



**FUNDAÇÃO
LUSO**

EM NOME DA ÁGUA

2022 Activity Plan

FUNDAÇÃO LUSO



Fundação Luso is the first Foundation in Portugal that associates a Company's skills with the interests of the region where the essential resources for its business are located.

Its **Mission:**

- Contribute to the widespread knowledge and information about water and human health, to the preservation of Luso's water and natural heritage, as well as to the sustainable development of this region's Community.



**Fundação Luso is integrated in SCC group's Corporate Social
Responsibility**



Focusing on WATER, Fundação Luso centers its activity in three main areas which guide its actions:

Health – Promotion of healthy lifestyles, increased research and sharing of information about the benefits of Water to our Health.

Environment – Protect and treasure the source of Luso Natural Mineral Water.

Community – Promotion of the local community's economic development and enhancement of the region's natural and cultural heritage.

Health



Environment



Community





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Fundação Luso supports Portuguese Society of Nephrology

Fundação Luso and the Luso brand will be supporting the Portuguese Society of Nephrology in a course on Renal Lithiasis which will be hosted at the Luso Thermal Spa.

This initiative is intended to disseminate the therapeutic benefits of the Luso Thermal Spa and its hyposaline waters, recommended for proper kidney functioning.

In addition to this action, we will be supporting this medical community on other occasions throughout the year.





Fundação Luso and Health

In the Health area, Fundação Luso will be organizing a conference on Água Mineral Natural de Luso, which to quote the nutrition doctor, Elsa Feliciano, is a “naturally balanced water.”





Água Mineral Natural in the magazine Saber Viver

In the Health area, **Fundação Luso aims to *contribute to the widespread knowledge and information about natural mineral water and human health.***

Publication of articles in the magazine Saber Viver about the importance of Water for hydration and in the life of each one of us.

With this publication, we also wish to contribute to the enhancement of Luso's water and natural heritage as well as the sustainable development of this community.



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Fundação Luso and the Environment

In the Environment area, Fundação Luso continues supporting Fundação Mata do Bussaco, protecting and improving Mata Nacional do Bussaco, namely with the construction of infrastructures to enable greater visitor engagement with this nature park.





Fundação Luso and the Environment

In partnership with Fundação Mata do Bussaco, Fundação Luso will be participating in a reforestation and tree planting activity to preserve the natural ecosystem of Serra do Bussaco.

These actions also contribute to the protection and enhancement of the source and aquifer of Água Mineral Natural de Luso.





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Community

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Fundação Luso and Universidade Sénior

Fundação Luso will continue to support Universidade Sénior through conferences held at the Casino, discussing the importance of drinking Water at all ages, but especially for the local Community's older generation. In addition to the important role it plays among this age group in Mealhada, this university promotes and encourages autonomy, personal and social relationships as well as stimulating dynamism, active ageing and environmental awareness.





Entrepreneurship Prize – 2022

Launch of Fundação Luso Entrepreneurship Prize together with the Mealhada Town Council. This initiative aims to award innovative projects in the municipality, contributing to the region's economic development.





Fundação Luso in Eco – Escolas

Fundação Luso supports the project Eco - Escolas da Mealhada which focuses on Environmental Awareness, Citizenship and Sustainability

Important municipality stakeholders like the Luso Parish Council, Fundação Mata do Bussaco and Centro de Interpretação Ambiental da Mealhada are part of the Advisory Committee of Eco - Escolas





Casino Exhibition

“A evolução das embalagens da Água de Luso” (The evolution of Água de Luso packaging)

Throughout its existence, Água de Luso always implemented and innovated in the materials and packages used to protect and take the purity of its Natural Mineral Water to consumers.

This is the story told in the exhibition opening to the public in the summer.





Festival das Artes

Fundação Luso supports 13th Edition of Festival das Artes

*Festival das Artes, featuring in the **EFFE Guide**, is part of the EFFE platform, a project coordinated by the **European Union** through the **Festivals Association**.*

During the festival, which will be held in July 2022, one week will be dedicated to the Luso Brand and one day to Fundação Luso and the brand with the participation of children in after school activities from the schools in Coimbra.





Fundação Luso supports Luso and Vacariça communities

- . Junta de Freguesia de Luso
- . Centro Social Comendador Melo Pimenta
- . Luso Ténis Clube
- . Grupo Desportivo de Luso
- . Junta de Freguesia da Vacariça
- . Casa do povo da Vacariça

Fundação Luso supports the various Social, Sports, Commercial and Tourism activities carried out during 2002 in these communities.





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To HEALTH, The ENVIRONMENT and the COMMUNITY