



altri news

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PEOPLE

Our responsibility

FOREST

Altri Bonds 50:
Valuing prevention

ENVIRONMENT

Mission 360: Environmental
awareness since childhood

**SOCIAL RESPONSABILITY
COMMITMENT BONDS**



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CORPORATE SOCIAL RESPONSIBILITY A PERSPECTIVE

SOFIA REIS JORGE, Executive Management Team | Sustainability, Risk, Communication, People and Occupational Health



So what does Corporate Social Responsibility actually mean? According to International Standard ISO 26000, Corporate Social Responsibility (CSR) is defined by an organisation's responsibility for the impacts of its decisions and activities on society and the environment, through transparent and ethical behaviour that:

- Contributes towards sustainable development, including the health and well-being of society;
- Takes into account the expectations of stakeholders;
- Is in compliance with applicable law and consistent with international norms of behaviour;
- Is integrated throughout the organisation and practised in its relationships.

However, there is no universal definition for CSR. For example, the European Commission's definition of CSR includes the following elements:

- Labour practices, such as human rights, work and training, diversity, gender equality, workers' health and well-being;
- Environmental issues such as biodiversity, climate change, efficient use of resources and prevention of pollution;
- The fight against corruption;
- Involvement and contribution to community development;
- The inclusion of people in situations of inequality;
- The interests and benefits of consumers.

In other words, a company's Social Responsibility is not just donating money or goods to people or institutions in need. It's much more than that. It's a commitment the company makes to contribute to the development, well-being and improved quality of life of its workers, their families and the wider community.

If a company undertakes several community support programmes, but fails to recognise its employees' performance, is in debt to its suppliers, does not comply with the legislation governing its business activity, has a hostile work environment and doesn't look after the health and safety of its employees, then it's a company which falls far short of being socially responsible.

Being socially responsible means being coherent in managing the business, making decisions with integrity, responsibility and trustworthiness, and transparently reporting to all stakeholders the results of applying the company's principles and values.

Socially responsible organisations encourage their employees to enjoy active participation by enabling them to suggest new ways of using available resources and optimising processes, open their doors to young interns thereby affording them contact with company life, and actively contribute towards developing the community in which they operate.

It's easy to conclude that the concepts of social responsibility and sustainability are inextricably linked and are based on the same foundations: economic growth, environmental responsibility, social responsibility and good governance practices.

Keeping these factors in equilibrium is sometimes difficult, and therefore requires the perseverance and skill of company managers to simultaneously deliver sustained economic growth to their shareholders, reduce environmental impacts and contribute towards society's quality of life, by creating wealth.

Such equilibrium is only possible through focusing on innovation, and not only innovation relating to product development but also that applied to developing processes, capabilities and skills, and the business model itself.)



Altri at the Iberian Equity Awards

Last December Altri was awarded the prize for the “Most Improved IR Program”, in the “Small Caps” category, in the 1st edition of the Iberian Equity Awards, organised by the Asociación Española para las Relaciones con Inversores (AERI).)

Manifesto for Nature

The Business Council For Sustainable Development (BCSD) Portugal put together the manifesto “For an agreement for Nature at COP15”, to be presented at the UN biodiversity conference held in Canada in December. Altri was one of the signatories of the manifesto.)



Joining #act4natureportugal

At the end of last year, the Altri Group joined #act4natureportugal, which is a project promoted by BCSD Portugal, within the remit of the act4natureinternational initiative, launched in France in 2018. Mission: to mobilise companies to protect biodiversity.)



“Towards COP27” Manifesto

BCSD Portugal launched the “Towards COP27” manifesto with a series of proposals to develop and implement the European Climate Law. Over 80 Portuguese companies have signed up, including Altri.)

Altri earns 19.6 million euros in the first quarter

The Altri Group achieved a net profit of 19.6 million euros in the first three months of the year, a decrease of 34.3% compared to the same period last year, as a result of the global slowdown in pulp demand. This situation reinforces the Altri Group’s focus on transforming its profile, with a greater orientation towards bioeconomy markets.)



