

Fundación Smurfit Cartón de Colombia



OUR Context

Colombia: Indicators and challenges:



Unemployment:

Colombia has an unemployment rate of 11.5%

Education:

22% of the children are not in the education system
2.5% of the public education institutions have achieved the category of Superior or very Superior according to the government exams.
6% of the children abandon school nationwide, 18% of them are in the rural sector.

Poverty:

45% of the population are in poverty conditions
27% of the population is in extreme poverty conditions.

Hunger:

36% of the population DOES NOT receive the necessary protein intake, and 13% suffer chronic malnutrition.

Forced Displacement:

3.8 million People, have been victims of internal forced displacement during the last 20 years.

Source: DNP (National Planning Department of Colombia), DANE (National Administrative Statistics Department of Colombia), Presidential Program for the protection and observation of Human Rights.

OUR VISION

The horizon

The Fundación Smurfit Cartón de Colombia wants to be acknowledged as an NGO that promotes a **fair society** with **equal opportunities and freedom**.

OUR MISSION

A daily job

To become leaders in **Social Responsibility**, the first option in implementation and encouragement of community projects.

To be involved in the **continuous improvement of** the standard of living in the communities where Smurfit Kappa Cartón de Colombia operates



OUR PRINCIPLES

The philosophy of our programs:

- To generate autonomous and long-lasting processes, according to sustainable development parameters.
- Promote citizen participation based on right and responsibilities
- Establish alliances with the public, private and civil sectors.
- Work within ethic principles and legal rules and regulations.

OUR PRINCIPLES

The philosophy of our programs:

- Contribute to the application of **Human Rights** in the communities we interact with.
- Promote and contribute in the implementation of industrial safety, hygiene, and occupational health standards in the communities.
- Encourage the participation of Smurfit Kappa Cartón de Colombia's employees in social development programs.

OUR OBJECTIVES

A comparative perspective with global vision

Millenium objectives	1. Eradicate extreme poverty and hunger.
	2. Attain universal basic schooling.
	3. Promote equality of genders and women's autonomy.
	4. Reduce child mortality.
	5. Improve maternal health.
	6. Fight against HIV AIDS.
	7. Guarantee environment sustainability.
	8. Promote a world association for development.

Foundation Objectives	1. Promote and establish education processes	ITAF
		Scholarships
		Adult education
		Personal development and Peaceful coexistence.
		Primary production
		Agribusiness
	2. Promote generation of income in the communities that neighbor Forestry projects.	Handcraft
		Community organizations for development
		Food security
		Primary health care
		Access to health
	3. Contribute to the improvement of health in the communities that neighbor Forestry Projects	care systems
		Corpouno
		Citizen management
	4. Strengthen the practice of active citizenship	My friend the forest
		Basic sanitation
	5. Promote sustainable use of natural resources	Live fences

MANAGEMENT LEVELS

The people behind the decisions

Administrative Council for the Foundation

Senior Management of Cartón de Colombia
Foundation sector
Academic sector
Agricultural Sector

Business Committee

Forestry Division and Resources Manager
Forestry Operations Manager
Executive Director from the Foundation
Head of the Social Process in the Forestry Division
Head of the Harvesting Process
Development and rural extension engineers

OUR RESOURCES

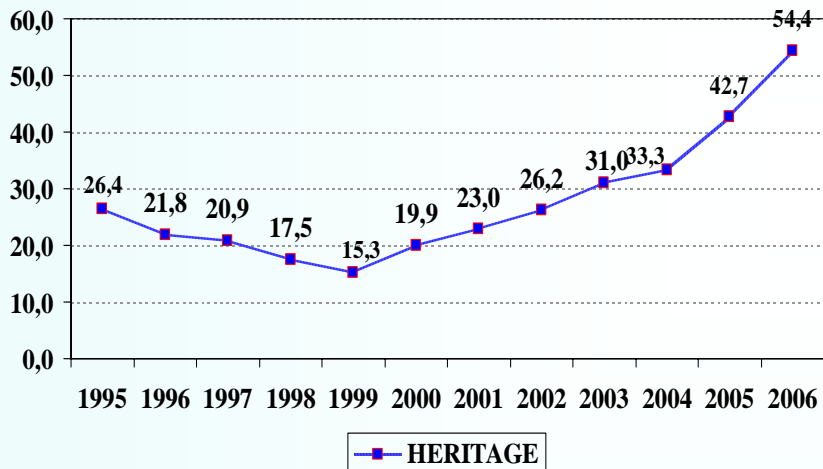
People and efforts that generate results

