Sonae

Press Release

Maia, 27th December 2024

Sonae mobilizes over 2,700 employees in volunteering initiatives since the launch of the “Sonae For All” Programme

More than 10,000 hours have been dedicated across 260 volunteering actions under the “Sonae For All” programme, benefitting thousand of people across the country.

Since the launch of the "Sonae For All" program in December 2022, Sonae has strengthened its commitment to creating social value. Over the past two years, more than 2,700 employees have participated in 260 volunteering activities, dedicating a total of 10,000 hours to support local communities and benefit thousands of people nationwide.

“At Sonae, we believe in transforming the present into a better future. The engagement of our employees in volunteering initiatives reflects our culture of responsibility and commitment to addressing the needs of the communities we are a part of. The enthusiasm of our people has been inspiring and demonstrates the practical application of Sonae’s value: ‘we do what is right,’” said Daniel Fonseca, Director of Brand and Communication at Sonae.

The initiatives carried out by Sonae focus on key areas such as education, the environment, and support for vulnerable populations, actively involving employees in the selection of actions to ensure significant impact aligned with their interests. Among the actions promoted by Sonae are skills-based volunteering with Junior Achievement Portugal, supporting vulnerable students; food distribution with CASA – Centro de Apoio ao Sem-Abrigo; preparing meals for families at Casa Ronald McDonald; supporting solidarity restaurants and the Food Bank Against Hunger; and animal care at the São Brás Ecological Park.

These actions are part of the "Sonae For All" program, which brings together corporate social responsibility initiatives, including volunteering, donations, sponsorships, social investments, and emergency responses, in a systematic and ongoing commitment to communities.

Sonae exists to create a lasting positive impact on businesses, people, communities and on the planet. Managing a diverse portfolio of businesses in retail, financial services, technology, investments, shopping centres and telecommunications, we make the most of our expertise and push ourselves to create the future we all want and need. Creating today a better tomorrow, for all.
Find out more at www.sonae.pt

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Ambitious plans for 2025

With more than 100 actions already planned from north to south of the country, Sonae aims to reinforce the impact of the "Sonae For All" program in 2025. "Volunteering is central to Sonae's commitment to communities, and we aim to go even further. We will continue to involve our employees to expand our mission and create an even greater positive impact," concludes Daniel Fonseca.

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