



Latin Trade

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CSR When Care Has its Rewards

The Best Corporate Social Responsibility Programs in Latin America. By David Haskel in Argentina, Taylor Barnes in Brazil, Gideon Long in Chile, Anastasia Moloney in Colombia, David Agren in Mexico, Lisa Wing in Peru and Doreen Hemlock in Miami.

PERU

INKATERRA

Inkaterra promotes ecotourism in Peru.

Travel company Inkaterra pioneered eco-tourism in Peru in 1975, working to conserve the environment and native cultures. Now it is Peru's first carbon-neutral travel company. It buys credits to offset its carbon emissions, spending on programs that preserve Amazon forests. Inkaterra runs several luxury hotels in Peru and involves its neighbors through training and jobs.

"We look forward to sharing our knowledge and wealth with the communities where we work," founder Jose Koehlin tells Latin Trade. "The underlying goal is to empower locals."

Inkaterra's eco-efforts include a rescue center for endangered spectacled bears and restoring 12 acres of native forest that are home to hundreds of species of birds, butterflies and orchids. The company has trained more than 4,000 community members in hotel operations and conservation so far. Inkaterra earned a responsible-tourism award from the World Travel & Tourism Council in 2010 and recognition in Travel + Leisure magazine in 2011. The company had \$14 million in revenue last year.



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