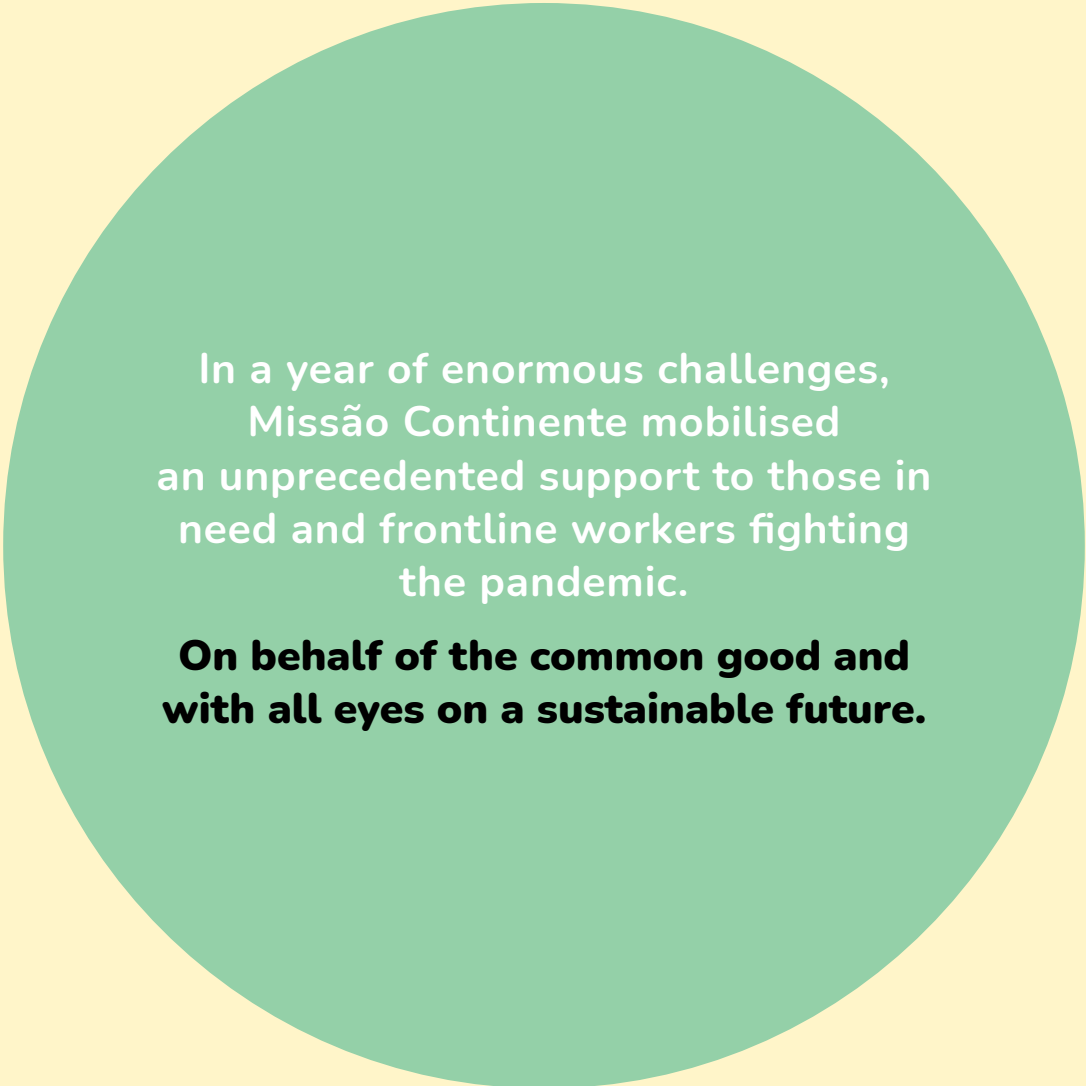


Annual Report 2020

# Building strength for the new normal





In a year of enormous challenges,  
Missão Continente mobilised  
an unprecedented support to those in  
need and frontline workers fighting  
the pandemic.

**On behalf of the common good and  
with all eyes on a sustainable future.**

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**Together we made a  
difference**



**“** *The commitment to keep on feeding Portugal forced us to reinvent ourselves. We united the country around campaigns like “Never Give Up” and “All For All”, with unprecedented participation levels, allowing us to achieve our vision: for the good of all, the best of each!* **”**

“ 2020 was the most challenging year in recent memory.

Through Missão Continente, we immediately acted before civil society by responding to thousands of daily requests for social support. At the same time, we stayed proactive by carrying out social emergency initiatives and building partnerships. All for the common goal of helping the Portuguese people: healthcare professionals, security forces, governmental and non-governmental entities, solidarity businesses, artists and cultural agents, socially and economically vulnerable individuals and families. We also reinforced our support to domestic violence victims, in line with our diversity and equity strategy, and helped thousands of animal protection associations.

The commitment to keep on feeding Portugal forced us to reinvent ourselves. We united the country around campaigns like “Never Give Up” and “All For All”, with unprecedented participation levels, allowing us to achieve our vision: for the good of all, the best of each!

Conscious of our role in creating social value and good environmental and eating practices, we kept sustainability as a major focus. Soane MC was distinguished as Portugal’s retail leader in terms of reusable, recyclable, and compostable packaging. Projects like “Missão Continente School” or “Responsible Plastic Commitment” strengthened our alignment with the United Nations’ Sustainable Development Goals. Raising awareness and mobilising the community are daily purposes that remain at the top of our priorities towards the People and the Planet.

Continente was also recognised as the brand that most contributed to support consumers in these times of crisis. We took it with the satisfaction of duty fulfilled. Being there for the Portuguese is only possible thanks to Our People, a dedicated and outstanding team that keeps working on initiatives for this common goal.

We extend our thanks to all stakeholders of Missão Continente, who always stood by our side along this promising

path. Together we have already done so much, but we remain committed to pursuing our goals and supporting causes that promote healthy eating, taking care of people, and protecting the planet.”



A handwritten signature in blue ink, appearing to read 'José Fortunato'.

**José Fortunato**  
Presidente Missão Continente

# Our Mission



**Building today  
a sustainable future for all.**

Determination is our path.

Helping positively to transform everyday life in the communities. Raising awareness and encouraging people to make better choices. Pursuing the United Nations' Sustainable Development Goals. Helping those in need in difficult times.

Respecting **#food**, **#people** and the **#planet**

**Missão Continente is made by all of us, every day.**



### The "Missão" in numbers

In 2020, we acted on several fronts...

