

## *Sustainable Development in Central America and the Dominican Republic*

**Company:** DIMEGSA  
**Country:** Guatemala  
**Project:** TMF Program: Poverty reduction and environmental improvement. An Integral Sustainable Development strategy.  
**Year:** 2006

### THE COMPANY

DIMEGSA was founded in Guatemala in 1995, and provides fumigation and pest control services. Since its beginnings, it aims to furnish a high quality service, and through continuous improvement processes has achieved to add value to the services it supplies.

Commitment with the environment is evident in the use of products that are not hazardous to plants and domestic animals.

Their web page is: [www.dimegsa.com](http://www.dimegsa.com)



### SERVICES AND MARKETS

The company offers the following services: pest control, specific treatment for cockroach control, treatment against termites and moths, rodent control, treatment against birds, weed control and training.

These are mainly offered in Guatemala, though they have also provided them in El Salvador, Honduras and Costa Rica.

### PROJECT DESCRIPTION

The methodology to implement the company's Sustainability Strategy started with the conceptualizing of the sustainable development system –at which stage an internal and external organizational analysis took place to determine its sustainability profile, as well as its options for improvement in the environmental (cleaner production), economic (productive efficiency and financial management) and social (internal and external projection besides health and occupational safety) dimensions.

Then, the company's strategic guidelines within the sustainable development frame were redefined. Then the action plans were defined in each dimension as well as the monitoring mechanisms and indicators to guarantee the fulfillment of the established strategic objectives.



Later on, training and technical assistance were provided to support the company in implementing the action plans. This way, it was intended to fulfill the transfer of knowledge to the organization; also, the follow up oriented towards the achievement of the expected results was developed.

**MAIN ATTAINED RESULTS**

**Strategies, policies and plans**

New guidelines were defined within the company's strategic frame plan:

**Company's Mission**

We are a company that provides professional services on integrated pest management – offering quality service with trained personnel and a wide national and international coverage using avant-garde products and application techniques for persons' wellbeing and the environment that surrounds them.

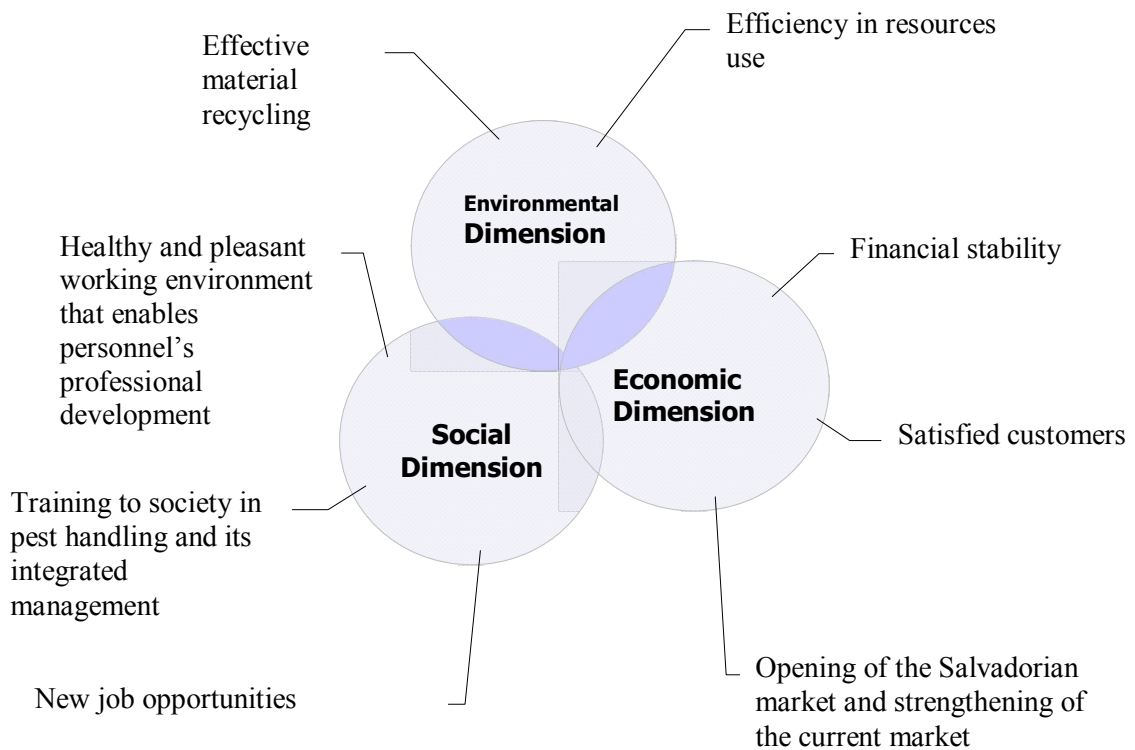
**Company's Vision**


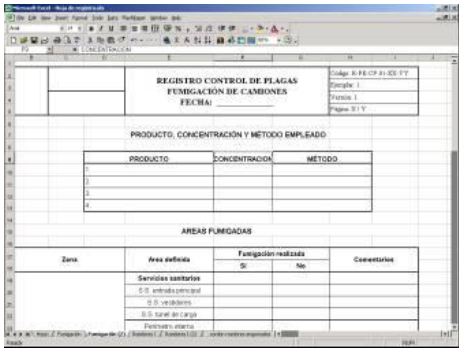


To be the leading company in integral pest control with national and international recognition, by means of offering excellence and quality in each service supplied and innovating with new application techniques and specialized equipment for that purpose.

