

Argentina, Australia, Austria, Bangladesh, Belgium, Brazil, Bulgaria, Cambodia, Cameroon, Canada, Chile, China, Colombia, Czech Republic, Denmark, Dominican Republic, Ecuador, Egypt, Finland, France, Germany, Greece, Hungary, India, Indonesia, Ireland, Israel, Italy, Ivory Coast, Jamaica, Japan, Jordan, Kenya, Korea, Laos, Malaysia, Mexico, Morocco, **Nestlé in the Community**, New Zealand, Nigeria, Norway, Pacific Islands, Pakistan, Panama, Paraguay, Peru, Philippines, Poland, Portugal, Russia, Singapore, South Africa, Spain, Sri Lanka, Sweden, Switzerland, Thailand, Trinidad and Tobago, Turkey, Ukraine, United Kingdom, United States, Uruguay, Venezuela, Vietnam, Zambia



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Foreword

Since Nestlé's founding in 1866, we have built our business by serving a basic human need: food products that are safe and have the highest levels of nutritional value. For the first forty years of our existence, Nestlé's only product was a milk and cereal-based food used to nourish the most vulnerable members of society—infants, the infirm and the elderly. This product was invented by our founder, chemist Henri Nestlé, in a pharmacy close to our headquarters in Vevey, Switzerland.

Nestlé is now the world's largest food and beverage company, with some 12,000 products, operations in over 100 countries and more than 230,000 employees. Henri Nestlé's one-room laboratory has become the world's largest private nutrition and food research organisation. Today, we have hundreds of "home towns" where our local Nestlé companies work to satisfy local food needs with products designed or adapted to local tastes and requirements.

We believe that making a long-term commitment to the health and well-being of the people in each country in which we operate is essential to the development and success of the Company. The nature of this commitment varies according to the social and economic needs of the country but focuses on three areas:

- **Nutrition**, through research, education, and foods with higher nutritional content
- **Health**, through raised food safety standards, collaboration with the health system, and educational programmes
- **Social and economic development**, through long-term investment, transfer of technology, and training in agriculture.

This publication "Nestlé in the Community" describes in concrete terms how our commitment to the countries in which we operate is translated into reality. For example:

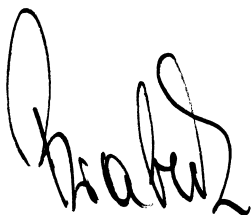
- Working with the International Federation of the Red Cross and Red Crescent Societies, we have developed user-friendly software that in an emergency situation will allow a field worker with little or no nutrition knowledge to prepare a food ration, check that it covers essential nutrients and order the necessary food supply
- A Nestlé Foundation study in Ethiopia demonstrated that stunted infants who received a zinc supplement had a better appetite, suffered less frequently from infectious diseases and grew better than those who did not
- In China and in India, Nestlé provides technical assistance to thousands of small farmers to help them improve the quality and condition of their dairy cows, resulting in higher quality milk and yield
- In Morocco, Nestlé and the Zakoura Foundation have set up schools for underprivileged rural children—especially girls—who, for a variety of social or economic reasons, cannot enter the public system. Several Nestlé executives were among the Zakoura Foundation's founders
- In South Africa, a non-governmental organisation called EcoLink has, from its inception, been supported by Nestlé in helping scores of communities establish sources of clean drinking water.

You can learn more about these and other projects in the following pages.

Our philosophy is simple. We believe that supporting people—including employees and their families, farmers, growers, customers and the community at large—is socially responsible and contributes to the sustainable long-term growth of the Company. Looking beyond Europe, we began this approach over seventy years ago in Brazil and continue implementing it in around the world, including some of today's emerging markets, such as China and Russia.

Today the public is interested in knowing about the companies behind the products they buy. We hope that "Nestlé in the Community" will tell them more about the people behind this Company.

Finally, in writing about the Company's commitment, I must make a special mention of our employees, who make a massive contribution to the communities in which we operate. There are countless individuals and teams who support these programmes not only through their jobs but also often as volunteers. "Nestlé in the Community" is a tribute to them.

A handwritten signature in black ink, appearing to read 'Peter Brabeck-Letmathe', with a large, stylized initial 'P'.

Peter Brabeck-Letmathe
Chief Executive Officer

The Nestlé Research Centre and the International Federation of the Red Cross and Red Crescent Societies (IFRC): finding the optimal food basket for emergency relief

In 1999 a joint Nestlé/IFRC working group was set up to discuss possible areas of collaboration. The broad aim was to assist the IFRC in the provision of food in the field during emergency relief. After a series of meetings it was decided that the collaboration should cover the following areas: the development of a software to rapidly determine and evaluate the nutritional composition of food programmes during emergency relief; tools to determine the nutritional status of a population in a target operation (“mini risk assessment”); and training in the above for IFRC regional delegations and national societies.

Progress Considerable progress has been made in the development of a user-friendly software to calculate not only protein and energy but a detailed nutrient composition (micronutrients, vitamins and minerals) of a proposed food ration. In emergency situations, it will now be possible for an IFRC field worker, with little or no nutrition knowledge, to prepare an emergency food ration, check that it covers the essential nutrients for an emergency situation and order the necessary food supplies using standardised IFRC order forms. The software can also be used to calculate the nutrient composition of targeted, supplementary or therapeutic food programmes as well as additional foods obtained from the local market, kitchen gardens etc.

After discussions with the Relief and Logistics departments of the IFRC, it was agreed that the software would be extended to track the movement of food supplies during a distribution programme.

The use of this software programme will encourage IFRC personnel to use the PC for the nutritional management of populations which require emergency and long term nutritional support, beyond just the provision of energy and protein. At the same time, the use of standardised order and reporting forms will enable the IFRC secretariat to follow and better evaluate their food programmes around the world.

Field testing the software in Mongolia In October 2000, the “Food Basket Calculator” software was field-tested by the IFRC in a food distribution programme in Mongolia, with the help of a Nestlé nutritionist and computer programmer. After a brief introduction to the software, followed by a one day training session, the participants very quickly understood the various tasks necessary to evaluate a food ration and generate a food ration order.

The “Distribution Module” has been warmly welcomed by head of IFRC Health Activities. This module gives the IFRC, for the first time, the possibility of controlling the quantity of foods distributed as well as a quality control of the food distribution process, i.e. more precise information on the movement of goods between warehouses, losses incurred during transport and distribution, amount of different food supplies remaining after distribution etc. This software will be of great value to the Relief and Logistics departments, and the IFRC as a whole, in the organisation and reporting of their food distribution programmes.

Although still in its early stages, this collaboration between Nestlé and the IFRC promises to deliver important assistance to those working in the field and real nutritional/health benefits to the targeted beneficiaries.



The Nestlé Foundation for the Study of Problems of Nutrition in the World

The Nestlé Foundation was started in the Company's centenary year, 1966. As its full name indicates, the purpose of the Foundation is to initiate and support research into human nutrition, which is of scientific interest and practical importance for the health of populations in less developed countries.

According to Dr Beat Schürch, who has been Director of the Nestlé Foundation since 1979, a prime objective is to transfer scientific and technological knowledge—so most of the research projects which are supported are undertaken in collaboration with scientists at universities and research institutes in the countries concerned. A Fellowship Programme run by the Nestlé Foundation has a similar objective—to help nutrition research units in poorer countries.

Examples of funded research What type of research is funded? Here are some examples:

- Zinc deficiency in Ethiopian infants
- Influence of breast-feeding and iron status on iron absorption by Peruvian infants
- Effects of iron supplementation in anaemic Chinese women
- "Kangaroo" mother care for low birth-weight infants in Colombia
- Supplementary feeding to improve growth and mental development of Indonesian children.

A typical example of a study translating into practical benefits is the zinc supplementation trial in Ethiopia. The aim of the study was to investigate whether the low rate of growth in length (stunting) of apparently healthy, breast-fed infants in a rural Ethiopian village could be improved by zinc supplementation. Stunted infants who, from 6 to 12 months of age received a supplement of 10 mg of zinc per day had a better appetite, suffered less frequently from infectious diseases and grew better than the ones who did not.

The situation was different in small children in Indonesian tea plantations who, in terms of growth and mental development, benefited more from additional energy (calories) in their food than from a micronutrient supplement including zinc.

Independence Three basic principles ensure the independence of the Nestlé Foundation. First, it is legally an entirely independent entity. Second, it is financially autonomous as its income is the revenue from the CHF 30 million endowment. Third, it is operationally self-governing as the decision-making body, the Council, consists of independent scientists.

Focus on maternal nutrition The Nestlé Foundation has always placed great importance on maternal nutrition during pregnancy and lactation and to infant nutrition. Studies have shown that improvements in the mother's nutrition during pregnancy can increase the birth-weight of her child, which is an important determinant of future health.

Now the Nestlé Foundation is making important contributions to the discovery of how early nutrition affects the risk of chronic and infectious diseases in adulthood.

Since 1966, the Nestlé Foundation has distributed over CHF 60 million in support of more than 250 projects in 36 countries with the single-minded objective of improving the nutritional status of people from underprivileged regions of the world. A big task according to Dr Schürch; and a worthy one too.



The Zakoura Foundation: fighting illiteracy in rural Morocco

Founded in 1995, the Zakoura Foundation, is a non-governmental organisation which was set up by a small group of Moroccan businessmen who wanted to improve conditions for the rural poor of the country. They set out to create employment opportunities through the granting of micro credit loans. The success of this initiative among women, who organised small cottage industries in rural communities, led to a further initiative—the provision of “informal” education for the children in these areas.

High illiteracy rate With a 56% illiteracy rate, the educational task is a considerable one. It is the aim of the Zakoura Education Foundation to offer opportunities to children in underprivileged rural regions, especially the girls. The goal is to enable these young people to become active citizens capable of participating in their country’s development. By setting up schools designed for the particular needs of its pupils, the Foundation brings schooling to those who, for a variety of social or economic reasons, or because of distance, cannot enter the public system.

The programme lasts three years and includes civic education and an introduction to artistic and scientific areas. Children who have not attended schools before (and this is often the case for young girls) are taught first to read and write in Arabic, to count, to look after themselves and to understand their surroundings with the potential these offer for development. Emphasis is given to the child’s development within the community. There are thirty pupils per class, aged from 8–11 and from 12–16.

During the second year, French language teaching is introduced. The curriculum uses the official system text-books, themselves based on the French programme, but uses a different type of teaching method which encourages maximum personal expression for the children. Singing and improvised theatre reinforce the children’s sense of confidence and enjoyment. The attendance rate is phenomenal, one school claiming not a single absence over the entire eight-month period.

The teachers are young graduates who might otherwise remain unemployed, but who return to their villages to teach. Their salaries are paid by the Foundation.

Overcoming problems There are many obstacles to schooling in rural areas. The incomes of families are low and formal schooling costs increase regularly—under the Zakoura scheme school materials and books are provided free. Long distances from public schools are another obstacle—the schools run by the Zakoura

programme are situated well within reach of the homes of the children. Another “plus” for the scheme is that the teachers in the informal schools come from the same communities (Douar) as the children.

The partnership between Nestlé Morocco and the Zakoura Foundation has been a decisive step in bringing this educational project into being. The former Managing Director of the Company is one of the founder members of the Foundation and two other Nestlé managers, one of them in his capacity as Secretary General for the NGO, were instrumental in setting up the system. In close collaboration with the child-psychologist who is in charge of the Education section of the Foundation, the team worked to develop the schools with the education authorities on the one hand and the milk farmers and their families on the other.

