

## Sample CSR programme in CHILE

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### DETAILS OF A CORPORATE SOCIAL RESPONSIBILITY PROJECT IN ANTOFAGASTA IN THE NORTH OF CHILE

#### **Antofagasta**

Antofagasta is a port city in northern Chile, 700 miles (1,130 km) north of Santiago. It is the capital of the Antofagasta Province and Antofagasta Region with a population of around 300,000. The city's name comes from the Quechua or Aymara word for "town of the great salt peter bed". A long and narrow city located south of the Mejillones Peninsula and north of the Cerro Coloso, the city is bordered on the east by steep hills that are part of Chile's Cordillera de la Costa, and on the west by the Pacific Ocean. Antofagasta lies in the Atacama Desert, which is among the Earth's driest regions. According to the *Chilean Geological Magazine*, annual rainfall in the city averages less than 4 mm, and there was a period of 40 years when no rain fell. Mejillones is a small port 65 km to the north, on the northern part of Península de Mejillones. About 90 km north of Antofagasta is Hornitos, a beach that attracts both tourists and locals. Tocopilla is a coastal city 188 km north of Antofagasta. Calama, the second-largest city in the Antofagasta Region, is 213 km north east of the regional capital. La Negra is a medium-sized industrial complex approximately 10 km south-east of Antofagasta on the Pan-American Highway.



Gaston Oyarzun

## **"Un Techo para Chile" (A Roof for Chile)**

*Non-profit making project with a focus on: Homelessness & Housing, Health, Enterprise Development, Education and Citizenship promotion*

### **The Innovation**

Low-income housing projects have sprung up all over the world. What is different about Un Techo para Chile (A Roof for Chile) is that it encompasses far more than housing. Housing is an entry point for community creation and widespread social change among Chile's slum dwellers and for the thousands of Chileans who have been inspired to join them to ensure that infrastructures for health, education, job training and employment opportunities are also put in place. Un Techo para Chile is managed by recent graduates from the best universities in the country who compete for the privilege of dedicating two years of their lives at below-market salaries to run the organization's many programmes. Un Techo para Chile has successfully eroded the barriers preventing national solidarity by generating a commitment by Chile's youth to the future of their country. In the process, their parents and the public and business sectors have joined the effort. To date, the model has been adapted in seven other Latin American countries under the name Un Techo para mi Pais (A Roof for my Country).

### **Strategy**

Using housing as a springboard for community creation and social change, Berríos succeeded in mobilizing university students across the country to work alongside slum dwellers. After initially building decent housing and infrastructure facilities, they subsequently supported the community's efforts to enlist local and federal governments to create an environment where all dwellers have access to quality education, healthcare and micro-credit as well as opportunities for building skills in preparation for gainful employment.

The graduates who run the organization learn how to manage a social enterprise in a professional and efficient manner, applying principles of strategic planning, organizational effectiveness, transparency, monitoring and evaluation. Un Techo para Chile is characterized by sustainability of action. It has created a movement of young people that, in turn, catalyze Chileans from all economic and social backgrounds to unite and ensure that Chile is a country for all, not just for a privileged few. It simply did not exist as an organizational entity, rather as a loose network of students, citizens and former slum dwellers.

The reasons were strategic. First, Berríos believes that any organizational structure generates bureaucracy and inertia and sacrifices flexibility. Second, he wanted to avoid having to set up a board that would assume control of administration, thus diminishing the responsibility of the recent graduates who run the initiative. Finally, Berríos wanted to protect Un Techo para Chile from legal action by outraged wealthy landowners of unoccupied adjacent properties that have tried to sue. If it was not legally constituted, there was no entity to sue. Recently, Un Techo para Chile entered into negotiations with the Chilean government to build communities in areas that are closer to urban centres on available government land. This means that the organization has had to become legally constituted. Berríos has selected members to its board who respect the nature of the organization.

### **Personal Snapshot**

Felipe Berríos is an entrepreneur who happens to be a Jesuit priest. He exemplifies the definition of an entrepreneur as "one who pursues opportunities without regard for the resources currently at hand." He has been able to leverage human and financial resources from the public and corporate sectors, and has galvanized the media and the Chilean population to achieve social transformation, not only by providing the poor with housing but in creating a sense of mutual respect and responsible citizenship across the country. Thanks to Berríos' uncanny marketing savvy, Un Techo para Chile is as well known as a brand to Chileans as some of the most popular products in the country. Berríos is not afraid of open debate and is often seen on national television being interviewed on any number of economic, social and cultural topics. On many occasions, he has taken on the government when it failed to pursue anti-poverty policies (or

ignored the plight of the poor), as well as the Catholic Church, which is dominant in Chile. Because of his ability to “name and shame” in a loving and humorous manner, he has gained the respect of the populace, from the former slum-dweller to the President of the country.

