

# CASAIS

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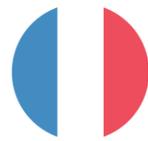
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# WELL BUILT FOR WELL LIVING



**98 208**  
Training Hours



agregate 2023



**17** Countries

- |          |              |                           |
|----------|--------------|---------------------------|
| Portugal | Ghana        | Qatar                     |
| Angola   | Gibraltar    | Spain                     |
| Belgium  | Saudi Arabia | UAE (Dubai and Abu Dhabi) |
| Brazil   | Morocco      | United Kingdom            |
| France   | Mozambique   | USA (Texas)               |
| Germany  | Netherlands  |                           |



# SUSTAINABILITY AT CASAIS

**COMPETENT AND SAFE PEOPLE**



PEOPLE

**ETHICAL AND COLLABORATIVE BUSINESS**



PARTNERSHIPS

**INNOVATIVE AND CONSCIENTIOUS SOLUTIONS**



INNOVATION

**SHARED AND VALUED TERRITORY**



NATURE

BUILDING A BETTER TOMORROW

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Chairman of the Executive Committee · CEO



Competent and Safe People



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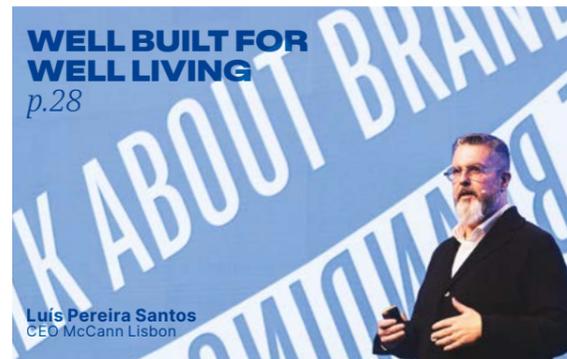
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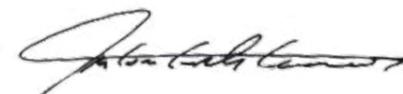
WELL  
BUILT  
FOR  
WELL  
LIVING

casais.pt



# EDITORIAL

António Carlos Fernandes Rodrigues // Chairman of the Executive Committee · CEO



2023 was a year marked by innovation and accolades. The awards received endorse our dynamism and ongoing commitment to excellence and sustainability. The fourth quarter of this year stands out for its wide range of initiatives and achievements, which is reflected in the growth of our teams and partners and recognition as leaders in our sector.

We celebrated the prestigious Wellbeing Awards, where we were honoured with the Corporate Health and Wellbeing Certification Seal. This recognition underlines our commitment to employee well-being and reinforces the importance of a healthy and productive working environment.

The 10<sup>th</sup> Get Together event was another milestone enriched by innovative proposals from our employees, a clear demonstration of the strength of collective thinking and dedication to continuous innovation.

In the field of engineering and construction, we would like to shine the spotlight on the five floors of the structure and façades of the B&B Hotel Madrid Tres Cantos. This was a historic achievement, given the logistical and engineering complexity involved in assembling this building in Spain, which was manufactured 500 km away in Portugal, and assembled in just 14 days.

The inauguration of MITH is another highlight, as it symbolizes our commitment to innovation and collaboration between companies and academic institutions. Teaming up with the universities in this space allows for more integrated and productive work and opens up new frontiers for innovation.

Our participation in the Housing and Sustainability Conference and ESG Talks brings into focus the Casais Group commitment to putting crucial issues such as sustainable housing and corporate social responsibility on the global agenda.

In closing, I must make mention of the Construir Awards. Our prizes— the Best Public Project for the rehabilitation of the lower deck of the Luiz I Bridge and the Best Private Project for the Hotel B&B Guimarães—are a tribute to our achievements and market recognition.

**This is a journey that we take hand in hand with our clients and partners, guided by the leadership principle that we have chosen as our distinguishing feature: collaboration.**

Thank you, everyone, and happy reading.

# INNOVATION & CREATIVITY



**Soraia Pereira**  
HR Employee Partner

Highlighting change as an inevitable and constant part of life, emphasizing the dynamic nature of the world, people and their surrounding circumstances is nothing new. At a certain point, we become aware of the extent of the economic and social transformation we are experiencing. Among various factors, the possible transition from a VUCA to BANI world poses challenges that require a tremendous capacity for adaptability and resilience to get through the so-called Industry 4.0, or the fourth industrial revolution. The future is anticipated by significant advances in automation, information technology, artificial intelligence and multiple forms of connectivity. Processes, tools, businesses, professions, jobs and critical skills are changing significantly and, as a natural process of evolution, we are part of this change. The way we do what we do will no longer be the way we used to do it.

# THE PERSONAL INFLUENCE OF THE G FACTOR

How can people be promoters and builders of a future that they themselves do not yet know?

What is it about them that sets them apart and cannot be replaced by any technology? At the moment, we cannot ask any language model to think critically or to create "ideas" in the human sense. We can ask people, however, and that's precisely what we do at Casais Group. We know that the ability to generate original ideas, think outside the box and make unexpected connections is a hallmark of human creativity. We promote **Get Together – Out of The Box** every year, aware that the desire to explore the unknown encourages the constant search for new approaches. The main aim of this initiative is to give voice to our ideas through our most valuable asset – our people. Everyone, regardless of their professional experience, seniority or position, has the opportunity to put forward an idea that is either the implementation of something new in the Group or the improvement of something that already exists.



