



FUNDACIÓN

*Norma y Leo  
Werthein*



GRUPOWERTHEIN



# Fundación Norma y Leo Werthein

At the *Fundación Norma y Leo Werthein* **we promote projects that improve the world** in the Education, Culture and Sustainability areas.

We dedicate ourselves to promoting and supporting programs and activities through investment, work and the use of the available tools with the purpose of creating a more sustainable world.

At the *Fundación Norma y Leo Werthein*,

We manage *Grupo Werthein's sustainability actions*.

We generate **real and measurable regional transformations**.

We develop **tools for a more sustainable and inclusive education free of the digital divide**, together with **the only Latin American regional Edutainment channel, Escuela Plus**.

We promote **creativity, communication and diversity among individuals and their different cultures**.

# FNLW Ecosystem





# 2023 - 2024 PROJECTS

EDUCACIÓN

ARTE Y  
CULTURA

SOSTENIBILIDAD



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## ENCUENTRO MUNDIAL DE JÓVENES

### MAKING THE WORLD A BETTER PLACE THROUGH EDUCATION

This experience, organized in a joint partnership between the **Fundación Norma y Leo Werthein**, the **Fundación Scholas Ocurrentes** and **World ORT**, brings together young people from around the world for four days to celebrate coexistence, intercultural dialogue and diversity **in order to contribute to building a more just and compassionate world.**

It was held for the first time in Vatican City in 2016, which led to its subsequent editions: Jerusalem City (2017), Buenos Aires City (2018), Mexico City (2019) and Panama City (2022).

In its **2023** edition, the **VI Encuentro Mundial de Jóvenes** was held in the State of São Paulo and brought together 100 young participants from 25 countries around the world.



EDUCATION

ENCUENTRO  
MUNDIAL DE  
JÓVENES



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## Ciudadanía Global

The **Fundación Norma y Leo Werthein** continued its partnership with **Ciudadanía Global** in 2023 by funding the development of digital programs.

**Ciudadanía Global** is a government program of the City of Buenos Aires aimed at **promoting quality education and the development of a global citizenship empowered by digital technologies.**

EDUCATION



## Escuela Plus

“Towards a sustainable world with no digital divide”

**Escuela Plus** is an **Edutainment** project that combines audiovisual educational content, didactic resources and digital literacy strategies designed especially for teachers, students and families throughout Latin America.

Promoted by the **Fundación Norma y Leo Werthein** and **Vrio Corp.**, the company that brings together DIRECTV, DGo and SKY, **Escuela +** is present in Argentina, Chile, Uruguay, Brazil, Colombia, Ecuador and Peru.

*At Escuela Plus, we are committed to being allies in the educational process by providing resources, tools and quality training to promote inclusive, reflective and meaningful education throughout the region.*



EDUCATION

**Vrio.**  
DIRECTV | SKY

escuela+

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## PANTALLA NATURAL

### Cinema, education and unforgettable landscapes

#### Chapter 1: PURMAMARCA

*Together with more than 100 children and teachers, a meeting was held at the foot of the Cerro de los Siete Colores in the **Quebrada de Humahuaca, Purmamarca, Jujuy**, declared a **World Heritage Site**.*

In the first edition of ***Pantalla Natural, cinema and education in unforgettable landscapes***, two Argentine children's short films were shown: ***Viaje a Marte***, by multi-award winning Argentine director **Juan Pablo Zaramella**; and ***Quma y las bestias***, by **Javier Ignacio Luna Crook** and **Iván Stur**. Live music was also enjoyed with the presence of artist **Mariana Baraj**.

At the same event, **23 schools** in the Department of Tumbaya were connected to the **Escuela Plus** channel, with the purpose of reducing the digital gap.





## New Sustainable School in Brazil

Within the framework of the **Escuela +** program, and in partnership with the **TAGMA** organization, construction of the **first sustainable school in Brazil** will take place.

This innovative construction will become a learning and environmental awareness center for the entire community.



EDUCATION

**Vrio.**  
SKY DIRECTV

escuela+



FUNDACIÓN  
Santa y Leo  
Weimer

## ESCUELA 91, MIGUEL RIGLOS LA PAMPA, ARGENTINA

### Inauguration of Escuela Plus Classroom

In ***Miguel Riglos, La Pampa, Argentina***, a town of 2,000 inhabitants, a new **Escuela Plus classroom** was inaugurated, where a **mural representing the province's flora and fauna** was painted, and **educational, sustainable games were donated**.