- Autonomous equity
- National and International cooperation projects
- Contribution from the employees of Smurfit Kappa Cartón de Colombia
- Exploitation of industrial waste
- Earnings generated by “La Tienda” (small mom and pop store)

OUR RESOURCES

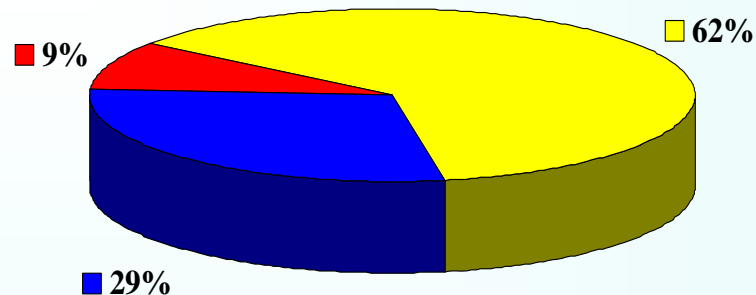
People and efforts that generate results

HERITAGE (1.995-2.007) (\$ Mill)



Investments

Investments	(\$Mill)
Fixed Income(\$)	4.095
Fixed Income(US\$)	1.431
Action Group SKCC	38.482
Other Actions	5.203



ALLIANCES

Wills and endeavors, participants in achievements and goals. We are fortunate to have strategic allies that have enriched our programs with methodologies, experience and economic resources

NATIONAL

Public Sector:

- Municipal city hall
- Ministry of culture
- Ministry of agriculture
- Acción Social
- Secretariats of education
- ECOPETROL
- E.P.M.
- C.V.C.
- SENA

Fundations

- Argos
- Carvajal
- Caicedo González
- Corona
- Epsa
- Exito
- Nacional de Chocolates
- Good Year
- Holcim
- Restrepo Barco
- Social
- Sociedad Portuaria de Buenaventura

Other Institutions

- Corporación Consorcio para el Desarrollo Comunitario
- Fundación Universitaria Católica del Norte
- Comfandi

