

Strengthening their support to the community - so that life does not stop
FIDELIDADE COMUNIDADE REWARDS SOCIAL INSTITUTIONS WITH 500 THOUSAND EUROS

The award distinguishes the work of 17 social institutions throughout the country in the areas of ageing, social inclusion of people with disabilities and health prevention.

Lisbon, May 29, 2020 – The Fidelidade Comunidade Award has honoured 17 other social institutions throughout the country, including islands, with a total prize of 500,000 euros.

As part of the Company's sustainability and business strategy, the Fidelidade Comunidade Award designates how the company structures its response to society's problems and materializes its commitment to the sustainable development of the community by strengthening the private social sector.

The third edition of the Fidelidade Comunidade received **321 applications** from all over the country, with 74% of the entities proposing initiative projects for the beneficiaries and 26% with proposals for development. In terms of intervention axes, **40%** of the applications focus on **Social Inclusion** of people with disabilities, **40%** on **Ageing** and **20%** on **Health Prevention**.

Regarding the candidate entities for this edition, the majority are IPSS (55%) and Associations (22%) with consolidated experience in the area of social responsibility: 44% are between 21 and 50 years old. In a detailed analysis of a sample of 50 entities, the most requested support in the application for the Fidelidade Comunidade Award is for the hiring of Human Resources, followed by the creation of Home Support Services, the acquisition of vehicles and also the adoption of technological tools.

The winners of the third edition are:

SOCIAL INCLUSION OF PEOPLE WITH DISABILITIES

- Associação KOKUA - CÃES DE AJUDA SOCIAL (Tavira – Faro)
- BIPP- Inclusão Para a Deficiência (Cascais -Lisboa)
- Centro Social de Soutelo (Gondomar -Porto)
- R. INSERIR - "Oficinas Para Todos e Para Cada Um" (Santarém)
- SPEM - Sociedade Portuguesa De Esclerose Múltipla (Lisboa)

AGEING

- Associação Alzheimer Açores - ALZA (Ponta delgada – Açores)
- Associação de Solidariedade Social de Ponte De Sor (Ponte de Sor – Portalegre)
- AZIMUTE - Associação de Desportos de Aventura, Juventude e Ambiente (Bragança)
- ATLAS - Associação de Cooperação para o Desenvolvimento (Coimbra)
- Centro de dia de São Silvestre de Escalos de Baixo (Castelo Branco)
- Centro Social Paroquial de São Simão de Litém (Pombal – Leiria)
- CERCESPINHO – Cooperativa de Educação e Reabilitação do Cidadão Inadaptado, CRL (Espinho – Aveiro)
- Comissão de Melhoramentos do Concelho de Sousel (Portalegre)
- Santa Casa da Misericórdia de Alcáçovas (SCMA) (Viana do Alentejo – Évora)
- Santa Casa da Misericórdia de Mogadouro (Bragança)

HEALTH PREVENTION

- Associação das Aldeias de Crianças SOS de Portugal (Cascais – Lisboa)
- CRIF - Centro de Reabilitação e Integração de Fátima (Fátima – Leiria)

Fidelidade also invited its employees and business partners to award, among the winners, two special prizes worth a total of six thousand euros. In this third edition, the **Special Award for Employees** and the **Special Award for Business Partners** both distinguished the same institution - Associação das Aldeias de Crianças SOS de Portugal.

About the Fidelidade Comunidade Award, Jorge Magalhães Correia, says: "We are pleasantly surprised by the work and resilience of social organizations and their capacity for innovation. We will continue to closely monitor the organisational development of these entities, taking advantage of the competences of the Fidelidade Group. In this edition, and given the panorama that the country faces in terms of public health, so worrying for everyone and especially for organisations that support vulnerable populations, Fidelidade intends to build the foundations of a **Fidelidade Community**, closely monitoring the winning organisations and responding to their needs, with the involvement of Group companies, Suppliers, Customers and Business Partners. Employees are part of this community and will also be available to support these institutions on a case-by-case basis".

To thank the commitment and dedication of the winning institutions of the third edition of the Fidelidade Community Award, Fidelidade will launch a multimedia campaign under the creative motto "The prize for those who win every day". The campaign will run until mid-June.

The Fidelidade Comunidade Award is part of an independent jury, with personalities who reflect different visions and experiences and have great knowledge of the Portuguese social reality and sensitivity to issues related to sustainability and corporate social responsibility: Maria de Belém Roseira, former Minister of Health and Equality; Madalena Santos Ferreira, jurist; Isabel Capeloa Gil, Rector of the Portuguese Catholic University; Filipe Almeida, President of the Mission Structure Portugal Social Innovation; and Jorge Magalhães Correia, Chairman of the Board of Directors of Fidelidade.

<http://premio.fidelidadecomunidade.pt/>

About Fidelidade

Founded in 1808, Fidelidade is the leading life and non-life insurance company in Portugal, with a total market share of 30.7%, and is present in Angola, Cape Verde, Mozambique, Spain, France, Macau, Peru, Bolivia, Paraguay and Chile.

With 2.3 million customers in Portugal and more than 7 million worldwide, Fidelidade conducts its activity with a "Customer Centric Approach" strategy and, through a distribution network and channels of high dimension and capillarity, guarantees consumers an integrated and personalized experience, regardless of the channel used.

Fidelidade is guided by values that have always defined it: experience, innovation, overcoming and proximity and this year has already been elected Consumer Choice in the category of "Insurance Companies", "Trusted Brand" and Most Reputable Insurance Company in Portugal.

Supporting the development and construction of a sustainable society is an essential part of its Social Responsibility policy, which is embodied in the Fidelidade Comunidade Programme, which distinguishes entities working in the areas of ageing, health prevention and inclusion of people with disabilities".