

# CASAIS

THE BIG MEETING CASAIS

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**ETHICAL MANAGEMENT  
AND CORPORATE SOCIAL  
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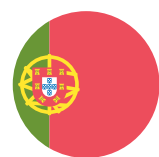
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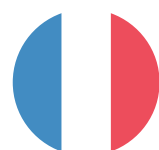
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CAS AIS

1958 → 2024

# WELL BUILT FOR WELL LIVING



**98 208**  
Training Hours



agregate 2023



**17** Countries

Portugal  
Angola  
Belgium  
Brazil  
France  
Germany

Ghana  
Gibraltar  
Saudi Arabia  
Morocco  
Mozambique  
Netherlands

Qatar  
Spain  
UAE (Dubai  
and Abu Dhabi)  
United Kingdom  
USA (Texas)

casais.pt





# 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



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► CASAIS

WELL  
BUILT  
FOR  
WELL  
LIVING

casais.pt



## EDITORIAL

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

It is with a true sense of achievement that we share moments in time that have recently marked the path of the Casais Group, reflecting not only on growth, but also on the innovation that defines our *modus operandi* in the engineering and construction sector.

This year, we held The Big Meeting 2024, an event that stood out for the wealth of knowledge and experiences shared. This meeting is a testament to our commitment to excellence and reaffirms that the Casais Group is a beacon of innovation and sustainability.

In line with these values, we are pleased to present our new brand positioning: **Well Built for Well Living.**

This new image symbolises our vision and ambition to create spaces that promote a healthy lifestyle, reinforcing our commitment to sustainability and the well-being of the communities we serve. We hope that this evolution of our visual identity faithfully reflects our dedication to remaining aligned with the needs and expectations of our community.

We are also proud to be among the Best Places to Work, a recognition that extends to our legal department, which received a Best Legal Department award. These recognitions demonstrate the stimulating environment that fosters personal and professional development within the Group.

We continue to prioritise investment in youth employment, as I recently stated in the *Trinta e oito virgula quarto* podcast. In addition, we have reinforced this commitment through the 15<sup>th</sup> Edition of the Arte&Engenho Programme and the Pact for the Quality and Enhancement of the Work of Engineers.

In terms of our international presence, I would highlight our work on the B&B Hotel Tres Cantos, which received recognition in the Re Think Hotel competition by being named among the ten best sustainability and hotel refurbishment projects in progress. In addition, the B&B Hotel Guimarães won the Gravity Wave Awards for Best Application in Design and Architecture.

Last, but not least, our company Opertec was once again awarded the Gold prize in the Most Efficient Operation category, reflecting our ability to lead by example in operational efficiency.

These are just some of the milestones that define the Casais Group as a leader, always focused on quality, innovation and sustainability. Thank you for contributing daily to our continued success.

Thank you, everyone, and happy reading.





# ONE OF THE BEST PLACES TO WORK

**Inês Faria**  
Head of Talent  
Development



The workplace is more than just a physical space. This is where people spend much of their time, working with colleagues and contributing to the success of the organisation. Making the work environment more positive and motivating has a significant impact on employee satisfaction, productivity and the overall success of the company.

At Casais, our defined Purpose is **sustainability in the construction of a better tomorrow**. To fulfil this purpose, we know that people have to be at the centre, which is why we invest in their development and well-being. Employees who are engaged and motivated are more likely to give of their best at work, to take chances and innovate, to rely on the support of others, to believe in team leadership, and to enjoy their work more.

The Casais Group is **focused on providing a positive work environment** where employees feel valued, involved and productive. That is why it is critical to understand their perceptions of various aspects of the workplace environment and their degree of satisfaction with it.

2019 marked our first-time launch of an organisation-wide questionnaire, with the help of the consultancy spearheading the Excellence Index, to find out the level of satisfaction experienced by our employees in the following categories: business, development culture, leadership, internal communication, performance evaluation, organisational commitment, rewards & benefits, training, recruitment, working conditions, work-family balance and career management. Total

Competent and Safe People



confidentiality and anonymity of responses was guaranteed, so we were both gratified and proud that our people gave answers that placed us as winners in the Construction, Infrastructure, Transport and Logistics sector and in 9<sup>th</sup> place in the Large Companies category.

We repeated the Excellence Index study in 2020, when we received 6<sup>th</sup> place in the Large Companies category.

In 2021 we opted to do a similar study in partnership with Great Place to Work, whose methodology combines the result of two tools:

1. An **organisational climate survey** consisting of a questionnaire in which the company's employees rank their perceptions of and satisfaction with various aspects of the work environment under the following rubrics: Credibility, Respect, Impartiality, Pride and Camaraderie.
2. An **audit of Human Resources management practices**, a questionnaire designed to measure the quality of human resources policies and practices used in people management. It is structured under nine headings that together define a great place to work: Inspiring, Speaking, Listening, Sharing, Hiring, Celebrating, Caring, Developing and Thanking.





Based on the employees' responses to the questionnaire and their assessment of our people management practices and policies, we were awarded **3<sup>rd</sup> place** in the category for Companies with more than a thousand employees in the Best Workplace awards.