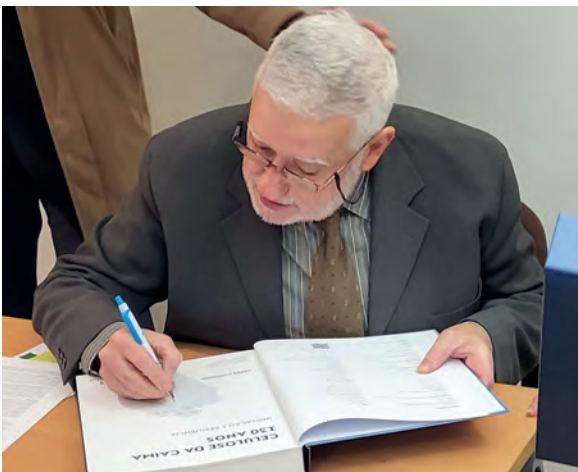


APCE Grand Prize

Altri won the APCE Grand Prize, in the “Sustainability and ESG: Sustainability Report” category, with its 2020 Sustainability Report. The Grand Prize recognises excellence and professionalism in Portuguese communication projects.)

On the origins of the paper industry

The book “Celulose da Caima - 130 anos” {about the 130-year history of cellulose production at the Caima factory}, written by Jorge Custódio, was the result of a deep dive into the history, archaeology and documents of the factories at both Albergaria-a-Velha (which no longer exists) and Constância-Sul. The subject of the book is the longevity and relevance of the industrial unit of Caima – Indústria de Celulose, S.A. in Portugal, going back from 1888 right up to 2018.)



Mural pays homage to the men and women of the sea

A ceramic mural, commemorating the fishermen and fishmongers of Leirosa, was designed and developed by Conceição Ruiva and José Cosme, sponsored by Celbi. The work depicts toil. The fishing happens at sea, but the most arduous work takes place on the land, before the boats are launched and after they have landed.)





people

ANTÓNIO JORGE PEDROSA, Head of People and Talent at the Altri Group

OUR RESPONSIBILITY



Nowadays the concept of social responsibility is associated with the idea that managers must be accountable not just to shareholders but rather to all those who have a relationship with the company, namely its employees and workers.

A company's social responsibility manifests in two ways: external and internal. In its external dimension, Altri actively seeks to forge close ties with the community in which it operates, through various different types of initiatives, in order to encourage transparency and dialogue between the institution and community, and foster a real and lasting relationship.

Its internal aspect clearly refers to socially responsible practices relating to the Personnel management policy. Anyone who is familiar with the world of Altri knows that for some years now the Group has set the standard in this regard. Investing in People, and in their professional and personal development and skills, is one of the strategic approaches adopted by the company. Altri recognises its employees as a sustainable competitive advantage, and its social responsibility role is governed by a strategy based on important guidelines:

ATTRACTING AND RETAINING TALENT

The difficulty in recruiting young qualified people into the industry is a concern, not only within Portugal but in Europe as a whole.

There are several business sectors in this country where the problem has worsened. The companies in the Altri Group are no exception. In order to attract and ensure access to talent, Altri focuses on nurturing a connection with Educational Institutions, promoting an image of competence and opportunity for personal and professional enhancement. This connection takes the form of awarding curricular, professional or post-training internships which – in an environment rich in ambitious projects and experiences – provides young people with an insight into the practical application of the knowledge gained during their academic studies, thereby equipping them to

be more confident about embarking on their careers. Many end up staying with us, and this programme is the Altri Group's largest recruitment source. One example is the "Summer Academy", which took place for the first time last year across all the Group's companies. In 2022 these two initiatives combined involved over one hundred young people.

SKILLS DEVELOPMENT

Focusing on developing the skills of its personnel is a responsibility the Altri Group embraces. The efforts and investment the company has made in training over the last few years are proof of this. Having provided over 23,000 hours of training in 2022 in technical and specific areas relating to the hugely complex manufacturing process and in behavioural and management areas, Altri demonstrably has an ambitious view on this issue: to have the best and most equipped professionals in the sector.

When our programmes are not enough, the company incentivises and supports employees going back to college or continuing their studies, by bearing travel costs and tuition fees, whenever this is identified as enhancing mapped talent.

HEALTH AND WELL-BEING

Another pillar of responsibility to our People is employee health and well-being. We value our Human Capital. The Altri Group provides a series of employee benefits across most of its companies, aimed at encouraging health and well-being, such as health insurance which extends to the entire household and is paid in full by Altri, life insurance and a pension fund.

Altri's organic structure also includes an Occupational Health Department, whose mission is to contribute to the physical, mental and social well-being of our personnel. There is a medical facility at each of our factories, providing a range of specialist services and equipped to prevent occupational



The promotion of health and well-being of our employees is another pillar of our responsibility towards our People and the appreciation of our Human Capital.

diseases and promote the population's well-being. The company's approach to the issue of health enabled us to manage the Covid-19 pandemic throughout our operations in a way which was exemplary and completely unique in Portugal.