On the opening day, ***Experta Seguros*** was in charge of conducting **educational workshops**, and the children's short film ***Viaje a Marte***, by the multi-award-winning director ***Juan Pablo Zaramella***, was screened.



EDUCATION

**Vrio.**  
DIRECTV | SKY

escuela+

**EXPERTA**  
SEGUROS



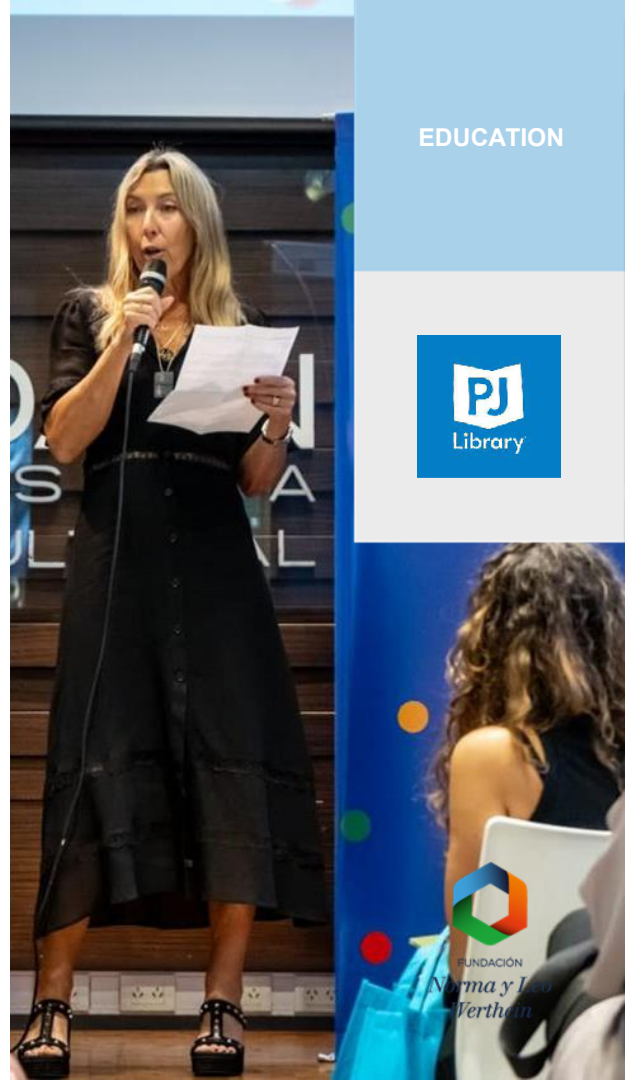
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2023 – 2024  
PROJECTS

## PJ Library

Through a partnership with *Hillel Argentina*, the *Fundación Norma y Leo Werthein* supports *PJ Library*, an educational program that aims **to promote Jewish culture, tradition and education in families through stories and literature.**

With this contribution, four different book titles will be printed, 1,000 units of each, which will be distributed in the first half of 2024 to children aged 3 and 4 years old in Jewish schools.



EDUCATION



## Colección Pampa

**Colección Pampa** is a **digital collection of Argentine art** that offers a space to host curatorial proposals and cultural outreach activities for the entire community, from where interventions and a series of educational events are carried out, under the curatorship of **Laura Batkis**.

The **Fundación Norma y Leo Werthein** boosted the **Colección Pampa** project, developing its website and its own profile on Instagram, with the purpose of promoting its contribution to the knowledge and dissemination of Argentine art. In this way, students, researchers and spectators in general can access it free of charge.

In 2023, **Colección Pampa** continued with the **cycle of educational pop ups**, which on this occasion took place at the **ArteBA** International Art Fair.

This 2024, its **online store** is available with products by artists **Ana Clara Soler, Carolina Antoniadis** and **Graciela Hasper**.



2023 – 2024  
PROJECTS

## FOLA - Museo itinerante de fotografía

With the premise of **promoting cultural development throughout the country**, the *Fundación Norma y Leo Werthein* backed in 2023, for the third consecutive year, the tour of the museo itinerante de fotografía **FOLA**.

With this support, in 2021 **FOLA** changed its format to that of an itinerant museum and in the first 6 months it traveled more than 3 thousand kilometers, with a thousand visitors and the participation of local artists at each stop.