Given our size and the strategy we have defined for continuous improvement, we decided to conduct this survey every two years. The next survey took place in 2023.

The results of the 2023 survey certified us once again as a **Great Place to Work**, and also recognised Casais Group as a **Best Workplace**, ranking us amongst the 50 best places to work in Portugal. The message we get from our people, is that 84% recognise us as an **excellent place to work**. "Knowing that 91% of our people feel welcomed when they join the company is one of the indicators that makes us believe we are on the right track.

Some 83% of our employees highlight **pride** in being part of "this community" – pride in their own work; pride in the work done by the team; and pride in the company's image. Camaraderie is highlighted by 81% of our people as being one of our strengths: conviviality through cordial relations with co-workers; a welcoming attitude to those joining the company or changing areas, and a **sense of community at work**.

"**Competent and safe people**" is one of the pillars of our sustainability strategy, and as such, it is essential that we provide working environments that promote employee management and de-

"This distinction reflects our sense of community and brings with it not only greater responsibility, but also the certainty that we are making a difference to the new generation and growing together with the pride of taking the name of the Casais Group further."

— António Carlos Rodrigues,  
CEO of the Casais Group.

velopment, health and safety and inclusion and diversity. We know the responsibility we have towards our employees and the world around us. The aim of this axis is to guarantee that, regardless of their function, each of the people involved in our business activities is safe and has the capacity to grow and maximise their potential. Both this awareness and this commitment reinforce the need for a consistent search to maximise the recruitment and retention of talent, improve aspects such as well-being, satisfaction, motivation, health and safety in any activity, promote group spirit,

solidarity and friendship among employees, and foster a collaborative environment and a healthy atmosphere through inclusion and diversity.

We are aware that we still have a long way to go, but we believe we are on the right track by giving our people a voice and 90% of our employees agree with the statement, "I work in a physically safe place" while 94% also agreed that "Everyone is treated fairly, regardless of their sexual orientation".

# CASAIS

WELL BUILT FOR WELL LIVING



At Casais Group, we are always thinking about everyone's satisfaction and motivation, and we know that listening is crucial if we are to adapt our people management practices to their needs and expectations.

Investing in a positive working environment is not merely a matter of retaining talent, it is a commitment to employee well-being and creating a high-performance culture. When employees are happy and engaged, they are more likely to be productive, innovative and loyal to the company.

In a nutshell, a positive working environment benefits employees and the company as a whole. It's a win-win situation, with happier, more satisfied employees, a collaborative environment and, ultimately, better results for the organisation.

This is why we have made a commitment to ensure a general satisfaction rating greater than 80% for the organisational climate survey indicator from 2025 onwards.

## CASAIS GROUP CEO PARTICIPATES IN PODCAST



António Carlos Rodrigues, CEO of the Casais Group, took part in ECO's Trinta e oito vírgula quarto podcast, talking about paid internships.







## THE BIG MEETING CAS AIS

3 and 4  
January  
2024  
—  
Braga  
Portugal

The 14<sup>th</sup> edition of TBM – The Big Meeting Casais brought together more than 500 employees in person and online for a day and a half at Forum Braga to share experiences, knowledge and lots of inspiration.



This year's theme, "**Functional Design**" sought to highlight the economic and social transformation taking place in the construction sector. In addition to facing a constant talent drain, the sector is under pressure to promote sustainability, digitalise all its processes and increase its productivity. We therefore looked at functional design from a different perspective: as an opportunity, since functional design is likely to last over time, and leads to the creation of refined products, challenges industrial preconceptions and promotes innovative solutions.

During the event, several case studies of the most important projects in 2023 were highlighted, as were 2024 projects and objectives. António Carlos Rodrigues, CEO of the Casais Group, spoke about "The future of construction" and Lourenço Lucena's presentation explored the topic, "From the Meaning of Change to Meaningful Change".

The Casais Group's annual management meeting ended with a summary of covered during the event. The chief take-away was that design should be viewed as a source of value and timelessness, and its functionality, resilience and lasting aesthetics are enhanced when combined with circular economy principles.