We must also highlight the company's provision of collective transport in Figueira da Foz and Vila Velha de Ródão, as well as canteens serving cost-effective meals which also takes a burden off our workers. And let's not forget the role played by the activities put on by the cultural and sports clubs at Biotek and Celbi, which are supported by the company and help to build a positive and inclusive working environment.

EQUALITY PLAN

Diversity and gender equality are recognised by the company as being current and very relevant issues of concern, and although its business activity – chiefly industrial – has historically tended to be more male-dominated, Altri has for several years been stipulating and implementing measures which have led to greater gender parity, namely in its recruitment processes, career management and cultural and organisational development.

In tandem with this, the Group's Equality Plan encourages conditions which allow for each employee to achieve a better work-life balance, thereby making them feel more committed to Altri, and never neglecting the family component. Measures such as extra holidays, organising Holiday Camps for our employees' children (which involves 40 children and young adults up to the age of 16), hosting social events and Christmas parties, and ensuring flexible work schedules where possible, are just some of the better-known examples of how Altri promotes a healthy balance between work and personal life.

INSTITUTIONAL DIALOGUE WITH SOCIAL PARTNERS

The Altri Group maintains an institutional dialogue with all organisations representing workers, and has regularly and consistently over the last few years achieved labour agreements throughout its industrial companies, which are particularly important against the current backdrop of economic and social uncertainty, and thereby guaranteeing employment stability and increased income for its workers.

Albeit a management decision and one dependent upon company performance, it should be pointed out that in the last year the company awarded most of its workers a performance bonus of three months' salary. This bonus represented between 16.5% and 21% of each worker's annual wage, and is therefore an exception rather than the rule in the national landscape, and demonstrates the company's concern with its People and their families, and reaffirms how it prioritises recognising merit and performance excellence during a particularly difficult time.

VALUING PEOPLE

A corporate Group with the dimension and presence of Altri knows what its main priorities and responsibilities are. In this article we try to show that caring for the people who work at Altri and who give of their very best every single day, is in the company's DNA, and that at our core we want to guarantee them the best conditions so that they can be happy, motivated and proud of being part of a team of over 800 people who have a purposeful future: To contribute to a more renewable world!)





forest

ALTRI BONDS 50

VALUING PREVENTION



“Think global, act local”

This could well be the motto for the latest project developed by Altri Florestal. By working closely with local authorities and other bodies, Altri wants to change mindsets about how communities and local stakeholders manage residual forest biomass. By creating biomass collection plants, the project contributes towards reducing the risk of forest fires, reducing invasive species and making use of biomass.

If plastic, cardboard and glass now have their own dedicated spaces where they can be placed for subsequent recycling, then why can't we apply the same philosophy to collecting forest biomass? This is one of the ideas underpinning the Altri Bonds 50 project, an initiative by the Altri Group which aims to foster cooperation between the private sector, the public sector and different bodies to take advantage of forest biomass and enhance the active management of forest areas.

The Group's CEO, José Soares de Pina, says that by focusing on a very close relationship with communities, Altri wants to contribute towards "creating an open, transformative and uniting culture which isn't limited to the space within our organisation." With this greater purpose in mind, Altri Florestal is putting together its Altri Bonds 50 programme which envisages a series of specific actions with local communities aimed at appreciating the land, promoting good practices to make use of forests' residual biomass, conserving the natural capital of each region, contributing towards lessening the risk of forest fires, encouraging the circular economy and also informing people and debunking long-standing myths about forestry in Portugal, particularly regarding the eucalyptus.

The first steps have already been taken towards implementing the Altri Bonds 50 project on the ground, with the signing of cooperation agreements with various different municipalities, parish councils and other bodies to create biomass collection plants. Several biomass collection plants are currently in operation – most of which are located in the municipality of Penacova, the first to subscribe to this programme.

LOWERING FIRE RISK BY MAKING USE OF RESIDUAL FOREST BIOMASS

Tiago Cordeiro, the Timber and Biomass Supply Manager at Altri Florestal, explains the focus of this innovative programme, as well as the problems it intends to solve: "This project reflects Altri Florestal transposing its social responsibility onto the community, particularly communities in Portugal's interior, which have become somewhat deserted and have areas of forest which are not well controlled. These are areas which every year have to grapple with the serious problem of forest fires. This project therefore has a social component, emphasising help and interconnection between the industry, the forestry sector and the general public."

AND HOW DOES THE GROUP INTEND TO HELP PORTUGAL'S INTERIOR REGIONS TO MITIGATE THE FOREST FIRE RISKS?