ART AND  
CULTURE

FOLA

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PROJECTS

## Film Las Dos Mariette

The *Fundación Norma y Leo Werthein* accompanied the making of the documentary film *Las Dos Mariette*.

This **independent film completes a trilogy of documentaries** on trauma, identity, Argentina and the transmission of memory between successive generations, and invites us to reflect on the deep and permanent damage caused by the Nazi genocide. It was presented and selected to compete at the Mar del Plata International Film Festival.



2023 – 2024  
PROJECTS

## UDAONDO

During October 2023, the **UDAONDO** stand was held at **CASA FOA** with the objective of **bringing about an unprecedented transformation in the northern pole of the City of Buenos Aires.**

The **Colección Pampa** was present at **Casa FOA 2023**, in a short audiovisual film that was exhibited in the **UDAONDO** space.





## Las Olas Monument of the Argentine artist Daniel Joglar

Within the framework of the **UDAONDO** real estate project, the plan for the realization of a work of art by the Mar del Plata artist **Daniel Joglar** in the public space was approved by the ***Mecenazgo de la Ciudad de Buenos Aires*** program.

The artistic work consists of a large sculptural group of waves, made of metal sheets, with approximately 10 meters in height and 25 meters in length.



2023 – 2024  
PROJECTS

## UNIBES - Brazil

This 2024 we accompanied **UNIBES** in its *INSPIRARTE* **exhibition** by supporting an exhibition that reconstructs the story of **Anne Frank** and takes up issues that are essential to be debated in our society today.



2023 – 2024  
PROJECTS

## Escuela Hillel

In the year 2023, the **Fundación Norma y Leo Werthein** made a donation to the **Escuela Hillel** in order to **support its educational projects.**

**Escuela Hillel** is characterized by having an educational proposal sustained and crossed by human values and the teachings of the Torah.



SUSTAINABILITY



2023 – 2024  
PROJECTS

## Fundación RECIDUCA

In 2023, the *Fundación Norma y Leo Werthein* supported the **Fundación RECIDUCA** in raising funds to support a new school and expand the number of scholarships awarded under its educational program.



SUSTAINABILITY

**Reciduca**  
FUNDACIÓN



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## Fundación y Colegio Maria Guadalupe

With the purpose of continuing to promote quality education, the ***Fundación Norma y Leo Werthein*** accompanied the ***Colegio María Guadalupe*** in its **annual benefit golf tournament and dinner in 2023.**

This foundation's mission is to offer **quality education with an inclusive and innovative model to children and young people living in vulnerable contexts.**

SUSTAINABILITY

FUNDACIÓN  
GRUPO  
EDUCATIVO | MDG



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## Congreso Internacional de Comunicación Política

In the year 2023, the *Fundación Norma y Leo Werthein* accompanied the **Congreso Internacional de Comunicación Política** organized by the *Sociedad Argentina de Análisis Político*.

The **SAAP** aims to contribute to the dissemination and development of Political Science and related disciplines in the scientific, academic, teaching and research fields, in order to improve their methods, techniques and results.



SUSTAINABILITY

S·A·A·P 



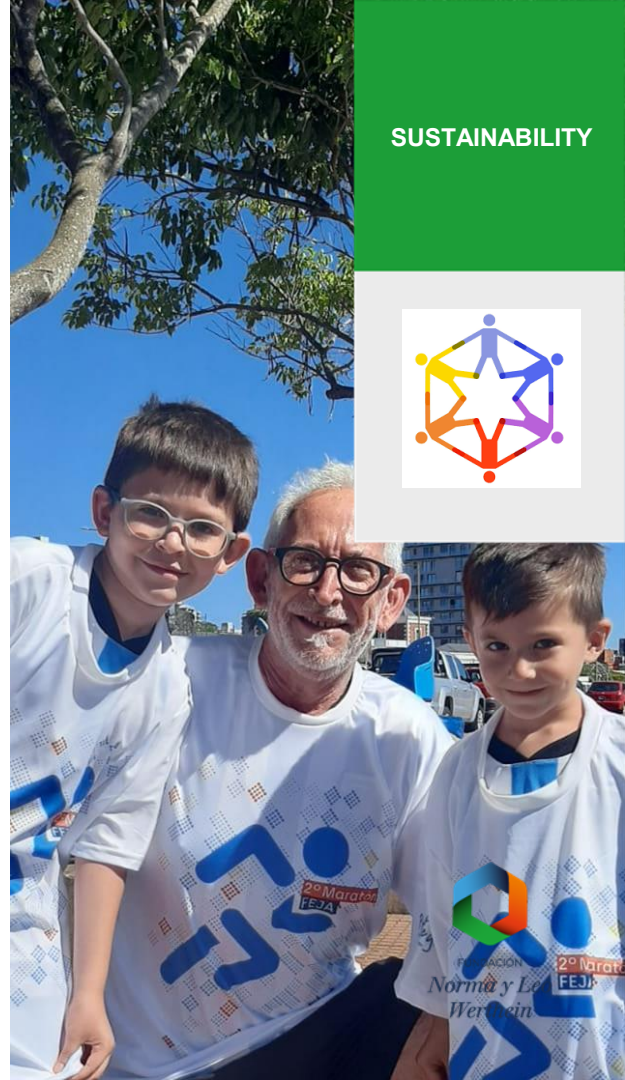
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## FEJA - Red de escuelas judías