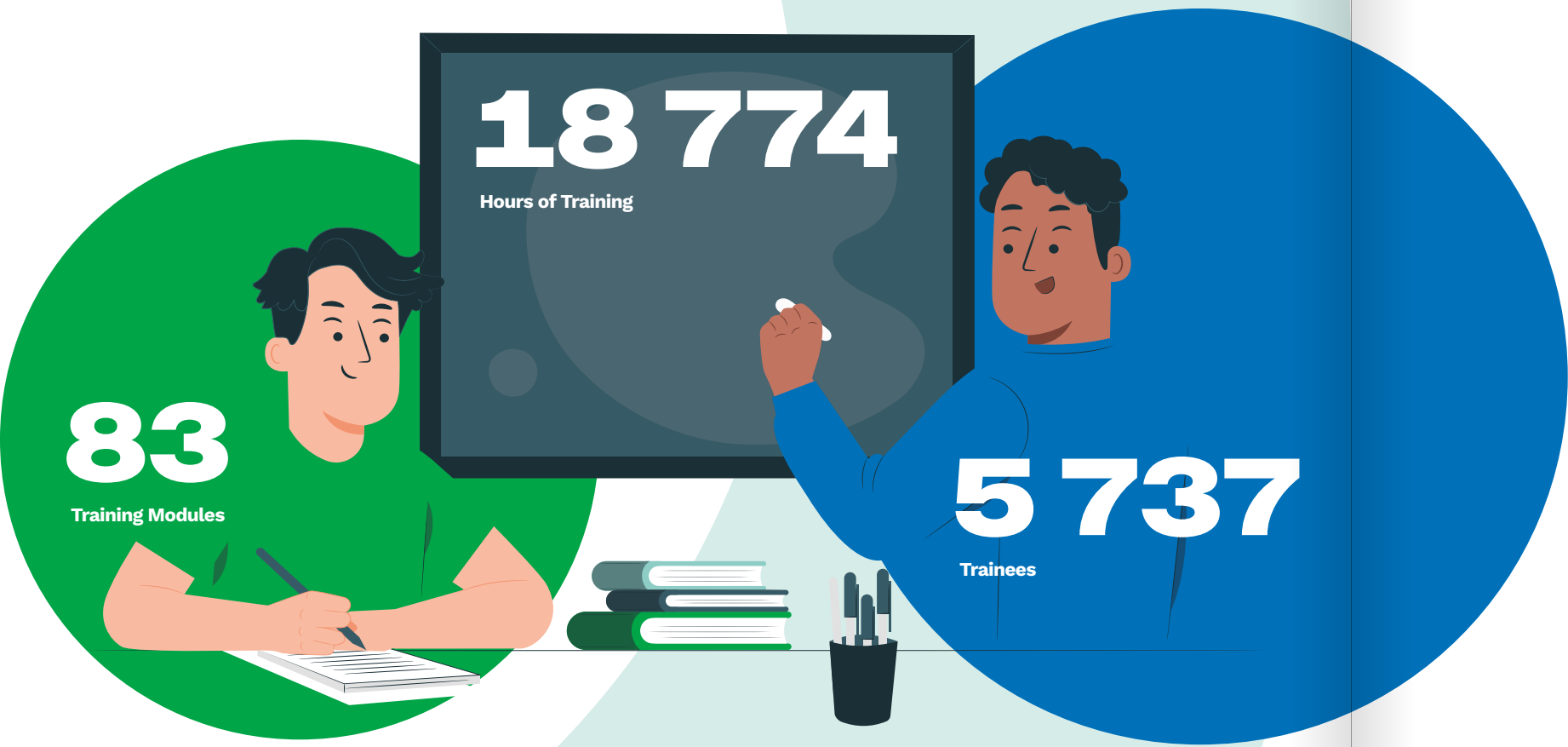
The end of TBM'24 was marked by the unveiling of the Casais Group's new brand positioning – in short: focus on innovation, sustainability, development and technology will be the watchwords for the next few years.





# TRAINING

## JANUARY — MARCH



In the first quarter of 2024, the most noteworthy training modules were in the area of safety and equipment, with more than 30 modules involving more than 400 trainees completed. In addition to the daily on-site safety awareness orientation, these modules covered topics such as preventive measures on construction sites, basic principles of safety, working at height, inspecting and checking scaffolding, lifting platforms, working on rail lines and with moving equipment.

The Mais Líder Programme is also worthy of mention, with five editions underway, of which 18 training modules were held in the first quarter for a total of 168 participants. Two of these editions (Belgium and Germany) are still in the training phase, while the other three (Gibraltar,

Braga and Lisbon) are now in the mentoring phase. During the first quarter of this year, a new edition was prepared for the Algarve, with an April start date.



|           |   |
|-----------|---|
| PROGRAMA  |   |
| ARTE      | + |
| & ENGENHO |   |



12  
January  
2024  
—  
Braga  
Portugal

The opening session of the 15th edition of the Arte&Engenho Program took place in January with the **six new trainees** and their tutors. This opening session featured an inspiring message from the CEO of the Casais Group, António Carlos Rodrigues, who shared his enthusiasm for yet another edition, highlighting the company's commitment to developing these young talents so that they can reach their full potential.

Casais Group is reinforcing its commitment to developing new talent by welcoming these trainees who will have the opportunity to get to know and work in different areas of the organisation over the next nine months, contributing to their professional development and advancement.

### mais futuro



4  
March  
2024  
—  
Portugal

Thirteen young people in +Futuro Programme began their student internships in various areas and companies with the Casais Group. They are doing their internships at various Group companies spread across the country, each one having chosen to work in a specific role, such as Site Management Officer, Pre-Construction Technician, Costing and Preparation Officer, Product Technician and Quantity Surveyor/Draftsperson. As a result of their academic training in partnership with IPCA, the students will now have the opportunity to develop their technical skills with a view to training them for jobs in the sector.





