

Análisis socio-ambiental de las empresas: consorcio minero Benito Juárez “peña colorada” e ingenio “Melchor Ocampo”, dos organizaciones de la costa sur de Jalisco

Social-environmental analysis of companies: mining consortium Benito Juárez "peña colorada" and engenho "Melchor Ocampo", two organizations of Jalisco south coast

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Resumen

La responsabilidad social enfocada al aspecto ambiental, es uno de los compromisos que toda organización debería de tener con respecto a su entorno, ya que es mediante esta dinámica como se pudiera dar una de las pautas para la mejora de los actores que se ven involucrados en dicho medio. Por otra parte esta responsabilidad socioambiental debería ser tangible a la realidad que las rodea, ya que muchas de las veces este compromiso se ve quebrantado por intereses económicos que solo buscan un beneficio monetario y no una armonía empresa-medio ambiente. Este trabajo refleja el análisis de la responsabilidad social desde un punto de vista ambiental de las empresas Consorcio Minero Benito Juárez “Peña Colorada” S.A. de C. V. e Ingenio “Melchor Ocampo”, las cuales bajo sustento bibliográfico muestran una dinámica en sus acciones ambientales y su relación con el entorno. En este aspecto y a más de 10 años, la Universidad de Guadalajara ha generado presión a través de estudios técnicos-científicos para que estas empresas tomen en cuenta la normatividad ecológica para realizar sus funciones y sobre todo que evalúen sus acciones desde un punto de vista de conservación y manejo del medio ambiente y de

acuerdo a las políticas ambientales establecidas, situación que ha generado un constante choque social de estas dos empresas con su entorno.

Palabras clave: Responsabilidad socioambiental, empresa, organización, Peña Colorada, Ingenio Melchor Ocampo

Abstract

Social responsibility focused on the environmental aspect, is one commitment that every organization should have with respect to your environment, since it is through this dynamic as you could figure out the guidelines for the improvement of the actors who are involved in such environment. On the other hand this socio-environmental responsibility should be tangible to the reality that surrounds them, since many times this commitment is broken by economic interests who only seek a monetary benefit and not a harmony between industry and environment. The current work reflects the analysis of the social responsibility from an environmental point of view of the companies Consorcio Minero Benito Juárez "Peña Colorada" S.A. de C. V. and the engenho "Melchor Ocampo", which under bibliographic support show a dynamic environmental actions and their relationship with the environment. In this aspect, along a 10 work, the University of Guadalajara has generated pressure through technical-scientific studies that these companies take into account ecological norms to perform its functions and especially evaluating his actions from a point of view of conservation and management of the environment and in accordance with environmental policies, situation that has generated a constant social clash of these two companies with their environment.

Key Words: Social and environmental responsibility, company, organization, Peña Colorada, Engenho Melchor Ocampo

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Introduction

The interaction of companies with the environment has been one of the most criticized Dynamics due to the lack of commitment of some of these with the context where they operate, since they tend to ignore the surrounding social problems, thereby generating little or no interest in the resolution of the social and environmental problems. Social responsibility is considered to be one of the core commitments of any organization, since it is there where the philanthropy is generated and which has been present since the beginning of the 20th century and is recognized as the "charity action from the company to the community" (Correa, et al, 2004:7).

"In business, Social responsibility is defined by Vives (2004), cited by Bénédicte (2006:3), as the practices of the Corporation that, as part of the corporate strategy, complementarity and supporting of the most important business activities, seeks to avoid damage and promote the well-being of stakeholders (customers, suppliers, employees, financial sources, the community, Government and the environment) through compliance with rules, regulations, and voluntarily going beyond them".

Under this aspect, and as one of the important themes of the World Summit on Sustainable Development held in Johannesburg in 2002, it was the Corporate Social Responsibility (business), which defined the Social responsibility as an important part of any company activities, assuming such responsibility in the impacts generated, thereby creating value for its shareholders and society through the use of good practices (Núñez, 2003: 5). Within good practices we can mention the referred to the environment, which is part of the enterprises growth (mainly economic), through three main lines (the triple base line): economic surplus, environmental impact and social impact (Bull, 2004:5).

The above author also notes that this impact has to do with the concern of companies for their employees and society in general. Internally, to improve the health, environment and safety, give employees opportunities to education, and to avoid discrimination of any group of employees (eg ethnic minorities, gender minorities). Externally, it may involve a number

of political issues like human rights, working conditions in supplier firms, corruption, patronage and contributions to the local community.

