



Contribution to the Community

THE COMMUNITY

Quiñenco and its group companies have a long tradition of service to the community, which can be seen through their creative support programs covering the areas of health, education, sports and charity. Through the years, the businesses which make up the group have taken on, with gusto, a commitment to improving living conditions for handicapped children and those of lower-income families, to working in harmony with the environment, and to supporting sports events and cultural activities, along with other initiatives such as massive education campaigns.

THE CHILDREN

Since the outset, the group companies have worked on various initiatives directed at helping youngsters. One of these is the Teletón, an aid organization for handicapped children that has been operating in Chile for more than 20 years. A good selection of the Quiñenco companies have helped ensure that these children can integrate into society at large.

Quiñenco companies have also supported the campaign by the Hogar de Cristo (Home of Christ) known as “Del dolor a la esperanza” (From Pain to Hope), by collecting funds and recruiting members for the foundation.

In much the same way, the companies have worked to provide a better education for children of scant resources. Through the “Educación Empresa” (Business Education) program, developed by its associates, Quiñenco is permanently contributing educational materials to public schools, while other subsidiaries finance scholarships to top-scoring students in the Academic Aptitude Test. It also donates computer equipment for the setting-up of student laboratories and workshops in subsidized municipal schools and other institutions. Additionally, it provides economic assistance to indigents and young orphans.

THE ENVIRONMENT

Working in harmony with the ecosystem while promoting conservation of natural resources is one of the basic principals of each of the companies that make up Quiñenco. For example, Lucchetti Peru, one of the group companies, holds ISO 9002 and ISO 14001 certificates, which recognize its use of environmentally-friendly and high-quality production equipment. Another initiative in support of the environment is a reforestation project called “Criadero de árboles nativos” (Native tree nursery), whose objective is the planting of 100,000 native species in urban areas, squares and poor communities. The project was launched by one of the Quiñenco companies last year.

CULTURE

The group is constantly supporting the arts, culture, sports and concerts. To this end, it has taken the time to back several Chilean artists, to sponsor sporting teams, including those for the handicapped, and to promote popular live music events.

EDUCATION

One of the proudest initiatives of those who make up the Quiñenco Group is the creation of two educational programs, now up and running, aimed at promoting a responsible approach to alcoholic beverages. The first, called “Educación en Familia” (Education at Home), is directed to students of secondary school age, who receive instruction on the importance of responsible drinking behavior. This encourages the discussion of drinking and related topics in the home with the whole family. The second program, known as “Campaña Educativa para el 18 de Septiembre” (Educational campaign for September 18th) was developed together with the Chilean police and the National Driver Education Commission and is aimed at both motorists and pedestrians. The job involves designing and later distributing pamphlets, complete with road accident statistics from high-risk holiday periods, in an attempt to deliver a message on the perils of drinking and driving.