Living Wage: The Limits of Social Responsibility

The case shows the experience of handling the wage of the workers of a banana plantation in Guatemala. The process reveals consuming patterns and that the personal handling of income is not oriented to the development of the workers’ families and neither to that of their own communities. With these findings, the company developed programs of Corporate Social Responsibility focused in creating better habits. The case presents to what extent the business should intervene in their workers’ personal affairs, as well as it exposes the Company’s good intentions to help in sustainable human development, and also includes a vision of the Corporate Social Responsibility practices, and looks in depth into the positive impact of knowing more about the employees.

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