Nestlé financed the first ten schools which were set up around the Doukala district. This is the milk collection district of Nestlé Morocco, made up of independent milk producing co-operatives. The Company’s dairy-farm suppliers’ children have, therefore, been the first to benefit from Nestlé’s commitment to the informal education programme.

The Ministry of Education has been interested in this project since its creation. A convention was signed between the Ministry and the Foundation guaranteeing that pupils able to benefit can bridge over from the informal into the public system.

Following the resounding success of this programme, a large number of other companies and organisations have followed Nestlé Morocco’s example and today there are thirty-eight sponsors of the Zakoura informal education programme.

Although much is being done, more help is needed, especially to develop a second stage: vocational training, so that the young people will not only be literate, but will then go on to have access to paid employment. This is the future goal of this excellent initiative which Nestlé will continue to support.



Nutrir: educating children at risk and their families on nutrition in Brazil

Brazil is a country with a population of around 160 million, more than 32 million of whom (20 per cent) suffer from malnutrition. Nestlé Brazil has responded to this situation with a creative, long-term programme aimed at the 5 to 14-year-old children most at risk. The unusual strategy is to educate the children via a range of activities so that they in turn can pass on to their families the hygiene and nutrition concepts they learn, and, via them, to whole communities.

Focus on local produce The activity “Programa Nutrir” is aimed at correcting the lack of nutritional knowledge and poor habits which permeate so many families in Brazil. The irony is that micronutrient deficiencies are widespread despite the availability of cheap, nutritious local produce. For example, mangoes, rich in both vitamin A and iron, are grown easily in the North East region of Brazil.

The Nutrir programme will educate the children and their families to focus on cheap and locally available fruit and vegetables and encourage them not to discard the edible and nutritional parts such as skins and leaves.

Learning made fun How does the Nutrir programme work? A range of creative techniques—using games, toys and other fun activities—has been developed by health technicians to teach hygiene and nutrition concepts to children. Workshops in schools are run on a weekly basis by Nestlé employees in poor communities where the Company has a plant or office and by International Medical Services for Health (INMED), a non-governmental organisation, in two Brazilian communities.

Nestlé staff involved Approximately half of Nestlé’s staff in Brazil are already donating part of their salaries to this programme. The donations are matched by the Company which also pays the volunteers for eight hours special training each month.

In the first year, the programme will reach 50,000 youngsters and, in some cases, Nestlé will be making product donations as well as running the educational activity.

“Programa Nutrir” is a truly creative venture which, by the means described, will help to ensure a healthier future for Brazil’s children.



Nutrition and Health Education in Russia

One of the side effects of the post-Soviet Russian economic crisis was that state resources for public health education ran out. The average Russian diet, calorifically adequate, is often nutritionally unbalanced, partly due to a lack of modern, scientifically-based consumer nutrition information. Against this background, the new Nestlé Russia management—the Company was only formed in 1996—decided to develop a programme to teach young children the basics of good nutrition and also to help their parents and extended family to gain new insights.

Teaching in an entertaining way As early as 1996, as part of its support for Russian children, Nestlé had sponsored “Ulitsa Sezam,” the Russian version of “Sesame Street” popular the world over. Arising out of the sponsorship came the Company’s initiative—the “Good Nutrition Program”—which would go on to teach children in an entertaining way using the cartoon characters to illustrate the programme.

The “Good Nutrition Program,” developed by the Company with the support of leaders from the fields of nutrition, health and education, is based on materials which include a Workbook, Teacher’s Manual, an explanatory leaflet for parents and two posters to hang in the classroom.

The Student’s Workbook includes 72 pages with 15 lessons, many interactive exercises and more than 70 pictures, and two pages with stickers (a first for a Russian textbook); there is also a big board game which can be played at school or at home. The children keep the Workbook, and the lessons, written in narrative form, can be read again and again like a story. The Teacher’s Manual contains teaching hints and additional activities and games.

The nutrition principles taught in the programme are based on Russian culinary tradition and take into account differences in household income levels by focusing on familiar but healthy Russian food choices.

Help for tight food budgets Teachers, parents and children have responded positively to the attractive and accessible materials, which have been specially developed for the 6–8 age group. Despite the economic crisis in Russia, the implementation of the “Good Nutrition Program” is well timed and the information it provides helps families with strained resources to allocate their food budgets for the best possible nutritional value.

Both the Russian Ministry of Education and the Russian Institute of Nutrition have officially recognised and recommended the programme for implementation as part of the primary school curriculum.

The first edition of 10,000 Workbooks was launched in more than 100 selected Moscow schools in January 1999. Careful selection of schools along with supporting workshops and seminars for teachers ensured that the participants understood and supported the aim of the scheme. A “Good Nutrition Program” Advice Phone Line was set up for teachers wanting further ideas and support.

Encouraging results Encouraged by the initial results, Nestlé Russia has extended the “Good Nutrition Program” to other schools in Moscow and in ten other cities across Russia. The cities were chosen with the help and advice of the Ministry of Education and include places where Nestlé has either plants or offices. In the 1999–2000 school year, the “Good Nutrition Program” reached 60,000 children in 1,200 schools in 14 regions of Russia. By the end of the following year the figures will have risen to 120,000 children in 2,000 schools in 17 regions. The results have far surpassed expectations with enthusiastic responses from teachers, pupils, parents and the expert advisers. The Ministry of Education has expressed a desire, in the long-term, to expand the scheme nationwide, including it as part of the Russian school curriculum.

РАБОЧАЯ ТЕТРАДЬ ДЛЯ ШКОЛЬНИКОВ



РАЗГОВОР
ПРАВИЛЬНОМ
ПИТАНИИ



EcoLink: helping families grow healthy food, and have access to clean water in South Africa

EcoLink was formed in 1985 with financial and management assistance from Nestlé South Africa. Its purpose was—and still is—to assist rural communities improve their quality of life by giving people practical training to ensure the sustainable use of natural resources. Here are a couple of examples.

From litter to vegetables! The EcoLink programme is attuned to meet local needs and skills. In the north eastern parts of the country for example, women are shown how to grow vegetables by digging trenches, lining them with litter such as cans and cardboard and adding decayed plant matter to form compost which retains moisture. The vegetables grown from seedlings planted on top of the replaced soil turn out very well; benefiting from the thin net covering which protects the plants from birds, animals and sun.

The healthy vegetables, grown without fertiliser, can feed a family of five for four months and most villagers go on to grow more than their family needs with the surplus being sold.

This EcoLink programme is demonstrated in schools, where children are encouraged to create their own trench gardens. The vegetables grown are often used to feed the school children. The schools ensure that the skills are transferred to the parents, too.

Over 150,000 villagers have to date been involved with the trench gardens project.

Collecting water... hygienically Under this project, people are helped to access existing water sources. In rural areas, where women can spend many hours a day collecting water for the home, more efficient and hygienic gathering of water is essential: 80% of these rural populations do not have access to piped water.

The EcoLink team, with Nestlé's support, helps villagers identify water sources from underground springs, many of which have previously been "shared" by animals. The springs are capped with a simple cement mixture of stone and sand, and, with a tap at the base, the villagers have a stock of clean, drinkable water.

Another source is rainwater which is collected through gutter systems on municipal buildings feeding into large storage tanks. Via this means, whole villages can be served with clean water.

These are just a couple of examples, out of over thirty in the different provinces, of Nestlé working with NGOs in South Africa. In addition, over fifty charitable and welfare organisations receive donations of funds for their work with the underprivileged and for research into diseases and health problems.

The success of EcoLink was recognised at the 1997 Earth Summit when its project leader Elsie Mpatanyane was honoured.



Assisting dairy farmers in India

Nestlé uses local raw materials and develops local resources wherever possible. This account describes how, by applying this philosophy in northern India, local milk production was dramatically improved.

Religious and social traditions Support for the dairy farmers in Moga, a town in northern India, started with the Company creating almost 400 bore wells in a six-month period. This, together with Company loans at favourable rates, helped the farmers to keep more livestock on land which is naturally arid.

For generations the farmers only kept one or two buffalo cows to provide milk or ghee butter for their families. Religious considerations meant that farmers did not like to be seen publicly selling their milk. The “dodhi” or milk merchant who traditionally toured the villages (often on bicycle) collecting milk was not a respected figure and dealings with farmers were often furtive. Payments to farmers were irregular and inadequate and the milk could not be kept in conditions of good hygiene. Nestlé worked with the local community to gradually build confidence in the milk trade without compromising religious customs. A milk agent was established who commanded respect and brought a new professionalism and social standing to the milk business.

Investment Milk Collection Centres with cooling tanks, milking machines and electronic weighing equipment were established by the Company. Farmers were advised on good breeding and feeding practices, and on the health of dairy herds. Methods of increasing yields and artificial insemination were introduced.

Working with the local community Nestlé support goes further than the work with the dairy farmers. The Company is helping with the construction of facilities for drinking water and lavatories in village schools in the Moga Factory Milk District. This is a joint effort with the schools, parent associations and village administrations.

Another project involves the funding of medicines for a Tuberculosis clinic which is treating residents from Moga town and the nearby villages.

By working very closely with the farmers of the Moga Milk District and local administrators, Nestlé has helped to raise the quality and hygiene of the milk produced there and improve the health and life style of the farmers and other residents.



Providing jobs and technical assistance to improve the quality of life in China

This case is an interesting example of Nestlé investing and pioneering in a new market. Nestlé's first factory in China, a dairy factory in Shuangcheng in the north-eastern Heilongjiang Province, started operations in 1990. The second, a coffee factory, started production in 1992 in Dongguan, in the southern Guangdong Province.

Minimising imports For a country the size of China, selling imported milk powders would not have been a sustainable policy from a long term point of view. So, Nestlé invested in local production, providing all the technical assistance required to make it a success.

When Nestlé started production of Nescafé in 1992, there was virtually no source for locally grown Arabica coffee beans. In the south-western Yunnan Province, some coffee was grown but this was on a very small scale and was not a reliable source. As Nestlé's policy is to source locally—whenever feasible from an economic and quality viewpoint—the Company made plans to provide the necessary technical assistance to help develop coffee growing.

Investment In Shuangcheng, the Company's investment brought state-of-the-art production technology to the factory, and its agricultural services team provides daily technical assistance to thousands of small farmers to help them improve the quality and condition of their dairy cows, resulting in higher quality milk and yield.

As regards coffee, Nestlé's Coffee Agricultural Service has since 1992 provided technical assistance to coffee growers in Yunnan Province with a team of qualified coffee agronomists and technicians. Suitable coffee varieties have been introduced and sound agricultural practices have been implemented. A training centre was established in 1997 for growers and coffee technicians, called "Experimental and Demonstration Farm" (E & D Farm). A nursery was set up in the E & D Farm to provide coffee plantlets and the Company has established a buying station to provide the growers with the opportunity to sell their crops.

Valuable contributions to the local communities

Living conditions in the Shuangcheng area were poor and tough in 1990, when Nestlé started its factory. Farmers lived in houses built with dried mud walls and thatched roofs. Incomes were very low and uncertain. There was no real alternative income for the local rural population until Nestlé opened its factory.

Nestlé in Shuangcheng is now one of the largest dairy factories in China. In its first ten years of operations, the annual quantity of fresh milk purchased by the factory has continuously increased and it exceeded 200,000 tons during the year 2000.

This has brought a substantial improvement to the lives of about 16,000 small farmers. Nestlé provides them with a regular and steady income which is incremental to their other farming activities. The standard of living in the area, the basic infrastructure and housing conditions have continuously improved. More and more houses are now made of brick, with proper roofing, and TV aerials can be seen on most of them.

