



FUNDACIÓN UPM

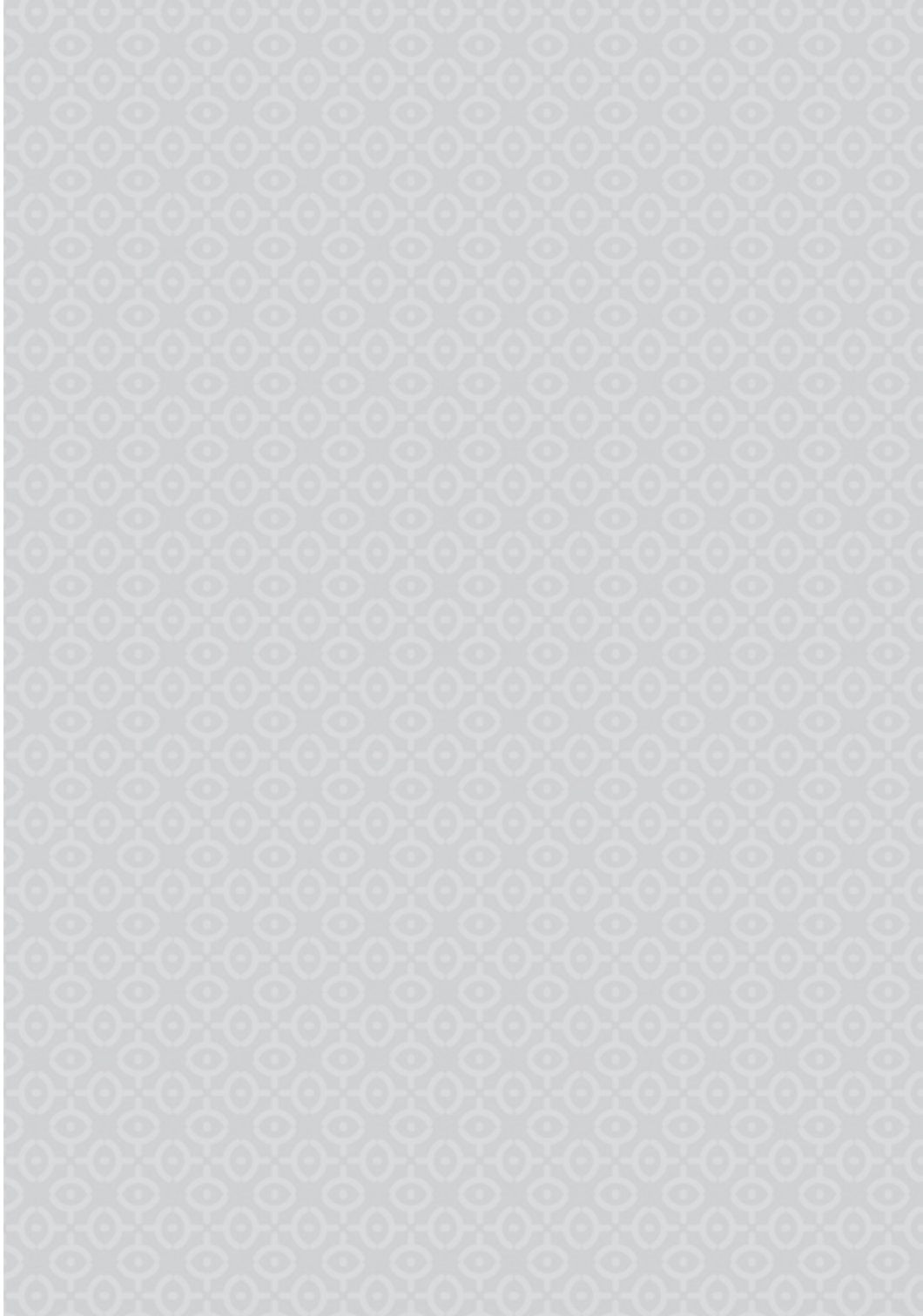


The Biofore Company **UPM**



ANNUAL
REPORT **2014**

THE UPM FOUNDATION
PROMOTES THE
DEVELOPMENT OF
COMMUNITIES IN THE
HEART OF THE COUNTRY,
PROMOTING EDUCATION
AND ENTREPRENEURSHIP
THROUGH JOINT WORK WITH
SOCIAL ORGANISATIONS
AND LOCAL REPRESENTATIVES.



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60



28

MISSION

We promote the development of the communities where the company operates through education, training and entrepreneurship, fostering a culture of healthy living.



PRINCIPLES

Territorial prioritisation. Public-private partnerships. Shared responsibility between the various stakeholders. Sustainability of social initiatives.

DIALOGUE WITH THE LOCAL STAKEHOLDERS

OUR WAY OF WORKING

Our philosophy is based on action and teamwork. We interact with and work alongside key local stakeholders, seeking to promote the development and growth of the communities. Activities are carried out in conjunction with other social organisations, public institutions and departmental and/or national authorities that play a role in society.

We accompany the development process that the community experiences without leading or imposing models. We act as a facilitator and coordinator rather than offering welfarism and we provide timely support. The actions carried out always focus on the long-term effect generated and the well-being of our reference communities.

We focus our action on ongoing dialogue with the communities through the design and implementation of projects with an emphasis on the development of capacities.



STRENGTHENING LOCAL CAPACITIES

OUR APPROACH

Support in the communities

The Foundation always relies on the existing skills and talents in the communities. It focuses its efforts on enhancing the existing social and creative capital in communities, without trying to replace it. We work together with local representatives to develop skills and help the community detect its needs by itself. Changes come about from the inside, taking into account internal capacities and working based on the local situation.

Local leaders

By providing the locations with the knowledge, skills and opportunities for community-based organisation required to improve their living conditions, the Foundation gives them tools to resolve their difficulties and get involved as active members of society. Development is therefore the result of a process of integration in which, rather than being passive recipients of programmes, the residents effectively participate in solving their problems and those of their community.



Education is the axis of development.

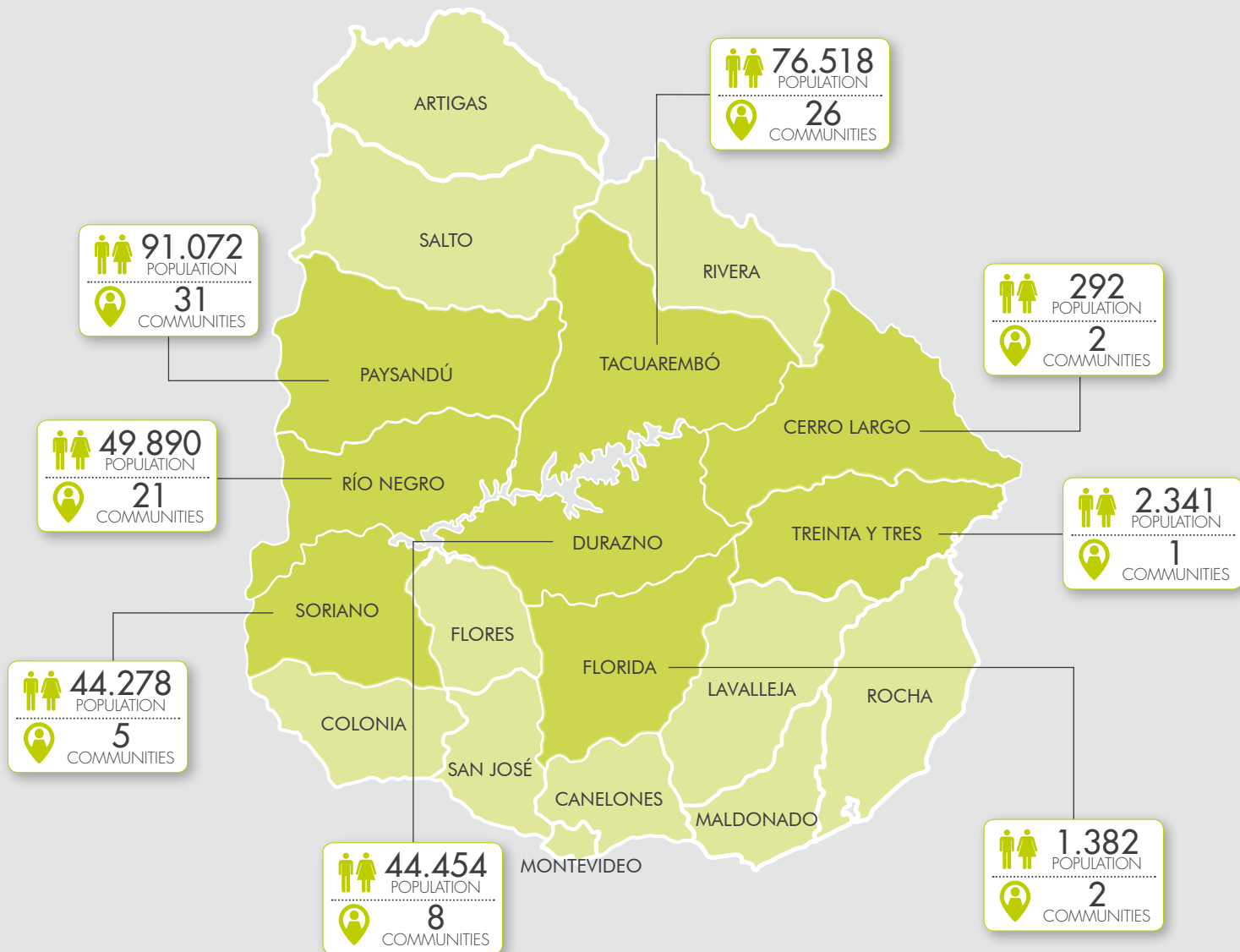
For the UPM Foundation, the development of communities is based on the development of individual and collective capacities, abilities and skills. The proposal is based on promoting the development of capabilities in people and organisations in order to achieve and strengthen the abilities and skills needed to sustainably establish and achieve their development goals. The development of capabilities is therefore understood in its broadest sense as ranging from training to a broader perspective that includes the ability to influence one's surroundings, to intervene in community issues and to propose projects

Coordination of stakeholders

This approach also involves other components, such as establishing alliances and networking, promoting new organisations or strengthening existing ones to maximise resources and ensuring that interventions by the stakeholders involved are more efficient.

Long-term commitment

The Foundation is aware that social transformations require a lot of time because it understands that a fundamental part of the solution of these difficulties is empowering the community itself and involving other organisations present in the area to resolve them.