What this article is intended to reflect the analysis of bibliographic information generated (newspapers, scientific articles, books, reports and reports) on corporate social responsibility and commitment in environmental impact organizations called Consorcio Minero Benito Juárez Peña Colorada * e Ingenio Melchor Ocampo (IMO) in recent years.

In this regard it is not creating judgments to these two organizations, nor judge their actions in their productive dynamics, but only support through information generated and published analysis of its activities in relation to the environment. The information is presented in a descriptive and analytical manner according to the sources of information cited above and will consist of narrative points of context and characteristics of these two organizations and the environmental situation of each, concluding with a comprehensive analysis both generating and thus conclusions about the degree of social responsibility for them.

The "Peña Colorada" Mine and Mill "Melchor Ocampo"

The geographical area of these two companies has been one of the main points for study and analysis, as they are located near the Biosphere Reserve of the Sierra de Manantlán (SMBR), located as well in the south the state of Jalisco and northern Colima, and which is considered of great importance for its rich biodiversity, so that these two companies have become strategic points of ecological monitoring and environmental impact to everything around them.

In this regard the University of Guadalajara through the University Center of the South Coast has been doing in the last 10 years, pressure on the relevant authorities such as the Federal Attorney for Environmental Protection (PROFEPA), Ministry of Environment and Natural Resources (SEMARNAT), inter alia through technical and scientific studies (environmental impact and monitoring both companies), so that these organizations comply

with the environmental standards set, enabling them to have a better functioning of its facilities in line with environmental dynamics of the area.

To better understand the dynamics of these two organizations is important to place them in their geographical context. About the Peña Colorada mine is located within the boundaries of the state of Jalisco and Colima in the municipalities of Cuahutitlán, and Minatitlan respectively and is located in the northwestern corner of the physiographic province of the Sierra Madre del Sur, in the Sierra del Mamey, in the northwestern part of the state of Colima, about 50 km WNW of the state capital (Tridlla et al, 2003: 183).. While the Ingenio Melchor Ocampo is located within the boundaries of the municipalities of El Grullo and autlán on the southern coast of Jalisco and is part of the subprovince of the mountainous southwest of the country and specifically in the province Sierra Madre South (See Figure # 1).

The location of these two organizations is an important part of the development of the region and have great influence in the social environment as part of the above statements. Yet its location has generated negative dynamic in its operation, and that while the "Peña Colorada" mine dumps its waste into stream beds and destroys areas with vast ecological diversity in the extraction of iron, Ingenio "Melchor Ocampo" the ago (now with less intensity) to the main tributary of the region, such as the Rio Ayuquila (Marabasco), which forms the border to Jalisco and Colima and whose passage benefits these two states.