Aware of the fact that, when poorly managed, biomass is a key factor in propagating fires and generates all kinds of pro-



Tiago Cordeiro, Timber and Biomass Supply Manager at Altri Florestal



This project reflects Altri Florestal transposing its social responsibility onto the community, particularly communities in Portugal's interior, which have become somewhat deserted and have areas of forest which are not well controlled.

blems, Altri Florestal wants to help communities to encourage this uncontrolled biomass to be removed from land, cut the amount of burn-clearing – which as well as heightening the fire risk, also has a negative environmental impact owing to CO₂ emissions – and channel this biomass into electricity production, thereby boosting the circular economy in these regions.

But to achieve this, there needs to be a profound cultural change and a different mindset. Let's not forget that **forest biomass is made up of a whole tree's organic material, from its roots to its leaves, including the bark and branches. Biomass also includes brushwood, as well as leftover material from forest clearing and waste resulting from domestic human activity – namely, trimmings from garden maintenance, and pruned branches from vineyards, orchards or olive groves.** And although people are still unaware of the benefits and uses of these materials in producing green energy, it's important to change this paradigm and encourage energy recovery in these counties.

Tiago Cordeiro explains what needs to happen, and draws a parallel with the recycling sector: "We didn't think twenty years ago that that we'd have to separate our glass, plastic and paper and place it in a specific deposit. Back then we didn't think separating our rubbish was important. We believe that this kind of raw material [residual forest biomass] should be regarded the same way: there should be specific deposits, rather than what happens now where many people choose to make bonfires or burn-clear their vegetation which often leads to forest fires."

ALTRI BONDS 50: OPERATING AS A NETWORK TO TRANSFORM COMMUNITIES

Mindful of the fact that one body alone will struggle to make an impact and implement any meaningful change within the general public, the Group has set out a strategy which involves operating as part of a network. According to Henk Feith, Altri Florestal's head of strategy and forest development, "The company seeks to perform its business activity working very closely with the communities in which it operates, in order to create positive effects on the land and in its communities." The Altri Bonds 50 programme thus envisages implementing initiatives in cooperation with local authorities, but also with other kinds of bodies such as the Rovisco Pais Hospital (in Cantanhede), the Algarve International Circuit and the Mata do Bussaco Foundation, among others.

In terms of goals to be achieved, Altri Florestal is striving towards establishing commitments, cooperation agreements or letters of intent with 50 bodies across the country. Fore-



Henk Feith, Head of Strategy and Forest Development at Altri Florestal

casts suggest that the biomass collected under the aegis of this programme will account for 5% of the total biomass used in the Group's forest waste thermal power plants – equating to 60 thousand tonnes per year, in the first three years.

But once again, the project's success depends upon the ability to raise people's awareness of the importance of implementing the best biomass management practices. As Altri Florestal's Tiago Cordeiro emphasises, "It's all going to depend somewhat on how people are educated in this regard. It's a programme that requires a lot of time, awareness-raising and intervention by the Portuguese government – mainly via municipal councils – urging people not to burn their biomass but instead to deposit it at specific locations. In other words, forming an interconnection between councils and their local communities will be key."

HOW ARE THE BIOMASS COLLECTION PLANTS BEING IMPLEMENTED?

There are already 15 consolidated biomass collection plants under the terms of the Altri Bonds 50 programme. Most of these sites (13) are located in the municipality of Penacova. The Meirinhas Parish Council (Pombal) also recently established a cooperation agreement with Altri Florestal to create such a plant.

PENACOVA

Pioneering the implementation of the Altri Bonds 50 programme

Penacova is the location where the implementation of the Altri Bonds programme has reached a more advanced stage. The county has a total of 12 biomass collection plants scattered throughout its parishes, plus a central plant. We interviewed Álvaro Coimbra, the mayor of Penacova, and he explained the importance of this cooperation agreement. "Our county consists mostly of forest. Over 80% of its area is forest, but it is quite disorderly: there are multiple plots of land and thousands of small producers. It is therefore an area which is very difficult to manage."

As a result, the land is often ravaged by forest fire. "Last year we had two major fires, one of which destroyed over 200 hectares and even put some villages in danger. The challenge is knowing how to mitigate these risks."

And this is precisely where the partnership with Altri comes in, to help manage biomass and prevent burn-clearing. According to the mayor, "The project has worked really well and the result has been positive." He adds, "We've got more ideas to take this relationship further, namely the possibility of having an electric biomass collection vehicle and also a small container which could be provided for people to use to take their waste to the biomass collection plants."



