

Case Study: Shared Value and Socially Inclusive Hospitality in Jamaica



Employment opportunities for youth-at-risk and women-led SMEs

CASE STUDY

The Inter-American Development Bank (IDB) partnered with public and private entities in Jamaica to build a new business hotel in the heart of Kingston. Through a shared value approach, the project surfaced employment opportunities for women-led SMEs and youth-at-risk.

Overview

Caribe Hospitality, a Costa Rican-led investor group, was approved IDB financing of \$6.75 million in 2012, together with an energy efficiency program, for the construction of a business hotel in Kingston.

Project Highlights

Caribe's investment, built by the Jamaican construction company Prime, will have 129 rooms when opened by Marriott in mid-2015. The hotel complex will be a model for energy efficiency and water conservation as it will be the first LEED-certified building in Jamaica.

Development Impact

The IDB saw a unique opportunity to pair the financial investment with an ambitious social inclusion program concerning youth-at-risk and women-led SMEs.

In 2014, IDB collaborated with the Citizen Security and Justice Program of the Jamaican Government to select and prepare youth-at-risk to work on the construction site and during operation. Hereby, local youth received the opportunity to gain specialized skills and experience with an internationally known company and to become rehired as a result of this.

During the operation, Marriott will hire 5% of its labor force from local youth-at-risk as well as source fresh goods from up to 20 local SMEs, preferably women. While increasing the hotel's reputation, trust will be built with the local community. The hotel investment created 300 direct jobs, and will indirectly impact additional 1,000 people via the supply chain.

YOUTH-AT-RISK PERSPECTIVE

For 22-year-old Herbert Whitley, being hired on the Caribe-Marriott construction ground has been both his dream and a promising turn in a long struggle to turn his life around: “I look at life very differently now”, he said. “I have a very big responsibility, as a father, a family man.” Even though taking care of a family is not always easy, he added, “I am happy for it”.

Speakers Bios and Contact Information

Denise Adams: Ms. Adams is presently Senior Community Action Officer, Citizen Security and Justice Programme at Jamaica’s Ministry of National Security and started here initially as a Research Assistant to the United Nations Development Programme, Jamaica. In her current function, Denise is responsible for designing and implementing innovative programmes geared at skills training, job placements/internship and tuition support for at risk youth living in volatile and vulnerable communities. Denise holds a M.Sc. Degree in Government, B.Sc. in Management Studies and Political Science from the University of the West Indies and has ten years of experience in the Development Sector.

communitactionofficer@yahoo.com

Bettina Boekle-Giuffrida: Dr. Boekle-Giuffrida has been a Social Sustainability Specialist at the Structured and Corporate Finance Department (SCF) of the Inter-American Development Bank (IDB) since 2010. In this function, Bettina accompanies a department of 120 investment officers and large private sector projects in various industries, seeking to identify social investment opportunities that are bankable. This includes topics such as youth (-at-risk), youth employability, vocational skills and youth-business relationships in LAC. Bettina holds a PhD and a Master Degree in Political Science from the Free University of Berlin, and a Master’s in International Economics/International Relations from Johns Hopkins University/SAIS. bettinab@iadb.org

Daniel Campos Lara: Mr. Lara is the General Manager of Caribe Hospitality, a large hospitality investor, based in Costa Rica. In this function, he supervises the company’s current projects in Latin America and the Caribbean. Daniel’s involvement in the partnership with the IDB on youth-at-risk in Jamaica has been decisive to gain commitment of large stakeholders such as the construction company and the operator. Caribe is interested to potentially scale up similar initiatives with the IDB in other joint operations as part of Caribe’s commitment to social sustainability. dcampos@caribehospitality.com

Melissa Johnson: Ms. Johnson is a social development practitioner from Jamaica. For over 8 years she has been specialising in youth and community development, designing and implementing programmes for post- secondary training, personal and professional development skills building and mentorship for youth from vulnerable communities. Melissa also has expertise in stakeholder engagement and programme monitoring and evaluation. She has particular interests in resilience, social service design and delivery and diversity and inclusion. Melissa splits her time between her work at Development Options, a boutique social development consultancy firm and GOOD, The Social Enterprise, a startup venture which supports vulnerable individuals and communities to build the personal and professional skills they need to cope, manage and thrive. ms.johnson@gmail.com

Stefan Wright: Mr. Wright is a Lead Investment Officer in the Structured and Corporate Finance Department at the Inter-American Development Bank (“IDB”) in Jamaica. Mr. Wright provides loans directly to industrial and service sector private sector clients throughout Latin American and the Caribbean. Especially in projects on tourism, Stefan has taken a leadership role to engage large corporate clients to commit to investing in youth and their employment. stefanw@iadb.org