

Social Responsibility Report
2008 / 2009



FUNDACIÓN UPM



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Letter from the General Manager

Years 2008 and 2009 were undoubtedly two extremely important years for UPM Foundation, formerly Botnia Foundation. On the one hand, the intensity of the work was scheduled with a view to strengthening its commitment to social responsibility and to effectively accomplishing its aims and values in the community. Furthermore, the efforts were aimed at expanding its scope, covering not only the area of influence of Fray Bentos pulp mill, but also the areas and communities which connected with forest plantations.

Throughout these pages we have tried to provide a detailed description of the activities carried out over these two years, in an attempt to publicly expose the projects implemented in different areas where the Foundation is interested in: *the promotion of opportunities for development in communities where the company works, through education, training and entrepreneurship, fostering a culture of safety and healthy living.*

The most important aspects which account for UPM Foundation's growth and the development of its activities was interacting and learning together with the members of the communities where we operate. We are convinced that the most important result of exchanging experiences, knowledge and ideas is that it has enriched us all and encouraged us to aim at higher goals.

Therefore, every project, every activity reflects the interest of communities to improve their living conditions as well as our foundation's vocation to be open to dialogue. And along these lines, the small achievements collectively attained with the actors involved in the development field, makes us feel extremely grateful and presents to us the challenge to find new and creative opportunities.

Magdalena Ibañez

Introduction

Today there is broad consensus on the crucial role companies have nowadays, in a world where the global economic, social and cultural development is the dominant factor. Interdependence between organizations and individuals is growing, and therefore, their impacts' ripple effect has significantly increased.

Therefore, companies have a leading role in the life of the communities where they operate, not only as employment providers and wealth generators, but also as agents of change. Together with all the other social actors, their decisions and actions shape up the economic, social and environmental development of a community.

Both Botnia, when creating the Foundation, and its subsequent successor, UPM Group have been fully aware of this issue. Pertaining to this respect, their actions have been marked by the certainty that corporate social responsibility is far from being a one-

time, occasional and specific initiative but an integrated set of programs and practices focused on the respect for ethics, workers, communities and the environment, as well as a contribution to allow the sustainable development of all of them.

Thus, social responsibility cuts across the whole company and its activities and has an operational area dedicated to cooperating with communities in order to find out and manage their own sustainable development.



One mission

We promote development opportunities in communities where the company works, training and entrepreneurship, fostering a culture of safety and healthy living.

How it is achieved

We follow the development process of communities, neither leading nor imposing models.

We act as facilitators or coordinators and provide specific support, but we do not do things for them.

Actions are always executed paying special attention to the long-term effect they are generating and the welfare of our communities of reference.

One philosophy

We seek development opportunities through education and training, while promoting a culture of healthy living.

We interact and work in coordination with key local actors seeking to promote communities' development and growth.

Activities are implemented in conjunction with other social organizations, public and provincial institutions and / or national authorities acting within the community.

One scope of action

We encourage non-profit programs, projects and social organizations:

...which are or are developed within the area of influence of UPM pulp mill in Fray Bentos and in those locations connected with the forestry activities of the company (Forestal Oriental).

...that through their implementation they tend to benefit all or most of the community in the long term.

...which show that their application is related to the Foundation's mission and goals and additionally provide some kind of counterpart or contribution of their own.

...that meet the formal requirements of the Foundation.

UPM Foundation: promoting community development

UPM Uruguay - UPM mill and Forestal Oriental-understand that the social responsibility they carry out teamed with the communities they relate to, could be defined as a set of activities that promote their development and growth in the long term and that they also encompass other social actors who are also involved.

Most of their CSR activities are channelled through the UPM Foundation, whose objective, since its inception, has been to support projects and programs aimed at improving the quality of life of the inhabitants of the zone of influence of Fray Bentos pulp mill and of the areas where Forestal Oriental operates.

Between 2008 and December 2009 UPM Foundation developed 109 projects in 43 communities (Fray Bentos, Paysandu, Young, Nuevo Berlin, Bellaco, Tres Quintas, Col. Del Ombú, San Javier, Arroyo Negro,



Menafra, Algorta, Paso de la Cruz, Pandule, Tacuarembó, La Hilera, Rincon de Zamora, among others), benefiting over 47,000 people and in coordination with around fifty organizations.

This is how UPM Foundation seeks to attain its goals and promote employment opportunities through training and development while fostering a healthy lifestyle.

45 training projects were carried out in areas such as:

Jobs reactivation (bakery, vehicle maintenance, fishing, mushroom packaging, among others).

**Entrepreneurship
Technical Training
Computing
Road Safety**

Also, 64 different programs were carried out covering areas such as:

**Sports
Prevention of illness and addictions
Recreation**







Chapter :: 01 STRUCTURE

Structure

Management Board

The Management Board is composed of six members, where four of them do not belong to the company structure. It is composed of:

- Agr. Robert Symonds
- Acc. Gonzalo Reyes
- Agr. Ronald Beare
- Acc. Pablo Regent
- Arch. Francisco Centurión
- Agr. Javier Solari

The Management Board's task is to evaluate the programs, projects and activities presented and making decisions as to which will be implemented and supported.

During the 2008-2009 period, the Foundation was initially chaired by Agr. Ronald Beare and then by Agr. Roberto Symonds.

Management

The foundation management of is led by Agronomer Magdalena Ibanez. The Management together with the Board of Directors, initially analyse the the proposals received, plan and prepare programs to be implemented.

They also keep in touch and have a permanent dialogue with the civil organizations and the communities concerned. As a result, they grow acquainted with their needs, the available resources and projects' feasibility perspectives.

Their task is to execute and monitor the programs and activities that the Foundation supports and to evaluate their implementation.

Operating Routes

On the one hand, the Foundation draws on the proposals and the projects born in the very heart of the communities in which it intends to work and be inserted. To this end, it maintains an open and transparent dialogue with the various stakeholders of the community, through which proposals are received and interact with them in order to know what their needs are.

Moreover, by implementing actions in several communities and from the experience acquired there, the Foundation has been able to recognize certain needs and conditions which need to be catered for in order to implement programs or activities. This information is used as input to prepare them and to find the most suitable strategic partners to work with.

All actions and communications seek to strike a mutually beneficial relationship for all the parties involved, by means of exchanging ideas, points of views, best practices, and most of all, feedback. The

Foundation not only receives project drafts prepared by several social actors of the community, but has a proactive attitude by developing programs and then looking for strategic partners and alliances for their implementation.

Development opportunities

Promoting opportunities for the development of individuals and communities through employment and skill building, as a result of education, training and providing the conditions for personal growth.

Healthy Lifestyle

Fostering a healthy living culture by means of programs and projects connected with the proper use of leisure time, recreational leisure, sports, culture, art, recreation, quality of life, etc..