## Mobilising the country to fight against Covid-19



#### "Don't Give Up"

**630.000€**

raised

**150 tonnes**

food products donated

Portuguese Red Cross  
Emergency Food Network



#### "All for All"

**1,2M€**

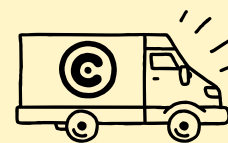
raised

**150 tonnes**

food products donated

Portuguese Red Cross  
Emergency Food Network  
Audiovisual Union



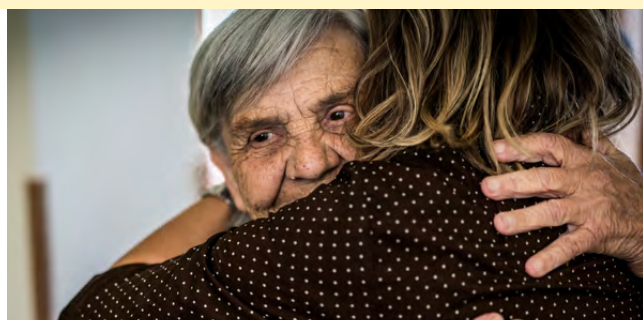


**50**

**shelter structures** for domestic violence and human trafficking victims **supported with food and hygiene products** in association with the **Secretary of State of Citizenship and Equality**

**+150**

**entities** (City Councils, Civil Protection, Firefighters, etc.), **homeless people and the elderly** supported with food and hygiene products



**28**

**hospital entities** supported with **food and hygiene products and personal protective equipment**

**Donating surplus food from our stores**



**10,9 M€**

for **1.170 social support institutions** and animal welfare associations

**2,9 M€**

in food products made available in the **social areas** of Continente's stores and warehouses





## Contributing to raise awareness with the **Missão Continente School Programme**



**333**

Basic Schools enrolled



**1.873**

teachers involved

**31.406**

students participating





**Supporting 267** local initiatives with  
more than **380.000€**



**Launching** collection  
of goods and voucher  
campaigns



**140 tonnes**

of food products collected for **Food  
Bank Against Hunger**

**350 tonnes**

of animal products collected for  
**Animalife**



# We are driven by our commitments



**Missão Continente remains committed to its goals towards a balanced society and a sustainable future.**



**Encourage** a healthy diet and lifestyle while raising awareness for sustainable and responsible consumption.



**Stimulate and support** social impact projects that can transform and improve the living conditions of the most vulnerable.



**Reduce food waste** throughout the entire value chain.



**Develop** and implement measures for a more responsible use of plastic.



**Apply efficient** resource management, promote the circular economy and increase awareness of best environmental practices.



**Work closely** with the communities, help them grow, be more sustainable, and capable of addressing social and environmental challenges.

# Sustainability Initiatives





## Promoting a Healthy Diet and Lifestyle



**Promoting good eating practices and healthy habits is one of Missão Continente's top priorities.**

And 2020 was no exception: through our initiatives, and in alignment with the United Nations' Sustainable Development Goals, we reinforced our commitment to a more sustainable future.



## Missão Continente School Programme



The Missão Continente School Programme remains committed to raising awareness to a balanced diet, a healthy lifestyle and conscious consumption, among children of the 1st Cycle of Basic Education. Topics like adequate daily food choices or adopting a more sustainable behaviour are addressed throughout the school year.

We involve the entire educational community, promoting not only the visit of Ambassadors (Sonae MC employees) to schools with themed, interactive classes, but also the visits of schools to Continente stores. Students and teachers take part in the challenges to put the acquired knowledge into practice, and the schools apply for the prizes.

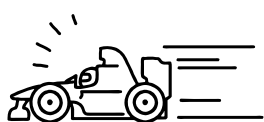




## 2019-2020 Edition

### A challenging school year!

Students, teachers and parents played a crucial part with all their dedication, especially in the last phase in which study took place at home due to confinement.



Participation

**333 enrolled schools**

**31,406 students**

**1,873 teachers**





# Childhood obesity

How to motivate the school community to change eating habits



## 1st Place

Basic School of Anobra (Coimbra)

The schools worked the healthy food theme throughout the school year, with several activities, and always sought to **pass the knowledge on to their families.**

Each student created a **Healthy Snacks Brochure** to distribute to the entire educational community. Together, the students also interpreted a theatre play with a food “Little Devil” and a food “Little Angel”, exploring the importance of making good choices and learning how to interpret labels.

## 2nd Place

Basic School of Praceta (Portalegre)

Students started by creating a **leaflet with healthy snack suggestions** and a weekly snack planning schedule for regular use. The pieces were delivered to the parents / guardians.

But they didn't stop here and organised a healthy luncheon in the school cafeteria, in which participated children, teachers, educational assistants and parents.

Finally, in terms of physical exercise, they promoted different sports activities throughout the school year, which counted with the participation of families, the City Council and the Parish Council.

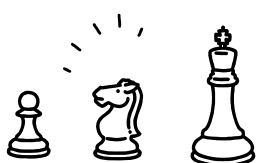


## 3rd Place

### Basic School of Paço (Porto)

Students played different roles, portraying journalists and parents / guardians. They created a **newscast with interviews, reports and debates** to address the themes of childhood obesity, the importance of a healthy lifestyle, and the role of the families. With the cooperation of a health technician from the Parish Council, they gave life to posters about childhood obesity.

The works demonstrated a clear and profound reflection on the topics and the transfer of knowledge to the parents, in an original and creative way.



# Recycling

**Breaking the myths of recycling and reinforcing its importance**



## 1st Place

**Basic School Anobra (Coimbra)**

Already in full confinement, the classes promoted a Quiz through Zoom and developed the **news-cast “Reciclojornal”** among students, parents and teachers.

In addition to the television presenter, several characters emerged to talk about the difficulty of recycling, additional waste during confinement and correct waste separation, and play rhymes about the different materials and recycling points.

In the end, all students were encouraged to create a new toy or object by reusing materials they had at home.

## 2nd Place

**Regional Conservatory of Music of Covilhã (Castelo Branco)**

Student Mariana Mineiro and her family created a **debate about recycling** which culminated in task division among everyone and the responsibility of placing specific waste in each bin.

They developed a poster explaining the project and a handicraft with illustrated representations of the recycling points, in which the family wrote rhymes about each bin.

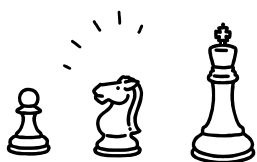


## 3rd Place

**Basic School of Ponta do Sol (Madeira)**

Student Tiago Martins and his family created a board game named "The environment with... Continnente" to explore the correct waste separation.

There were 24 cards with questions. Whenever a player gave the correct answer, he/she would deposit a waste of their choice in the corresponding recycling point.



## 2020-2021 Edition

### What's different this school year?

In time of pandemic, schools can continue getting involved in several ways designed and adapted to the context.



Participation

**437 enrolled schools**

**40,619 students**

**2,756 teachers**

Activities and challenges' themes

**Regional and local products/dishes and Sustainable shopping**

#### Virtual sessions

given by our Ambassadors (Sonae MC employees)

#### Virtual tour to a Continente store

through a video accessible to the whole school

#### Challenges

The 3 winning works received prizes to improve their respective schools

#### Content sharing

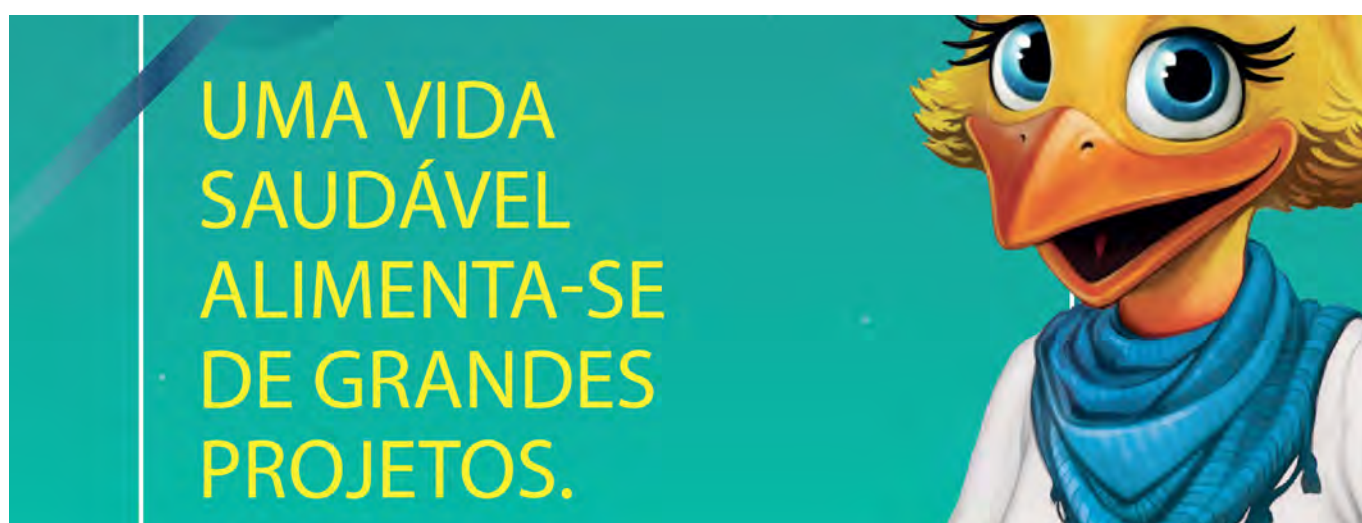
Sheets and videos with several activities

