

8.8.2. Education

The education support programmes continued, with a special note for the “Bolsas de Estudo” (Scholarships), which are already in their 6th edition. This is support given to employees and their children who, despite not having the necessary financial means, wish to enrol or re-enrol in higher education. 90 scholarships were attributed for the 2016/2017 academic year. Since being launched, 332 scholars have already benefitted from this measure.

Within the scope of the “Regresso às Aulas” (Back to School) campaign, 4,358 school kits were offered to employees’ children in Portugal and in Poland who started the 1st year of schooling.

In 2016, around 2,500 children participated in the Summer Holiday Camps, both in Portugal and in Poland. Also in 2016, “Hello Biedronka” holiday camps and an “English Summer Camp” were organised for learning English and in which 120 children participated.

Also in Poland, the “To School with Biedronka” programme continued, whereby support was given to around 2,700 families without financial means, to cover the school expenses.

In 2016, over 1.3 million euros were invested in promoting education to the universe of our employees.

8.8.3. Family Well-Being

In Portugal, the Group’s Social Emergency Fund supported 783 employees, corresponding to an investment of 560 thousand euros, divided between support for food, health, education, legal advice and financial guidance. This Fund provides professional follow-up by five social workers from the Group, thereby ensuring, on one hand, a rapid and efficient response and, on the other, a more assertive response to the more critical cases. In 2016, the social workers provided follow-up to 404 cases of social support.

In Poland, the “You Can Count on Biedronka” programme supported more than 4,300 employees in situations of economic difficulty.


Also in Poland, a pre-paid card to provide financial support to employees was implemented, as well as a new external portal especially for all those who do not have access to a computer in their place of work, thereby enabling them to find all the information about the internal social responsibility programmes. World Children’s Day and Christmas were celebrated with 27 thousand gifts being distributed in Portugal and more than 90 thousand in Poland. More than 4,600 Baby Kits were also attributed in the two countries. In order to publicise the more than 180 existing protocols in Portugal, communication was strengthened through the Group’s intranet.



In 2016, around 14 million euros were invested in the Family Well-Being pillar.



Commitments for 2015-2017

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4. How we make a difference

Action pillars	Commitments for 2015-2017	Progress
 <p>Promoting Good Health through Food</p>	<p>Further improve the nutritional profile of both the Private Brand products, through product innovation and reformulation, and in the Meal Solutions meals.</p>	<p>In progress. In 2016, the Group prevented 152 tonnes of fat, 142 tonnes of sugar and 31 tonnes of salt from entering the market, which encompasses the reformulations that were made within the scope of the Meal Solutions business unit.</p> <p>In the case of the latter, in 2016, we endeavoured to eliminate fried ingredients or replace them with other healthier alternatives, and also sought to reduce the amount of oil present. Another focus of concern was the level of salt, having launched salt-free soups.</p> <p>By reformulating some recipes, it was possible to avoid placing on the market over a tonne of fat, over 685 kilograms of salt and more than four tonnes of sugar in this business segment.</p> <p>For detailed information on the innovation and reformulation of Private Brand products, please refer to subchapter 4. "Promoting Good Health through Food".</p>
	<p>Continue to develop programmes promoting the Mediterranean Diet and awareness for reading food labels amongst consumers.</p>	<p>In progress. In Portugal, Pingo Doce maintained its commitment to the magazine "Sabe Bem" (Tastes Good) with an average print run of 150 thousand copies, highlighting healthier ways of preparing products and the offer of the Pingo Doce brand.</p> <p>In Poland, within the scope of promoting information about nutrition, in conjunction with Instytut Żywności i Żywienia (Polish Institute of Food and Nutrition), Biedronka developed the "Wiesz Co Jesz" (Know What You're Eating) campaign, whereby it provided a special telephone line to advise consumers on making healthier nutritional choices.</p> <p>For further information about campaigns carried out please refer to subchapter 4. "Promoting Good Health through Food".</p>
	<p>Increase the number of references of the lactose-free and gluten-free ranges, in Private Brand products in Portugal and Poland.</p>	<p>In progress. This year, 24 gluten-free product references and 10 lactose-free references were launched in Poland. In Portugal, five references of the brand Pura Vida "0% Lactose" were launched.</p>
	<p>In Portugal, ensure that products intended for children have a higher nutritional profile than the market benchmark.</p>	<p>In progress. Seeking to offer products to new-born babies, the Farinha Láctea Pêra Pingo Doce was launched for babies from the age of four months, which is gluten-free and contains transition milk. It has a 9 p.p lower sugar content than the benchmark. As for the Bolsas de Fruta, these products are made from fruit puree, standing out from the benchmark which uses concentrate. In turn, Bebidas de Soja Kids contain vitamins B1, E, D or iodine, differentiating from the benchmarks.</p>
	<p>In Portugal, develop and implement nutritional information in the Meal Solutions area.</p>	<p>Accomplished. Within the scope of adapting to national and community regulations, the Meals Solutions' meals were labelled with information on their nutritional profiles, and are available for consultation at the customer's request, and communication materials were also developed in the service areas in order to publicise the legally required aspects concerning allergens.</p>
	<p>In Portugal, in the Meal Solutions area, test meals for consumers with special dietary requirements or those who seek other dietary options.</p>	<p>In progress. During 2016, the offer of meals for vegetarians or consumers seeking healthier options increased from seven references to 12. Every week three of these kinds of dishes were available in the Pingo Doce Restaurants and Take Away.</p>
	<p>In Portugal, continue to develop and implement nutritional information in the Bakery.</p>	<p>Accomplished. Within the scope of adapting to national and community regulations on nutrition profiles and communication of allergens, Pingo Doce labelled its pre-packed Bakery and Pastry products and those packed on request by the customers, with the necessary information.</p>

