



# **SUSTAINABLE DEVELOPMENT GOALS**

**8** DECENT WORK  
AND ECONOMIC  
GROWTH



# Upc Pride - Excellence



On December 17, 2021, the UPC Pride Recognition Program was organized by the Human Resources Department.

The event was held virtually and it awarded the best projects developed in cross-cutting and multidisciplinary teams with high impact for the institution, beginning from the 4th quarter of 2020 to the 3rd quarter of 2021. These projects were evaluated by the Human Resources Department in the first phase, by the Executive Committee the second phase, and by the CEO in the third phase. The maximum number of members per project was 10. The criteria to be evaluated were: effectiveness, fulfillment of objectives, relevance, congruence between the results and the objectives of the organization, efficiency, the way in which the available resources were organized and used, sustainability, whether the changes obtained at the end of the project can be maintained over time, alignment, and whether the project and its process are aligned with the values and strategies of the organization.



# UPC DNA Culture Campaign - Diversity



On December 13 to 17, 2021, the Human Resources Department implemented a communication campaign—through institutional e-mail—by disseminating videos aimed at recognizing that all UPC employees are made of the same solid DNA that does not believe in limitations, which unites them in and moves towards skills and behaviors that are key to continue in the search of academic excellence.

Despite the pandemic situation, this year has not been the exception to continue with new launches: The new identity of the GS, 1st place in the Merco Corporate Reputation ranking, Certificates by Great Place To Work, Opening of the Veterinary Medical Center, new UPC elective courses in Coursera for Campus, Beca 18, Institutional License, UPC-Arizona and the Phukuy Project, which was selected by Concytec.

The mission of this event was to continue promoting the formation of upright leaders with a global mission to transform Peru and to spread the pillars of organizational culture across the different work modalities that we currently have.

# Mentor Crew



This virtual event was launched in the period from April to October 2021, by UPC's Business Initiative Unit.

This program was made up of entrepreneurs and professionals with a renowned track record. It consisted of granting mentorships to the startups participating in the program to promote the growth and development of their ventures, ensuring the success of their innovative initiatives and, above all, helping in decision-making.

In the incubation program, we worked with mentors such as: Bruno Díaz, Founder & CEO of Guvery; Larissa Arias, Co-Founder of Manzana Verde, among other mentors. In the acceleration program, we worked with Ignacio Schwalb, Founder of Barbarian; Lucia Montalvo, Associate of Salkantay Partners; Alejandro Harmsen, Director at Líder, Grupo Constructor, among others.

The graphic is a vertical rectangle with a red border. At the top left is the 'UPC LUCY' logo with a pink and orange diamond icon. At the top right is the 'StartUPC' logo with a similar icon. In the center is a screenshot of a Zoom meeting grid showing 25 participants. Below the grid, the words 'MENTOR CREW' are written in large, bold, red capital letters. To the right of this text is a block of Spanish text: 'Programa de "mentoring" conformado por empresarios y profesionales de reconocida trayectoria, que facilitan el camino al éxito de los emprendedores.' At the bottom of the graphic is a photograph of an audience seated in a room, facing a stage where a person is standing. The 'StartUPC' logo is overlaid on the bottom right of this photo.

UPC LUCY

StartUPC

MENTOR CREW

Programa de "mentoring" conformado por empresarios y profesionales de reconocida trayectoria, que facilitan el camino al éxito de los emprendedores.

StartUPC



# Virtual Workshops on Social Innovation



The Business Initiative Unit presented, through the Champions of Change Fanpage, various online courses and workshops from April to June 2021, open to the general public so that interested people could have tools to develop their ventures.

These workshops were held as part of a social responsibility program of UPC for the benefit of the community for 11 years, which recognizes the work of young entrepreneurs and innovators in the country by providing them with academic support, mentoring and expert guidance.

The objective of these workshops was to invite young people from all over Peru to develop their social innovation projects.



# Learn and Become an Entrepreneur



Learn and Become an Entrepreneur was an event organized by UPC's Communication and Corporate Image Program aimed at supporting entrepreneurship, providing workshops and digital tools for the development of projects on social networks, with the aim of motivating more young people to create content and consume products made in Peru. The event was held on November 21, 2021.

The total amount raised in the event was destined to the #comidadignaparatodos cause in order to strengthen and help the organization of communal kitchens “Manos a la Olla” in Southern Lima.

“Manos a la Olla” is in charge of managing donations, training women leaders and maintaining a visibility and information platform to strengthen 4 components that sustain communal kitchens: economy, health, environment and socio-political presence.



# Tacu Tacu Challenge Contest: Advertising Creativity Contest



UPC's Communication and Advertising Program organized the Tacu Tacu Challenge Advertising Creativity Contest, which took place from August 23 to October 30, 2021. This contest had the purpose of challenging the creativity of students. It worked with 13 Peruvian ventures from the Business Incubator of the Municipality of Lima and 1 business from UPC's Champions of Change as clients. Briefs were developed for each brand.

The contest was divided as follows:

- Graphic brand identity proposal
- Digital strategy proposal

In the end, 3 absolute winners of the contest were selected between the design of brand identity and digital strategy proposals.