In the mid 1990s, Nestlé started its second dairy factory in Laixi, in the northern Shandong Province. As with Shuangcheng, Nestlé pioneered the development of local milk production. Every day, Nestlé Agricultural Services provide practical technical assistance to thousands of farmers who, too, have benefited from a steady additional income.

As regards coffee, Nestlé has made a significant contribution to the successful development of Arabica coffee growing in China, both in quantity and in quality. In 1999, Nestlé purchased some 2,000 tons of green coffee beans from thousands of small coffee growers in Yunnan Province. The development of local coffee growing has helped to improve the standard of living in this area too.



Social and humanitarian projects within each country (A–Z)

This section contains a summary of the social and humanitarian projects undertaken by Nestlé companies around the world. They are shown country by country, in alphabetical order. On page 41 you will find suggestions for further reading. Should you require more details of the community activities undertaken in any of the countries, please write to the local Nestlé company.

21 Argentina	25 Hungary	21 Paraguay
21 Australia	28 India	32 Peru
21 Austria	28 Indonesia	32 Philippines
21 Bangladesh	28 Ireland	32 Poland
22 Belgium	28 Israel	33 Portugal
22 Brazil	29 Italy	33 Russia
22 Bulgaria	29 Ivory Coast	33 Singapore
37 Cambodia	29 Jamaica	33 South Africa
22 Cameroon	29 Japan	36 Spain
22 Canada	30 Jordan	36 Sri Lanka
23 Chile	30 Kenya	36 Sweden
23 China	30 Korea	37 Switzerland
23 Colombia	37 Laos	37 Thailand
24 Czech Republic	30 Malaysia	38 Trinidad and Tobago
24 Denmark	30 Mexico	38 Turkey
24 Dominican Republic	31 Morocco	38 Ukraine
24 Ecuador	31 New Zealand	39 United Kingdom
24 Egypt	31 Nigeria	39 United States
24 Finland	31 Norway	21 Uruguay
24 France	31 Pacific Islands	40 Venezuela
25 Germany	31 Pakistan	37 Vietnam
25 Greece	32 Panama	40 Zambia

Argentina, Uruguay and Paraguay

Nestlé's companies in Argentina, Uruguay and Paraguay contribute to the community in a variety of ways.

Charitable assistance Nestlé companies in the region remain in constant contact with the authorities and with relief agencies, and donate food in the event of natural disasters, or for the underprivileged, disabled or chronically ill. Products are provided to hospitals, schools, children's canteens, homes for the elderly and disabled, charity organisations, and churches.

Education programme Nestlé Argentina's Schools Assistance Programme supports eighteen Primary Schools, most of which are in rural areas where the children are deprived and suffering from poverty. Founded in 1978, the programme provides teaching materials, food, clothing and school uniforms, and also supports the general maintenance of the schools' facilities.

Sponsoring the arts Financial support is provided to the Argentine Mozarteum, a variety of Music Festivals, the Colon Theatre, the Cervantes National Theatre, the Spanish Theatre of Magdalena, the National Library, the Alberto Lysy Musical Foundation, and the National Museum of Fine Arts among others.

Environmental responsibility Much work has gone into Nestlé's factories in the region to build or adapt effluent treatment plants, to phase out tin and lead in packaging lines, to update operating machinery to enable the use of propane gas, and to develop environmentally efficient processes for treating coffee waste.

Australia

Nestlé Australia supports a wide range of community activities through its Nestlé Community Fund, including the Australian Theatre for Young People and the New Children's Hospital in Sydney. It also sponsors a number of national projects in the areas of education and sport.

Promoting creativity and opportunity "Nestlé Write Around Australia" is a national creative writing programme for 11 to 12-year-olds which reaches an average of 45,000 children each year. The programme is co-ordinated by the State Library of New South Wales and fifty state and public libraries nationwide. Some 3,000 schools take part—approximately half of the junior schools in Australia—reflecting the high level of support for the scheme among teachers and education authorities. "Nestlé Write Around Australia" is now the largest writing programme in the country.

Nestlé Australia's support for education also includes the Nescafé "Big Break" competition which gives 16 to 21-year-olds the opportunity to achieve their personal ambitions in any field of activity from business to the arts.

Sport and nutrition The Milo Cricket Sponsorship includes three major development programmes for children aged between 5 and 15. The initiative involves the employment of eighty-four full-time cricket development officers, plus additional part-time staff during the summer, to promote the game to over half a million children each year.

The support that the Milo Tennis Sponsorship provides to junior tennis is no less important. This national development programme brings the sport of tennis to over 600,000 children across Australia through its schools and club programmes in cities and regional areas.

Reflecting Nestlé's expertise in nutrition, Nestlé Australia has also formed a partnership with the Australian Institute of Sport to ensure that athletes have access to the best nutritional information to help them adopt the right diet.

Austria

Supporting education In Austria, Nestlé is particularly active in its support for education. Activities include a nutritional project for schools "The Future of Nutrition—Nutrition of the Future" and support for a schools marathon covering students from 6 to 18 years old.

In the field of music, Nestlé finances grants for the Internationales Orchester Institut Attergau where, in a three week summer seminar, young musicians study the special sound of the Vienna Philharmonic Orchestra. The Company also sponsors the Nestlé Prize for Economics at the University of Innsbruck.

Bangladesh

Flood relief Nestlé Bangladesh donates products to support the Prime Minister's Relief Fund of Bangladesh which helps victims of floods and other natural disasters. The Company also assists with fund-raising efforts for the Flood Relief fund.

Medical support The Company contributes to the Floating Hospital Project which provides medical assistance for the poorest of the poor people.

Food support The Company also runs a feeding programme for a school, established for the under-privileged children of Dhaka city slums. Under this programme, food is supplied twice a week for the students.

Sports development programme Cricket is the most popular sport in Bangladesh. Nestlé Bangladesh has stepped forward together with the Bangladesh Cricket Board (BCB) to develop cricket talent for the future under a special sponsorship programme. Milo will sponsor a series of local cricket development camps and tournaments, to be organised by BCB for the

under 13 and under 15 age groups. Through this specific programme, a pool of young talented cricketers will be identified to ultimately represent Bangladesh internationally.

Belgium

Nestlé Belgilux charitable activity is concentrated where the Company has industrial or administrative sites. It is focused on children and families: for example, schools in Anderlecht are provided with computers to help develop innovative educational programmes. The Company is also supporting the creation of a new playground for children in Brussels (Scheutveldpark: near the headquarters).

Brazil

In Brazil, Nestlé makes an important contribution to the community by supporting initiatives to promote education, health and nutrition. The Nutrir Programme is a voluntary community education project, supported by Nestlé Brazil and its employees, which aims to prevent malnutrition among children and teenagers (see case study p. 10).

Partnership for education Nestlé also supports the Programa Alfabetização Solidaria, a major partnership between the Community Solidarity Board, the Ministry for Education, private companies, universities and local government which aims to bring an end to illiteracy in Brazil. Over 275,000 students have been taught on the programme over the last two years.

Nestlé Brazil recognises the educational needs of its own employees as well as those of the wider community. Escola Fundamental is a wide-reaching adult education programme which offers basic school education to Nestlé Brazil employees. Founded in 1992, and recognised by the Ministry of Education, Escola Fundamental has so far provided 4,000 employees and short-term workers who have not had access to basic education with the teaching they need. Technical training is also important and the Nestlé Technical School has been teaching mechanical, hydraulic and electrical skills since 1989. The Company aims to offer employment to those who successfully complete their studies.

As a leading food manufacturer in Brazil, Nestlé recognises the importance of its relationship with local farmers and has entered into a 10-year programme with the University of Vicosa-MG to offer social and technical assistance to small farmers and their families. The main aims of the agreement are to improve general health conditions and hygiene standards, to provide support for local public schools, and to help the dairy farmers of the region to increase the productivity of their farms. The programme is also consistent with a long standing Brazilian governmental policy which encourages rural populations to remain in and develop their homelands. Farmers participating in the programme gain practical

experience and professional training in Home Economics, Agronomy and Veterinary medicine. By 1998, 1,300 farmers had enrolled in the programme, often increasing the productivity of their farms by 250% as a result. Agreements have also been reached with the Federal University of Goiás and the Federal University of Uberlândia to establish similar programmes in other regions where Nestlé Brazil operates.

Promoting community health Nestlé Brazil supports the community health programme of the Albert Einstein Hospital in São Paulo which provides treatment for infant malnutrition, vitamin A deficiency and intestinal parasites to the 35,000 inhabitants of the Paraisópolis community. A team of paediatricians, nutritionists, psychologists, teachers and social assistants has been established to evaluate the health and nutritional status of this impoverished population and implement the necessary measures to help them achieve optimal health conditions. These include incentives to promote exclusive breast feeding in the first six months of life, activities that foster and strengthen the mother-child relationship and nutrition education in partnership with Nestlé Brazil's Nutrir programme. Nestlé's support to the "Nutrition in the Community" programme also funds scientific research on the socio-economic factors that contribute to infant malnutrition, providing information that will help eradicate this condition among Brazilian children.

Bulgaria

Nestlé Sofia supports various charitable, cultural and sports events. The Company contributes to the development of the local community mainly in the area of education: it has provided funds for the renovation of Sofia University, PC's for schools, as well as internships for students and training programmes for young graduates.

Cameroon

Nestlé Cameroon donates products to around twenty-five orphanages and children's homes managed by Christian congregations or NGOs. Nestlé also funds the children's hospital through the Chantal Biya Foundation.

Canada

Partnerships in education Nestlé Canada is dedicated to investing time and money to become personally involved in ensuring a brighter future for Canadian youth.

Supporting youth at risk In 1989, Nestlé was one of four Founding Sponsors that united to establish Kids' Help Phone, a 24-hour, bilingual, national counselling service for troubled children and youth. Today, Kids' Help Phone is a voice of hope, help and comfort for more than

one million Canadian children. Confronting such issues as bullying, child abuse, abandonment, and even suicide, Kids' Help Phone reaches the hearts of children looking for answers to some of life's toughest challenges.

Nestlé Canada is an avid fund raiser and committed to raising awareness of the toll-free counselling service. Throughout the year, you will find Nestlé Canada employees golfing, bowling, selling, volunteering, promoting and donating to charitable events benefiting Kids' Help Phone. A member of Nestlé's Executive Management Team sits on the Board of Directors and Nestlé prints Kids' Help Phone's toll-free telephone number on more than 1.5 million relevant products annually.

Particularly noteworthy is the entrepreneurial initiative of a group of Nestlé Canada employees who worked with Kids' Help Phone to create a golf tournament to raise funds for this important cause. Bringing together Nestlé employees, suppliers and customers, this event has raised more than CAD 500,000 over the last three years.

Community organisations Nestlé Canada and its employees are also closely involved in supporting a range of social, educational and environmental programmes in communities surrounding the Company's facilities. In addition, Nestlé food products are regularly donated to the Canadian Association of Food Banks, as well as grass roots fund raising events across the country.

Chile

Educational partnerships In Chile, Nestlé is very active in providing assistance to educational institutions. These include the Universidad de Chile, where the Company funds a scholarship programme for young professionals specialising in different areas of nutrition; the Universidad Austral de Chile, where post-graduate scholarship courses related to dairy production are funded; and the Universidad de Tarapacá, where the Company assists a research programme on the suitability of the region for coffee production. Nestlé factories also assist schools in need by providing books.

Funding the arts The Company also funds a number of cultural institutions and activities including the "Semanas Musicales de Frutillar" and "Amigos de Arte" amongst others.

