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Ministerio de Cultura

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## THE STATE AND THE PRIVATE SECTOR JOIN FORCES TO USE “OBRAS POR IMPUESTOS” FOR THE RESTORATION OF THE VIRGEN PURIFICADA DE CANINCUNCA CHAPEL IN CUSCO

- The initiative, promoted by Backus and World Monuments Fund, applies a new model of public-private partnership under the legal mechanism of “Obras por Impuestos,” or projects in lieu of taxes.
- The Ministry of Culture and the Regional Government of Cusco signed an agreement that will allow the redevelopment of a monument that is part of the National Cultural Heritage.
- The project will be submitted to the Regional Council of Cusco to be prioritized.

*For Immediate Release—Lima, Peru, June 26, 2014...* The historic Chapel of the Virgen Purificada de Canicunca, located in the district of Huaro, Quispicanchi Province (Cusco), will regain its splendor thanks to a public-private partnership under the legal mechanism “Obras por Impuestos,” or projects in lieu of taxes. The initiative, promoted by Backus and World Monuments Fund (WMF), proposes a new funding model to rehabilitate Peru’s cultural heritage. The mechanism has been embraced by the Ministry of Culture, which approved the procedure in strict compliance with the Law of Protection of Cultural Heritage.

The initiative was formalized with the signing of an agreement between the Ministry of Culture and the Regional Government of Cusco, which allows for the restoration of the chapel, part of the National Cultural Heritage. This work will materialize after the Regional Council prioritizes the project and carries out a public bid, in which Backus has expressed its intention to participate in partnership with WMF.

The Virgen Purificada de Canincunca Chapel is a monument that was declared as a National Cultural Heritage site under the Supreme Resolution No. 505-1974-ED, dated November 14, 1974. The chapel is property of the Archdiocese of Cusco and is administered by the Compañía de Jesús. It is part of the Andean Baroque Route, which also includes churches in Andahuayllas and Huaro, buildings that were also conserved with the support of WMF.

The comprehensive restoration project consists of the rehabilitation of the adjacent parish house, the conservation of the church’s façade, walls, floors, altar, woodwork, electrical installations, murals, and sculptures. The investment amount will be 2.5 million soles.

Carlos Silva Canessa, parish priest of Andahuayllas and Huaro, stated: "The Andean Baroque Route, promoted by the Compañía de Jesús, is dedicated to the diffusion of the region’s cultural heritage through the restoration and preservation of the churches of Andahuayllas, Huaro, Canincunca, and Compañía de Jesús in Cusco. The restoration of the Virgen Purificada de Canincunca Chapel will consolidate this beautiful path where heaven and earth were made art; and thus contribute to the development of tourism in the area to generate employment opportunities for the community".

Diana Álvarez Calderón, Minister of Culture, congratulated the promoters of this initiative, stating: "Public-private partnerships like this are evidence of the important role the private sector can play in the complex task of caring and redeveloping our vast cultural heritage. This is not an exclusive task of the state, but one that must involve all Peruvians."

Obras por Impuestos, law 29230, was created to reduce the infrastructure gap in the country and promote private investment. The projects under this investment scheme allow for a number of benefits, including the lightening of the management and administrative burden of the local and regional governments, creating strategic alliances with these authorities, and allowing private enterprises to determine the application of their taxes to benefit directly the communities where they operate.



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Felipe Cantuarias, Vice President of Corporate Affairs of Backus, stated: "We were the first company to perform a work under the legal mechanism Obras por Impuestos, and now we want to innovate by investing 2.5 million soles in the restoration of the Chapel of Canincunca, which will contribute to economic, social, and tourism development in the southern area of Cusco Valley."