» THE HEART OF URUGUAY

WHERE WE ARE

The UPM Foundation implements projects in the heart of the country, focusing on the departments of Río Negro, Soriano, Paysandú, Tacuarembó, Durazno, Florida, Treinta y Tres and Cerro Largo. The Foundation's area of operations corresponds to the area of influence of the pulp mill in Fray Bentos and those localities where UPM Forestal Oriental carries out its activities.

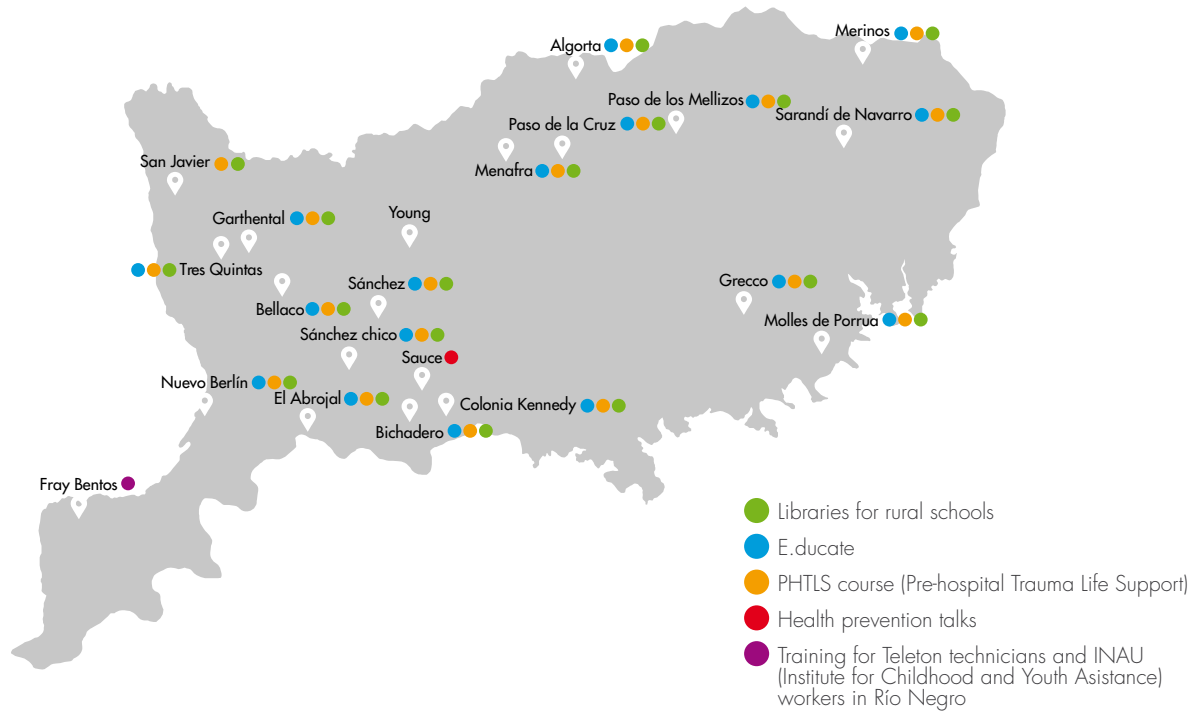
 **308.227**
Beneficiaries

 **8**
Departments

 **96**
Communities




» RÍO NEGRO



 **2.678**
Beneficiaries

 **20**
Communities reached

 **12**
Organizations

 **57%**
of UPM Foundation projects

TECHNOLOGY AND CREATIVITY

EXPERIMENTATION AS A FORM OF LEARNING

OBJECTIVES

- To implement a learning space where children have the chance to ask questions and critically analyse the natural events surrounding them
- To integrate new teaching and learning methodologies into the school, taking the different year groups into account
- To support and motivate teachers through specific and effective practices to unlock their creative potential

The Integrated Programme for Strengthening Rural Schools that is implemented in all rural schools in Río Negro has completed its second year. The implementation of the programme changes the traditional form of education and promotes the spirit of research and participation in both the teachers and the children.

School No. 28 in Puntas de Santa Fe is located at km 299 on Route 2. In spite of being located in a rural environment, the closeness to the National Route generates a particular environmental noise. With the sensor they received through E.dúcate in an agreement with Plan Ceibal, the children record daily measurements of the sound intensity, studying its trends.

Meanwhile, in the north of the department, at School No. 11 in Paso de los Mellizos, the community is preparing to plant a vegetable plot.

Several residents, however, have commented that there are problems with the soil quality, saying that “it is not fertile enough to produce anything”. With this assumption in mind, the children in the fourth, fifth and sixth years prepared to investigate the soil along with their teacher. By using the sensor, measurements are taken of the soil, its characteristics and its pH. They concluded that the land is fertile in spite of the comments from locals, but that it is too acidic for the vegetables that they wish to plant. Based on this conclusion, they are working to improve this condition, while another school group is monitoring the ambient temperature inside and outside the greenhouse to assist the growth of tomatoes and courgettes. In this rural educational centre, the sensor becomes a powerful tool to ensure the feasibility of the school allotment.

However, the usefulness of this tool is not limited to determining physico-chemical parameters. It





STRENGTHENING THE PROPOSAL FOR RURAL SCHOOLS



also enables the children to use their mathematical knowledge to interpret the charts and work with variables in order to compare the data. Another example of the usefulness of this tool can be seen at School No. 19 in Las Margaritas. The 35 children attending this school studied the different types of soil in theory but also in practice. They began by looking at a video on the subject as part of the See to Learn programme (also by E.dúcate), which adapts to the presence of different year groups at the rural school. Then, with sensor in hand, they visited a nearby quarry to observe and measure the different characteristics of the soil through the variables of acidity, temperature and humidity. Once back in the classroom, they plotted and compared the measurements against those of their peers.

The sensor, together with the kit from the Exploration Zone programme for conducting experiments, are the only materials for working in natural sciences. "Science materials didn't exist in the schools", explains the head of the Puntas de Santa Fe School, Marisol Reina, who has been a teacher in



"The experience of working in the field is nice but sometimes you lack motivation. For this reason, the main contribution of this programme is to give you a reason to keep up-to-date and the option to review practices", says Marisol Reina, director of the Puntas de Santa Fe School.



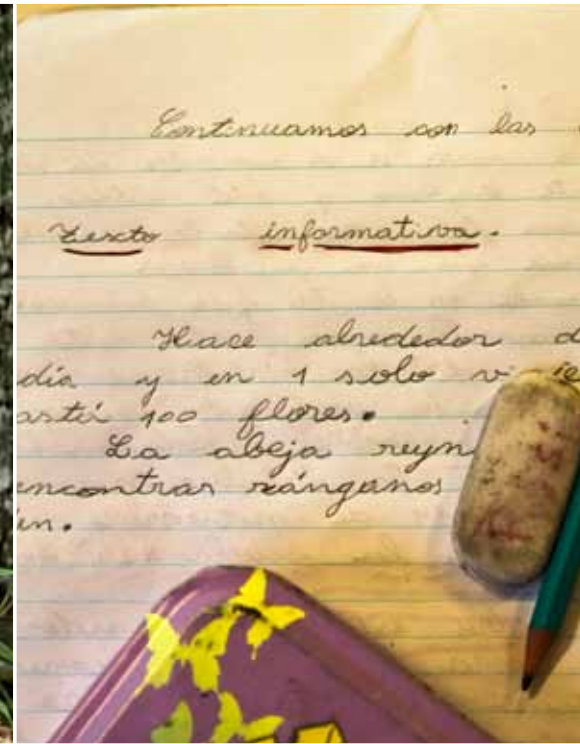
rural schools for 17 years. However, beyond the educational contribution, the Integrated Programme for Strengthening Rural Schools generates specific qualifications and the exchange of practices among teachers. “The experience of working in the field is nice but sometimes you lack motivation. For this reason, the main contribution of this programme is to give you a reason to keep up-to-date and the option to review practices; especially in sciences, which is typically a neglected area”, says Reina. This year the instructor-led workshops were supplemented with

the option of learning through Exploration Zone online courses and digital sensors, within the framework of the Lighthouse educational programme. “The training stimulates you and makes you want to learn and improve. In the instructor-led workshops I appreciate sharing things with other colleagues who come from far away”, says Leonel Martínez, a teacher at School No. 10 in Los Arrayanes. The teacher also emphasised the importance of being able to train all teachers in rural schools within the department and of having these new tools available in the schools. “We are proud that



Awarded by
 “Renacimiento” Notebooks
 and the Directorate for
 Education and Culture of
 the Río Negro Municipal
 Administration Office.

STRENGTHENING THE PROPOSAL FOR RURAL SCHOOLS

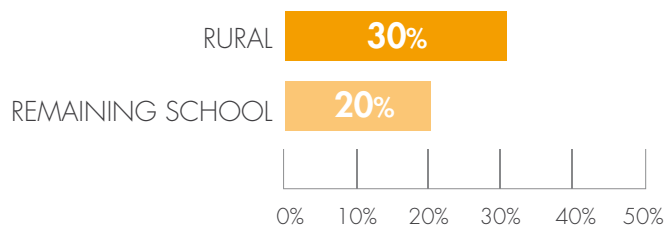


Students of School 39 measure the temperature inside and outside of the compost pile in the school garden with the aid of a sensor. "There should be more temperature inside the pile so it decomposes faster", explain the children.

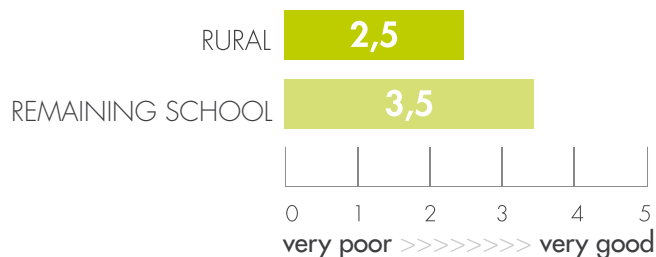
these new instruments are for rural schools because resources always go to urban schools first and then to the rural ones. This programme praises the rural school", says Martínez with satisfaction.

THE IMPORTANCE OF WORKING IN RURAL SCHOOLS

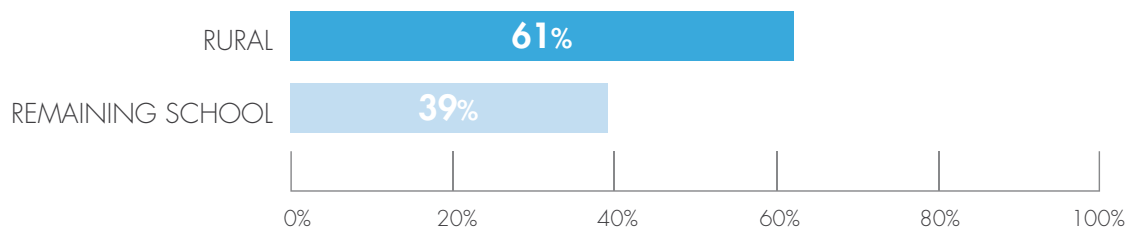
Percentage of students in households with at least one unmet basic need



Teaching equipment index



Percentage of mothers with up to complete primary education



The teacher and her nine students proudly show the school that has been opened for 54 years.