**“ When Covid-19 appeared, in March 2020, the enrolled class had already participated in some challenges of the Missão Continente School. With schools closed during confinement, students received the challenges by email. The proposals were well received and mostly implemented together with parents and siblings. In online classes, students presented some results of the activities sent (Easter recipes, sustainable practices at home, physical exercise, healthy eating...). It was a very positive partnership! ”**

*Teacher Sandra Mamede | Colégio do Rio, Portimão*



## Missão Continente Donation 2019-2020: The fight against childhood obesity



Portugal remains one of the European countries with the **highest levels of childhood obesity.**

One of Missão Continente's main goals is to **promote healthy eating habits.** As part of this commitment, it intends to contribute to the national challenge of preventing childhood obesity through the Missão Continente Donation. In the 2019-2020 edition, the programme is directed at schools as well as social sector organisations.

Missão Continente thus reinforced its work on this theme, **supporting transformative initiatives** with a social impact in Portugal.

**“ An effective fight against childhood obesity also depends on the commitment of the different agents in the agri-food system. That's why we're participating in the Missão Continente initiative, which promotes and supports projects that may contribute to the prevention of childhood obesity in Portugal. ”**

*Helena Real | Portuguese Association of Nutrition*



## How we supported childhood obesity prevention projects

Projetos vencedores

**5 schools**  
**1 parents' association**  
**2 health entities**  
**2 social sector entities**

Total donations distributed

**167.000€**

raised through Missão Continente's solidarity gifts sales

### Support in project training

After distributing the donations, Missão Continente designed a plan to help implement the projects, with:

#### Visits

**Empowering workshops**

**Continuous monitoring**

**Technical support**

### Who evaluated the projects?

The evaluation was made by a jury composed of entities specialised in the theme:

**National Programme for the Promotion of Healthy Eating**

**Directorate-General of Health**

**Portuguese Association of Nutrition**

**Portuguese Football Federation**







## About the winners

### “Vamos a Mexer”

**São Gonçalo School Group,  
Torres Vedras (Lisbon)**

**10.000€**

- Developing awareness actions and training on healthy eating, promoting outdoor activities
- Complementing the offer of sports equipment to increase sports disciplines and include more daily hours of physical activity per student

### “Missão vamos à horta”

**Viana do Castelo’s Kindergarden no.1  
- Parents and Guardians’ Association  
(Viana do Castelo)**

**13.000€**

- Building a pedagogical garden for children to learn about the origin of food and introduce vegetables and fruits to their diet
- Developing training and awareness actions and workshops to promote healthy eating habits

### “Comer e mexer para a Saúde ter!”

**Golegã, Azinhaga and Pombalinho  
School Group, (Santarém)**

**22.000€**

- Installing a physical activity circuit outside the school, with equipment purchase
- Implementing going to school by bike / on foot
- Purchasing materials for playful / theoretical / practical sessions and nutrition appointments

### “Super Nutri”

**Arcozelo das Maias Kindergarden / Ol-  
iveira de Frades School Group (Viseu)**

**19.000€**

Purchasing didactic material and equipment for:

- Food transformation, robots kits
- Workshops, physical and pedagogical activities inside and outside





## “MuDança”

**Vila Real a Dançar Association  
(Vila Real)**

**20.000€**

- Adding an individual physical exercise plan to dance for children
- Creating showcooking and healthy eating workshops
- Purchasing equipment for physical evaluation of students and conducting workshops

## “Comer com Saúde, Mexer com Alegria”

**Cerebral Palsy Association of Vila Real  
(Vila Real)**

**20.000€**

- Purchasing equipment for rehabilitation and adapted physical activity
- Purchasing computer equipment and material for measurements and screening and for lectures

## “A minha lancheira”

**Alentejo Health Regional Administration, IP (Évora)**

**10.000€**

- Purchasing equipment for room or outdoor dynamics and didactic material
- Evaluating snacks before and after the intervention

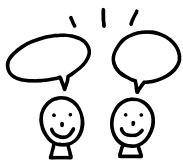
## “Alimento Suficiente, Saúde Excelente!”

**Jl/EB1 School of Conceição (Faro)**

**13.000€**

- Purchasing sports equipment, garden development material, sports and school didactic material
- Purchasing computer equipment
- Training the kitchen Chef
- Organising travels to the pedagogical farm





## “Cinfães em forma - Bem comer e muito correr para melhor viver!”

**General Serpa Pinto School Group  
(Viseu)**

**20.000€**

- Purchasing crockery, trays, kitchen equipment
- Purchasing scales and other equipment to monitor BMI (body mass index)
- Purchasing bicycles, climbing equipment and maintenance circuit equipment

## “BaLanSa – Bares e Lancheiras Saudáveis”

**São Miguel Island Group Unit (São Miguel Island)**

**20.000€**

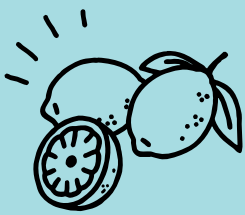
- Evaluate, monitor and raise awareness towards a better lunchbox composition and a better food supply at schools (bars)
- Perform food education activities to sensitise the school community



“ *Missão Continente believes in ‘MuDança — Programa Contra a Obesidade Infantil’ and has supported us greatly since the very beginning. All members of the team, each participant and the community in general feel the presence and the generosity with which they have congratulated us. It was crucial for the purchase of some equipment, which allowed us to achieve the objective of helping our children. We thank everyone at Missão Continente for all the dynamics, the understanding and the affection with which they received us, for all the solidarity of these initiatives.* ”

*“Vila Real a Dançar” Association*

# Raising Awareness for Conscious Consumption



**Consuming responsibly is a collective imperative and, at the same time, a challenge upon each of us.**

Year after year, Missão Continente has reinforced its commitment to raise awareness of the impact that each choice has on our planet and diversify innovative ways to fight food waste.