Álvaro Coimbra, Mayor of Penacova, in one of the biomass collection parks of the municipality



The biomass collection parks in Penacova and Meirinhas Parish Council (in Pombal)



People will be able to deposit their forest waste or agricultural leftovers at these collection plants, free of charge. This organic material will then be taken to power plants owned by the Altri Group. This reduces the risk of forest fires caused by burn-clearing and bonfires raging out of control, while simultaneously contributing towards controlling invasive species (e.g. acacia) and boosting green energy production.

According to the mayor of Penacova, Álvaro Coimbra, "People's feedback regarding this initiative has been very positive because it doesn't take long for the plants to fill up, before we have to empty them again. Although we haven't yet had any major campaign to tell people about these collection sites, we have seen that people have already become used to dumping their biomass at these plants..

FIGHTING BACK AGAINST INVASIVE SPECIES AND RECOVERING BURNT AREAS: THE FLIP SIDE OF THE ALTRI BONDS 50 PROGRAMME

The biomass collection plants are the most visible face of Altri Bonds 50. But the project stretches way beyond this. Henk Feith explains. "The Altri Bonds 50 programme has various themed areas, some of which have already been implemented on the ground while others are still in development." The head of stra-



tegy and forest development provides examples of some of the initiatives which are being put together at local level, such as the projects to cut back invasive species (in Penacova), to recuperate burnt areas (Cantanhede), to ensure the collective management of derelict areas (in Baião), to develop a Special Advanced School for forestry (in Figueira da Foz), and to publicise the Livraria de Mondego geological monument (in Penacova). Meanwhile, the launch and publicising of the domestic biocontainer is also in the pipeline. This is an innovative project, exclusive to Altri Florestal, targeting ordinary citizens. It can be used for the domestic sorting of waste resulting from pruning, gardening or other domestic cleaning activities. Since this biocontainer is the size of a car boot, it's going to facilitate transportation of biomass from people's domestic activities, thereby encouraging people to become involved and encouraging the mass uptake of good environmental practices. At a time when environmental issues and the subject of sustainability are front and centre in the political and corporate world, it is of the utmost urgency that solutions be found that will not only accelerate energy transition, but also ensure that biodiversity is preserved. Within this context, the Altri Bonds 50 project might well be a game changer in how forest waste is managed in Portugal, and may be a major contribution towards ensuring the stability and use of the land.)

Meirinhas Parish Council focuses on biomass collection and environmental education initiatives

The county of Penacova was one of the first bodies to sign up to the Altri Bonds 50 biomass collection programme, and Meirinhas Parish Council (in Pombal) is the latest institution to sign a cooperation agreement with Altri Florestal. The first step was taken on 27th February of this year, to install a residual forest and agricultural biomass collection plant at that site. Within the remit of this agreement, Altri Florestal undertakes to provide technical support, particularly for the processes of collecting, transporting and delivering leftover materials from operations to protect the forest against fire, brushwood clearance, pruning and plant health and greenery maintenance, as well as agricultural wood waste. But cooperation with the local population extends to other dimensions, namely that of environmental education. To this end, projects are also scheduled to be developed to boost green education in the parish's schools.



João Carlos Antunes Faustino Pimpão dos Santos, President of the Meirinhas Parish Council signs the collaboration protocol with the administrator of Altri Florestal, Miguel Silveira



cover story

YOUNGSTERS GROW ALTRI SEEDS

The Centro de Reabilitação e Integração Torrejano (CRIT) {The Torres Novas Rehabilitation and Integration Centre} promotes vocational courses for youngsters with disabilities and social integration difficulties, who have left school. Within the remit of the partnership with Altri, many of these trainees contribute towards the industry's reforestation projects.





They gather the seeds, plant them in the soil, help them to germinate and then watch them grow into trees. The students on the gardening operator course at the Centro de Reabilitação e Integração Torrejano (CRIT) – which works to integrate youngsters with disabilities into the employment market – thus contribute towards the reforestation projects devised by Altri, Europe’s leading sustainable paper pulp production Group.

The partnership between CRIT and Altri started to bear fruit eight years ago, initially with the gardening operator course, which was later extended to the wood finish and property operator course.

