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CSR Lighthouse Project 2013: Siegwerk supports children in Brazil

In the framework of Siegwerk's Corporate Social Responsibility (CSR) strategy, Brazil was picked as the location of this year's lighthouse project. The company supports the SOS Children's Village in Poá, east of São Paulo, which provides a home to 150 children.



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The corporate funds for this project are 100,000 euros. "This sum is dedicated to the education and upbringing of children and young adults in the region," says CEO Herbert Forker. The community of Poá has a population of over 100,000 people.

Poá was one of the first SOS Children's Villages in Brazil. It was opened in March 1968 and is about 35 kilometers from the center of São Paulo and 80 kilometers from Siegwerk's Jandira site. SOS Poá consists of 8 houses for about 150 children. Furthermore, there's a Training Center for SOS mothers as well as several functional facilities in the village.

With the support of qualified youth workers, the young people develop realistic perspectives for their future, learn to shoulder responsibility and increasingly make their own decisions. They are encouraged to develop team spirit and build up contacts with relatives and friends, as well as with the relevant authorities and potential employers.

"Our funding is aimed to maintain the project's and activities' running costs," says Forker. "We plan the official donation ceremony in spring next year and invite local Siegwerkers to actively engage in this fantastic project. This is our way to show responsibility with Ink, Heart & Soul and I am proud every country organization does the same locally on a smaller scale within local budget."

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