# ETHICAL MANAGEMENT AND CORPORATE SOCIAL RESPONSIBILITY

## BUILDING A SUSTAINABLE TOMORROW

**Manuel Luís Gonçalves**  
General Counsel

In the contemporary business context, ethical management and corporate social responsibility are not just abstract concepts, but crucial imperatives for long-term success and business sustainability. Expectations regarding the role of companies in the community change as society evolves. **Ethical management and social responsibility** assume a central role in this regard, influencing not only the reputation of companies, but also their ability to innovate, attract talent, win the trust of clients and suppliers alike, and guarantee their

social contract with the community in which they operate.

One of the fundamental pillars of the Casais Group, in the context of ESG, is the pursuit of **ethical and collaborative business**. We believe that it is possible to contribute to sustainable development by managing in such a way as to consolidate competitiveness and economic growth while also ensuring environmental protection and promoting social responsibility. Corporate social responsibility, as a voluntary commitment to contribute to

the sustainable development of society is one of the pillars of our governance system, which considers not only economic interests but also the social and environmental impacts of our business.

In socio-economic terms, the **social responsibility of good governance** goes beyond making a financial profit, since companies are expected to make decisions based on ethical analysis and reflection too, and to always consider the potential effects of their decisions in the light of many other aspects, such as the pur-

suit of justice and balancing the interests of all stakeholders. In the capitalist system in which we live, there is constant pressure to maximise profits and gain competitive advantage. It is essential, however, that companies operate within ethical boundaries to ensure their own long-term sustainability. These trends have brought about a growing awareness that the implementation of compliance programmes is essential to a company's normal business activities. There is an increased sense that it is necessary for companies to promote higher ethical standards than those governing conventional market practices, also known as the moralisation of the business world.

Morality should therefore be a guide for behaviour in organisations. Questioning what is good, right or fair is essential to ensure that the company's actions are in line with our ethical values. It is important that managers and employees reflect on the consequences of their decisions and are willing to correct any deviations from ethical conduct.

Ethics is the branch of knowledge that deals with the study of theoretical values and the human condition from the perspective of moral principles and their role in social life, i.e., the **rules of good conduct**. The ethics of individual behaviour is the foundation on which we build our reputation and sustainability as a company. Going beyond compliance with the law is fundamental to establishing relationships of trust with our stakeholders and guaranteeing a healthy and productive working environment. This means acting with honesty, transparency and respect, not only in our public-facing interactions, but also in the day-to-day relationships with our work teams. Far more than simply complying with laws and regulations, business ethics involves adopting upright and responsible behaviour at all levels of the organisation.

But assuming social responsibility requires tools that guarantee compliance with legal and ethical standards, with set principles and rules of conduct, with performance and quality management

indicators, with compliance reporting models, with regulations and internal policies. This social responsibility also needs to be manifested through socially responsible policies and practices.

**That's why at Casais Group we are designing our regulatory compliance programme, as a fundamental instrument of self-regulation and key compliance in order to mitigate legal, financial and reputational risk.**





The **Code of Ethics and Business Conduct**, in force since 2020, is the backbone of our corporate culture that defines the principles and values that guide our actions and decisions and establishes behavioural expectations for all employees. The Code of Ethics is an essential component of our organisational culture, expressing the ideals, principles and rules of ethics and professional conduct that all of us, as members of this community, agree to observe and follow in our professional activity, and uphold certain ethical standards.

More recently, we approved the **Plan for the Prevention of Corruption and Related Infringements**, which is designed to raise awareness and alert the entire organisation to the risks of committing acts of bribery and corruption, identifying and classifying the risks and situations to which the company may be exposed in relation to acts of corruption and related offences. This plan also sets out preventive and corrective measures to reduce the likelihood of occurrence and the impact of the risks and situations identified.

The Non-Compliance Reporting Channel, also known as the Complaints Channel is also fully operational. In line with Directive (EU) 2019/1937 on whistleblowing, it allows any person concerned to safely and confidentially report issues related to unethical behaviour, legal violations, irregular practices or any other activity prejudicial or harmful to the company.

But because we are committed to being a point of reference in our sector, we want to go further in promoting transparency and integrity. That is why we are also in the process of implementing the ISO 37001 is an anti-bribery management system (ABMS) standard. It underscores our belief that a good organisation is one whose management has a compliance policy based on appropriate management systems that assist it in fulfilling its legal obligations and its commitment to integrity.

We aim to implement an ethical culture of respect for values, standards and regulations, and by continuously training all members of our Group, create communication channels, monitor deviations and take preventive and corrective measures, by being markedly proactive in this regard.

**Ethical and collaborative management, combined with social responsibility, a robust compliance program and a clear and enforceable Code of Ethics and Business Conduct are essential to the success and sustainability of the Casais Group. By investing in these critical areas, we are doing more than constructing buildings; we are also building a legacy of integrity, trust and business excellence.**



## PACT SIGNING



10  
January  
2024  
Porto,  
Portugal

Together with 10 other companies, the Casais Group has signed the **"Pact for the Quality and Enhancement of the Work of Engineers"**, an initiative of the Order of Engineers - Northern Region (OERN). Signed by André Rocha, Executive Director of the Casais Group, the Pact aims to bring about real change in the current situation in the engineering profession in Portugal.