Charitable assistance The Company gives continuous support throughout the country to several social institutions helping those in need.

China

Agricultural development In Heilongjiang Province and in Shandong Province, Nestlé has pioneered the development of local milk production and continues

to provide practical daily assistance to thousands of farmers.

In Yunnan Province, Nestlé has also pioneered with its Coffee Agricultural Technical Service.

Over the last ten years, Nestlé—among the many other benefits it has provided—has contributed to a significant improvement in the standards of living in these rural areas (see case study p. 18).

Science and nutrition The Company sponsors public health studies in collaboration with Chinese Medical Universities and Nutrition Institutes. These activities are financed by the Nestlé Research Centre in Switzerland and are co-ordinated by Nestlé in China. Studies include research such as calcium deficiency and osteoporosis prevention, and nutrition deficiencies of infants in rural areas.

Relief aid During times of particular need, such as large-scale floods, Nestlé in China supported various relief organisations in providing Nestlé products free of charge to the people in the affected areas. In 1998, for example, these donations of free products amounted to the equivalent of CHF 200,000.

School programme for kindergartens In Hong Kong, since 1991, Nestlé has implemented a programme endorsed by the relevant authorities covering over 70% of children attending pre-school education. This includes free distribution of educational booklets containing information to help parents achieve a better understanding of child development.

Community and cultural activities In 2000, Nestlé in China was a co-sponsor of the annual Beijing International Music Festival and also initiated and sponsored a children's China Television programme about the lives and life styles of children in fifty-two different countries around the world.

Colombia

Nestlé Colombia supports a wide range of non-profit organisations including old people's homes, orphanages, hospitals and foundations which serve under-privileged citizens. The support is mainly given through product and, in some cases, cash donations.

Supporting the community Community relations programmes exist in the Company's factories in Bugalagrande, La Rosa and Cicolac. In particular, social, cultural, sports and educational activities are supported. A good example is the Small Businesses Programme which has been sponsored in Bugalagrande for over ten years and which has generated over 2,000 jobs (over and above those in the factory).

The arts Opera, theatre, painting and music are supported.

Education Universities and schools receive assistance from the Company in a variety of forms.

Nutrition projects aimed at children include the Nestlé Nutrition Park, located in the Children's Museum, which is visited by 150,000 children per year.

Disaster relief Nestlé supports victims through product donations.

Czech Republic

Arts sponsorship In the Czech Republic, Nestlé Čokoládovny, the Company's confectionery operation, is a partner in supporting the International Music Festival in Český Krumlov in Bohemia. The Festival is highly regarded for the quality of the musicians it attracts. Český Krumlov is a provincial town and the Festival provides very valuable support for a rural area outside the capital. The event includes a children's programme which is solely sponsored by Nestlé Čokoládovny.

Denmark

Nestlé supports a wide range of community activities including the Muscular Dystrophy Foundation, music festivals and sports events.

Nestlé also supports "The Danish organisation for children in hospitals", a voluntary organisation.

Dominican Republic

In the Dominican region, Nestlé contributes to local charities which deal with childcare and support for adults in rural areas.

Cultural activities include the sponsorship of exhibitions and assistance to young artists.

Ecuador

Nestlé Ecuador assists several charities, particularly those which provide help for children in need.

The Company and its employees support the Foundation Operación Sonrisa Ecuador which provides surgery for underprivileged children afflicted with facial and palatal deformities. In addition, assistance is provided to the state-run National Institute Niño y Familia and to the Foundation Adopción de Nuestros Niños which helps abandoned children.

"El Niño" In 1998 the Company provided substantial financial assistance to victims of "El Niño." A national campaign, funded by Nestlé's La Lechera brand and

the Ministry of Agriculture and Livestock, brought relief to the many people left homeless by the disaster.

Charitable assistance Nestlé Ecuador also makes a regular monthly contribution to numerous small charities and organisations to help them with their good work.

Egypt

Social and humanitarian projects Nestlé Egypt supports the "Give a Kid a Hand" initiative to provide voluntary assistance to children in need. The initiative has as its patron Egypt's First Lady, Mrs Mubarak.

Amongst the activities supported by Nestlé under this are the sponsorship of a celebration for the Handicapped Olympic Champions, organised under the auspices of Mrs Mubarak; product donations to orphanages and charitable organisations and financial assistance to the Association of Children with Cancer.

In 2001 Nestlé Egypt will sponsor a high school bearing the Company name in a rural area next to one of its distribution centres. The school will serve 400 high school students and will also provide evening classes. In addition to the free education, subsidised by the Ministry of Education, Nestlé will provide the school students with free food products daily.

Finland

Promoting children's health Nestlé Finland is particularly active in its support for children's health organisations, including the Arvo Ylppö Foundation. A household name in Finland at the time of his death at the age of 105, Emeritus Prof. of Paediatrics Arvo Ylppö established a foundation to promote the study of childhood neurological diseases and trauma.

Nestlé Finland also supports the Foundation for Paediatric Research established in 1962 to promote scientific research aimed at raising children's standard of health and welfare.

France

Nestlé is involved in a wide range of community activities, particularly in the areas of education and charitable work.

Educational initiatives Nestlé France sponsors ten teams of students or young adults who wish to set up a project for a community. Educational projects in poor areas, a vocational local radio station for minorities, or aid programmes in developing countries, are thus financed each year.

Perrier-Vittel has made a substantial investment in its WET programme—(Water Education and Training) which provides water information and conservation programmes for teachers in schools in both France and the United States.

An annual Nestlé award and scholarships are also granted to research teams whose work significantly improves scientific knowledge in nutrition.

“For Women in Science” is a major five-year partnership between L’Oréal and UNESCO designed to raise the profile of women scientists and their work, particularly their contribution to the advancement of research, and women’s scientific education.

Charitable activity In accordance with the Group’s corporate business principles, Nestlé France’s activity in the community is governed by a charter which defines its charitable donations.

Nestlé France supports six regional Food Banks. These non-profit warehouses collect food products from producers and retailers and distribute them to local charities. The Company’s factories also supply products directly to local charities on occasions.

In addition, Nestlé staff at the Company’s head offices in Noisiel on the outskirts of Paris founded and support “Bleu Lumière”, a charity association which works with well known local charities to provide food and voluntary support. Twice a year it collects products from other sources as well and Nestlé matches the total amount.

Nestlé also supports the French Red Cross providing donations and scientific assistance in the areas of nutrition and clinical nutrition. This assistance is given to support ambulatory centres in Africa which provide treatment for HIV. The Company also supports a specialist working on a nutritional programme for AIDS sufferers.

Germany

In Germany Nestlé contributes to the community in a variety of ways.

Cultural, social and charitable assistance Nestlé Germany provides financial help in social and charity sectors and supports associations which help the disabled, chronically ill and underprivileged. Special support is given to associations which help children—Kinderhilfe Stiftung e. V. is an example.

The Company also supports local social activities where its factories and offices are located, and sponsors a range of cultural activities and institutions such as museums, concerts and exhibitions.

Supporting education For over ten years Nestlé has provided practical programmes for 12 to 16-year-old

students. These programmes create a dialogue between school and industry and a better understanding of the basic principles of economics, and the position of Nestlé in Germany. The “Newspaper at School” programme is run in co-operation with a daily newspaper. Schools are provided with teaching materials, visits to Nestlé factories and hands on experience in writing reports which are published in the local newspapers.

In addition, financial support and teaching materials are provided to schools and universities at various levels.

Contribution to the local infrastructure Where there is an excess of factory land and buildings, Nestlé Germany puts in place a special programme which supports the local community by building up new infrastructure.

Greece

Following the earthquake of September 7th 1999, Nestlé Hellas sent pallets of natural mineral water to the most needy area until there was assurance that the local water network was safe. The Company also contributed to the daily nutritional needs of more than 1,500 volunteers, mainly NGO members, who—for six weeks—were stationed in the area.

In close collaboration with the medical authorities, Nestlé Hellas supported nurseries and the permanent presence of paediatricians in four camps, sheltering 8,400 people. The Company also provided quantities of products to cover the daily needs of infants whose special nutrition needs could not be covered by the Ministry’s rations.

Nestlé employees were present on a rotating basis offering services in the support groups that were created in each camp.

For the work described, the Company was commended by the local and national authorities for “human commitment far beyond the commonly understood civic duty”.

Hungary

Nestlé Hungary supports a wide range of charitable, cultural and educational activities. This includes sponsorship of the Friends associations of the Museum of Fine Arts and of the Music Academy Franz Liszt. Educational activity includes support for the University of Budapest. The Company is also active in its help for medical charities including the Incubator Foundation for Premature Babies. The International Women’s Club Foundation also receives assistance from the Company.



Argentina A schools assistance programme at the Jacinto Fernández school



Australia Promoting creative writing skills in the "Write Around Australia" programme



Austria Developing musical talent in the International Orchestra Institute seminar, Attergau



China Practical daily assistance to dairy farmers in rural areas



Colombia Nestlé Nutrition Park in the Children's Museum visited by 150,000 children per year



Czech Republic Supporting musical talent at the Český Krumlov music festival in Bohemia



India Community projects with the Indian Red Cross. Here: polio immunisation in Samalkha



Indonesia An apprenticeship development programme in engineering at Waru factory



Ireland Thirty-seven years of continuous Schools Athletics sponsoring



Cambodia Children from the education project "Pour un Sourire d'Enfant", NGO created in 1993 in aid of underprivileged children



Canada Employee-organised golf tournament raised CAD 250,000 for the "Kids' Help Phone" service



Chile Encouragement of culture and the arts. Here: budding young artists meet famous artists in the "Amigos de Arte" activities



France Nestlé France employees founded the "Bleu Lumière" association providing food and support for people in need



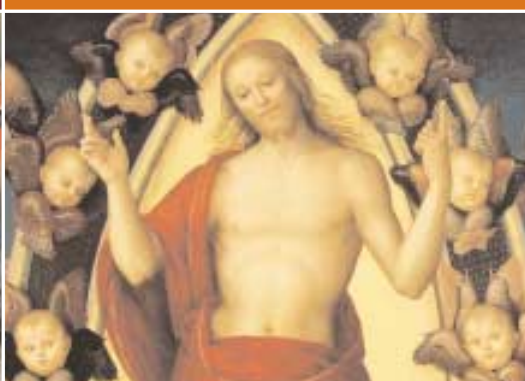
Greece and Turkey Food and water were provided for earthquake survivors and volunteer workers in times of similar disasters



Hungary Support for medical and other charities. Here: brightening the day for children in hospital



Israel The OSEM group of companies dedicated to the community



Italy Restoration of Perugino's *The Ascension of Christ*, Sansepolcro Cathedral



Ivory Coast Small farmer development. Here: women sorting the green coffee at a Nestlé buying centre

India

Education, health and welfare, infrastructure In the area around Nestlé's milk factory in Moga, the Company has established a milk supply network which has improved the quality of milk produced in the region and helped local farmers to increase their incomes. Nestlé invested substantially to establish Milk Collection Centres, with cooling tanks, milking machines and electronic weighing machines. Farmers were provided with training in breeding and feeding practices, and methods to increase the yield of their herds (see case study p. 16).

The Company funds deserving students by awarding the "Nestlé Scholarship for Young Business Managers" in six different Management Institutes.

In Calcutta, the Company assists the Southern Health Improvement Samity (SHIS), a social organisation promoting rural development in some 1,200 villages.

At Nanjangud, the Company assists in the management of the Kallahalli Village school. It has also created a bore well to provide clean drinking water for the students. The Company helps other schools in the Nanjangud Taluk including the local Carmel High School for girls where a Nestlé classroom has been constructed. The Nestlé factory has also established two annual scholarships for deserving students.