Chapter :: 02 PROMOTING HEALTHY LIVING



Sport

It is not difficult to reach a consensus on the benefits that sport brings to individuals and communities as a whole. Research and experience both indicate that practising physical activities regularly and consistently helps improve both the physical and psychological health, consequently improving the quality of life. It helps establish healthier lifestyles, improve social skills and instil virtues such as teamwork, commitment and tolerance.

Deep in the provinces, in small communities far from major sporting centres, where the daily dynamics are limited to attending school and working, sport is not often granted the importance it deserves. Therefore, UPM Foundation has been working in many of these villages or settlements for them to incorporate the habit of practicing physical activities. This is why various sports are promoted: soccer, hockey, basketball, gymnastics, swimming. We try to get young children used to devoting some time to sports.

Sports schools in the province of Rio Negro

The opportunity to learn and play sports is reaching more and more kids from various locations of the Province of Rio Negro.

In 2007 the City Council of Rio Negro, with the support of UPM Foundation has launched a football program to teach 140 children, boys and girls, coming from four different areas of the province. The program has been growing year after year, both in terms of the number of areas and students. Furthermore, hockey lessons were also implemented in response to the need to include additional activities for girls. Consequently, in these two years the number of participating villages and settlements tripled, and in 2009, 500 children and adolescents, aged between 5 and 16, attended weekly football and hockey classes

The boys and girls from Bellaco look forward to Friday afternoon. Before this program, there were no formal sport activities. The village only had one volleyball court to play with the

family. There is no physical education at school so most children had no physical activity at all. Now they have acquired the habit of practicing sports and parents are grateful.

“They have to make the best of it, when we were kids we did not have that opportunity, but they do,” said Carmen, a mother.

In addition to the physical activity, the coach and parents highlight the social impact of the program.

“Kids acquire discipline through sport. Adolescence is a very difficult time so this provides support to parents”, Yanela has already noticed this in her 14-year old daughter who practices hockey and football.

In Tres Quintas, another assisted town, they have made a further step towards the sustainability of the program. Two girls, aged 16, who play hockey are also trained in the basics of the sport and have already become the coaches of reference of the site.



“We aim to train them, so that they are the local coaches,” said the coordinator, Raul Fumone.

But kids still have a pending issue: they have the illusion of competition. This year they have participated in sports meetings in Paysandu and Mercedes but their aim is to enter at competition level. This will be their next step.

Recreational classes in Young

Uruguay Social Club is the only fitness center open to the community of Young. Throughout the year, their facilities are used by primary and secondary schools of the city, especially because of their indoor courts. Counting on UPM Foundation’s support, basketball is taught to kids from 5-17 years old, twice a week. Furthermore, a coach goes to the west side of the city to teach football, handball and volleyball to 30 boys and girls. School 34 is located in this critical context neighbourhood, where no other sport is practiced.

The program’s goal is to provide a recreational activity, to instil good habits and support families by keeping track of students. The coach, Victor Paul Martin, believes that building respect and a good relationship with the kids are crucial.

“It happened with a secondary school student who had six low marks and I told him: we’re going to Guichón to compete, come and practice but if you do not improve your marks you won’t come.” He had to ask his mother to allow him to go to practices and in the following report card, he only had one low mark.

Moreover, the club has become a reference point, so they spend their free time playing basketball there. After finishing school, even if they have to wait for 1 hour for the class to start, they jump on their bikes and go to the club. They practice and wait for the coach because they are eager to learn more.

“Under pouring rain or freezing cold they still expect you to come ”

Rhythmic gymnastics and basketball lessons are weekly given to 120 children from various parts of the city of Fray Bentos.

The event, organized by the Social and Sports Club Anastasia, is funded by UPM Foundation and takes place in community centers or institutions which make a room available for this end. Each discipline is taught at four sites which are distant from Club Anastasia and infrastructure which is not being used is made available to house more than 20 children per class.

The program emphasis is on spreading the practice of sport with a social approach. The aim of the project is not to find players or practice the discipline to perfection but to focus on holistic education.

“Competing is not the aim, so no selection is made according to the best performers. If a kid does not know how to shoot hoops, he is not left out

as could happen elsewhere”, says the basketball coach, Gary Ferreyra. We intend to make them part of the game and instil values such as respect, teamwork and comradeship.

In Las Canteras, the poorest neighbourhood of Fray Bentos, there is the largest attendance of children. Students always arrive before the coach.

“Under pouring rain or freezing cold, they expect you to come”. “They persevere”, says the coach.

There, the lack of sports equipment is not an obstacle for participation, the first few months kids were barefoot or wearing rubber boots to practice. In June, we managed to change that reality through the support of the community of Fray Bentos and Club Anastasia organized a solidarity campaign to collect clothes and shoes. The Club’s squad of players have also supported the program, allowing kids to attend their practices, arising the kid’s admiration and encouraging them to continue. The day of the closing party there was great expectation because they were going to participate

in an activity at the largest basketball club in Fray Bentos. To get to the club, a group of children had to walk for an hour and a half. Children from all walks of life attended the party and both boys and girls mingled perfectly well, although their integration had not been an objective of the project.

“They realized they are all equal, that they are into the same activities and their integration was simply natural. The friendship that is built at the centers continues because they keep in touch,” says Silvia Vázquez, an artistic gymnastics teacher.

In addition, the teacher specially highlights one of the outcomes of their classes: they have realized what a ball or a rope can be used for.

“The sight of girls jumping with rope on the sidewalks or kids playing hoops at the school which had disappeared for years, came back again. When I see them now, it is very rewarding to realize they have incorporated something you have given them.”

In every neighborhood, regardless the social class, they now have a group activity and a meeting place.



Learning rowing with a champion

Since 2007, at Fray Bentos Rowing Club, there is a Municipal Rowing School, with free access for adolescents. It has first class equipment, used both for training and taking part in races even at South American level. This year, racing boats were incorporated, so children participated in the National Rowing Championships with dates in Punta del Este, Paysandu, Montevideo, Pinar, Melilla and Mercedes.

More than 200 children have been through the school, 40 continue to participate and 12 of them are in the squad. Michael is 15 and is one of the members of the squad. He has been training since last year, but this year he has decided to take it seriously. The training day Michael arrived at the club an hour before class time because he was yearning for rowing, it makes him sad when the rise of the river keeps them away from water. What he enjoys most are the races, meeting people and visiting new places. He

tells us that a couple of months ago, they received children from Piriápolis who wanted to start a school and the guides were the students themselves.

The school has a luxury: its coach. Joe Reboledo won a silver medal in a boat for 4 in the First South American Rowing Race. He competed in Paraguay, Peru, Cuba and El Salvador. He qualified for the 2004 Athens Olympics, took part in the World Cup in Spain, the Pan American Games in Rio de Janeiro and the Games of the South in Argentina. Today, he is 25 years old, and hopes that one day, one of his pupils represents Uruguay as he did,

especially for the life experience that he gained from this sport.