## BEST LEGAL DEPARTMENT

14  
March  
2024  
—  
Madrid,  
Spain

The Legal Department of the Casais Group was awarded the international prize "Portugal Best Legal Department Construction 2024" by the Leaders League Summit & Awards. This award was given by an independent jury after a shortlist of other legal departments from companies in the construction and public works sector in Portugal, and reflects the excellence, dedication and expertise of the services provided by the Casais Group's corporate legal department.



## CASAIS GROUP ATTENDS MIPIM

12 a 15  
March  
2024  
—  
Cannes,  
France



The Casais Group The Casais Group attended at MIPIM, the world's largest real estate fair, as part of the Greater Porto stand.



# DIGITAL TRANSFORMATION IN CONSTRUCTION

## PROCESS OPTIMISATION AND INDUSTRIALISATION IN CONSTRUCTION



### Commitment

**Guilherme Teixeira**

CIO Corporate,  
Casais Group

Who would have thought—in a sector that was once so conservative in its approach to innovation—that we would even see so much progress today on the tech front! Hotels built in a few days, which are not there yet in the same way as if we were there, miraculous solutions using artificial intelligence – or even divine intelligence predicting the future!

Apparently, there is nothing divine about it, aside from a few well-justified prayers, given the scope and scale of the challenges. It is a combination of several different technologies, sciences and types of engineering that gives shape to this evolution.

In fact, it has been proven that innovation and technology are within the reach of all sectors. For this to happen, you need a few key ingredients such as ambition, collaboration, the ability to go the distance and a commitment to innovation.

Let us focus on our commitment to innovation and sustainability.

**First of all, we have to want to innovate with the true conviction that innovation is a value driver for the organisation and for society, and invest in its benefits, but also assume the risks that come with it.**

This commitment is essential regardless of the size of the investment. The will to progress paves the way and overcomes many hurdles.

While shareholders need to invest in innovation, it is important that the whole company sees that innovation will bring a real return on these investments. If this is the case, then we have a greater chance of success securing the necessary investment, because the investment is justification in itself.

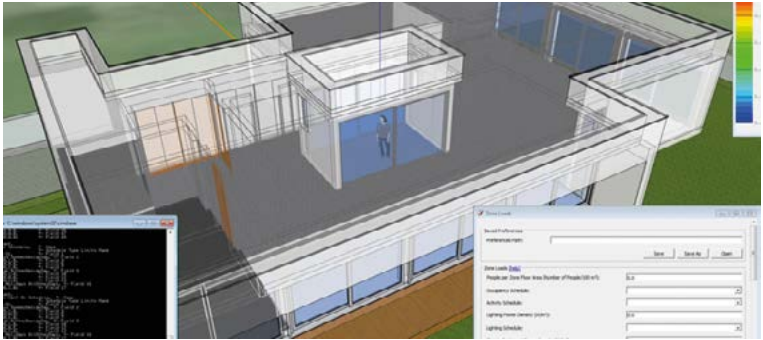
When you say return on investment, you are normally referring to other objectives, such as growth, a greater degree of competence in certain jobs, or the achievement of financial or business goals.

It is precisely along these lines that the return on such initiatives must consider the three ESG (Environmental, Social and Governance) axes as an integral part of the requirements of any technological implementation, beyond the inherent objectives of technical or functional implementation or the generation of economic value. In the Casais Group, this commitment has always been there, underpinning all developmental endeavours over the decades of its existence.

This was the case with the Go Green Buildings brand in 2008 and the Olympo Project in 2010, which for the first time integrated technologies such as KNX, intelligent networks, Building Information Modelling (BIM) and bioclimatic construction, thereby combining technology and information systems with electrical, mechanical and civil engineering disciplines. These were the smart homes, whose sustainable features included among many others an 80% reduction in electricity and a 50% percent reduction in drinking water consumption. These initiatives began seven years before the 17 Sustainable Development Goals (SDGs) were established, but they were already very much in line with them.

More recently, we have developed new products at Blufab, integrated CREE structures in buildings such as The First, and with industrialised and "ultra-fast" construction, such as the B&B Hotels in Guimarães and Madrid.

Figure 1:  
Olympo  
Project  
(2010)





## Ubiquitous Technology



Figure 2 - The 17 Sustainable Development Goals

Let us now focus on the use of technology as an ally or means to support us in more sustainable solutions. If we take a second look at the 17 SDGs and try, for a moment, to find a single goal in this grouping to which technology and information systems do not contribute directly or indirectly, we realise that one does not exist.

**In fact, given their ubiquitous and more democratised nature, technology and information systems are perhaps today one of the most important means already at our disposal to help achieve sustainable goals.**

If we use the latest technological advances—from artificial intelligence, blockchain, cognitive systems, robotisation and application programming interfaces (APIs)—ethically and responsibly, we can greatly optimise resource consumption, achieve synergies and use business models to achieve positive impacts with social benefits, further democratise knowledge, create new opportunities, and improve quality of life, happiness and well-being, over and above accruing economic and financial benefits.

