

Tradição do Futuro



JOSÉ DE MELLO

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JOSÉ DE MELLO GROUP NEWS

José de Mello celebrates
partnership with TUMO Lisboa

Eduardo Mendes, the new face
of CUF's Medical Council

The big winners of the José
Manuel de Mello Scholarship 2024

A journey through business transformation

ON THE JOSÉ DE MELLO GROUP'S INNOVATION
DAY, THE LEGACY OF ENTREPRENEURSHIP
WAS HONoured BY SHARING STORIES THAT
HIGHLIGHT THE IMPACT OF PEOPLE ON THE
COMPANY AND THE COMMUNITY.



Future as tradition

Salvador de Mello
Executive Chairman of the
José de Mello Group



The “Tradição do Futuro” newsletter is one of the most important means of communication of the José de Mello Group.

It covers the activities of all our companies and provides an extremely relevant contribution towards accomplishing our internal communication mission: getting our people involved and bringing them together, reinforcing their sense of belonging and creating a culture that is aligned with our Mission and Values. To better achieve our goal, we started an updating and revision process regarding the newsletter that involved the Communication, People and Talent teams of our companies in an effort to achieve a more dynamic, modern, appealing, informal newsletter.

This new version of the newsletter has a lot of new features compared to the previous one, but there is one aspect that deliberately hasn't changed: the title. And it hasn't changed because it continues to convey our way of being as a corporate group with a diverse intervention in the economic space: cultivating the legacy that we carry with us and that we are honoured to serve, but remaining all the while committed to the future and to the impact that we have in the places where we operate.

“Tradição do Futuro”, Future Tradition in English, is therefore a summary of our culture, which makes us unique and sets us apart from other corporations. A culture that prizes constant transformation and adaptation, that prizes entrepreneurship, innovation, development and valuing our talent and our people.

News

● JOSÉ DE MELLO CELEBRATES PARTNERSHIP WITH TUMO LISBOA

TUMO is a free educational product accessible to all youths from 12 to 18 and has a specific concern with guaranteeing equal opportunities and social mobility. This technological innovation space will broaden its scope to include the city of Lisbon and now has the support of José de Mello, the founding partner of the project. According to Salvador de Mello, “José de Mello is committed to contributing to the social and economic development of Portugal and it is for this reason that we

are one of the founding partners of TUMO Lisbon”.



TUMO LISBOA

INÊS CALDEIRA AND LUÍSA DELGADO IN THE ADMINISTRATION OF THE JOSÉ DE MELLO GROUP

On May 29th, the general assembly of José de Mello elected Inês Caldeira and Luísa Delgado into the Board of Directors, taking over from Isabel Jonet and Maria Amélia de Mello, who have finished their tenures.



CUF TOOK HOME FOUR OUT OF SEVEN CATEGORIES AT THE EUROPEAN PRIVATE HOSPITAL AWARDS 2024 IN BUCAREST, ROMANIA, ON MAY 29TH.



BONDALTI REWARDS INNOVATIVE IDEAS

On June 4th, at the Estarreja Eco Park, another edition of the "Open Day Colombo" took place, an annual Bondalti initiative that encourages team-members to be creative and get involved in developing innovative ideas that generate added value. This year, 17 projects were approved, 14 having originated in Bondalti Chemicals and three in Bondalti Cantabria. As well as the awards for the top three, there was also an extra award for the initiative with the greatest sustainability focus.

Watch the best moments [here](#).



AMÉLIA DE MELLO FOUNDATION PUBLISHES A BOOK ABOUT CUF'S SOCIAL POLICY

The Amélia de Mello foundation launched "Política Social da CUF: 1906-1975". Compiled by Francisco Branco, this book condenses the main results of the research conducted about the CUF Group's social policy in the period, as well as a presentation of the social responsibility policies of the subsequent companies. The book-launch gathered several different entities and academics for a debate on Corporate Social Responsibility under the theme of "Challenges regarding transformations and contemporary social challenges".



