

PRESS RELEASE

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Programme donates more than €2 million

WORTEN TRANSFORMA CONTINUES TO RECYCLE AND DONATE NEW EQUIPMENT TO INSTITUTIONS

- **The programme runs throughout the year in all Worten stores, accepting the delivery of end-of-life electrical and electronic equipment for recycling so that it can donate new products to those who need them most**
- **Worten collected 5,752 tonnes of Waste Electrical and Electronic Equipment (WEEE) In 2020**
- **This collection meant it could donate €150,000 worth of new equipment to hospitals and health centres, schools and other educational and child support institutions and Private Social Solidarity Institutions (IPSS), up and down the country**
- **Over the last ten years, Worten Transforma has recycled 61,000 tons of electronic waste and donated 23,000 new products valued at more than €2 million**

‘Worten Transforma’ is Worten’s sustainability programme which has combined the environmental component of appropriate collection and recycling of electronic waste with the social element of support for numerous domestic institutions by donating new equipment.

“Following the Coronavirus pandemic, the brand quickly adjusted to a new reality in March 2020. This was also felt in the social responsibility area. We extended the range of entities that benefit from Worten Transforma to include health and education institutions because they have become even more vulnerable with this whole situation. We focused our efforts on supporting the well-being of patients and health professionals and reducing the asymmetries that distance learning has worsened,” Worten’s Marketing Director, Inês Drummond Borges, explained.

Between March and May last year, the Worten Transforma programme met the pressing needs of 72 institutions by donating 335 new pieces of equipment, such as tablets, laptops, desktops, monitors, and intercoms, along with microwaves, washing machines and fridges. These products gained even more significance during the pandemic by providing greater well-being and comfort to those who became more fragile in this new context.

This Worten environmental and social responsibility programme ran two campaigns in 2020. In June, we collected 582 tonnes of WEEE and supported more than 70 institutions, which received close to 150 new pieces of equipment. At the end of the year, we collected

another 619 tonnes of electronic waste, bringing the total donation last year to €150,000 in new technological equipment for hospitals, schools and social welfare institutions throughout the country.

The Worten Transforma programme impacted more than half a million people between 2009 and 2020 and invested more than €2 million to guarantee a better quality of life and well-being. **“At the moment, a smartphone may be the only tool available for long-distance communication between intensive care patients and their families. Equipping one of the many improvised pantries in hospitals up and down the country may make a difference between a health professional having access to a hot meal or not and a tablet may allow a family to keep their child up to date with their school work, which they wouldn’t be able to keep up with otherwise”**, Inês Drummond Borges said.

Add the environmental factor to this socio-economic impact. Since 2009, Worten Transforma has collected 60,922 tonnes of WEEE, a considerable amount that the brand intends to increase in 2021 in line with its commitment to having a say in the proper treatment of electronic waste that can be highly damaging to humankind and the planet.

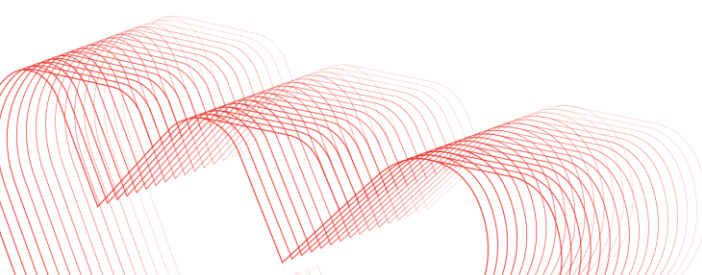
Heavyweight partners

Since it began in 2009, the Worten Transforma programme has partnered with ERP Portugal, responsible for managing the WEEE, and ENTRAJUDA’s Donated Goods Bank, which confirms what institutions need and ensures they are included in the list of beneficiaries in the different editions of the programme.

Rosa Monforte, General Director of ERP Portugal, said, ***“in an especially challenging year, we are proud that everyone has, once again, risen to the challenge of delivering their electronic waste to help those who need it most. This comes when technology has become fundamental to shorten distances, facilitate communication and minimise the impacts of the pandemic. Besides its social nature, this campaign also reduced environmental impacts by recycling this waste, minimising our ecological footprint and contributing to a more sustainable planet. Recycling helps transform lives, and it is very gratifying for us to be part of initiatives such as this”***.

According to Isabel Jonet, President of ENTRAJUDA, ***“the Worten initiative focused on supporting the health and education sectors this year. This has a high impact and combines two complementary aspects. Firstly environmental, by encouraging people to hand in equipment they no longer used to be sent for recycling, and secondly, by distributing appliances, laptops and tablets to entities that need them but cannot afford them. It is an exemplary initiative in terms of sustainability that is repeated each year and which ENTRAJUDA is proud to have partnered with since its beginning.”***

For more information, visit [worten.pt](https://www.worten.pt/sustentabilidade): <https://www.worten.pt/sustentabilidade>



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