INTERNACIONALES

Public Sector

- Agencia de Cooperación Alemana - GTZ
- Comunidad de Madrid

Fundations

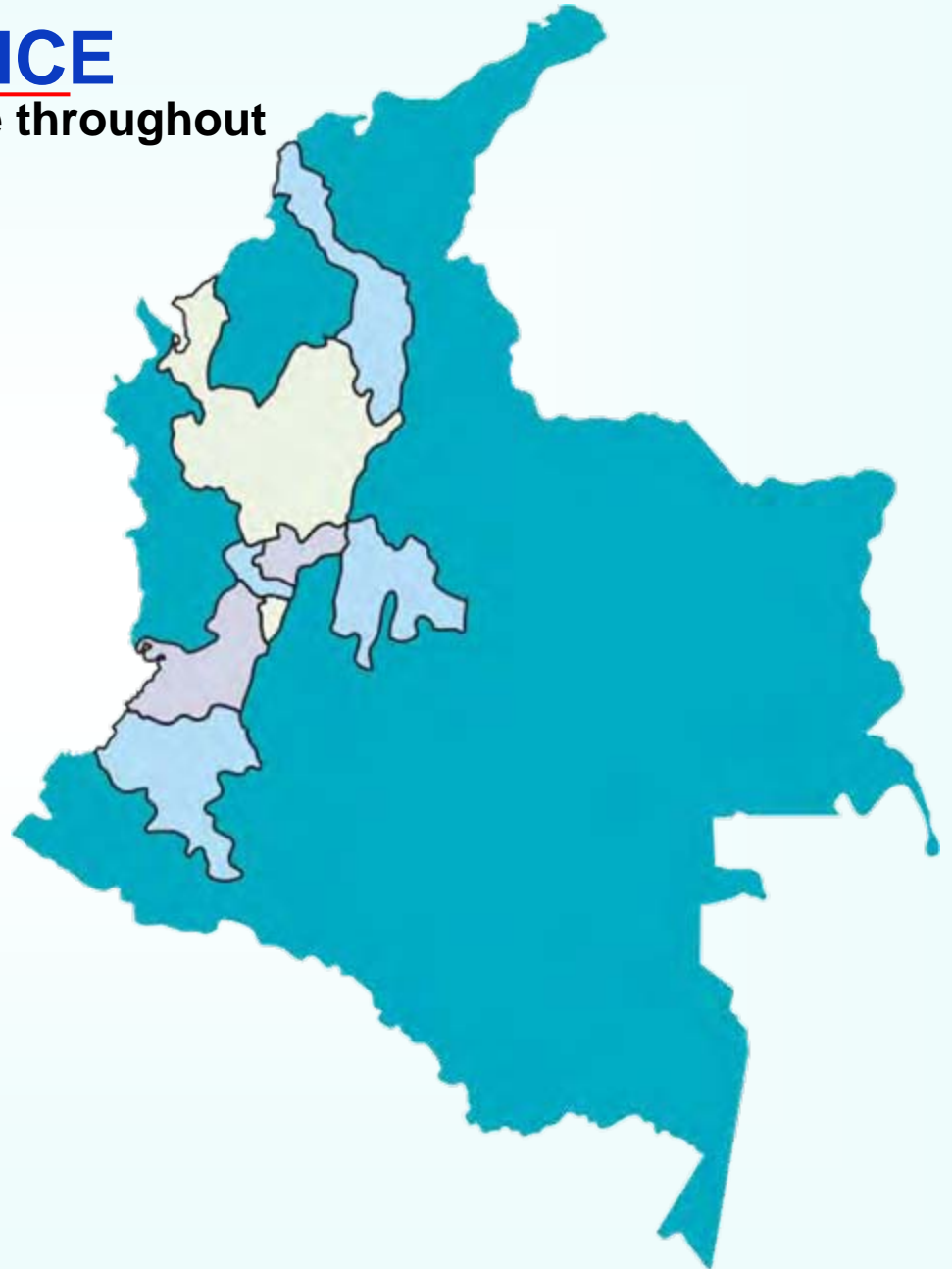
- Interamericana
- Unefa – España
- RedEAmérica: 52 American business foundations

AREAS OF INFLUENCE

We are increasing our presence throughout Colombia

Areas where we intervene

- Risaralda
- Caldas
- Quindío
- Valle
- Cauca
- Antioquia
- Bolívar
- Cundinamarca



AREAS OF INTERVENTION

Four ways to channel our work and our energy

The Fundación SCC has defined the following areas as areas for intervention:



Education



Income Generation



Health



Social networking and Citizen Participation

AREAS OF INTERVENTION

Four ways to channel our work and our energy



EDUCATION

AREAS OF INTERVENTION: Education

General Objective

Promote and strengthen education processes in order to generate skills and abilities to form competent citizens.



Expected Outcome

People who have better economic and social opportunities



AREAS OF INTERVENTION: Education

Four ways of channeling our work and energy:

Programs	Objectives
Instituto Técnico Agropecuario y Forestal (ITAF) (Agriculture, livestock and forestry technical Institute)	Educate farm youngsters in basic high school education, focusing on agribusiness, agricultural, livestock and forestry techniques.
Annual University Scholarships	Promote technical, technological and higher education.
Education for Adults	Promote basic elementary and high school education to achieve quality performance in family, community and work environments.
Personal Development and Peaceful Coexistence	Promote practices that encourage behavioral actions at individual and community levels.

