



**ORGANIZACIONES ECONÓMICAS Y DESARROLLO HUMANO. UNA PROPUESTA  
METODOLÓGICA Y SU APLICACIÓN EN UN CASO ESPECÍFICO: RABOBANK.**

**ECONOMIC ORGANIZATIONS AND HUMAN DEVELOPMENT. A  
METHODOLOGICAL PROPOSAL AND ITS APPLICATION IN A SPECIFIC CASE:  
RABOBANK.**

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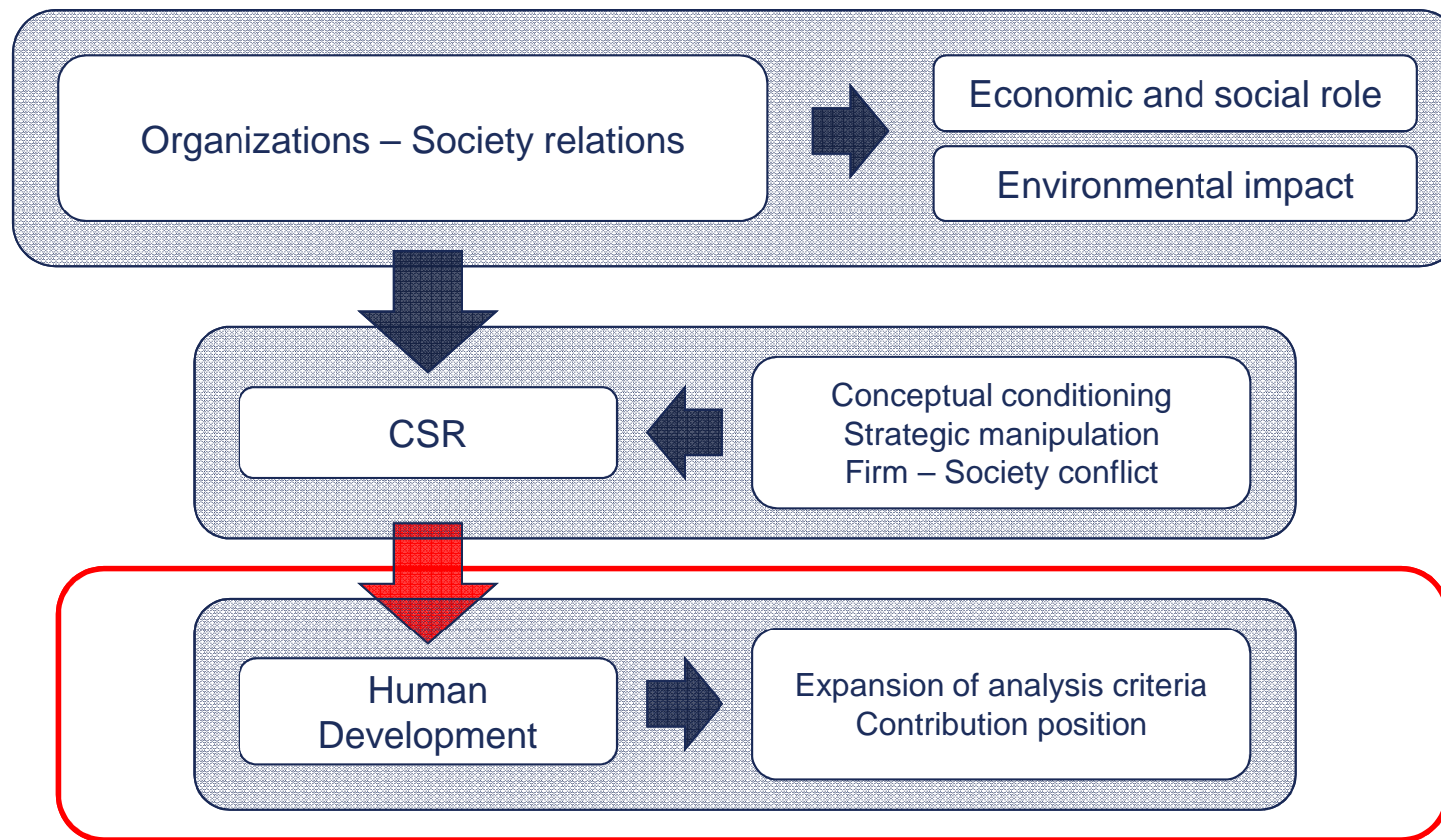


**Universidad  
Zaragoza**

# Presentation Outline

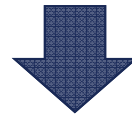
1. Introduction
2. Objective
3. Methodology
4. Results
5. Conclusions