## Food waste reduction

### “Unidos Contra o Desperdício”

Missão Continente joined the national civic movement “Unidos Contra o Desperdício” (united against waste), created to combat food waste. An increasingly urgent task:

### 1/3 of the food

produced worldwide ends up in the trash

### 1,000,000 tonnes

of food in Portugal never get consumed

Created in 2020 (on the International Day of Awareness of Food Loss and Waste), this movement plans a set of actions to **impact and sensitise society about food waste.**



**“ Fighting food waste should be a top priority for countries, companies and consumers. We need to raise awareness globally with tools and information, so we can reverse the current scenario of food waste ”**

*Isabel Jonet | President of the Portuguese Federation of Food Banks Against Hunger (founder of the movement)*

Other founding entities:

AHRESP, APED, APLOG, Lisboa Capital Verde Europeia 2020, CAP, CIP, CNCDA, Zero Desperdício and Refood

By joining “Unidos Contra o Desperdício”, Missão Continente intends to contribute to the objectives described in the movement’s manifesto:

- Make it customary to reuse surplus food
- Alert society to the problems of loss and waste
- Encourage and facilitate leftovers donation
- Promote responsible consumption



## Zer0% Waste fruit and vegetable box



To prevent stock breaks, Continente developed boxes with 5 kg of fruits and vegetables (at sale for only €0,50 / kg) which are close to exceeding the optimal consumption point.



**In 2020**

**Present in  
49 Continente stores**

**40 tonnes**  
of fruits and vegetables / year  
saved from waste

**In 2021**

**expected presence in more than  
300 Continente stores**

**Avoid waste**  
of 1,000 tonnes of  
fruits and vegetables





## How does it work?

**1**

**Fruits and vegetables from the Zer0% Waste box are carefully selected by the store's employees.**

**2**

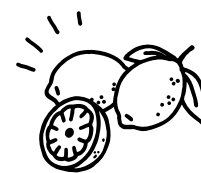
**Only products that still meet the brand's quality and freshness standards (but are about to lose commercial value for aesthetic reasons) are "rescued".**

**3**

**The boxes are put up for sale in the fresh products section, according to stock availability in each store.**

**“** Since November 2019 — when we started this project — we've already 'saved' more than 40,000 Kg of fruits and vegetables. Our goal is to avoid the waste of 1,000 tonnes of fruits and vegetables per year, which means selling 200,000 boxes per year. As a retailer playing a crucial role in the fight against food waste, we aim to reach 'zero waste', which means avoiding the waste of any food that is good be consumed. This box allows us to avoid tonnes of food waste and, at the same time, offer products in excellent conditions for a friendlier price to our consumers. **”**

*Pedro Lago | Director of Sustainability and Circular Economy Projects at Sonae MC*



## Fighting waste on several fronts

### Fruit salad ranges

We reduced the range of fruit salads from the supplier and reinforced the range made in our store.

**Avoided waste:**

**50 tonnes**



### Dehydrated fruit snacks

Created from the waste generated by the production of PGI (Protected Geographical Indication) apples and pears.

**Avoided waste:**

**3.9 tonnes**

### Natural juices

Made 100% from the squeezed juice of Alcobça apples, with no added sugar or water.





### Food surpluses donations

It's a part of the daily routine at the Continente stores to reuse and redistribute food products:

- To social solidarity institutions and animal support associations
- To our employees in the social areas of stores and warehouses



### Pink labels

A strategy implemented more than 10 years ago in the Continente stores. Pink labels are smart depreciation labels that communicate a price reduction on products nearing the expiration date. A system that avoids waste and, at the same time, offers an economic benefit to the customer.

### “Banana Solteira” (single banana)

A project that results from the collaboration between Continente and Bagga. It makes possible to avoid the waste of bananas removed from the bunch and left lose in Continente stores.



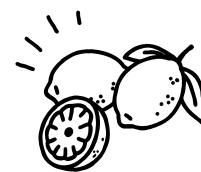


## Circular Economy: giving a new life to products

The purpose of Circular Economy is to fight waste by transforming end-of-life products through reuse, recovery and recycling.

Continente continues to promote the transformation of some fruit and vegetable surpluses, giving them a second life and adding value. The range of jams and chutneys, the Panana (banana cake) and the Bread Bear are examples of differentiating products, the first to be produced from surpluses in our stores.





## Projeto LIFEFood Cycle: innovation to manage stock breaks

The LIFEFoodCycle project aims to develop a digital platform for managing donations and the selling (B2B) of store surpluses. The goal is to improve the sustainability of the food system and fight waste.

With the new platform, the Continente stores will be able to manage stock breaks in a digital way and:

### Optimise donations to social solidarity institutions

Solidarity donations exist for over 20 years and take place all year round. All stores have a partnership with several local institutions of social or animal support for the donation of food surpluses. With this digital evolution, the LIFE-Food Cycle will increase efficiency in the donation process and the total breakage reusable for the institutions.

### Sell products to commercial partners (B2B)

The future platform will allow selling food products at risk of breakage, and which have lost commercial value, for a price expected to be lower than in physical stores.

#### Um projeto pioneiro e inovador a nível europeu...

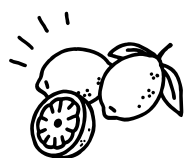
Desenvolvido em **consórcio com a Phenix** (startup europeia anti-desperdício)

- Developed in partnership with Phenix (anti-waste European start-up)
- 55% co-financed by the European Union's LIFE programme (a European financing instrument for environment and climate action)
- Continente is the first brand to hold a digital platform for managing donations and selling surpluses





## Continente Producers Club



The Continente Producers Club is a support structure for the Portuguese agricultural and farming production, created in 1998 to bring closer Sonae MC and national producers from north to South, Azores and Madeira.

Its mission is to promote national products according to high quality and safety standards while supporting producers in a consistent and structured way.

A partnership based on technical and scientific knowledge in which everyone wins:



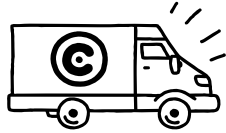
### Good for producers

- A guaranteed way for producers to sell their production
- A firm promotion of the national agricultural and farming sector, creating jobs, fostering regional development, encouraging ambitious projects that bring innovation and add economic and social value to the country

### Good for our clients

- Guaranteed offer of excellent national products aligned with the best practices and consumer trends
- Supporting local production and small-scale producers makes it possible to have a “Products of The Region” offer in Continente stores

## Continente Producers Club in numbers



**256 members**

producer organisations, single farmers and small family companies

**11,000**

indirect jobs

**200,000 +**

hectares of national productive area

**€350 M**

in purchases to national producers

**= 206,000 tonnes**

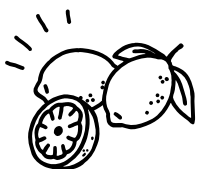
of national product





## Helping national production in times of Covid-19

To support producers in selling out products in a time of emergency and decrease in activity, the Continente Producers Club took several measures.



**40**

new members integrated in just 2 weeks

**€5 M +**

in purchases of agri-food goods in the 1st quarter of 2020 than in the same period of the previous year

### Programme

of advanced payments to help cash flow conditions of small producers

**“** *This moment demands a responsible and mobilising attitude. That’s what we’re doing by broadening the Continente Producers Club network. We need to sustainably support those who feel more closely the effects of a crisis of dimensions yet to be defined. As always, we are with those who have been with us and with those who want to join. We are stronger together and will manage to overcome difficulties. All this without ever forgetting the strict quality and safety procedures of the products we sell.* **”**

*Ondina Afonso | President of the Continente Producers Club*



## The largest National Aquaculture Project

In partnership with a national aquaculture company, Sonae MC will trade more than 900 tonnes of sea bream from Algarve in the Continente stores — thus reinforcing the value proposition of fresh national fish. With an investment of €25 million until 2022, the largest National Aquaculture Project, located in open sea near the Armona Island (Olhão), is meant mostly for supplying Continente stores.