Individually or as a team, collaboration, innovation and creativity are promoted, between individuals and teams, thus challenging the organisation in order to achieve sustainable growth.

These proposed ideas go through an analysis and selection process to ensure that the projects presented to senior management are in fact aligned with the Group's vision and strategy and have an unequivocal link to the ESG pillars.

In 2023, we celebrated an important milestone in this initiative: 10 years of history and, with it, **10 years of knowledge sharing**. This initiative came about as a challenge posed, also in the form of an idea, by our CEO. The challenge was to create an informal space and invite everyone to participate and contribute their projects and innovative solutions, which would also bring people within the organization closer together. Over the course of this journey, we have seen more than 100

ideas presented, ranging from various technical engineering areas to measures and practices that make a difference and have a direct impact on employee well-being and satisfaction. The contribution and knowledge of more than 100 speakers to date means that this experience also fosters the **personal and professional development** of those who take part. For our people, being part of Get Together is an affirmation that even the youngest voices are part of the company's innovation dialogue within a **forum that focuses on anticipating and building the future**. The last two years have been a natural step forward in terms of the maturity of this initiative, with the introduction of the Get Together Ideas Awards. These awards aim to recognise the teams and the merit of their ideas, but above all to back the development of these proposals with a budget for their implementation. The projects and teams are then monitored throughout the year by internally identified pivots in the area of innovation, in order to ensure the effective continuity of this initiative and the continuous improvement of the Group. To mark our ongoing commitment to innovation, we challenged our speakers to go further this year. We adopted a new methodology for presenting ideas, which made the preparation process even more demanding for the teams.



This challenge was accompanied by a clear commitment to training our speakers, so that they felt competent, confident and well equipped to fulfil the task ahead of them.

The speakers' presentations and the quality of the ideas they proposed prove that human beings never cease to amaze. The adaptability intrinsic to the human condition enabled all the speakers to surprise themselves by surpassing their own expectations. The **spirit of mutual help** between teams as well as the **commitment to adding value** to the organisation were evident, resulting in a **sense of shared achievement**, with 10 projects receiving awards. An assessment of these last 10 years tells us that the development of this initiative has kept pace with the Group's continuous growth. And our employees believe that the value and impact of implementing these ideas have increased dramatically in recent years.

Promoting creativity and innovation in organisations is crucial to their long-term success and sustainability.

**Get Together – Out of The Box** is a shared space in which everyone has a place and can help the organisation grow by dint of their own efforts.

We are developing stronger people and communities and, in doing so, promoting the building of a solid and lasting business. **"Competent and Safe People" is one of our pillars of action, with a clear focus on an organisational culture that values creativity and innovation, promoting a positive, stimulating and challenging work environment for our people.** We

recognise that adapting to change is essential for anticipating trends, creating value, efficiency and continuous improvement. Since change is the only constant, through this initiative we ensure that our people are the promoters and builders of a future that they themselves anticipate.

**In the Casais Group, this knowledge sharing gives people the opportunity to leave their footprint on the continuity of this path to success.**

Individually and together, we are building a legacy capable of influencing and shaping a future that has a positive impact on the individual and, ultimately, on the community and society as a whole. We have been working together for 10 years towards collective growth.



# 10<sup>th</sup> GET TOGETHER EDITION

10 years of history,  
10 years of  
knowledge sharing!

23  
December  
2023  
—  
Guimarães  
Portugal

The event of the year, which gives voice to the ideas of the Casais Group's employees, marked its 10th edition at the Multiusos de Guimarães pavilion.

This edition of Get Together – Out of the Box had more than 100 participants in person and online, with 23 speakers covering with a total of 14 ideas or projects.



# CHRISTMAS GET TOGETHERS

The traditional Casais Group Christmas get-togethers took place during the month of December.

Happiness, enthusiasm and fun were some of the emotions felt by the Group's employees from different parts of the country and different markets.



## CHILDREN'S CHRISTMAS PARTY



16  
December  
2023  
—  
Porto and Lisbon  
Portugal

An afternoon of magic for the Casais Group kids!