THE WINESTONE PORTFOLIO NOW HAS THREE NEW REFERENCES: TEIXEIRÓ AVESSO 2023, TEIXEIRÓ ALVARINHO 2023 E TEIXEIRÓ 2023



BONDALTI CHEMICALS IS NOW A PART OF THE SCIENCE BASED TARGETS INITIATIVE (SBTI), A GLOBAL ORGANISATION THAT MOBILISES CORPORATE AND FINANCIAL ENTITIES ALL OVER THE WORLD TO PERFORM AN ACTIVE ROLE IN FIGHTING THE CLIMATE CRISIS



ON MAY 10TH, BRISA CONCESSÃO RODOVIÁRIA AND INSTITUTO SUPERIOR DE ENGENHARIA DE LISBOA CREATED THE LIVING LAB, A CONSORTIUM THAT INVESTIGATES INNOVATIVE MATERIALS FOR THE DEVELOPMENT OF PAVEMENTS THAT WILL POSITIVELY IMPACT GREENHOUSE GAS EMISSIONS

A THOUSAND CUF TEAM-MEMBERS IN ANNUAL MEETING

The annual CUF meeting brought together in Lisbon a thousand team-members from different locations and professional groups this May. The goal of this event dedicated to theme of "Clinical excellence in patient care" was to deepen CUF's clinical differentiation on two fronts: technical skill and humane care. The event ended with an homage to doctor João Paço, a recognition of his contribution and collaboration during his almost thirty years at CUF.



VINTAGE KROHN 2017 CONSIDERED ONE OF THE BEST WINES IN AN INTERNACIONAL COMPETITION

Krohn Vintage 2017 was considered one of the best wines at the Decanter World Wine Awards (DWAA) 2024, taking home the "Best in Show" award at what is one of the most prestigious international competitions. One sip is enough for you to fall in love with this port wine that received a final mark of 97 points from demanding international judges. The Decanter World Wine Awards is considered one of the most important international competitions. This year, 18,143 wines from 57 countries competed for the awards, and were tasted and evaluated by a jury comprised of 243 wine specialists, including several Masters of Wine and Master Sommeliers.



PREVERIS IS THE NEW CUF BRAND FOR THE OCCUPATIONAL HEALTH MARKET THAT HAS RESULTED FROM A FUSION BETWEEN SAGIES AND ATLANTICARE

preveris

prevenção, saúde e bem-estar nas empresas



See the campaign [here](#).

BRISA AUTOESTRADAS CELEBRATES THE "INVISIBLE ONES" THAT LOOK OUT FOR OUR WELLBEING

"Brisa Autoestradas. We travel side by side" is the brand-new Brisa Autoestradas campaign that highlights the workers who look out for and guarantee the safety and comfort of both drivers and passengers on the road. The campaign showcases different moments where Brisa Highways accompanies drivers and passengers, whether through courtesy signalling, roadside assistance or through the work done at the control centers. The focus is on getting to know what gets done, how, and who it is that works every day to ensure that everyone is safe in the Brisa highways.

LISTEN TO CUF CAST [HERE](#), THE NEW CUF PODCAST THAT GIVES OUR TEAM-MEMBERS A VOICE



CUF LAUNCHED A PUBLIC BOND OFFER OF A TOTAL OF 60 MILLION EUROS

BONDALTI WATER WAS PRESENT AT IFAT, THE LARGEST WORLD FAIR IN WATER, SEWAGE, WASTE MANAGEMENT AND RAW MATERIAL MANAGEMENT THAT TOOK PLACE IN MUNICH LAST MAY



INOVAR4: a journey through business transformation

INOVAR4 was not just a day dedicated to innovation: it was a golden opportunity to honour the legacy of entrepreneurship of the José de Mello Group by sharing stories about the role of people in transforming businesses, valuing the impact they have on creating value for companies and the community.



"Those who refuse to acknowledge that the world changes at a dizzying speed and to accept the challenge of change will soon have to admit that they have fallen behind." These words were first uttered by José Manuel de Mello in the 70s, but they were repurposed by his son, Salvador de Mello, at the end of his speech at the fourth edition of the Group's Innovation Day. INOVAR4 took place on May 8th at the Carris Museum, Lisbon, and aimed to highlight the role of people in transformation processes and explore the organisational characteristics that promote a culture of innovation that generates impact and creates value.

Even though more than 50 years separate these two speeches, this idea that denying the dynamic nature of the world is tantamount to falling behind is more up to date than ever. Technological acceleration has defined the path of modern development, leading to a fast expansion and unprecedented potential. This phenomenon not only leads to innovation on the macroeconomic scale, but also reshapes daily infrastructures and interactions.