At Samalkha, Nestlé supports many community projects organised with Indian Red Cross, which include blood bank services, ambulance services, immunisation and health awareness programmes.

Indonesia

Agricultural education and development Since 1975, Nestlé Indonesia has provided regular technical assistance and training for local milk farmers in East Java. The Company also provides interest-free loans to co-operatives to help them purchase cooling and other dairy farming equipment.

In Lampung, Sumatra, the Company trains farmers in the cultivation and care of coffee plants to help them increase their income. Nestlé researchers in France, Singapore, and Ecuador, in cooperation with the Indonesian Coffee and Cocoa Research Institute (ICCRI) have also developed a sustainable method of controlling the Coffee Berry Borer—a crop-destroying pest, rampant in Indonesia. This new integrated method, already adopted by local farmers in Lampung, will be implemented on a national scale by the ICCRI.

Nestlé also donate products to the Barito Ulu Forestry project set up with the University of Cambridge in 1995 and 1998. The project assists the Government's conservation and management of the tropical forest.

Educational opportunities Through the Nestlé Dancow Scholarship, in co-operation with the Ministry of Social Welfare, Nestlé provides assistance to 675 elementary and junior high school students in Java. Nestlé's Apprenticeship Development Programme provides graduates of the Development Vocational School in East and Central Java with hands-on training at Nestlé's Waru Factory, as well as a series of technical training courses at Surabaya Institute of Technology. There are opportunities for some participants to join Nestlé after the course, although there is no obligation for them to do so.

Women's Association Nestlé Indonesia supports the local chapter of the Pan Pacific and South East Asia Women's Association (PPSEAWA) whose interests centre around the family, health and education.

Health projects In co-operation with UNICEF and the Department of Health, Nestlé Indonesia has implemented the Anaemia Project in all Nestlé Indonesia work locations. All employees and members of their families are offered an anaemia test and those with any indication of anaemia receive the necessary treatment.

Community activity Nestlé Indonesia also makes donations to major national, religious and social organisations as part of its corporate citizenship role.

Ireland

Sponsoring sport in schools Nestlé Ireland has sponsored Schools Athletics and Cross Country Running for thirty-seven years, in one of the longest continuous sponsorships in the world. Ten athletics events are held during the year and schools from Northern Ireland also participate, making it an all-Ireland programme. Nestlé Ireland also supports Schools Tennis in a sponsorship which has run successfully for many years.

Schools and education are a theme in many of Nestlé Ireland's community activities which include the Plato programme—a two year business development programme—which Nestlé supports financially, and by providing staff time and Company facilities. Nestlé Ireland also supports Business Education Links. Organised through the Irish Business Employers Confederation, the scheme links secondary schools to local businesses.

Israel

In Israel, the OSEM group of companies, which are part of the Nestlé group, contribute to the community in a variety of ways. Schools receive assistance through the "Join the Industry" project which introduces various aspects of Israeli industry to the classroom. Senior managers visit schools and teach classes about their industry. Schools are also welcome to visit the Company's factories. Students receive guidance from OSEM's executives.

Important humanitarian assistance is also given at times of crisis, for example by sending food supplies to Kosovo and to the survivors of the Turkish earthquake. Products are donated to soup kitchens for local people in need. Money and food donations are also contributed through various organisations and welfare associations.

Italy

Supporting arts and culture A common theme for Nestlé's charitable activity is providing support for the communities where we have factories and offices and where our employees and their families live. Nestlé Italy adopts this approach and its support for local communities includes sponsorship of the Umbria Jazz Festival, support for the restoration of the altar piece *The Ascension of Christ* by Il Perugino, in the Cathedral of Sansepolcro, and restoration of the *Loggia dei Lanari* in Perugia. The Company also supports Arte Metro Roma which is creating mosaic works of celebrated artists in eleven Rome underground stations and the Treasures of Assisi touring exhibition which is raising funds for reconstruction work following the earthquake.

Supporting education Additionally, the Company provides financial assistance for many Universities – and Nestlé managers lecture at courses and seminars in order to share the Company's technical and scientific know-how. For example, the Company supports courses for Category Management specialists and the 3-year University Degree in Marketing and Communication at the Sacro Cuore Catholic University of Milan: the Masters in Communication course at Publitalia, also in Milan; and at its Training Centre in Perugia for "Maîtres chocolatiers".

Charitable activities Nestlé Italy also provides general community and humanitarian support. This includes food donations to the poor in Milan and public assistance programmes such as Arcobaleno – the Government programme for food donations to Kosovo.

Musicanei Chiostrri in Milan, World Youth Day, the Christmas Concert in Vatican City and Fondazione Sant'Egidio in Rome are also supported by the Company.

Ivory Coast

Agricultural assistance In the Ivory Coast, Nestlé Agricultural Services provide agronomy and technical assistance for local coffee and cocoa farmers. The Company also supports the development of the infrastructure by establishing buying centres in remote areas.

Community aid The Company assists a wide range of community groups, including Inner Wheel, Association française de Bienfaisance, Association Espoir, and the Association pour l'Afrique.

Operational, logistical and financial support is also given to the Institut de formation et d'éducation féminine to provide educational aid to women in need. Donations of products and equipment for cooking, hygiene, and childcare courses are also provided.

Sport Nestlé gives financial assistance to the Office Ivoirien des Sports Scolaires et Universitaires.

Jamaica

Education programmes Nestlé Jamaica funds a Junior Achievement Programme which teaches young students how to run a business. The Company provides financial support and Nestlé employees offer technical assistance. The Good Nutrition Programme organises visits to schools by Nestlé staff to teach students the importance of good nutrition for a healthy lifestyle. The Company also awards two scholarships in Food Chemistry at the University of the West Indies.

The Company's brand, Milo, sponsors a range of sports activities in Jamaican schools.

Health care Nestlé also funds a range of health care institutions, principally the Above Rocks Health Centre in a rural area of Jamaica; the Heart Foundation of Jamaica; and the Golden Age Home where Nestlé provides funds for the purchase of blood pressure machines, stethoscopes, pharmaceuticals and linen.

Like a number of its sister companies, Nestlé Jamaica is a major supporter of The United Way which provides funding for a vast number of social welfare projects throughout the island. Each year, the United Way allocates funds to organisations specifically designated by Nestlé including boys' homes, and associations for the deaf and the mentally handicapped. In 1997 and 1998 Nestlé received the Platinum Award for donating over 1,000,000 Jamaican dollars. Several other contributions were made to the Bureau of Standards and the Scientific Research Council.

Community assistance Nestlé Jamaica participates generously in a large number of civic events including rural agricultural development organisations, scout associations and World Food Day celebrations in schools.

Japan

Nestlé Japan sponsors a wide range of cultural, sporting and educational activities. These include funding for Nestlé classical music concerts, a performance of Riverdance, factory open days, and the sponsorship of a professional football team. The Company also funds scientific seminars for nutrition researchers and the Nestlé library, which donates books to elementary schools.

Jordan

In Jordan, Nestlé provides basic community assistance, for example by giving food supplies to orphanages and homes for the handicapped. The Company assists “Family International,” a group of volunteers which helps underprivileged people in camps throughout the country. It also participates in the Family International Ramadan Food Distribution Programme by donating Nido Junior and Milo to families with handicapped children.

Kenya

Community support Nestlé Kenya has supported homes for the needy, particularly those which provide help to children and the elderly at Christmas time, for over fifteen years. A wide range of other activities are supported via donations to good causes, and the gift of products to help fund-raising for charitable organisations and schools.

Sponsoring sports in schools Nestlé Kenya sponsors Kenya schools’ sports events through the Company’s brand, Milo.

Education and health Local university students are, through Nestlé Kenya, given the opportunity to participate for short terms in industrial attachments and internships. The Company plans to run a health and nutrition education programme for all Nestlé Kenya employees which will be extended to the wider community at a later stage.

Korea

Practical community assistance Nestlé Korea provides very practical assistance in the community. This ranges from product donations to children in need to disaster aid in the event of floods. The Company also provides work experience for local students each year and supports the Cheong Ju City “clean town” initiative. Sport is not forgotten and Nestlé sponsors a tennis tournament in the town in which some 800 players participate.

Malaysia

Agricultural technical assistance to local farmers

In an initiative that characterises Nestlé’s approach in many countries, Nestlé Malaysia helps local farmers with free technical assistance covering all aspects of crop cultivation. The Company’s Experimental Station in Sik, Kedah, teaches local farmers specialist techniques and helps them to grow new crops or varieties.

Supporting the community Nestlé Malaysia publishes “Nestlé Good Food, Good Life,” a fortnightly column in the English and major vernacular newspapers to

provide general tips and advice on food, nutrition and healthy living. Nestlé Malaysia also makes contributions, either in cash or in kind, to many charitable organisations each year. In addition, nutrition roadshows are carried out together with the Nutrition Society of Malaysia where nutrition screening and counselling is offered to the public. Nestlé also actively supports initiatives to protect the environment.

Sport sponsorship The Junior Sports Development Programme is sponsored by Nestlé’s Milo brand, working closely with the Ministry of Education and the Ministry of Youth and Sports. Milo supports the programmes through donations in cash and kind, and sponsors sports clinics.

Mexico

Supporting education Fundación Mexicana para la Salud (FUNSALUD) is a private organisation dedicated to bringing support and nutritional assistance to the community: Nestlé makes substantial donations to its scientific and technical knowledge development programmes.

Fondo Nestlé para la Nutrición was established with FUNSALUD. This Nestlé nutrition fund’s aims and activities include: strengthening nutrition education in medical colleges across the country; biannual nutrition conferences (international fora for the medical community) and scholarships on medical nutrition at post-graduate levels.

“Papalote Museo del Niño”, of which Nestlé is a member helps this interactive, child-orientated museum through sponsorships and donations.

Charitable support The Company also supports Federico Gómez children’s hospital which helps undernourished children and pregnant mothers; the Mexican Association of Food Banks, which provides food for those in need and the victims of natural disasters; and the Mexican Ministry of Ecology which Nestlé assisted in its programme of reforestation.

Agricultural assistance Many Nestlé companies provide agricultural assistance to farmers and producers of our raw materials. Nestlé Mexico, for example, gives assistance to research programmes with the “Instituto nacional de investigación agropecuaria y forestal”. It also provides finance for milk producers to purchase livestock, equipment, and feed. Agricultural services are also provided to assist both milk farmers and cocoa producers.

With milk, coffee and cocoa producers, our technicians take an active part in special “Animal Programmes” which help to eradicate and control animal diseases. The Company also organises over 800 annual special events which include technical conferences, specialised training courses and field research.

Morocco

Partnership with Zakoura Foundation Nestlé Morocco's most important contribution to the local community is its partnership with the Zakoura Foundation which has established an education and literacy programme for children in underprivileged rural regions. In a joint letter to the *Financial Times* from heads of main UN agencies and the President of the World Bank on the subject of investment in education funds, this initiative was cited as a model of its type (see case study p. 8).

New Zealand

Education support A national, creative-writing competition is being run by Nestlé New Zealand aimed at 11 and 12-year-olds. Alongside the competition, creative-writing workshops are held for the children.

Fund raising Fun Run Nestlé Oceania's most spectacular event is the New Zealand "Round the Bays" Fun Run and the Company completed its 3-year sponsorship in 2000 by raising over NZD 300,000 for charity in the March run.