SOURCE: Educational monitor initial and primary, ANEP. Sociocultural context survey (DIEE, 2010). "Remaining schools" include those full-time, urban, with extended time and practice schools in the Río Negro Department.

INCORPORATION OF TECHNOLOGY AND NEW PRACTICES

INAU [INSTITUTE OF CHILDREN AND ADOLESCENTS IN URUGUAY] RÍO NEGRO INNOVATES IN ITS WAY OF WORKING

OBJECTIVES

- To train the officials of INAU Río Negro
- To implement software for recording, planning and evaluating socio-educational processes

The organisation La Barca, with 29 years of accumulated experience, trained the staff of INAU Río Negro in a new way of working, supported by the use of software that seeks to improve management. The project is supported by UNICEF and the UPM Foundation.

Antidestino, as the project is called, was set up in response to the concerns of the INAU Río Negro management about incorporating technology tools that will improve the management of the centres. The support from La Barca for the INAU Río Negro Departmental Office consisted of introducing a new way of working, supported by the installation of specific software. The La Barca team held seven instructor-led training courses that were attended by an average of 70 INAU staff members. "Virtually 100% of staff took part", said the regional coordinator of La Barca, Gonzalo Soria, who was very satisfied with the level of interest and the

enthusiasm with which the training was received.

Paola Alberdi is a leader of the foster care team that looks after children and adolescents aged between 0 and 17 placed in new families, whilst also working as a teacher at the Fray Bentos Women's Home. Alberdi does not hesitate to say that "the training was great and was provided to all staff; it was clear that this was the right environment for it", she emphasizes. For example, she points out that at the Men's Home all officials met to read the material provided by La Barca when in 36 years they had been unable to gather all of the officials together to hold a meeting. The key to achieve this, according to her, is based on the fact that the theory was supported by the NGO's case studies in Montevideo. "Working with cases of children in families with actual follow-up gave us a lot of material to work with", notes Alberdi.

 **70**
Officials

 **2.100**
Children and adolescents involved

 **8**
INAU Centers

 **30**
Training hours



Ms. Jose 27/sep
Ana Paula 27/sep
20 años - Photo Activas
Sociedad Civil - no hay compromiso
de sustentabilidad
Clemencia Patricia
Allyson - 1 año 27/sep - 27/sep
Amanda - Sojero al 20/sep

27/sep
Inspiración
Laboral
20 años
8 a 14
20/09
Japón

LIBRARIES IN RURAL SCHOOLS REPRODUCING KNOWLEDGE IN THE HEART OF URUGUAY

OBJECTIVES

- To equip schools with updated materials
- To provide activity books for teachers
- To motivate students to read

Within the framework of the Day of the Book, held on 26 May, the UPM Foundation signed an agreement with the Río Negro Pre-School and Primary Education Departmental Inspection Office, through which it contributes to the improvement of the libraries in 19 rural schools within the department.

The aim of this agreement is to support each educational centre by delivering packages of updated recreational and educational books, which were suggested by the Río Negro Pre-School and Primary Education Departmental Inspection Office.

The 19 schools benefiting from this project bring together more than 440 students from pre-school level to the sixth year of primary school. The schools are located in Tres Quintas, Bellaco, Sánchez Chico, Sánchez Grande, Sauce, Bichadero, Colonia Kennedy, Paso de la Cruz, Paso de los Mellizos, Nueva Melhem, El Abrojal,

Portones de Haedo, Las Margaritas, Las Fracciones, Colonia Tomás Berreta, Los Ranchos, Puntas de Santa Fe, Los Arrayanes and the Rural Boarding School.

The teacher Milton Podkidaylo, coordinator of the Centre for Educational Support for the Rural Schools of Río Negro notes that "a library is always a treasure to discover, but a library in a rural school is more than a treasure; it is a window to the world and it is the world that opens their horizons; it is a seed that transforms the human being"

The agreement was signed on Tuesday 20 May in the office of the Río Negro Pre-School and Primary Education Departmental Inspection Office, in the presence of the Departmental Inspector of Río Negro, Ms Patricia Barrett, Ms Nancy Zunino, the Río Negro Pre-School Education Inspector, Mr Milton Podkidaylo, CAPDER Río Negro and Magdalena Ibáñez, President of the UPM Foundation.

 **19**
Rural
Schools

 **440**
Students

 **39**
Teachers

 **508**
Books





» PAYSANDÚ




- Orchard, from school to the community
- Reading for everybody
- PHTLS course (Pre-hospital Trauma Life Support)

 **315**
Beneficiaries

 **26**
Communities reached

 **4**
Organizations

 **19%**
of UPM Foundation projects

HEALTHY FOOD SOWING COMMUNITIES

OBJECTIVES

- To promote the strengthening of the ties between schools and the community
- To encourage the expansion of the orchard as a source of healthy food
- To promote cooperative work through joint construction of the orchard and the greenhouse

The construction of a community orchard in the rural school of Queguayar has significantly improved the quality of food for the children. But the orchard has also been transformed into an excellent teaching resource and has brought together families to work for their town.

It is 12:30 at School No. 78 in the town of Queguayar. Several mothers arrive to fetch their children, including Amelia Rodríguez, mother of 11-year old Camila who is in 5th grade. However, unlike their peers, they are not heading home to work with their husbands, but are on their way to the school orchard to remove soil compaction and water the vegetables; a task that takes them at least a couple of hours. Like them, a father who lives opposite the school is responsible for watering the orchard every day during the summer holidays.

Several families work together to maintain the school orchard, which received support from the Foundation to purchase all of the tools needed for weeding, gardening and constructing a

greenhouse. According to Rosa Costanzo, the head of this school, "70% of the parents were involved in the project and they themselves distribute the tasks". Around 150 people live in Queguayar and 47 of them are children who attend this school. Being located on Route 3 with good access to public transport, it is a town that has grown in population, although it suffers from continuous mobility. "Here we have the problem that families come and go. But this project encourages people not to leave. We are seeing a gradual change in mentality, we have already managed to set up four orchards in addition to the school one", says Constanzo with satisfaction.

Families also value the orchard as a space to strengthen the ties between them. "The orchard provides new life to the school. It helps bringing people together, it is a way of working for the village", says María del Rosario de los Santos, the mother of Santiago and Gastón, aged 10 and 11. Her dream, which is shared with the head of the school, is to set up a food processing cooperative in Queguayar, where women who remain in the town





REINFORCING COMMUNITY TIES



“The orchard provides new life to the school. It helps bringing people together, it is a way of working for the village”, says María del Rosario de los Santos, mother of Santiago and Gastón, aged 10 and 11 years old.

while their husbands work in the fields can pursue their own activity and income. The seed of this dream began with the family integration workshops held regarding what to plant and why it is worth cultivating a vegetable plot. Now, with the results of the school orchard in sight, the improvement in eating habits is already a reality.

IMPROVEMENT IN FOOD

Local families say that nothing has been planted at the school for many years. “You would say beetroot and the kids didn’t know what it was, they ate very few vegetables”, says de los Santos. Now, however, with the school orchard they eat vegetables every day. “When they come home they tell me what they ate at lunchtime and now it’s always spinach pie, soups, vegetable cannelloni”, she adds.

The head also said that the orchard “was a great help to the cafeteria, there are always fresh and healthy vegetables”. Lettuce, peas, Swiss chard, beans, onions, red peppers, parsley, carrots, beetroot, this great variety of vegetables makes up the school menu. 20 species of fruit trees were also planted.

The children themselves enjoy working outdoors. “They were very enthused right from the start”, says the head teacher. They tell me that they love planting, watering and even weeding.

But they mainly want to reap the fruits of their labour. “They saw that they were eating their own vegetables, harvested with their own hands. You can see how many vegetables they are eating now that this food project is being implemented with the pupils in Queguayar.



THE ORCHARD AS AN EDUCATIONAL RESOURCE

From the start of planning, the orchard was a learning tool for the teachers at this school. “Through this project we arrived at an interdisciplinary approach, which means that we can use it to look at all areas of knowledge”, explains Constanzo.

After harvesting the first vegetables, cooking workshops were provided, “it was like our own little laboratory, we saw the whole journey, from planting to the kitchen”. It is incredible but there are few rural

schools that have an orchard and it is a formidable teaching resource”, reflects the director.

The families also highlight the learning process involved in the project, but from the point of view of the experience of this process for new generations, “taught to value food, to work towards something. We also show them that you can do it with the right attitude, we planned a vegetable orchard together and we did it”, says Rodriguez, proud of the results of this work.

ACCESS TO INFORMATIVE MATERIALS AND READING SPACES PROMOTING READING AS AN ENGINE FOR LEARNING

OBJECTIVES

- To provide our students with study material
- To highlight the importance of reading as an information tool
- To bring the community to the centre so that they can have access to reading materials

At School No. 16 in Cerro Chato, one of the most populous in the rural heart of Paysandú, the “Reading for All” project is being rolled out to allow the 108 children to access up-to-date recreational and educational books.

In 2013 the teaching team found that the weakest area of learning among its 108 students was in terms of literacy.

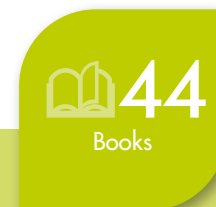
In order to improve the results of this diagnosis, they presented the “Reading for All” project to the UPM Foundation. The aim of the project is “to improve the written output of the students by giving them access to a range of updated literary resources and by encouraging reading and the enjoyment of reading”.

Within the framework of this project, the UPM Foundation collaborated by providing textbooks and study books covering the needs of children from

pre-school age to year nine. The head of School No. 16, Ms Alejandra Andrada, explained that the centre “did not have any type of materials, either recreational for the smaller children or educational for year sixth upwards”. The proposal therefore attempts to recover the importance of reading as a learning tool.

“Here we have little access to materials, reading spaces and updated information”, said Andrada. In fact, the institution has not had access to the internet for the past few months so books have become the only access to information. So much so that at secondary school level (years 7, 8 and 9) the books received under the project were used by teachers as the main books to teach the classes. “Textbooks have been essential for the secondary school”, summarises Andrada.