# 1. Introduction



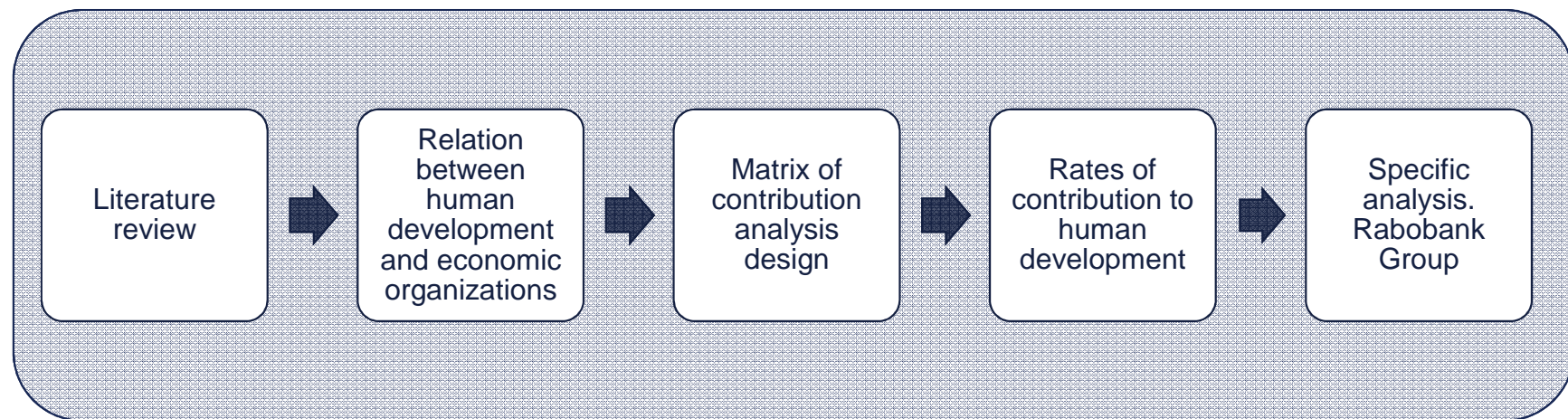
## 2. Objectives

To analyze Human Development Concept and to study how Economic Organizations contribute to this, offering instances to satisfy human needs and aspirations.



- Review the general scope of the concept. Present and analyze main features. Present alternative approaches to the classic definition, to broaden the application perspectives of the concept.
- Adapt key concepts to the context of economic organizations. Determination of influence areas and roles that they can play.
- Develop a verification scheme of organizational behavior, related to contribution to human development.
- Apply the model proposed to the specific case of Rabobank Group.

### 3. Methodology



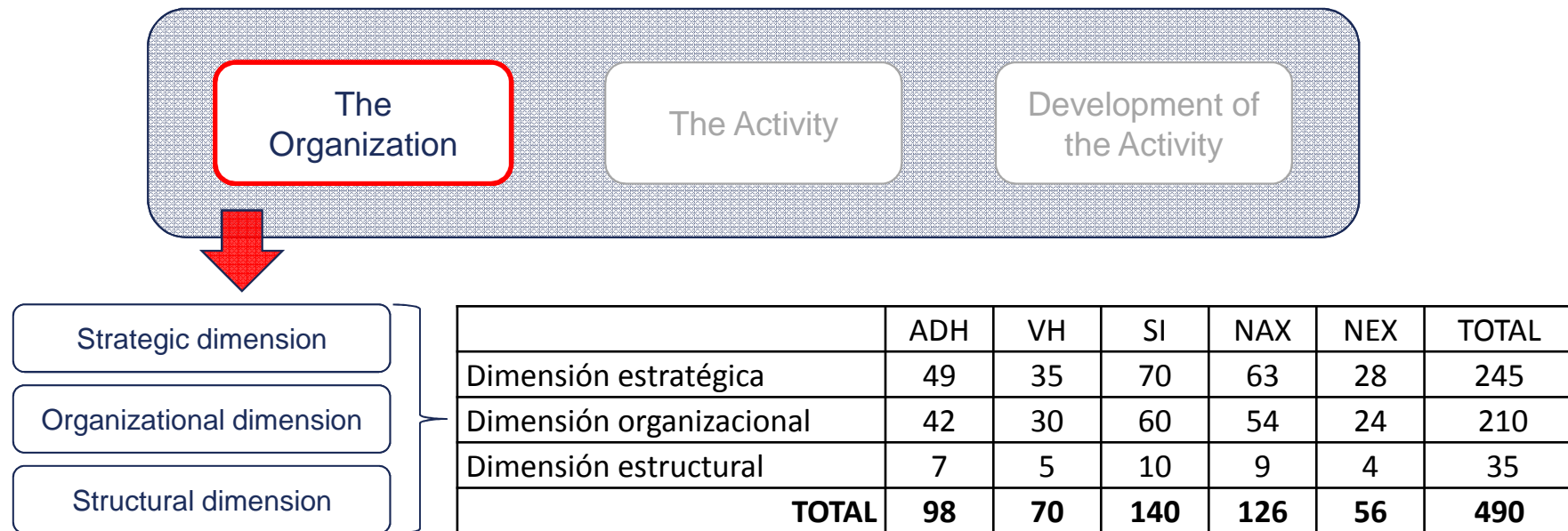
### 3. Methodology: model

- Assessment matrix of contribution to human development of economic organizations – Simplified version
  - Evaluation areas