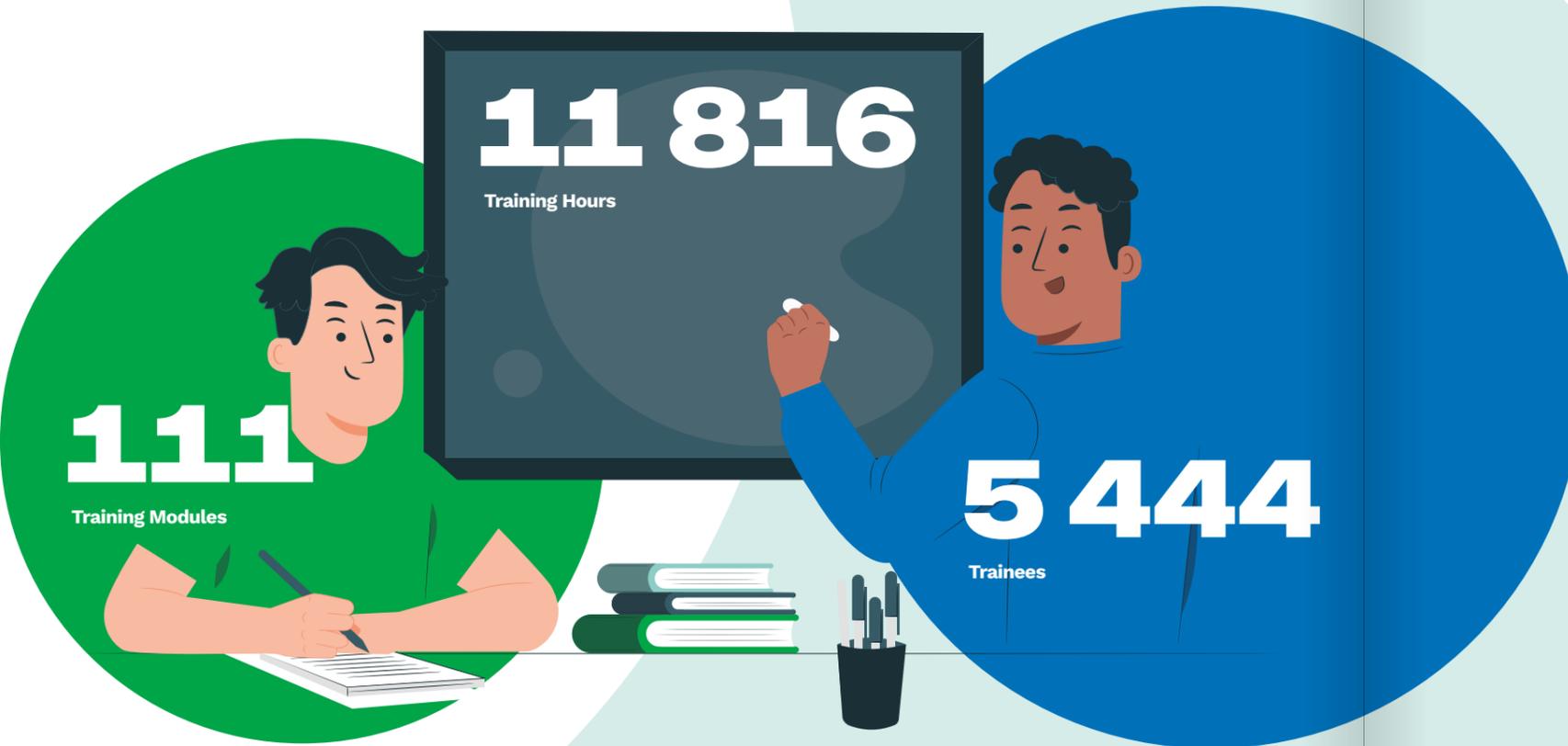
Two shows transported the hearts of the children and their families to a world of fairy tales and icy adventures.





# TRAINING

## OCTOBER — DECEMBER



Of particular note throughout 2023 was the Academy's participation in various projects such as the **Aliança** project – a partnership with the **University of Minho**; the **+ FUTURO** project – a partnership with IPCA; an integrated training, capacity building and resource mobility project in partnership with the **CPLP Training Institute**, as well as the **Green Circle Project**—assessing the use of micro-credentials in the construction sector—which began in October 2023 and is set to run for an estimated two years.



Universidade do Minho

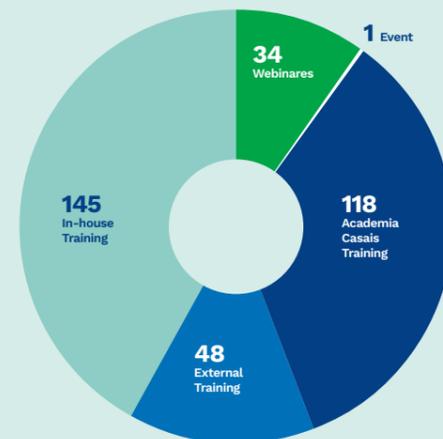


Aliança de Pós-Graduação  
Competências para o futuro

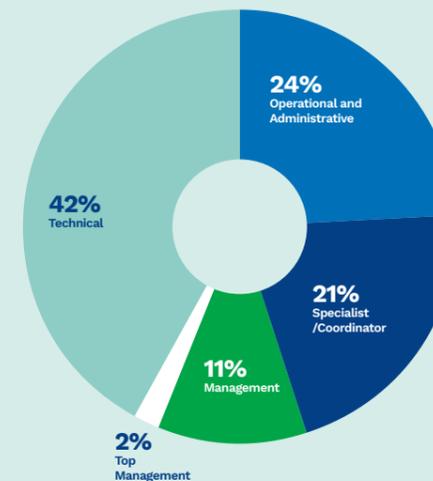


THE **2023** EMPLOYEE TRAINING INDICATORS AT THE CASAIS GROUP ARE LOOKING VERY HEALTHY.

### 346 TRAINING EVENTS + 44 compared to 2022



### PARTICIPATION BY FUNCTIONAL GROUP





# WELLBEING AWARDS

The Casais Group has been awarded the Corporate Health and Well-Being Certification Seal, recognizing its ongoing commitment to the well-being of the organisation's people.

The focus from now on will remain the same: continuing to invest in our greatest asset, our Employees.

This seal is a testament to our commitment to building a workplace that promotes everyone's physical, mental and emotional well-being.



# CASAIS OPEN WEEK

2023  
7ª EDIÇÃO



"I really enjoyed the sharing of experiences by Casais employees."



"I appreciated the chance to visit such an interesting site."



