

ACTIVITY REPORT 2021

Fundação Luso 2021 Activity Report Index

Part I

Introduction:

- Mission
- Areas of activity: Health, Environment and Community
- Fundação Luso in a year of pandemics

Part II

Activities carried out by Fundação Luso in the following areas:

- Health
- Environment
- Community



Fundação Luso - Mission Part I

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

Its **Mission** is to:

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



The creation of Fundação Luso is integrated in SCC's Corporate Responsibility Policy



Fundação Luso - Areas of Activity

Focusing on WATER, the strategy adopted by Fundação Luso is based on three areas which guide its actions:

Health – The promotion of healthy lifestyles, research stimulation and sharing of information about the benefits of Water to our Health.

Environment – Protection and respect for the source of Água Mineral Natural Luso .

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

Health



Environment



Community





Fundação Luso in a year of Pandemics

2021 continued to be marked by the Covid-19 pandemics. As such, Fundação Luso had to adapt the activities planned for the year to the prevention procedures recommended by the health authorities, complying with the Company's safety measures.

The following annual activities did not take place:

- Guided tours of Água de Luso facilities previously arranged with Escola de Turismo e Hotelaria de Coimbra.
- Água é Vida Prize, a partnership between the magazine Saber Viver and Fundação Luso, was not awarded.
- 2021 Entrepreneurship Prize was not awarded.





Casino —Contingency Plan and DGS (Health Authorities)

Hygiene and safety measures' renewal in all areas, including an isolation room, signage, hand disinfection equipment, code of conduct at the re-opening of the Casino and Exhibition, in accordance with the company's contingency plan and DGS standards and recommendations applicable to museums and exhibitions.





CASINO DO LUSO	CÓDIGO DE CONDUTA CODE OF CONDUCT
	OBRIGATÓRIO USO DE MÁSCARA THE USE OF A MASK IS MANDATORY
o ^{2m} o	MANTENHA A DISTÂNCIA DE SEGURANÇA KEEP THE SAFETY DISTANCE
	DESINFETE AS MÃOS DISINFECT YOUR HANDS
	ETIQUETA RESPIRATÓRIA RESPIRATORY TAG
298	LIMITE DE OCUPAÇÃO 10-PESSOAS MAXIMUM OCCUPANCY 10-PEOPLE
	TRIAGEM SYMPTOMS SCREENING



Casino's Clean & Safe Seal Renewal

After confirming compliance with stipulated conditions and implementation of DGS rules and recommendations, the Department of Museums, Conservation and Accreditation / DMCC of the Cultural Heritage Directorate-General renewed the Casino's Clean & Safe Seal.

Thus guaranteeing our staff and visitors' safety, respecting and complying with the rules of the code of conduct and DGS recommendations.





Fundação Luso Part II

Activities carried out by Fundação Luso (FL) in the following three areas:

Health Environment Community





1. Health

Fundação Luso 2021 Activity Report Index Part II

Health

- 1 Fundação Luso and Centro Social Melo Pimenta do Luso
- 2 The Importance of Drinking Water
- 2.1 Article published in the magazine Saber Viver
- 3 Summary of the 9 editions of Prémio Água é Vida
- 4 Fundação Luso supports AP Hipertensão Pulmonar
- 5 Fundação Luso and Centro de Tratamentos "FAROL"
- 6 Fundação Luso and Joana Schenker



Fundação Luso offered its support to Centro Social Melo Pimenta do Luso, (individual protection equipment centre) with the donation of overalls, gloves and masks to the 45 patients and 14 employees of this day care institution.

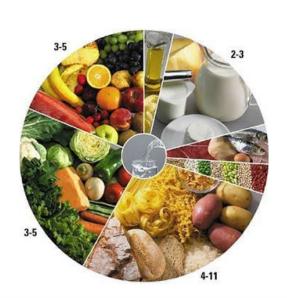
Thanks to this support, both in-patient and out-patient activities for the elderly did not have to be suspended, with compliance of all safety measures.





Throughout the year Fundação Luso had a few articles published in the magazine Saber Viver, focusing on encouraging daily ingestion and hydration habits by drinking Natural Mineral Water.

Messages about the importance of water consumption are essential for both young and old, as these are the age groups that drink less water on a daily basis.