## **SUGGESTED ITINERARY**

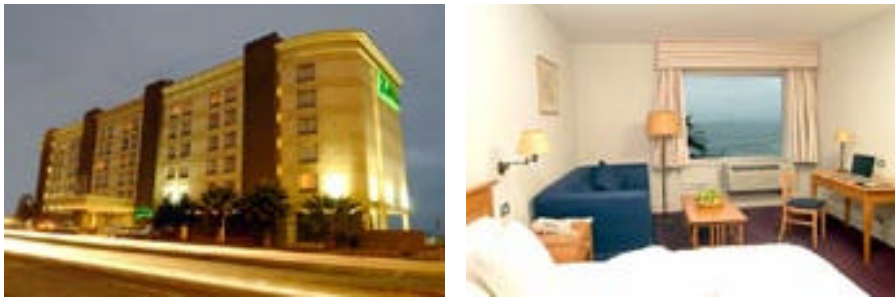
### **Day 1 – Santiago - Antofagasta**

Assistance at Santiago airport for connecting flight to Antofagasta.

Meet and transfer from Antofagasta airport to Hotel Radisson for 03 nights' accommodation with breakfast and dinner included.

#### **Hotel Radisson Antofagasta (4\*)**

Ideally located on the city's main coastal avenue, just minutes away from the city's business district and facing the imposing Pacific Ocean. The hotel is the only property in Antofagasta to offer wireless internet access in all its rooms. There are 140 spacious guest rooms in total, most of them offering an unparalleled view of the ocean. Facilities include work desks, cable television, dual line telephones, complimentary bottled water and coffee maker, ironing boards, and wireless internet access. Hotel amenities include a gym and outdoor pool as well as a fully equipped business centre.



During the afternoon meet with “Un Techo para Chile” team.

### **Day 2 - Antofagasta**

Transfer from the hotel to the working site in Antofagasta for a full day assisting in the building of basic houses. Lunch will be taken with the beneficiary of the project. Transfer back to the hotel at the end of the day.

### **Day 3 - Antofagasta**

Transfer from the hotel for a second full day assisting in the building of basic houses. Lunch will be again be taken with the beneficiary of the project. Transfer back to the hotel at the end of the day.

### **Day 4 - Antofagasta – San Pedro de Atacama**

Transfer by road from Antofagasta to San Pedro de Atacama. Arrival and check-in at Hotel Alto Atacama for 02 nights' accommodation with breakfast, lunch and dinner included.

#### **Hotel Alto Atacama (4\*)**

A village hotel situated 3 kilometres from San Pedro de Atacama close to the ancient ruins of Pukara de Quitor. The village has a unique location at the base of the breathtaking Salt Mountains in the beautiful and fertile Katarpe valley. Combining raw nature with comfort, Alto Atacama offers guests the perfect refuge in which to rejuvenate body and soul. The hotel offers 32 suites each with private terrace, mini-bar, internet connection, flat screen TV (optional) and digital safety deposit box. Hotel facilities include swimming pool and spa. [www.altoatacama.com](http://www.altoatacama.com)



### **The town of San Pedro de Atacama**

San Pedro de Atacama – often referred to just as San Pedro – is the capital of the district and one of the many oases in the Chilean altiplano or high plains situated 1,670 km north of Santiago. The Spaniards founded a mission here in 1557 and built a chapel on the banks of the San Pedro River, 2,445 metres above sea level. Formerly the centre of the Atacama culture, today San Pedro has a population of around 2,500 and is considered the archeological capital of Chile with its extreme geographic position, its beautiful landscape and its eternal blue sky. The nearest city is Calama with regular flights from Santiago. The flight time is just two hours and, from Calama, it is a 1½ hour transfer by road along the excellent highway which passes through a stunning landscape on the way to San Pedro. [www.sanpedrodeatacama.cl](http://www.sanpedrodeatacama.cl)

### **What to expect**

In Atacama every month of the year is vibrant. The climate is magnificent throughout the year, with more than 90% of the days being radiant with blue skies. Winter runs from June through to August when the average daytime temperature is 72° F and 39° F at night. Days are very pleasant inviting you to take it easy and enjoy the warmth of the sun. During the summer from January to March, the temperature fluctuates between 81° F and a minimum of 50° F at night. During the warmer season we recommend a restful siesta after a day's adventure and before the evening's activities begin.

Time to have lunch and enjoy the facilities at the hotel before an evening tour to the Moon Valley to see the sun set.

### **Sunset at Moon Valley**

The group will be taken by minibus on a 20 minute drive to Moon Valley for an unforgettable sunset and to watch the stars in the desert. This is one of the most famous national parks in Chile and for good reason. The enormous sand dunes and dramatic rock formations create a stunning lunar landscape born of land lifts and centuries of erosion. The sunsets here are extraordinary and no visit to San Pedro is complete without a trip to the Moon Valley to watch the sun go down.



Return to the hotel for dinner.

### **Day 5 – Atacama**

#### **Half Day tour to Tocalano and Atacama Salt Flats**

On the way to the famous salt flats of San Pedro de Atacama, we visit the lovely town of Tocalano and the Valle Escondido de Kunza (the hidden valley) where we visit the church and artisan market stalls in the central plaza. From here, we continue our journey to the saltflats. On arrival, there is a gentle 20 minute walk to the Laguna de Chaxa where we can see wild flamingos and other birds native to the area.

