

Feed.

JERÓNIMO MARTINS WORLD'S MAGAZINE

N10.
DEC 2020

FIGURE

FIGURE

An aerial photograph of a river delta, showing a central channel that branches out into several smaller channels. The water is a deep, dark green, and the surrounding land is a lighter, textured green. The word 'FIGURE' is overlaid in a light, serif font across the middle of the image, centered on the main channel.

The “X” node on the tortoiseshell bamboo on the cover of this edition represents more than just a shape, a letter or a Roman numeral. It shows also how figures can be found in nature in its purest form.

Feed.

JERÓNIMO MARTINS WORLD'S MAGAZINE

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The United Nations officially came into being on 24 October 1945. 75 years ago, in the aftermath of the horrors of World War II, the UN set up a new order built upon hope, peace, equality and justice.

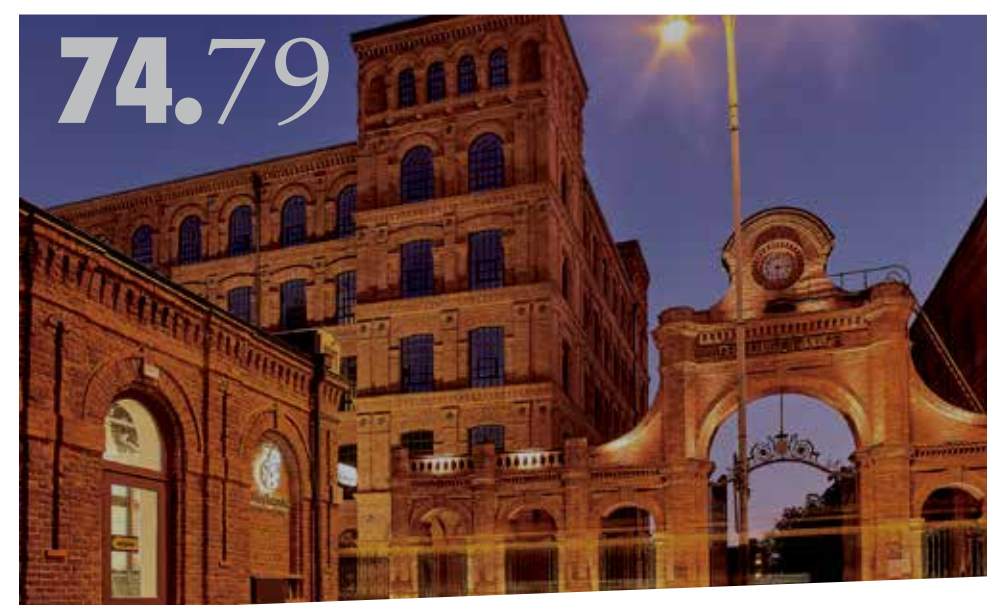
TIMELESS TRADITION

For 40 years, Pingo Doce has brought authenticity and freshness to the tables of Portuguese families by promoting a tasty and healthy diet. On this anniversary, the brand also celebrates the principles and traditions of this way of living called the Mediterranean diet.



CHALLENGING FIGURES

There is no way to escape numbers, their magic, their mystery and the certainty they provide us, as well as the questions they raise.



PORTRAIT OF THE BIGGEST RETAIL CHAIN

Biedronka turns 25 and the anniversary was highlighted with a book on the history of the largest retail company in Poland. Journalist Łukasz Grass was challenged to portray it. He takes us behind the scenes in this interview conducted by Biedronka's Head of Corporate Affairs, Arkadiusz Mierzwa.



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The impossible beauty of Serra do Açor was damaged by the 2017 wildfires. But a reforestation project supported by Jerónimo Martins is already a source of hope for the region.



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Amidst the Covid-19 pandemic, thousands of Venezuelan refugees are facing serious food and health issues, crossing the border to Colombia in the hope of finding a better future. The Jerónimo Martins Group is working with Caritas Polska and Caritas Colombia to provide food and humanitarian support to those in need.



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PEDRO
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SANTOS

FIGURING OUT

a new way

A year ago, when we were thinking about the projects we wanted to share in 2020, we had planned for a very celebratory 10th edition of Feed magazine because it would be dedicated to celebrating a very special year for Jerónimo Martins. After all, in 2020 – a very round number in and of itself – Pingo Doce celebrated 40 years in operation and Biedronka celebrated 25. But the disruption caused by the global health crisis forced us to rearrange our priorities and put almost everything that wasn't a basic necessity on the back burner. The uncertainty and devastation precipitated by Covid-19 has affected societies, businesses and families, and a "new normal" has emerged, but there is nothing normal about it. If anyone believed that things would improve after the first few months, the second wave of the novel coronavirus that began after the summer left little room for doubt, and no desire to celebrate. There is no doubt that all energy, creativity and resilience must go into meeting urgent needs.

The steps we took on the ground to protect our employees, customers, supply chains and communities during the first wave were reinforced in the second half of 2020, always in keeping with our commitment to putting the safety and well-being of people first.

When we decided to choose *figure* as the concept for this edition, we thought of *numbers* (40, 25 and 10, of course) and of *people*. And then, as has become a habit with Feed, we looked at adjacent territories and designed models and approaches to problems that needed to be tackled. One such example is the far-reaching humanitarian initiative that is underway in Colombia, through a joint effort between our Ara chain, Caritas Colombia and Caritas Poland. Besides being hard hit by the pandemic, Colombia is also being affected by the consequences of the human tragedy in neighbouring Venezuela, with thousands of Venezuelan refugees crossing the border desperate to flee a life without hope.

And when they reach Colombia, there is a helping hand to provide comfort, clothes and food. In a year when the pandemic has deepened social inequalities and dramatically increased the number of people suffering from hunger across the globe, in Portugal, and as part of celebrating Pingo Doce's 40th anniversary, we also hosted an important scientific conference dedicated to the Mediterranean Diet, which demonstrated what an excellent option this traditional dietary pattern is, both in terms of nutritional value and health, and from an economic and even environmental standpoint.

And because there is no way to escape numbers, their magic, their mystery and the certainty they provide us, as well as the questions they raise, in this edition we sat down with Professor Nuno Crato, a mathematician and the person who is spearheading a project my parents set up to promote the education of children and young people in Portugal – particularly those who are less fortunate – which marked its first anniversary in October.

In these troubled and testing times, we also wanted to talk about the future and about hope, which can be found in subjects as diverse as a young Polish chess prodigy or the story behind the world's first nativity scene, a tradition shared by the countries where we operate.

Among the many other issues we talk about in this new edition, it is also worth reading about an initiative we are supporting in Guatemala to offset the greenhouse gas emissions linked to the production of our magazine.

This 10th edition closes the first cycle of Feed magazine, which was created to give readers the inside scoop about who we are and what we do, and about the countries we call home and that are in our hearts. From now on, Feed will be an annual publication, so I look forward to speaking to you again in 12 months' time.