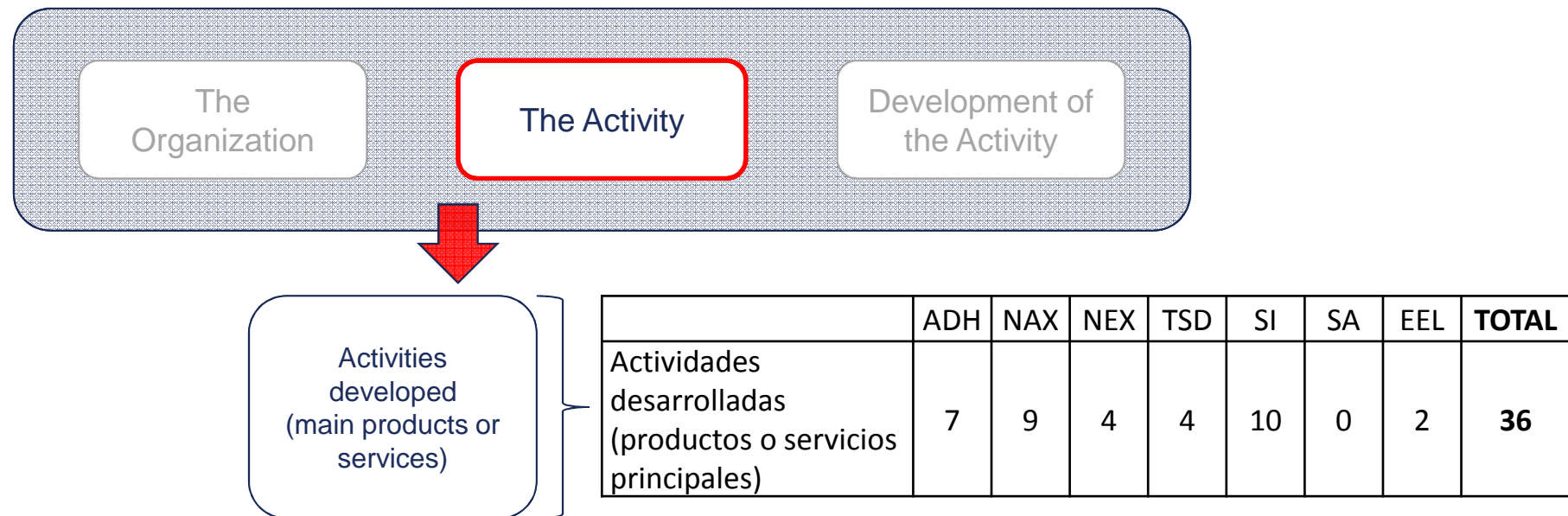
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### 3. Methodology: model

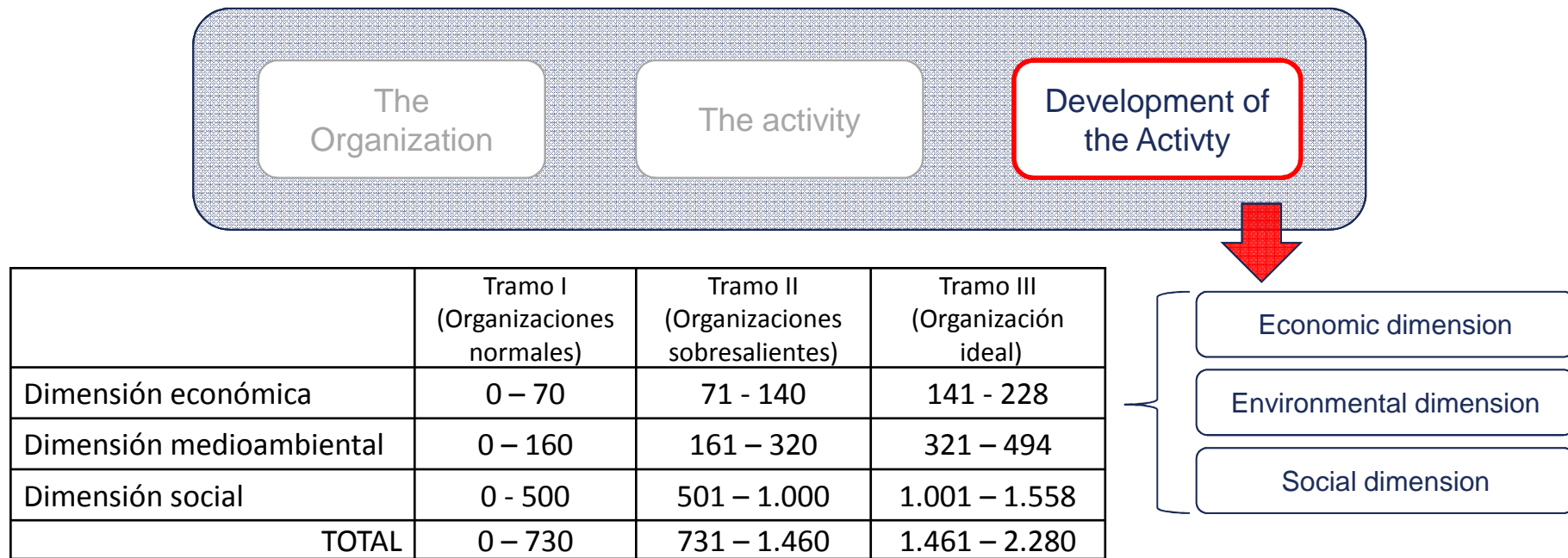
- Assessment matrix of contribution to human development of economic organizations – Simplified version