Casais Group is justifiably proud to have begun this journey, and to see interesting qualitative and quantitative emerging, even at this early stage, and we are also proud of the various commitments we have made to society, which are detailed in our annual Sustainability Report.

## Process Optimisation – the ongoing quest to work better and better!

Although it seems a relatively unlikely topic in this context, we should remind ourselves about what happens when we have a clear, concise and optimised process. Employees know what they have to do, what they need and what they have to deliver, the level of productivity is expected of them, how their success is measured and how they are rewarded for their performance. With these parameters established, work runs smoothly and predictably, allowing us to avoid burnout, interpersonal problems at work, inequities and impacts that are detrimental to the organisation, all due to a lack of planning. What we gain is a fairer, more equitable workplace, a greater sense of well-being and, of course, greater productivity.

When we try to improve a single process, we soon realise that we are entering an extensive network of dependencies, exceptions and “what-ifs” that never ends. At a certain point, we realise that there may even be a disruptive paradigm shift, because we may have to question the traditional and well-regarded “putting out fires” approach that is at the heart of many of these exceptions. Such an approach can help solve unforeseen problems, but it can easily be dispensed with in the optimised context described above, which has proven to be more predictable, stable and scalable. Although it is interesting in certain circumstances, particularly when we have to respond to the unforeseen and unknown, let

us not make the exception of the “putting out fires” approach the rule, because, among its other disadvantages, it is neither scalable nor sustainable!

We are currently using Process Mining tools to identify weaknesses and opportunities for optimisation, a platform which combines artificial intelligence with process analysis. It enables us to carry out a diagnosis of procedural weaknesses and wasted resources in a few minutes, and also to become a point of reference for the sector by presenting appropriate solutions for development.

These tools make it possible to document systems, generate process diagrams automatically and apply alternatives and improvements to systems easily. Use of these tools turns process analysis into something much more achievable and produces results in a shorter period of time. Among other analyses, they make it possible to achieve more standardised processes, sometimes reducing hundreds or thousands of procedural variants to just a few units, with very interesting outcomes.

Well-optimised processes, therefore, are a good example of the use of technology to save resources, work better, provide better working conditions and increase productivity.



Assembly of Blufab industrialised façades

## Industrialisation in construction

One of the most striking examples of how critical it is to optimise processes, is that of industrialisation in construction, an area in which the Casais Group has been an early adopter, with some very sustainable advantages to show for it. In this case, good planning and rigorous execution are essential to achieving a good result. We spend months planning so that project execution occurs over a matter of days; the whole operation is an intense logistical and production process. In other words, we do not get it done by “putting out fires”. Quite the contrary. There is a greater focus on the repeatability of processes and activities and on optimizing them, managing to do things better and better, first time and every time. By incorporating these practices into the process, we ensure that continuous improvements are spread throughout production and delivery to the customer. None of this is possible without good technological support.

## Conclusion

There is much more to development, innovation and value creation in pursuit of our sustainable development objectives than technology and other resources.

It also requires a commitment and a willingness to be structurally aligned with the organisation's objectives and those of society in order to reap the long-term rewards.

In a market that is predominantly conservative in its approach to innovation and development, yet keen to take advantage of technological advances, Casais is proud to have demonstrated an alternative path, one of active, bolder participation, with initiatives that reflect our confidence in the future every day, and one we hope will serve as a positive catalyst for the ecosystems, the market and our partners.



Casais  
Sustainability  
Report

Process Mining  
Ex. Detection of  
nonconformities







# HOTEL B&B TRES CANTOS AWARDED PRIZE

23  
January  
2024  
—  
Madrid,  
Spain

The B&B Hotel Tres Cantos, built by a Casais Spain and ACR joint venture project, and coordinated by Sunny Casais, which is giving impetus to a new generation of sustainable buildings in Spain, has been awarded a prize in the Re Think Hotel competition, in the "10 best sustainability and hotel refurbishment projects in progress" category.



# HOTEL B&B GUIMARÃES RECEIVES AWARD

February  
2024

The B&B Hotel Guimarães has won the Best Application in Design and Architecture Award from Gravity Wave Awards. These awards are in recognition of projects committed to protecting the oceans.

The hotel's hall, which is part of Portugal's first sustainable building (The First), was created with a total of 1,700 kg of recycled plastic from fishing nets removed from the sea.



# OPERTEC IS THE "MOST EFFICIENT OPERATION"

22  
February  
2024

Opertec and the Casais Group attended the Intelligence for Maintenance Summit 2024, the largest Facility Management event in Portugal, organised by Infraspak. At the event, Opertec once again received the Gold prize in the "Most Efficient Operation" category.



19 - 21  
March  
2024  
—  
Madrid,  
Spain

# CASAI'S SOLUTIONS PRESENTED AT REBUILD IN MADRID



The REBUILD event provided Casais Solutions with an opportunity to showcase its leadership in industrialisation, sustainability, innovation and digitalisation. Our attendance was an important step in strengthening the Casais Group's position in the market.