Until then, I wish you health and peace, hoping for a better 2021 for everyone. ●



Pedro Soares dos Santos,
Chairman of the Jerónimo Martins Group

The steps to protect our employees, customers, supply chains and communities during the first wave were reinforced in the second half of 2020.

Fresh *in*

NEWS FROM OUR WORLD



António Serrano, CEO of Jerónimo Martins Agro-Alimentar and António Silvestre Ferreira, Founder of Vale da Rosa, toasting to the Group's first partnership in the organic farming business area.

1.

JERÓNIMO MARTINS GOES INTO ORGANIC FRUIT PRODUCTION

Following its investments in the dairy, Angus cattle and aquaculture businesses, Jerónimo Martins Agro-Alimentar has announced a partnership for producing organic seedless grapes together with businessman António Silvestre Ferreira, the owner of Herdade Vale da Rosa, which is one of the most well-known Portuguese companies in this sector. Located in Ferreira do Alentejo (Southern Portugal), the plot of land chosen will host the first production batch of organic grapes,

expected to be ready in 2024. The project represents an investment of around 7 million euros and will allow the production of over 2,500 tonnes in five years, from a 100-hectare production area. The grapes will be sold first in Portugal, in Pingo Doce and Recheio stores. Founded in 2014, the main goal of Jerónimo Martins Agro-Alimentar is to support the Group's food distribution operation, while ensuring direct access to the supply sources of strategic products.

2.

FEED GETS TWO AWARDS IN GRAPHIC ARTS COMPETITION

FEED magazine won two first prizes at Papiés, the first competition in Portugal dedicated to the world of Graphic Arts. It is aimed at singling out the best graphic communication projects carried out in the country.

The magazine won in both the "Magazines" category, for its eighth edition, "Circle", and "Ecological Production", for its seventh edition, "Deep", available online at feed.jeronimomartins.com. The awards ceremony on 24 September was attended by around 250 invitees from the most varied industries in the graphic communication and packaging spheres.



IGA ŚWIĄTEK, FIRST POLE TO WIN GRAND SLAM TITLE



In the final, she beat world number 6 Sofia Kenin by 6-4, 6-1, in one hour and 24 minutes.

Nineteen-year old Iga Świątek made history in Paris, becoming the first Polish tennis player to be a Grand Slam singles champion. She is also the youngest French Open women's champion since Monica Seles in 1992. Świątek started the tournament as world number 54, jumping up to take 17th place. She won Roland Garros without conceding a single set throughout the competition. The young Pole arrived in Paris somewhat of an unknown. Then she defeated Marketa Vondrousova, a 2019 finalist at Roland Garros, in her opener, and won against top-seeded – and world number 2 – Simona Halep in the fourth round. In the final, she beat world number 6 Sofia Kenin by 6-4, 6-1, in one hour and 24 minutes. When she held her trophy aloft, Świątek said she'd thought of Rafael Nadal, who would win his 13th French Open title in the men's final the following day: "Every year I watch Rafa lifting the trophy. It's crazy I'm in the same place."

3.

Fresh *in*

NEWS FROM OUR WORLD

COLOMBIAN ÁNGELA MALDONADO RECOGNISED AS A LEADER IN CONSERVATION

Environmental human rights defender Ángela Maldonado received the 2020 National Geographic/Bufett Award for Leadership in Conservation in Latin America. Presented annually to two individuals from Latin America and Africa, the award was established in partnership with the Howard G. Buffett Foundation to recognise and celebrate conservation heroes in their regions and countries. Howard Buffet is the middle son of billionaire investor Warren Buffett. The awardee is a doctoral researcher in the Department of Anthropology and Geography at Oxford Brookes University and the founder of Colombian NGO Fundación Entropika, dedicated to protecting biodiversity in the Amazonian border area between Colombia and Peru. Together with her colleagues, the primatologist has been fighting illegal trafficking of wildlife between Colombia, Brazil and Peru. Her efforts have resulted in a hunting ban on night monkeys and an open investigation into this illegal market, dramatically reducing the trafficking of night monkeys captured and sold for use in laboratory experiments. She also works closely with local communities and has established several sustainable economic alternatives for those who had relied on wild monkeys for their subsistence.



The awardee is the founder of Colombian NGO Fundación Entropika.

© Fundación Entropika

4.

The event was an opportunity to present the Healthy Eating Plate developed by the National Institute of Public Health – PZH.



5.

DIETA DLA ZDROWIA
I PLANETY

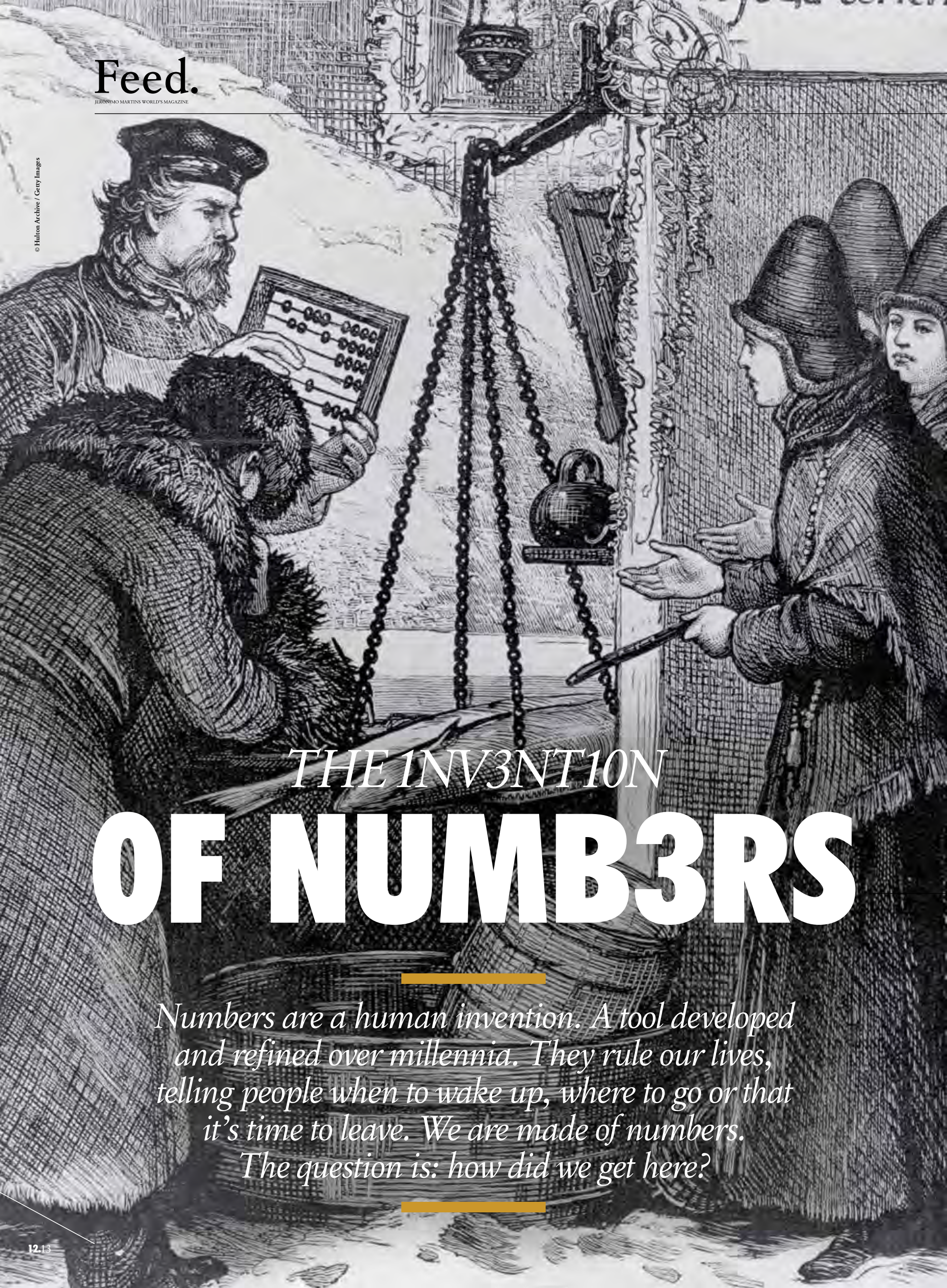
Jaka powinna być dieta przyszłości?