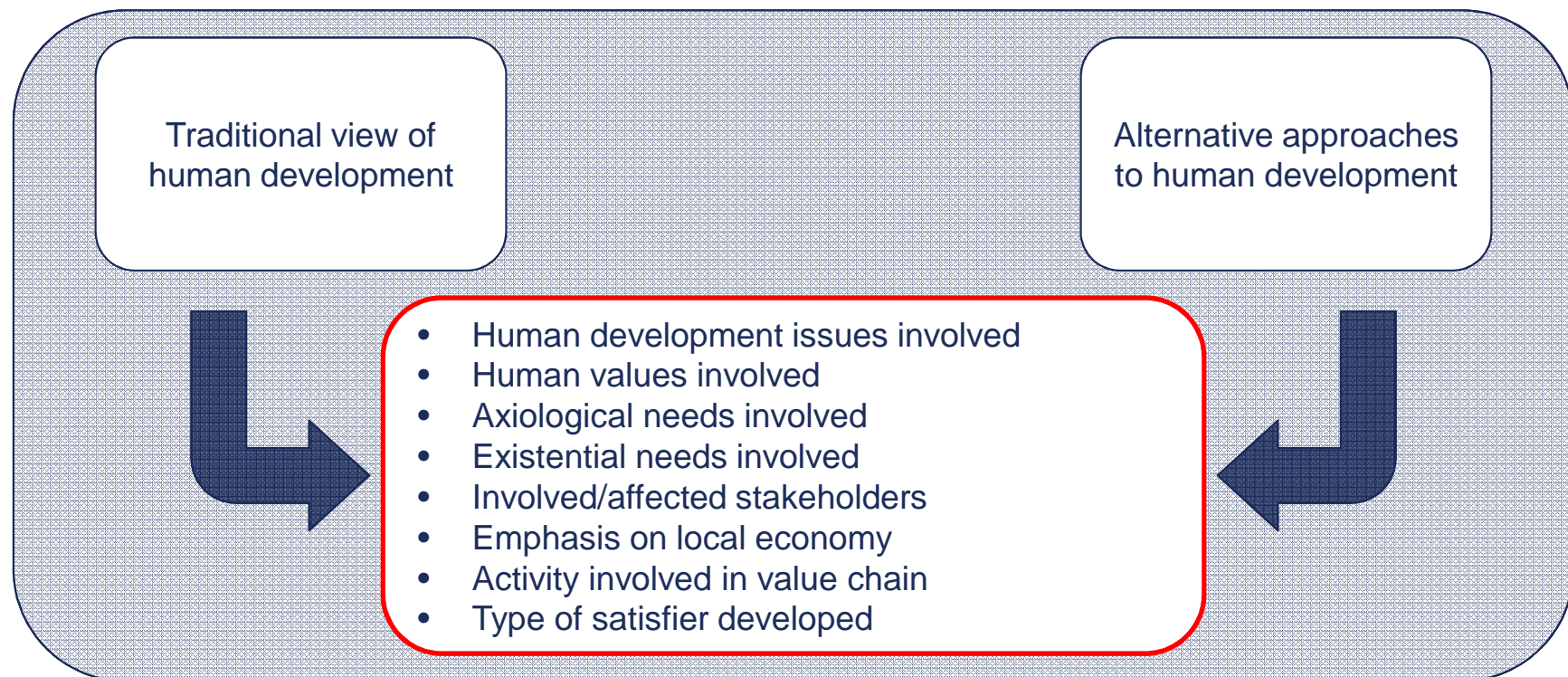
### 3.Methodology: model

- Assessment matrix of contribution to human development of economic organizations – Simplified version
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### 3. Methodology: model

- Assessment matrix of contribution to human development of economic organizations
  - Assessment items



