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Recognition of the bet on Safety & Health

Sonae Sierra earns distinction at the "European Risk Management Awards"

- Sonae Sierra distinguished in the "Most Innovative Use of IT or other Technology" category, for the Inspections System in the Safety & Health area
- Category rewards best technological system with risk management benefits

Sonae Sierra, the international shopping centre specialist, has just been distinguished at the "StrategicRISK European Risk Management Awards", an initiative of prestigious British magazine "Strategic Risk", which aims at rewarding the best and most innovative actions in the risk management area. This award, in the "Most Innovative Use of IT or other Technology" category, distinguishes Sonae Sierra's bet on the perfecting of the inspections system, employing a new technological platform that enables the control and management of Safety & Health risks and environmental impacts in its Shopping Centres.

Acknowledging and rewarding organizations that demonstrate a commitment to the improvement of risk management strategies this distinction is the result of a rigorous selection process carried out by the jury panel of Strategic Risk, comprised of important and influent scholars and professionals of the area, from some of the most important multinational companies.

According to Fernando Guedes de Oliveira, Sonae Sierra's CEO, "we are very proud to receive this distinction, since it recognizes the company's effort and results in the continuous improvement in terms of Safety & Health. This bet on the reduction of the risk linked to accident prevention is carried out for the benefit of employees, tenants, suppliers and visitors. We believe this attitude is a competitive advantage and a differentiating factor for our stakeholders", he adds.

New Inspections System more efficient and effective

Sonae Sierra's safety inspections system was created in the scope of PERSONÆ, a project focused on the consolidation of a culture of accident prevention and anticipation, that protects employees, as well as everyone who interacts with the Company. The creation and development of the safety culture in all venues and activities was crucial for the development of the current Safety & Health Management System, especially in a Company responsible for the safety of millions of people that work in and visit its Shopping Centres.

For a more effective risk minimization, Sonae Sierra decided to perfect the system that was in use, and started collecting data in shops through an application available on the Company's Intranet, connected to a PDA (Personal Digital Assistance). Based on this new system, it was possible to simplify the process, and simultaneously make it more efficient, since it diminishes considerably the time necessary for each inspection visit, from the previous 3-4 hours to just 30 minutes.

Besides the increased efficiency in the completion of the inspection, the system will enable a significant improvement in the relationship with tenants, and greater brevity in the implementation of the practices established by the Safety & Health Management System, since the results of the inspection are automatically made available to the Centre's Operations Manager, and can be sent to the tenant immediately after approval.

The new system is already operational in the 21 Shopping Centres in Portugal and, since its implementation, has enabled a significant increase of better safety practices and behaviours. This inspections system enables a more effective detection and elimination of existing risks, contributing to Sonae Sierra's ultimate goal of reaching zero accidents.

Sonae Sierra is aware that risk prevention is a direct responsibility of leaders and managers, and has invested, over four years, more than 6 million euro in the development and perfecting of its Safety & Health system, through the PERSONÆ Project.

With the attainment of the OHSAS 18001 certification for its Corporate Safety & Health management system in 2008, Sonae Sierra was the first European company in the sector to certify its Safety & Health Management System.

About Sonae Sierra

Sonae Sierra, www.sonaesierra.com, is the international shopping centre specialist, with a passion for bringing innovation and excitement to the shopping centre industry. The Company owns 49 Shopping Centres in Portugal, Spain, Italy, Germany, Greece, Romania and Brazil. Sonae Sierra is also providing services to third parties in Cyprus, Serbia, Morocco and Colombia. Currently, the Company has 3 projects under construction and 7 new projects in different phases of completion in Portugal, Italy, Germany, Greece, Romania and Brazil. Sonae Sierra manages a total gross lettable area (GLA) of about 2.2 million m² with more than 8,500 tenants. In 2010, the company welcomed more than 442 million visits in its shopping centres.