The José de Mello group companies have thus been pioneers in their own fields of business, looking at innovation as an opportunity to create value and have an impact on business and people. This was obvious in

the speeches of the heads of the different companies who, among more than 130 participants, showcased the innovating ecosystem that has been built along the years, a "living organism" that goes beyond the limits of the companies themselves.

The first session was led by João Mil-Homens (José de Mello), Jorge Quintas (Amélia de Mello Foundation), and Rui Coutinho (NOVA SBE), who discussed the role of people in transformation processes, Alfredo da Silva's legacy of entrepreneurship, and the importance of innovation in reducing organisational risk. This was followed by João de Mello (Bondalti), Vasco Rosa Santos (Winestone), Paula Brito Silva (CUF), Henrique Pulido (Brisa), and Bernardo Gross (Lifthium Energy), in a panel that focused on the Group's main business innovation challenges and strategies.

The last panel of the morning showed that transformation and impact projects can arise across organisations and not just in technological areas. The speakers were Mariana Ribeiro Ferreira, Tiago Batista, Marco Costa and Rui Grande (CUF), Diogo Torcato and Ana Simões (Brisa), Luís Monteiro and Anabela Pinto (Bondalti), Carlota Kreye (José de Mello Residências e Serviços), Alexandre Santos (Chamaeleon), Pedro Almeida and Purvi Shroff (Teach4Portugal).



A truly innovative culture

Although the context of innovation is very much associated with the adoption of new technologies, INOVAR4 sought to highlight the importance of organisational culture in order to boost the fundamental role of people in transformation processes. Throughout the day, various stories were shared which illustrated that value creation can come about through innovative initiatives organised by anyone, in areas as diverse as human resources, sustainability, purchasing or sales.

During the afternoon, the components of a culture of innovation that enhance the creation of value and the impact on people and the community were highlighted. Paula Marques (Nova SBE) led the participants along the "Innovators' Route", describing the ingredients that feed the Group's culture of innovation. Finally, Salvador de Mello urged action and praised the ability to take risks in an ever-changing world, launching the challenge that anyone in the Group can be the protagonist of the next Innovation Day.

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“The power to innovate is within each and every one of us. We have to step out of our comfort zones and be curious, refuse to give up and question the status quo”

“This was my first INOVAR event, and sharing all these experiences with everyone, from the ‘veterans’ to the ‘newbies’, was extraordinary.”

Feedback from two participants

3 QUESTIONS FOR

João Mil Homens

Director of Innovation and Sustainability
José de Mello



01. What is the aim of José de Mello Group's Innovation Day?

We need to demystify the idea that innovation is something for visionaries only, inherently risky and technological. INOVAR allows a very diverse group of representatives from our companies to come together to collectively recognise their potential as agents of change. The Group's longevity is linked to our ability to do new things that add value to companies and society.

02. What should be the role of companies' innovation departments?

The sustainability of companies depends on their ability to adapt to a rapidly changing world. Innovation teams are catalysts for this change, and it is their job to instil a sense of urgency, challenging the different areas to find innovative solutions to their challenges. They are also responsible for managing the initiatives that feed the funnel of projects that will give rise to new processes, products or services. Innovation managers are not usually good innovators. That responsibility has to be shared by everyone.

03. What characterises the Group's innovation culture?

The Group's companies have different innovation strategies, aligned with their business models, but the culture of innovation is similar and is based on the historical legacy of always wanting "more and better". We are resilient, risk-taking, curious, and like to learn new things. On the other hand, it's crucial to be more open to knowledge partnerships.

“I’m very proud of being a part of this team that promotes the best of what we do in the medical field”

Eduardo Mendes became a part of the CUF Viseu Hospital in 2016, where he has focused on applying cutting edge technology towards the improvement of Orthopedic Spinal care. Since July 1st, he has been the CUF Medical Council President.

How did you first get involved with Medicine and why specialise in Orthopedics?

Medicine attracted me due to the proximity with people, the ability to help others in a straightforward way. It’s something that fits with who I am. I’m a very practical, very objective person, so I chose a specialty that is also like that: Orthopedics. In the last few years, I’ve dedicated myself to a different area, Spinal Surgery, which allows very little room for error, but where we’ve managed to do brilliant things.