According to Liliana Felício, a social worker and coordinator of the CRIT’s training and employment sector, “The relationship with Altri began in 2014, with the maintenance of the gardens at the Group’s headquarters in Constância, and it then started to grow with some of the products we make which were included in the hampers and other gifts from Altri to its partners, such as teas and jams... then we started gathering seeds and germinating plants. More recently, the partnership has extended to another course, the wood finish and property operator course, where we have been able to rise to Altri’s challenge to produce nesting boxes for birds bearing the company’s logo, to be placed around the forests to promote biodiversity.”



Rui Vicente, Francisco Silva, Mauro Borrego and Daniel Cabeleira



Fabio, Iuri and Fabio, gather seeds from native shrubs to germinate and send to the Furadouro Nursery



“From germination to fertilisation, we explain it by showing how it’s done”

Engineer Sílvia Soares, an instructor on the agricultural operator and gardening operator courses at the CRIT, says that “they work together very much in partnership.” According to her, “With me, we never spend any time in the classroom. They learn everything by doing it, how germination happens, fertilisation, and other things. There are no theoretical tests and everything is assessed in practice. What’s important is for them to do it well so that they can join the labour market. On average there are six students per course, so that we can support them 100%. We achieve a good level of employability. As well as our training courses, we have a department which supports student placements. They do the course, we take care of the internship, and then we have two officers who try to get them straight into the job market, and negotiate with companies before they’ve finished their professional internships. It generally works well.” Sílvia Soares says that the partnership with Altri began with the creation of a garden at the Group’s headquarters in Constância. “We began by gathering seeds from oak trees, acorns, and germinating them here. Then we extended to other species. Now we just collect acorns but don’t germinate them. This year we gathered ash and are gathering and germinating indigenous shrubs with Altri.”

ASSOCIATION WITH COMPANIES

This link between the training centre for people with disabilities and the employment market has been a constant since the CRIT was formed in 1977.

“The CRIT has always sought to associate itself with companies within the sphere of vocational training. We want our courses to be practical and to work with a product that will be accepted by the community. The idea was to involve companies and show them the potential of the work performed by people with disabilities,” adds Lílíana Felício.

One of the companies involved was Altri. “Sílvia Soares, a forest engineer, came over to start up our gardening course and saw that our work could help Altri’s mission. In other words, we could make some products which could be used within the dynamics fostered by Altri, both in terms of handicrafts and organic produce, and collecting seeds and growing indigenous trees for reforestation projects.”

In this way we managed to get the best of both worlds, bringing the community into the CRIT and vice-versa.)



Lílíana Felício, a social worker and coordinator of the CRIT’s training and employment sector



Sílvia Soares, an instructor on the agricultural operator and gardening operator courses at the CRIT

A SOCIAL INTERVENTION MISSION

When was the CRIT formed?

The Centro de Reabilitação e Integração Torrejano rehabilitation and integration centre was built in 1977 for the purpose of helping the disabled community for whom there was no appropriate social care at the time, either in the borough of Torres Novas or in neighbouring boroughs.

What is the CRIT's goal?

The CRIT's goal or mission is to educate, train and ensure the social and professional integration of people with disabilities and impairments and other disadvantaged people.

How are you having an impact in the region?

For many years we were focused on working exclusively with people with disabilities, from childhood until adult age. Then, over the years and with all the social issues which arise, and because of the size to which the CRIT grew here in the borough of Torres Novas and surrounding boroughs, we ended up also developing social intervention projects which are more suited to the characteristics of the borough.

In which boroughs do you operate?

We work more in the boroughs of Torres Novas, Alcanena, Entroncamento, Golegã, Barquinha and to a lesser extent in others in the region because we are well placed in terms of transport.

When did you start with your vocational training?

The vocational training came about in 1988 under the terms of funding initiatives which arose. We started off small and now we have 115 employees. We ended up embracing all projects which aimed to increase our capacity for intervention. The vocational training also started with some areas which have now been scrapped, such as knitting, metalworking, computing and bookbinding...

Which new areas of training took their place?

Over the years the CRIT has been modernising and adjusting to the needs of the market. We now have courses for agricultural operators; gardening operators; warehouse operators; family carers and community assistants; cooks; wood finish and property operators and leather tanners.

Are leather tanners a response to the local market?

It's more suited to this region's needs than other courses because we're located close to the borough of Alcanena, which is Portugal's leather capital, and we have this on-the-job training



project, which is the only one which comes exclusively from the company which operates in that market and it's very specific. It's generated a lot of employment and it's needed.

How many people are in training at the CRIT?

In February / March we had around 100 trainees, 40 of whom are finishing or have finished their courses. Since the middle of last year we've had 62 people but we're going to be accepting more students. We have an average of around 90 students per training cycle.)



