

PRESS RELEASE

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Environmental and social responsibility programme is in force all year

**WORTEN TRANSFORMA COLLECTS 445 TONNES OF ELECTRONIC WASTE IN A MONTH  
TO CONTINUE SUPPORTING SOCIAL INSTITUTIONS THROUGHOUT THE COUNTRY**

- The latest communication campaign of the programme [Worten Transforma](#) was in force from 1st to 25th July 2021
- Worten collected 445 tonnes of Waste Electrical and Electronic Equipment (WEEE) and sent it to be recycled.
- Customers deliver this type of waste to a Worten shop of their convenience
- This year alone, over 3,000 tonnes of WEEE have been collected, resulting in the donation of 384 new items of equipment worth €60,000
- Donations of new equipment went to hospitals and health centres, schools and other educational and child support institutions and Private Social Solidarity Institutions (IPSS) up and down the country
- Since 2009, Worten Transforma has recycled more than 64,000 tons of WEEE and donated 24,000 new items of equipment to those most in need, in a brand investment of more than €2 million

Worten Transforma, Worten's well-known environmental and social responsibility programme, aired a communication campaign focused on digital and radio last July. It reminded people of the importance of correctly recycling electronic waste and how much this gesture can help those who need it most. Within the scope of this campaign, the programme collected 445 tonnes of WEEE in July, which joined the approximately 2,700 tonnes accumulated since the beginning of the year.

*"It is very gratifying to see that people continue to be committed to contributing to this cause, not only when we run these campaigns, but throughout the year. By delivering their old electrical equipment, which is broken or that they no longer use, to a Worten shop, customers help us to provide vital support, which is related to the donation of new equipment to institutions throughout the country,"* António Fuzeta da Ponte, Director of Brand and Communication at Worten said, adding that *"the fridges, microwaves, laptops, televisions, among so many other products that we donate, make the day-to-day lives of the people who work in these institutions easier, while also contributing to the greater wellbeing of the users."*

With the help of our customers, who are increasingly aware of recycling and its impact on the environment, this year alone, Worten Transforma has met the primary needs of over 100 institutions, donating a total of 384 new items of equipment worth €60,000.

***"The participation in recycling continues to help transform lives and bring technology to many institutions across the country. ERP Portugal is proud to join once again this initiative, which encourages the selective delivery of electrical and electronic waste, allowing its treatment and recycling and, at the same time, working on the social pillar of sustainability. We ended the first wave of this edition. We will return at the end of the year to continue to stimulate the adhesion of citizens, who have been fundamental in making this campaign a real success since 2009!"*** said Rosa Monforte, General Director of ERP Portugal, one of the partners of Worten Transforma, responsible for the correct management of WEEE collected in the brand's shops.

According to Isabel Jonet, President of ENTRAJUDA, the entity responsible for identifying the beneficiary institutions of Worten Transforma, ***"this is truly a partnership aligned with sustainability and shows what can be achieved with a well-structured and well-communicated proposal. The involvement of everyone who contributed because they know about the campaign and trust the partners makes it possible to equip charities with new products, protect the environment, and improve social intervention. The real importance Worten gives the topic is revealed by the duration of the programme, which has been running continuously for 12 years. For ENTRAJUDA, this is a partnership that generates high value and with great impact to which we are proud to belong."***

Making a general assessment, ***"the impact of Worten Transforma for the planet and communities has been enormous, since 2009, it has allowed us to recycle more than 64,000 tonnes of WEEE and to donate 24,000 new pieces of equipment to those who need it most, with a brand investment of more than €2 million"***, António Fuzeta da Ponte said.

For more information about this programme, please visit [worten.pt](https://worten.pt).

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