# PROTECTING AND RESTORING BIODIVERSITY AND ECOSYSTEMS



**Regina Ramos**  
Manager,  
Casais  
Corporate  
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Office (EECO)

Biodiversity, also known as biological diversity, refers to the variety of life in all its forms and levels, including the genetic diversity of species and ecosystems. More specifically, it encompasses **genetic diversity** – the genetic variation within each species, between individuals and populations; **species diversity** – the differences between living species, which include plants, animals, fungi, bacteria and micro-organisms, and **ecosystems diversity** – the variations in ecosystems within the biosphere, which comprises different communities of organisms interacting with their physical environment, such as a forest, coral reef, or swamp.

Biodiversity is fundamental to the sustainability of the planet's natural ecosystems, which provide life-sustaining functions that include water purification, plant pollination, nutrient cycles and climate regulation.

Conserving biodiversity is essential to maintain the health of the planet and guarantee natural resources for future generations.

According to *The Global Risks Report 2022, 17<sup>th</sup> Edition – Insight Report* published by the World Economic Forum, **loss of biodiversity ranks third in the top ten of the biggest global risks we face this decade.**

It is the destruction of vegetation that protects the soil and the depletion of water sources that drives away the animals that used to live in zones which are now becoming uninhabitable due to degradation and our failure to protect and restore biodiversity and ecosystems that is jeopardising our very survival.

Yuval Noah Harari, author of *Sapiens: A Brief History of Humanity*, writes in his subsequent work (2017), *Homo Deus: A Brief History of Tomorrow*:

"(...) We therefore have a good chance of overcoming the problem of resource scarcity. The real nemesis of the modern economy is ecological collapse. Both scientific progress and economic growth take place within a brittle biosphere, and as they gather steam, so the shock waves destabilise the ecology. In order to provide every person in the world with the same standard of living as affluent Americans, we would need a few more planets – but we have only this one. If progress and growth do end up destroying the ecosystem, the cost will be dear not merely to vampires, foxes and rabbits, but also to Sapiens. An ecological meltdown will cause economic ruin, political turmoil, a fall in human standards of living, and it might threaten the very existence of human civilisation."

So, if the loss of biodiversity is a specific concern that can have significant implications for the global and local economy, how will organisations be able to deal with the situation in a strategic and substantive way?



Despite the catastrophic scenarios regarding the loss of biodiversity there is hope: To paraphrase the title of environmental activist Hubert Reeves's book, itself an adaptation of a line in the German poet Friedrich Hölderlin's *Patmos* ("Aber wo Gefahr ist, wächst. Auch die rettende Kraft wächst"), **"where danger grows, the power to save also grows"**.

The construction sector plays a crucial role in global environmental impact due to its large consumption of resources and production of waste. This sector also has significant potential, however, to contribute to the restoration of ecosystems. **Shared and Valued Territory** is one of the four pillars of the Casais Group Sustainability Strategy.





**The Future of Biodiversity and Business** is a theme that reflects the increasingly intertwined relationship between environmental sustainability and business practices. As the urgency to address climate change and loss of biodiversity intensifies, companies are recognizing that a healthy environment is fundamental to long-term profitability and resilience. Here are several key aspects of how nature and business are expected to develop together in the future:

#### TRANSITION TO SUSTAINABLE BUSINESS MODELS

Companies are shifting towards models that prioritise sustainability, recognising that environmental health directly impacts economic stability. This includes the adoption of circular economy principles, where waste is minimised and materials are reused, reducing the carbon footprint and creating economic value from waste.

#### INTEGRATING ENVIRONMENTAL OBJECTIVES INTO CORPORATE STRATEGY

Companies are integrating environmental sustainability into their strategies. This goes beyond mere compliance with environmental regulations to encompass a proactive approach where sustainability drives innovation, operational efficiency and market competitiveness.

#### INVESTMENT IN GREEN TECHNOLOGIES

The future will see an increase in investment in green technologies that reduce carbon footprints, increase energy efficiency and mitigate environmental impacts. Technologies such as renewable energy, biodegradable materials and advanced recycling processes are becoming an integral part of business operations.

#### COLLABORATION AND PARTNERSHIPS

To tackle global environmental challenges, companies are increasingly involved in partnerships with governments, NGOs and other businesses. These collaborations seek to amplify positive impacts through resources and knowledge sharing, focusing on large-scale projects such as reforestation, water management, mobility and sustainable agriculture.

#### TRANSPARENCY AND REPORTING

There is a growing demand from consumers, investors and regulators for greater transparency in how companies impact the environment. This has led to more comprehensive sustainability reporting and disclosure practices, to help stakeholders make informed decisions based on environmental performance.

#### REGULATORY INFLUENCE

Governments play a crucial role by establishing ambitious environmental policies that require companies to adapt. These policies can include carbon pricing – assigning a cost to the negative impacts generated by an increase in greenhouse gases (GHG) in the atmosphere, strict pollution controls, and incentives for sustainable practices, so motivating companies to innovate in order to comply.

#### CONSUMER PREFERENCE

Consumer behaviour is shifting towards environmentally friendly products and services. This shift is driven by customers' growing awareness of environmental issues and a desire to reduce individual ecological footprints, which, in turn, influence corporate offerings and marketing strategies.