“It teaches you to get up early, to be organized, and have a goal.”

It creates what Joe calls “invisible training” to improve you must develop certain habits and virtues, such as going to bed early, persevere, be disciplined and become good mates.

“The best part is to see them grow as individuals, what they acquire through sport is later applied to life,” concluded Joe.

Equipment provided by the Foundation	Used for
1 Single Boat	Competition
1 Double Boat	Competition
1 Boat for four	Competition
2 Rowing Ergometers	Land training
2 Boats for 14	For training lessons





Recreation

In the history of every human being, recreation and leisure serve as conduits for excessive vital energy, as exercise or as an excuse to relax, to compete or to fantasize ...

Today people have taken up games as a healthy way to improve their quality of life, through which they achieve a state of satisfaction and a fun way to spend their free time. Also, they involve exercise, a possible contact with nature, the development of physical and social skills, among others.

Each recreational activity implies a fictitious system of rules which is mandatory but freely accepted, with its own objective which is neither material nor utilitarian, it is freely played and arises human feelings and provides opportunities for educational experiences that can be experienced in everyday life.

Therefore, UPM Foundation strongly believes in the importance of

sponsoring programs designed to pursue recreation as leisure, promoting a healthy lifestyle, both socially and personally beneficial. The importance of having free time and engaging in activities that contribute to the holistic education of individuals, preventing loneliness, isolation, or unhealthy habits are crucial for promoting the development of communities.



Drawing, I.T. and musical expression for 184 children

School 97 of Villa Quebracho (Paysandu) is in the outskirts of the city, in the middle of a neighbourhood of MEVIR homes. The harvest of oranges, blueberries and forestry are the sources of income for the families in the area. The school receives 184 children for seven and a half hours a day. In the morning for there are regular classes and in the afternoon, with the support of UPM Foundation, there are workshops of drawing, I.T and musical expression. The teachers and the principal agree that the workshops are of utmost importance.

“Kids need a change so as not to be with the same teacher all the time and to carry out these activities with a specialist in the subject,” explains the director, Rosario Maldonado.

The I.T. shop was very important for them in order to make a better use of Plan Ceibal laptops and especially to provide support to the school

teachers who do not know how to work with computers.

At the drawing workshops it is taught how to draw landscapes and perspective drawing through geometric shapes. The teacher makes outings in order to make live observations and resorts to alternative methods to help them create. On one occasion he made a photocopy of the landscapes of UPM's magazine for them to apply color.

"All of them have made major improvement, many of the children had never drawn or even knew how to paint," says the professor.

Gianni, a sixth grade teacher, says that he was much struck by the change produced as a result of the musical expression workshop:

"Many children with behavioral problems, were ashamed to sing, at first. Today all of them sing and take part."

A successful model

Dropouts at Highschool 3 of Fray Bentos fell by 12% in two years. In 2009 only 52 students (8%) dropped out of school, when the figures at country level are edging 20%.

When Carlos Estigarribia took over the headship of the Highschool there were three fist fights per day, many rivalries and low participation of students in high school. Halfway through 2008, the director, along with 20 other people interested in generating a change in young people, created "Kids in motion," an NGO to enable them to expand the scope of social intervention. They believe that the elements provided by The Board of Secondary Education are not enough to make a difference.

"Our educational system is very rigid, sitting in a classroom six hours is too much," explains the director. "Dynamic techniques should be introduced and we must be aware that the classroom is repelled."

The chance the group took was to create social spaces for adolescents where they were the protagonists. Furthermore, the importance of art as a vehicle for learning is emphasized.

The highschool is a witness to this change, and there are no more fights, those who had dropped out returned to the institution seeking new alternatives, the walls are lined with billboards that expose what work has been done in the subjects and through the window there is a plantation of native trees developed by a group of students interested in biology. The highschool has a student organization that performs many activities, supports students and has become an active social agent of the city. They organized a walk in the Heart Week, a bike ride to promote cycling, and even participated in the celebrations of the 150th anniversary of Fray Bentos.

Due to the success of the experience, with the support of UPM Foundation, students wanted to share this approach with the community and delivered

a course for leisure leaders and community agents to enable anyone interested to replicate their experience in their own institutions. The aim is to create “intelligent organizations” and to integrate the concept of game playing to the curriculum. People with very different backgrounds attend this course: drawing, literature and English teachers, INAU educators, school teachers, police officers who are dedicated to family issues and domestic violence and musicians. The recreational topic for this year was called “My Country” and the practical component of the course consisted in visits to neighbourhoods. Several schools were visited and through games students learnt the most characteristic features of Uruguay. Painted cardboard boxes were turned into a giant puzzle with the map of Uruguay which children had to assemble and locate the provinces.

The Foundation also financed the creation of a graphic design course for adults who are outside the education system and need a job opportunity.

“In Fray Bentos there are only three graphic designers. It is an area which lacks professionals,” says professor Marcos Russo.

Most of the 12 students of the course are unemployed and feel the need to manage a technical tool to move forward. “Kids in Motion” dream of creating wood, electricity, health and masonry training courses, in 2010.

“We want to work with kids aged between 15-18, who will probably will not become doctors and therefore, there is no place for them in the regular education system,” says the director.

He is particularly concerned with students who still drop out of the system, both of highschool and UTU (Polytechnic School), which feel they have no future projection. Their aim is to teach the basic syllabus together with this essentially practical course so that young people may strengthen their values and working habits.



A place to play

On Saturday 12 April, at a hidden village called Araújo 52 kilometers northeast off the city of Paysandú, the Andariega / Rambler/Toy Library arrived, arousing the curiosity of all the neighbours. And “all” really refers to all the people living in the 16 homes that make up the place.

“It was a glorious autumn day,” says Angelina Ferreri, the project coordinator. “Our fascination to try out all the toys and games we had so carefully chosen together with specialists in advanced psychology and the enthusiasm of those 35 people who gradually approached the place were indescribable”.

It was the beginning of a project undertaken by UPM Foundation that to this day, has toured several thousand kilometers visiting over twenty villages and settlements.

How did this project start?

AF - Games are important resources for all phases of life. Especially during childhood, where contacting elements and exploring through playful dynamics operate as a stimulus for children’s emotional, cognitive, social and psychomotor development . Unfortunately, in these places, recreational options are very limited. For example, we met children who did not know how to make pieces fit or put a puzzle together. As to their physical stimulus level there were also major shortcomings: for them, it was all about “kicking and kicking.”

It was then that we implemented this project as a source of leisure and healthy entertainment, which is enriching and inclusive among children and also between children and adults living in these communities. We meant to create a recreational place.