Nigeria

Nutrition education Nestlé Nigeria is committed to nutrition education and held its first Nutrition Day in November 1999. Prizes were given to secondary school teachers who were the winners of a Nutrition Education Essay Competition. In 2000, the Company instituted the Nestlé Nutrition Media Award for outstanding reporting on nutrition and also launched the Nestlé Nutrition Duchess Club—an all women nutrition club to share and disseminate nutrition information.

In addition, Nestlé Nigeria has established a Nutrition Research Library targeted at Graduate Research level at the University of Agriculture Abeokuta.

Agriculture assistance Nestlé Nigeria is involved in on-farm adaptive research with some Nigerian Universities on soya bean production with local farmers in the South West region of Nigeria. About twenty-seven hectares have been planted with improved soya bean varieties with better seed colour, seed size and seed yield.

The Company is also involved in a joint venture with the International Institute of Tropical Agriculture (IITA) Ibadan on propagation and development of improved cowpea seedlings with high protein content.

Norway

Nestlé Norway supports a wide range of projects, most of them within the field of nutrition. A range

of cultural and environmental activities are also supported by the Company.

Pacific Islands

Community aid Nestlé Pacific Islands makes regular product donations to support local communities at times of flood, drought, cyclone and earthquake. The Anti-Cancer Foundation and the Road Safety Department in Papua New Guinea, the National Road Safety Council in Fiji, and the Life Education Unit in Papua New Guinea also receive financial support and product donations from the Company.

In addition, the Company provides funding and assistance to the Pan Pacific and South East Asia Women's Association (PPSEAWA) in the Pacific Islands and, in the year 2000, was a major sponsor of the organisation's International Conference in the Cook Islands. The theme of the conference was "Ignite the Power of Peace". It brought together delegations of women's associations from all round the Pacific rim. Distinguished speakers included the Director of the UNESCO programme "Women and the Culture of Peace," the US Ambassador to New Zealand (also the first African-American woman elected to the US Senate), and the new President of the Singapore Council of Women's Organisations. Women from many different backgrounds shared experiences and efforts to bring about to their common agenda of peace and stability through work with local communities.

Sport sponsorship In Papua New Guinea, Nestlé sponsors Milo camps in partnership with the Sports Commission. Children throughout the country, including remote areas, receive coaching in a wide range of sports. In Fiji, the Sports for All programme encourages primary school children to participate in sport.

Pakistan

Promoting livestock and milk production Ever since Nestlé Milkpak came to Pakistan, it has taken great strides in establishing its milk collection system that has become the focal point for a mutually beneficial partnership between the Company and the farmers, aimed at increased milk production. For farmers, this has translated into enormous benefits. In the year 2000, Nestlé Milkpak collected milk from 120,000 farmers on a daily basis from an area of 80,000 km. and disbursed PKR 2.3 billion among them in milk payments. This has helped in distinctly improving their standard of living.

Nestlé Milkpak has also set up an Extension Service to farmers that has created mass awareness about milk quality, animal husbandry practices, feed improvement and disease prevention. It provides free consultation about diagnosis and treatment of their

livestock, and vaccination at cost. During 2000 alone, 130,000 animals were vaccinated to prevent the spread of HS disease, 80,000 were treated for routine diseases and through a demonstration campaign, 85,000 animals were de-wormed.

Nestlé Milkpak also provides imported high yield seeds and cuttings of nutritious fodder crops to farmers to help them increase milk output. They are also assisted in the use of cotton seed cake and molasses as feed supplements— 1,850 tons of molasses were distributed at cost-price in 2000. Farmers are also being taught to convert waste corn into nutritious and cost effective silage as cattle feed.

The Company has arranged micro credits through banking channels for small farmers who wish to increase their herd sizes. With over PKR 25 million already disbursed, more funds are in the pipeline.

Supporting women's groups Nestlé Milkpak actively supports the local chapter of PPSEAWA which is involved in family, health and education. The Company provides milk to the group for its shelters and day care centres for destitute children.

Panama

Nutre Hogar is a non profit organisation founded in 1988 by Monsignor Romulo Emiliani and a group of volunteers. Its President is Susy de Varela.

The organisation supports and gives medical treatment to thousands of poor, malnourished children. Nutre Hogar educates the parents of these children who are usually malnourished as well. It has organised community centres whose main objective is the prevention of malnutrition in the areas most affected by poverty. These centres not only distribute vitamins and meals but also manage farming projects, and hold seminars on health, agriculture, and the environment.

Nestlé has been helping this organisation with the proceeds of a fund raising dinner which is attended by important opinion leaders in Panama.

Peru

Nestlé Peru assists education and the arts through, for example, its support for the Quality Institute at the Universidad Católica, and its sponsorship of the Philharmonic Orchestra in Lima.

Charitable assistance Characteristic of Nestlé's community activity in countries where many people suffer from poverty, the Company donates products throughout the year to those in need.

Philippines

Agronomy Assistance Since the 1960s, Nestlé Philippines, Inc. has adopted an agronomy programme aimed at increasing the income of coffee farmers. By improving the methods of growing coffee, they can obtain better, high-quality yields, and help increase the coffee supply in the country.

Nestlé supports a number of programmes designed to achieve these goals. The Nestlé Experimental and Demonstration Farm was established in Tagum, South Mindanao in 1994 as a venue to train coffee farmers on coffee production techniques, conduct experiments and grow planting materials, as well as to serve as a showcase for the best way of growing coffee. In addition, Nestlé has a number of demonstration plots in the Philippines which are run together with the coffee farm owners.

Additionally, Nestlé provides interest-free loans for post-harvesting equipment and commits to purchase all coffee produced in the country at a price which takes into account the prevailing World Market Price and Nestlé's coffee grading system.

Education and manpower development Nestlé Philippines has links with educational institutions, offering practical and theoretical training to selected students, in order to help them acquire more relevant and practical industrial skills.

The Technical Skills Scholarship Program (TSSP) is a two-year course that combines classroom instruction and hands-on training implemented in co-operation with Don Bosco College in Canlubang, Laguna. Under the Academic Linkage Program Nestlé provides shop-floor and on-site training to selected students from educational institutions, including De La Salle University, Dualtech, Meralco Foundation Institute and the Xavier University in Cagayan de Oro.

Nestlé also supports several educational institutions, putting up trust funds and grants for the less-privileged but deserving students. Institutions receiving grants include the University of the Philippines, University of Sto. Tomas, Nutrition Foundation of the Philippines, Ateneo de Manila University and the Philippine Science High School.

Poland

In Poland, Nestlé's community activity concentrates on providing essential support for the country's infrastructure, health-care facilities as well as cultural and social needs.

Health and medical assistance For example, the Company provided substantial funds for the Chest and Lung hospital in Poznan, the Children's ward in Gniezno and the City hospital in Kalisz. It makes

charitable donations to foundations for health care and child welfare.

Contributing to the local infrastructure In areas around the Company's factories, Nestlé Poland makes a vital financial contribution to assist in the construction of water piping and sewage systems.

Agricultural training In the Slupsk area, Nestlé Poland has worked successfully in co-operation with local farmers providing lectures and courses on milk production.

Humanitarian assistance Like many Nestlé companies throughout the world, Nestlé Poland provides humanitarian assistance working with the Federation of Food Banks and other charity organisations to help distribute food products to people in need throughout the Country.

Cultural Nestlé Poland also provides financial support for cultural events and orchestras including the, Poznan Philharmonic Orchestra, Poznan Nightingales Boys' Choir, Kalisz City Theatre, and Warsaw Chamber Orchestra.

Portugal

Helping children Nestlé Portugal is particularly associated with helping children in need. The Company gives funds to three carefully chosen organisations providing care for children who have social difficulties or who suffer from a physical handicap.

Supporting education The Company, like so many Nestlé organisations, works closely with universities. Nestlé Portugal also sponsored the first School of Biotechnology in Porto and makes an annual contribution. Additionally, opportunities are provided for graduates of this school to gain experience in the Nestlé Research Centre in Switzerland.

Clean drinking water supply The Company supported a clean drinking water supply project for Avanca in Portugal. Projects of this kind, which benefit Nestlé's operations as well as the local community, are characteristic of many of the Company's activities.

Cultural Nestlé Portugal has for over a decade been a sponsor of the "Ciclo Grandes Orquestras Mundiais" which is highly regarded for both the quality of the international orchestras invited and for its role in promoting classical music.

Russia

While the local Nestlé operating company in Russia was only founded in 1996, the Company has already established its reputation as one of the leading contributors to the Russian arts and to the education of Russian children.

Supporting education, nutrition and children

Nestlé's long-term commitment to Russia includes special support for children. The Company has sponsored "Ulitsa Sezam", the Russian version of the world popular "Sesame Street" children's television programme since 1996. Following on from the Sesame Street sponsorship, Nestlé has also created, together with Russian education and nutrition experts, an in-school programme teaching young children on good nutrition (see case study p. 12).

Nestlé was also the official sponsor of the Children's Festivities during the 850th Moscow anniversary celebrations. Finally, the Company has also helped local orphanages and homeless children with facility improvements.

The arts and culture Nestlé has also made a lasting commitment to Russian cultural life. The Company has been the principal sponsor of the Moscow Symphony Orchestra, Russia's first private orchestra, since 1996.

In the world of Russian theatre, Nestlé was the general sponsor of the Third International Chekhov Theatre Festival and has consistently supported the annual Golden Mask national theatre awards, as well as providing key sponsorship of select, highly rated theatre productions. In cinema, both the 1999 and 2000 Moscow International Cinema Festivals benefited from Nestlé sponsorship.

Singapore

Education, nutrition and health Nestlé Singapore provides financial support to medical congresses, and sponsors local health professionals to speak overseas. Nestlé also sponsors the Gold Medal (Best in Paediatrics) at the National University Hospital. Sponsorship is also provided for health charts, educational kits, and educational brochures in collaboration with the Ministries of Health and Education. Each year the Company also sponsors two or three scholarships for deserving students studying food technology at the Singapore Polytechnic.

Nestlé Singapore also participates in the Young Entrepreneur Network Scheme which provides young Singaporeans between the age of 15 and 22 years with the opportunity to interact and learn from top Singaporean entrepreneurs.

South Africa

Nestlé South Africa is particularly active in its community programme supporting a wide range of initiatives and organisations in the areas of education, health, the environment, nutrition and social welfare (see Nestlé South Africa's publication "Social Report" published in September 1998).