For the younger ones, the project has provided them





COLECCIÓN
Susana Olaondo

El zorro, los conejos y las plantas, le propone a Julieta, la muñeca, trabajar juntos un campo que está lleno de yuyos. Quiere engañarla para beneficiarse, pero su inteligencia e imaginación Julieta intentará...

Julieta,
¿qué plantas?
Susana Olaondo

STRENGTHENING THE PROPOSAL FOR RURAL SCHOOLS



“Children in fifth grade are capable of making a synthesis and critique of the book and then recommend their classmates to read it”,

noted with pride Andrada, director of School N°. 16.

with a library with attractive copies that stimulate their imagination while promoting the acquisition of new vocabulary. But it has particularly encouraged a taste for reading. When it is time to visit the library, the level 4 and 5 children crowd by the shelves to choose their book. Luján, a 5-year-old girl, reads “Una pindó” by Susana Olaondo, while someone listens to her and looks at the pictures of another children’s book. When it is time to leave, they ask the teacher if they can stay a bit longer: “we are going to read another one, teacher”.

The students in 6th grade are motivated to read



through a challenge: a reward for the student who reads the most books. Adventure books are most popular among the 14 students, who have read five books each on average. “When I start to read, I finish it in two or three days because I want to find out what’s going to happen. I love novels because they fill me with fantasies”, says 12-year old student Camila.

In terms of results, since the implementation of the project the head has highlighted the more immediate benefits of motivating the reading habits in the younger children. “Reading books has significantly

improved their writing, promoting discussion and debate. Now the children in year five are able to summarise and critique a book, recommending it to their classmates”, says Andrada with pride.



>> CERRO LARGO



● Recycling and Organic Orchards project

 **60**
Beneficiaries

 **1**
Communities reached

 **2**
Organizations

 **10%**
of UPM Foundation projects

SUSTAINABLE RURAL DEVELOPMENT

RECYCLING & ORGANIC ALLOTMENTS: TWO SIDES OF THE SAME PROJECT

OBJECTIVES

- To promote an improvement in quality of life through the organic production of food
- To incorporate production practices through the development of family and school organic orchard
- To reduce the volume of solid waste from the rubbish dump and to reduce contamination of natural resources

In Árevalo, a small community to the west of the Cerro Largo department, located 130 km from the departmental capital, residential waste has become a problem. The last batch of Plan MEVIR houses were built just 70 metres from the town's rubbish dump. This closeness to waste led the teacher of School No. 61 in the town to start thinking about how to solve a problem affecting the 200 inhabitants of Árevalo. "A rubbish tip next to homes is a risk as a source of contamination and in summer there is an unbearable smell", says Maximiliano Steinhardt, one of the four teachers at the School, who leads the recycling project.

The UPM Foundation heard about this situation through the community workshops and supported an environmental project linking the entire community to the school. With 600 m² of waste in sight, the great challenge is the cultural shift of transforming waste into useful and non-polluting elements.

Prior to this project, organic waste had already been separated from inorganic waste at the school for five years. The project requires various activities that are undertaken with the children in years five and six with the teacher's help. The first of these activities was to study the existing need in the community by interviewing residents and the families of the students. The survey showed that the majority felt that the rubbish was a problem and that Árevalo was contaminated. In view of the results, the students carried out a brainstorm to implement a recycling project to include everyone.

As a fundamental stage in August they helped raise awareness of the method of household waste separation using an explanatory poster prepared by the children themselves. "We gave out flyers and we taught people how to separate their rubbish", said Fabián and Hector, two students in 6th grade who are very committed to the project.



Cubic metres of recycled garbage



Collective garbage bags placed



Hours training on organic orchards



SUSTAINABLE RURAL DEVELOPMENT



The teacher in charge of the project explains that “waste is classified into four groups: organic —which remains at each house—; plastics, paper and ferrous metals; batteries; and non-recyclable rubbish such as nappies, contaminated bags, etc.”. After the awareness-raising phase, they installed marked bags in various areas of the town for recyclable waste and delivered a letter to the residents informing them of the places where this type of waste could be placed. The bags were painted, inspired by the work of Carlos Páez Vilaró, and decorated with phrases by poets studied under the school curriculum. “What I liked most was when we made the bags, painting them and also positioning them”, says 5th grade student Emilia.

Once the bags were filled, the parents of some students took them to the UPM Forestal Oriental collection centre (a long way from the town), where they were deposited in a shed assigned for this purpose to await the arrival of the Cerro Largo Administration Office truck that collects classified rubbish.

After the first cycle of this experience, the team assessed the results and, although the children were awaiting further collaboration from the residents, the teacher emphasised that, “in two and a half months 7 m³ of recycled rubbish has been collected”. The first few days were the most fruitful, “the first bag was filled



A group of 5th and 6th grade students working in the recycling Project, show the closeness of the rubbish dump to the town and the pollution that it entails.

in 4 days”, reports Steinhardt, satisfied. He also gives thanks for the support provided by the town store, both in disseminating information and in the quantity of waste collected for recycling.

“After three months we were able to fill a waste truck sent by the Administration Office. I believe that this was a great start”, reflects the teacher.

The medium-term objective will be to reduce the volume of solid waste at the local rubbish dump, thus reducing contamination of the land and of the air in this small rural community made up of 43 MEVIR homes.

“After three months we were able to fill a waste truck sent by the Administration Office. I believe that this was a great start”, reflects the teacher.





ORGANIC ORCHARDS

This recycling project is complemented with a programme that promotes production alternatives while conserving local natural resources, implemented by the organisation BÍO Uruguay Internacional. Under this premise, a proposal was made to strengthen the capacities of the inhabitants of Arévalo for sustainable development and an improvement in quality of life through organic production and the processing of food for their own consumption and sale. "The purpose behind this is to develop the capacities of very small producers, with the idea of promoting crops for internal consumption", explains Alda Rodríguez, founder of BÍO Uruguay Internacional, an organisation that seeks to promote social organisation and community ties. "We intend to develop the skills of the people working together in the community", stresses the founder.

With a view to achieving these goals, in July BÍO Uruguay Internacional began to teach workshops at the school, taking the school orchard as an example. During these courses we work together on practical and theoretical issues such as the organisation and planning of the allotment, the assembly of raised

"The purpose behind this is to develop the capacities of very small producers, with the idea of promoting crops for internal consumption",

explains Alda Rodríguez, founder of BÍO Uruguay Internacional.



beds, recycling of organic matter and hazardous waste management, vegetable diversity, use and consumption, planting dates, production and preservation of seeds, reproduction of native trees and fruit trees and efficient water use, among other issues.

JULIO

Coordination with local referents. The school, the polyclinic, local businesses and residents of the area were visited.

AGOSTO

Start up workshop. Broadcasting activities.

SETIEMBRE

Organic orchards workshop. Principles and organization of an organic orchard.

OCTUBRE

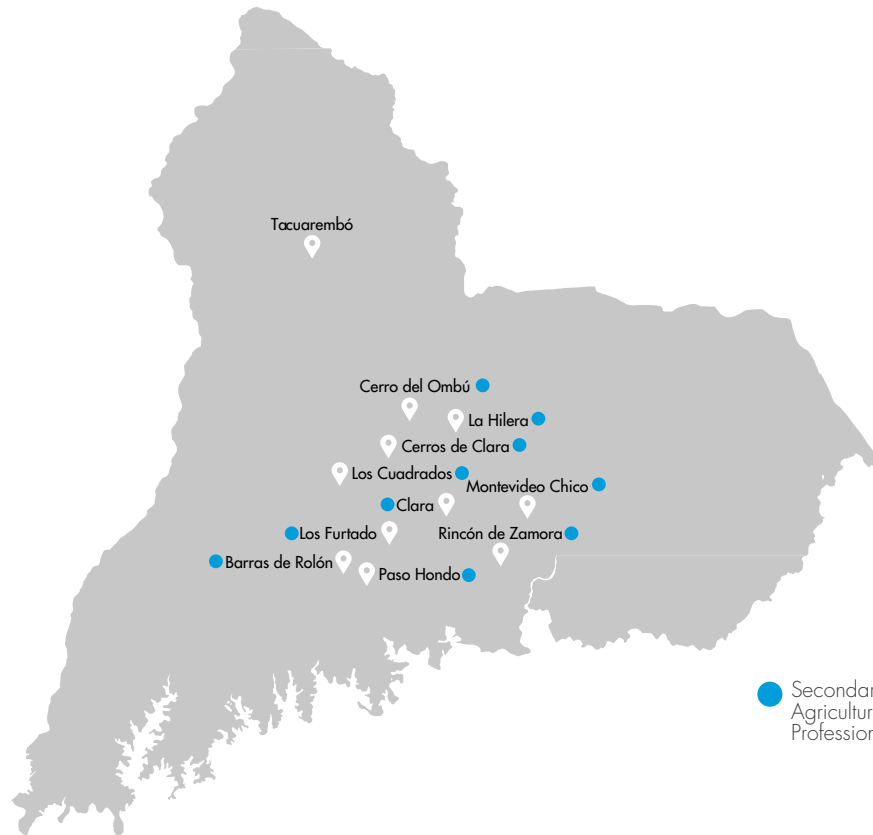
Soils management and fertility workshop. Recycling and use of natural fertilizers, solid and liquid.

NOVIEMBRE

Nursery and transplanting workshop.



» TACUAREMBO



 **45**
Beneficiaries

 **10**
Communities reached

 **5**
Organizations

 **14%**
of UPM Foundation projects

TRAINING IN RURAL AREAS

THE FIRST GRADUATES OF THE BASIC VOCATIONAL TRAINING PROGRAMME ADAPTED TO THE RURAL ENVIRONMENT

OBJECTIVES

- To provide high-quality education to those leaving primary education in the Clara area
- To develop a proposal for secondary level education according to environmental needs, interests and conditions
- To strengthen support for the rural environment

This is the first generation of young people to complete secondary education—equivalent to the basic curriculum—in the rural area of Clara. This public-private educational offer is a milestone in the history of UTU and is being replicated in other rural communities.

On Friday 5 December the first generation of students graduated from the Basic Vocational Training Proposal, adapted to the rural environment in Clara in the Tacuarembó department. This is an educational solution for children and adolescents in the area who are unable to move to a larger town to continue their training in secondary education after completing primary education.