Toy Library

An open place for children and adults where they are encouraged to express themselves through games and recreational elements. They are also invited to collaborate people’s development as individuals as well as their creative skills.

How does Andariega Toy Library works?

AF - The Toy library tours around the provinces with the approach that both children and adults have the right and the need to play. It stays over for at least two days and is set up at the local club or at a community hall.

What is a day like?

AF - Participants are generally divided into two age groups. One group stays outside, working with movement dynamics and pre-sports games, guided by a monitor. Another group stays inside and works with indoor spaces dynamics. Each group then goes through a series of phases: introducing themselves, game workshops and more sporting activities.

We believe the Toy Library is extraordinary. It operates in an incredible way: kids arrive trampling over one another but then find place for them, a game that’s fun, gripping or challenging. They make it all by



themselves It is a new world. There comes a time in the playroom when you do not hear anything but the background music while everyone is amidst an atmosphere of harmony and peaceful joy.



For all likings

The Toy library has 4 “stations” which focus on different game categories, so that each area Works on different aspects of individual development. Elements are related to one area and are aimed at the stimulation of different aspects:

Red: construction and fitting for gross and fine motor skills.

Blue: boardgames and ruled games for abstraction and limits

Orange: balls, rings, ropes, ground disc pool for psicomotor skills and dexterity

Green: puppets, costumes, books, wigs for expresión and creativity.



What is most rewarding?

AF - Knowing that in such pleasurable way I’m able to do a very little something for so many kids, who have no idea of what the world that lies beyond their village is like. It takes just a short time, which is really nothing tangible but which means the world for them, a day they will never forget.

Also, for us, it is extremely rewarding to furnish them with any game whatsoever, apparently chosen “at random”, and later observe that only an initial stimulus is required for a child to focus, grasp the idea, do it and feel so very happy to have understood and enjoyed the game.

And for them?

AF - Each Toy Library is a universe apart. Despite the huge gaps at household, social and material levels, you see them coming as if they were coming to a birthday party. For them it is a magical place, where

they are simply listening to music, playing, seeing colourful things and having a great time. A place where there are no concerns, duties, or errands.

What communities have become more involved?

AF - The experiences of Araújo, Palmar de Quebracho, some weekends in Quebracho, Santa Blanca and Menafra were especially impressive. There we were able to integrate children, young and adult groups. To see them playing and getting their individual "child" out, was very significant in terms of recreation and community integration.

How is this program inserted in UPM Foundation?

AF - This project is aligned with the mission of the Foundation as it promotes the ability of enjoyment and fun, inherent to human beings in general, particularly in the small

and isolated settlements, well into the middle of the provinces, where resources and opportunities for entertainment and fun are very scarce. Moreover, it facilitates the integration of communities in a different context, promoting cooperation, respect for others, teamwork, etc. autonomy, tolerance to differences, patient listening and being in your partner's moccasins. With this activity, we promote new and different relationships in places where the exchanges are generally fixed and bounded.

How would you define the Toy Library?

AF - Undoubtedly, pure emotion.





Small promoters of knowledge

Kindergarten 109 of Villa Quebracho (Paysandú) is inserted into a zone of a “very unfavourable socio-cultural context.” Pupils’ parents have completed primary education in general, but only 20% have reached secondary level, while 30% of mothers have not finished primary school. The Kindergarten is the only institution that cares for children from the initial level and daily receives 180 children from 8 to 15:30.

Owing to UPM Foundation’s support they have been able to hire I.T., English and physical education teachers and to create their own toy library. They could not afford to buy games, however, the initial level of educational games are key to work with children’s development at an early stage.

“Learning takes place through play,” says the director, Martha Silva.

The toy library is well maintained and includes, for example, puppet shows

that encourage language development or a construction kit, one of the favourite games which focuses on motor skills, eye-hand coordination, creativity and geometry . I.T. is also taught through games that complement classroom learning.

“In Quebracho very few families have computers at home and access to this tool is important,” explains the director. They connect to the Internet, seek information and do virtual tours, during one of which they came across Casapueblo.

- “Who is Páez Vilaro,” asks the teacher to her 5-year-old students.
- A painter, from Punta Ballena, his house is called Casapueblo. He built it himself!! Reply the children from all four corners of the classroom.
- And do you know what Casapueblo is?
- Yes. It was first made of wood and then out of bricks, says a girl while moving her hands as if she was shaping up a sculpture.

The children continued talking about Casapueblo as if they had seen and been to the very place in Punta Ballena.

“They are very excited about being able to carry out different activities such as computer skills or English workshop in the afternoon,” says the teacher. At level 5 they can already read, write numbers and letters. English spelling is still quite peculiar since yellow is ielou, because they spell words “as they sound “ but at the moment, what is important is that they are able to transform those sounds into words.

When they can deal with these new tools they transfer all this knowledge to their own families.

“In Ceibal laptops commands are in English,” says the director, “a girl who comes to the kindergarten had a brother who needed to select a colour in English for homework. No one in the family could help him, but the 4-year old girl very naturally said: blue”.



BLU

8 9 10 11 12 13 14 15 16 17 18 19 20





Trabajame
Interactuamos y C



Chapter :: 03 GENERATING OPPORTUNITIES



“Our main goal is to make them happy”

“Let’s value life” is a non-profit organization that deals with people with disabilities in Guichón, Paysandú. They have been working for 9 years in order to improve their life quality, teaching them how to perform tasks, developing their own self-worth and making a contribution to the community.

They meet three times a week, led by retired teachers and neighbours who workvoluntarily. They perform physical therapy, and attend sewing, painting, knitting and crochet workshops. In 2009, UPM Foundation helped them introduce a cooking workshop for the production of thin dough, for which end they had to be equipped with an oven so that they could start a productive project that currently involves 17 people. The goal is to sell the products in their area, as well as they already do with goods made of leather and wool . Most sales occur in Guichón Livestock Show and on



the eve of Mother's Day. The favourite articles are handbags, briefcases and pots. They take a percentage of sales, the rest is allocated to the center.

Volunteers refer to them as their "children", although some are way over 50. They have a childish innocent look in their eyes even if some of them do not look as fresh as they used to be. Many of them have very sad and painful backgrounds and come to the center yearning for love.

"Our main goal is to make them happy," says Marianella, one of the founders, pointing to a girl who is snuggled into Maria Laura's bosom, another volunteer. "That girl and her sister, who is over there, witnessed the death of their mother," he says. Another of the girls mentally retarded lives in extreme poverty, in a house made of tree bark and nylon. Valeria is a girl whose parents, despite having enough economic resources, do not treat her so she has no diagnosis and nobody knows what disease or deficiency she has.

