OUR AIM IS TO PROMOTE BETTER AND GREATER OPPORTUNITIES FOR COMMUNITIES WITHIN OUR AREA OF INFLUENCE.
BELMOND’S TRAIN DIVISION IN PERU MANAGES CORPORATE SOCIAL RESPONSIBILITY PROGRAMS IN THE AREAS SURROUNDING THE ROUTES OF BELMOND ANDEAN EXPLORER, BELMOND HIRAM BINGHAM, AND TOURIST AND LOCAL TRAINS OPERATED BY PERURAIL IN CUSCO, PUNO AND AREQUIPA.

PROGRAMS ARE ALSO DEVELOPED IN THE VICINITY OF OUR FREIGHT AND ORE TRANSPORTATION DIVISION, WHICH OPERATES OUT OF THE PORT OF MATARANI.
CORPORATE SOCIAL RESPONSIBILITY

For us, being a socially responsible company means managing our operations, resources, human capital and environment wisely. Using a human development approach, we seek to improve the value and competitive situation of local communities in the areas in which we operate.

As part of our commitment to these communities and environments, we have developed a series of programs to engage local people. The programs encourage nurturing of abilities, gender inclusion, environmental care and preservation, safety and life care, and appreciation of peoples’ identity.
OUR AREA OF INFLUENCE

HYDROELECTRIC

MACHU PICCHU

OLLANTAYTAMBO

CUSCO

JULIACA

AREQUIPA

MATARANI PORT

PUNO
OUR CSR CORNERSTONES

OUR CSR PROGRAMS FOCUS ON FOUR STRATEGIC CORNERSTONES OF ACTION, PRIORITIZED ACCORDING TO THE AREA AND TYPE OF ACTIVITY NEEDING DEVELOPMENT, THEY ARE:

- Identity Promotion and Integration
- Environmental Commitment
- Inclusive Businesses
- Educational Initiatives
WE AIM TO SIGNIFICANTLY CONTRIBUTE TO THE PERSONAL, SOCIAL, ENVIRONMENTAL, CULTURAL AND ECONOMIC DEVELOPMENT OF POPULATIONS CLOSE TO OUR AREAS OF OPERATION.

WE ALSO ENCOURAGE THE PROTECTION AND PROMOTION OF INDIGENOUS CULTURE, HERITAGE AND HISTORICAL MONUMENTS, AND THE INTEGRATION OF PEOPLE.
This program enables children from different communities in Cusco to enjoy a unique and memorable journey to Machu Picchu.

Every month, selected young people from within our area of influence are invited to board our trains for a wonderful trip to the ancient Inca citadel.
The train is the only means of transport for many communities settled along the railway route to Machu Picchu.

PeruRail’s dedicated local train service enables them to travel at non-commercial rates.
Our social freight and luggage service enables residents of communities along the railway and in the district of Machu Picchu to transport basic perishable and non-perishable food, luggage, supplies, general merchandise, furniture, building materials and fuel at non-commercial rates.
One of our most innovative projects is "My Community Cinema", a traveling movie theater presenting films focused on cultural identity, which provides an inclusive experience that introduces the art of cinema and storytelling to diverse communities. This activity promotes the concept of culture and society, creating a friendly and enjoyable environment for all participants.
WE SUPPORT AND ENCOURAGE ENVIRONMENTAL AND SUSTAINABLE INITIATIVES, SUCH AS IMPROVEMENTS IN SOLID WASTE MANAGEMENT, SOLAR ENERGY, POLLUTION CONTROL AND THE USE OF CLEAN TECHNOLOGY IN ALL OUR OPERATIONS.
PeruRail operates a voluntary, free solid waste transfer service from Machu Picchu town to a designated area in Pachar in coordination with the Environmental Management of the Machu Picchu Town Municipality.

In 2016 we have transferred 3,560 tons of waste and 2015 2,450 tons; reaffirming our commitment to the care and preservation of the environment.
PeruRail participates in this project led by the Tourism Care Association to collect discarded plastic from Cusco’s Sacred Valley. The bottles are then recycled according to the principles of sustainability: Reduce, Reuse, Recycle.
CORNERSTONE 3
INCLUSIVE BUSINESS

WE HAVE A RANGE OF PROJECTS DESIGNED TO STIMULATE LOCAL ECONOMIC DEVELOPMENT AND INCORPORATE NEW LOCAL SUPPLIERS INTO OUR VALUE CHAIN.
The Warmi Away program involves a group of women in the Pachar, Rumira and Piscacucho communities of Cusco.

With the aid of a specialist, 19 women of Pachar, 24 of Rumira and 15 of Piscacucho, have mastered the ancient technique of weaving on artisanal looms. They are now suppliers of the textiles that decorate our trains’ tables.
Since 2015, we have been building community greenhouses in a number of communities in southern Peru. The greenhouses are used to teach villagers how to grow organic crops that would not otherwise survive in the high altitude, such as lettuce, tomatoes, flowers, zucchini, pumpkin and arugula.

The villagers can then use their skills to develop new local businesses, and to feed their families improved, vitamin-rich diets.
This project aims to help small alpaca producers in Arequipa optimize their cattle by crossing them with sires of genetically improved breeds.

Participants also learn about sickness control, receive technical advice from specialists so they can improve the fiber quality of their animals through feeding, healthcare and shelter, and master marketing skills to sell their product more profitably.
Low temperatures during the cold months in the Andes are a problem for alpacas, their fleeces and the people who tend them.

We therefore developed a project to construct shelter for the animals, provide blankets to protect the adult alpacas, make coats for the newborns, and provide technical assistance to help villagers cope better with the cold season.
The Sumaq Phuskhay project aims to revive and refine the art of spinning alpaca wool by hand using the phushkana, an ancient tool that plays an important role in Peru’s cultural heritage. With the help of specialist training, participants in the project have mastered dyeing, spinning, twisting and weaving techniques.

As a result, communities around Sumbay, Tambo Cañahuas and Pampa Cañahuas in Arequipa have been able to generate new business opportunities through the sale of their products.
CORNERSTONE 4
EDUCATIONAL INITIATIVES

WE HAVE CREATED A NUMBER OF EDUCATIONAL STRATEGIES TO PROMOTE PUBLIC AWARENESS OF SAFETY, ENVIRONMENTAL CARE AND CAPACITY DEVELOPMENT FOR YOUNG PEOPLE.
The safety of railway operations in Belmond’s train division is governed by strict international standards and procedures. However, we realized that the occasional careless or reckless actions of third parties, such as pedestrians, transporters and tourists, gave us an opportunity to educate the community about the importance of safety and life care.

We opted to use giant puppet shows as fun and effective ways to engage children from the different communities around our railways and help them understand the importance of safety.
This initiative is designed to encourage young people to actively care for their planet.

Participating schools receive training from Tourism Care Association on the importance of recycling and the correct processes.

At the end of a given recycling period, schools are formally recognized and the ones that amass the most are officially congratulated, which in turn promotes participation.
In partnership with UNICEF, we engage in the social initiative “From Passengers’ Hearts” which raises funds aboard tourist trains to benefit thousands of Peruvian children and young people.

Donations go towards a variety of different projects developed by UNICEF in Peru, such as improved living conditions for newborns, access to a good-quality education and help towards a life free from violence.

PeruRail contributes to the initiative by operating a collection system aboard our trains, allocating resources and personnel to ensure safe, continuous fundraising.