One of the 20 students who graduated from the programme, José Pedro Liendo, tells us that at the age of 24 he did not expect to complete secondary

education. “It’s great that today, at 24 years of age, they accepted me and I have completed the basic curriculum. I am proud to have studied in the countryside”, emphasises Liendo, who is also grateful for the support received from his peers and teachers. “I am glad to have received support from everyone, friends and teachers”, says Liendo with passion. The knowledge acquired in the carpentry area and the support from the teachers allowed him to change his job from a temporary labourer to working on a rural carpentry project in Clara. Crates for bees, wooden gates and cattle grids are some of the products he expects to be able to commercialize shortly. Although he has already started working, he still expects some support to acquire machinery, “we are doing some jobs, such as fixing or manufacturing furniture”, explains Liendo.

 7
Graduates

 5
Years of
duration

 5
Organizations



TRAINING IN RURAL AREAS



The graduation ceremony was of interest for the local residents and was attended by the General Director of the UTU (Technological University), agronomist Eduardo Davyt, the Counselor of UTU, Technical Teacher César González and representatives of different public and private institutions involved in the project.

The younger students, still under-age, are looking to further continue their studies. Some of them even dare to travel to Tacuarembó, while the majority expect that new opportunities will arise in the area, but they are all convinced that their studies and the hours travelled to complete the three years were very fruitful. "The course will help me a lot in the future. I learned many things that I had no idea about before. I didn't know how to use a computer. Later, this will help me because without education you can't get a job anywhere", says Fátima Ortega, aged 17, with the expectation that there will soon be new courses in Clara or in Paso de los Novillos where she lives.

"I would love to carry on", says Ortega while she explained that prior to this programme, when she finished school, she spent two years at home without being able to study.

A REAL NEED

This programme arose from a diagnosis of the communities in the area, driven by the UPM Foundation, which identified the need for families to have greater education opportunities. In 2012, an agreement was signed between UTU, the UPM Foundation, farms in the area and the Cardijn



“It’s great that today, at 24 years of age, they accepted me and I have completed the basic curriculum. I am proud to have studied in the countryside”,

emphasises Liendo.

Programme to provide a high-quality educational solution. This is also supported by the Pre-School and Primary Education Council, the Tacuarembó Administration Office and, in 2014, the Ministry of Social Development (MIDES).

In this respect, UTU emphasises the importance of inter-agency work both in terms of financing and the monthly monitoring carried out under the programme among all of the stakeholders involved. This is the first UTU proposal of educational continuity with a joint public/private work meeting its objectives very satisfactorily”, said César Gonzalez, Councillor of

UTU. So much so that the work is being replicated in other rural communities in similar conditions to Clara. “I wish to highlight the relevance of this educational model, which has been an example in other areas of the rural population with similar characteristics in terms of social and geographical isolation”, says González

The graduation ceremony for this first generation of students was held at school No. 58, where the headquarters of the courses was established. The project involved the Director General of the UTU, agronomist Eduardo Davyt, the adviser of

TRAINING IN RURAL AREAS



this Agency, the teacher César González and representatives of the different public and private institutions involved in the project.

THE AREA

The project is being developed in Clara, a town located 80 km from the departmental capital; and affects an extensive rural area consisting of ten communities. These are villages outside urban centres, very small in size (845 inhabitants in total), with a scattered population, a low level of infrastructure—they mostly don't have drinking water or electricity—, difficulties accessing secondary education, illiteracy and situations of informal employment and seasonal labourers. With regard to the transfer possibilities, the access roads to these villages are precarious, prone to flooding and the public transport service only serves two of the ten villages reviewed on a weekly basis.

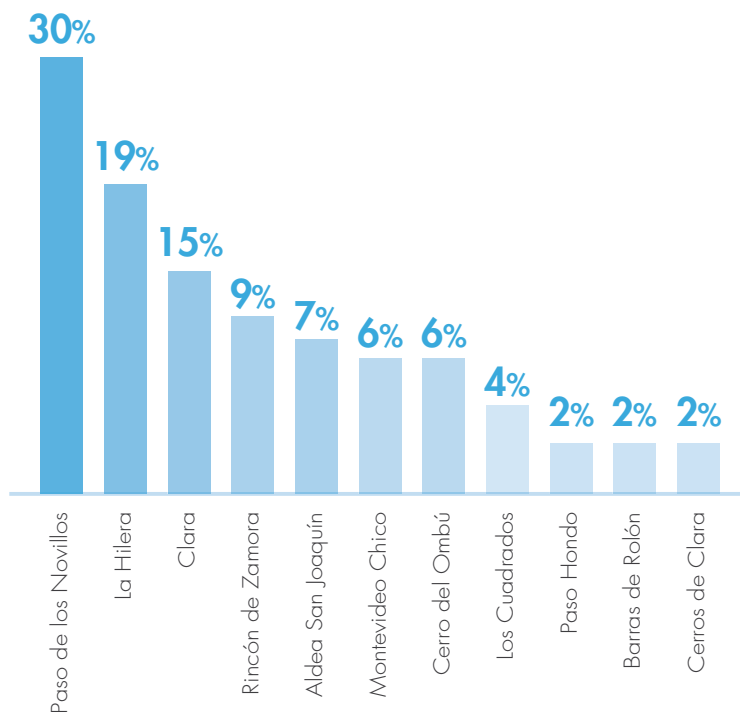
“This is the first UTU proposal of educational continuity with a joint public/private work meeting its objectives very satisfactorily”,

said Cesar Gonzalez, Councillor of UTU.

100% STUDENTS, GRADUATED FROM PRIMARY SCHOOL IN THE AREA, HAD ACCESS TO SECONDARY EDUCATION.

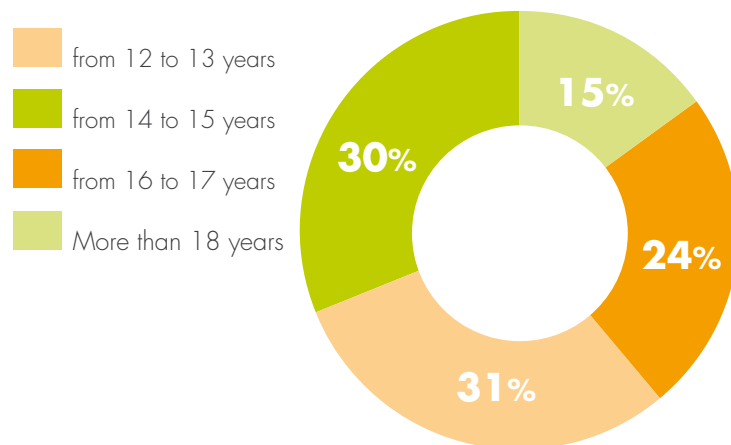
70% OF THOSE WHO STARTED FPB IN 2012 ENDED BASIC CYCLE IN 2014

Percentage of students according to locality



“I wish to highlight the relevance of this educational model, which has been an example in other areas of the rural population with similar characteristics in terms of social and geographical isolation”, says César González, Councillor of CETP-UTU

Percentage of students according to age range





- Lugar predilecto para POLICIA...
En sala...
- CAPACITACION - informatica...
- TALLERES - UN...
* ALIAS EDUCATIVAS
* MEXICAN CURVA
* SALUD...
* POLICIA SAUCE
Actividades de educacion sexual...
Prevenir...
450...
* BEIVACO
* ACTIVIDAD...
... DE CASA = OTRAS ACTIVIDADES...
... DEPORTIVAS...



» COMMUNITY WORKSHOPS

WEAVING LINKS
SERIES OF OPEN LECTURES IN SAUCE
TRAINING FOR RURAL POLYCLINIC OFFICIALS

IN DIALOGUE WITH THE LOCAL STAKEHOLDERS WEAVING LINKS

OBJECTIVES

- To understand the needs and strengths of smaller locations
- To strengthen the link with the local representatives
- To create an environment for the exchange of ideas between various members of the community
- To promote the preparation of development projects

With the aim of understanding the needs of the smaller communities in the heart of the country, the Foundation has provided workshops in locations in Paysandú and Cerro Largo.

In 2014 four workshops were held, which were attended by 35 people from rural communities in the departments of Paysandú and Cerro Largo. The aim of these meetings is to promote the development of projects in small rural communities by identifying the main limitations, development opportunities and working together with local leaders.

The representatives of these locations were twice invited to work on a group basis to identify future projects by determining the needs, opportunities and strengths of their communities. At the first workshop, the participants presented themselves and the Foundation representative explained how the organisation

works, while the representatives outlined the different problems facing the communities.

At the second meeting, a brief training session was provided on how to present a project, using the ideas brought by the residents as an example. As the meeting progressed, through group dynamics, this outline encourages exchange between the participants, who, guided by the UPM Foundation application form, understand how a community project should be developed.

The workshops, led by the Foundation, are supported by the UPM Forestal Oriental regional offices. For them it is an opportunity to forge a closer link between the company, the Foundation and the community.

 35
Participants

 25
Organizations
represented

 9
Communities

 8
Projects
submitted



INCORPORATION OF OTHER STAKEHOLDERS

Based on the workshops, eight projects submitted by the residents were approved, but these have also been used to resolve some more profound problems that required coordination between several stakeholders. In exchanges with the residents, common themes were identified to be addressed across the entire area.

As a result of the identification of these common problems, the Foundation brought in various public agencies to work on projects that respond to the

needs of various communities. Magdalena Ibáñez, President of the UPM Foundation, explains that “the Foundation has received various projects developed by the residents of these communities, but it also played a key role as a coordinator, acting as a bridge between public or private bodies and the local representatives”.

A TOWN OF GOOD WOOD

The last workshops of 2014 were held with residents in the Piedras Coloradas area. This is a town located in the south-west of the Paysandú department

PROMOTION OF PROJECTS IN SMALL COMMUNITIES



They met my expectations, it was what I wanted, to achieve something with the community, not each one looking into their own comfort zone but the whole environment”,

says Patricia Berocay, Head of the Piedras Coloradas High School.



and is known as the National Capital of Wood due to the great forestry activity developed in the area. Since 1989, its 1200 inhabitants have celebrated the National Wood Festival every year, which offers musical performances, a craft fair and the original wood competition where local loggers compete by demonstrating their skills in handling an axe and chainsaw.

“They met my expectations, it was what I wanted, to achieve something with the community, not each one looking into their own comfort zone but the whole environment”, says Patricia Berocay, Head of the Piedras Coloradas High School.

This year the teacher Cecilia Martínez began teaching classes at the Piedras Coloradas School attended by 196 children. She attended the two workshops organized by the UPM Foundation. From a personal viewpoint, the teacher points out that the workshops gave her the chance to integrate more into the local activities in the town. In terms of the area, she states that these instances “are very positive for the rural environment as they open the mind, promote the importance of working as a network and raise awareness of the problems other neighbouring towns are facing”. After the workshops, Martínez took part in drafting one of the three projects that emerged in the area as a result of the workshops: construction of a sports complex.

