

PRESS RELEASE

Lisbon, 07/09/2020

To mitigate the effects of the pandemic crisis in Portugal

**WORTEN TRANSFORMS ALMOST 600 TONNES
OF 'E-WASTE' INTO €100,000 FOR NEW EQUIPMENT
TO DONATE TO HOSPITALS, SCHOOLS AND INSTITUTIONS**

- Donations of new equipment have exceeded €100,000 since the beginning of the pandemic
- Donated equipment goes to hospitals, to support the well-being of health professionals and patients, schools and private social solidarity institutions (IPSS), which guarantee access to distance education for children and young people with socio-economic difficulties
- The Worten Transforma programme in June collected 582 tonnes of waste electrical and electronic equipment (WEEE)
- Worten Transforma had been in force all year long for more than 10 years, has the support of ERP Portugal and ENTRAJUDA's Banco de Bens Doados (Donated Goods Bank), and has recycled in total more than 55,000 tonnes of WEEE

Worten has donated more than €100,000 this year as part of the Transforma programme in new equipment to hospitals, schools and IPSS that support underprivileged children and young people in accessing distance education. Faced with the enormous growth in requests for support during the lockdown, Worten has refocused its social and environmental responsibility programme efforts on supporting the well-being of patients and health professionals and reducing the asymmetries exacerbated by distance learning. It also ran an additional communication campaign in June to remind consumers that Worten stores are the right place to deliver old or disused electrical and electronic equipment to ensure its correct recycling and transformation into new equipment, which will improve the day-to-day lives of solidarity institution users throughout the country. We collected 582 tonnes of WEEE during that campaign period.

Inês Drummond Borges, Worten's Marketing Director, said: *"as it's a programme that has been in place all year long for more than ten years, we wanted to run an extra wave of communication from Worten Transforma, this time in June, because we realised that the post-lockdown period was the right time to remind people that what was once useful to them, can now help others. Worten has been supporting hospitals and schools with the equipment they need since March but to continue to do more and better, we launched a multi-media communication campaign, appealing to customers to hand over old equipment for recycling, so we can continue to donate new ones to those who need them most"*.

And she added: ***"This allowed us to collect 582 tonnes of 'electronic waste' and donate €100,000 in new equipment to institutions directly affected by these exceptional times in which we live: health facilities, schools and institutions which guarantee access to distance learning for people who have difficulty in providing it to their children"***.

Tablets, smartphones and intercoms are among the main pieces of equipment donated to health units, enabling contact between patients in isolation and their relatives, which would not be possible otherwise under these circumstances. The list of products donated to this type of institutions also includes refrigerators, washing machines and all kinds of small appliances to equip improvised kitchenettes and safely wash the uniforms of nurses, doctors and auxiliaries. As for the equipment needed by schools and institutions that support underprivileged populations in the access of their children to distance learning, they are, of course, concentrated in the IT area: laptops, desktops, monitors and tablets.

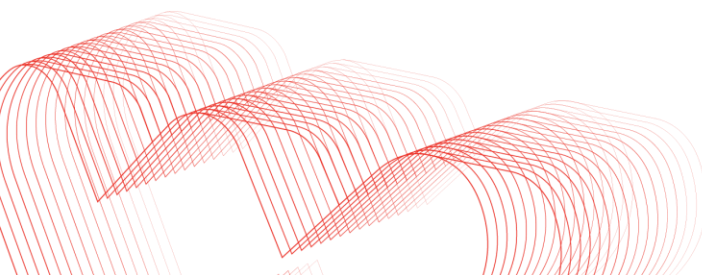
Transforming lives for over ten years

Worten Transforma is Worten's sustainability programme that combines the environmental component of proper collection and recycling of 'electronic waste' with the social component, through the donation of new equipment to institutions, and which this year is focused on mitigating the effects of the pandemic. Worten's message of "Turn your old electrical equipment into a big help", reinforced its call for people to take the electrical equipment they no longer use to a Worten store so the brand can continue to help those most in need.

Over the last ten years - the program was launched in 2009 - Worten Transforma has recycled more than 55,000 tonnes of old equipment and donated more than 22,000 new items, in an investment of more than €2 million, directly impacting more than 600,000 users. In 2019, 6002 tons of waste electrical and electronic equipment (WEEE) were collected, more than double the amount recorded in the same period of 2018.

In the words of Rosa Monforte, General Director of ERP Portugal, which is responsible for managing electrical and electronic waste, as part of Worten Transforma, ***"this campaign revealed, once again, that people are committed to participating actively in noble causes such as recycling and social solidarity, this time with an even stronger emphasis because of the pandemic. The union has made and will continue to make force in favour of those who need it most and for a more sustainable planet. Solidarity drives us and the environment thanks us so we have continued with our partnership, which showed its relevance again"***.

Worten Transforma also counts on the support of ENTRAJUDA's Banco de Bens Doados (Donated Goods Bank), which selects the beneficiary institutions. Isabel Jonet, President of ENTRAJUDA, said: ***"this Worten program is an example of sustainability and***



commitment to the Sustainable Development Goals (SDG), involving various partnerships, protecting the environment, promoting reuse, and benefiting solidarity institutions. ENTRAJUDA welcomes this partnership that really generates impact".

For further details, contact Lift Consulting:

Helena Rocha | helena.rocha@lift.com.pt | 917 176 862