"They actually demonstrated what the Casais world and its different areas are really all about."

The 7<sup>th</sup> edition of Casais Open-Week kicked off on October 16th. For a week, the doors of Casais' headquarters and construction sites were open to more than **400 students** from secondary schools, universities and, for the first time, an elementary school. During the week, the student community had the opportunity to get to know the best of what the Casais Group does.

In the headquarters, offices, and factories and on construction sites from the north to the south of the country, it was a week filled with information and the sharing of experiences.

The week couldn't have ended better – with **Family Day**. On February 21, Casais opened its doors to welcome the families of employees in Braga, Lisbon and Faro. It was a day full of activities and lots of fun, welcoming around 330 participants in total. Family Day is totally dedicated to families, where it is possible from employees to show them the workplace and introduce them to their colleagues.





# THE ETHICAL AND COLLABORATIVE BUSINESS MODEL FROM THE PROMOTER'S POINT OF VIEW — THE HOTEL B&B MADRID TRES CANTOS CASE STUDY

**João Bartolo**  
 Manager,  
 Desarrollo  
 Inmobiliário

When the challenge of constructing buildings with the CREE Buildings system in Spain was launched, we considered *The First*, the first timber-hybrid (wood + concrete) construction on the Iberian Peninsula, located in Guimarães, as our point of reference. This was a project that proved to be a success in its design and development, and which was only possible thanks to the company's values, where the **collaborative model** predominates, recognising the importance of working closely with all the project's stakeholders right from the outset.

To develop this new project, we tried to identify the systems, processes and concepts used in Guimarães, consulting all the teams involved, in order to gather all the knowledge and experience acquired in the construction of the first timber-hybrid building on the Iberian Peninsula.

We realised the need to actively involve all in-house and external stakeholders, so that we could better understand their needs and concerns, to enable us to work together and find the best solutions that would benefit all parties.

We began by presenting our solutions to the team of architects, who have a different responsibility in Spain than they do in Portugal: they are the originators and legally responsible for all areas of expertise and construction management on behalf of the develop-

per. Based on our clearly defined values, disseminated throughout the company's structures, where ethics is one of our defining principles, **acting transparently, with integrity and honesty**, we shared all our knowledge and solutions in order to gain the necessary trust from the team of architects and engineers, who were legally responsible for calculating and monitoring all the components developed in-house, but which are an integral part of the final project.

The entire external project team agreed to work with us on this challenge, making a commitment to various aspects of sustainable development. These aspects involved, on the one hand, the adoption of **greener construction practices**, with the use of hybrid structures and industrialised construction solutions; and, on the other, the **use of innovative technologies and advanced construction practices**, to guarantee the quality and efficiency of the project. It also involved careful planning to ensure harmonious and efficient integration into existing communities, contributing to their well-being and long-term development process.

During the design phase, we visited the Guimarães building with our new partners in order to identify all the elements that needed to be adapted to the project in Spain. We wanted to ensure compliance with all the solutions we intended to adopt, by checking and **complying with all the relevant laws and regulations** in all areas of our activity within the Spanish legal framework, as well as guaranteeing compliance with safety and building standards, environmental regulations, labour legislation and ethical standards in the sector.



All this work was carried out in **total collaboration within our value chain**, integrating the knowledge acquired from the Guimarães team, the development of the project by the contract architects (TdB Architecture 1992), the contractor (Casais España) with the information, plans and drawing of our in-house companies, such as TopBIM, Blumep and Blufab, together with the suppliers and installers agreed in advance, to ensure that they shared our commitment to quality, sustainability and regulatory compliance. The use of project coordination tools is indeed an essential element of the collaborative process, and BIM modelling was integrated from the outset. At the same time, the use of digitalization makes it possible to produce an accurate Digital Twin of the asset, a crucial element for its operation/use phase, with predictive and prescriptive capacities.

The involvement of all the participants along the value chain was decisive in achieving a **building that fulfilled the commitments of environmental, social and economic sustainability** and thus became another example of the effective implementation of ESG (Environment, Social and Governance) strategies within the Casais Group, responding to the challenges posed by the UN in terms of its SDGs (Sustainable Development Goals). From the initial planning through to construction and ongoing operation, each stage requires cooperation and commitment from all parties involved, including architects, engineers, builders, suppliers and the owner, while also taking end users into account.

**This comprehensive involvement not only ensures the effective implementation of sustainable practices, but also promotes a culture of shared responsibility and continuous innovation.**

For the promoter, the adoption of an ethical and collaborative model based on **design for change** makes it possible to provide answers in the market. In addition to the environmental and social axes, the model includes innovative answers in **economic and financial** terms, such as the possibility of access to green finance, the reduction of financing periods, as well as the reduction of project execution times and, consequently, the faster entry into service of the asset. At the same time, the possibility of **cer-**

**tification** (by different certifying bodies) is an added value when placing the asset on the market.

Another important aspect that has been taken into account has to do with the role of the developer in terms of circular economy principles, with the adoption of systems and solutions that make it possible to extend the useful life of the building due to their flexibility in terms of adapting layouts to new functions, and also enables their components to be reused in new projects in the future. The collaborative model is essential to achieving these levels of customer service and is a hallmark of Casais.

Through this holistic collaboration, it is possible not only to meet, but also to exceed sustainability expectations, resulting in buildings that respect the environment and society while offering long-term economic benefits.