17 października 2020 r.

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BIEDRONKA SUPPORTS CONGRESS ON HEALTHY EATING HABITS

The 5th National Nutrition Congress took place online on 17 October, bringing together outstanding Polish experts from the fields of medicine, dietetics and food safety. Due to the pandemic, this was the first exclusively online edition of the event, in which Biedronka participated as main strategic partner. The relationship between a healthy diet and the sustainability of the planet, along with the role of food retailers in shaping consumers habits, were some of the topics brought to the table. The event was also an opportunity to present the “Recommendations for healthy eating” developed by the National Polish Institute of Public Health – National Institute of Hygiene. Illustrated in the form of a plate, the document symbolises the recommended proportions of individual groups of products in the entire daily diet. In addition to the scientific part, the attendees had the chance to take part in culinary workshops and they were given advice by dietitians from the Polish Centre for Nutrition Education.



THE INVENTION OF NUMBERS

Numbers are a human invention. A tool developed and refined over millennia. They rule our lives, telling people when to wake up, where to go or that it's time to leave. We are made of numbers. The question is: how did we get here?

50,000 YEARS... AND COUNTING

The idea of numbers goes back long before recorded history began, as some archaeological evidence suggests that humans were counting as far back as 50,000 years ago. The earliest sense of numbers that primitive humans had was probably recognising the concepts of more and less, when some objects were added to or taken from a small group. In the very beginning of mathematics, people could only distinguish between one and many. As societies evolved and tribes formed, it became important to be able to know how many members were in the group, and perhaps how many were in the enemy's camp. Thus, counting developed. Most likely the original counting method was tallying. Tally sticks first appeared as animal bones carved with notches during the Upper Palaeolithic. In the late 1930s, archaeologist Karl Absolon, sifting through soil in Czechoslovakia, uncovered a 30,000-year-old wolf bone with a series of notches carved into it. This wolf bone had 55 notches in it, arranged into groups of five, and there was a second notch after the first 25 marks. "Nobody knows whether Gog the caveman used the bone to count the deer he killed, the paintings he drew or the days he had gone without a bath, but it is pretty clear that early humans were counting something. A wolf bone was the Stone Age equivalent of a supercomputer." ("Zero: The Biography of a Dangerous Idea" by Charles Seife, 2000). Another example of this kind of tool is the Ishango Bone, discovered in 1960 in Ishango in the Democratic Republic of the Congo (the former Belgian Congo). Reported to date from around 18,000 to 20,000 BC, it is a dark brown length of bone, the fibula of a baboon.

SPEAKING NUMBERS

If numbering preceded the concept of numbers, on the way to more advanced levels of civilisation, enumeration preceded numbering. In this context, enumeration means the correspondence between a given object and an "account". The Bugilai tribe in Papua New Guinea used a sequence of different parts of the body to count to a very high number without resorting to any words or symbols. But objects other than body parts (seeds, scratches on stones or grooves in sticks) were also used as counters in the first stages of enumeration. As methods for counting developed, and as language progressed as well, spoken words for numbers would appear. How this happened is still impossible to trace. However, after ten, it is possible to detect some patterns. For example, eleven comes from "ein lifon" in early Teutonic, meaning "one left over".

THE EVOLUTION OF A SYSTEM

The ancient custom of recording notches on a staff or scratches on stones soon became insufficient for everyday needs. The development of societies made symbols convenient for writing down numbers and the methods for making calculations with those numbers. The symbols for writing numbers are called numerals and the methods for making calculations are called algorithms. When taken together, they form what we call number systems. The most common system in the world is the Hindu-Arabic system, which was probably invented between the 1st and 4th centuries by Indian mathematicians and adopted into Arabic mathematics by the 9th century. Composed of the ten symbols (0,1,2,3,4,5,6,7,8,9), this is a base-ten (decimal) system where each digit's position in a number increases in powers of 10 – for example, a 3 in the second position means 30 (3 x 10), if it is in the third position it means 300 (3 x 100) and so on (possibly because the ten fingers of both hands were used to count in the early days of numbering). Furthermore, this system is positional, which means that the position of a symbol has a bearing on the value of that symbol within the number. Unlike this one, two other important base-ten systems – the Roman and the Egyptian – are non-positional. The numeric system represented by Roman numerals originated in Ancient Rome (753 BC–476 AD) and remained the usual way of writing numbers throughout Europe well into the Late Middle Ages (14th and 15th centuries). Numbers in this system are represented by combinations of letters from the Latin alphabet. Roman numerals, as used today, are based on seven symbols: I, V, X, L, C, D, M. Despite having been replaced in most contexts by the Hindu-Arabic numerals, the Roman system persists in some minor applications to this day, from names of monarchs and popes to the number of chapters in books or numerals on a watch dial. The earliest known Egyptian numerals are inscribed in hieroglyphs on a royal staff from about 3,400 BC, when Pharaoh Menes united Upper Egypt and Lower Egypt. These symbols were used to denote large numbers associated with the spoils of war: the capture of 120,000 human prisoners, 400,000 head of livestock and 1,422,000 goats. For the numbers from one to nine, they repeated a small vertical line and then used special symbols for the different powers of 10, from 10 to 107. These symbols were used in combination and repeated as many times as necessary to express any number. Representations of the different symbols have been interpreted in different ways: 10 was the handle of a basket or bow, for instance. This writing system prevailed from about 3,000 BC until the early centuries of the Christian era and, at some point, it began to be used only for formal inscription, or on stone, wood or metal monuments. In addition to hieroglyphic writing, the Egyptians used two other writing systems. Hieratic writing, the cursive form of hieroglyphs, was employed throughout the pharaonic period for administrative and literary purposes as a faster and more convenient method of writing. First encountered about 660 BC, demotic writing was originally developed expressly for official government use, which required a standardised cursive script.