The **Fundación Norma y Leo Werthein** continued its partnership with the **FEJA** network of Jewish schools in 2023.

With the aim of continuing to connect the entire educational community in a digital environment of innovation, the **Fundación Norma y Leo Werthein** promoted an agreement between **FEJA** and the **Ciudadanía Global** educational program and also accompanied the **Maratón FEJA**, in support of Israel and Jewish education.





## Escuela Aurora de un Nuevo Mundo Catamarca, Argentina

In 2023, the *Fundación Norma y Leo Werthein* supported this project with the purchase and **installation of six solar air conditioners** so that the school can be heated during the winter period.

The *Escuela Aurora* is an educational institution that provides formal education to the community of Santa María, capital of the Valles Calchaquíes, Province of Catamarca.



SUSTAINABILITY



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## Programa IMPULSO

*Dario Werthein's* personal donation led to the launching of the **Programa Impulso**, aimed at **supporting people who are going through a challenging context** in the development of a personal project, with the objective of generating a positive impact on their lives and that of their community.



SUSTAINABILITY

IMPULSO



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2023 – 2024  
PROJECTS

## Alamesa

During 2024 **DIRECTV** supports the **Alamesa** project, a restaurant run by 40 young, neuro-diverse people that opened to the public in the Cañitas neighborhood of Buenos Aires in March.



## CIPPEC

(Centro de Implementación de Políticas  
Públicas para la Equidad y el Crecimiento)

We accompany **CIPPEC** in its **annual gala** in order to contribute to its development and growth within the framework of its research to promote an equitable Argentina with equal opportunities.

**CIPPEC** is an independent, non-partisan and non-profit organization that produces knowledge and offers recommendations to build better public policies.



SUSTAINABILITY

CIPPEC<sup>IP</sup>



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## Congregación Israelita de la República Argentina - Templo Libertad

The ***Fundación Norma y Leo Werthein*** accompanies the ***Congregación Israelita and the Templo Libertad*** with the **purpose of strengthening their community and religious work.**

Founded in 1862 with the intention of channeling community life according to the trends of progressive Jewish thought of the time, the Congregación Israelita de la República Argentina (CIRA) has nurtured the most important community institutions in the country. With the intention of building a complete Jewish life, it seeks to meet the needs of each person according to the noblest, plural and inclusive values of the time.



● 2023 – 2024  
PROJECTS

## Fundación Casa Angelman

The *Fundación Norma y Leo Werthein* assisted the *Fundación Casa Angelman* in the **acquisition of new air conditioning systems** that were installed in the rooms dedicated to accommodate the families that travel to Buenos Aires for professional-medical follow-up related to Angelman syndrome.



## Fundación FLOR

For the third consecutive year, the **Fundación Norma y Leo Werthein** accompanied the 2023 and 2024 editions of the **Premios Flor a la Diversidad**, with the objective of supporting the **development of new leaderships**.

**Fundación FLOR** is a network that **promotes the training and transformation of responsible leaders** with the aim of building more sustainable, diverse, inclusive and equitable organizations.