Others, however, share encouraging experiences, such as Diego's case who is severely mentally retarded and learned how to ride a bicycle in the town center. He had never tried at home but in the physiotherapy class he dared try with an exercise bike and it was a major achievement for him. Alfredo is blind and works answering the phone at a local radio. Elizabeth, who is only 26 years old, has just received an award for excellence, granted by the Municipality of Paysandú. She does a wonderful work mixing crochet and leather and never misses the kitchen workshop. Her favourite food is dumplings. She does not dare bake them at home yet, but she cooks for her brother every day.

"I know how to make dough for tagliatelle, I do not do it very well, but I do it," she says with a little embarrassment.

The last class of the year, they prepare cakes with quince in groups of four. They follow the teacher's instructions very attentively at all times. Measuring

the ingredients accurately and stretching the dough properly are the most complex actions. However, with the help of the teacher in less than 1 hour they serve delicious cupcakes which will soon be available at a stand of "Let's value life" in the city of Guichón.

Investment in studies

Lucía (18) Stefany (19) and Diego (21) want to study a course at tertiary level. Although they have never met, they live in different locations of Rio Negro (Colonia, Tomás Berreta, Fray Bentos and San Javier), they all like chemistry and they would like to take up a course with a rapid job placement. They cannot afford to go to Montevideo to study. Their parents have no tertiary education, but support their intention to study.

"Go ahead, make your best," Stefany's grandmother told her.

In December 2008, they applied for the scholarship offered by UPM Foundation

to enter the Chemical Technologist course at the Polytechnic Institute (UTU) of Paysandú. This scholarship allows students to settle in this province and dedicate to study.

“When I was told I had won the scholarship I did not believe it. I went to Fray Bentos office to be personally told so that I could believe it,” says Lucia.

They were two good news together: she had won the scholarship and had successfully been integrated in the group of 16 students of the Chemical Technologist course (out of 58 applicants).

To this day, they are sitting the first quarterly exams with an average of 8 out of 12. They are good classmates, they share their notes and sometimes study together. They know that it is an intensive course and are devoted to study.

“We have six hours of class per day, professors are all engineers and demanding,” said Stefany. What is

their aim? To graduate so as to work doing what they like.

“There were children who did not see anything”

All the children of Guichón and the east rural area of the province of Paysandú received a visual check under the program “To see a better country.”

The last week of April, 2009 Guichón was rocked by the arrival of a bus with ophthalmologic equipment which conducted a visual examination to all school children in the city. 1165 children were mobilized in eight days, the vast majority of which had never had an eye examination before, let alone of these characteristics.

The campaign	In figures
Children who received glasses	36
Children referred to private ophthalmologists	40
Children without visual problems	1080
Total children examined	1165

“You cannot imagine the lack of ophthalmologists there is,” said a member of the Lions Club, whom children have nicknamed “the Lady of the glasses.” “It’s very difficult to get an appointment in the local polyclinic, given that only 15 patients are examined every two months and we are 6,000 people,” she emphasizes.

This program not only facilitated the diagnosis but Guichón Lions Club has ensured that all the children who were prescribed glasses received their own pair.

At first they had trouble to adapt to the new vision. “There were children who did not see anything. This problem alters people’s personality; visually impaired children feel helpless”, says Victoria Davila, Director of School 39.

Many of the children required a strong prescription or the correction of complex deficiencies. A dad, a week after his son, Valentin, had unsuccessfully tried to wear his pair of glasses had an appointment with “the lady of the glasses” and said: “They are poorly

made." Valentin, felt sick every time he wore them and wouldn't tolerate them. The diagnosis was correct, but during the first days he had to wear them only 10 minutes per day.

Soon they were all wearing their glasses and there was almost no need for control, now they want to see. Jennifer, a girl of six, dropped her glasses while she was playing and both the lenses and the frame were broken. Her father and her went to the Lions Club for help, crying and asking if we could replace her glasses.

Moreover, the impact of the examination also had an impact in the classroom. Children who began wearing glasses changed their learning performance. Teachers, among other things, noticed something very particular, they improved their handwriting.

This program was made possible thanks to UPM Foundation, which paid for the diagnosis made by Echagüe Vision Clinic, and the management of Guichón Lions Club. The local Council and Paysandú Vision Optics also helped.

Leading the way

In Mercedes, 15 children with Down syndrome learn computer skills so as to achieve new opportunities for personal development and employment.

Several years ago, a group of mothers who had children with Down syndrome, created an association to seek and promote development and growth opportunities for their children and other families, in the city of Mercedes.

In 2009, they contacted UPM Foundation to find a way for about 15 kids to have computer lessons. Thus, they developed a joint project with the Institute for Science and Research, headed by Jorge Balseiro, which supported them to conduct the training, and committed themselves to assist and support students.

Mothers have stressed the importance of working in an integrated manner.

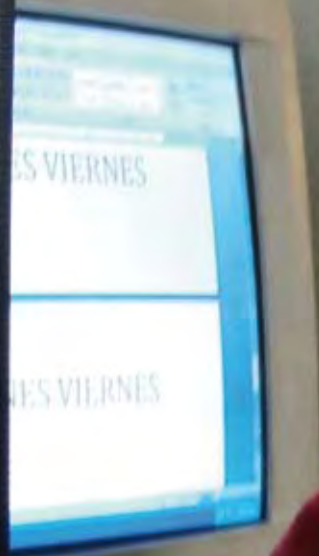
"Our aim is that our children attend the same educational institutions as the

other kids, that they are empowered to work in some companies, and to grow up as fully integrated members of the community."

According to teachers, "some students who have a slight slope, have achieved very good performance results, through tests, exercises and above all, their interest in the course."

Also, through text, drawings on the screen and Internet browsing, it was possible for some students with major learning difficulties, to exercise and improve their motor skills development, and could recognize colours and letters of the alphabet.

According to Rosa Dutra, a major contributor to the program, the experience was extremely rich and positive. While she patiently and caringly directs several students to write letters and encourages them to colour them, she explains the importance of the existence of opportunities like this, where kids have access to new



learning opportunities which would be very unlikely to have outside this program.

And its benefit is denoted in the children's attitude, who attend every class without fail and hoping to learn and do new things.

Together, results are more and better

A few miles north off the city of Paysandú there is Cerro Chato, a small town known by having very numerous families whose income is very low, in general.

School No. 16 is a common center for all these families as well as the Community Center located just a few feet away, and where the regional center of the country's first Aldeas Infantiles SOS (Children's Villages) has been working since very recently.