Customers line up at a fishmonger's stall in the 'Frozen Market', St Petersburg, circa 1880.



© Juan Aunon / Shutterstock

THE ROSETTA STONE

Found in 1799 in a small village in the Nile Delta called Rosetta (Rashid), the Rosetta Stone is one of the most famous objects in the British Museum in London. It has a message carved in 196 BC using three scripts: hieroglyphic, demotic and Greek, written by a group of priests in Egypt to honour the Egyptian pharaoh. The Rosetta Stone was an important clue that helped experts learn to decipher Egyptian hieroglyphs.

TEN TIMES TEN

Apart from sustaining our number system and being the holiest of numbers according to the Pythagoreans, the number 10 is a very curious one. From science to religion, here are 10 interesting things about it.

THE WORD "DEAN"

It is used to designate a high-ranking official in a college or university or a senior priest in the Church of England or the Roman Catholic Church. Recorded in Middle English, it comes via Old French from the late Latin *decanus*, meaning "chief of a group of ten".



MARADONA: ETERNAL 10

Typically worn by forwards, specifically advanced playmakers. Then, in the early 1990s, the traditional 1 to 11 numbering system ended but the aura around it continued as teams across the globe reserve it for their best player. It has been worn by some of the greatest football players ever, such as Diego Maradona, Eusebio, Pelé and Leo Messi. On 25 November, at the age of 60, Maradona died. Millions of people around the world have paid their respects to the legendary number 10.



10 DOWNING STREET

Everybody knows it's in London; the address is 10 Downing Street and it has been the official residence and the office of the British Prime Minister since 1735. In British politics, whenever someone says "Number 10", it means the Prime Minister or his Office.

THE RICHTER SCALE

Developed by American seismologist and physicist Charles Francis Richter, it is measured in tenfold increases of energy, meaning an earthquake measuring 7 points is ten times more powerful than an earthquake measuring 6 points. An earthquake with a colossal 10 points has never been recorded on this scale.



THE WHEEL OF FORTUNE

In Tarot, ten is the card of the Wheel of Fortune. This card symbolises the beginning of a new cycle but also indicates an unexpected stroke of fortune. Reversed it means bad luck and a change for the worse.

THE PLAGUES OF EGYPT

Because pharaoh refused to set the Israelites free, God decided to punish him, unleashing ten plagues on Egypt. Ten times the Lord, through Moses, allowed the pharaoh to change his mind and repent, each time increasing the severity of the consequence of the plagues suffered for disobedience.



THE 10 COMMANDMENTS

They are the rules that Moses received from God. In the Ten Commandments, the prophet outlined a basis for morality which has lasted over 3,000 years and been embraced by two-thirds of the world's population.

A SENSE OF DUALITY

After the number 9, everything just goes back to 1 again: $10 = 1 + 0 = 1$ and another numerical cycle begins. This makes 10 a "full" number. Chinese culture values moderation, meaning too much can be just as bad as not enough. In this sense, 10 is the most one can achieve, but that also means that it is impossible to climb any higher, which makes this number a dual one for this civilisation.

SIEGE OF TROY

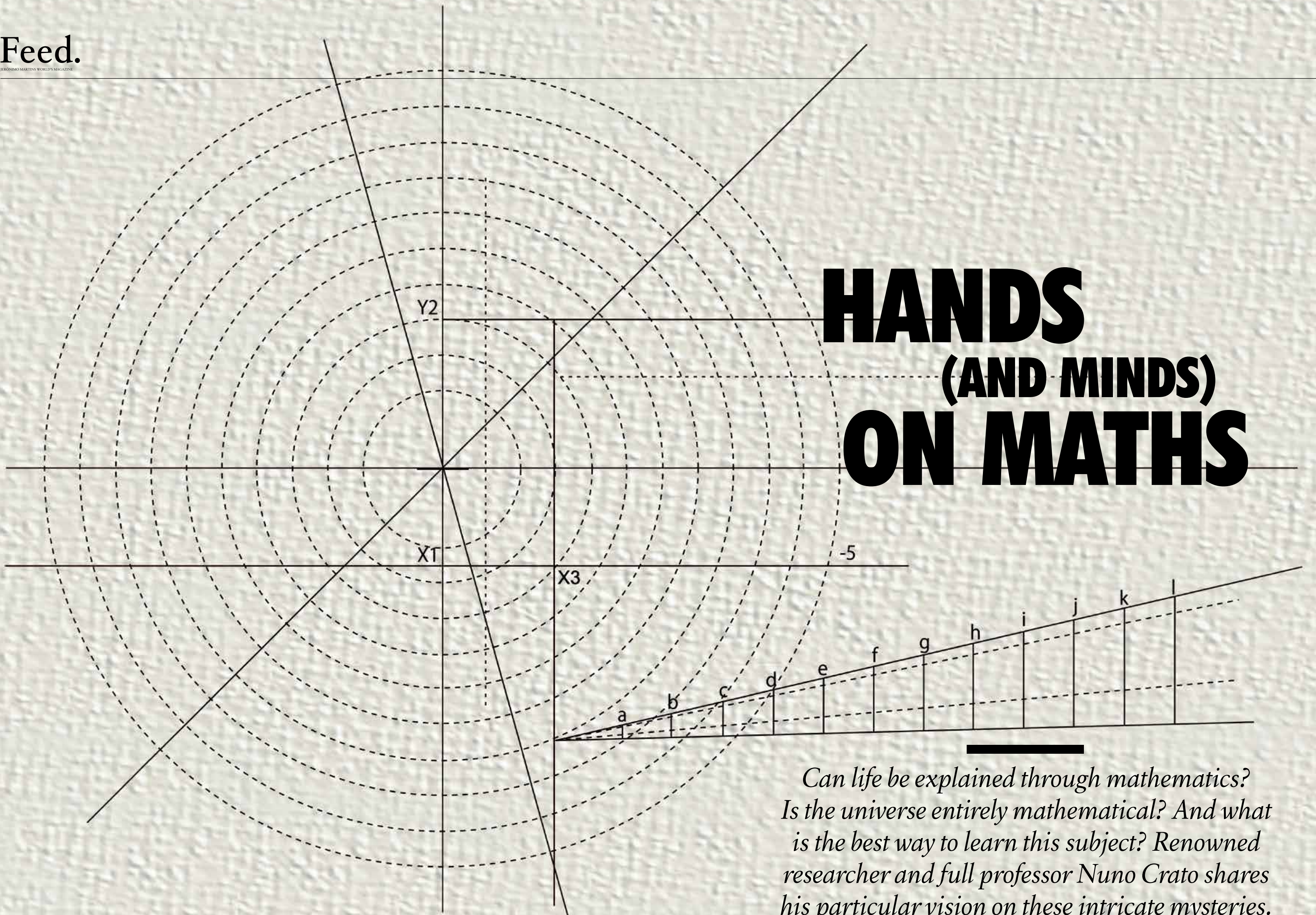
Ten was the number of years that Troy was besieged by a Greek army in revenge for the fact that Paris had fallen in love with Helen of Sparta and taken her with him. The Trojans were defeated by the Greeks, who left the famous horse outside their walls.