**It is therefore imperative to recognize and promote the importance of involving the entire value chain in the development and construction of this type of project, respecting these principles aimed at a more sustainable and resilient future.**



# HOTEL B&B MADRID TRES CANTOS

**5 FLOORS**  
in  
**14 DAYS**



The five floors of the structure and façades of the B&B Hotel Madrid Tres Cantos were completed in just 14 days. This is the first CREE Buildings construction in Spain and the Casais Group's second sustainable timber-hybrid construction project.

It's a TdB Architects project, headed by architect Fernando Herrero, as part of the Sunny Casais partnership, with 120 rooms, and marks the start of a new generation of sustainable buildings in neighbouring Spain. This five-storey building will also have prefabricated bathrooms, while some of the trades work and installations is also prefabricated.

This is being done through a UTE (Unión Temporal de Empresas, or temporary joint venture), between Casais España and ACR, a partnership that aims to build two hotels in Madrid.

This is already the sixth B&B hotel built by the Casais Group, the first having been the B&B Guimarães, which was the hotel chain's 700th hotel and therefore something of a milestone.

"We see the start of this stage as an important step towards what we would like the future of the sector to be. We believe that we play a fundamental role in societies and communities and that is why we are working to ensure that our contribution to a more sustainable sector can make a difference," says António Carlos Rodrigues, CEO of the Casais Group.

Visit:  
[edificiossustentaveis.casais.pt](http://edificiossustentaveis.casais.pt)





# CONSTRUIR AWARDS

16  
October  
2023  
—  
Lisbon,  
Portugal

The winners of the 2023 CONSTRUIR Awards were announced at the Montes Claros – Lisbon Secret Spot venue in Monsanto.

Casais was honoured to win in the following categories:

## Best Public Project

Rehabilitation of the lower deck of the Luiz I Bridge



## Best Private Project

Hotel B&B Guimarães



These distinctions are the result of the teamwork, mastery and dedication of all the professionals who build our clients' vision every day!

In addition to these important recognitions, Casais Group CEO António Carlos Rodrigues was the recipient of the "Person of the Year Award" in the construction category.



# INAUGURAÇÃO DO MITH

25  
October  
2023  
—  
Guimarães,  
Portugal

The inauguration was held of the first phase of **MITH — Minho Innovation & Technology Hub**, a real estate project that includes offices and business space, housing and a hotel to be completed over the next few years.

The initiative, included in the 1st edition of Economy Month in Guimarães, was attended by Domingos Bragança, Mayor of Guimarães, António Carlos Rodrigues, CEO of the Casais Group and Miguel Ricardo, General Manager SITIO.

This was followed by a Talk on Emerging Technologies and Future Trends with Pedro Arezes, University of Minho, André Matos, CEO DTx and Cláudia Pascoal, IB-S, which was moderated by Pedro Geraldes, TedEX Porto.

At the end of the event, a cooperation protocol was signed between Guimarães City Council, the University of Minho, TecMinho, Sitio, Sunny Casais and Casais Group.

For António Carlos Rodrigues, CEO of the Casais Group, "MITH is an innovation hub that combines advanced technology, sustainable innovation and quality of life".



# MITH

## — MINHO INNOVATION & TECHNOLOGY HUB



# MITH

MINHO  
INNOVATION AND  
TECHNOLOGY  
HUB



# TURNING VISIONS INTO REALITY

**Vitor Moço**  
Project  
Manager,  
Imocasais

MITH – the Minho Innovation and Technology Hub, represents a revolution on the real estate development scene, standing out as a truly innovative project.

In this article, we will explore the origin of the project, its strategic location, partner institutions, the concept that drives it, ambitious goals, collaborative protocols and careful planning for its two phases.

**MITH is more than an activity centre; it is the unique, synergistic convergence of housing, work and technology.**

### 1. How MITH began: A transformative vision

The MITH project is no conventional real estate initiative; it is the result of a vision to enhance the value of a plot of land belonging to the Group. The project concept aims to break with traditional approaches, proposing a significant innovation in the real estate panorama. Starting with the genesis of MITH, it is vital to understand how this innovative project emerged. It all began with the identification of a plot of land, an asset of the Group, for which an ambitious development project was developed. The idea behind MITH is not just to create another real estate development, but to conceive something unique that transcends the conventional limits of real estate development.

### 2. Strategic Location: Guimarães as an epicentre of innovation

Located in the city of Guimarães, MITH enjoys a strategic location with excellent connections to Porto, Braga and Spain. With easy access via the highway to Porto and Braga, MITH is part of the 15-minute city concept, allowing daily needs to be met without being overly dependent on cars. The choice of Guimarães as the location for MITH is no coincidence. This city, with deep historical roots, is now an epicentre of innovation, largely thanks to the presence of the University of Minho. Guimarães is not just a place; it is an environment conducive to technological development and collaboration between different entities.

### 3. Accessibility and a prolific academic environment

In addition to accessibility, Guimarães is home to a significant number of innovation and knowledge institutions, largely due to the presence of the University of Minho (UMinho). Uminho includes the faculties of Engineering, Architecture, Sciences and the Institute of Social Sciences, as well as several other technological institutes:

- Centro de Valorização de Resíduos (CVR)
- Centro de Computação Gráfica (CCG)
- Polo de Inovação em Engenharia de Polímeros (PIEP)
- DTX
- MACC – O super computador
- Fibrenamics
- Centro Algoritmi
- 3B's
- United Nations University

The presence of these institutions and research centres creates a prolific academic environment, providing MITH with a rich base for collaboration and innovation. The schools of Engineering, Architecture and Sciences, together with the institutes focused on Technologies, form the intellectual backbone that drives MITH.