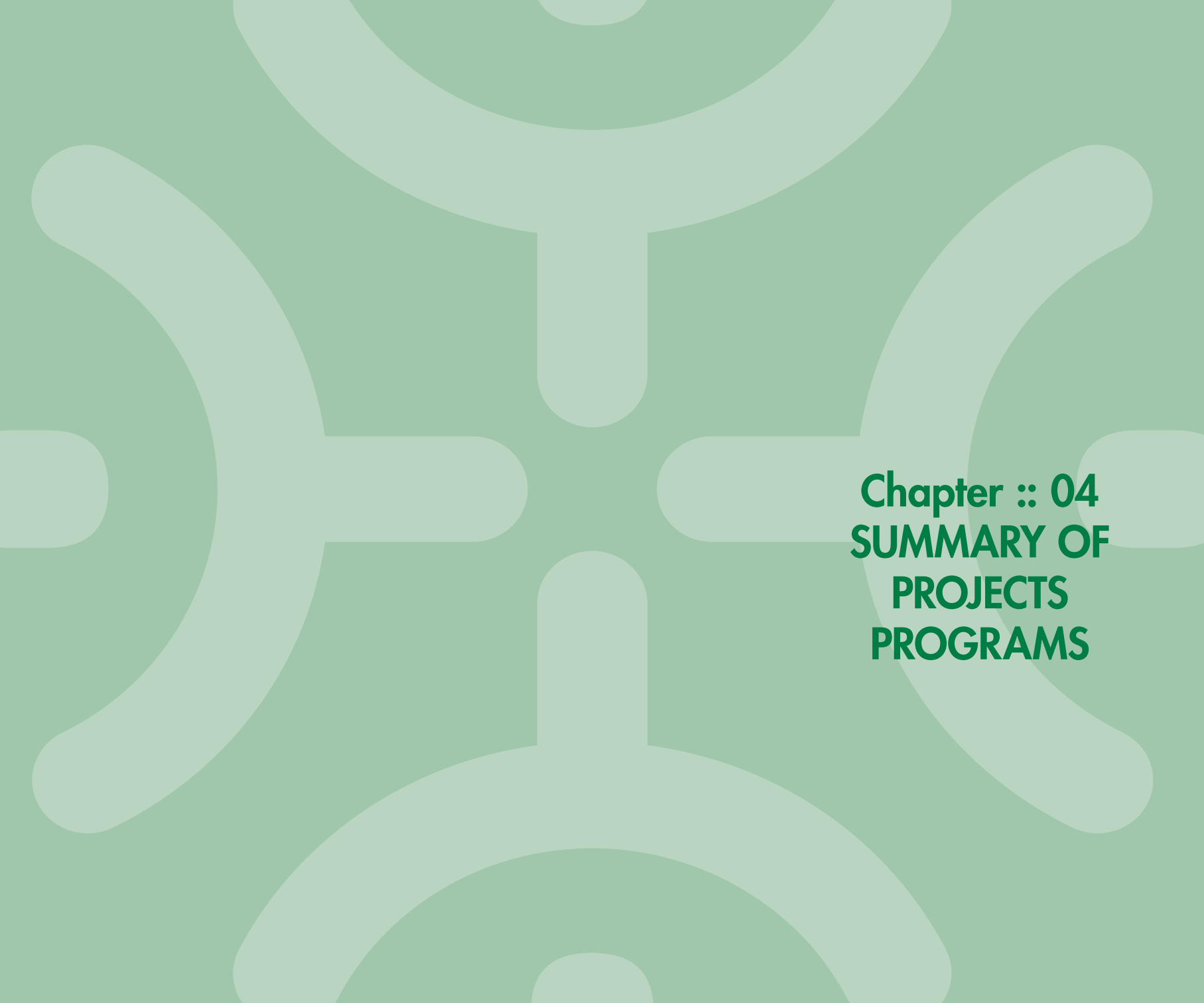
As a way of stimulating the productive effort of the population and generate

resources, the school submitted to UPM Foundation, a project to use an area of its land. A project was jointly developed to create an organic garden for families who wanted and were willing to work. Families gradually joined the project and today there are fifteen families toiling the land, obtaining a small production for themselves and, at the same time, some revenue.

Mildred Funes is well acquainted with the place. She worked at School No. 16 for seven years and for some time, she has been leading the activities of Aldeas Infantiles and the community center, and is actively involved with the families involved in the project. "For us, the important thing is to give people the necessary tools for them to learn, develop the working habit and then achieve something for themselves."

After reporting the progress of the project, Mildred does not hesitate to ensure that her dream is to close a productive cycle and to create a micro-enterprise. "There is no doubt, if you want to do something, it is crucial to

side with someone along the same lines", she says while taking care of some of the 43 children who rest in the center while their parents attend sewing or baking workshops.



Chapter :: 04
SUMMARY OF
PROJECTS
PROGRAMS

2008

NAME OF PROGRAM	VENUE	DESCRIPTION	ORGANIZATION
Just like you – Oral Health Program	Paysandú	Specialized Oral Diagnosis for 105 handicapped children of Aprodime (Institution for low-income handicapped children of Paysandu).	APRODIME
I.T. Teacher training	Fray Bentos	I.T. Training for 40 people so that they could teach I.T. lessons in Fray Bentos.	Arroba
I.T. Basic tools	Mercedes, Nuevo Berlín	I.T. training for 137 people as a complementary resource for job placement. - 67 people in Fray Bentos - 40 people in Mercedes - 30 people in Nuevo Berlín	Arroba
I.T. Basic Tools - Advanced	Fray Bentos		
I.T. Basic Tools – 2nd edition	Fray Bentos		
I.T. for Adolescents	Mercedes	I.T. training for 72 highschool students and 28 primary school children	ICI
CEPA participants support	Fray Bentos	Professional Driver training for 15 people	CEP / Botnia Foundation
Golf tournaments in Fray Bentos	Fray Bentos	Two golf tournaments in Fray Bentos with different objectives: - Making Fray Bentos Green be known- Attracting people from other places who would require services from the city (hotel, restaurant, etc.)	Golf Club
Project "Basketball for All"	Fray Bentos	Providing basketball lessons to 65 children in three slums and critical context areas of Fray Bentos, throughout the winter. Sporting and social objectives.	Club S. D. Anastasia
Project "Rhythmic Gym"	Fray Bentos	Providing gymnastics lessons to 60 girls in three slums and critical context areas of Fray Bentos, throughout the winter. Sporting and social objectives.	Club S. D. Anastasia
Course "Motorcycle Mechanics"	Fray Bentos	Training 147 unemployed people in different options with market labor demand.	COCAP - IMRN