The proposal on which the residents are working consists of roofing, making a side enclosure and building more locker rooms and bathrooms for the municipal court currently in Piedras Coloradas. As well as hosting the popular Wood Festival, the court is also often used by the 500 children who attend the school, the high school and the CAIF [Care Centre for Children and Families].

PRESENTATION OF PROJECTS

The UPM Foundation supports projects with a specific duration and specific objectives, seeking to promote an improvement in the quality of life of the residents in the communities that make up the area of operations. These projects emerge from exchanges with social organisations and local stakeholders, the main allies for achieving compliance with the mission and in having an impact on the communities.

Proposals must be submitted via the application form and should be sent to the UPM Foundation office in Fray Bentos, 25 de mayo 3339. Before preparing a proposal, you are advised to read the terms and conditions of the Request for Projects to see the scope of the support provided by the Foundation. Projects that include the following elements will be given special consideration: coordination with other institutions, a return for the implementing entity and projects that are sustainable once the support comes to an end. A Guide is also available for preparing projects that gives a step-by-step explanation of how to complete the form. To access these documents, go to: www.upm.com.uy



Download the application form at:

www.upm.com.uy

If you need more information, write to:

foundation@upm.com

THE PROJECTS

Developed in the area of operations of the Foundation



Related to the mission



Involve a good part of the community



Sustainable or have a long-term impact



Include coordination with other stakeholders

HEALTH PREVENTION

SERIES OF OPEN LECTURES IN SAUCE

OBJECTIVES

- To educate the inhabitants of rural areas on health issues
- To raise awareness among children and adolescents about road safety and sex education

Together with the UPM Foundation, a series of health prevention lectures were held in the town of Sauce that included four other rural communities. This project is the result of the joint work of mothers, teachers and the nurse at the polyclinic within the framework of community workshops held by the UPM Foundation.

This prevention series began on 23 July with the signing of an agreement between the Sauce Polyclinic and the UPM Foundation. The cycle covers three lectures on the issues of Road Safety, Sex Education and First Aid.

The first of these talks was on Road Safety and was aimed at the whole community. "We invited school-children, adolescents and adults", says Adriana Verzelli, one of the promoters of the project, who is also a teacher and head of School No. 54 in Sánchez Chico. According to her, the aim of this talk was "to provide information about traffic rules, whilst at the same time understanding the responsibility that each of us has to take care of ourselves and to care for others".

This project is the result of the community workshops provided by the UPM Foundation, which brought together representatives of the rural communities in this area in the Río Negro department in 2013. This meeting also brought together the heads of the schools in Sánchez Chico and Sánchez Grande, the nurse from the Sauce Polyclinic and the mothers who are members of this centre's committee. They agreed on the need to organise talks on health prevention, which would also cover the neighbouring areas of Bichadero and Kennedy, who are all users of the polyclinic. "The place that brings together all of these communities is the polyclinic", explains Verzelli in terms of the background for these talks.

On the other hand, the nurse of the Sauce Polyclinic, Juana Lema, believes that you cannot work in health without educating people. "The need arose to inform people, with the idea of generating a joint task with the schools", explains Lema. In the schools in the towns of Sánchez Grande and Sánchez Chico they

 50
Adult
participants

 17
Children

 5
Communities



reinforced the road safety talk by working on this issue in the classrooms beforehand. These activities successfully raised the children’s awareness of the importance of using seat belts and safety helmets.

In terms of results, the promoters agree that public attendance, which was around 50 adults, was better than expected. “It’s a nice number for this

environment”, says Verzelli. In part, the success lay in the fact that the talks were practical and clear on issues that are applicable to everyday life. And, most importantly, according to Verzelli, “people were very happy with them and keen for them to continue”.

LECTURES SCHEDULE

23/07

ROAD SAFETY EDUCATION
Lic. Fabricio Castillo and Victoria Pintos

19/08

SEX EDUCATION
Ps. Agustina Bonetti

22/10

FIRST AID
Dra. Ana Laura Cuadrado

EMERGENCY MANAGEMENT GUIDELINES FOR OFFICIALS AT RURAL POLYCLINICS

OBJECTIVES

- To train health teams at rural polyclinics
- To provide updated guidelines on how to react in an accident

The health representatives of the rural polyclinics in Río Negro and Paysandú took part in a course on managing emergencies in San Javier. The Pre-hospital Trauma Life Support Course (PHTLS) was coordinated by the ASSE Río Negro Office with the support of the UPM Foundation.

The UPM Foundation and the State Health Services Administration (ASSE) signed an agreement to provide training on the management of patients suffering from traumatic injuries to 50 doctors and health officials working in over 30 rural communities in the departments of Río Negro and Paysandú. The course was declared noteworthy by the Ministry of Public Health, ASSE and the Río Negro Administration Office.

The emergence of this project was linked to the workshops held by the Foundation in Río Negro and Paysandú, where one of the main concerns raised by the residents consisted in the strengthening of rural polyclinics. With this information in mind, representatives of the Foundation held meetings with ASSE in

these two departments to support an improvement in the training of human resources at the polyclinics, in line with the Foundation's mission. In view of this proposal, the Primary Care Network of Río Negro (RAP) presented a proposal to run a Pre-hospital Trauma Life Support Course (PHTLS) in the town of San Javier. In return, the UPM Foundation requested that ASSE commit to providing the polyclinics with the materials required to carry out their work.

The 50 participants were selected by ASSE. Of these, 40 are doctors and officials (ambulance drivers or nurses) who work in rural areas of Río Negro, while the remainder work in the heart of Paysandú. Also in attendance were members of the Ministry of the Interior and fire-fighters, given that these are generally the first on the scene at traffic accidents.

Participants appreciated the opportunity to take part in this course, especially on account of its great practical component. "They gave us the tools, guidelines on how to act, either alone or as a team", said nurse Juana Lema, who also said that taking part in the

 **50**
Trained health
key persons

 **30**
Communities

 **25**
Hours of
training



course for free is a “luxury”. “For me it is very difficult to access courses like this due to the cost. I always wanted to take them”, says Lema with gratitude.

Another of the participants, Karina Toscanini, works as a doctor practising in the rural areas of Merino and Morató in the Paysandú department. The doctor highlights the importance of being up-to-date on how to act when faced with a trauma prior to arrival at the emergency room. “Taking a PHTLS course is the best way of keeping up-to-date and reinforcing knowledge based on practice; and this is essential because the town is next to Route 90. We have had

accidents and I have already had to use the techniques”, stresses Toscanini.

The course was run by PHTLS Uruguay instructors with international certification and registration in the USA. This form of assistance has been developed to improve care for people injured in different types of accidents and allows healthcare staff to identify and properly assess injuries, handle the affected patients and make the appropriate interventions in each situation.





» HIGHLIGHTS

MEETING OF COMMUNITY LEADERS AT THE UPM PLANT
NEW MAMMOGRAPHY DEVICE FOR THE FRAY BENTOS HOSPITAL
RECOGNITION OF THE WORK OF THE FOUNDATION



MEETING OF COMMUNITY LEADERS AT THE UPM PLANT

On 25 and 26 February the Fray Bentos Plant hosted a meeting with 42 representatives from rural communities located in Río Negro and Paysandú. The participants exchanged information about their projects, had a tour of the plant and reinforced their relationship with the Foundation, which began with the community workshops.

At around 10 in the morning on Wednesday 25 February, 23 representatives of rural communities were recorded by access control to the plant. The participants each day attended the meeting and visited the Fray Bentos plant accompanied by officials from both the plant and the regions of UPM Forestal Oriental.

The day began with the introduction of each of the participants. The Foundation team started referring to the community workshops carried out in the previous year and describing the purpose of the meeting.

"We want to continue strengthening our relationship with the communities through you, local leaders, whom we encourage to carry on working together for the development of your communities", said Magdalena Ibáñez, President of the UPM Foundation at the opening of the meeting.

Then, together with the UPM Communication

representatives, a guided tour was provided of the various areas of the plant, explaining each step of the production chain from the nursery to the production of cellulose and energy generation. During the tour of the plant, what most drew their attention was the size of the entire industrial complex. One comment of "you can't imagine how big this is", was followed by others: "I knew it was big, but not this big", while the participants took photos to share this experience with their family. This initial surprise gave way to a reflection on the importance of visiting the plant as the final link in the forestry chain. "You see the trucks but you don't know where the trees that grow next to us are going", says Stella Toscanini, a representative of Arroyo Negro, an area located on the boundary between the departments of Paysandú and Río Negro.

Lunch became a time for the exchange of ideas between the representatives of the various



EMPOWERED COMMUNITIES



communities. Sitting around a table, they heard about the details of each town and shared solutions on some relevant issues, such as lighting or transport, that some localities have already managed to overcome.

The meeting continued in the auditorium where training was provided on how to design community projects, taking as a starting point the local opportunities and networking as a way of achieving sustainability.

At the end, an update was provided on the status of the projects on which each community is working. Within this context, some representatives raised the difficulties that must be addressed, such as for

example, involving everyone in the local initiatives. However, after consideration, the opportunities for development of their communities prevailed over the difficulties. "I always participated in all of the matters discussed and it is my understanding that we cannot sit around asking and waiting for you to give us the answers. I haven't done anything so far but that's about to change. I understand that everyone has to take responsibility", says a concerned Sonia Tonarelli, a resident of the town of Algorta, at the end of the day





FRAY BENTOS AT THE FOREFRONT

NEW MAMMOGRAPHY DEVICE FOR THE FRAY BENTOS HOSPITAL

The Fray Bentos Hospital, supported by the UPM Foundation, has acquired a next generation mammography device that is benefiting over 90,000 women along the littoral of the country.

The Hospital's previous mammography device dated back to 1985. "The equipment was obsolete, it had insurmountable technical problems and we were always having to suspend examinations", explains the Director of the Fray Bentos Hospital, Dr De Giobbi. This new acquisition allows us to meet the existing demand in the Río Negro department and nearby areas by strengthening the process of decentralising health services.

This department also received a leading imaging centre for the region. "This health centre used to send patients to other hospitals but we never received any. Now we see many patients referred to the Fray Bentos Hospital because here we carry out examinations for the region, Colonia, Soriano and Paysandú", says De Giobbi. The acquisition of this mammography device is supported by the UPM Foundation contributions that have been made to give the Fray Bentos Hospital a leading imaging department for the region. These contributions began

in 2009 with the collaboration for the purchase of the X-ray machine and the improvement in IT infrastructure.

The new equipment has transformed the Hospital into a teaching centre since it now operates a Care Teaching Unit for University of the Republic. 20 students specialising in Imaging who started their studies in Paysandú are currently enrolled in the third and fourth years at this centre. The creation of this teaching unit doubled the number of pupils on this Bachelor's degree course in the heart of the country.