APRENDER

FUNDAÇÃO LUSO



Porque é tão importante?

A água é um dos líquidos mais importantes para o nosso organismo e para o bom funcionamento do mesmo. Siga as recomendações da **Fundação Luso** e ajude os seus filhos a criarem hábitos saudáveis desde pequenos para que saibam que a água é Fonte de Vida.



Podes passar diversos dias sem comer, mas não sem beber água?

O teu corpo é composto por praticamente 70% de água?

75% da composição do teu cérebro é água?



DENTRO DO TEU CORPO O QUE FAZ A ÁGUA?



Regula a temperatura do teu corpo

Representa 95% do teu sangue

22% dos teus ossos têm água

75% dos músculos são feitos de água

QUERES SABER MAIS?

Perfeito! É que temos tanto para te contar! Podes ir à Internet a **fundacaoluso.pt** ou vem visitar a Serra do Buçaco e vê com os teus próprios olhos!





Durante as festas natalícias, não te esqueças de beber água.

DE ONDE VEM A ÁGUA DE LUSO QUE BEBEMOS?

Tudo bern: valis responder que vem do supermercado. Mas, antes disso, a água percorre todo um caminho até chegar à garrafa que levas cordigo para a escola, para a gindistica ou quando valo si bricar para o parque. A Água de Luso tem origem nas chusas que penetram as encostas da Serra do Buçaco que fazem um circulto profundo, que se pensa que atiria mais de 500 metros de profundidade. A este circulto chamamos aquifero e corresponde à circulação profunda da Água Mineral Natural de Luso.

Este ciclo da Água de Luso tem uma duração de algumas centenas de anos, até emergir naturalmente na povoação de Luso, no sopé da Serra do Buçaco, que por interposição de uma barreira geológica impermetável obriga a que a Água suba à superficie.

PORQUE É ESPECIAL?

Esta é fácil! Porque tem baixa mineralização. Convém para a preparação dos alimentos para lactentes*.

Pensa que a Água é essencial à vida





3 – Summary of the 9 editions of Prémio Água é Vida – from 2011 to 2019 Health

1st edition - 2011 – João Vasquez (Lisbon)

(Idea for a Luso bottle in Physical Education primary school classes)

2nd edition - 2012 – equally placed winners, Ana Guimarães and Ana Antunes (Lisbon)

(Video on hydration to be shown at Health Care Centres)

(The other idea is a mobile app to remind individuals of the need for drinking water)

3rd edition - 2013 – equally placed winners, Ana Abrantes and Mafalda Caneira (Lisbon)

(Bag designed to fit water bottles to encourage water intake)

(Place badges in public WC's with urine colour charts)

4th edition - 2014 - Ana Guerreiro, (Faro)

(Install water fountains with the Luso image and slogan "Come and drink at the fountains" in strategic places across the country .

5th edition - 2015 - Maria Diamantina, (Lisbon) - Add three flags to beach signalling flags which, depending on the temperature and air humidity, suggest beach users to hydrate themselves.

6th edition – 2016 -Maria José Novais and José Próspero,(Braga). The first involves the design of a badge / sticker with a water bottle symbol to be posted on public transports just like the existing "non-smokers" or "access for disabled people" or "Wi-Fi".

The second suggests putting up posters across the country, each showing a different health benefit.

For example, Water helps absorb nutrients and improves the immune system.

7th edition - 2017 – Liliana Matias, (Alverca), designed H2GO, an app that encourages users to reach their daily Water intake target.

8th edition – 2018 - Rui Gonçalves Torres, (Barcelos) whose idea is to include a Water Intake field in doctor prescription platforms, just like in the case of physical exercise recommendation.

9th edition - 2019 - Samuel Patrocínio, (Moura) - Água de Luso promotion campaign for the pillars of Fundação Luso.



FL supported the solidarity walk organized by Associação Portuguesa de Hipertensão Pulmonar (APHP), held in Vacariça with the community's participation.

APHP is a non-profit organization comprising patients and their families, friends, health practitioners and all individuals interested in pulmonary hypertension study, dissemination, treatment and prevention.

Based in **Mealhada**, this association aims to share information about this health

condition, promote access to treatments and offer patients support.