2008

NAME OF PROGRAM	VENUE	DESCRIPTION	ORGANIZATION
Course "Assistance to the elderly and children"	Fray Bentos	Training 147 unemployed people in different options with market labor demand.	COCAP - IMRN
Course "Confectionery, sandwiches and hors d'oeuvre"	Young		
Course "Professional Cooking"	Fray Bentos		
Training "Vehicles and light transport maintenance"	Fray Bentos		
Course "Artificial Bovine insemination"	Fray Bentos and San Javier		
Programme "J.A. Company programme"	Fray Bentos Young Piedras Coloradas Guichón	Promoción del emprendedurismo en 100 estudiantes a través de la participación en el proyecto empresas juveniles de Desem.	DESEM
Program "Why not dropping out"	Sauce, Sanchez Chico, Sánchez Grande, Bichadero	Promotion of entrepreneurship in different localities through different programs of Desem Foundation. Impact: 330 children	DESEM
Programme "Our world"	Palmitas		
Program "Entreprelearning"	Young Fray Bentos Paysandú		
Touring Toy Library	Paysandú / Río Negro	The touring Toy library has visited 15 rural localities. The toy library was made available during the weekends as an alternative way of learning, playing, having fun, etc. Impact: 8500 people.	Dydactia / Botnia Foundation
Sponsoring Endeavor activities	Young, Paysandú, Mercedes, Tacuarembó	UPM Foundation sponsored activities carried out by Endeavor	Endeavor

2008

NAME OF PROGRAM	VENUE	DESCRIPTION	ORGANIZATION
Project "Art in Las Canteras"	Fray Bentos	Training 18 adolescents in painting at Las Canteras neighbourhood in Fray Bentos.	Claramunt Art Space
Art time in Highschool No. 2	Fray Bentos	Mural painting in high school No. 2 training 20 adolescents in this discipline.	Claramunt Art Space
Green Spaces at Highschool No. 2	Fray Bentos	Collaboration with the park project of Highschool No. 2	Claramunt Art Space Highschool 2
Wood in Concert	Paysandú	Sponsoring a country music concert by a local group of Paysandú. Attendance: 300 people	"Madera" Country music group
Four-hand piano concert	Fray Bentos	Piano concert to the benefit of Young Theatre of Fray Bentos. Attendance: 200 people	Adventist Church/Dpt. Of Culture, IMRN
Recreation, music and art in the neighbourhoods of my city	Fray Bentos	10 recreation days in various neighbourhoods of Fray Bentos, at the weekends. Impact: 6650 people.	Gurises en Movimiento (Kids in Motion)
Swimming for young children and the young	Paysandú (17 localities in the province of Paysandú)	Teaching swimming in 17 localities of the province of Paysandú (mostly rural areas). A crucial activity to prevent accidents and with significant social content (usually the only activity in summer). Impact: 4000 people.	IMP - Secretaría Deportes
"Shake it"	9 localities in Paysandú	The chance to practice various sports and recreational activities in 9 rural areas of Paysandú during the winter. Impact: 3000 people.	IMP - Sports Division
Soccer Development in the province of Río Negro	9 localities of Río Negro	Soccer and hockey lessons in 9 rural localities of Río Negro.	IMRN. Sports Division
Project "Skills Awakening"	Quebracho	English, I.T., crafts and physical education lessons to 170 children (English, I.T., crafts and physical education) and I.T. lessons to 52 children having brothers or sisters in the Kindergarten and 32 parents.	Kindergarten N° 109

2008

NAME OF PROGRAM	VENUE	DESCRIPTION	ORGANIZATION
"Teens in Motion"	Fray Bentos	Sport alternatives for 222 young people of Fray Bentos	Highschool No. 3
Local Fishing Training	Fray Bentos and Nuevo Berlín	Training 25 fishermen on how to become more professional and commercialize their products.	IMRN Development Division
"Instilling Values through Game, Sport and Recreation"	Fray Bentos	5 Days of sport and recreation at different neighbourhoods of Fray Bentos. The entrance fee was non-perishable food or a cleaning article to be donated to various institutions of Fray Bentos. Impact: 4000 people.	Prof. Miguel Sosa
Road Safety Awareness Workshops	Fray Bentos	4 Road Safety Awareness Workshops. Objective: all the adolescents of Fray Bentos	Punto Muerto
Comprehensive Labour Training (CIPL)	Fray Bentos Mercedes, Young	Training 72 people in Fray Bentos, Mercedes and Young.	Red Qualitas
I.T. for Children -2nd edition	Mercedes	I.T. Training for 200 children (100 in Mercedes, 100 in Fray Bentos and 20 in Young).	Red Qualitas
I.T. for Children – 3rd edition	Fray Bentos, Nuevo Berlín		
6th vaccination campaign against child and adolescent abuse.	Fray Bentos y Nuevo Berlín	Public campaign against child and adolescence abuse in Nuevo Berlin and Fray Bentos	Red Trail
"Building up equality: towards leading a life without violence".	Fray Bentos, Nuevo Berlín, San Javier	6 training workshops for 70 people	SERFAM
Nepomucento Terra's book of lyrics	Fray Bentos	Publishing/distribution of 100 books by Nepomuceno Terra (a gaucho author and singer from San Javier). Distribution: Libraries, highschools, schools.	Sog.Gringa Ceibo and Girasol
Finishing Basic Secondary Education and Further Training	Fray Bentos	Training 60 young people to complete Basic Secondary Education. Also, training for the acquisition of basic skills to apply for a job.	Zullymar Vila
Job Placement Workshop Workshops for raising interest in technical courses	Fray Bentos	Job Placement Workshop for 150 people.	Zullymar Vila
Fray Bentos - Las Cañas Bridge	Fray Bentos	Financing Fray Bentos – Las Cañas bridge	

NAME OF PROGRAM	VENUE	DESCRIPTION	ORGANIZATION
Food processing and Bakery Productive Workshop	Tacuarembó	Collaborating with the equipment of the productive workshop in order to start producing and enter the market.	APAD (institution with 100 students)
RIO NEGRO – Traveller's Guide	Fray Bentos	Supporting the guide's design / publishing; a directory of services of the province of Rio Negro.	APERN
Inclusion through participation	Young	Sports and recreation for underprivileged children throughout the year. Project undertaken in conjunction with Uruguay Social Club and MIDES.	Uruguay Social Club
Together walking along the life path, achievements and opportunities.	Mercedes	I.T. lessons for 20 children with Down Syndrome. The aim of this program is not only kids' development through the acquisition of I.T. skills, but integrating them with other groups of children, as well.	Down Association of Soriano
Swimming for children in Fray Bentos	Fray Bentos	60 swimming scholarships to attend the Dolphin Club, for the children of an underprivileged neighbourhood.	Dolphin Social y Sports Club
Happy Children	Quebracho	Extracurricular lessons for 174 children (drawing, musical expression, computers, gardening).	School No. 97
UTU Scholarships (Polytechnic Institute)	Fray Bentos	5 scholarships for residents of Fray Bentos and its area of influence, for studying mechanical and chemical technology courses, for two years, in UTU Paysandú.	Botnia - UTU Foundation
Swimming for children and the young	Paysandú (17 localities in the province of Paysandú)	Teaching swimming in 17 localities of the province of Paysandú (mostly rural areas). A crucial activity to prevent accidents with profound social content (usually the only activity in the summer). Impact: 4000 people.	IMP - Sports Division
To See a Better Country	Guichón/Tacuarembó	Visual examination of 1500 children in the interior of the country (Guichón and surrounding area and rural areas of Tacuarembó).	Lions Club / Visión Exchange

