

# CHRONOLOGY

"THE FOUNDATION WAS ESTABLISHED DURING THE CONSTRUCTION OF THE PULP MILL WITH SPECIAL FOCUS ON RIO NEGRO, AND THEN EXTENDED TO OTHER AREAS IN THE INTERIOR OF THE COUNTRY - TODAY REACHING MORE THAN 100 COMMUNITIES IN EIGHT DEPARTMENTS."

"ONE OF THE GREATEST LESSONS LEARNED OVER THE PAST 10 YEARS IS THAT THE INVOLVEMENT OF DIFFERENT ORGANISATIONS IN THE IMPLEMENTATION OF PROJECTS INCREASES THE IMPACT AND LONG TERM SUSTAINABILITY."

"WE BELIEVE EDUCATION IS THE AXIS OF DEVELOPMENT IN COMMUNITIES - SO THE FOUNDATION PLANS TO PROMOTE LOCAL EXPANSION, ALWAYS BASED ON LOCAL NEEDS." MAGDALENA IBÁÑEZ, PRESIDENT OF THE UPM FOUNDATION.

## MISSION

The UPM Foundation promotes the development of rural communities through education, training and entrepreneurship, fostering a culture of safety and healthy living.

## PHILOSOPHY

We work in coordination with key local stakeholders seeking to promote the growth of communities, accompanying the development process that the community experience without leading or imposing a set plan. Activities are implemented in conjunction with other social organisations, public institutions and departmental and/or national authorities acting within the area.

**2006**

**Our Foundation is established.**  
Project development focuses in Fray Bentos.  
Programmes in the areas of training and labour reactivation stand out.

**2007**

Foundation projects benefit 25 localities.  
**The first project is developed in Mercedes and in rural Paysandú.**

**2008**

Increase of 40% in the number of implemented programmes.  
**Paysandú, Tacuarembó and Soriano departments develop programmes in their capital cities and in the rural environment.**

**2009**

The Foundation's field of action considerably broadens.  
The Foundation includes new organisations in the implementation of initiatives put forward by local groups.  
**Programmes in the rural interior increase, especially in Tacuarembó.**

**2010**

The number of communities reached is doubled within three years.  
The entrepreneurial spirit is promoted through specific projects for young students and school children.  
**More than 15,000 people reached with the projects.**

**2011**

The focus of what has been executed is reviewed and future work is planned.  
The strategy to develop high-impact projects in rural communities is set.  
**An assessment of rural communities close to Route 59 in Tacuarembó is undertaken, became the first focus for regional action.**

**2012**

The role of the Foundation as a voice for action becomes key.  
Tools are provided to improve the presentation of new projects.  
**Some 35 organisations are involved in the projects**

**2013**

Workshops begin to be successful in rural communities  
The Foundation reaches a new department: Durazno.  
The main work area begins to consolidate around educational projects.  
**The first project to emerge from dialogue generated in community workshops is approved.**

**2014**

Three out of ten projects emerge from the conversation with local leaders in community workshops.  
Cerro Largo is incorporated within the Foundation's scope with the execution of a project in Arévalo.  
**The Foundation receives a special mention for its trajectory in CSR in the Nova Awards.**

**2015**

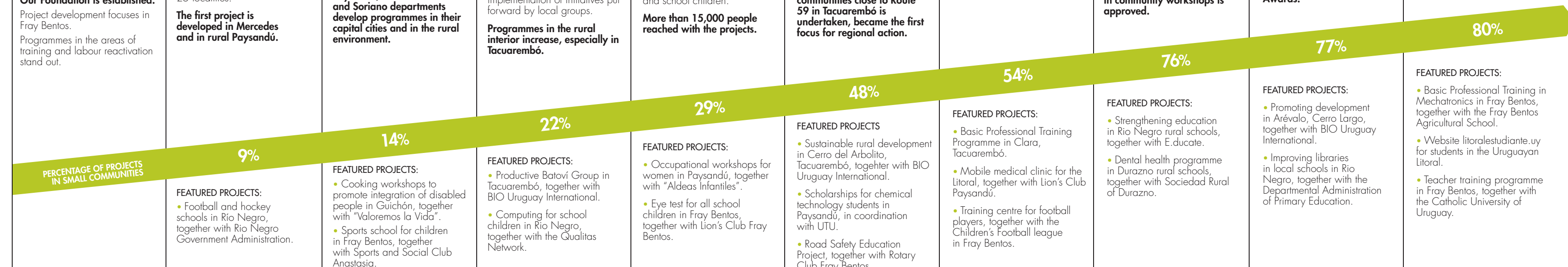
Meaningful work alliances are woven with educational institutions both at national and regional level.  
The focus is on initiatives that encourage more rural children into higher education.  
**Now 75% of the projects are educational or job training.**

**2016**

Our approach is to continue working with various organisations to generate sustainable projects. Come on board, let's work together!