Mario Testino, President of WMF Peru, stated: "Our mission is to save heritage in a sustainable way, transforming it into an engine of development to benefit local communities. So we are very pleased to have been able to promote a more attractive way of financing, Obras por Impuestos. And it's great being able to apply this new model at the Chapel of Canincunca as it will continue the development of the Andean Baroque Route. I hope that from this initiative other companies, besides Backus, get motivated to support, together with WMF Peru, the recovery of our heritage."

Finally, René Concha Lezama, President of the Regional Government of Cusco stated: "This agreement benefits all residents of Huaro district and it will help to boost the tourism sector. At the same time, for the Regional Government this is a clear sign that public-private partnerships can generate development for the region. We are confident that there will be many companies that will follow this example and our administration will be willing to support similar initiatives."

### **Ministry of Culture**

The Ministry of Culture is an executive branch agency responsible for all cultural aspects of the country and exercises exclusive jurisdiction over other levels of management throughout the national territory. It was created on July 21, 2010, under law 29565.

The main functions of the ministry are to formulate, implement, and establish strategies for accessible and inclusive cultural promotion; take action for conservation and protection of cultural heritage; encourage all forms of artistic expression; convene and recognize those who contribute to the cultural development of country; plan and manage all levels of government activities for the development of the Amazon, Andes, and Afro-Peruvian people; promote the strengthening of cultural identity; and create opportunities for the participation of all cultures.

### **Regional Government of Cusco**

The Regional Government of Cusco organizes and conducts regional governance according to their exclusive, shared, and delegated powers, within the framework of national and regional policies, to contribute to an integrated and sustainable development of the region. Current regional administration, led by magister René Concha Lezama, aims to strengthen the educational, social, and cultural development in their jurisdiction, thus improving the living conditions of the population; enhancing the human factor; strengthening regional institutions; coordinating and integrating the Cusco region; adding value to the regional production through processes of transformation and industrialization; taking advantage of its potential in a sustainable way; developing tourism, energy mining, and agricultural activity around the enhancement of genetic biodiversity; and managing the implementation of megaprojects.

### **World Monuments Fund**

World Monuments Fund is the leading independent international organization dedicated to the preservation of cultural heritage. Its mission is to protect against the loss of the world's architectural heritage, including the built environment, the artistic elements that enhance it, and the cultural traditions that it sustains. WMF builds global partnerships to conserve key cultural sites in response to urgent threats, and broadens public understanding about the central importance of heritage in our lives. Our work makes historic places accessible and sustainable, builds and replenishes skills needed to care for our common heritage, and communicates the benefits of this work to the global public. WMF Peru is chaired by Mario Testino.



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### Compañía de Jesús

Compañía de Jesús is a religious order founded in 1540 by San Ignacio de Loyola. Its members, priests and brothers, are internationally known as Jesuits. Compañía de Jesús defines his mission in the service of faith and promotion of justice, sponsoring everything that contributes to the realization of these values especially in the cultural boundaries of the world. The order has more than 17,000 members working toward the evangelization of the world, and its work extends to the educational, social, intellectual, missionary, and Catholic media fields. The current pope, Francis, is the first pontiff belonging to Compañía de Jesús. In Peru, the Jesuits are present in 11 regions and they administer 15 parishes, 1 seminary, 3 houses of Spiritual Exercises, 1 university, 9 Fe y Alegría schools, 6 pastoral centers, 10 community centers, and 3 radio stations.

### Backus

Unión de Cervecerías Peruanas Backus y Johnston SAA is the leading company in the brewing industry in Peru. It has five production plants located in Lima (Ate), Arequipa, Cusco, Pucallpa, and Motupe; in addition to these are a malting plant and a mineral water plant. It has a portfolio of well-segmented national and international brands looking to meet consumers in more than 180,000 points of sale throughout the country.

Backus works with a focus on sustainable development, with the goal of generating shared value with those who are part of its supply chain and the communities in which operates. Thus all its initiatives and projects seek to generate social inclusion, strategic alliances to create efforts, and make a positive impact on economic, social, and environmental benefits for the society as a whole.

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