Fundação Luso offered its support to Centro de Tratamento FAROL ATT - Associação Para o Tratamento das Toxicodependências

Associação Para o Tratamento das Toxicodependências ATT, (Drug Addiction Rehab Centre) has already recovered 2 500 individuals, most of whom were able to rebuild their lives and return to their families!

ATT continues to be a hopeful path for all those who come to this Institution every day. Regardless of the individual's social or financial condition, here everyone is looked after.

Recovery is achieved through a safe, medication free method, supervised by a highly specialized team.





Fundação Luso promotes healthy lifestyles, supporting people who convey these values and follow practices that encourage outdoor living and sports.

And Joana Schenker is one of these people; a Portuguese body board athlete. In 2019 she was once again world body board champion, the first Portuguese to achieve this position in this sport.

In 2021, Fundação Luso continued to support this athlete, who is so keen on attracting younger generations to practice sports, namely body board.

Joana Schenker was awarded the Prémio Oficial da Ordem do Mérito by the President of the Republic, Marcelo Rebelo de Sousa







2. ENVIRONMENT

Fundação Luso 2021 Activity Report Index Part II

Environment

- 1 Fundação Luso and Fundação Mata do Bussaco
- 2 Maintenance of Luso plant nurseries in Mata do Bussaco
- 3 Visit to plantation site in Serra do Bussaco
- 4 Fundação Luso is a member of Conselho Eco Escolas do Luso.
- 5 Chairman of Fundação Luso interviewed on Environment Day.



1 – Fundação Luso and Fundação Mata do Bussaco

Fundação Luso is a partner of Fundação Mata do Bussaco's "Forest Garden" project, the aim of which is to enhance and stimulate the development of Mata Nacional do Bussaco, with the construction of infrastructures that promote greater visitors' engagement with Mata do Bussaco.

As a result of the limitations imposed by the pandemics in Portugal, implementation of the "Forest Garden" project was extended for another year, that is, until the end of 2022.





In collaboration with Fundação Mata do Bussaco, Fundação Luso promoted the recovery and reorganization of the "Água de Luso" plant nurseries in Mata do Bussaco.

These activities are crucial to enable plantation of native trees, shrubs and aromatic herbs in Mata do Bussaco.

Photos of plant nurseries







On-site monitoring of previous years' tree plantations.

Due to the pandemic, in 2021 it was not possible to plant any native trees in Serra do Bussaco. Howeer, the development and growth of previous years' planted trees was monitored.



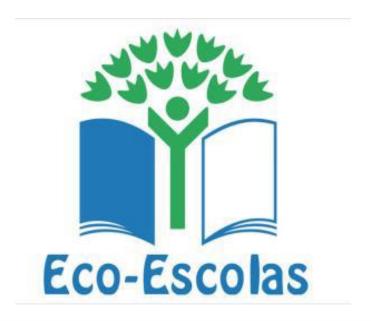






Eco – Escolas is a programme developed by Schools and the Community focusing on Environmental Education, Citizenship and Sustainability.

Fundação Luso is a member of Conselho Eco – Escolas do Centro Escolar do Luso. This Centre comprises around 120 people, including both teachers and students.





5-Fundação Luso and World Environment Day

Environment

Interview given by the Chairman of Fundação Luso, Nuno Pinto de Magalhães to the magazine "Saber Viver" about Sustainability and the **Environment.**

Highlighted in this interview is the importance of Serra do Bussaco's ecosystem, its preservation and value for this region's natural heritage.

Interview published on Environment Day, June 6, 2021.

Nuno Pinto Magalhães

"Temos de salvaguardar o ecossistema do Bussaco"

O presidente da fundação Luso, criada em 2009. dá-nos a conhecer o trabalho que é feito para garantir a sustentabilidade do aquifero da Água de Luso, tendo em conta o presente, mas também as gerações futuras.

por Rita Caetano

A Fundação Luso tem na e fauna secular que lhe dão sua génese a preocupação ambiental. Isso deve-se ao facto de trabalharem com um recurso natural que precisa de ser protegido?