Start with downloading the documents and application form available on [www.upm.com.uy](http://www.upm.com.uy) and send us your project to [fundacion@upm.com](mailto:fundacion@upm.com)

**f** FundacionUPMUY



# TESTIMONIALS

"I come from a family where going to a dentist didn't exist. As a result of all these talks I was aware of the importance of taking care of my teeth. Now I can tell you that tooth brushing after a meal is a ritual. It doesn't matter if you go out wearing old clothes - but your teeth must be clean."

Beatriz Oreggione, mother of seven children that attend School 19 of Chacras de Sarandí del Yi, Durazno, where the dental programme in rural schools developed.



"It is very important for me to have graduated from secondary school now, aged 24. I am proud to have studied in a rural school."

José Pedro Liendo, a graduate of the Basic Professional Training programme of CETP-UTU in Clara, Tacuarembó.



"I have never imagined that I would finish studying, obtain an internship and already be working effectively in a job like this. I am doing what I like, I am in charge of other people and I feel that I am learning every day."

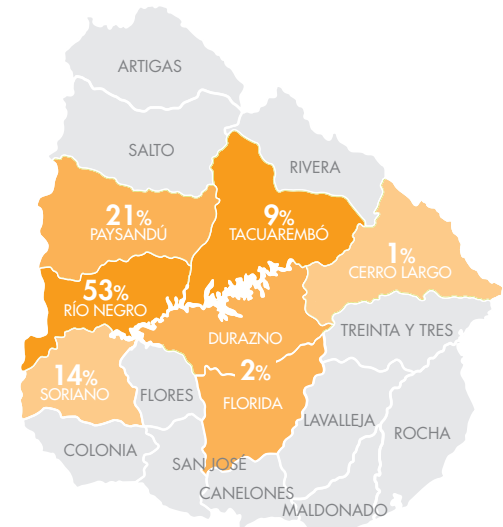
Alexandra Simonov, from San Javier, who obtained a scholarship from the UPM Foundation to study Chemical Technologist in Paysandú.



"THE FOUNDATION HAS BEEN AN IMPORTANT SUPPORT FOR RURAL SCHOOLS. BUT MAINLY IT CHANGES THE WAY WE REACT WITH THE COMMUNITY: WORKING FROM THE NEIGHBOURS' POINT OF VIEW, NOT FROM AN URBAN VISION, ALSO COMMITTING TO TRAINING PEOPLE TO MAKE THIS SUPPORT SUSTAINABLE." MTRO. MILTON PODKIDAYLO, COORDINATOR OF THE CENTER OF DIDACTIC PEDAGOGICAL SUPPORT TO RURAL SCHOOLS OF RIO NEGRO.