### **Toconao**

Toconao, the "town of white stone", is located close to the eastern boundary of the Atacama Salt Flats. The town is situated at an elevation 2,498 metres above sea level and its people live off their "huertillos" or small orchards, growing pear, apricot, plum and quince trees, as well as grape vines. Today, Toconao has become a centre for handicrafts and produces impressive sculptures out of volcanic stone.

Several volcanic stone quarries, as well as the Quebrada del Jerez (Sherry Creek Gorge) are located near Toconao. The place resembles an oasis where visitors can enjoy the peace of the stream, waterfalls and fruit trees. Visitors can also sample the delicious quince from the area.

At the entrance to the town of Toconao is an area called La Banda, which is characterised by houses built almost entirely of stone. The construction of these houses is completely square and the cut stones are laid on their sides and arranged in a way that achieves total symmetry. Interior ceilings are made of canes laid close together over rustic polished logs. Toconao is also famous for its church tower which is built of stone and topped with a dome made of "cardón" or cactus wood.

### **Atacama Salt Flats - Salar de Atacama**

The Atacama Salt Flats are one of Chile's great international tourist attractions due to the archaeological remnants, the impressive geological structures and breathtaking landscape. The almost totally dry air allows almost unlimited visibility as you gaze out at the enormous extent of the salt flats and yet at the same time the eye is fooled into miscalculating distances.

Salt lagoons are also found where the uncommon wildlife breaks the silence of the desert salt flats and bright skinned lizards can be seen as well as the magnificent "parinas" or pink flamingos, one of the three species of flamingos that thrive in the high Andes.

Return for lunch at the hotel

### **Afternoon excursion to Archeological Museum of San Pedro**

*Distance: San Pedro and surrounding area: 3 km*

A truly special visit to this museum covering 12,000 years of prehistoric time when the first human groups inhabited the desert of Atacama developing a form of life embedded in the respect and gratitude to the Mother Earth (Pachamama). A guided tour of the museum houses will reveal the important anthropological collection of the Atacameña culture. We will continue to visit the local markets to sample local and international crafts, the municipal large house, the church and House of Pedro de Valdivia, among other highlights.



Tonight you will say farewell to Atacama with a special themed party with Andean folklore show at Hotel Alto Atacama

### **Day 6 - Atacama – Santiago**

We leave the hotel before dawn to arrive at the famous Tatio geysers at daybreak: the steam and vapours are all the more impressive with the cold and the light of the early morning. The return journey is quite stunning with an abundance of wildlife and beautifully contrasting landscapes.

### **Tatio Geysers (the crying old man)**

The Tatio Geysers are thermal springs located 87 km north of San Pedro de Atacama, near the border with Bolivia at an altitude of 4,320 metres above sea level. The area is a geothermal field surrounded by high peaks. Its geothermal energy is caused by the nearby El Tatio volcano and violent plumes of steam at a temperature of 85 C shoot out from the geysers at dawn. Under the sun's first rays, the colours of the earth and the sky shine strikingly through the 8 to 9 metre-high columns of steam. At El Tatio, visitors can observe marvellous examples of multicoloured mineral salt deposits, a result of the interaction of the hot water with the area's salts and minerals.



Lunch at the hotel before transferring to Calama airport for your flight to Santiago. Arrive in Santiago and transfer to Hotel Intercontinental for 01 night's accommodation with dinner and breakfast included

### **SANTIAGO**

Just before landing at Santiago's international airport, you will have a spectacular view of the Andes and the Aconcagua Mountain, which at 23,106 feet is the highest mountain in South America and located just north of Santiago. A very pretty capital, it still has many residential areas with elegant homes and gardens and many colonial houses from the days of the Spanish. The city boasts the best seafood and fish restaurants in the whole of South America. The River Mapocho runs through the city and elegant parks and walkways have been laid out along its banks. The pace is leisurely within the city and most relaxing.

South of Santiago is the fertile Central Valley with its big fruit plantations, one of Chile's most important and successful export products. This area also produces great wine. The most famous vineyards, plantations and cellars can be found in the Maipo, and Colchagua valleys, as well as around the cities of San Fernando, Curicó, Talca, and Chillán. Visit them to learn about expert wine-making and, of course, the visit isn't complete without wine tasting. Beautiful beaches with many traditional resorts are only a short ride away. Santiago is only 1½ hours from Viña del Mar - the "Garden City", and Valparaíso, one of the most picturesque ports, beloved by artists. Its houses seem to be sliding from the top of the surrounding hills right into the sea. Not far from here is Isla Negra, where one of Pablo Neruda's famous houses is situated, with his figurehead collection, as well as 1000 other curious objects.



**Hotel Intercontinental (5\*)**

Located in the El Golf area of Los Condes, close to the amenities of the Los Condes shopping mall and business district. The hotel offers 128 newly refurbished guest rooms including 62 standard rooms, 33 Superior, 53 Club, 10 Junior Suites and 1 Presidential Suite.  
[www.intercontisantiago.com](http://www.intercontisantiago.com)



**Day 7 – Farewell to Chile**

Transfer to Santiago international airport for your flight home.