O fator ambiental e de sustentabilidade é um dos pilares da fundação, que é a primeira em Portugal a associar as competências de uma empresa aos interesses de uma região onde se encontram recursos indispensáveis à nossa atividade económica. Quando falamos de Luso, estamos a falar de um recurso natural, puro e sem qualquer alteração nem tratamento, estamos a falar da Natureza em si. No fundo, nós embalamos a água tal como ela brota da própria Natureza. E, para garantir essa pureza original, temos de garantir a salvaguarda do ecossistema do Bussaco.

São os ecossistemas que ditam as características das águas?

Ao contrário do que muita gente diz, as águas não são todas iguais. Sim, são transparentes e não têm cheiro, mas têm sabores diferentes e é a região e o ecossistema que conformam as características do sabor. A água do Luso nasce na serra do Bussaco e é a sua flora

as suas características muito próprias. E uma água mineral natural não é tratada com químicos como acontece com a da torneira. Portanto, além de engarrafarmos um recurso natural, somos responsáveis pela manutenção do ecossistema do recurso hídrico do Luso de forma a salvaguardar possíveis contaminações ou alterações das condições ambientais.

Que tipo de ações promovem?

Promovemos plantações de árvores e arbustos autóctones na serra do Bussaco e isto pressupõe também a limpeza dos terrenos contra plantas invasoras, que alteram a morfolo-

Bussaco, que gere a serra. Estão também a trabalhar nas embalagens de forma sustentável?

Claro, não nos preocupamos só com o conteúdo. No que diz respeito às embalagens, estamos a usar três tipos: vidro, PET (plástico) e, no ano passa-

temos vindo a trabalhar nos desenhos das embalagens em termos de ecodesign. do, lançámos uma embalagem

Mas aí também entra o consumidor final... Sim. O plástico não pode aca-

em cartão canelado com uma

torneira. Todas elas são 100 por

cento recicláveis, mesmo as de

PET, e o plástico que usamos é

iá também reciclado, tal como o vidro. Além disso, também

bar, tem sim de ter um tratamento diferenciado, quer a montante na incorporação de PET sem ser virgem, quer a iusante, no tratamento dessa própria embalagem, que deve ser depositada no sítio adequado. Tem de haver uma responsabilidade de toda a cadeia, desde o produtor/embalador até ao consumidor final. É uma responsabilidade conjunta e de cidadania.





SARERVIVER PT - JUNHO 2021





3. Community

Fundação Luso 2021 Activity Report Index Part II—Community

- 1 Fundação Luso supported GASCL in the parish of Luso
- 2 Casino Exhibition: "The Quality and Diversity of Natural Mineral Waters and their importance to our Health"
- 2.1 Inauguration of Exhibition with Stakeholders and Partners
- 2.2 Natural Mineral Waters' Definition and Characteristics
- 2.3 Água Mineral Natural de Luso
- 2.4 Natural Mineral Waters, Spring Waters and water for human consumption
- 2.5 Exhibition visitors
- 2.6 Summary of exhibitions held between 2011 and 2021
- 3 Centro Escolar de Luso visited Casino Exhibition
- 4- Summary of exhibitions held between 2011 and 2021
- 5 Fundação Luso and Festival das Artes
- 6 Fundação Luso Entrepreneurship Prize
- 7 Summary of last 12 editions (2009 to 2020)
- 8 Fundação supported "O que de Verdade Importa" project
- 9 Fundação Luso and Cais' Street Football
- 10 Fundação Luso in the celebrations of Battle of Bussaco
- 11 Fundação Luso and EPIS
- 12 Fundação Luso supported "Prosperidade" project



Fundação Luso supported GASCL (Grupo de Ação Sócio-Caritativa) of the parish of Luso, whose mission is to help the parish's more impoverished population, as well as families and children with special health and education needs.

For many years now,
Fundação Luso has been
supporting the causes
and activities developed
by this association in the
parish of Luso,
Municipality of
Mealhada.