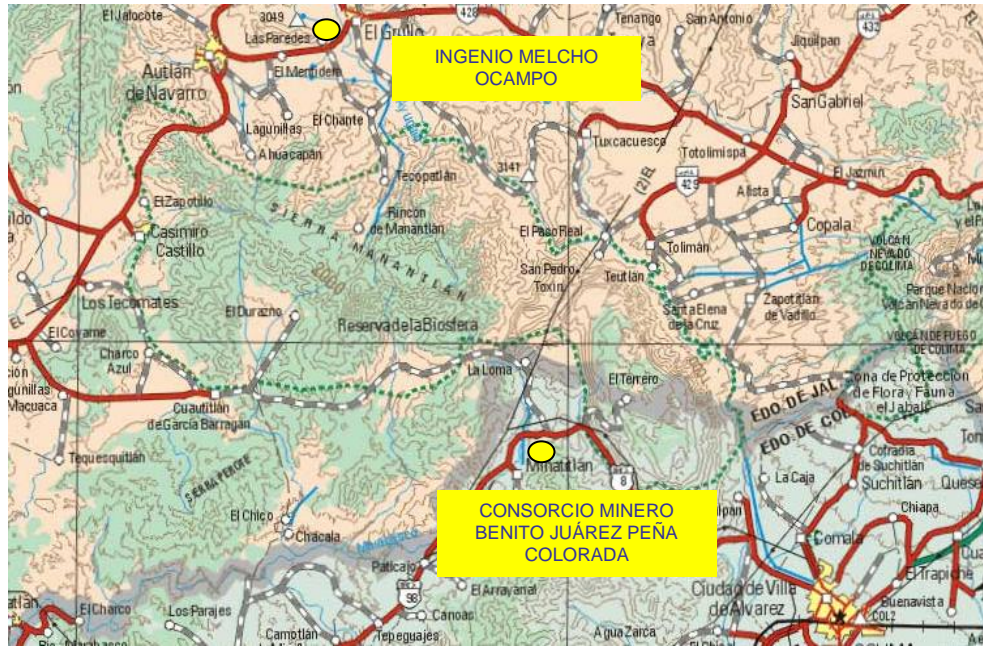


Figure No. 1. Location of Consorcio Minero Benito Juárez Peña Colorada and Ingenio Melchor Ocampo (center-left you can see the Biosphere Reserve, Sierra de Manantlán).

It is important to mention what environmental laws in general in regard to the company and see especially palpable and measurable actions of social responsibility. About Gonzalez-Marquez (2002: 195) notes that currently the environmental legislation of our country does not recognize the legal protection of diffuse interests (situations of social claim), since neither the General Law of Ecological Balance and Environmental Protection or most general environmental legislation establishes a system of liability for environmental damage, but only dedicated to the application of administrative sanctions by the authorities established for the implementation of each of these laws.

To be an integral part of the environment and in harmony with it, from a business standpoint, Batstone (2004: 189) suggests some questions that companies should be made in relation to the environment around them (mentioned only some), which could be widely applied both transnational corporations, as Mexican:

Do you invest, the company produces or promotes products and services beneficial to the environment?

Does the company planning considering the environment?

Does the amount of resources used to produce goods and services evaluated?

Are any environmental control system applies?

An open dialogue is established with environmental groups and other associations related to the environment?

Are environmental limitations of the company are known and taken into account when planning?

Do you evaluate the company's environmental costs as investments for the future arises?

Perhaps these reflections would be ideal for companies established in our country, but ultimately support our environmental laws not because of these general legal frameworks, but only create penalties for "bad environmental behavior", which should regulate and all of enforcing laws requiring companies to have in their missions and visions respect and conservation of the environment in which they are located. In addition to this and it has to do in some way with the feeling of nature and especially with the behavior of companies in their interaction with the environment, which is a way of thinking mentioned above author:

"The environment will be considered as a party without voice, to which the company is

full responsibility "

Hence the importance of knowing what's going on with these two organizations in their working practices and production and have done much to mitigate and above all conserve the environment around them, so the next item shows the information by reference sources already mentioned, they say.

The social and environmental problems of these two organizations

Peña Colorada case

Consorcio Minero Benito Juarez Peña Colorada, SA was founded in 1967 with the participation of AHMSA, HYLSA, TAMSA and FMSA enterprises, those engaged in the iron and steel. He currently has national scope for having the ore deposit in the country's

largest iron (200 million tons) (Rojas, 2005: The Day: November 30, 2005; Ruiz, 2005). As part of the transnational Ternium, the company has generated both upstate south of Colima and Jalisco, social discontent in their production methods and what some say, is reflected in a strong environmental deterioration the region.

These social manifestos have been compounded in recent years by the press, which has shown great discomfort of those involved. So says the National Indian Commission (CNI), who accuse the consortium of Peña Colorada:

"He steals and destroys land, forests and water with the complicity of the government, this by false choices of the authorities of the ejido, to say about them"

And especially to the complacency of government offices as SEMARNAT, who have authorized the environmental impact studies for the Ejido of Ayotitlán (Municipality Cuahutitlán Garcia Barragan, before they made in the Ejido Benito Juárez municipality of Minatitlan Colima) to which the Council of Elders (rector of the Nahua community of this area Body) do not agree with it (Rojas, 2005: The Day: November 30, 2005).

The above source also exposed as the governing body through their representatives, have filed a defense fierce fight for their natural resources from the point of the disappearance of their land, which has created a climate of possible violence that could generate regrettable situations in future, but to consider the restraint on the part of landowners (owners of the land), was present, so evident last November 22, 2005, Mr. Gaudencio Mancilla Roblada (Legal representative of the Council of Elders), saying :

"I fell like 12 o'clock and machinery retire them, we told them they saw the danger of violence, who already have a rigged contract and that under no circumstances are going to leave out or a stone, ask them to please go away "

Unfortunately these social protests sum of unprotected by the authorities responsible for enforcing environmental laws and especially see also the interests of the owners of the

resource. About the Jalisco delegation of SEMARNAT it authorized the environmental impact of the road began to open last November, "Peña Colorada" mine in the territory of the ejido, in the adjacencies with Biosphere Reserve, Sierra de Manantlán (SMBR) (Goals: December 14, 2005), to which opponents of mine this secretariat reproached his lack of social sensitivity to issue a permit and when there is a history of the conflict that has been through its Ayotitlán story about the situation of its natural resources, out of wood and iron, which could further increase the existing violence in these lands.