**COMPANY VALUES**

- Efficiency
- Punctuality
- Professional Ethics
- Responsibility
- Honesty
- Seriousness



**COMPANY'S SUSTAINABILITY POLICY**





Initial Diagnosis	Achieved Improvements
<b>ECONOMIC DIMENSION</b>	
<b>Financial Management</b>	
<ul style="list-style-type: none"> <li>There is no financial information available when decisions are made.</li> </ul>	<ul style="list-style-type: none"> <li>A financial model was created to register the accounting movements and which incorporates the operations' projections; with that information for a period, important financial data are obtained so that they support decision making.</li> </ul>
<b>Productive Efficiency</b>	
<ul style="list-style-type: none"> <li>Service records delivered by the company on pest control are not clear, nor do they provide all necessary information according to Good Manufacturing Practices.</li> </ul>	<ul style="list-style-type: none"> <li>Together with the company, a new register was designed which was validated by the company's technician.</li> </ul>
	
<ul style="list-style-type: none"> <li>Lack of knowledge on the topic of Good Manufacturing Practices was identified among company personnel.</li> </ul>	<ul style="list-style-type: none"> <li>Two trainings regarding Good Manufacturing Practices were accomplished, both for administrative staff as well as technicians, but with an emphasis on domestic pest control.</li> </ul>
<b>ENVIRONMENTAL DIMENSION</b>	
<b>Solid and liquid waste management</b>	
<ul style="list-style-type: none"> <li>The handling of the chemical containers afterwards was unknown.</li> </ul>	<ul style="list-style-type: none"> <li>Coordination was established with suppliers to organize the recollection of the containers and for them to become responsible for their adequate handling.</li> </ul>
	
<ul style="list-style-type: none"> <li>Product pellets residues were disposed of without knowing the supplier's recommendations.</li> <li>Search for new options to utilize the water used to wash chemical containers.</li> </ul>	<ul style="list-style-type: none"> <li>The supplier was reached and gave recommendations for the products adequate final disposal which will start being used.</li> <li>The product supplier suggested new options to reuse the washing water with diluted concentrations of the product.</li> </ul>

Raw materials and inputs management	
<ul style="list-style-type: none"> <li>There is uncertainty on the effectiveness of the chemicals due to water characteristics.</li> </ul>	<ul style="list-style-type: none"> <li>The effect of the water on the chemical products was researched, and indeed it influences. This is why the following was recommended:               <ol style="list-style-type: none"> <li>Determine the water's pH level be used.</li> <li>Correct the pH level – if necessary.</li> <li>Leave the water - that will be used - rest for 14 hours to reduce chlorine concentration.</li> </ol> </li> </ul>

## SOCIAL DIMENSION

Health and Occupational Safety	
<ul style="list-style-type: none"> <li>Lack of ventilation in the product's dispatch area.</li> <li>Incorrect storage of materials and residues.</li> </ul>  <ul style="list-style-type: none"> <li>Insufficient lighting in some work areas.</li> </ul>	<ul style="list-style-type: none"> <li>The dispatch now has adequate working conditions.</li> <li>Residues, chemicals and volatile or inflammable substances are stored separately.</li> </ul>  <ul style="list-style-type: none"> <li>The company was advised to install minimal lighting necessary in specific areas to offer adequate working conditions.</li> </ul>

Internal and External Social Projection	
<ul style="list-style-type: none"> <li>Lack of clarity between the administrative and the commercial role.</li> <li>Problems with the company flow-chart.</li> <li>Lack of a handbook to describe positions.</li> <li>Improvement opportunities in the customer service topic.</li> </ul> 	<ul style="list-style-type: none"> <li>Chores executed by each position were determined, and together with the personnel, they were classified by area and assigned by specific position.</li> <li>The administration's hierarchical structure was re-organized, as well as chores assignment. Facing the difficulty to hire personnel immediately, a transition structure was established.</li> <li>Based on the new company flow-chart, characterizations of each position are developed – what the position includes, area, hierarchy, objectives and specifications.</li> <li>Training was provided to personnel on the topics related to customer service.</li> </ul> 



## Phrase by the Entrepreneur

*“I think programs like this on sustainable development are the ones that assist small and medium size enterprises in making our countries grand. Thanks to support groups as professional as CEGESTI, our company has engaged in truly radical changes; and these changes have serve to improve and optimize the resources with which our company sustains itself every day. Thanks to all of CEGESTI’s consultants who made an effort to oversee our interests and thank you for your patience”.*

**Guillermo Monzón**  
General Manager