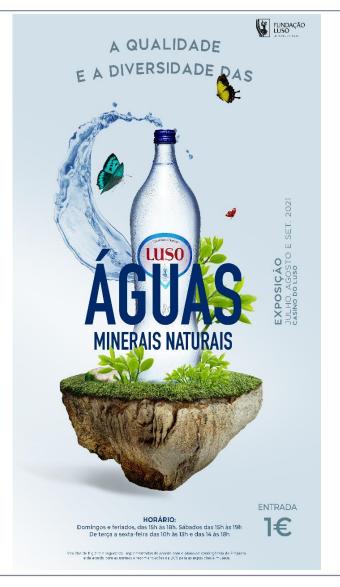






"The Quality and Diversity of Natural Mineral Waters and their importance to our Health", is the theme of the Casino's annual exhibition

Nuno Pinto de Magalhães, Chairman of Fundação Luso, says that "this Exhibition in included in the cultural agenda of Fundação Luso, the aim of which is to provide visitors with information about Natural Mineral Waters' specificities, including Água de Luso, giving them details which are not widely known by the public, offering consumers and visitors essential information to allow them to distinguish Natural Mineral Waters and their Health benefits".





In addition to local stakeholders and partners, representatives of APIAM and DGEG were also at the inauguration of the Exhibition.

APIAM applauded the exhibition's theme and the importance of Portugal's geologic heritage with regards to its natural mineral waters and natural Spring waters.

DGEG not only highlighted the composition and physical-chemical characteristics of natural mineral water, but also its natural viable colony count which much contributes to the water's characteristics, both for ingestion and consumption, as well as thermal waters' therapeutic benefits.



Filomena Pinheiro, from Região de Turismo do Centro, Francisco Furtado Mendonça from APIAM, Carla Lourenço from DGEG (Direção Geral de Energia e Geologia), Nuno Pinto de Magalhães, Chairman of Fundação Luso and Rui Marqueiro President of the Mealhada Town Council

Watch Exhibition Inauguration video here

Exposição Fundação Luso 2021 - "A qualidade e diversidade das Águas Minerais Naturais!" - YouTube



This exhibition, featuring different themes displayed on several panels, begins by presenting "Natural Mineral Waters' Definition and Characteristics", which stand out for their natural state and original Purity, depth, stable and permanent physical-chemical characteristics, free from chemical treatments or additives, protected protection perimeter and bottling at catchment site.







The exhibition shows mineral waters and their health benefits, waters' pH and WHO's recommendation, which considers that pH is not a criterion when it comes to Waters' health benefits, as opposed to their bacteriologic purity and chemical composition. Água Mineral Natural de Luso is the subject of one of the Exhibition's panels, where we identify its stable and permanent physical-chemical composition and its microbiological purity, both at the identified and protected source and in the bottled product. A timeline of Água de Luso's most important milestones in the last 25 years is also on display.







24 —Natural Mineral Waters, Spring Waters and Water for human consumption





The Exhibition was open to the public from July 27 until the end of 2021, with a total of 2 500 visitors, including children.

Visitors not only enjoyed the exhibition for the information and clarifications available on its various panels, but also for its pedagogic nature and insights into Natural Mineral Waters, Spring Waters and water for human consumption.

Despite the continued pandemic situation and the various states of emergency declared by the government during 2021, the exhibition was a great success.







Centro Escolar de Luso visited the exhibition "The Quality and Diversity of Natural Mineral Waters and their importance to our Health" held at the Casino.

A total of 120 students, teachers and assistants visited the exhibit and watched the available films according to a schedule jointly defined by Fundação Luso and the school centre.





Since 2011, the following exhibitions were held at the Casino:

- . Luso Extremely Pure Water Charles Lepierre (2011);
- . 160 years of Água de Luso (2012)
- . Portugal's Thermal Baths (2013);
- . Serra do Bussaco Forest Ecosystem and the Water Resource of Água de Luso (2014)
- . Commemorations of the 205 years of Battle of Bussaco (2015);
- . The influence of Barefoot Carmelites in the Construction of Mata do Bussaco (2016);
- . The Four Seasons in Bussaco (2017);
- . Convento de Santa Cruz do Bussaco (2018);
- Culture and Traditions in the Mealhada Municipality (2019)
- . The Importance of Water in Tea (2020)
- . The Quality and Diversity of Natural Mineral Waters / Health benefits (2021)



Fundação Luso supported the 12th edition of the annual arts festival, whose slogan was "Other Worlds". The 2021 festival edition was held between July 19 and 27 at Quinta das Lágrimas inCoimbra, and in other city venues like Museu Machado de Castro and Biblioteca Joanina.