### 4. MITH's innovative concept

The genesis of MITH is strongly influenced by the academic and technological environment. The idea is to unite housing, work and technology in a collaborative space where people, companies, universities, institutes and students can interact harmoniously. MITH is an activity centre focused on technology and innovation, attracting startups and small companies looking for meaningful collaborations and contacts within the technology sector. The concept behind MITH is not just to create a physical space; it is to create an ecosystem where the synergy between housing, the workplace and technology becomes a driving force. MITH is not just a location; it is a community where creative minds meet, collaborate and innovate. This environment fosters the creation of innovative technological solutions and the promotion of sustainable development.



### 5. Objectives: Boosting key sectors

MITH aims to boost several areas, being an ideal space for companies and startups involved in communication technologies, industry 4.0 and automation, mobility and transportation, renewable energies, biotechnology and health, product development, emerging technologies, education and training. By establishing itself as a multi-sector hub, MITH positions itself as a facilitator for companies seeking growth and innovation. From communication technologies to biotechnology and health, MITH embraces the diversity of sectors, creating a unique environment that promotes interdisciplinarity and collaboration between different areas of expertise.

### 6. Collaborative protocol with TECMINHO

In order to strengthen its links with the business community, MITH has established a collaborative protocol with TECMINHO. This university entity focuses on knowledge transfer and as such, contributes to innovation, entrepreneurship and organizational development.

The protocol with TECMINHO is a strategic step towards consolidating the link between academic institutions and the business sector. By collaborating with a university structure dedicated to knowledge transfer, MITH ensures the efficient integration of academic innovations and discoveries into the business environment. This not only enriches the dynamics of MITH, but also boosts the practical application of innovative ideas.

### 7. Careful planning for two ambitious phases

MITH is strategically planned in two phases. The first, already built, serves as a showcase of what is to come. With a hotel in operation, residential buildings such as The First, and a coworking space operated by SITIO, the first phase is a testament to MITH's vision. The second phase will include modern, sustainable buildings for living and working.

The first phase of MITH is not just a starting point; it's a bold statement. The hotel operated by B&B, the studios furnished by IKEA at The First, and the coworking space by SITIO create a multifaceted environment that exemplifies MITH's vision. The second phase, still to be built, promises to take this vision to new heights, with modern, sustainable buildings designed to meet the needs of living and working in the 21st century.

### 8. MITH: The home of innovative companies

MITH is more than a physical space; it is an ecosystem that houses national and international companies, taking advantage of collaboration with the University of Minho. By offering an innovative and collaborative environment, MITH is a catalyst for the development of new solutions and technologies.

MITH is not just a place for business; it is a space where companies become part of a vibrant community. Collaboration with the University of Minho creates a bridge between academic institutions and business, providing fertile ground for innovation. MITH doesn't just attract companies, it nurtures them, offering an environment that drives creativity, collaboration and sustainable growth.

## Transforming Guimarães into a Global Innovation Hub

In conclusion, MITH is not just a real estate project; it is a vision come true that transforms the Minho landscape into a dynamic hub of innovation and technology. With ambitious goals and strategic partnerships, MITH is set to stand out as a beacon of progress in the technological and business landscape. This is MITH – a point of convergence where the future meets the present.

By transforming Guimarães into a global innovation hub, MITH not only shapes the physical landscape of the region, but also redefines the narrative about the potential of medium-sized cities to become centres of innovation. MITH is more than a venture; it is a testament to the entrepreneurial vision that can trigger significant and sustainable change in the local community and beyond. Through MITH, Guimarães is positioning itself at the forefront of innovation and technology, ready to inspire other cities to follow a similar path. This is MITH – a transformative force that transcends the local to become a global point of reference in innovation and technology.



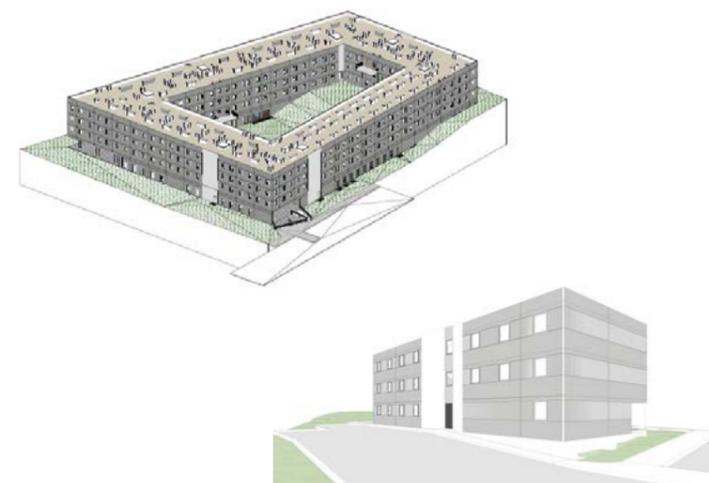
# HOUSING AND SUSTAINABILITY CONFERENCE

18 October 2023 – Lisbon, Portugal

The "Housing and Sustainability" conference, part of the Casais OpenWeek initiative, promoted debate on the present and future of housing. The various success factors and the evolution of organizations in an increasingly global and competitive environment were also discussed. The conference was moderated by André Veríssimo of Jornal ECO and, during the afternoon, it was possible to hear the views of Casais Group CEO António Carlos Rodrigues, Ricardo Guimarães of Confidencial Imobiliário, Lúcia Tirone of Reboundance, Jorge Portugal of COTEC, Sofia Tenreiro of Deloitte, Fernando de Almeida Santos of the Ordem dos Engenheiros ((Portuguese Order of Engineers) and Tiago Rebelo de Andrade of the Ordem dos Arquitetos (Portuguese Order of Architects). The conference's closing address was given by Marina Gonçalves, Minister of Housing.