For many years we were focused on working exclusively with people with disabilities, from childhood until adult age. Then we ended up also developing social intervention projects which are more suited to the characteristics of the borough.



environment

MISSION 360

ENVIRONMENTAL AWARENESS
SINCE CHILDHOOD



Mission 360 is an educational project to raise environmental awareness, launched by Biond as part of its commitment to social responsibility. This year will be the fifth edition of the mission, featuring Quico the alien squirrel. It is aiming to extend to 30,000 children and around 350 schools.



The goal of the Mission 360 initiative is to teach children about the importance of preserving natural resources and guaranteeing a sustainable future for the planet. It's an educational project to raise environmental awareness, launched by Biond, The Bioindustry and Paper Industry Association {Associação das Bioindústrias e da Indústria Papeleira}, targeting pre-school and primary school children and also involving their teachers and families.

This year will be its fifth edition – which will once again feature Quico the alien squirrel – which aims to reach 30,000 children and around 350 schools, according to Ana Fernandes, the environmental officer at Biond who has been in charge of coordinating the “Mission 360 - Our role is to defend the Planet” environmental awareness project since 2021.

The project revolves around the extra-terrestrial squirrel hero's quest to travel to Earth to help children fend off the lies the terrible Dr. Tulha tells adults so he can destroy the planet using the Linear Economy. Quico's mission to defend the circular economy involves preventing Dr. Tulha from completely destroying the planet. In order to achieve this, our squirrel hero from outer space has to teach kids all about the circular economy and the role played by the paper bioindustry. Since its launch in 2018, the Mission 360 project has expanded

its educational “universe”. It started off with seven municipal councils involved, and with 6900 schoolchildren and 100 teachers. By the 2022 edition this had extended to 33 councils, with 22,400 children and 530 teachers taking part. Ana Fernandes says “If we include indirect contacts – teachers other than those whose classes are enrolled in the initiative – we have a total of over 1530 teachers across all the schools taking part.”

The Association believes that embracing this mission has become part of its essence, and allows it to better publicise its ecological credentials to the general public. According to the project coordinator, “People, the environment and the future of the planet are entrenched in the DNA of Biond and of the sector it represents.”

Ana Fernandes emphasises that the target number of approximately 350 schools and 30,000 children to be directly involved in mission activities will be higher than for the previous edition. This one will include activities with schoolchildren and teachers and outreach to the community at large. The aim is to have face-to-face sessions complemented by virtual media.

In addition to the usual supporting materials (for example, the teachers' kit), new contents and new tools will be produced, including an overhauled website, a new animated film and an online game.)



5TH EDITION OF MISSION 360

32 target municipalities

NORTH

- Bragança
- Gondomar
- Lousada
- Marco de Canaveses
- Viana do Castelo
- Paredes
- Porto
- Póvoa de Varzim
- Vila Nova de Gaia

LISBON AND VALE DO TEJO

- Alenquer
- Amadora
- Bombarral
- Cadaval
- Caldas da Rainha
- Cascais
- Constância
- Lisboa
- Lourinhã
- Mafra
- Óbidos
- Peniche
- Setúbal
- Torres Novas
- Torres Vedras
- Vila Franca de Xira

CENTER

- Aveiro
- Figueira da Foz
- Porto de Mós

ALGARVE

- Faro
- Portimão
- Silves



**+ 30 thousand
schoolchildren
taking part in the
initiative**



**+ 350 schools
taking part**

A seed which has been sown

ANA FERNANDES

Coordenadora da Missão 360

“The chief impact of this educational mission is, undoubtedly - backed up by science and in a language appropriate for the target audience - that we are changing the less positive views of many children, parents and teachers with regard to our activity.

Using a forest metaphor: Mission 360 is a seed that we sow and if it is properly cared for over the years - with valid arguments and good practices and good examples - it will be helping to nurture and grow a (perfectly fair) goodwill towards forest-based bioindustries.

By passing on the message that what we do is: plant trees, manage the forest sustainably, and transform renewable raw material into innovative, sustainable and recyclable bioproducts, we are demonstrating that what we do helps to build a sustainable future, preserve nature and the environment, decarbonise and reinvent the future.

A sign that we're reaching a turning point is the recent introduction of expressions such as 'green racism' and 'environmental xenophobia' in answer to those who baselessly criticise certain forest species.”