And how does CUF fit in with your values and goals?

Here at CUF we are the best in many fields, and we demonstrate an ability to use the latest techniques which are less invasive and guarantee a shorter recovery time for a quick change in the patient’s lifestyle. I joined CUF eight years ago as an Orthopedics Coordinator at the CUF Viseu Hospital, but I was already an admiring and appreciative witness to what my colleagues were doing before that. I’m consequently very proud of being a part of this team that promotes the best of what we do in the medical field.

Eduardo Mendes

President of the CUF Medical Council

- Born and raised in Mosteiro de Fráguas, Tondela, where he still resides;
- A supporter of CD Tondela, he plays football every week with his friends;
- Produces wine at his farm;
- Is a fan of António Zambujo and takes classical guitar classes.



You are part of several international societies, such as Eurospine, AO Trauma or AO Spine. How have these experiences impacted your view of medical practices?

Medical science evolves very rapidly, so we can either be there for the ride or not. In the trauma area, for instance, where everything is a matter of life and death, everything is very different from 20 years ago. Innovation is a given, and in order to make a difference in the quality of life of your patients, it is essential to stay up to date.

You became the president of the CUF Medical Council on July 1st. Which areas will you give priority to?

The CUF Medical Council is an executive body that is entrusted with guaranteeing the quality of the clinical activities of all the units within the group. I will consequently follow the CUF way of working as well as our code of conduct in order to give every single patient the same quality of care across the units. That being our main focus, I also see room for improvement regarding innovation, such as developing new fields of study, or environmental sustainability, since the health sector represents 4% of the ecological footprint worldwide. We cannot separate our growth and development from a need to be sustainable. It is something that we strive towards on a daily basis.

José Manuel de Mello Scholarship honours projects in the field of energy transition

The winners of the 2024 edition of the José Manuel de Mello Scholarship - Entrepreneurship, promoted by the Amélia de Mello Foundation and aimed at supporting projects that promote the advancement of scientific research and the development of sustainable technologies, are now known.

This year, the jury decided to award three projects in the areas of **decarbonisation and energy efficiency**. The jury was chaired by Teresa Ponce de Leão (LNEG) and also included Madalena Freire de Andrade (Sovena), Susana Carvalho (Bondalti), Ana Casaca (Galp) and Filipa Pantaleão (BCSD Portugal).

With a total amount of 150,000 euros, this grant is one of the largest of its kind in Portugal and demonstrates a **serious commitment to advancing scientific research and the development of sustainable technologies**.

Find out more about the innovative projects that will be supported this year:

WINNER

1. CCU Tailor: project and optimisation of CO2 capture and conversion in an industrial context

It requires the use of a modular computing software that selects, projects and optimises carbon capture and utilisation technology, integrating it in the actual work processes of factories;

HONOURABLE MENTION

2. Citizen. Solutions for the decarbonisation and renaturalisation of cities

A solution that integrates geospatial data, artificial intelligence and "ground truth" in order to automatically monitor, report and verify the state of biodiversity and carbon emissions/absorption in cities.

HONOURABLE MENTION

3. SusCO2 – Towards the circularity of carbon: sustainable conversion of CO2 for fuels and chemicals

The development of catalysts that transform harmful residue in high-added-value chemical products through an innovative CO2 hydrogenation technology.



Find out more about this initiative [here](#).

Quiz

Test your knowledge of the Volunteer Program

- 1 What year was the Volunteer Programme created?
 - a. 2000
 - b. 2005
 - c. 2007
 - d. 2010
- 2 How many partners does the current Volunteer Programme have?
 - a. 6
 - b. 10
 - c. 16
 - d. 20
- 3 How many volunteers supported the Volunteer Programme partners last year?
 - a. 20
 - b. 25
 - c. 89
 - d. Over 100
- 4 In which month does Volunteer Day take place?
 - a. January
 - b. April
 - c. July
 - d. October
- 5 In which month does the campaign for new volunteers start?
 - a. January
 - b. June
 - c. September
 - d. October

Find out [here](#) how you can make a difference.



Answers

1. d) / 2. c) / 3. c) / 4. d) / 5. b)

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JOSÉ DE MELLO