

Reinforcing its support to the community - so that life does not stop

Fidelidade launches a program with the value of 500 thousand euros to strengthen the sustainability of institutions

*The **Fidelidade Comunidade Award** will contribute to the sustainability of institutions working in the areas of social inclusion and health prevention*

Lisbon, September 12th, 2017 – Fidelidade launches the **Fidelidade Comunidade Award**, an initiative integrated within its Social Responsibility Program and based on the commitment of the Insurer to continuously support the community - so that life does not stop.

The Prize, in the total amount of 500 thousand euros, intends to contribute financially to institutions that promote social inclusion and health prevention- areas that match the essence of the activity of Fidelidade, where the protection of people, patrimony and economic activity, now or in the future, are in the center of their business mission.

The initiative has a national scope and social private institutions can apply for two types of financial support annually: one for their projects and the other, more innovative, for their organizational efficiency and development. For example, this last may include financial support for training, social business creation, preparation of strategic plans or even advice on health, hygiene or safety at work.

For Jorge Magalhães Correia, President of the Group Fidelidade, "This award materializes our commitment to sustainable development by strengthening the private social sector. We will pay special attention to the organizational development of entities in specific areas which allows better monitoring and synergies with Grupo Fidelidade and its partners".

The first edition of the Fidelidade Comunidade Award, will extend over social private institutions that are active in one of the following areas of intervention:

1. Social inclusion:
 - Employability of vulnerable people
 - Permanent disability or incapacity
2. Health prevention
 - Promotion of healthy lifestyles;
 - Active aging.

The Institutions can already apply for the Prize by accessing the application form available at www.fidelidadecomunidade.pt.

PRÉMIO FIDELIDADE COMUNIDADE

Para que a vida não pare

About Fidelidade

Fidelidade is the market leading insurance in Portugal, both life insurance and non-life area, currently recording a market share of 27.7%. The company is present in various business segments of the insurance activity and benefits from a largest network in Portugal, with a presence in several countries, as Angola, Cape Verde, Mozambique, Spain, France and Macau.

Fidelidade is the most awarded insurer in Portugal

Fidelidade operates based on a defined and continued strategy of "Customer Centric Approach" where customers are effectively first. The crucial importance that we give to the quality of the service provides a comprehensive and innovative offer, this makes Fidelidade the market leader insurer, the most awarded in Portugal and internationally awarded.

In 2014, Fidelidade was distinguished by the "Efma Accenture Innovation Awards" in the category of sustainable business with the project 'WeCare' (which aims to support the correct reintegration of persons who have been victims of serious accidents that put them at risk of their physical, economic and social reintegration).

www.fidelidade.pt

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A Companhia de Seguros mais premiada de Portugal



MARCA DE CONFIANÇA
2016



ESCOLHA DO CONSUMIDOR
SEGURADORAS
2016



MELHOR GRANDE SEGURADORA
VIDA E NÃO VIDA
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MELHOR REPUTAÇÃO
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EFMA
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2014