

Strong communication of CR policies achieves positive results at ArrábidaShopping

In 2010 ArrábidaShopping in Portugal set itself a goal to improve communication with tenants, service suppliers and visitors on safety, Health and environment (SHE) policies, objectives and targets.

To achieve this goal, several initiatives were adopted:

- Promotion of SHE policies through posters in the mall area, administration offices and technical areas and through a programme broadcast on the centre's internal television.
- Creation of a waste performance chart showing progress against waste indicators and targets.
- Encouragement of tenants' participation in SHE events.
- Induction training on SHE for all new tenants' and service suppliers' staff.
- Creation of a suggestion box for tenants and other shopping centre staff to provide suggestions regarding SHE issues.

With these actions, ArrábidaShopping increased awareness about the shopping centre's SHE policies. The communication initiatives implemented at ArrábidaShopping are now being widely used by other Sonae Sierra shopping centres.