AREAS OF INTERVENTION: Education

Four ways to channel our effort

Program support

Permanent academic advice

Leaders for the XXI Century education project

Union of Agrarian Education Schools –UNEFA (Spain)

CAFAM methodology – Program of Continuous Education

Capital Semilla (Seed Capital)

Alliance with the Coffee Growers' Association (Comité de Cafeteros)

Alliance with the Colombian Welfare Institute –ICBF

Alliance with the Fundación Universitaria Católica del Norte

Alliance with the Ministry of National Education

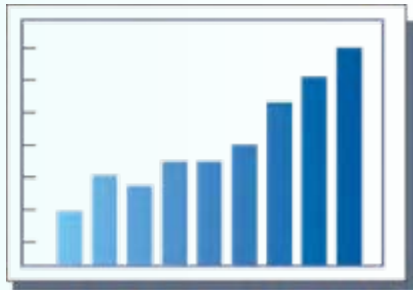
AREAS OF INTERVENTION: Education



Beneficiaries	3.458
ITAF	573
Continued Education	988
Primary	418
Graduates	245
High School	570
Graduates	50
Scholarships	37
Respectful Treatment Program	1.860

AREA OF INTERVENTION

Four ways to channel our work and energy



INCOME GENERATION

AREA OF INTERVENTION: INCOME GENERATION

General Objective

To promote income generation in the communities by introducing technology in the productive processes, generating added value. Support the commercializing of agricultural and livestock products.



Expected Outcome

- Families with higher incomes
- Community organizations for development (OCD) that have a higher equity.
- Productive activities that maintain or increase the number of jobs.



AREA OF INTERVENTION: INCOME GENERATION

Programs

Objectives

Primary Production

Strengthen the agricultural and livestock activities using sustainable production criteria: bringing technology into the production of crops

Agribusiness

Strengthen production chains which supports the generation of added value and access to new markets

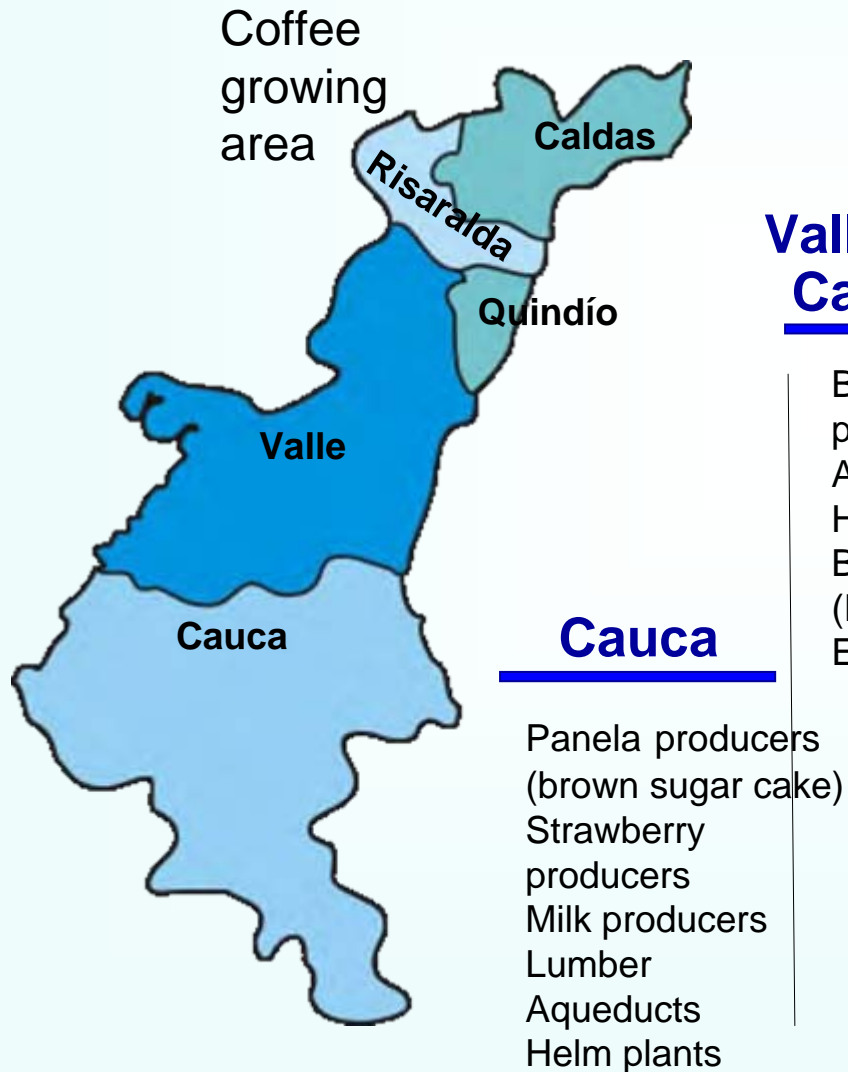
Handcrafts

Strengthen handcraft programs to generate income: improve processes and establish alliances

Community organizations for development (OCD)

Strengthen the management capacity of community organizations to improve the social and commercial conditions of its members: at environmental, technical, economical and management levels.