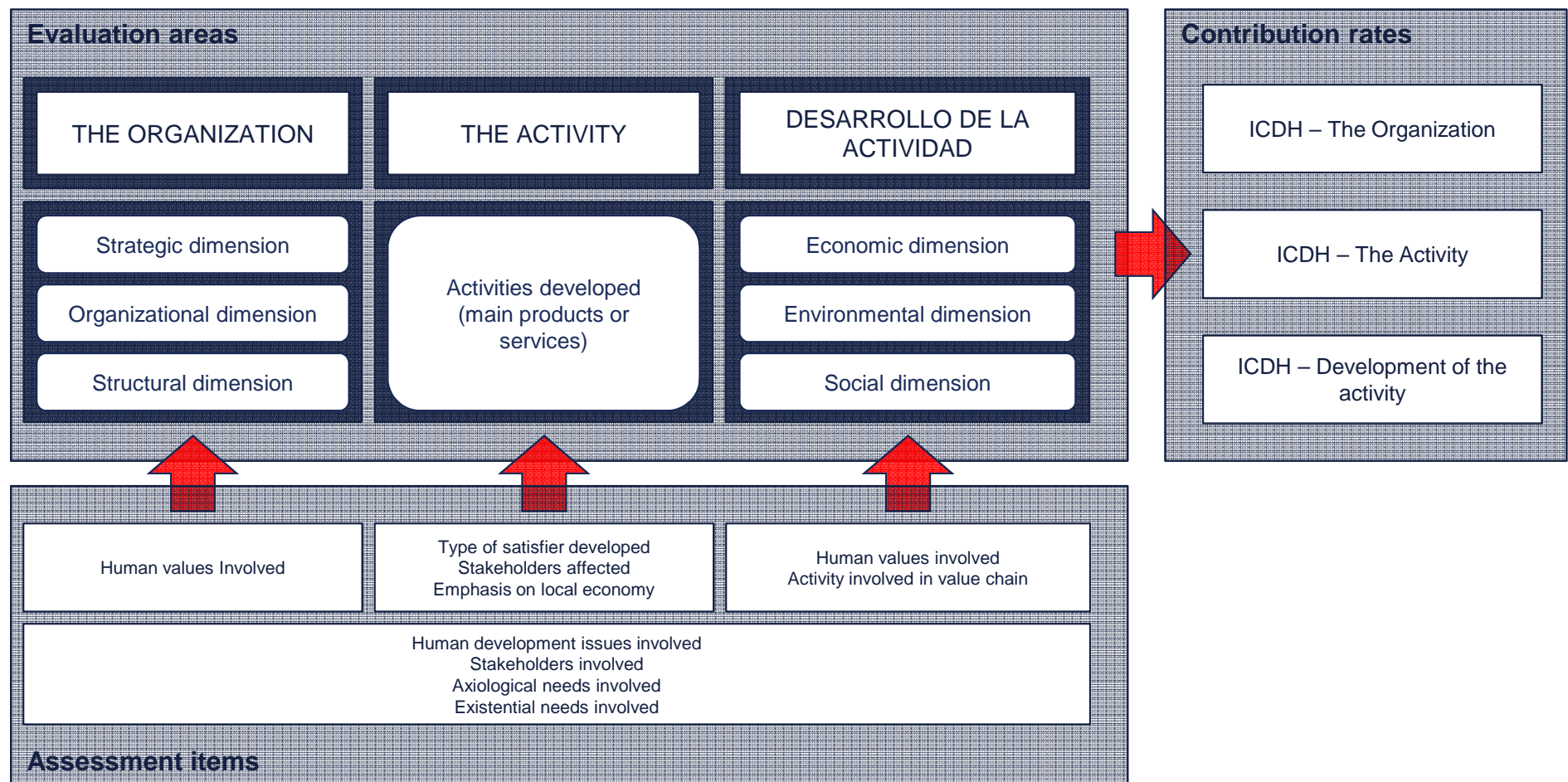
### 3. Methodology: model

- Assessment matrix of contribution to human development of economic organizations (example).

			Human development issues involved						
			Social welfare	Economic welfare	Sustainable development	Education	Democracy and transparency	Autonomy	Local development
THE ORGANIZATION	Strategic dimension	Foundation arguments							
		Mision							
		Vision							
		Values, organizational principles and conduct code.							
		Strategic objectives							
		Letter from Chief							
		Policy commitment to community and environment (CSR policy)							

### 3. Methodology: model

- Assessment matrix of contribution to human development of economic organizations



## 4. Results

Rabobank Group, Cooperative, (2011)