Moreover this secretariat stands up to this problem, through the Delegate of the SEMARNAT (Jose de Jesus Alvarez Carrillo), who at the opening of the gap indicates that this authorization has been legal since that meeting minutes dated 30 May 2004, it was signed by 150 landowners, reinforcing the agreement with the company of Colima (Goals: December 15, 2005). In this regard the President of the Union of Peoples (Rogelia Justo), said with his people, the legally analyze the document and noting also that:

"This is an appropriate time to have the people to unify and defend in common our interests and I think it is a good step forward, if we see that the agreement is legally well

Indeed, since seeing the benefits are real for all the community and noted that the mining company

He promised to wait for things to clear up before continuing his explorations. To us we understand that together we can get the best conditions "

In this respect the scientific community has stated that there are no legal padlocks to prevent mining is given even into the SMBR, so the only means of defense may be the environmental impact statement, so the precedent of Peña Colorada, which the authority granted an exploration permit without consulting the communities, is negative (Goals: February 13, 2006). According to the Manantlán Researcher Institute of Ecology and Biodiversity Conservation (IMECBIO), University of Guadalajara, Enrique Jardel:

There is a great lack of sensitivity of the SEMARNAT by authorizing exploration without consult the ejido and the reserve "

More recently and in relation to the power struggles that have arisen in the region and which have great relationship with the environmental problems of the area situations, it has been reflected in the appointment of representatives to the Ejido Commissariat, the representative Senior Council has asked the current representative of that police station (Mr. Jesus Michel Prudencio), to refrain from such Commissioner, basing its request on a ruling of the Fourth Collegiate Court in Administrative Matters Third Circuit de Guadalajara, issued on July 21 of that year and which document known to Ejido Commission (La Jornada, July 29, 2008). This disagreement has not been complied with by that commissioner who has refused to abandon that position disinformation arguing his people and an attack on his person by the press and Support Unit for Indigenous Communities (UACI).

Given the current situation regarding the political movement in the region and the appointment of the new ejido commissioner, they have been presented or rather continuing a series of social ills which have been directed to this appointment, which was carried out last November 2 a session of General Assembly of the ejido of Ayotitlán, in which a series of incidents were presented as was a strong and intimidating police presence, distribution of money to some voters and alcohol in abundance, resulting in a strong reverse the mining consortium, as it was unable to impose its candidate, losing the match by 22 votes, winning the Council representative higher by 413 votes to 391 (Goals, November 6, 2008).

Finally comment that this local problem has been exposed not only to the outside of our organization, but to other countries, will reflect the Latin American Water Tribunal (TLA), who in a meeting held on 12 September 2008 in Antigua, Guatemala, commented that the Mexican authorities have ignored and disregarded the serious impacts caused to the basin Marabasco (important part of the SMBR) by the Peña Colorada mining emporium (cronicadesociales: November 15, 2008)

Undeniably, the conflict of interests that move in this region, as the struggle for natural resources utilization few have seen tangible and more when the same source indicates that

this ejido is employed by the mining Peña Colorada, accusation He does not deny that person, so that in an analysis of shares of the two parties could perceive a very marked this mining consortium interference, as well as in the political dynamics of this ejido community for an advantageous use of natural resources .

The following case also represents an environmental dynamics in constant observation, since it has been exposed to constant accusations by local actors, which like those of "Peña Colorada" have been affected in their environment given actions emanating from its industrial activities in terms of grinding the cane. As it is analyzed like the above case using the information generated thereon.

Case Ingenio Melchor Ocampo

This organization begins its functions to late 60s (Aguirre, 2008, pers. Comm.) And the reasons why he began monitoring by researchers at the University of Guadalajara, it was for the initial complaints of the locals They are living downstream who expressed that there was a high mortality of fish by potential discharges being conducted by the Ingenio "Melchor Ocampo" to the tributary of the Rio Ayuquila as part of your washing machine.