THE DOTS IN THE PYTHAGOREAN TETRACTYS

Pythagoras of Samos was a famous Greek mathematician and philosopher. According to him, the numerical intelligence of the universe was represented by the tetractys: a triangular arrangement of ten dots aligned in four rows. The symbol represented the principles of the natural world, the harmony of the cosmos, the ascent to the divine, and the mysteries of the divine realm.





HANDS (AND MINDS) ON MATHS

Can life be explained through mathematics? Is the universe entirely mathematical? And what is the best way to learn this subject? Renowned researcher and full professor Nuno Crato shares his particular vision on these intricate mysteries.

MATHS AND LIFE: AN INTERSECTION

“HOW can it be that mathematics, being after all a product of human thought independent of experience, is so admirably appropriate to the objects of reality?” This quote from Albert Einstein, written somewhere on a wall in one of Nuno Crato’s classrooms when he was at secondary school, has stayed with him to this day because, for him, it encompasses one of the great mysteries of mathematics: “That question still gives me the shivers. There are lots of answers, and mathematicians and philosophers are divided over this question.” For the Pythagoras school, the world is an embodiment of this exact science, but Professor Crato is hesitant: “Basically, mathematics is a language of things. But it’s a language that has a life of its own. It’s almost as if the world had another parallel life. I believe there is an amazing symbiosis between the two, which is fascinating. Here’s an example: today, we can discover planets outside our solar system without seeing them because we apply mathematical principles to analyse variations in the radial velocity of a distant star. Mathematics helps us to conclude that there has to be a planet in that place.”

But while some people enjoy dealing with complex problems, many (most?) feel tense, unsure and incapable, often when faced with the simplest of questions. Is there something wrong with maths for it to be seen as a boogie man by so many school-goers around the world? Once again, this is a complex issue. Into this equation, Nuno Crato brings a study published in 2020 by three Italian psychologists from Università di Trieste, who tested the efficacy of more cognitive or more emotional strategies in the management of the anxiety of 224 primary school pupils in 4th grade. For the study “Math anxiety and math achievement: The effects of emotional and math strategy training”, the researchers distributed the children randomly in three groups, two for intervention and one for control purposes. The children in one of the groups joined a maths teaching programme, another group learnt techniques to combat anxiety, while the control group stayed in the classroom reading comics and drawing. Each weekly training programme consisted of eight 60-minute sessions. The conclusion reached was that the programme to combat anxiety and the maths teaching programme had the same results in combating anxiety. But the maths teaching programme had an added advantage: “not only were the pupils less anxious during tests, but they also learnt maths”, says Crato, who is also President of Iniciativa Educação (the Education Initiative).

OVERCOMING FEARS

Crato says that it all comes down to the approach: “There are general techniques for combating anxiety. For example, people who are afraid of heights shouldn’t sit near the window in a helicopter. But if we want to fight this fear of heights, we can do this little by little: first, stand on a chair, stand on a table, then look out of a window, climb a mountain. I mean, one of a series of approaches that can be done progressively and that helps people to combat that anxiety. But don’t avoid studying, to study is the essential thing.” In the case of maths, testing is a good approach strategy. And this is one of the reasons for the success of the Singapore teaching model, one of the ones that “has achieved the



Nuno Crato has written several best-selling science books, playing a leading role in bringing mathematics to a wider audience.



© Paulo Segalães

“Mathematics is a language of things.
But it’s a language that has a life of its own.
It’s almost as if the world had another parallel life.”
Nuno Crato

“As far as the laws of mathematics refer to reality, they are not certain; and as far as they are certain, they do not refer to reality.”

Albert Einstein, Address to Prussian Academy of Sciences (1921)



Nuno Crato is a researcher and a professor at the ISEG Lisbon School of Economics and Management, University of Lisbon. Now leads Iniciativa Educação.

best results in the entire world. It's a progressive teaching model, going from the concrete to the abstract, going from simpler to more complex tasks. Going from one step in reasoning to two steps, going from two steps in reasoning to three steps. And always consolidating the knowledge being gained before moving on to the next phase". Nuno Crato believes that "everybody can get there, if they're taught properly". He admits that some cultures may start out with certain advantages for some specific elementary things and gives the example of China: "Some people claim that the number designation system used by the Chinese has some advantages, as it is more transparent and facilitates certain simple arithmetic operations."

And at elementary level, sums can be done on your fingers – the first calculator of primitive civilisations: "For a long time, it was said that counting on your fingers was wrong and I remember at school, the teachers would say 'children, hands on the table', to see if the children were counting on their fingers to answer simple arithmetic questions. Nowadays, there are several psychological studies that have come to the conclusion that fingers can be useful to help children understand the sense of numerical progression." And tables? Should you know them by heart? Here, the mechanism is similar to that of reading: "When we adults are reading a text, we don't read it syllable by syllable or letter by letter. We don't even realise we're reading; reading has become automatic

in our brains. With basic arithmetic, everything needs to be automatic too, so that people don't say '1+1, how much is that? Let me get my calculator'. Being able to do things without thinking is beneficial because it lets us think about other things." Nuno Crato takes issue with excessive dependence on calculators: "Of course young people should use a calculator if they want to know the square root of 427, but they shouldn't use a calculator to work out 3×12 or for small sums and fractions."

As a researcher, he likes "fighting things to see if I can find a solution", even if they're only modest problems, "and I really enjoy working with others to do this. Like doing scientific work with somebody who's very good at computing or physics". He remembers one project in particular, on fishing in the North Atlantic. "It was great fun because we had biologists, geographers, people in the climate area and one statistician (me), and we found that there was a relationship between the difference in atmospheric pressures at a certain time of the year and sardine fishing the following year." For Nuno Crato, scientific divulgation of studies like this one has the power to show how science has evolved in its constant questioning, contributing to society acquiring "a more democratic and tolerant view of things."

INICIATIVA EDUCAÇÃO FOCUSES ON ACADEMIC SUCCESS

The original idea came from its promoters, Teresa and Alexandre Soares dos Santos, a couple for whom education is the key to progress in Portugal. Alexandre Soares dos Santos led the Jerónimo Martins Group and also the Santos family, the Group's controlling shareholder, for over 45 years. The ultimate goal of Iniciativa Educação is to contribute towards real training and qualifications for young people, especially those who, due to economic, family, educational or social difficulties, experience the drama of academic failure.

