CSR Volunteer
Maria Bercetche
Tania Lee
Guillermo Riggi
Arthur Maas
Soledad Giménez
Florence Iribarne

3. Educational Projects

Eduardo Tiscornia Biaus

Administrative Staff
Nora Herrera

Board of Trustees
Christian Tiscornia Biaus (Presidente)
Roberto Barbero
Albina Lara
Daniel Fernando Martino
Rodrigo Gomez Iza
Graciela Cereijo
Amartya is advised legally by the law firm Beccar Varela, and is audited by the accounting firm Saubidet & Asoc.

THANKS

We would like to thank everyone that has helped us, everyday and with enormous strength, to continue building AMARTYA. To all of you THANK YOU VERY MUCH!!

WHAT DO YOU THINK ABOUT OUR REPORT?

It is very important for us to know what you think. If you have any questions, comments, or suggestions about the report, please write to us at: Info@amartya-ar.net.

Your comments help us to improve our work!