Portugal is one of the countries with highest fish consumption and each Portuguese consumes, on average, 57 Kg of fish per year. However:

- The national market still has low self-sufficiency (only 33%)
- 93% of aquaculture purchases are imported

Our investment in national aquaculture production will allow us to:

### Improve the fish supply

at Continente stores  
+ freshness  
- delivery time

### Increase the offer of Algarve's sea bream

and promote consumption of national fish

### Increase support for Portuguese producers of fish

### Support local communities of Algarve





## Aquaculture is a sustainable alternative

- Guarantees the stabilisation of wild stocks overexploitation
- Guarantees greater quality control on the produced fish
- Guarantees less environmental impact, comparing to other animal production sectors
- Guarantees constant improvement in production processes and resource efficiency

### National fish as a priority

In 2010, Sonae MC was the first food retail group in the country to adopt a fish sustainability policy. We maintain the leadership and commitment to this policy, which establishes principles for the protection of fish species and stocks along the value chain.

We also pioneered the use of the Traffic Light System, a colour code which publicises the environmental impact of fisheries on commercialised species throughout the year.

**“ We aim to increase the total sales of national fish by more than 20% in the project’s first year, reaching a share of more than 40% of the total sales of fresh fish. This project will also allow doubling the current offer of Portuguese sea bream, the most appreciated fish species in Portugal, in the entire market, extending, in the coming years, to other species, such as sea bass, snapper and bream. ”**

*Nuno Vital | Commercial Director of Sonae MC's Fishmonger*







## Supporting the Community



**Being an active agent in the communities is essential to Missão Continente and translates into initiatives with the power to transform lives for the better.**

In 2020, facing a new reality, we offered support in several ways, stimulating solidarity citizenship and the effort for social inclusion.



## The brand that most supported the Portuguese



According to a BrandsCore study, release by Scopen, Continente was the brand that most contributed to support the Portuguese in the context of the crisis originated by Covid-19, during the first months of the pandemic. With this top-of-mind nomination from 1,4 million people, Continente was recognised for its relevance and contribution given to society.

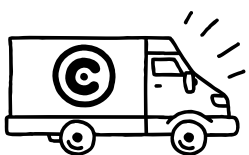


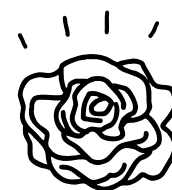
The support to the community was provided through Missão Continente, which responded to countless requests from many sectors of society.



# Covid-19 supports

Different years call for exceptional efforts. More than ever, in 2020 Missão Continente was there for the Portuguese and generated extraordinary mobilisation around great solidarity campaigns. All to help thousands of people and families who saw their situation worsen with the pandemic.





## “Nunca Desistir” (Never Give Up)

The first major initiative promoted by Missão Continente and the LAPS Foundation to help raising funds and feed thousands of families weakened by the pandemic. Bringing together several public figures and receiving strong support from the rest of the country, the campaign translated into a wave of solidarity.



**€630,000 +**  
raised by the Portuguese

**150+ tonnes**  
of food products  
donated by Missão Continente

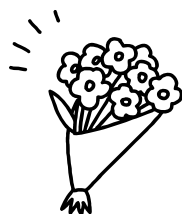
donations delivered to  
**Food Emergency Network**  
**Portuguese Red Cross**





## “Todos Por Todos” (All For All)

The greatest solidarity campaign in living memory in Portugal. Missão Continente not only donated food products but, in partnership with LAPS Foundation, TVI and the Portuguese Football Federation, also mobilised more than 370,000 customers to deliver donations to the Portuguese Red Cross, the Food Emergency Network and the Audiovisual Union:



**€1,2 M +**  
raised

**150+ tonnes**  
of food products donated

**500,000 +**  
people supported

**“** I take this opportunity to recognise the fundamental role Missão Continente had in 2020, helping some of the most deprived sectors of the population for which the pandemic certainly represented a huge impact. **”**

Mónica Ventosa | Deputy General Manager of the Portuguese Association of Distribution Companies (APED)

## Other supports in the pandemic context

Throughout the year, Missão Continente joined forces with other entities and initiatives to support those who needed it most.

### Food partnership

for the “Unidos por Portugal” campaign of the Portuguese Football Federation and SIC Esperança

**334 social institutions supported**

### Donation of food and personal hygiene goods to 50 care facilities

for victims of domestic violence

### Support to 28 hospital entities and their health professionals

donation of thousands of food goods, hygiene and personal protective equipment

### Association with the Secretariat of State for Citizenship and Equality

in a prevention campaign against domestic violence and human trafficking



**“** We deeply appreciate the help given to our hospital in the current context of fighting Covid-19. We feel closer to victory thanks to Missão Continente and everyone who quickly understood this was a fight for health professionals as well as those who provide them with the right conditions and support. We're on the right track and we're lucky to have you on our side! **”**

Mariana Botton | Beatriz Ângelo Hospital

## Meals prepared by Chefs

**with ingredients donated by Missão Continente, for health professionals and intensive care units**



## **Social support to homeless people, senior citizens, nursing homes residents and over 150 entities**

(City Councils, Civil Protection, Firefighters, Institutions, etc)



**“ The Board, the Command and the Active Corp of the Voluntary Firefighters of Câmara de Lobos thank Missão Continente and the Continente Modelo store team of Câmara de Lobos for the donation of food products to firefighters. It will be relevant to our staff, contribute to minimize our needs in the current context and guarantee a work of excellence to the community. We thank you for this noble gesture. ”**

Commander Fernando Gomes | Volunteer Fire Corporation of Câmara de Lobos



## Collection of goods and voucher campaigns

Donating essential goods to those in need remains on top of our priorities. Missão Continente continues to actively support fundraising campaigns, joining forces with social solidarity institutions and providing logistical support, communication capacity and store space to amplify results.

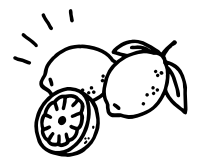


**140 tonnes**  
of food products

raised for the Food Bank Against Hunger

**305 tonnes**  
of animal products

raised for Animalife



## Daily surplus donations

Hundreds of social solidarity institutions and animal well-being associations are directly supported by the Continente stores through **food surplus donation**. For various reasons, these goods lost their commercial value and cannot be sold anymore. However, they're good to be consumed and can be given to institutions. This is not only one of the most efficient ways to fight food waste, it's also a valuable support for those in need.

In 2020, Missão Continente supported **a total of 1,170 entities** with food surpluses from its stores and warehouses worth **10,9 M€**:

**819**

social solidarity institutions

**supported with €9 M**

**351**

animal support and well-being associations

**supported with €1,9 M**



**“** PRAVI launched an appeal and received a precious help from Missão Continente to help face other difficulties brought by the current context. Our animals and ownerless animals appreciate this! Our heart is filled with such generosity and we're grateful. Thank you! **”**

Céu Esteves São Pedro | Coordinator of PRAVI Center of Alpiarça in Almeirim

## Other supports to the community

Intending to take part in social transformation, Missão Continente develops partnerships with entities that act in the community, supporting initiatives and local projects that attend to different needs.

### Local support

**267 local initiatives**

supported with over

**380,000 €**



**“ Only with your donations could our project continue to distribute affection and help people in need in our Santo António parish. Today we’ve reached the mark of 1,000 meals delivered! Thank you Missão Continente for your generous donation! ”**

Cozinha de Afeto Casa do Povo de Santo António

## Solidarity bags



Missão Continente developed a solidarity shopping bag to help social institutions and / or animal well-being associations.

The 1st edition of the solidarity bag allowed us to raise €30,000 which were delivered to the **Portuguese Association of Voluntary Firefighters (APBV)**. They were at the forefront of the fight against Covid-19 while working all year round to serve the population. The amount was used to buy Automated External Defibrillators (AED).