Jamaica Among the many sports and educational sponsorships, youths enjoy basketball in Jamaican schools



Japan Nestlé "Toque d'Or" prize-winning chef



Jordan Supporting "Family International," orphanages, and homes for the physically handicapped



Pacific Islands Delegates at the PPSEAWA women's peace conference in Rarotonga, Cook Islands



Panama The Nutre Hogar organisation fights against malnutrition in children



Philippines Free medical and dental services in Pulilan factory's Health Outreach programme



Spain Asturias region of Northern Spain: donation of an ambulance to the Mayor of Villaviciosa



Switzerland Children or Pécs, Kosovo. The French "Scouts de Cluses" sends food convoys to the conflict areas



Thailand In agriculture, sound farming practices such as pruning and soil preparation make a real difference in terms of yield, and therefore income for the farmer



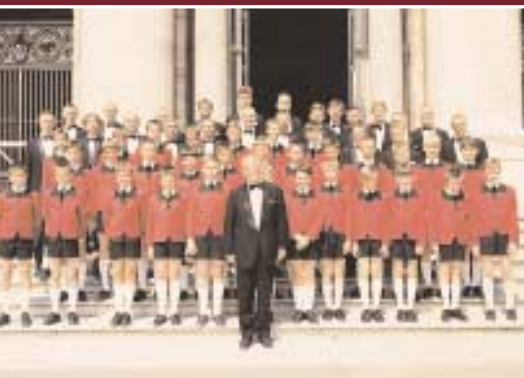
Korea Nestlé provides work experience for local students



Mexico One more aspect of Mexico's involvement: contributions to AMBA food banks



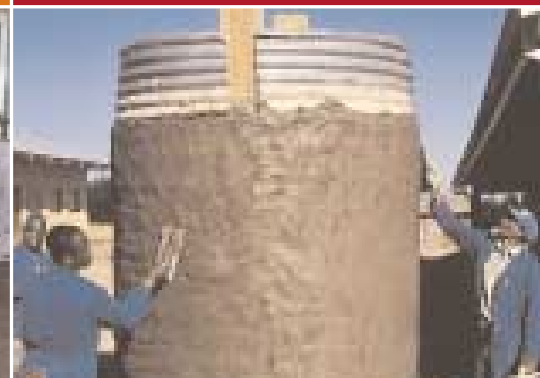
Morocco Literacy in Arabic and French is offered to children in rural Morocco through the Zakoura Foundation



Poland Support for the Poznan Nightingales Boys' Choir



Portugal Helping youngsters with physical or social disabilities to learn skills



South Africa Building a water tank with local communities



Trinidad and Tobago The "Look at Life" basic skills programme helps reinsertion of young people at a social or physical disadvantage

www.kidsclubs.co.uk



information line:
0171-512 2100

United Kingdom

Kids' Clubs provide safe out-of-school care for children while their parents are at work



United States

Alcon Laboratories Humanitarian Services have provided eye surgery for over thirty-seven years in the Medical Mission Program

Environmental and hygiene programmes In South Africa unemployment is very high and economic growth is low. Poverty, malnutrition and unhygienic living conditions are widespread. Several community based organisations have been working to help address this situation and Nestlé has been supporting them. Recently, the Company has given its support to two such organisations, EcoLink and LEAP, to finance and help manage programmes which clean up the environment and improve hygiene in rural areas (see case study p. 14).

Community health and welfare Other organisations and initiatives supported by the Company include WARMTH – the War against Malnutrition, TB and Hunger. The community development organisation runs nineteen community kitchens in underprivileged areas around Cape Town providing low cost food for people in need, while being run as small businesses by kitchen operators who earn a living from the profits.

Nestlé also assists primary healthcare programmes such as Soul City and the Rural Health Initiative run by the South African Academy of Family Practice, which aim to focus resources and skills on preventative rather than curative measures.

Funding for another healthcare project, The Valley Trust, is directed towards the Community Health Worker (CHW) programme. The work done by CHWs is an essential part of primary healthcare and in their role as health promoters they provide a vital link between the community and health facilities.

Education Educational initiatives supported by Nestlé include Project Headstart, a programme run by the Early Child Development Project, which aims to ensure that pre-school children are stimulated and prepared for formal schooling. At higher education level, the Company sponsors a Lectureship in Human Nutrition at the University of Stellenbosch.

Spain

Social welfare Nestlé Spain provides financial support for campaigns to raise funds for the different activities of the Red Cross.

The Company also contributes towards the City Council's construction of a nursery and meeting place for the elderly in Esplugues de Llobregat in Barcelona.

Like sister Nestlé companies, Nestlé Spain donates food to Food Banks which help those in need. Food Banks in the main Spanish cities of Barcelona, Bilbao, Madrid, Málaga, Sevilla, Valencia and elsewhere receive support. The Company also makes many other donations of products and basic necessities to families in need through charitable organisations, official local organisations and religious groups.

During times of particular need, such as natural disasters, the Company works in co-operation with central or regional government, the Red Cross and other relief organisations.

Supporting culture and education Nestlé Spain also supports a range of cultural and educational activities including the History of Food exhibition in Barcelona and The Age of the Cathedrals – Gothic and Romanesque exhibition in Gerona. The Company is also contributing to the restoration of the Gothic cloister of the Montsió Monastery.

Nestlé Spain is a member of the "Patronato de la Fundación Príncipe de Asturias". Under the patronage of HRH Prince Felipe, the organisation rewards people for outstanding achievement in the fields of art, science and culture.

Local community contributions Nestlé Spain also makes a wide range of small but important contributions to local activities in schools and the voluntary sector.

Sri Lanka

Nestlé Sri Lanka is an active participant in the local community, particularly in the areas of education, health, and the environment.

For example, the Company supports Career Guidance programmes for undergraduates in their final year at five main universities, and offers Nestlé internships for law and management accounting students. Technical training is also provided.

If hospitals request assistance from Nestlé, in keeping with its strict Code, the Company helps with the upgrading of medical equipment. In poor or remote rural areas, the Company assists medical professionals by donating nutritious milk drinks for patients in need. The Company also sponsors community health publications for maternal and child health.

Nestlé Sri Lanka is a member of the governmental advisory committees for the reduction of hazardous waste, the installation of recycling centres, and the cleaning and maintenance of the Colombo canal system. The Company also sponsors an environmental exhibition for schools in the Central Province.

Sweden

Nestlé Sweden works with schools and local councils in the fields of education, culture and sport. For many years Nestlé has worked with "Ekonomihögskolan", the Economics University of Lund through a lecture programme.

Switzerland

Providing humanitarian assistance In what promises to be a very valuable initiative, Nestlé has entered a joint project with the International Federation of Red Cross and Red Crescent Societies (IFRC). The project will develop a simple assessment software programme for use by non-specialists working under widely varying conditions, to determine the “Minimum Cost Efficient Food Basket” for relief operations (see case study p. 4).

The Company also supports the French Scouts de Cluses which organises Catholic relief operations, including the organisation of convoys of food to refugees in conflict stricken areas. Co-ordinated from Nestlé’s head office in Vevey, Nestlé companies in France and Switzerland contribute products for the organisation. The Scouts de Cluses have had remarkable success in safely and rapidly crossing borders with these convoys and getting the food through to the people who need it.

Food safety education In keeping with the Company’s aim of using its nutritional expertise to contribute to the community, Nestlé has developed “Food Safety for Nutritionists” — a training package course in Food Safety. This initiative results from the work of the Industry Council for Development (ICD), which comprises members of several companies in collaboration with national and international organisations including the World Health Organisation.

Cultural and community support Nestlé provides extensive support to cultural and social activities in Switzerland and neighbouring countries especially in the fields of music (including major summer festivals) and education (nutrition).

The Company also makes a substantial contribution to various local sports and schools activities, including the Mérites Sportifs which rewards the sports clubs offering the best service to young people, and the Allstar Basketball Camp, at Zofingen, which provides professional training for 1000 young basketball players.

A drawing competition on the theme of “nutrition” is organised for schools local to the eight factory sites. Winners receive free food for their class for one week of winter school camp.

Charitable Foundations Nestlé has also established a number of foundations dedicated to the support of specific areas. These include:

- The Nestlé Nutrition Foundation: The Nestlé Prize is awarded annually for outstanding nutrition research (see case study p. 6)
- Pro-Arte (Nestlé Art Foundation): this foundation supports promising new artists
- Pro-Gastronomia: this foundation rewards creative new chefs in the hotel and hospitality industries.
- The Alimentarium: a food and nutrition museum unique in the world showing ethnic, historical, and scientific exhibits with interactive features, in Nestlé’s home town of Vevey.

Thailand and Indochina (Vietnam, Cambodia and Laos)

Environment and local employment The Nestlé Reforestation Project is one of Nestlé Thailand’s most ambitious initiatives. In 1993, 300,000 saplings were planted on 1,200 acres of land in the Nam Nao National Park in Petchaboon Province. The trees are growing well in the new forest after five years of maintenance.

The Nestlé New Life Project—in La Mae, Chumporn Province—provides water tanks for clean water and constructs shelter for youngsters in need. Nestlé donates products for about thirty young people each month and Nestlé agronomists teach coffee-growing techniques to young people.

Agricultural Training and Development In 1989, the late Princess Mother called for the introduction of coffee as an alternative crop for hill tribe farmers in northern Thailand to help restore the ecological balance of the region. The Nestlé Experimental Coffee and Development Farm Doi Tung was established in Chiang Rai Province. Nestlé agronomists provide technical assistance and training courses on agricultural techniques to help farmers to grow Arabica coffee.

The Nestlé Coffee Buying Centre in Sawi purchases local, good quality Robusta coffee. Nestlé agronomists provide technical assistance and organise seminars for farmers to help them to improve the quality of their crops.

In the same spirit, Nestlé has helped to establish a thriving milk district in co-operation with local agencies. Nestlé agronomists teach dairy farmers basic techniques and provide interest-free loans and equipment for the chilling centres. Farmers can sell quality fresh milk to the Nestlé factory.

To meet increasing demand for good quality honey, a Nestlé honey buying centre was also set up in Chiang Mai. A Nestlé expert provides technical assistance and runs seminars on apiculture and honey production. Bee keepers can sell their products to Nestlé.

Community assistance Nestlé Thailand is also active in support of the wider community through humanitarian donations of products and financial assistance to help people in need, and arts sponsorship such as the Nescafé Perfect Harmony Concert regularly performed by the Bangkok Symphony Orchestra. Organisations assisted with product donations include the Duang Prateep Foundation which aids children in slums, and CARE International which helps HIV infected mothers and children.

Nestlé provides similar assistance in Laos, Cambodia and Vietnam. In Cambodia, for example, agricultural assistance is provided to dairy farmers as part of a project to develop the local milk district.

Vietnam support programmes Although Vietnam has seen significant development in the past twenty years, it is still a developing country and areas such as health, education, sport, agriculture as well as relief following natural disasters rely on aid and support from a number of sources. As one of the largest companies in the country, Nestlé Vietnam lends a hand where it is needed most.

Children and the poor Together with the local authorities, the Company has participated in the national project building “Gratitude Houses” for the poor people in Dong Nai Province where its factory is located and has also contributed to the National Fund for Vietnamese Children and the Scholarship Fund for Vietnam’s Future. The Company is the main sponsor of the famous annual Milo Basketball Cup for high schools and universities as well as the football competition for underprivileged children.

Conferences and seminars A number of other groups have benefited from Nestlé Vietnam’s sponsorship schemes. For example, overseas trips are organised for Vietnamese representatives to attend seminars, conferences and training programmes—such as the Pan Pacific South-East Asia Woman’s Association International in the Cook Islands and nutrition workshops and paediatric congresses in different countries.

Helping farmers 80% of Vietnam’s economy is based on agricultural activities and, taking this into account, the Company has worked with the relevant authorities to develop the Ba Vi Goodwill Project. Expertise and new technology have been transferred to Vietnamese dairy farmers to help with artificial insemination and development of their herds.

Vietnam is one of the leading coffee-producing countries and the Company has been acting as an intermediary selecting and exporting a quarter of the country’s coffee to other Nestlé Companies in the world.

Disaster relief Last but not least, due to the geographical location of Vietnam, natural disasters are unfortunately common. When they occur, donations from the Company and its staff help to ease the suffering of the victims.

Trinidad and Tobago

Supporting community education and health

In Trinidad and Tobago, Nestlé sponsors A Look at Life: a programme for physically and socially challenged children outside the classroom setting which provides them with basic skills to improve their prospects for future employment. The programme covers such areas as environmental issues and inland development, and includes visits to places of interest. Training in handicrafts, car mechanics and other practical skills are also included.

In partnership with the Ministry of Social Development, Nestlé Trinidad entered the Adoption of a Community programme in 1998. This programme aims to eradicate

poverty in the local community working with Government and NGOs. The main areas of concern to the community are education and training, apprenticeships, sports and culture, and infrastructure support. Nestlé has already provided much needed street lighting and further initiatives are planned.