47 countries

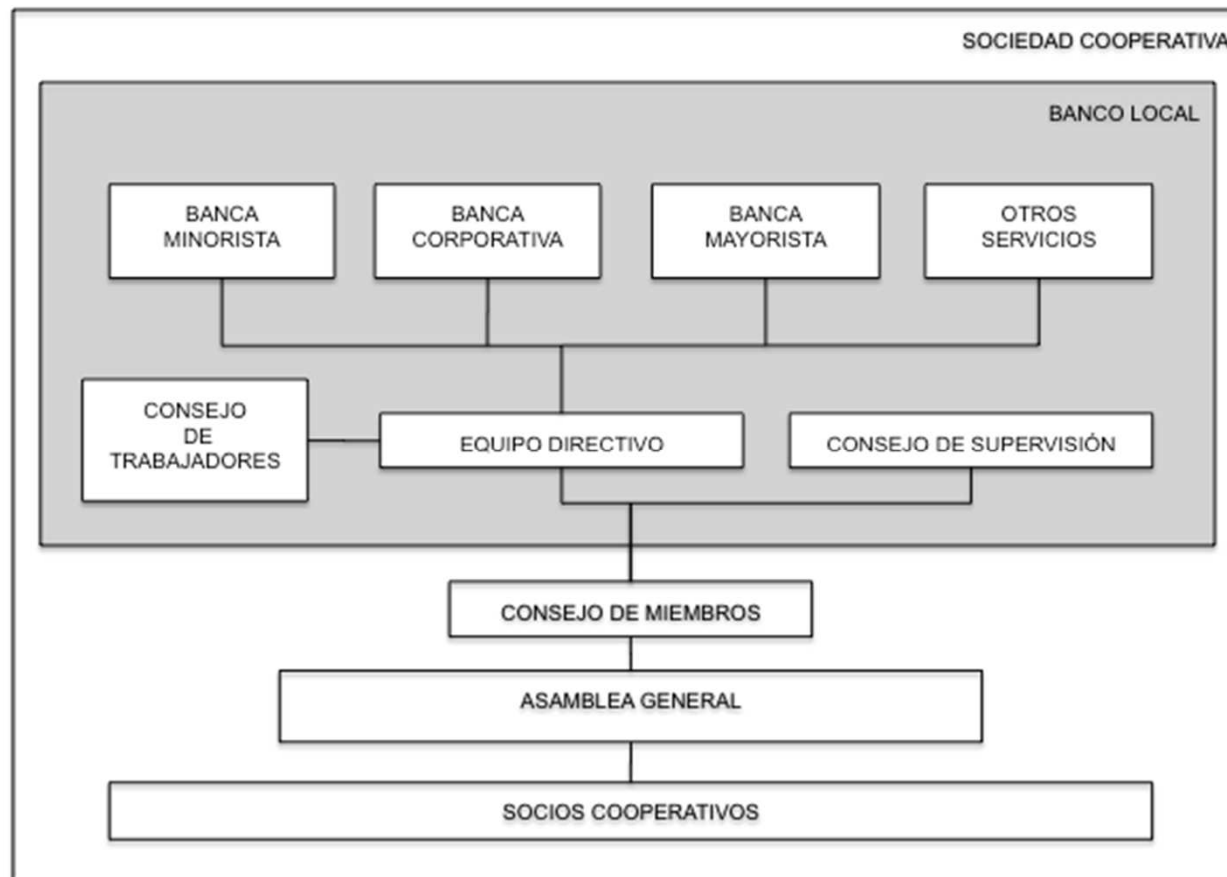
1,862,000 members

59,670 workers

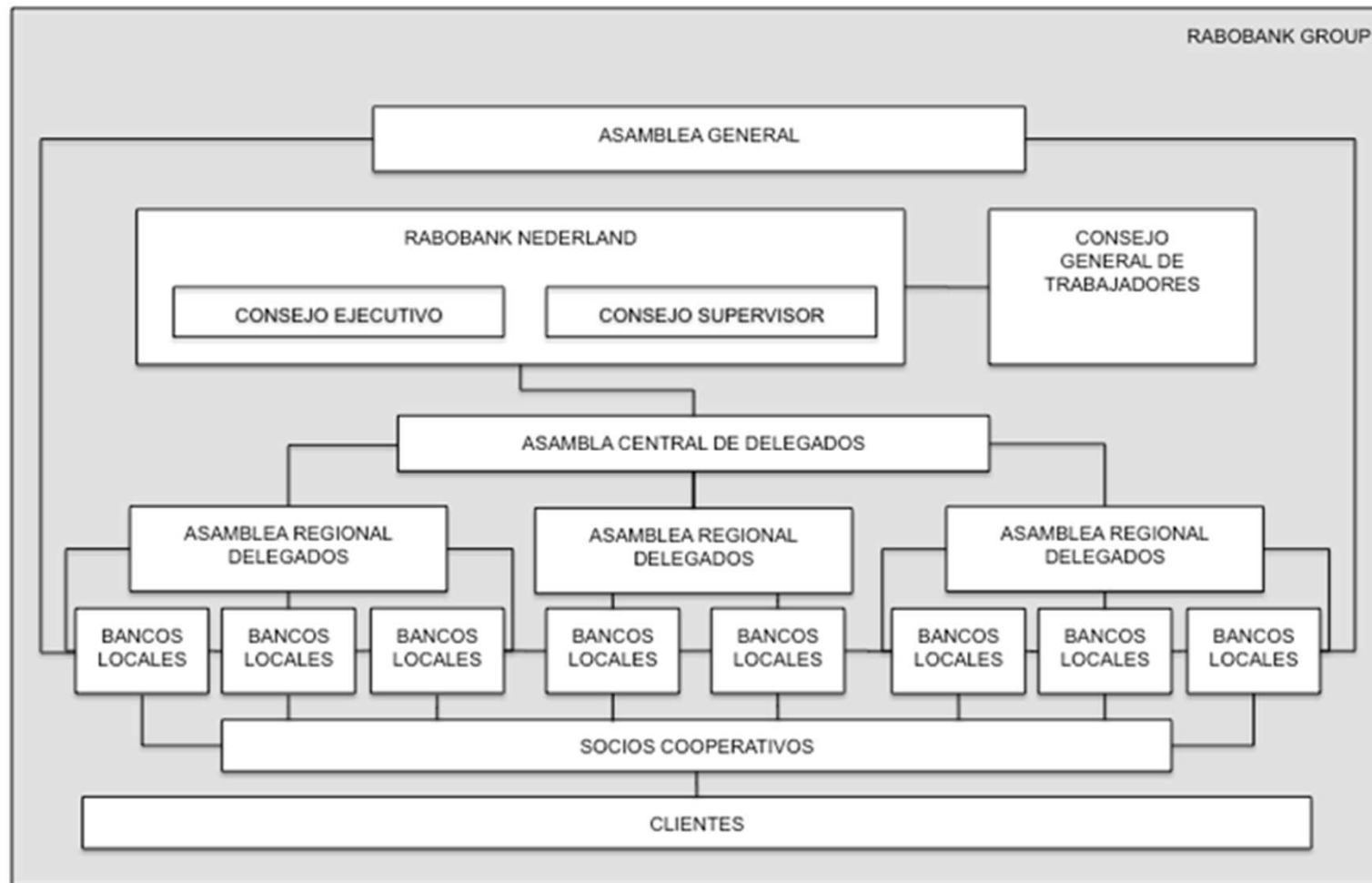
10,000,000 clients

- Rabobank Group
- Rabobank International
- Rabobank Foundation
- Rabobank Development