“ This Missão Continente donation is really important to save lives in Portugal. After analysis by the Portuguese fire corps, we’ve identified the need for AEDs nationwide. That way we can distribute 25 AEDs in all districts, including autonomous regions, which will make the difference in emergency help in Portugal. There are still many weaknesses in this field so this is a major contribution, which fills us with pride. We thank also the Portuguese people who joined this initiative. ”

João Jordão Marques | Board Director of APBV

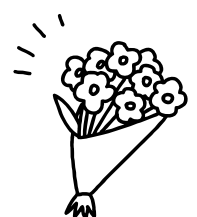
# Solidarity Tales



Through the sale of 15 classical Disney tales, Missão Continente and Leya donated **50,000€** to **Operação Nariz Vermelho**, which works with paediatric services in Portuguese hospitals.

The goal with these stories, preferred by most children, is to create an environment of comfort and inspiration, generating more smiles in paediatric services during Doctor Clowns' visits (temporarily away in 2020 due to Covid-19, but present through TV ONV channel).

The "Solidarity Tales" are a simple and sympathetic way to help and, at the same time, a chance to learn some of Disney's more beautiful stories.



# Caring for the internal Community



## **Each employee plays a fundamental role.**

Taking care of our people is all about valuing them and creating new opportunities for progression. Throughout the year, we develop several initiatives that contribute to their personal and professional satisfaction.

## “Somos Sonae” Programme

The “Somos Sonae” Programme focuses on supporting the recovery from economic and/or social difficulties, in areas such as family economy management, legal and economic support, among others.

This initiative helps restructure and empower the autonomy of employees who are in more vulnerable situations. In 2020, the programme was reinforced, including a new focus on **preventing and intervening in cases of domestic violence**, in partnership with the Portuguese Red Cross.



**385**

**people supported**, including employees and direct family members



# "Improving Our Life" Movement

Thousands of Sonae MC employees have already benefited from the "Improving our Life" Movement. In 2020, several actions were taken:

**Recognition and appreciation for**  
**The effort and dedication**  
of all employees during the pandemic

**Christmas baskets for**  
**37,000 Employees**  
with the best products of the Continente brand

**+ 15,000 users**  
on an online platform developed to share happy holidays messages

**Christmas postcards**  
with the faces of all employees from different Sonae MC brands and businesses

**730 + Bebé Well's kits**  
for all employees who became parents





## Diversity and inclusion

Development of an internal campaign to raise awareness to the issue of Gender Equality.

The campaign featured the faces of our female employees as ambassadors.



## Future Leaders @Retail

In 2020, we encouraged more than ever our internal talent, contributing to its development and enhancement.

The 5th Edition of Future Leaders @Retail, the programme which trains future retail leaders in Sonae MC, focused exclusively on **internal applications, giving this opportunity to 37 employees.**



## Qualifica

An initiative that aims to establish **partnerships with Higher Polytechnic Institutes**, within the scope of TeSP and Masters

We also developed an internal campaign to raise awareness to the importance of long-life learning, using testimonials of employees enrolled in previous editions as faces of the programme.

**2,600 employees enrolled in Qualifica**

## Master in Logistics

Through a partnership between Sonae MC and the Polytechnic Institute of Setúbal, a Master in Logistics and Supply Chain Management was created. This way we reinforced the importance of bringing the academic and the professional environments closer, as well as the focus on lifelong training.

**25 vacancies fully occupied by employees in the master's 1st edition**



## “Better Return” Programme

Implementation of a welcome programme for the return of more than 2,500 employees that had been working from home during the first confinement. The programme included training, communication and delivery of personal protective equipment (PPE).

## “Logística Solidária” Programme

Implementation of supports aimed at valuing the employees’ families and their well-being:

**700 kits of school supplies for employees’ children going back to school in September 2020**

**2,000 + families of Logistics employees supported with food and non-food products available at symbolic prices before Christmas**

## COVID Internal Line

Implementation of an internal support line for screening, referral and monitoring situations related to Covid-19. 24-hour availability, every day of the week, for Sonae MC employees.

## G10 Mobile Phones

Extension of the Sonae MC communications plan to all employees (over 19,000 professionals), with the assignment of a smartphone and a kit with a voice and data plan.

## Benefits for Social Areas

In the fight against food waste, every day the Social Areas of our stores and warehouses make surplus food available to their employees. These products can be consumed during working hours, which allows them to save costs and avoid wasting food that is still in good conditions.

**€2,9 million in surplus food products made available for employees**



## Good environmental practices



**Year after year, our effort for a more sustainable future translates into concrete measures and tangible results.**

Whether in plastic reduction, promoting circular economy or energy transition, we have conquered important goals which motivate us to continue this path and achieve sustainability across the entire value chain.



## Responsible use of plastic



Sonae MC's position regarding plastic is clear: it presents many advantages compared to other materials, regarding the protection and preservation of products, but also economically and in terms of environmental carbon footprint.

Right now, the challenge are to promote a responsible use of plastics — eliminating excessive usage, encouraging separation and recycling — and build a circular economy to extend the materials' lifecycle and avoid their deposition in nature (soils, rivers and oceans) or incinerators as undifferentiated trash.

## 2025

**Our goal (anticipating the EU's goal in 5 years) for:**

- Reducing or eliminating the use of plastic materials of fossil origin
- Ensure reusable, recyclable or compostable packages



**“ Accelerating the transition towards a circular economy can only be done if everyone is involved — suppliers, retailers and consumers. This cycle starts with the design of recyclable packaging, with materials that can be recycled and later incorporated into new packages. It’s essential to avoid waste and guarantee that plastic doesn’t end up in the environment. The consumer plays a crucial role to ensure that, after use, the packages get the right destination and gain a new life. ”**

Ana Alves | Director for Private Labels at Sonae MC

As an active promoter of conscious consumption habits, Continente has been implementing several measures according to its Strategy for the Responsible Use of Plastics. A multidisciplinary and transversal work group is currently focused on developing concrete solutions for a more responsible use of plastic, at several levels:

- In the private brand
- In terms of logistics
- Among suppliers
- Within internal operations
- Raising awareness among consumers

This commitment aims to stimulate a circular economy, namely reducing the use of natural resources, promoting recycling, and finding economically viable alternatives to single-use plastic.

## The implementation of the Strategy for the Responsible Use of Plastics

**allowed us to achieve in 2020**

**4,2 thousand tonnes**

**of virgin plastic saved**

which means

**90% growth**

compared to the 2,2 thousand tonnes / year announced in April 2019

## Recognition of our work

### Ellen MacArthur Foundation 2020 Report

Annual report that states the progresses of the 400 organisations committed to the New Plastics Economy. In 2020, it mentions several factors that enhance Sonae MC's recognition:

- **One of the best results in the world** among subscribers
- The best result among **all retailers operating in Portugal**
- 4th company with **highest percentage of reusable plastic** incorporated in its packages (13,4%), ahead of companies like Starbucks e a Delhaize
- 7th retailer with **highest percentage of effectively reused, recycled or compostable packaging**, ahead of Carrefour, Marks & Spencer e Walmart

The New Plastics Economy features the collaboration of the United Nations Environment Programme and is signed by more than 400 worldwide organisations that share the

same vision: **prevent plastic from becoming waste and accelerate the circular economy**. Launched in 2018, this commitment inspires the definition of specific milestones according to common goals: anticipate the European goals (established for 2030) to 2025 with the United Nations Sustainable Development Goals.