Action pillars	Commitments for 2015-2017	Progress
 <p>Respecting the Environment</p>	<p>Reduce the Group's carbon footprint by 2% in the 2015-2017 three-year period (per €1,000 of sales), compared to 2014.</p> <p>Make an annual reduction in the consumption of water and electricity of 2% per year (comparing the same store network in Portugal and Poland).</p> <p>Reduce the amount of waste sent to landfill by 5 p.p. in the 2015-2017 three-year period, compared to 2014 (objective measured using the ratio amount of waste recovered / total amount of waste).</p> <p>Increase the number of locations with environmental certification (at least 20).</p>	<p>In progress. 2016: carbon footprint increased 10.1% 2015: carbon footprint decreased 5.8%</p> <p>In progress. 2016 - Water: -0.6%; Electricity: +0.8% 2015 - Water: +1.5%; Electricity: +1.0% .</p> <p>In progress. 2016: waste recovery rate increased 1.2 p.p. 2015: waste recovery rate decreased 0.6 p.p.</p> <p>In progress. The number of DCs in Portugal with environmental certification remained at four. In Poland there are 15 DCs with environmental certification.</p>
 <p>Sourcing Responsibly</p>	<p>In all brands, ensure continuity of the sourcing of at least 80% of food products from local suppliers.</p> <p>Continue to introduce sustainability certificates (UTZ certification, Fairtrade, MSC, EU-Ecolabel or others) for at least:</p> <ul style="list-style-type: none"> • Private Brand (two products); • Perishables (four products). <p>Reduce by 5% the presence of palm oil in the total sales of Private Brand products.</p> <p>Reduce by 5% soya, beef, wood and paper products from countries at risk of deforestation.</p>	<p>In progress. In 2016, the Food Distribution banners in Portugal, Poland and Colombia fulfilled this commitment by buying over 80% of food products from local suppliers.</p> <p>Accomplished. In 2016, the following were launched:</p> <ul style="list-style-type: none"> • 13 Private Brand references with UTZ certified cocoa (12 at Biedronka and one at Pingo Doce); • eight references of Private Brand fish products with Marine Steward Council certification (Biedronka); • five references of perishables with European Union Organic Farming certification (Pingo Doce); • four references of Private Brand tea with the Rainforest Alliance certified seal (Biedronka); • one reference of coffee Fairtrade certification (Pingo Doce); • one reference with the EU-Ecolabel ecological certification (Pingo Doce). <p>In progress. The calculation of the presence of palm oil and the assessment of the countries of origin of the production of these commodities are made when preparing the Group's official response to the Carbon Disclosure Project (CDP) index, in the "Forests" segment.</p> <p>In 2015, the Group reduced the following (in weight):</p> <ul style="list-style-type: none"> • the presence of palm oil by 18% in the total sales of Private Brand products; • the Private Brand products containing soya (-35%), beef (-90%) and wood (-90%), from countries at risk of deforestation.