## 4. Results

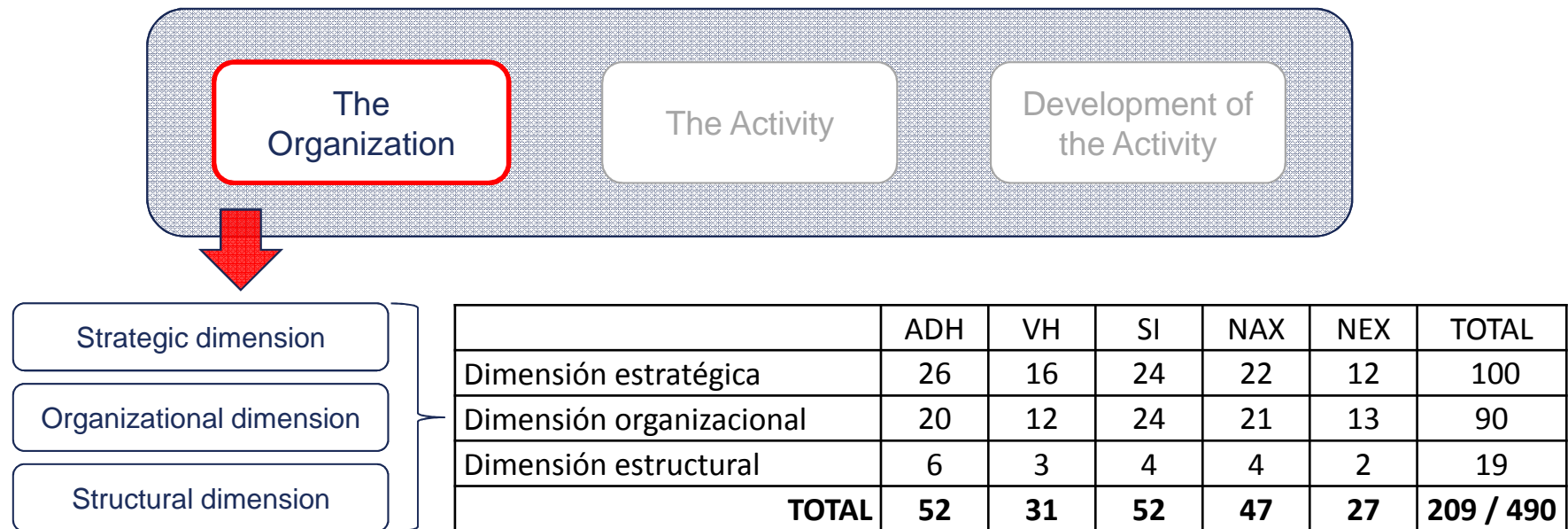


## 4.Results



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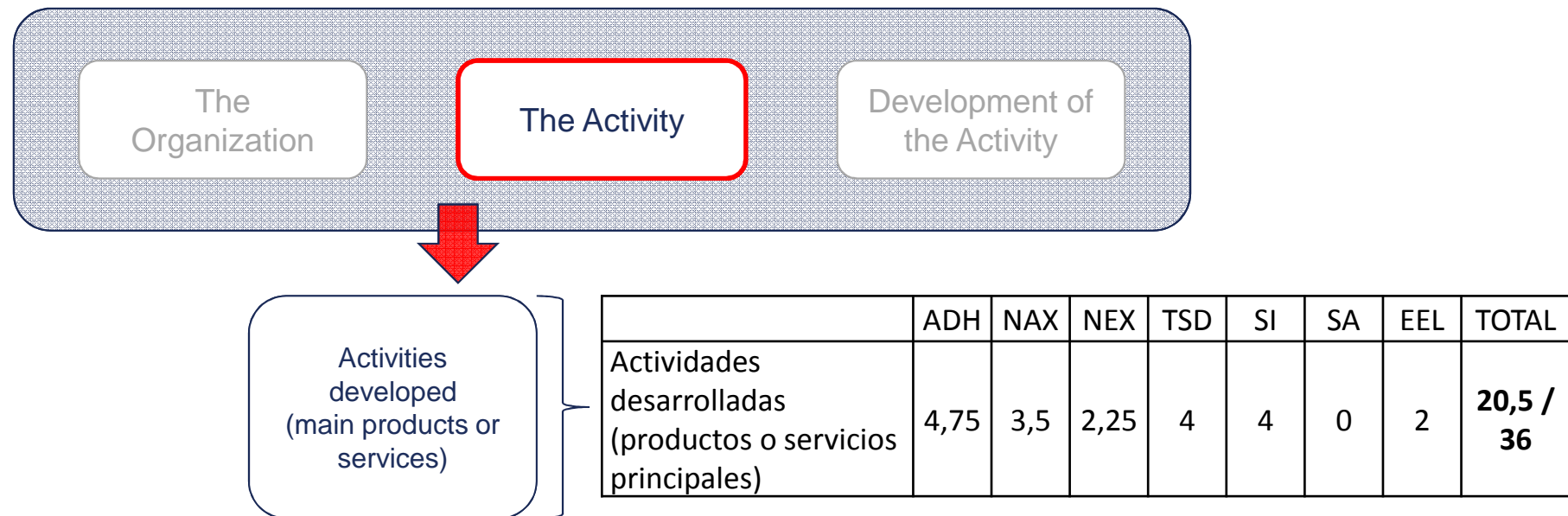
- Assessment matrix of contribution to human development of economic organizations – Simplified version applied to Rabobank Group.