The new service was presented on 21 March at a press conference at the Fray Bentos Hospital in the presence of the Minister of Public Health, Dr Susana Muñiz, the Mayor of Río Negro, Dr Omar Lafluf, the President of ASSE, Dr Beatriz Silva, the Director of the Fray Bentos Hospital, Dr Jorge De Giobbi and authorities of the UPM Foundation.





NOVA AWARD 2014

RECOGNITION OF THE FOUNDATION'S WORK

On 15 September at the Solís Theatre, the Foundation received a special award for CSR Innovation for the basic training programme in the town of Clara that benefits children and young people in the rural villages of the area.

In the 5th Edition of the Nova awards in 2014, the UPM Foundation was given a special mention for its performance in terms of corporate social responsibility. In the ceremony, which took place on 15 September at the Solís Theatre in Montevideo, the Foundation was recognised for its training project in the rural town of Clara in the Tacuarembó department. Magdalena Ibáñez, President of the Foundation, received the prize on behalf of the Foundation and said that "this project has been possible thanks to large-scale public and private coordination that supports sustainability".

The UPM Foundation was nominated in the local and human development category along with 92 other projects across the country. The offer presented was based on making the changes that were possible so that children in a rural area of Tacuarembó could aspire to a secondary education in their home town

when leaving primary school. So in May 2012 the first UTU Basic Vocational Training Programme adapted to the rural environment was founded.

School children now know that they can continue learning after finishing primary school. Many young people from the school who were not studying were also able to apply to the programme and obtain a certificate of secondary education.

The programme was innovative in the adaptation of its content, as well as in the method of implementing the programme. Classes are held in the town of Clara two days a week, with a total of 16 hours per week through blended learning; because the teachers have to travel 80 km from the departmental capital. This project was also especially valued for its ability to coordinate public and private stakeholders. The UPM Foundation works in conjunction with the



NOVA AWARD 2014



The secondary education program that is carried out from 2012 in the rural community of Clara was distinguished between 92 projects submitted in the category of Local and Human Development.

During the award ceremony, Magdalena Ibanez, president of UPM Foundation receives the Special Mention as recognition for Innovation in CSR.

CETP, UTU, the Pre-School and Primary Education Departmental Inspection Office, the Tacuarembó Administration Office and the Cardijn Programme to implement this programme.

The Nova Prize is an initiative of the ANII (National Agency for Research and Innovation) in conjunction with institutions representing the various sectors and stakeholders in the economy and society in this country. This award was created five years

ago to promote the innovative Uruguayan culture obtained with these new creations, results or impacts, particularly those that benefit our society.







» PHOTOGRAPHY
EXHIBITION

DECLARED OF CULTURAL INTEREST





THE HEART OF URUGUAY, COMMUNITIES AND LEADERS A REFLECTION OF OUR ACTIONS

OBJECTIVES

- To raise awareness of the communities and residents of the heart of the country
- To publicise the main development projects
- To mobilise other stakeholders to work together with local people to promote a sense of belonging to their environment

The UPM Foundation presented a photographic exhibition to invite people to discover the communities and the leaders of their development projects.

Declared noteworthy by the Ministry of Education and Culture, this exhibition presents valuable people, men, women and children who give a voice and a face to the map of the heart of Uruguay, who are part of the communities where the company carries out its forest operations. This travelling exhibition was inaugurated in Fray Bentos and has travelled across the Durazno and Paysandú departments and, after passing through Montevideo, was exhibited in Tacuarembó.

The images were taken by photographer Andrés Bartet in 2013. Through the 16 photos, the

exhibition reflects the diverse realities where the Foundation works in the heart of the country and seeks to mobilise other stakeholders to work together with local interested parties to promote a sense of belonging to the environment. Magdalena Ibáñez, President of the UPM Foundation, noted that “this selection of photographs shows us and those people with whom we work on a daily basis in the joint quest for opportunities, growth and development”.

The inauguration events in the various departments were attended by some of the protagonists in the photos showed in the exhibition, representatives of the various projects supported by the UPM Foundation. From the village of El Eucalipto, three representatives of the village working to improve the local polyclinic travelled to the provincial capital for the inauguration of the exhibition, which showed

 5
Departments

 1.000
Visitors

PHOTOGRAPHY EXHIBITION

the team in one photograph. One of the members of the polyclinic support committee, Andrea Francia, recalled with pride how it felt to see her picture in the exhibition. "I felt great joy because I have never been part of an event like that and I felt proud to be in a photo". Andrea recalls that at the end of the event she told her colleagues: "Look where we are now!". Once back in her village, she told the residents about her experience and showed them the UPM Foundation 2013 Report containing the polyclinic project. "The residents were delighted that the village was there", said the committee member.

In Montevideo, within the framework of the opening of this exhibition at the Expo Prado 2014, the Manager of the Society of Forestry Producers, Atilio

Ligrone, stressed the importance of working with the communities that form part of the industry throughout our country and emphasised the great growth seen in the forestry sector in recent years in terms of generating employment, investment in technology and the generation of renewable energy through biomass, which today represents more than 20% of the total energy produced in Uruguay. He also highlighted the work carried out by UPM over almost 25 years of carrying out forestry operations in this country.

TRAVELING EXHIBITION Tour around the country



24/04 to 14/05

FRAY BENTOS
Solari Museum

26/06 to 20/07

DURAZNO
House of Rivera
Museum

24/07 to 08/08

PAYSANDÚ
Paysandú Innova

03/09 to 14/09

Montevideo
Expo Prado 2014

14/10 to 19/10

TACUAREMBÓ
Tacuarembó
Rural Exposition



“I felt a great joy because I had never been in an event like this and I felt proud to be in a photo”.
Andrea recalls that at the end of the event she told her colleagues: “Look at where we are now!”,
says Andrea Francia, community contact of El Eucalipto.



A PHOTOGRAPHIC JOURNEY THROUGH THE HEART OF URUGUAY

The UPM Foundation invites you to explore the communities and get to know the inhabitants of the heart of Uruguay, with whom it has been working since its creation in 2006 to seek out and jointly promote opportunities for growth and development.

This exhibition seeks to pay tribute to those stories of self-improvement and progress that are built around the projects, while mobilising local people to work together to overcome the limitations of these small villages and promote a sense of belonging to their environment.





FACT SHEET

Presentation of the works:

16 photos printed on canvas mounted on a wooden frame.

Composition: 8 photographs of 80 by 1.20 cm / 2 photographs of 60 by 1.35 cm / 6 photographs of 35 by 45 cm. Photographer: Andrés Bartet. / "Sustainable Rural Development" photography: Andrés Silveira Jasquín/ Uy! magazine, 2012

Production and Coordination:

Esther Secco.

"All the kids in the area who were at home or working are now studying. In the countryside they have nowhere to go. I am very happy and grateful because if these programmes did not exist, my children would not have continued their studies".

Inés Mezquita, mother of five children who are studying under the UTU programmes offered in Clara.

CLOSING GAPS

For the first time in the history of ten rural villages located along Route 59 in Tacuarembó, children leaving primary school can aspire towards secondary education—equivalent to the basic curriculum—without leaving their home town and dealing with whatever issues this may entail.

The UPM Foundation, which identified this need, in conjunction with other stakeholders implemented an educational project in 2012 which is attended by 47 students from ten rural communities.



SPIRIT OF EXCELLENCE

Ángel Montañez graduated from the Nuevo Berlín High School with an average score of 11, proud of having carried the national flag and received recognition from the educational community for his human warmth and academic excellence. As a child his father taught him to combine his studies with fishing, a source of income for the family. He is currently pursuing a degree as a Chemical Technologist at the Technical School in Paysandú with a scholarship from the UPM Foundation.

Since 2008, nine students from the Río Negro department have obtained a scholarship to study like Ángel that allows them to achieve a university degree. "When your situation changes completely, it is important to maintain the same posture, never forgetting where we came from". Ángel Montañez.



CHECKING THE PULSE OF MOMENTUM

In Uruguay, 175,613 people live in rural areas. Since 2006, more than 30,000 people have participated in the projects that the UPM Foundation carries out in places where, for geographical, socio-economic or educational reasons, there are no tools or activities that contribute towards personal and community development.

The Foundation focuses its efforts on training, entrepreneurship and the promotion of a healthy lifestyle through the proper use of free time, leisure and culture; all as ways of accessing opportunities for improvement and of providing dignity to the person and their environment.



WHERE HEALTH DOES NOT REACH

“Do you know your letters?” asked the ophthalmologist.

- No, replied the villager.

Doroteo, aged 76, knew how to tame horses for recognised Uruguayan ranches. 50 years ago he settled in the village of Cañada del Pueblo, a rural spot located in the heart of the Paysandú department. In 2012, when a

mobile clinic arrived in Pueblo Gallinal, he visited an ophthalmologist for the first time who, after overcoming some practical drawbacks, managed to save his sight with lenses and medication.

The Club de Leones in Paysandú transformed a bus into a mobile clinic suitable for carrying out visual and dental check-ups and preventive healthcare activities, visiting the most remote rural communities.



EDUCATION OUTSIDE OF THE BOX

The pupils at School No. 29 in Portones de Haedo in Río Negro carried out an experiment to understand the process of osmosis that they learned about during the Exploration Zone programme.

This is part of the Integrated Programme for Strengthening Rural Schools implemented by the organisation E.dúcate in 40 rural schools in Río Negro. It is backed by the Río Negro Administration Office, the Río Negro Pre-School and Primary Education Inspection Office and the UPM Foundation. The initiative seeks to motivate the 800 children and 76 rural teachers involved to continue learning and to aspire towards more creativity in teaching.

“A change has been made in me. I have been working for 35 years and I realised that I had got stuck in a rut. E.dúcate gave me the opportunity to come out of my shell and routine and to be more creative”.

Susana Pereira, head of School No. 29 in Portones de Haedo.



SUSTAINABLE RURAL DEVELOPMENT

Susana Techera is a health pioneer and an inhabitant of Cerro del Arbolito, a very small community 60 kilometres from Tacuarembó. Its remoteness, the shortages in supply and high prices have led to eating habits based on meat and fried food in both adults and children. Today, Susana proudly shows off the vegetable produce on the school orchard.

BIO Uruguay International, together with the UPM Foundation, implemented a project to promote a better quality of life for these families. As a result, 15 families set up the production of fruits and vegetables for home consumption as well as for a venture that already provides new hope for the future of its people.

“The idea was to rescue farm crops for home consumption and for sale. We set out trying to work to promote the social organisation of the community because the community ties had been lost”.