Divided in phases, the **main ambitions** of this global commitment are:

- Eliminating unnecessary plastic objects
- Redesigning packages
- Investing in innovation so that all plastic can be reusable, recyclable or compostable
- Ensuring all plastic is used in a circular manner and dissociated from consumption of finite resources

Sonae MC was the first Portuguese retailer to sign the New Plastics Economy commitment.







## “Recognition of Practices in Social Responsibility and Sustainability” APEE award

Awarded by APEE (Portuguese Association of Business Ethics) and the Global Compact Network Portugal, this prize was delivered to the “**Responsible Plastic Project**” on the 15th Edition of Social Responsibility Week.

The distinction refers to the category of **Sustainable Development Goal 12 (SDG)**, established by the United Nations until 2030: Sustainable Production and Consumption.

**“** We need to create a circular ecosystem for plastic. And to do that, we need everybody on board. At Continente, we’re still very much committed to promoting responsible use of plastic, and awards like these motivate us even more to keep on this track. **”**

*Pedro Lago | Director of Sustainability and Circular Economy Projects at Sonae MC*



## Initiatives to reduce / reuse plastic

### Recyclability Iconography

In 2020, the Continente brand packages received something new.

Sonae MC, alongside with Sociedade Ponto Verde, is placing in all packages of the private label a set of detailed instructions on **how to recycle each product** (splitting bottle and lid, flattening the packages, draining yogurt bottles, etc.) and **in which recycling point** to place the packages.

#### With this initiative, Continente achieves 2 goals:

- Communicate and raise awareness for the importance of recycling
- Encourage each consumer to adopt an eco-friendly behaviour

**“ Promoting more and better recycling is one of the Sociedade Ponto Verde’s main goals. This project we’ve been developing with Sonae MC gives packaging a greater potential for recyclability. On the other hand, it makes it simple and clear for the consumer to read the iconography related to selective separation. We achieved this through a complete technical work, with eco-friendly design tools from the Ponto Verde Lab project, an SPV initiative to improve package recycling. This included signal and message development for separation in the post-consumption phase, but also a new approach to conceiving and designing packages. When the package gets the message out there, we all win! ”**

*Isabel Trigo Morais | CEO/Chief Executive Officer of Sociedade Ponto Verde*



## The consumers designed with us!

Beyond the collaboration with Sociedade Ponto Verde, the iconography of Continente's products was deeply studied with the help of our consumers, which were invited to design instructions for several typologies.

From colours to simple words and clear expressions, **consumers helped define** the most relevant information on how to recycle each product.



NOVOS SACOS

NOVOS TAMANHOS

NOVAS MATÉRIAS PRIMAS

## New sustainable bags with messages

To promote more eco-friendly behaviours and remember what each of us can do for the planet, Continente launched a **new shopping bag collection to inspire consumers** with messages on good sustainability

### 5 raffia

**bags** in different sizes

### 1 isothermal

**bag** with a zipper

## Eco-friendly messages



The new collection is **available on all stores** across the country and inspires consumers to follow the R's policy.

Also included in this collection: the already well-known recycled plastic bags from physical stores and Online Continente, and the recycled paper isothermal bags.

**REduce**

**REuse**

**REcover**

**REthink**

**REcycle**

**REpurpose**

**“** *As Portugal's retail leader, we have the responsibility to give the example and stimulate citizenship and good environmental practices. The “Continente Responsible Plastic” is an unequivocal example. With this mind, we believe shopping bags will become efficient means of dialogue with consumers. We'll use them to illustrate what they can do, from the correct separation of materials for recycling to tips on how to reuse leftovers and avoid food waste.* **”**

*Vitor Martins | Head of Environment at Sonae MC*



## Elimination of microplastics at MyLABEL

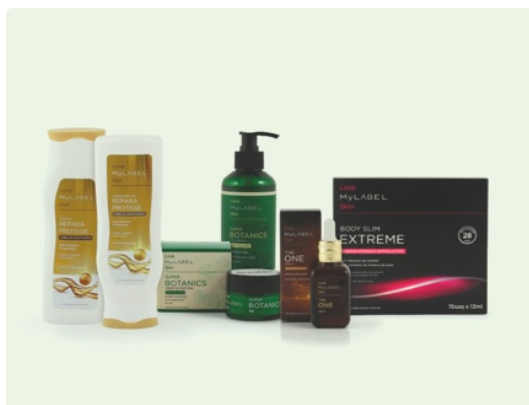
Continente eliminated microplastics from hygiene and beauty products of the private label. This decision extended to **MyLABEL**, an exclusive brand offering a range of more than 300 cosmetics care products for face, body and hair.

**Microplastics are small particles** (less than 5 millimetres), used to give opacity to transparent formulas and make them creamier, or applied to exfoliation products. They have a significant impact on the environment and are capable of absorbing toxic products such as pesticides or heavy metals. Its ingestion by marine animals can extend throughout the food chain to the human body.

Microplastics eliminated from cosmetic products are,

in some cases, replaced by plant-based alternatives. In exfoliants, for example, the microspheres come from seeds of fruits such as apricots or cherries, instead of the usual polyethylene microspheres.

This Sonae MC initiative **anticipates the government measure** to stop commercialisation of cosmetics and detergents containing microspheres or microplastics.



“ We work closely with our suppliers to ensure the non-use of microplastics in our products and, whenever necessary, to replace them with plant-based alternatives that guarantee the same quality. ”

Tânia Lucas | Head of MyLABEL brand



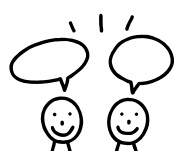
## New reusable charcuterie boxes

Pioneering yet another sustainable measure, Continente is promoting **package reuse in the charcuterie and take-away sections** of its stores. The idea is that the customers take their own box when they go shopping and avoid the unnecessary use of disposable plastic.

In 2020, we tested the pilot project in 3 Continente stores. **Three models of hermetic boxes of different types and capacities** will now be available for sale at the stores, replacing the current disposable boxes and plastic wrap-

pings. This means that now, when customers get home, they don't have to transfer the products from supermarket packages to other containers and dispose of them (often without recycling) anymore.

The Continente employee weighs the product inside the box and subtracts the box weight. The barcode label is fixed to a card created for the purpose.





## New fishmonger bag

The Sea Wrap is a fishmonger bag with the purpose of reducing plastic in packages.

- Made of 100% recyclable paper
- Covered on the inside with a thin layer of polyethylene
- Avoids liquid spills and guarantees full preservation

After removing the fish from the bag, the customer can separate the two materials from the package, placing paper in the blue recycling bin and plastic in the yellow recycling bin.



## Expected savings:

**40%**

**of plastic eliminated**

per year in fishmonger bags

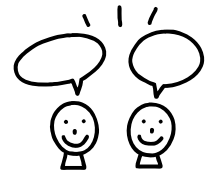
**70 tonnes**

**of plastic avoided**

per year

“ We are responsible for finding the best solutions for our packages, both in terms of product quality preservation and environmental sustainability. The packaging of fish meets specific criteria, which makes it difficult to change. We are happy for being able to develop this solution, which will allow us to save an additional 70 tonnes of plastic a year. ”

*Pedro Lago | Director of Sustainability and Circular Economy Projects at Sonae MC*



## Environmentally responsible services



We continue motivated in finding alternatives that allow us to create a more sustainable future. We fulfil our commitment to plastic elimination and energy efficiency by investing in new solutions and leading processes of change and transformation.





