



commitment

THE COMMUNITY

The group plays an active and enthusiastic role in promoting good works and special social activities. These cover everything from artistic events to health programs, and include initiatives which have made the Quiñenco group an important community player. Thanks to ongoing campaigns initiated by each of the companies, fresh talents have been discovered and children of few resources have been given the opportunity to study.

THE CHILDREN

From the onset, the group has been involved in a diverse range of activities related to children, the future of our country. From among these programs, one which stands out is "Share with a Friend", promoted by one of the group companies, in which community-based activities are organized to support the work of important charitable foundations such as Fundación Mi Casa, Coanil and Hogar de Cristo.

Children also receive important assistance through the "Educación Empresa" (Company Education) program, in which school materials are periodically donated to the most needy public schools. In addition, the group makes scholarships available to the top scorers in the Prueba de Aptitud Académica (university entrance exam).

Another important project that counts on Quiñenco's support is the Teletón (Telethon), whose objective is to help handicapped children become self-sufficient and assist them in integrating into the wider community. In 2002, this work of solidarity mobilized thousands of employees throughout the companies within the group.

THE ENVIRONMENT

Each of the Quiñenco group companies is committed to protecting the environment through long-term sustainable development strategies. Those companies involved in the elaboration of mass-market consumer products have shown themselves to be particularly concerned with preserving nature. This concern is evidenced by the important levels of investment in the recycling processes of industrial waste, optimization of water resources and the planting of green areas.

This same dedication is also evident in the plant facilities of some of the group companies. For example, at CCU's plant in Temuco, there is a nursery for native trees, where 100,000 trees are cultivated to be later donated to diverse entities and projects concerned with urban landscaping and public spaces. For example, Fundación Integra receives 400 species every year, which it uses to create



natural settings at various establishments where 66,000 children per year learn about Chilean flora.

CULTURE

Artistic, cultural and sporting activities have also been a fundamental pillar of human development. For this very reason, the group is involved by giving financial support to young talent working in these different activities. Through its program called "Cerveza Cristal en el Arte", the group supports young talent in painting and sculpture. This initiative has served to give life to a prestigious pictorial collection of 200 works by Chilean contemporary artists, which have been shown in temporary exhibitions throughout the country. Other group companies offer emerging artists the chance to exhibit their works in corporate facilities. This program has allowed some interesting new talents to be shown publicly.

The Quiñenco group is also present in literary activities through events such as "Acercar la Literatura a la Gente" (Getting Literature to the People), the "Entre Libros" (Among Books) workshop, publication of the El Mercurio magazine of book reviews (Revista de Libros) and a radio program called "Vuelan las Plumas" (The Flying Quills).

EDUCATION

This is perhaps one of the most satisfying legacies of the group. One educational program that stands out is "Consumo Responsable de Alcohol" (Responsible Drinking), which proposes that drinking is acceptable only if it is done responsibly and in moderation. Another outstanding campaign is "Educar en Familia" (Education at Home), which looks at strengthening the role of parents in the civic education of their children. This project was hugely successful in 2002.

For its part, the "Educar en Fiestas Patrias" (National Holiday Education), an initiative developed by one of the group companies in conjunction with Chilean Police, addresses young people and sensible behavior on the roads. The program is also aimed at all pedestrians and drivers.