# 10 YEARS IN NUMBERS

## PERCENTAGE OF PROJECTS PER DEPARTMENT



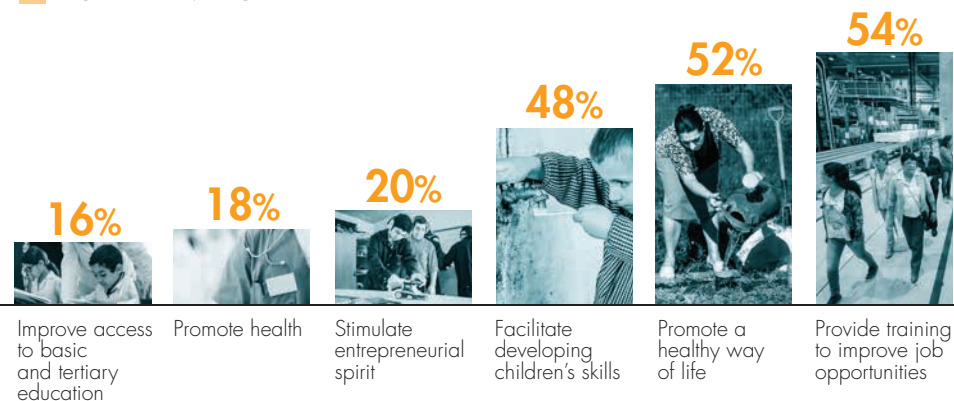
**120** COMMUNITIES

**208** PROJECTS

**109** ORGANISATIONS

**91,405** PEOPLE

## PROJECTS ACCORDING TO THEIR IMPACT



## IMPACT ON COMMUNITIES >> COMMUNITY GROWTH

Encouraging long-term changes



"The relationship with the Foundation implies a challenge that goes beyond school work, because one is involved in community events and tries to do more for all. The Foundation gives us that spirit of compromise so that we can, in turn, transmit to others," Adriana Verzelli, director of School No. 54 in Sánchez Chico, Rio Negro.

The Foundation relies on the existing skills and talents within the communities. It focuses its efforts on working with local key people to detect their needs and growth possibilities. The dialogue usually begins in the workshops, where the challenges and opportunities faced by each person is learned first hand. Work with local leaders is promoted to ensure that the community itself takes the necessary steps to improve their life conditions. "We do not seek to impose a model, but to present all the available possibilities to encourage local development," explains Magdalena Ibáñez, president of the UPM Foundation. Currently, at least four out of every 10 projects arise from the

exchange with leaders in the workshops carried out by the Foundation. Some initiatives seek to create spaces for recreation, sports activities or generate health promotion activities.

This approach also allows identification of common subjects which can be dealt with in the whole area. The Foundation has accepted several projects developed by neighbours, but also played a key role in coordinating and acting as a link between public or private bodies and key local people," tells Ibáñez.

These initiatives, as well as the positive impact they cause short term, trigger valuable integration processes between neighbours, who far from feeling like beneficiaries of the programme are the true protagonists overcoming limitations in their community. "I understand that we cannot sit, asking and waiting to obtain things. Each one of us has to take responsibility," says Sonia Tonarelli, neighbour of Algorta, who participated in the workshops and the community leaders meeting at the UPM plant. As a result of this proactivity, each small achievement obtained proves the idea that changes are gradual, but possible.



This mobile clinic toured rural communities undertaking dental check-ups and prevention activities in health. "It has been 14 years since a dentist visited this community," says a neighbour.



Young students from rural locations around Rio Negro returned to classes to attend the Basic Professional Training programme in Mechatronics. The coordinated work between UTU and the UPM Foundation supports this programme.



Learn from the experience. The programme for strengthening the rural schools of Rio Negro sought to transform the traditional way of teaching and promote the spirit of inquiry, both in teachers and children as well.



Recreational spaces are often a need raised by people in rural communities. Open-air gyms were built in rural schools of Soriano in 2012, integrating parents, children and neighbours.



Children will enjoy a variety of up-to-date books in the new library of School No. 16 of Cerro Chato, in Paysandú. According to the director, the existing workbooks, both recreational and study, were old and very scarce.

## IMPACT ON ORGANISATIONS >> SHARED PROJECTS

Resulting from working together with more than 100 organisations



"The Foundation has provided knowledge and has connected us with other institutions that have brought their experience to the projects. A good example is the road safety project which we developed together with the Foundation," says Gustavo Mazzioto member of the Rotary Club of Fray Bentos.

The UPM Foundation has opted for listening to the needs of key people and local organisations through the acceptance of projects. Always encouraging the participation of several organisations, it seeks to ensure that initiatives include alliances that enrich them and give them longevity.

With the conviction that only shared projects will be able to achieve lasting change, the Foundation has not hesitated to gather public or private institutions to help create solutions for complex issues.

The implementation of a training programme for rural youth in Tacuarembó exemplifies this form of action, where the UPM Foundation led

the search for a solution for children who could not continue their studies. This response was possible thanks to the alliance with CETP-UTU and several other institutions in the area. A real solution was provided to the historical problem of not having secondary education with the participation of relevant organisations, thus creating the Basic Professional Training programme adapted to the rural environment that works in Clara. "This proposal is unique and pioneering in the academic history of the ANEP. It is backed by several organisations that are as committed as the UPM Foundation, which identifies with the rural population situation, vulnerable due to geographical isolation," Cesar González, former Councillor of CETP-UTU.

Major plans to promote development requires the identification of other key organisations capable of working together. This way of working is in the DNA of the Foundation since its origins, not replacing institutions, nor assuming leadership, but taking a side step to help them achieve their objectives.



# YEARS

IN THE  
HEART OF URUGUAY