There are three basic programmes: "AaZ – Ler Melhor, Saber Mais" (A to Z – Read Better, Know More), "SerPro" (Being a pro) and "ED_ON" (Education online).

In its first years of operation, the "AaZ" programme helped 124 first- and second-grade pupils (aged between 6 and 7) to overcome their reading and writing difficulties. According to OECD, 19% of European 15-year-olds have serious difficulty in reading and understanding basic texts. One of the tools provided by "AaZ" to deal with this problem is access to videos where children's stories are read slowly, with the words coming up on the screen a fraction of a second before the voice of the narrator is heard. This facilitates the connection between the visual stimulus that the brain receives and the auditory stimulus that comes shortly afterwards. As the programme advances, the children become more and more at



Teresa and Alexandre Soares dos Santos have invested personal and family funds to create Iniciativa Educação. Its goal is to help ensure young people achieve educational success.

ease in recognising and connecting words and sounds. The earlier something is done, the better, as otherwise the gap between pupils with difficulties and other pupils has a tendency to increase, not decrease.

The "SerPro" programme is aimed at supporting young people to complete secondary education, while giving them practical training and vocational qualifications. This is a programme based on cooperation between schools, companies, municipalities and professional associations for the development of vocational training courses of interest to students and that are necessary for the economy.

Finally, "ED_ON" provides articles, statistics and other tools to help teachers, parents, students and the public in general to have access to information, so as to allow for informed debate in Portuguese society. Scientific articles on educational topics are a valuable resource, not only for teachers, but also for researchers and other professionals in the area. Iniciativa Educação believes that school failure can seriously compromise the future of young people. If provided with adequate support, pupils will be able to achieve academic success, moving one step closer to achieving a promising future.



Shaping our WORLD

Numbers, sequences, symmetry, geometric shapes, algorithms. Mathematics can be found all around us: from modern cities to the technology we carry in our pockets, from the wonders and magic of the natural world to the greatest works in the history of art.

THE Louvre, Paris. Every year, millions of people visit the world's largest museum of art, just to catch a glimpse of a single unmissable sight: Leonardo da Vinci's Mona Lisa. But it's not just the expression in her eyes, the masterly brushwork and colour, enriched by Leonardo's sfumato technique, that exerts a hypnotic fascination: the secret of one of the most celebrated paintings in the history of art can be explained by the golden number, a real algebraic constant used by painters since the Renaissance when searching for proportions that please the eye and harmonious distances between the limbs of a body. Art, so often regarded as the extreme opposite of science, actually contains unending examples of the science of numbers. Álvaro de Campos, a heteronym of Portuguese poet Fernando Pessoa, wrote: "Newton's binomial theorem is as beautiful as the Venus de Milo." It's just that few people have noticed." Translated into non-poetic language, what Pessoa is saying is that mathematics is as beautiful as art.



From the 4500-year-old pyramids of ancient Egypt to modern cities, maths and geometry bring order, usability and beauty to our world.

© Stevenhallan / Getty Images

CALCULATED LINES

Mathematical principles have guided architects since antiquity. All the great civilisations have works of mathematical perfection, with proportions, symmetries and other elements combined into a harmonious whole: Greek temples, the Pantheon and the Colosseum in Rome, the pyramids of Egypt. The most varied mathematical principles can be found in styles as diverse as Buddhist, Islamic and Gothic architecture.

In the modern urban world, the use of mathematics is visible, for example, in the geometry of city streets, in the functional design of pavements or in the synchronous functioning of traffic lights. It can actually be found in all the technological apparatus we use in everyday life – computers, mobile phones, etc. – which would not work without the formulas and algorithms created using a specific language of zeros and ones.



© Wouterdijf / Getty Images

Viewing the sky from the bottom of the initiation well at Quinta da Regaleira, in Sintra, Portugal. Detail of the 27-metre spiral staircase.

With many mathematical concepts within, the language of music is, in itself, a symbolic language much like maths.