2023 – 2024  
PROJECTS

## Fundación Tzedaká

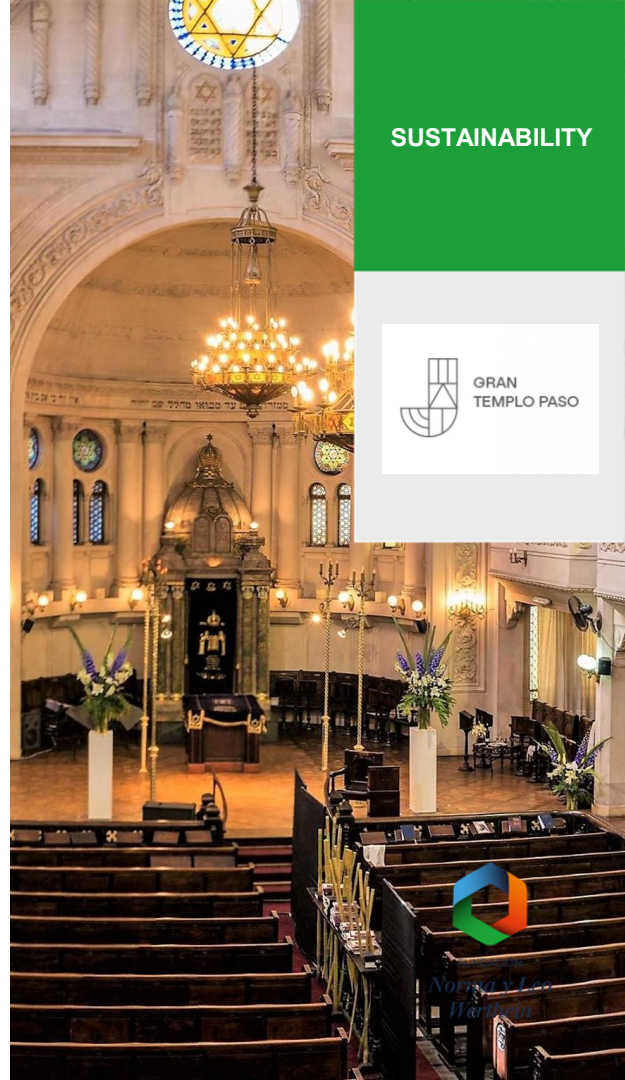
The *Fundación Norma y Leo Werthein* continues, year after year, to support *Fundación Tzedaká* in its **educational programs** aimed towards children from kindergarten to university students from vulnerable families and adults with labor insertion difficulties, with the purpose of ensuring their permanence in the educational environment.



## Gran Templo Paso

The **Fundación Norma y Leo Werthein** accompanies the **Gran Templo Paso** in the necessary acquisitions to carry out the celebration of the **Seder of Pesach and Rosh Hashanah**.

The **Gran Templo Paso**, founded in 1930, is one of the oldest synagogues in Argentina. The temple is an important religious site located in the traditional neighborhood of Once. In addition to its history and tradition, the **Gran Templo Paso** is a vibrant, intense and thriving community experience, with a open and friendly modern orthodox orientation.



SUSTAINABILITY



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## Hecho en Buenos Aires

We worked with *Hecho en Buenos Aires* in the **refurbishment of showers and common areas** of its facilities through which this non-profit social enterprise provides daily assistance to people in street situations.

SUSTAINABILITY

HECHO  
EN  
BS. AS  
MÁS QUE UN LUGAR



Fundación  
Norma y Leo  
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## Hospital de Niños Dr. Ricardo Gutiérrez

The **Hospital de Niños Ricardo Gutiérrez** is a highly complex tertiary hospital, a reference for the whole nation and neighboring countries. Since its creation in 1875, it has set the course for the development of Pediatrics at a national level and all pediatric specialties have been developed there. It was also a pioneer in Teaching (first Pediatric Clinical Residency in 1958) and in Health Research.

In 2023, the **Fundación Norma y Leo Werthein** supported the **Hospital de Niños Ricardo Gutiérrez** with a **donation for the Intensive Care Unit** and the construction and equipment of the **new Sterilization Center of the hospital**. In 2024, it supported its annual gala for the **modernization of the Aula Magna** and the **conference “La Pediatría en tiempos de crisis: presente y futuro”**.



SOSTENIBILIDAD



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2023 – 2024  
PROJECTS

## Mujeres por más - Pollera Pantalón

We joined *Pollera Pantalón* in its initiative “**Mujeres por más**”, which aims to **highlight and make visible the work of women** in various topics of interest related to Education or Sustainability.





**THANK YOU VERY MUCH**



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GRUPO WERTHEIN