2009

NAME OF PROGRAM	VENUE	DESCRIPTION	ORGANIZATION
Special Olympics	Fray Bentos	Special Olympics Support in Fray Bentos. Impact: 5000 children across the country.	Special Olympics Fbentos
Road Safety Awareness Workshops	Mercedes Young Paysandú	3 Road Safety Awareness Workshops; 1500 adolescents of Paysandú, Young and Mercedes.	Alejandra Forlán Foundation
I.T. for Children - 4th edition	Fray Bentos Young Nuevo Berlín	I.T. Training for 270 children (100 in Mercedes, 100 in Fray Bentos, 20 in Nuevo Berlín and 50 in Young).	Red Qualitas
I.T. for School Children I.T. for Adolescents	Mercedes	I.T. Training for 50 adolescents of Mercedes.	ICI
Atraumatic Restorative Dental Treatment	San Gregorio Polanco	Oral Diagnosis for 100 children in San Gregorio de Polanco and surroundings for 3 years	San Gregorio Rotary
Project "Basketball for All"	Fray Bentos	Basketball lessons for children in three slum and critical context areas of Fray Bentos, throughout the winter. Attendance: 100 children	Club S. D. Anastasia
Proyecto "Gimnasia Rítmica"	Fray Bentos	Rhythmic gym lessons for girls in three slums and critical context areas of Fray Bentos, throughout the winter. Attendance: 60 girls	Club S. D. Anastasia
Programme "Young Enterprises"	Young Piedras Coloradas Guichón	Entrepreneurship Promotion for 100 students through participation in Desem Junior Achievement Company Program.	DESEM
Programme "Our Community"	Tacuarembó: Clara, Montevideo Chico, Zamora, La Hilera Cerro Alegre	Desem Programme for Primary School, provided by employees of the company, in 4 communities in Tacuarembó and in the community of Cerro Alegre. Attendance: 130 children.	DESEM
Program "Entreprelearning"	Young Paysandú Fray Bentos	Promotion of entrepreneurship in different localities through the Entreprelearning Programme of Desem Foundation. Impact: 240 adolescents	DESEM
All for the tomographer/scanner	Fray Bentos	Providing the 150 Years Celebration Commission with financial support to buy the scanner for Fray Bentos Hospital.	Fray Bentos Hospital

2009

NAME OF PROGRAM	VENUE	DESCRIPTION	ORGANIZATION
Course on the Elaboration and Canning of Edible Mushrooms	Algorta	Capacitación a 50 mujeres rurales en 4 localidades del departamento de Río Negro.	COCAP - IMRN
Course on the Elaboration and Canning of Honey Products	Algorta, Paso Cruz, Mellizos		
Healthy Spaces	Paysandú Quebracho	Lending the Toy Library to two double-shift Kindergartens in Paysandú, throughout 2009. Beneficiaries: 363 children.	Jardin de Infantes N° 103 and N° 109
Happy Children Creative Children	Paysandú	Dancing, physical education and drama lessons. Beneficiaries: 183 children	Kindergarten N° 103
Hands at work for children	Quebracho	English, I.T. and physical education lessons for 180 children.	Kindergarten N° 109
"Instilling Values through Game, Sport and Recreation"	Fray Bentos	5 Days of sport and recreation at different neighbourhoods of Fray Bentos. Entrance fee was a non-perishable food or a cleaning article to be donated to evacuees and rural areas. Impact: 3000 people.	Prof. Miguel Sosa
Graphic Design Course	Fray Bentos	Training 30 adolescents who are outside the regular educational system	Gurises en Movimiento (Kids in Motion)
Course for Recreational Leaders and Community Agents			
Las Caracolas Science Club	Young	Providing support to the Science Club which was a winner to attend the exhibition fair in the U.S.A..	Virginia Evans
Anastasia Host	Fray Bentos	Strengthening the basketball team with a foreign player to play at the Uruguayan Basketball League.	Club S. D. Anastasia
Recreation, music and art in the neighbourhoods of my city	Fray Bentos	10 days of recreation in various neighbourhoods of Fray Bentos, at the weekends. Impact: 3000 people.	Gurises en Movimiento (Kids in Motion)

2009

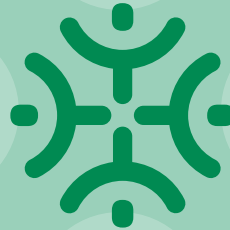
NAME OF PROGRAM	VENUE	DESCRIPTION	ORGANIZATION
Sport in Rio Negro	Río Negro	Soccer and hockey lessons in 9 rural localities of Rio Negro. Impact: 500 people.	IMRN Sports Division.
Organic Vegetable Garden	Cerro Chato	Communitarian Vegetable Garden for 25 families of Cerro Chato	School No. 16
Let's Value life	Guichón	Thin dough and bakery workshop for 17 handi-capped students.	Let's Value life
Rowing School	Fray Bentos	Purchasing three boats and a rowing ergometer for rowing lessons for adolescents in Fray Bentos. The aim of strengthening equipment is to spread rowing among adolescents of Fray Bentos.	Rowing School
Entrepreneuring in Fbentos	Fray Bentos	Providing support for making a business plan for an investment project in Fray Bentos	Botnia Foundation
The Reading Challenge	Mercedes	Purchasing books and two computers to enhance the reading room of the Basic Secondary Education Technical School of Mercedes.	Basic Secondary Education Technical School
Occupational Workshops Aldeas SOS	Paysandú	Occupational Workshops for approximately 60 women, in three centers of Paysandú.	SOS Aldeas Infantiles
Biodiversity Esteros Farrapos	San Javier	Support material for Esteros de Farrapos Group Disseminating this subject among students and bird watching training.	"Los Girasoles" Civil Association
Book Trade Fair	Young	Delivering five computers and a laser printer to strengthen the school reading and I.T. room.	Young Day School
Technical strengthening of producers group	Cerro Alegre	Training and technical assistance for 15 families of Cerro Alegre village	IMS - Development Dept



Submission of proposals

Projects are submitted to UPM Foundation, through an application form available at www.upmuruguay.com.uy

Applications are reviewed and evaluated by the UPM Foundation's executive team. At this stage, more information may be required, but this request should not be interpreted as an approval of the project. They are evaluated by the Board of Directors, who will decide how to proceed in each case.



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