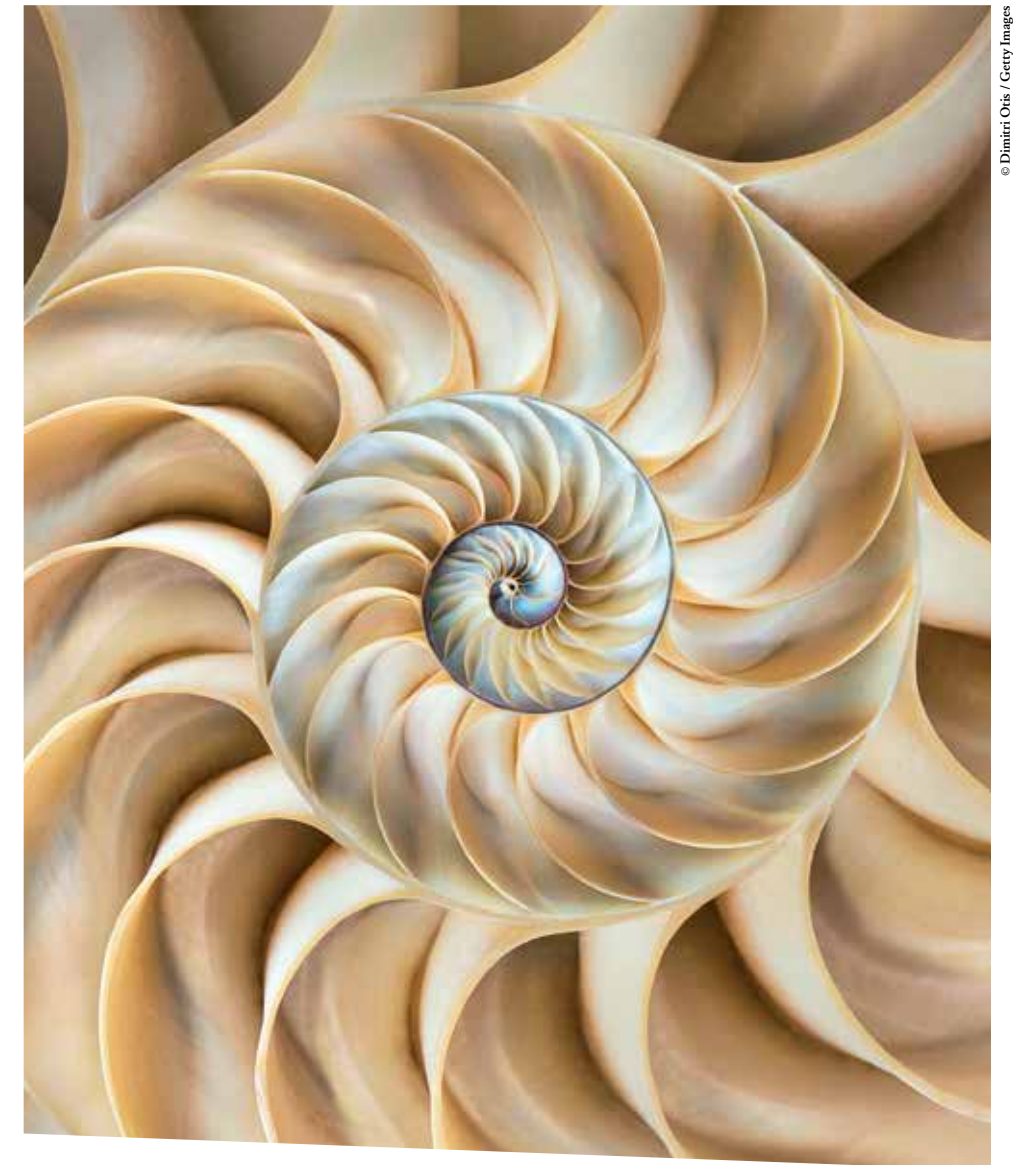


RHYTHMIC LANGUAGE

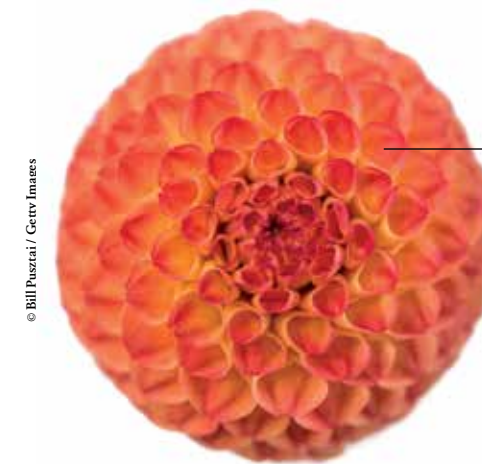
Music is another field where art and mathematics are interconnected. It works as a kind of mathematical language based on time values, rhythms, harmonies, repetitions, scales and other principles analogous to mathematics.

© Jecafano / Getty Images

From animal patterns and behaviour to the plant world, nature is full of logical mathematical principles waiting to be found.



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© Bill Puzari / Getty Images

The Dahlia "Ginger Willo", a blend of warm tangerine and burnt orange.



© miramedill967 / AdobeStock

The monarch butterfly is an excellent example of line symmetry in the natural world.

NATURAL PATTERNS

Whilst mathematics permeates these and other creations of mankind, we can also see its presence in nature, in the living organisms around us, which took shape and evolved without human intervention. An example of this is fractals, the repetition of the same form within itself. This can be observed in the branches of trees, in the leaves of ferns and even in the ramifications of our brain. An even more obvious example would be perhaps that of snowflakes, which divide into hexagons, all of them identical, combining to form larger hexagons. Of course, the best known hexagons in nature are those we find in bee hives, in their long walls where this geometric figure is repeated over and over. But geometry also serves other purposes related to survival: certain species of rattlesnake use perfect geometric ornamentation to camouflage themselves. Other animals use patterns and colour schemes in their camouflage, both for protection and to attract prey. It is often the case that the colours and patterns we find in certain animals also obey to mathematical rules. The spots on the face of a leopard are symmetrical (between left and right) and the same type of symmetry is found in the patterns on butterfly wings or the tails of peacocks. Perhaps the most surprising symmetry we can find is in the ratio of the size/distance between the moon and the sun in relation to the Earth. The moon is approximately 400 times smaller than the sun, but is approximately 400 times closer to Earth. This wonderful mathematical coincidence allows for a perfect eclipse to be possible. Mathematics is indeed all around us.

CHECK- MATE

The 22-year-old Polish chess player Jan-Krzysztof Duda defeated Magnus Carlsen in the fifth round of the Altibox Norway Chess Tournament, held in Stavanger. Duda put an end to the world champion's 125-game unbeaten streak.



Ranked number 19 in the world (November 2019), Duda achieved the unthinkable, especially considering the tournament was held in his opponent's home country.

THE OUTLYING FIGURE

THE pandemic may have paralysed sports all over the world, but in Poland there is a game that has triggered a wave of support for 22-year-old chess prodigy Jan-Krzysztof Duda.

Blitz doesn't always mean a military attack, nor a way of mincing ingredients to make a delicious burger patty. In chess terms, blitz is a very rapid game of chess, in which both players have very limited time to think and move their pieces. Becoming a master of this art is definitely something only a few can achieve.

In May 2020, the Polish player Jan-Krzysztof Duda beat the undisputed world chess champion for the past decade – Norwegian Magnus Carlsen – in a blitz game, during a tournament taking place online due to the pandemic. It is a great achievement, but it's far from just being a stroke of luck. Back in 2018, Duda finished just half a point behind Carlsen in the World Blitz Chess Championship.

In October, the Pole and the Norwegian finally got the chance to go head-to-head in a physical battle that would serve as a rematch to clear things up. Duda won again, disrupting Carlsen's spectacular winning series – 125 wins or draws in a row, which was the longest undefeated streak in chess history. For Carlsen, this was the first time he had lost a classic chess game in two years. The Norwegian is himself a prodigy, having reached the top of the world ranking when he was just 19 years old.

Duda made one mistake though: the day the 22-year-old chose for his historic victory over the world's greatest chess player was also the day on which 19-year-old Iga Świątek won the 2020 Roland-Garros tournament and became the first Polish woman to win a Grand Slam singles title. But Duda does not seem to begrudge her stealing the limelight in Polish media.

FROM THE SHADOW TO THE SPOTLIGHT

Duda's first appearance in the international FIDE ranking – the chess equivalent of the ATP in tennis – occurred when he was 8, a short time after he had won a Polish under 8 championship. He then went on to become Poland's under 12 and then under 18 champion. By the time he became an adult player, he had already won dozens of national tournaments.

However, he never missed an opportunity to play in international competitions, especially in Poland and neighbouring countries. In one such tournament in 2013, when Duda was just 15, he earned the official title of grandmaster. FIDE grants this title to players who, within a set period, excel in three international events where they play against other grandmasters.

Each exceptional chess player is then given a rating according to their performance. Duda's career developed pretty much under the shadow of the Norwegian master, who leads the ratings with one of the highest scores ever achieved: 2,862 points. Twice, his score reached the unprecedented heights of 2,882 points – an all-time record.

But Duda reached his own rating of 2,000 at the age of 10 and received a present for his 15th birthday when his rating exceeded 2,500. Going beyond that rating is hard, but Duda kept climbing up in the ranking until he reached a rating never before achieved by any other Polish player: 2,743 points. He became one of the world's top 20 chess players – first, in 2018, for just a short while, and then again, in 2019, this time to stay.

