**Press Release**

**3rd Edition of Sustainability Week**

**Super Bock Group Mobilizes Employees for an Authentic Tomorrow**

* Over 750 participations in masterclasses, talks, and environmental action activities to develop and strengthen a culture of sustainability

For the third consecutive year, Super Bock Group organized Sustainability Week, an exclusive event for employees, aiming to mobilize and engage its People in the Group’s strategy for an authentic tomorrow (4AuthenticTomorrow) and to deepen the culture of sustainability.

*What is Sustainability, after all?* was the guiding theme of the entire week’s program, set to “demystify a certain idea that sustainability is only related to the environment. That’s not true. It’s much more. That’s why we are also focusing on social issues, related to the human impact of our activities,” said Rui Lopes Ferreira, CEO of Super Bock Group, at the opening session.

António Ponte, Director of the National Museum Soares dos Reis (MNSR), was the keynote speaker, highlighting how art, heritage, and culture can contribute to the well-being of communities and thus play a key role in sustainability. Initiatives such as the Art and Health program, the Ser Project – Mental Health, Stigma, Resilience, and the Afinidades program are examples of MNSR’s work, in collaboration with partners like Super Bock Group and the community, that show how art can be therapeutic, serve health, and contribute to it.

The CEO returned to the stage for another highlight of Sustainability Week, alongside Pedro Pinto, Sales Operational Professional at Super Bock Group. Over the course of an hour, and under the guidance of journalist, author, and podcaster Laurinda Alves, invited to moderate this moment that brought together two generations in a conversation about the future, the CEO and employee shared their views on sustainability, emphasizing the benefits that can arise from intergenerationality.

The program also featured four speed talks with specialists in areas that are strategic for the Group, such as packaging recyclability, the impact of social projects, carbon footprint measurement, and agriculture. The Deposit Return System, The Sins of Greenwashing, Recycling, and Understanding Disability were the focus of training sessions led by Super Bock Group’s partner organizations, including Associação SDR, BCSD (Business Council for Sustainable Development) Portugal, Sociedade Ponto Verde, and Access Lab, respectively.

Sustainability Week concluded with an environmental education activity led by Verde Associação at Quinta da Sabina (Leça do Balio), where the Group is developing an ecological restoration project. It is also worth noting that catering was provided by Plataforma 55+, an organization that seeks to prevent loneliness and inactivity among people over 55, offering them an active life through the provision of quality services.

Super Bock Group has been reinforcing its commitment to sustainability. Recently, it announced an investment of over €80 million in its Decarbonization Roadmap and submitted to the Science Based Targets initiative (SBTi), a corporate climate action organization that enables companies and financial institutions worldwide to play their part in tackling the climate crisis. The Group has committed to setting near-term emission reduction targets, aligned with climate science, aiming to reduce Scope 1, 2, and 3 CO₂ emissions.

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