HOW THE YOUNG PEOPLE “GREEN” CHANNEL CAME ABOUT

Biond launched a pilot project aimed at a young and very young audience, within a school context, in 2018. The process of training teachers in Biond’s areas of expertise, encouraging visits to its factories and forests, is also included in the activities to be incorporated. Before officially rolling the project out to the school community, there was a lot of preparatory work done with the Association’s partners: from the Directorate-General for Education (DGE), which approved all the contents and was involved from the outset; to the municipal councils and the Ministry for the Environment. Work was also undertaken in tandem with this to develop materials and contents. The partners were involved in validating and approving these materials and contents and in conducting surveys of the teaching community. The project was launched among the school community in September 2018.

Ana Fernandes says that “Our Mission 360 is clearly forging a path towards the goals initially set, and it’s generally being very well embraced and appreciated by the educational community within the participating schools.”

There were some interesting developments in the previous edition. One such change was the two training sessions in collaboration with the DGE, aimed at teachers of all years geared towards offering a deeper and broader knowledge on the subject of the Forest, the Industry, Products and the Circular Economy, dovetailing with the educational resources which enable teachers to build closer links to the subjects and provide examples of the good circular economy practices implemented in Portugal. There were also “Mission 360 Conversations”: 4 sessions with guest speakers from associated companies presenting subjects pertaining to the paper industry which relate directly to the project. This edition also featured the return of in-person activities, with some of the participating schools allowed to visit these companies’ Biodiversity Stations.

The 5th edition will see Circular Economy lessons physically returning to schools, protocols established with the project’s partners and relations strengthened between the schools and all the companies in the Biond association.)



ANA FERNANDES PROFILE An Environmental Technician ahead of the mission

Ana Fernandes gained her bachelor’s degree in Environmental Engineering at the University of Aveiro in 2006. A year later she completed her 2nd cycle master’s degree (Bologna Process) in Environmental Engineering focusing on Atmospheric Pollution at the same university. She joined an internship in 2008 at Celbi, in the management systems department, supporting many and varied activities in the area of Safety, while she completed her Health and Safety Advanced Technician course. She has been working as an environmental officer since May 2009 at Biond, with duties in areas pertaining to environmental policy, energy and climate change, focusing on issues relating to climate change and energy policies, monitoring their evolution as well as all the corresponding impacts of these guidelines on the sector’s activity. She is also responsible for processing statistical data (main environmental and production indicator). Since Biond is a certified training body, she also manages and coordinates the Association’s educational activity, and has headed up the “Mission 360 - Our role is to defend the Planet” environmental awareness project since 2021.)





SOFIA FARIA

People and Talent Manager at Altri

How long have you worked at Altri?

Since July 2022.

What does your average day at the company involve?

In an average day at Altri I try to understand the People and Talent Management needs in the different companies within the Group and in the different departments and operational areas. I seek to identify the key requirements of each job and set out a strategy which will allow recruitment to be developed consistently across the Group and which will simultaneously meet the organisation's challenges. This is how I ensure that new employees are recruited and integrated into the Group, with the appropriate profiles, and I can at the same time gather additional information to support the other duties of the People and Talent Department, such as for example, training, development plans and career management, among other things.

Additionally, I establish contact with different educational institutions in order to promote partnership relations and publicise the Altri Group, which translates into curricular and professional internships, and into academic dissertations, thereby promoting and strengthening our ability to attract talent to Altri.

What do you find fulfilling about your job?

Being able to recruit the right person for a certain job. It means the previous work I did was right and in line with the company's actual needs, and that, in tandem with this, we were able to attract new People with potential, know-how and experience. The next step is to make sure we keep that person, and this responsibility is shared by all of us, and to enable that person to develop both personally and professionally. I should point out that being able to interact with different people, from different operational areas and hierarchical levels, and to strengthen my knowledge of Altri as a whole is also very motivating.

Has there been any time which stood out for you at Altri?

Please tell us about it.

I've not yet had a particular stand-out moment. The whole period has been remarkable in terms of the Group's relationships with People, be they employees or the neighbouring communities. Everyone is hugely receptive to welcoming new colleagues, to accompanying them in loco and patiently explaining who they are and what they do. It's the same in terms of the company's very real concern both with the well-being of its workers and with the possibility of achieving a good work-life balance. I'm impressed with Altri's social responsibility and how it works with local communities.

It's discreet but impactful. I recommend it!)





Altri Florestal aims to help communities streamline the removal of this disorderly biomass from the lands, reducing the number of wildfires, that pose fire hazards and also have a negative environmental impact due to CO₂ emissions.

HENK FEITH, Director of Strategy and Forest Development at Altri Florestal

Read the full article on page 13.