# STUDENT RESIDENCES



2024 will start with two new projects – student residences in Beja and Valença. The residences will be built using the CREE Buildings and Blufab construction systems.

The deadline for the design and execution of the work will be 300 days in Valença and 510 days in Beja. The Beja residence will have 276 (double and single) rooms as well as 51 studios. The Valença residence will have 32 rooms, also comprising a mix of double and single rooms.

The construction of the Beja building is helping to attract new students and is one of the City Council's solutions to the National Higher Education Accommodation Programme with funding from the *Plano de Recuperação e Resiliência*, the Recovery and Resilience Plan (PRR).



**Luís Pereira Santos**  
CEO McCann  
Lisbon

The most efficient way for a brand to evolve is for us to dig deep into its truth so that we can develop the narrative but to do so soundly and sustainably.

At McCann, we believe in our motto of "Truth Well Told", and have been developing brands with this belief for over 100 years. You could say that it is an approach that has proven its worth. One that enables corporate or consumer brands around the world to assume a meaningful role in people's lives. If a brand does that, it is able to reach its target and build equity.

From the "Because I'm worth it" of L'Oréal Paris, to the Priceless campaign's slogan, "There are some things money can't buy; for everything else, there's Mastercard card" and even Nespresso's elegant choice of "What else?", we have been helping ambitious brands evolve the world over.

Our challenge, from day one, is always to find a distilled, relevant, impactful and differentiating way of uncovering a brand's mindset. In other words, to reveal its truth.

We know that the truth is not always easy to find, and still less to distil, but it is the most powerful way to build a brand.

**When we were approached to help evolve the Casais brand, we knew what to do but we could not have imagined what a strong mindset we would find. Sometimes our life is made easier by a clarity of vision and mission that we understand is built on solid family values and technical know-how.**

Casais Group's management and team, with its trailblazing mindset, is conscious of its impact on heritage, on communities and on

ecosystems. The impact is a sectorial issue, but the responsibility is felt personally in this case, and that is key in pushing proactively for change. This is a sustainable corporate approach that goes way beyond compliance with laws and regulations. It is an awareness that drives the Group not only to improve the lives of communities but also to mitigate climate impacts, and manage water, effluents and waste while at the same time nurturing biodiversity. This is a mindset that the Group already has, which is set to become even more focused in the future, given its innovative product offerings that go beyond the quality buildings for which it is well known. The Casais Group approaches construction as an industrial operation, ensuring quality every time.

After our first few interviews with the Casais Group, it became obvious that Casais is not merely anticipating problems, but creating sustainable solutions for a better tomorrow. And when we talk about a better tomorrow and about building, every concept is now much more complex

than it ever was. It encompasses wellness in its deepest sense. Wellness in environmental and financial terms, and wellness in terms of mental and holistic perception. This is where life comes first, as the Danish Architect Jen Gehl said, "First Life, then spaces, then buildings – the other way around never works".

Nowadays it is not only the Casais Group legacy that provides the technical mastery. It is its vision supported by a portfolio of integrated companies and products that is much broader than people imagine when they think about a construction company, whether in Portugal or anywhere else in the world. This comprehensive Group with its vision and worldwide ambition needs to be distilled into a new narrative. It needs a short and compelling way of expressing what Casais is and where it is heading so that it reaches its innumerable stakeholders. So, here is the basis for this reveal.

The way we took up the challenge.

- 1** — To bring sustainability upfront while keeping the same brand vision and assets. It is not about changing the image. It is about showing Casais priorities better.
- 2** — To highlight innovative Casais thinking through branding and communication. It is about owning the change, more than building other people's projects.
- 3** — To bring a narrative focused on the connection between construction and health. It is about upgrading life through the places where we shelter.
- 4** — To move the conversation to sustainable construction for developers and end users. It is about making them look at construction as an opportunity to improve life.

**Here is what Casais believes in and has as its mission: A future...**



# WELL BUILT FOR WELL LIVING



Why do we believe this is a compelling new narrative kick-off?

Because this new brand signature is business-centred and socially centred at the same time.

It talks about performance, innovation and sustainability but also about humanism and commitment to future generations.

It works around the broader concept of wellness and doing things well, characterizing construction as well as the benefit for end users.

It values the brand, on the one hand, but it can also be translated into how people live their daily lives on the other.

It approaches sustainability in a meaningful and engaging way, creating an advantage for Casais. It has significant communication potential that can be explored at different touchpoints.

It allows the creation of narratives around the main category drivers of performance, innovation, globalisation and collaboration.

It holds a clear, true, consequent promise for all stakeholders – not just clients. In a sector marked by sameness, Casais positions itself not only as a successful business, but as a social agent too.