AREA OF INTERVENTION: INCOME GENERATION



Coffee Growing Area

- Blackberry
- Milk
- Aromatic plants
- bamboo
- Forage



AREA OF INTERVENTION: INCOME GENERATION

Programs Sponsors

Objetivos

Ministry of Agriculture: Alianzas Productivas por la Paz

Corporación Consorcio para el Desarrollo Comunitario

Acción Social de la Presidencia de la República

Fundación Inter - Americana

Fondo Para el Fortalecimiento de OCD : FOCUS

German Cooperation Agency- GTZ

AREA OF INTERVENTION: INCOME GENERATION

Beneficiaries	1,120
North Zone	244
Central Zone	144
South Zone	732



AREA OF INTERVENTION

Four ways to channel our efforts



AREA OF INTERVENTION : HEALTH

General Objective

Contribute to the improvement of health in the communities located within the area of influence of the forestry project.



Expected Outcome

Access and use of health systems by subscription and subsidized health systems
Improvement of nutrition status
Disease prevention and care of sickness.



AREA OF INTERVENTION : HEALTH

Programs	Objectives
Food Security	Promote self sufficiency and nutritional guidelines in order to improve the standard of living in the communities.
Primary health care	Promote the practices that improve the health status of the communities.
Entrance into the subsidized health system	Provide orientation to families that have joined the income generation programs so that they learn how to access the health system by subscription or to the subsidized health system.

AREA OF INTERVENTION : HEALTH

Program Sponsors

Health Care Providing Entities

Acción Social

UMATAS

Coffee growers' local associations.



AREA OF INTERVENTION

Four ways to channel our work and energy



SOCIAL
NETWORKING
AND CITIZEN
PARTICIPATION

AREA OF INTERVENTION :

SOCIAL NETWORKING AND CITIZEN PARTICIPATION

General Objective

Strengthen the practice of active citizenship within rights and responsibilities

Expected Outcome

Young people and community organizations with citizen aptitudes that enable them to participate, interact and have an impact on collective interest issues.

AREA OF INTERVENTION :

SOCIAL NETWORKING AND CITIZEN PARTICIPATION

Programs	Objectives
Alianza Yumbo (Yumbo Alliance)	Improve the standard of living in Comuna 1 of Yumbo by strengthening the local development committee – CORPOUNO, and supporting it's articulation with public, private and social organization actions.
Citizen Involvement	Strengthen citizen abilities, democratic culture and leadership in young high school students.
External Participation of Community Organizations	Strengthen the knowledge and interaction skills in community organizations in order to empower them for participation in rural development plans and other public topics.

AREA OF INTERVENTION :

SOCIAL NETWORKING AND CITIZEN PARTICIPATION

Program Sponsors

Alliance formed by:

Company Foundations:

Cementos Argos

Goodyear

Caicedo González- Sugarmills

Éxito- Department stores

EPSA- Energy company

Nacional de Chocolates

Family Compensation Organizations

COMFANDI

AREA OF INTERVENTION :

SOCIAL NETWORKING AND CITIZEN PARTICIPATION

	Beneficiaries	3,295
Leaders Comuna 1 and Yumbo_Uribe Uribe neighborhood		815
Training Programs	155	
Aid and Management For Productive Projects	160	
Promotion Days	500	
Leadership and actions		2,480



ACTIONS TAKEN BY SMURFIT CARTON DE COLOMBIA EMPLOYEES

Unity begins at home

Objectives:

- Awareness of Smurfit Cartón de Colombia employees
- Promote volunteer work

Support for the Program:

- Monetary donations
- Transfer of knowledge
- Active participation

ACTIONS TAKEN BY SMURFIT CARTON DE COLOMBIA EMPLOYEES

Unity begins at home

Programs

Seed Plan

Beneficiaries

102

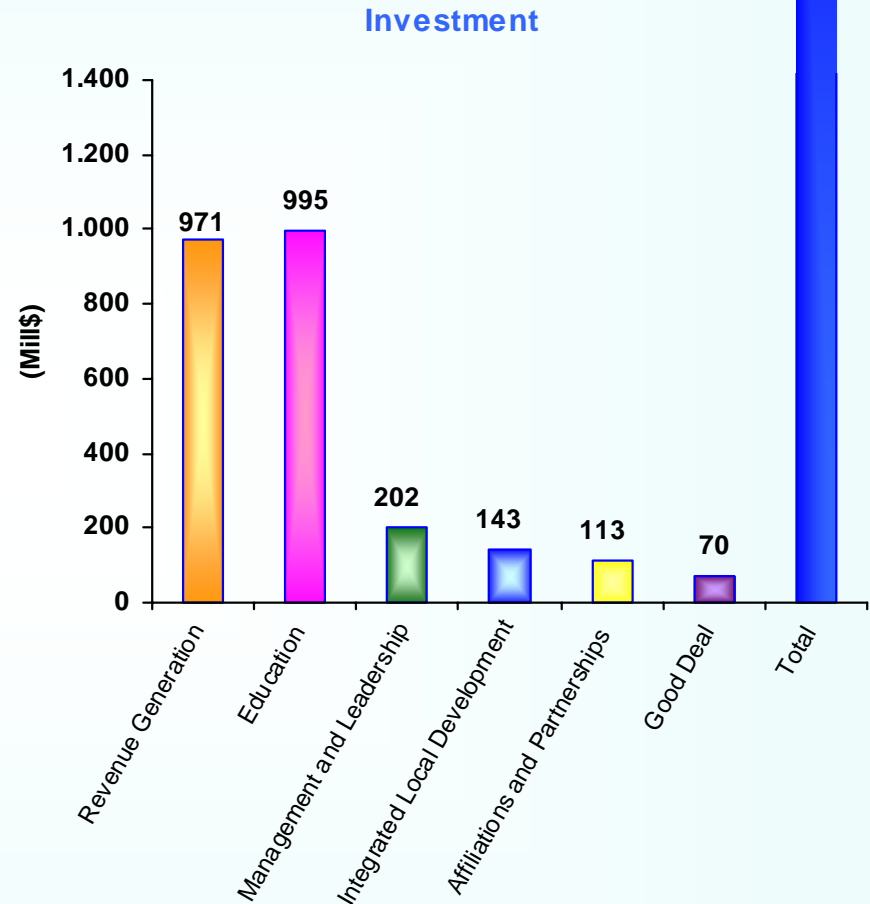
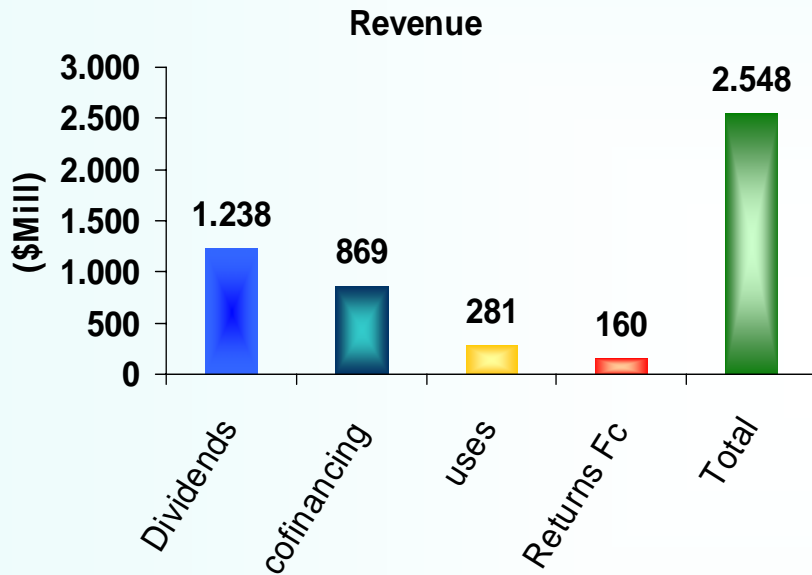
Godfathers: _

365



Estimated Social Investment – Fundación 2008

Because we project a better future



Note: SKCC donation is included in education.