Alda Rodríguez, founder of BIO Uruguay International.



“We have made huge progress with all this equipment, to think that the people of several towns come to be served in El Eucalipto. Paysandú is a long way from here”.

Walter Kliazev, a small producer in El Eucalipto.

LEADERS IN MOTION

In El Eucalipto a group of women promotes the improvement of health care for 2000 inhabitants of the area.

The UPM Foundation signed an agreement with the Primary Care Network Office of Paysandú and the Polyclinic Support Committee to provide this centre with the necessary equipment. Now the group continues to work with a view to providing a space designed exclusively for the polyclinic, construction of which is planned for 2014.



BROAD SMILES

The children at School No. 19 in Chacras de Sarandí del Yí in Durazno witnessed the removal of a molar from their classmate while waiting her turn to see the dentist.

The oral health programme with prevention and care activities led by the Rural Society of Durazno has been developed for 14 years in all rural schools in this department. As a result, this unique programme at a national level reduced the cavity rate per child by 74%.

"I come from a family where the issue of the dentist didn't exist and as a result of all these talks I became aware of the importance of looking after your teeth. At home, brushing our teeth after meals is a ritual".

Beatriz Oreggione, mother of 7 children.



SMALL, RURAL AND DISPERSED

The UPM Foundation mainly operates in rural, geographically dispersed communities, where seven in every ten have fewer than 500 inhabitants. Each year the Foundation takes on the challenge of reaching more communities, both through local projects and proposals adapted to the needs of the environment.

"The workshops have been a great tool for directly learning about the smaller communities. This space has created an environment for the exchange of ideas and suggestions between local representatives with a common goal: the development of their community". Magdalena Ibáñez, President of the UPM Foundation.

“Look, if this Course had been around in my time... None of my older brothers or I were able to continue our studies”

Sandra Fernández, sister of Fabián.



LIGHT

Fabián Fernández is a first year student on the Agricultural Course. His history is a true testimony of joint aids, from his sister (and mother because his own mother died), who encouraged him to carry on studying, to his teacher, who gave him clothes to be able to attend class with a certain level of ease.

This UTU Course is taught at School No. 58 in Clara, 80 km from

Tacuarembó, where Fabián and a number of children from the area have found their only way of continuing studying after primary school.

2 - 3 - 4 - 5 - 6 - 7 - 8 - 9



» THE FOUNDATION IN NUMBERS

 **18**
Projects under
way in 2014

 **67**
Communities
affected

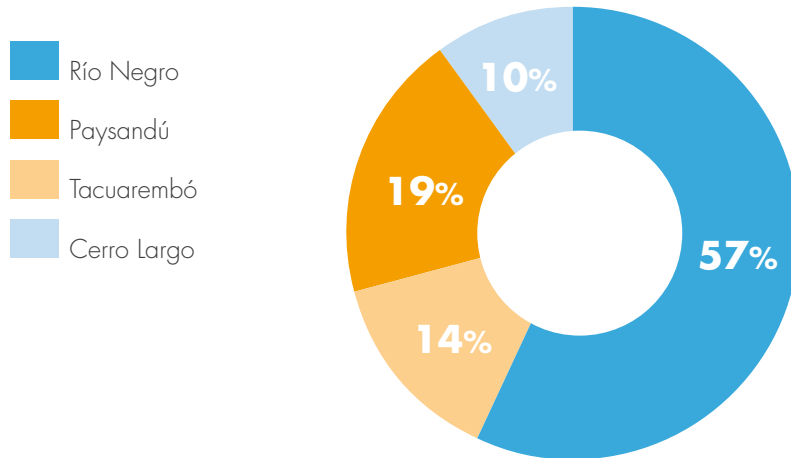
 **3.015**
Direct beneficiaries

 **23**
Organisations

SUMMARY OF THE PROJECTS

The vast majority of the projects are implemented in rural villages, where the Foundation plays a key role as a link between the residents and public and private institutions within the department to coordinate actions, especially in the area of health education and promotion.

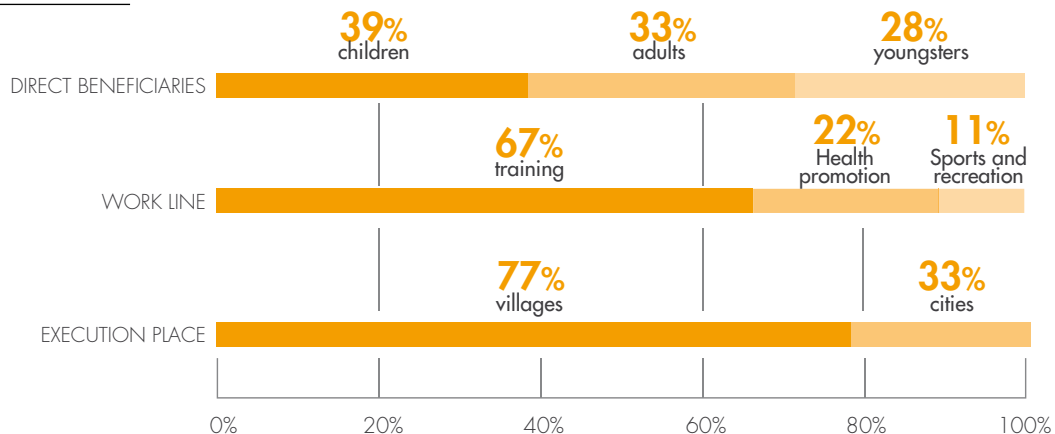
Percentage of projects implemented by department



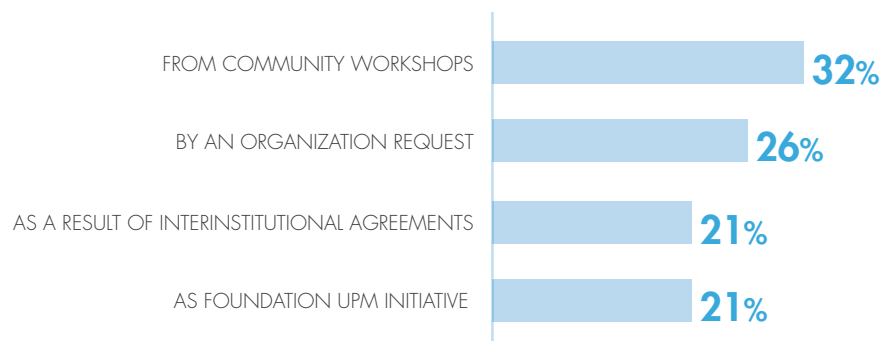
100%
OF THE PROJECTS ARE
BEING CARRIED OUT
IN THE HEART OF THE
COUNTRY,
77%
OF WHICH BENEFIT
VILLAGES WITH
FEWER THAN
5.000
INHABITANTS

Three in every ten projects emerge from the exchange of ideas with local leaders at the community workshops run by the Foundation in small rural communities. 21% of the proposals come from the Foundation's initiative to ensure the sustainability of a successful project or with the aim of providing a global response to needs shared by several communities.

Percentage of projects according to beneficiaries, work line and execution place

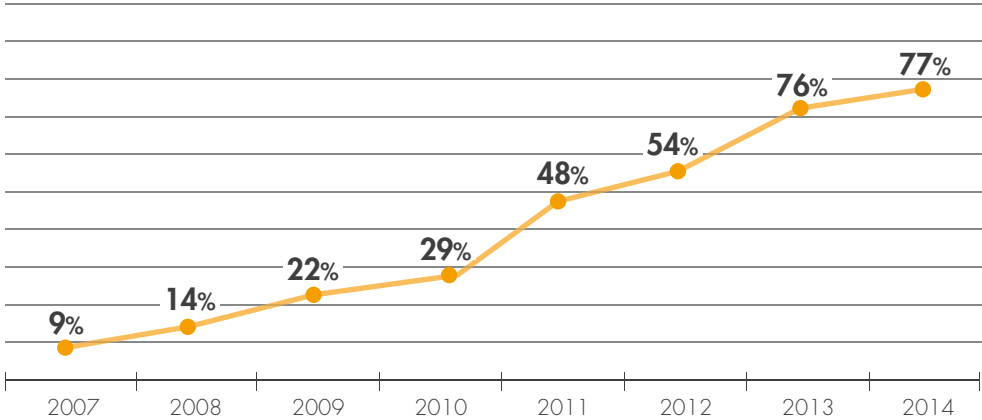


Percentage of projects according to their origin





Percentage of projects implemented in small communities per year



Since the implementation of the first projects in 2007, the percentage of projects in locations with less than 5000 inhabitants has steadily increased

PROJECTS ACCORDING TO THEIR IMPACT



STRENGTHEN COMMUNITY BONDS IN SMALL LOCALITIES

Organic Orchard and Recycling in Arévalo
Orchard and greenhouse at Lorenzo Geyres school
Lectures at El Sauce Polyclinic
Open air gym in Bellaco



STRENGTHEN THE PROPOSAL OF RURAL SCHOOLS

A library for each of the 19 Río Negro rural schools
Strengthening of Río Negro rural schools (E-ducate)
Everybody reading at Cerro Chato school



TRAINING OF KEY PEOPLE – EXTENDED IMPACT

PHTLS course for health key people
Training Teleton technicians in Fray Bentos
Agreement with La Barca Civil Association-INAU (Institute for the Children and Youth)



IMPROVE ACCESS TO EDUCATION

Secondary school intervention from UTU, Clara
Training plan for professional drivers
New education centre in Fray Bentos
Scholarships for Chemical Tech.
Constructing personal projects

THE FOUNDATION TEAM

STRUCTURE

BOARD OF DIRECTORS

The Board of Directors, in collaboration with the executive team, ensures that the Foundation's activities are managed in a responsible and transparent manner. The board members have a wide range of knowledge and experience, which they use to managed the Foundation.



Francisco Centurión

Javier Solari

María Eugenia Martínez

Ronald Beare

Pablo Bartol

THEIR WAY OF WORKING

The board determines the overall direction of the Foundation's actions. Through bimonthly meetings, they evaluate projects presented to the UPM Foundation and take the final decision about which proposals are to be supported. They also oversee the use of the budget and monitor the progress of the projects implemented.

EXECUTIVE TEAM

Alongside the Board of Directors, the Executive Team plans the Foundation's activities and initially analyses the proposals received. It maintains an ongoing dialogue with social organisations and communities of interest, thus determining the needs, available resources and feasibility of the projects. Its main objectives are implementing, tracking and evaluating the implementation of the programmes and activities that receive support from the foundation.



Magdalena Ibañez

María José Cuevas



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