All of the above, because Casais Group knows that spaces can and should shape the way we live for the better. People who ski in a forest at high speed know that they need to focus on the trail and not on the trees, to go faster while keeping themselves safe.

Companies that limit themselves to avoiding trees end up going and growing more slowly. They might improve their businesses, but are rarely able to do any more than survive in the long term. Companies that focus on the trail create new approaches, new products, and new revenue streams while inspiring other people and other companies to change the world. They are, in fact, new corporate beacons that live up to their responsibilities.

**It is not about what the world can offer these companies. It is about how bright the future is for companies like Casais that understand what their business can offer the world.**

Like you, we are excited to see what Casais will bring to life while pursuing the concept **“well built for well living”**.



# CASAIS ANGOLA TAKES PART IN HR FORUM



The Angolan Human Resources Department took part in the 3<sup>rd</sup> edition of the Angola HR Forum. This event, centred on the theme of "The People Era", saw the participation of Ana Duarte, Human Resources Manager for the Operangola and Opertec Angola group of companies, in the panel discussion on "Image, Posture or Competences - what matters when hiring professionals".

26 and 27  
October  
2023  
—  
Luanda,  
Angola

# 11<sup>TH</sup> PORTO URBAN REHABILITATION WEEK

6 – 8  
November  
2023  
—  
Porto,  
Portugal

The Casais Group was once again present at Porto's Urban Rehabilitation Week, a leading event for the sector and for professionals working in the field of urban rehabilitation.

For three days, Constru, Carpin and Bluint — all Casais Group companies — had the opportunity to demonstrate their expertise.

In addition to visiting the exhibition stand, Casais Group CEO António Carlos Rodrigues also had the opportunity to debate with invited guests in a round-table discussion on the topic of "More efficient construction – how to reduce costs?"



# ESG TALKS



5  
December  
2023  
—  
Carcavelos,  
Portugal

The 2<sup>nd</sup> edition of ESG Talks – Rebuilding the Future, which took place at Nova SBE's premises, tackled the general theme of Governance, Sustainability and Greenwashing. This edition featured more than ten prominent speakers in the field, including Casais Group CEO António Carlos Rodrigues during a morning of debate on Governance in SMEs and family businesses.



# LAST TRIALOGUE IN 2023

23  
October  
2023  
—  
Vila Real,  
Portugal

The last of the dialogues in the planned 2023 Dialogue Cycle has as its motto "Biodiversity and the City". The debate, moderated by José Gomes Mendes, CEO of the Mestre Casais Foundation, was attended by Rui Santos, Mayor of Vila Real, and Helena Freitas, Professor at the University of Coimbra and Director of Serralves Park.

During the debate, the specific challenges faced by the municipality in promoting biodiversity were discussed, as was the related issue of economic growth and development. The importance of sustainable urban practices, urban ecosystems and regional biodiversity was also highlighted, emphasising the need for integrated approaches.

Andrea Perez // CASAIS Portugal  
Eje Cafetero, Colombia



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The Grand Palace,  
Bangkok, Thailand

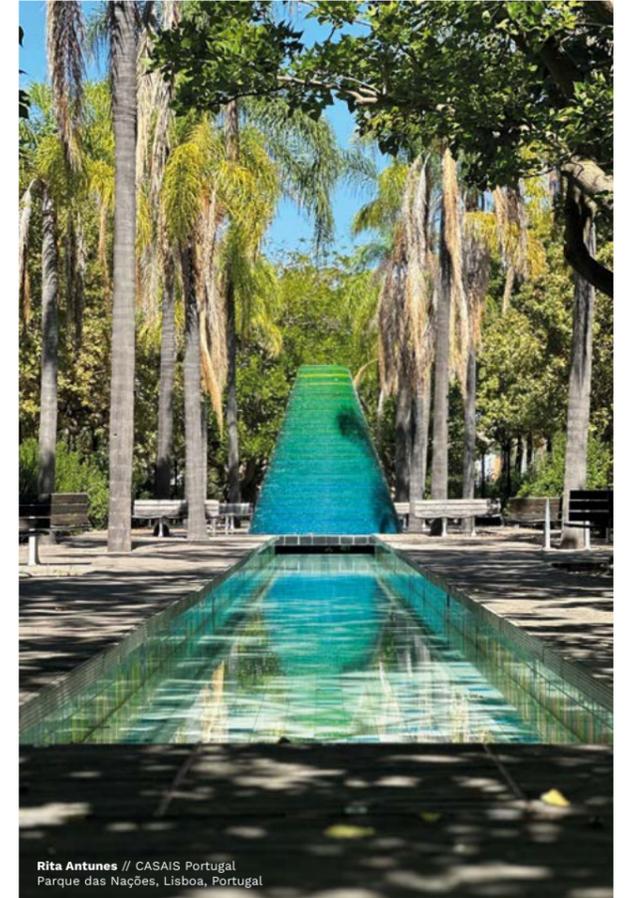


Juliana Pereira // CASP  
Manneken Pis,  
Brussels, Belgium

Nelson Aguiar // CASAIS Portugal  
EPAL pipeline over the River Alviela, Portugal



Susana Ferreira // CONSTRU  
Madeira, Portugal



Rita Antunes // CASAIS Portugal  
Parque das Nações, Lisboa, Portugal

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