In collaboration with the Ministry of Education and UNESCO, the Upgrading of Literacy Skills helps children with reading problems attending junior secondary schools. Nestlé assists in establishing Reading Resource Rooms and purchases the materials needed for the programme facilitators to teach children to read and write.

The Company also provides grants to three food technology students each year at the University of the West Indies, and supports a wide range of school projects in the community, from science competitions to arts programmes.

Product donations are given to rehabilitation centres, homes for the elderly and religious organisations.

Turkey

To relieve the acute needs of earthquake victims in Turkey, Nestlé established an extensive relief organisation co-ordinated by Nestlé Turkey where employees used trucks to distribute milk, soup and rice, to provide victims with immediate assistance. Direct local co-ordination ensured that other foodstuffs were delivered quickly where they were most needed. Nestlé Turkey was in contact with paediatricians and health officials working in the disaster area and used trucks to deliver fixed and mobile health centres with food for babies. In consultation with paediatricians and health officials in the regions concerned, Nestlé was able to provide relief to meet the most urgent needs of babies and small children who were victims of the earthquake.

Ukraine

Funds and donations Nestlé Ukraine is active in supporting different local charity organisations. Among them are the Red Cross in Kiev and Dnipropetrovsk, the Presidential Fund “Ukraine for Children”, Kiev Hospital for Children and the Chernobyl Charity Fund. These institutions are provided with food, medicines and other goods to support children and the elderly and receive help for various charity projects. The orphanage for homeless children “Father’s House” is also regularly supported with humanitarian aid.

In 1999, SEPN-Ukraine was awarded a Diploma for its contribution to the charity activities of the Presidential Fund Ukraine for Children.

Education In 1999 SEP Nestlé Ukraine provided substantial investment in a breast-feeding educational project for mothers, conducted in close collaboration

with the Health Ministry, the WHO Breast-feeding Co-ordinator and the Institute of Paediatrics, Obstetrics and Gynaecology. Each of the 450,000 mothers giving birth in 1999–2000 in the Ukraine receive a special breast-feeding brochure fully outlining its benefits for mother and baby.

United Kingdom

Nestlé UK is an important contributor to the community at both national and local level. The Company supports education, enterprise, the arts, sport and the local community.

Focus on out-of-school childcare Nestlé UK has, since 1996, been a principal sponsor of Kids' Clubs Network—a national charity which provides safe, affordable “out-of-school” care for children while their parents are at work. This can include a breakfast club where children can be left safely before school, or a club after school or during school holidays.

The sponsorship includes support for a range of national and community-based events. The Company is the sponsor of Kids' Clubs Week—an event that involves thousands of children up and down the country; and of a range of activities in clubs including music workshops and a new venture, the Nestlé Kids' Clubs Tennis Scheme. In its first year, up to 200,000 children will have participated in this innovative scheme which involves playworker training, tennis coach visits to clubs, tennis fun-days and the provision of equipment.

A “Going Global” conference, with speakers from Denmark, Ghana, New Zealand, the USA and England was staged in London in 2000 by Kids' Clubs Network with help from Nestlé sponsorship. This was one of the first events to discuss childcare on an international basis.

Supporting education Nestlé UK also supports Young Enterprise an organisation which encourages teenagers (14–19 years old) to establish and run their own companies in the school environment. The scheme provides young people with a valuable insight into the world of business and the skills involved.

In addition, Nestlé UK provides a wide range of educational materials for schools, particularly related to food and nutrition. For children participating in sport, specialist nutrition advice is provided in the form of booklets and wallcharts.

Supporting the arts Nestlé UK has for over a decade been a major supporter of the highly respected London Mozart Players, the oldest Chamber Orchestra in the UK. The Company sponsors the London Mozart Players' residency in Croydon, where Nestlé is based, and also a series of Nestlé Music Days—over 60,000 children have participated in these workshops in kids' clubs and schools.

Nestlé UK supports a range of other arts activities including a school's workshop programme in partnership with Jazz FM radio.

Sport in schools Nestlé UK has supported junior tennis in schools for forty years. During that time, the Nestlé competitions and coaching schemes, which are organised with the Lawn Tennis Association, have encouraged thousands of children to play and enjoy the game. Several of the winners of the Nestlé competition have gone on to become leading players.

Community support Nestlé UK supports a number of charities at national level through the Nestlé Charitable Trust, particularly medical and nutritional organisations. At local level, Nestlé UK supports a wide range of activities in the communities where its factories and offices are located. This support includes charitable donations to good causes, and the gift of products to support fund raising activities for schools and charitable organisations.

The Company also supports a number of church initiatives, including the sponsorship of an Industrial Chaplaincy in York.

United States

Nestlé USA Nestlé USA is a major contributor to its local communities.

Supporting education The Adopt a School programme operates in communities throughout the US where the Company has operations. Over 2,000 Nestlé employees volunteer for the programme and go into local schools as public speakers, tutors and coaches. Currently, the programme serves 42 elementary schools across the USA, reaching over 20,000 children. Nestlé also sponsors off-campus activities for students, pen-pal programmes for young children, “business case” programmes for older children, and Nestlé Book Fairs that benefit the Adopt a School libraries.

Nestlé USA is also a supporter of the Reading Is Fundamental literacy programme, the USA's largest non-profit organisation committed to literacy which gives over 12 million books to children each year.

Nestlé USA employees also nominated RIF for inclusion in their annual Community Care Campaigns. (These are charitable programmes and events to which employees contribute their own money and the Company matches the amount.)

The Company funds scholarship programmes with The College Fund, the nation's oldest and most successful African-American higher education assistance organisation. In recognition of Nestlé USA's contribution, The College Fund awarded their highest honour, the Patterson Award, to the Company's Chairman and CEO, Joe Weller.

Nestlé USA also funds a Community Affairs bureau whose main activity is publishing and distributing books to schools and community groups around the country. These books identify outstanding real people as role models for students. The books can be distributed with a speaker programme. Over the last decade, Nestlé has published seven books, and over one million copies of these books have been distributed to children.

Community care campaigns Nestlé USA also supports a wide range of community activities, either solely or by matching employees' contributions. These include assistance for women's groups, children's charities, health education, and the Second Harvest Network of food banks to assist those in need. Friskies, Nestlé's petfood operation, also makes an important contribution to the local community through programmes such as Friskies Partners for Pets which works with consumers, retailers and the American Humane Association to promote responsible pet ownership.

Alcon Alcon is a wholly-owned subsidiary of Nestlé and the world's leading eye care company. Alcon Laboratories Humanitarian Services provide very practical and valuable community support.

The Medical Mission Program, which has been in existence for over 37 years, provides donations of ophthalmic drugs and devices to ophthalmologists and optometrists who volunteer their time and skills to preserve and restore the vision of those in need. Alcon's donations have supported mission efforts in 83 countries and it is estimated that 20,000 eyes are restored each year through cataract procedures made possible by Alcon's products.

The Glaucoma Patient Assistance Program, which has operated for 35 years, is designed for U.S. patients who cannot afford essential glaucoma medication. It is open to the needy and those who fail to qualify for State or Federal programmes covering such products. It is estimated that 2,400 surgeons have participated in the scheme and 13,500 U.S. glaucoma patients supported annually.

Alcon's Eyeglass Collection Campaign collects used eyeglasses which are donated to U.S. charitable organisations. These in turn sort and prepare them for use in overseas charitable missions where they are very valuable in communities that lack medical provisions.

Nutriaventura This interactive audio-visual road show helps children to learn the basic elements of nutrition by going through the different food groups. Started in Caracas 1999, under the management of the Children's Museum, it has already visited the five most important cities in the country.

Zambia

In Zambia, Nestlé has worked for many years with the International Medical Services for Health (INMED)—a non-profit, non-governmental organisation based in the USA—to implement health education projects. Communicating widespread health messages in Zambia is difficult because more than seventy distinct dialects are spoken in the country. Nestlé supported INMED's production of a series of thirteen radio messages on safe motherhood. The easily translatable broadcasts contained information taken from the UNICEF publication, Facts for Life.

Venezuela

Natural disaster in the State of Vargas To assist the community living in the State of Vargas who were badly affected by the December 1999 floods, Nestlé implemented a variety of measures to help the victims. These included the daily distribution of food rations—Nestlé products prepared by a team of specialists—and the organisation of a communication campaign in collaboration with the Venezuelan Society of Paediatric Medicine and Child Care, to teach mothers first aid for children affected by the conditions and to encourage breast feeding.

Other publications

The following publications are also available from Nestlé S.A. in Vevey. Should you wish to receive a copy of any of these or have any questions arising from "Nestlé in the Community" please write to us at the following address:

Nestlé S.A.
Public Affairs
Avenue Nestlé 55
CH-1800 Vevey
Switzerland

Nestlé Corporate Business Principles

Nestlé-Unternehmensgrundsätze
 Principes de Conduite des Affaires du Groupe Nestlé
 Principios de Gestión del Grupo Nestlé

The Basic Nestlé Management and Leadership Principles

Die grundlegenden Management- und Führungsprinzipien von Nestlé
 Les principes de Gestion et de Leadership chez Nestlé
 Principios Básicos Nestlé de Dirección y Liderazgo

Nestlé Management Report to shareholders (full copy)

Nestlé-Geschäftsbericht (vollständige Version)
 Nestlé Rapport de gestion

Nestlé Half-yearly Report January/June 2000

Nestlé-Halbjahresbericht Januar/Juni 2000
 Rapport semestriel Janvier/Juin 2000

Zakoura Foundation – Developing Skills for Life

A video enlarging on the Moroccan case study featured in this brochure (also available in Arabic)

La Fondation Zakoura – L'Analphabétisme en zone rurale – Une solution non formelle

Vidéo présentant l'étude de cas marocain exposée dans la brochure (aussi disponible en langue arabe)

The Coffee Cycle

A video describing how coffee is grown, harvested, processed, bought and sold and converted into Nescafé around the world (also available as 32-page brochure)

Nestlé working with Communities

This video illustrates the work of two Nestlé supported organisations in South Africa: EcoLink and LEAP Programme

Nestlé Research and Development at the dawn of the 21st Century

Nestlé: Forschung und Entwicklung an der Schwelle des 21. Jahrhunderts

Nestlé: Recherche et développement à l'aube du XXI^e siècle

Research on Foods for all Ages

Ernährungsforschung für jedes Lebensalter
 A chaque âge ses aliments: une histoire de recherche
 Alimentos para todas las edades

Nestlé in China, Nestlé technical assistance in agriculture and the development of coffee growing

Nestlé in China, Nestlé's landwirtschaftstechnische Beratung und die Entwicklung des Kaffeeanbaus
 Nestlé en Chine, L'assistance technique agricole de Nestlé et le développement de la culture du café

Nestlé in India 1952 – 1992

Nestlé in Indien 1952 – 1992
 Nestlé en Inde 1952 – 1992

Nestlé – Hundred and Twenty Five Years

Nestlé – Hundertfünfundzwanzig Jahre von 1866 bis 1991
 Nestlé – Cent vingt-cinq ans de 1866 à 1991
 Nestlé – Ciento veinticinco años de 1866 a 1991

Nutrition, Health and Well-Being

Ernährung, Gesundheit und Wohlbefinden
 Nutrition, Santé et Bien-être
 Nutrición, Salud y Bienestar

Environment – Progress Report 2000

Environnement – Rapport de progrès 2000
 Umwelt – Fortschrittsbericht 2000



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