#### BIODIVERSITY AND ECOSYSTEM FUNCTIONS

Companies are beginning to recognise the importance of biodiversity and the useful functions performed by ecosystems, such as pollination, water purification and climate regulation. Preserving and enhancing these natural functions can mitigate risks and guarantee the resources needed for business operations.

Integrating environmental health into business planning is not only an ethical necessity, but also a strategic imperative. Companies that proactively adopt sustainable practices are more likely to thrive in a future where natural resources are finite and public scrutiny of corporate environmental practices continues to intensify.

# INDUSTRIALISATION CONGRESS IN MADRID

17 and 18  
January  
2024  
—  
Madrid,  
Spain

The Casais Group took part in the first Industrialisation Congress in Madrid organised by the Ciare Group in collaboration with Cuatrecasas. The event, whose theme was the Industrialised Construction Market, also had the support and participation of the Spanish Ministry for Transport, Mobility and Urban Agenda (MITMA) and the Community of Madrid.

João Bartolo, Real Estate Development Manager, represented the Casais Group in a panel discussion of “Hybrid models in industrialised construction: another successful model”. Panel participants included representatives of Casais joint venture project partners TdB Arquitectos and ACR. The panel presented the CREE Buildings system and the B&B Hotel Madrid Tres Cantos project, as well as the various Casais solutions applied in this and other projects.





# SUSTAINABLE AND INTELLIGENT PRODUCTS AT THE INNOVATION FORUM

8  
January  
2024  
—  
Guimarães,  
Portugal

The Casais Group spoke about Sustainable and Intelligent Products at the Innovation Forum in Guimarães. Casais Group Board Member Mário Fernandes debated the topic with several other guest speakers.

The event, organised by PIEP – Centre for Innovation in Polymer Engineering of the University of Minho with the support of the Municipality of Guimarães, aimed to bring to debate the role of innovation in leveraging a more intelligent and sustainable society.



# CONFERENCE "GENERATING WITH PURPOSE: ESG FOR SMES"

24  
January  
2024  
—  
Braga,  
Portugal

The Casais Group attended the "Generating with Purpose: ESG for SMES" conference to make a presentation on the Group's ESG journey. João Crispim, Head of Corporate ESG, outlined how ESG—environmental, social and governance—criteria are incorporated into the Casais Group's business activities. The event was organised by the Braga Business Association, ACEGE – Associação Cristã de Empresários e Gestores and InvestBraga.



# CASAIS GROUP AT THE GET TOGETHER AROUND SUSTAINABILITY

16  
February  
2024  
—  
Vila Nova  
de Famalicão,  
Portugal

The Casa das Artes in Famalicão hosted the second edition of Get Together Around Sustainability, organised by AEMinho (Minho Business Association). The aim of this event was to raise awareness and provide information on good sustainability practices.

António Carlos Rodrigues, CEO of the Casais Group, and Elisabete Marinho, representing IKEA Portugal, gave a talk about their commitment to creating a more sustainable future through innovative practices and collaboration.







Mestre Casais Foundation

# FMC TALKS WITH LUÍS MARQUES MENDES

21  
March  
2024  
—  
Braga,  
Portugal

The first edition of FMC Talks took place at the Meliã Hotel in Braga, with commentator, lawyer and Counsellor of State Luís Marques Mendes in attendance.

The lunchtime debate format of the event, which brought 80 participants together, focused on the themes of sustainability and governance.

18  
January  
2024  
—  
Porto,  
Portugal

The Future of the Professions was the subject of debate at the Palácio da Bolsa, in a joint initiative between the Mestre Casais Foundation and the Porto Trade Association.

This lunch conference event invited four professional associations to reflect on the changes underway in their respective fields against a backdrop of technological disruption, structural changes to the organisation of labour and the challenges entailed in adaptation, innovation and continuous improvement.

On the panel were two leading observers of work and employment realities were on the panel: Pedro Siza Vieira, lawyer and former Minister of the Economy; and António Carlos Rodrigues, CEO of the Casais Group.



Casais Group



Alexandre Lezón // Fundação Mestre Casais  
Mosteiro de Tibães, Braga, Portugal



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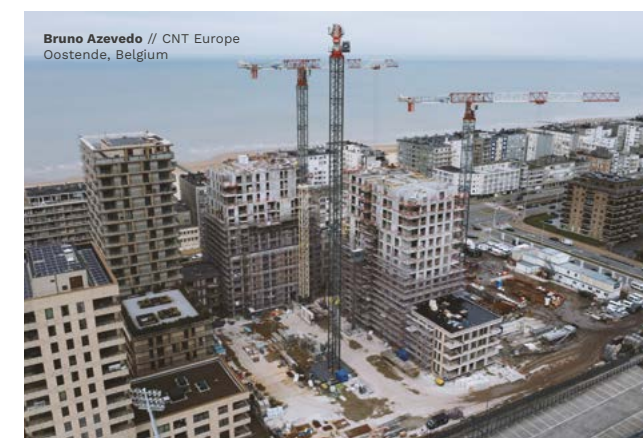
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