## Packaging deposit systems

Aligned with European goals and legal guidelines for recycling, Continente is already participating in pilot projects to prepare for the **Deposit Return System (DRS)** which will come into force by 2022 (Decree-Law 69/2018). These projects allow us to gain knowledge and experience of the system in commercial spaces like super and hypermarkets, before implementation.

Continente has **Reverse Vending Machines (RVM)** already installed in 24 stores throughout Continental Portugal. This equipment will be the basis of the future national deposit system for packages and beverages (plastic, glass and metal). It represents a convenient, fast and simple solution for the consumer.

With this system, it will be possible to recycle high quality plastic and maximise “material circularity” by incorporating recycled plastic in new bottles. The results of the activity of these machines in Continente stores couldn't be more positive!

With this initiative, we encourage citizens to adopt more a sustainable behaviour and contribute to recycling and use of new materials in plastic bottles — thus contributing for a circular economy.

**7,3 million**  
collected packages

**200 tonnes**  
of PET plastic collected for recycling





## Continente Plug&Charge

In 2020, Continente launched the country's first Plus&Charge hubs in 3 stores. This simple and innovative service allows customers to **charge electric vehicles with up to 200 km of autonomy in 1 hour**, while shopping at the store.

The goal is to get **national coverage**, with hundreds of charging stations, with a maximum distance of 100 km between hubs — which will be achieved in 2021.

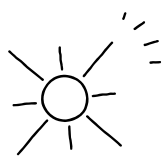
Plus&Charge is restricted to customers who download the Continente Plus&Charge app and the Continente Card app. Those who make purchases over €30 and hold a Continente Card can also benefit from free charges with about 35 km autonomy.

This project intends to **improve energy efficiency and environmental sustainability** and to reduce the carbon footprint (a commitment made at the Paris Agreement signing). Installing electric charging stations is an investment covered by the financing of the European Investment Bank and the European Fund for Strategic Investments.





## Our environmental performance



In 2020, we remained determined in protecting the environment, minimising the negative impacts of our activities, promoting good practices both internally and in the community, and improving our environmental performance.



## 64 environmental certifications

in accordance with ISO standard 14001  
(58 stores, 5 warehouses and 1 Meat Processing Centre)

## Electricity generation

**from renewable sources: 18,874 MWh**  
**8,870 tonnes of CO2 emissions avoided**

## 3,9% reduction

in the specific consumption of electricity per sales area (KWh/m<sup>2</sup>)  
(same universe of stores)

## 6,2% reduction

**in the consumption of water** (same universe of stores)

## 76,7% of managed

**waste sent for recovery**

## “Environmentally Trusted Brand” award for the 11th consecutive year

## Sustainability certifications

### Increase in private label articles with sustainability certifications

- Range of paper product including toilet paper, paper napkins with FSC - Forest Stewardship Council certification
- Range of diapers with FSC certification
- Aluminium coffee capsules of Café Continente Seleção with Rainforest Alliance certification
- UTZ certification of the range of seasonal chocolates and chocolate tablets 200g
- “Douradinhos” Continente with Marine Stewardship Council certification
- Chain of Custody of Continente Fishmongers with Marine Stewardship Council and Aquaculture Stewardship Council certifications
- Range of paper reams of the private label with 100% certified PEFC paper
- Relaunch and expansion of the Continente ECO range with sustainable raw materials, biodegradable ingredients and recyclable and recycled plastic packages



## Global results of plastic reduction

### + 175 tonnes of plastic eliminated

- Replacing all plastic straws for paper straws in juice and nectar packages = **35 million less plastic straws** produced per year
- Opening of **2 more plastic-free stores** in the fruit and vegetables section
- Change of packaging, with a **cardboard strap**, by the suppliers of bananas from Madeira and Canary Islands
- **10 cm reduction** in the height of cod bags
- **Change in the old bakery bags** (paper + plastic) to 100% recyclable paper bags
- Elimination of the **plastic window** from:
- Cardboard boxes of the Açúcar Continente sticks
- Cardboard boxes of Tampões Continente
- Elimination of the **plastic cover from the packaging** of general cleaning wipes
- Replacement of the Cotonetes Continente plastic box with a paper box
- Replacement of **plastic labels pins** of textile and fabric footwear
- Introduction of a **bulk range** in writing products of the private label, reducing the number of packages
- **Elimination of disposable plastics** of single use, with all stores fully stocked with a range of paper parties

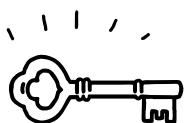




## 486 tonnes

### of virgin plastic eliminated

- Raffia shopping bag **100% recycled, 100% recyclable** with a new design and new certification of component quality by RCS (Recycled Claim Standard)
- Changes in the bag used to transport cash from the cashiers to the safe to an **80% recycled LDPE bag**



## 110 tonnes

### of problematic plastic replaced

- Replacement of PP mushroom packaging
- Elimination of the PVC Seal on Continente private label spice bottles
- Elimination of the PVC tray in Continente Wafer Cookies
- Replacement of the É Continente sweetener packaging with PP
- Elimination of EPS packaging in Continente handmade ice cream
- Replacement of the Continente salt packaging from PCV to PET
- Continente Liquid PVC sleeve replacement
- Continente skyr liquid yogurt PVC sleeve replacement
- Replacement of PVC from Continente toothbrush blisters by PET
- Replacement of PVC plastic with PET in Titucho packaging

## Waste collection for recycling

The planet is our common home. It's up to us all to do our part to preserve it. That's why we are promoting the recycling of thousands of tonnes of waste every year. But we are also involving our customers in this process, encouraging responsible behaviour. This way we firmly carry on with an environmental performance of excellence.

In 2020, the following waste was collected for recycling:

### Waste delivered by customers

**72 tonnes**

of used cooking oil

**72 tonnes**

of old auto batteries

**503 tonnes**

of used clothes

**25 tonnes**

of used batteries

**33 tonnes**

of corks

### Waste from the stores

**37,706 tonnes**

of cardboard

**2,548 tonnes**

of plastic

**377 tonnes**

of styrofoam

**814 tonnes**

of wood

**10 tonnes**

of light bulbs

**26 tonnes**

of hangers

**42 tonnes**

of employee uniforms

# Partners and institutional support





Throughout 2020, Missão Continente developed a joint work with several partners and institutions to identify the main needs of the Portuguese society.

This allowed us to develop and implement several initiatives to respond to these urgencies and support people in need, as well as invest in partnerships of social impact in the medium and long term.

## Partners

- Associação Portuguesa de Empresas de Distribuição
- Associação Portuguesa de Nutrição
- Associação Portuguesa para o Desenvolvimento Hospitalar
- Banco Alimentar Contra a Fome
- Casa do Impacto
- Cruz Vermelha Portuguesa
- Entrajuda - Associação para o Apoio a Instituições de Solidariedade Social
- Escola Nacional de Saúde Pública
- European Venture Philanthropy Association
- Faculdade de Ciências Sociais e Humanas
- Federação Portuguesa de Futebol
- GRACE - Empresas Responsáveis
- Instituto de Ciências Sociais da Universidade de Lisboa
- LAPS Foundation
- Ordem dos Enfermeiros
- Programa Nacional para a Promoção da Alimentação Saudável
- Quercus / Associação Nacional de Conservação da Natureza
- ReFood

## Apoios institucionais



Agência Nacional para a Qualificação do Ensino Profissional



Direção Geral da Saúde



Ministério da Economia e Transição Digital



Secretaria de Estado para a Cidadania e Igualdade



Serviço Nacional de Saúde

## **Relatório Missão Continente 2020**

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**For the good of all,  
the best of each**

