**| Press Release**

Lisbon, 26 March 2014

APED event award

# 'EQUIPA WORTEN EQUIPA' WINS AN HONOURABLE MENTION IN THE EXCELLENCE PRIZE – RETAIL INNOVATION

**The 'Equipa Worten Equipa' social responsibility and environmental project was given an honourable mention yesterday at the first edition of the Excellence Prize– Retail Innovation, run by the Portuguese Distribution Company Association (APED), in the innovation and sustainability category.**

The 'Equipa Worten Equipa', which has collected more than 23,000 tons of Waste Electrical and Electronic Equipment (WEEE) and donated more than 13,200 new pieces of equipment to 1,286 charities, saw its efforts recognised in the Innovation and Sustainability category. This category aims to distinguish projects that contribute towards reducing their ecological foot-print or that promote sustainable consumption.

Nuno Nascimento Rodrigues, Worten's marketing director, said that "**this award recognises the merit of our 'Equipa Worten Equipa' in the sustainability area, which makes us all very proud and satisfied. The project was set up precisely to make a difference in the local communities, supporting those that most needed new pieces of equipment and reinforcing the positive idea related with the recycling of WEEE**".

The winners of the first edition of the Excellence Prize– Retail Innovation, run by APED, were announced yesterday, 25 March, at Lisbon's Museu do Oriente.

**'Equipa Worten Equipa', our strength is in helping others.**

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