

## Sonae Sierra wins Silver Stevie® Award in 2018 International Business Awards® with Bright Programme



Lisbon – Portugal, 13rd August 2018

- Bright Programme, an innovative energy efficiency programme, wins Silver Stevie® Award;
- Measures implemented enabled energy consumption reduction by 10% and save €2.3 million in costs in 2017;
- Measures in pipeline will avoid up to an additional €1.3 million in costs on an annual basis;
- Reduction in greenhouse gas emissions equivalent to 44%.

Sonae Sierra was named the winner of a Silver Stevie® Award in the “Energy Industry Innovation of the Year” in the 15th Annual International Business Awards®.

The International Business Awards are the world’s premier business awards program. All individuals and organizations worldwide – public and private, for-profit and non-profit, large and small - are eligible to submit nominations. The 2018 IBAs received entries from 74 nations and territories, totalling more than 3,900 nominations from organizations of all sizes and virtually every industry in a wide range of categories.

“Bright Programme - Improving the carbon footprint of real estate” is an innovative energy efficiency programme designed by Sonae Sierra that aims to reduce the energy expenditure and improve the carbon footprint of real estate assets across the world. It comprises a holistic insight into every aspect of an asset’s operations - from building and energy systems, to the behaviour of the people using it and region - specific factors.

Bright Programme has allowed Sonae Sierra to target specific improvement measures at its portfolio, lowering energy consumption across the board and considerably reducing its environmental footprint, while maintaining or even improving the level of service to tenants and visitors.

The programme has enabled Sonae Sierra to identify 249 energy optimization measures across 28 shopping centres by applying energy optimization modelling software. With a total investment cost of €1.8 million, 185 of these measures allowed Sonae Sierra to reduce energy consumption by 10% and save €2.3 million in costs in 2017. This also delivered a reduction in greenhouse gas emissions equivalent to 44% of our shopping centres’ 2017 carbon footprint (based on grid average emissions factors). The remaining measures will avoid up to an additional €1.3 million in costs on an annual basis.

Stevie Award winners were determined by the average scores of more than 270 executives worldwide who participated on 12 juries. Among judges' comments to Bright Programme's nomination we could read:

- "The idea is great, and the results are quite impressive."
- "A great business purpose to reduce the carbon footprint of real estate assets and making a difference in this world."
- "Superb environmental and cost savings innovation."
- "More and more companies should care for sustainability and should watch eco-friendly strategies. This campaign is successful in terms of being an example to other brands and companies and raise an awareness on issues such a sustainable living."

Elsa Monteiro, Sonae Sierra's Head of Sustainability and Corporate Communication, states that "We are delighted that Sonae Sierra has achieved such a remarkable award. It comes as recognition of our long-standing commitment towards energy efficiency in both our own and in our clients' portfolio."

"This year's Stevie Award winners in the IBAs are the most distinguished group of winners we've had yet," said Michael Gallagher, president and founder of the Stevie Awards. "We raised the minimum average score from the judges required to qualify as a Stevie winner, so 2018 winners should be especially proud of their achievements."

#### **Note to editors:**

Check the Bright Programme [brochure](#) and [video](#).

Details about The International Business Awards and the lists of Stevie Award winners are available at [www.StevieAwards.com/IBA](http://www.StevieAwards.com/IBA).

### **About Sonae Sierra**

Sonae Sierra ([www.sonaesierra.com](http://www.sonaesierra.com)) is the international company dedicated to develop and service vibrant retail-centred properties. The company operates from corporate offices in 12 countries providing services to clients in geographies as diverse as Portugal, Algeria, Brazil, Colombia, Germany, Greece, Italy, Morocco, Romania, Russia, Slovakia, Spain, Tunisia and Turkey.

Sonae Sierra owns 46 shopping centres with a market value of about €7 billion and manages and/or lets 81 Shopping Centres with a Gross Lettable Area of about 2.6 million m<sup>2</sup> and more than 9,300 tenant contracts. At present, Sonae Sierra has 16 projects under development, including 10 for third parties.

Sonae Sierra currently works with more than 20 co-investors at asset level and manages four real estate funds for a large number of investors coming from across the world.

### **About the Stevie® Awards**

Stevie Awards are conferred in seven programs: the Asia-Pacific Stevie Awards, the German Stevie Awards, The American Business Awards®, The International Business Awards®, the Stevie Awards for Women in Business, the Stevie Awards for Great Employers and the Stevie Awards for Sales & Customer Service. Stevie Awards competitions receive more than 10,000 nominations each year from organizations in more than 70 nations. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about the Stevie Awards at [www.StevieAwards.com](http://www.StevieAwards.com).