The first interest of the University to work for Ayuquila River (main tributary of this region and which forms the border between the states of Jalisco and Colima), arises from the time that is given which is considered one of the greatest ecocide in the region with the shedding of about 100 tons of molasses by the Ingenio Melchor Ocampo in 1998 to its tributaries, done that killed aquatic life in 100 Km. downstream, affecting the state of Jalisco, and the Colima (Anguiano, 1998: 20).

Apart from ecocide said this source, also pointed to another newspaper article (Restrepo, La Jornada, May 11, 1998), with regard to this issue, and to say it, these spills molasses Ingenio Melchor Ocampo caused serious ecological problems Almería River Basin, also affected agricultural irrigation in several municipalities of Colima and Villa de Alvarez, Comala, Coquimatlán, Tecomán, armory and the city of Colima, thereby generating apart

from the above, serious damage to the flora and fauna about 100 kilometers of the river, as well as 5,000 hectares of said stream water used for irrigation.

As can be seen from the above information, the social irresponsibility of the company was at that time a constant polluter of water from this river flow, generating discomfort of the inhabitants of this area, which started by the University of Guadalajara pressure for the company to be more careful and avoid shooting this waste stream.

Through more than 15 years, this university has been conducting continuous monitoring in an approximate length of 100 km. (From the section known as Corcovado, to the river known as Armory), which included monthly sampling of river physicochemical water quality, bimonthly to quarterly aquatic invertebrates and fish (Martinez et. al. 2002), permitting it to assess the impact of actions to improve water quality in the river Ayuquila.

It is noteworthy that once initiated these samples has been observed that not only the ingenuity is one of the main polluters of this tributary, as in tours discharge was observed by drains evacuation of waste water, two of the main towns in this area, autlán and Cranbrook and localities along this river.

Clearly, the Ingenio Melchor Ocampo committed serious environmental conduct in its operation, but it is also important to note that the will of improving it has been evident in recent years. This is demonstrated by the work of Aguirre, et al (2012), where you can see in Figure 1, as in the time of dry (harvest), the dissolved oxygen variable has been unstable from year to year in each of the sites sampling, mainly influenced by wastewater discharges from the municipalities bordering thinning and pollute the water, until recovery with the addition of the tributaries as are the Manantlán stream and downstream the river Tuxcacuesco.

Also in the rainy season the behavior is similar, starting with acceptable values of this variable on the site of "Corcovado", polluted as it passes through the towns of Autlan and Grullo and recovering on its way and step by streams and tributaries.

Importantly, solutions and actions for environmental improvement that has given this company have been favorable for the recovery of the river current, actions such as the implementation of a water treatment plant internally in its facilities to subsequently reuse in irrigation, They have greatly diminished contamination towards the outside thereof.

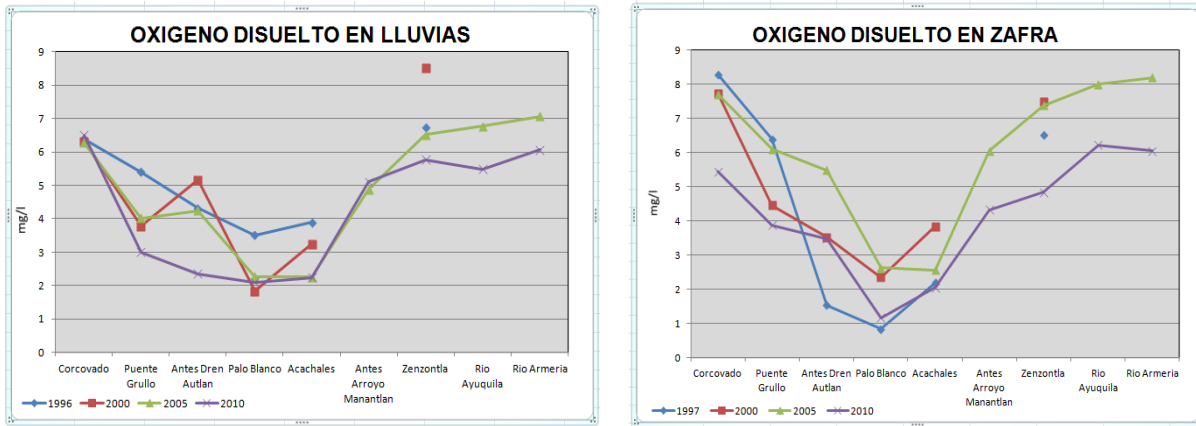


Figure No. 1. Dissolved Oxygen rains in harvest and sampling sites in its section Corcovado-Rio Armory (Aguirre, et al, 2012)

Moreover Ayuquila River discharges into the sugarcane company have been reduced in recent years and canceled from 2002, when you start the mutual commitment of the company with the municipalities involved and to society in general (Aguirre, et al , 2007). In this connection it is worth mentioning that by the municipalities has been no response by the installation of a water treatment plant in order to also be reused for irrigation, which has generated a continuous work of government, business and universities.