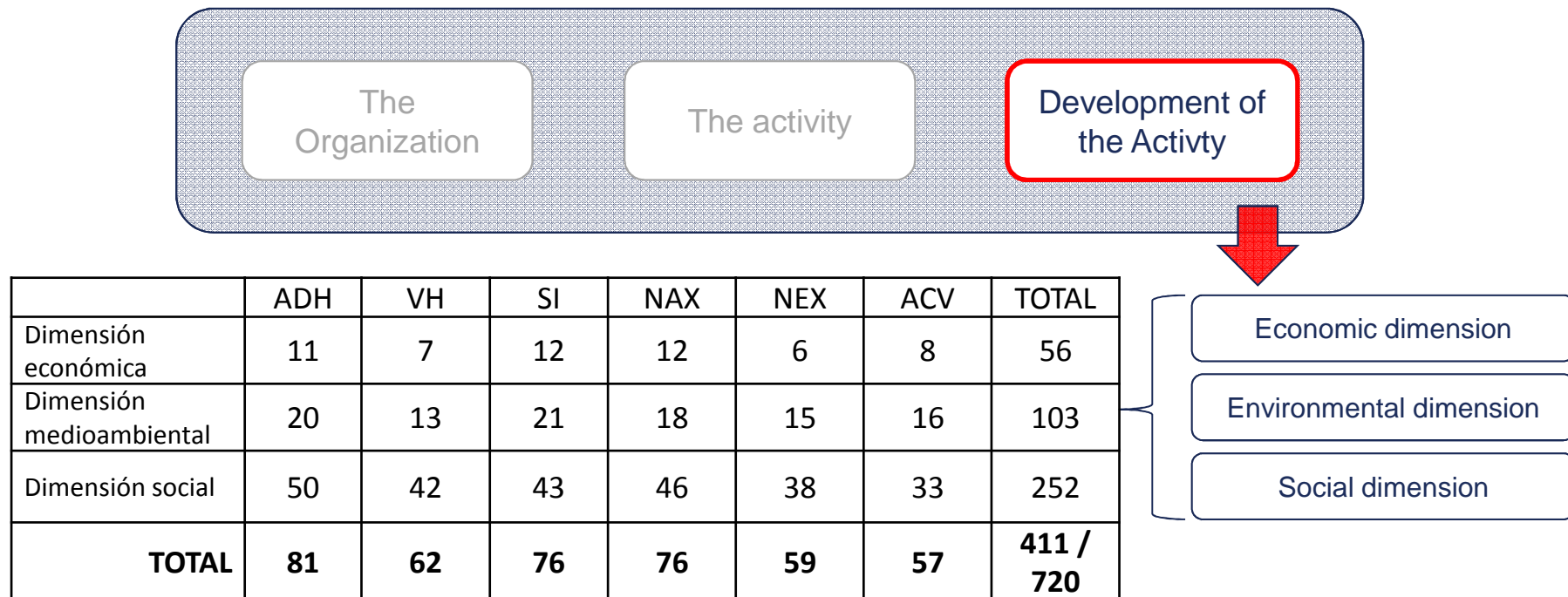
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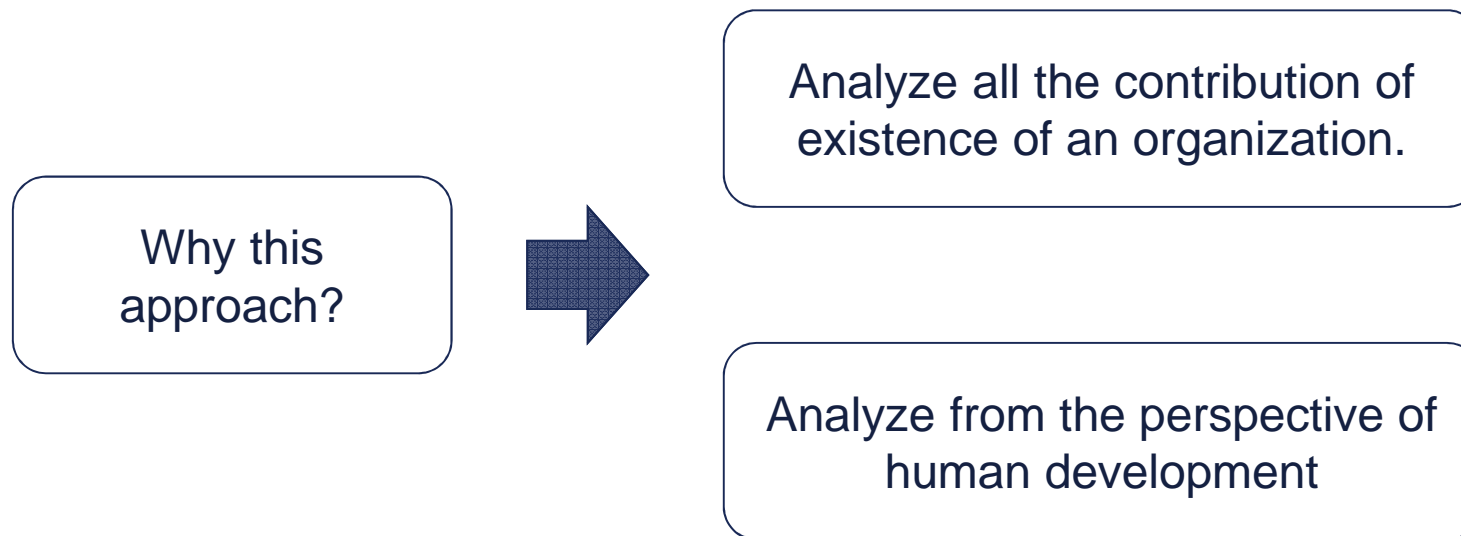


## 4. Results

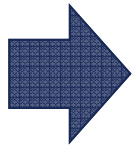
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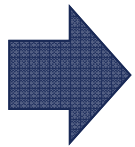
## 5. Conclusions



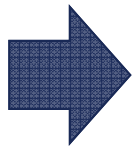
## 5. Conclusions



Contribution to the study of relationship between economic organization – Society.



Approach to the social contribution of organizations



Reevaluation of strategic objectives

## 5. Conclusions

### Rabobank



Decisions arising from the bottom of the organization



Bank with a lower risk level



Rural orientation, human development scope



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