

Sonae Indústria will reforest in Mira (Portugal)

Involved in a national operation of voluntary work, Sonae Indústria will be planting trees in the municipality of Mira, district of Coimbra, Portugal.

Maia, 21 October 2009 - In association with the Floresta Unida Project, Sonae indústria will be participating in the official take off of the reforestation campaign for 2009/2010. With its voluntary program named "T-shirt", Sonae Indústria will be taking along over 100 volunteers from various areas in Portugal where Sonae Indústria is present, to participate in this action.

Early on the morning of Saturday the 24th of October, various employees from Sonae Indústria and their families, will depart from Maia, Mangualde, Oliveira do Hospital, Souselas, Sines and Alcanede, for Mira. This was the region selected for the launch of the project which, according to Floresta Unida is "an innovative project for its purpose as well as for its massive involvement of companies and entities that join forces on behalf of a better future for us all", in an area of high forest interest and in great need of recuperation.

Giving continuity to its responsible environmental attitude, Sonae Indústria, through this action, aims to help protect our forest heritage, contribute to the sustainability of natural resources and draw attention to the importance of national forests and the need for economic agents to promote wider and better forest, which generates value from the environmental as well as socio-economic perspective.



T-Shirt Program

Is the Social Responsibility Program of Sonae Indústria in Portugal, which aims to involve the company, its employees and local communities in actions which contribute positively to the society and the environment.

The T-shirt Program was launched in December 2007, being the main objectives of this program to complement the activities of Sonae indústria, according to its policy of sustainable development, with social responsibility practices in an organized and systematic way and pursue actions for greater involvement of its employees and the local communities, where Sonae Indústria is present, showing the real importance that the people and the environment have for this company.



Floresta Unida (United Forestry) Project

The Floresta Unida Project is a Portuguese non-profit organization, of an international nature, whose main objective is to reforest the planet, in conjunction with various government agencies in several countries. 400 million trees by the end of 2030 is the goal to achieve. All the trees planted under this project are guaranteed 30 years of protection.

For more information about this project: www.florestaunida.com