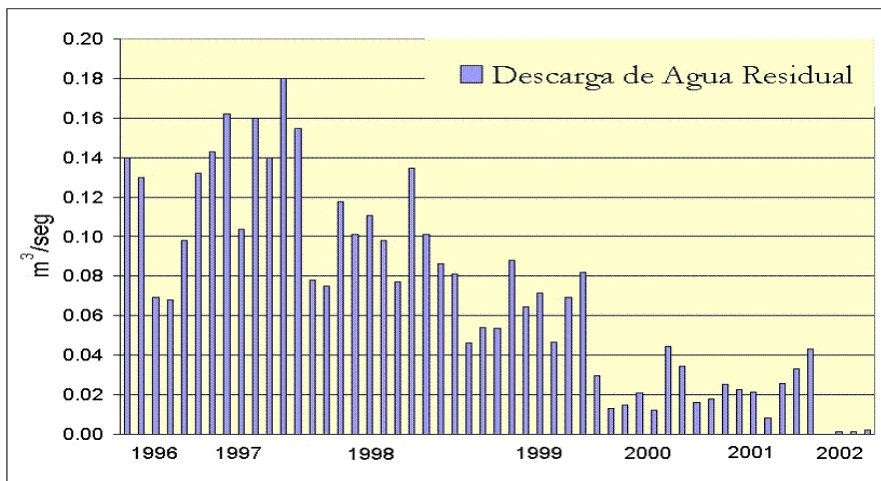


Figure No. 2. Download the wastewater of Ingenio Melchor Ocampo 1996-2002 (Aguirre, et al, 2007)

The Intermunicipal about Environment Board was formed for Comprehensive Management of Lower Rio Ayuquila, which arises mainly from the social demand of local people living on the banks of the River Ayuquila and demanded their councils, the management of the Biosphere Reserve Sierra de Manantlán (DRBSM) and the Institute of Ecology and Manantlán Biodiversity Conservation at the University of Guadalajara (UDG-CUCSUR, IMECBIO) solutions to the problem of river pollution. To tell them the problem was mainly caused by the discharge of untreated waste water and washing cane of a sugar mill, the location of landfills in the margins of the river, and discharges of wastewater from the municipalities, among others (Source: <http://www.jira.org.mx/historia.php>).

The above source also said that the municipalities of El Grullo, Autlan, Union de Tula, Tuxcacuesco, Tonaya, Zapotitlan de Vadillo, Irapuato and Toluca represented by the mayors drafted, with the support of IMECBIO (UDG-CUCSUR), and Address of Biosphere Reserve Sierra de Manantlán (CONANP-SEMARNAT) a proposal for environmental management in the basin entitled "Local Initiative for Comprehensive Management of River Basin Ayuquila". This initiative operates through an inter-committee for handling this portion of the basin, and was formally presented to the Commission of the River Basin Ayuquila-Armory as of May 17, 2001 in the City of Comala, Colima, formalizing the July 25, 2001, in the city of El Grullo, Jalisco.

Along with the Inter Board formed in these years, it also creates the River Basin Commission Ayuquila-Armory, which aims to ensure the conservation and proper management of this basin and regulate all emissions arising both the wastewater discharges from surrounding municipalities as of factories, including the Ingenio Melchor Ocampo, and noting the joint action of work between the company and the university.