This Festival is one of the top events in the Portuguese cultural panorama, offering excellent Music, Gastronomy, Fine Arts, Conferences, Cinema and Drama.





6-Entrepreneurship Prize

In 2009, Fundação Luso launched the Entrepreneurship Prize which aims to reward entrepreneurial and innovative projects implemented in the parish of Luso, enhancers of the region's economic development.

The project focuses on agriculture, trade, industry, services and tourism and the prize money is € 5 000.

In 2021, because of the pandemic, there was no edition of this prize as it applies to projects implemented and developed in the previous year, which was also a pandemic year.

Fundação Luso

Prémio de Empreendedorismo

Reconhecer projectos empreendedores implementados na freguesia do Luso



Summary of last 12 editions

- 1st edition 2009 Clube LusoClássicos and Grupo Folclórico Tricanas de Luso
- 2nd edition 2010 Farmácia Nova do Luso with outpatient service.
- 3rd edition 2011 Fundação Mata do Bussaco
- 4th edition 2012 Restaurante Pedra de Sal do Luso
- 5th edition 2013 Associação dos Apicultores do Litoral Centro with headquarters in Luso
- 6th edition 2014 Universidade Sénior / Assoc. CADES
- 7th edition 2015 Digital company "Brand Builders", AquaCristalina and Dias do Avesso
- 8th edition 2016 Clube LusoClássicos and Rosa Biscoito
- 9th edition 2017 Táxis Lda, FMBussaco and Barbearia Luso.
- 10th edition 2018 Taberna Burriqueiro and Festival Catrapim da FMBussaco.
- 11th edition 2019 Centro Social Melo Pimenta and Luso Ténis Clube.
- 12th edition 2020 "Keep Fresh Rebentos e Flores Comestíveis", As Lavadeiras" self-service laundry in Luso and Quiosque Dona Mena in Luso.



8-Fundação Luso supports Fundação O que de Verdade Importa

Fundação O que de Verdade Importa aims to promote the development and dissemination of universal human, ethical and moral values among the general public mainly through cultural activities, meetings, congresses and national and international volunteering.

Virtual Congress 2021 Edition Portugal September 24, 2021



Ágata Roquette Overcame Obstacle



Jorge Monteiro
Overcame Exclusion and
Obstacle



Rui Diniz Overcame Exclusion

Based on testimonies and stories of survival, the international congress

"O Que De Verdade Importa" hopes to inspire the Portuguese, especially young individuals, telling them that it is possible to overcome obstacles regardless of how insurmountable they may seem.



Fundação Luso continues to support the Street Football Project /Associação CAIS, which promotes conviviality, bonding and inclusion, combining sports with a social intervention strategy in the fight against poverty and exclusion.

Over the last years, street football has much contributed to the development of many youngsters' personal and social skills.





On September 27, Fundação Luso supported the 211th anniversary celebrations of the Battle of Bussaco, with a great concert by Orquestra Ligeira do Exército held at the Alameda do Casino.

These celebrations attract many people, not only from Mealhada, but also from neighbouring municipalities of Penacova, Mortágua and Anadia.





Fundação Luso and Água de Luso supported EPIS (Empresários para a Inclusão Social) offering three € 450 scholarships for three years to three students for their Academic Merit in secondary school.

The aim of these prizes is to fight against.

school failure and dropout, thus promoting social inclusion.

Scholarships are awarded based on school grades, family history and family environment.





Fundação Luso invited to join group of institutions which award Sustainable Development Projects

http://www.odslocal.pt/conferencia-2021

ODSLocal Conference 2021

Prizes were awarded at the ODSLocal Conference on November 24, at ICSP in Lisbon. These prizes focus on projects that stand out for their positive impact on the ground, inspirational capacity and high replicability potential.

The three prize areas were: People (awarded by Missão Continente), Nature (awarded by Sociedade Ponto Verde) and Prosperity (awarded by Fundação Luso).

The Prosperity award-winner was Escola Oficina de Vila Nova de Gaia, an inclusive education school for children and youngsters.









HealthEnvironmentCommunity

Fundação Luso...

A partner for the Future!



www.fundacaoluso.pt