Action pillars	Commitments for 2015-2017	Progress
 <p>Supporting Surrounding Communities</p>	<p>Monitoring and disclosure of the social impacts resulting from the support offered, according to the LBG (London Benchmarking Group) model.</p> <p>In Portugal, start at least one project of community investment per year, aimed at children, young people or older people from vulnerable environments.</p> <p>In Poland, strengthen the involvement in social projects, focused on children, young people and older people from vulnerable environments.</p> <p>In Poland, further develop the programme to combat child malnutrition, under the project "Partnerstwo dla Zdrowia" (Partnership for Health):</p> <ul style="list-style-type: none"> increase the number of schools by at least 5% in each academic year. <p>In Colombia, continue to support the programme <i>Madres Comunitarias</i> (Community Mothers), supporting two community nurseries, for each Ara store opened.</p> <p>In Colombia, extend the involvement in social projects such as Aldeas Infantiles SOS Colombia (SOS Children's Villages) and Abaco - Asociación de Bancos de Alimentos de Colombia (Colombian Association of Food Banks) for the donation of foodstuffs.</p>	<p>Accomplished. The results relating to 2015 were disclosed by the Group at www.jeronimomartins.pt.</p> <p>Not accomplished. In 2016, support to the community project Academia do Johnson was maintained, which commenced the previous year. For further details on the activity of this institution, please refer to subchapter 7. "Supporting Surrounding Communities".</p> <p>Accomplished. Various social projects were continued, including "Hope for the Euro", that aims to contribute towards the development of institutionalised children from families with economic difficulties. Biedronka continued to participate in two projects on the Partnership for Health platform: "Milk Start" and "Breakfast Gives You Strength".</p> <p>Accomplished. On this multi-stakeholder platform, the number of schools involved in 2016 increased by 5.8% compared to the previous academic year, reaching 7,826, which is the equivalent of more than 65% of the country's primary schools. The programme encompassed 195,650 children, an increase of over 13 thousand children.</p> <p>Not accomplished. Support through the regular provision of foodstuffs to 262 community nurseries was maintained, the same number as in 2015, despite the expansion of the Ara stores, due to the programme having been redefined at a government level. The number of children supported increased from 3,400 in 2015 to 3,668, an increase of 8%. The volume of foodstuffs offered also increased by 55% compared to 2015.</p> <p>Accomplished. The Aldeas Infantiles SOS Colombia (SOS Children's Villages) project was extended to Ara's third operating region, in Bogotá. As indirect support, through the voluntary rounding up of the value of customers' purchases for this cause, which was in excess of 51 thousand euros, it was possible to ensure that important support was given to 1,654 children and young people from 2,138 families from all the regions covered. Support to Abaco - Asociación de Bancos de Alimentos de Colombia (Colombian Association of Food Banks) was materialised through the donation of more than 30 tonnes of food surplus, the equivalent of over 81 thousand euros that reached an average of 790 people each month.</p>
 <p>Being a Benchmark Employer</p>	<p>Following the commitments made for the previous three-year period and with the continued tough and very challenging economic environment for the employees' families, particularly in Portugal and in Poland, the strategic focus will remain on:</p> <ol style="list-style-type: none"> continuously improving the employees' working conditions; supporting the quality of life of our families in the different geographical areas in which we operate. 	<p>In progress.</p> <p>With regard to safety in the workplace, the severity indices recorded the best performance since 2010, achieving 20.98 points, a result which is due to the employees' performance and to the Group's investment in training sessions, simulations, awareness campaigns and audits.</p> <p>The "SOS Dentista Júnior" (SOS Dentist Junior) programme was launched, which is for employees' children between the ages of 7 and 17. 279 children began treatment under this programme. The "Mais Vida" (More Life) programme, which provides family support to the cancer patients, was extended throughout the country.</p>