Among the major agreements related to the company are (only mentioned some) that PROFEPA with the Ingenio Melchor Ocampo must to note that the work authorization River restoration Ayuquila what both Cañero Ingenio, including the University Guadalajara through the Biosphere Reserve should submit monthly progress report on the work carried out. And sanitation of the inherent wastewater basin was also agreed and promote the

culture of water management through publications and video (<http://www.ayuquila-armería.col.gob.mx/sintesis.htm>)

Importantly, and they also mentioned the press, that the recovery of Rio Ayuquila and above all the will of sugarcane company to improve its environmental actions, have been an important part in the recovery of this tributary, as it is mentioned that one of the major successes of the region in terms of environmental issues was the end of the discharge of waste water by washing cane by this organization, which had caused environmental incidents in past years (already explained). The company currently processes the dried product, with all the losses that can bring in sugar production, to meet the commitment not to pollute the river, which will entail severe penalties according to according to the National Water Law (<http://biodiv.mesoam.blogspot.com/2007/01va-separan-su-basura-siete-municipios.html>)

The current dynamics shows how the Ingenio Melchor Ocampo has decreased and in some cases canceled Ayuquila discharges to the river, which has allowed this look tributary recovered some of its points. But still much to do, and that municipalities also have a large fault in such pollution, so the joint work between the different actors will be critical part in its regeneration.

The social responsibility of these two organizations

Speaking of corporate social responsibility inferred several activities they must perform as part of their growth stocks, and not just environmental issues to consider what might be the only activities for which these companies could be classified or criticized, but noting that they are also carrying out more about the development of their region. This is not only to observe the negative, although the information consulted so manifest, but to find what other actions have these companies as to other social responsibility ?.

About the same press notes support measures these companies to the surrounding population, especially from local universities. Such is the case of the agreement that the University of Colima with Consorcio Minero Benito Juárez Peña Colorada, who in November last year presented awards to students (63 students) with the best average of the University of Colima in the amount of 180,000 pesos (Source: General Coordination of Social Communication, In: <http://www.colima-estado.gob.mx/2006/gobierno/noticia.php?ib=21854>). This year 2008 was no exception, and that through 34 years has given the awards to the best students (Source: The Good Neighbor October 28, 2008.). And comments from company executives continue to make it even after the second decade of this millennium.

Likewise, this same source shows that this company has made a commitment to the youth of this university to implement from 2007 to grant five scholarships for professional who got the award for the best average development and to apply their knowledge for six or twelve months, any of the programs developed by the company.

As we can see such actions reflect the social responsibility of the mining consortium with their environment and especially in the company -University relationship, this community also provides a number of jobs that allow the development of its people. On the other hand the concern of it to improve its methods of extraction has been present in environmental proposals made by the company, so that the will exists on the part of the same, they manifest some environmental impact studies (Moreno, 2003).

In regard to the situation Ingenio Melchor Ocampo has received a better response to local pressures for environmental contingencies that have caused, however even with continued uncertainty when agreements made between business, government and university, are still present some isolated incidents or "carelessness" that generate pollution pouring river by mistake, negligence or as mentioned, carelessness, waste (as in the case of what happened in 2006 with the shedding of molasses).

Moreover, the social responsibility of this organization is also important to mention, since the words of some sugarcane there is support from the company to the children of them

enter a competition for the award of scholarships, these are granted through indicators in projecting the average boy through his undergraduate career.

Under this scheme that responsibility is reflected in housing support workers to the company, as it allows them to obtain loans to enable them to have a decent home, in fact this is how the colony of Ingenio arises Melchor Ocampo Zacapala within the premises in the town of Cranbrook.

This is how are you two companies have reflected not only the negative part as to the environmental aspect, but also the social part in supporting actors around them. Ideally, these two organizations have in their environmental standards, more commitment to the environment, this based on the demands of their own people and a better disposition and especially awareness of the environmental part, because I done so far not meets the expectations of these actors claim.

Conclusions

As mentioned earlier in this document, the purpose of it is only to raise awareness of the social responsibility that have taken these companies through its environmental dynamics, so that generating judgments or partisanship for one or the other organization would be very risky. This is just to show the feelings of the different actors who inhabit this place, by the sustenance of newspapers, books and articles, as well as any information that allows us to form our own views on this problem.

In this regard have been taken over recent years, environmental incidents for the two companies that reflect a social discomfort and by being irresponsible, situations of deterioration and contamination have been allowed to see them, one with extraction minerals (mainly iron), and the other by the dumping of waste into the main tributary of the region (Rio case Ayuquila)

But these companies have shown their side of environmental responsibility (perhaps minimal in relation to the actions of deterioration) by immediate actions of environmental impact studies, as well as the waste no longer pour cleaning grinding machinery. Furthermore support for the people of his region was present, either to continue their studies or to support housing. It is undeniable that this series of actions have always been in the limelight, which has generated both internally as externally to the same, a reproof by national and international environmental authorities.

So this information has shown the clear dark of these two organizations, hence the best opinion will be that each of the readers of this document to form the basis of the foregoing.

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