When it comes to the world's top chess players, Jan-Krzysztof Duda is the youngest. There are a few thirty somethings, but older players are few and far between. Despite obvious differences, chess and tennis have something in common: in both games, matches last for hours. Playing chess requires a sharp mind, but players also need to be physically fit. Carlsen often emphasises just how much time he spends on the football pitch. In the hotels where he stays during tournaments, a gym is a must. Duda is a student at the Academy of Physical Education in Kraków and also trains there.

Traditional chess is dominated by a number of nations. The race between the USA and Russia, which started during the Cold War, was joined by India at the beginning of this century. The credit goes to Viswanathan Anand, who won the world championship five times and is a great inspiration for his younger compatriots. China's position has also grown stronger in the past decade – China's most treasured player Ding Liren is the first Chinese player to reach a rating of 2,800 points. When a player from a country outside of this group emerges, everyone's attention is on that player. It applied to Carlsen, and now it applies to Duda too.

In Poland, Duda's success has drawn attention to chess itself. It was predicted that the closure of international borders and the risks linked to the pandemic would paralyse chess. But, as a matter of fact, just the opposite happened. The game was easily moved to the Internet and, while for most sports having to stay at home meant that athletes were no longer able to train and compete, chess players were competing in one tournament after another. And eager supporters showed renewed interest in the somewhat forgotten game, now being massively followed online. At the end of the day, it was a master move by Duda.

Jan-Krzysztof Duda achieved the title of Grandmaster in 2013 at the age of 15 and is the player who ended the record series of 125 wins by the world number one.



Purely coincidentally, the premiere of "The Queen's Gambit" series on Netflix coincided almost perfectly with the biggest success in the career of Poland's most spectacular chess player. The fictional chess champion, whom the protagonist Anya Taylor-Joy meets in the series, is played by the Polish actor Marcin Dorociński.

75 YEARS OF THE UN

The United Nations officially came into being on 24 October 1945. 75 years ago, in the aftermath of the horrors of World War II, the UN set up a new order built upon hope, peace, equality and justice.

BORN TO FIGHT



© Keystone / Getty Images

Trygve Lie (centre), the first UN Secretary-General (1946-1952), holding the organisation's flag in front of the incomplete United Nations building in New York on 10 October 1949. The other people in the picture are, left to right: Warren Austin, Lou Chandell, President of the Fuller Construction Company, Dick Streeter, of the American Bridge Company, and a Polish United Nations official.

"WE, the peoples of the United Nations." 75 years ago, this phrase changed the course of history forever. World War II was over and the planet was crying out for peace. Signed in San Francisco by the representatives of 50 countries, the United Nations Charter expressed the commitment to protect, value and promote human rights, dignity, justice and peace for all. The document was signed on 26 June 1945 by China, France, the Soviet Union, the United Kingdom, the United States and the majority of the other signatories, such as Argentina, Brazil or Colombia. As it was not represented at the official Conference, Poland, for instance, signed it later on that year. After ratification by the five permanent members of the Security Council, the Charter entered into force on 24 October 1945, which has officially become United Nations Day. It was only in 1955 that Portugal became a member of the UN, despite still being under a totalitarian political regime at the time and the country's fear of having to concede in its colonial policy.

Suggested by the United States President Franklin D. Roosevelt, the term "United Nations" was first used in the Declaration by United Nations of 1 January 1942.

"The United Nations Fight for Freedom" poster illustrated by Leslie Ragan (1943). The artwork shows a fleet of ships under flags of the United Nations.



© Swin Ink 2 llc / Getty Images

Fast forward to 2020, the UN purposes and principles remain true and crucial to this day in addressing complex global challenges, with the Covid-19 pandemic being one of the greatest tests humanity has experienced since World War II. What started as a group of 51 states has grown over the years: today, there are 193 members. Since its inception, the organisation has undertaken numerous humanitarian, environmental and peacekeeping missions that are worth celebrating. It is credited with having brokered more than 170 peace settlements, assisted more than 20 million refugees, protected human rights with 80 treaties and declarations, provided food to more than 80 million people, reached almost half of the world's children with life-saving vaccines and helped organise historic elections, such as the first presidential election in Afghanistan in 2004. This historic anniversary is a singular opportunity to reflect on the accomplishments and targets defined within the United Nations's ongoing mission, and to see what is left to accomplish. These are some of the countless major triumphs of the UN.



© Kyodo News / Getty Images

Atomic bomb survivor Sumiteru Taniguchi giving a speech at the UN conference on reviewing the Nuclear Non-Proliferation Treaty in New York with a picture of himself suffering from severe burns caused by the US atomic bombing of Nagasaki in 1945. He was 16 at the time. Taniguchi died of cancer on 30 August 2017, at the age of 88.

1948 UNIVERSAL DECLARATION OF HUMAN RIGHTS

During Trygve Lie's term of office, this milestone document in the history of human rights was proclaimed in Paris by the General Assembly. Eleanor Roosevelt served as the first Chair of the Commission on Human Rights. At a time when tensions between Eastern and Western blocs were increasing, the prestige and credibility of the then First Lady of the United States guided the drafting process successfully. The text has been translated into over 500 languages (it's actually the most widely translated in the world), and Human Rights Day is commemorated every year on 10 December.

1956 THE COLD WAR AND THE SUEZ CRISIS

"The United Nations was not created to bring us to heaven, but to save us from hell". This statement by the second Secretary-General of the UN is a good illustration of his vision and pragmatism.

The Swedish diplomat Dag Hammarskjöld served as Secretary-General from 1953 to 1961. He died in a plane crash while on a mission to negotiate a ceasefire in the Congo Crisis. During his eight years in office, he faced several international crises, many of them related to the Cold War. Hammarskjöld's main achievement was the creation of the United Nations Emergency Force, the first UN peacekeeping force, to secure and supervise the cessation of hostilities during the Suez Crisis in late 1956. He is the only Nobel Peace Prize laureate to have been awarded the prize posthumously.

1968 NON-PROLIFERATION OF NUCLEAR WEAPONS

Regarded as an essential pillar of international peace and security, the Treaty on the Non-Proliferation of Nuclear Weapons (NPT) was opened for signature in 1968 and entered into force in 1970. A total of 191 states have become parties to the treaty, including the five nuclear-weapon states (the five permanent members of the Security Council). More countries have ratified the NPT than any other arms limitation and disarmament agreement.



A white dove is released as a symbol of peace at the Victoria Barracks, Sydney, in celebration of the 1988 Nobel Peace Prize, honouring Australia's peacekeeping forces.

1975 FIRST WORLD CONFERENCE ON WOMEN

International Women's Year was marked by the first World Conference on Women. Held in Mexico City, the event launched a worldwide dialogue on gender equality and a whole new era in global efforts to promote the advancement of women.

1980 ERADICATION OF SMALLPOX

The World Health Organisation (WHO), a UN agency, led the global effort to eradicate the disease. After almost 13 years of immunisation campaigns, the WHO officially declared smallpox extinct.

1987 HEALING THE OZONE LAYER

The UN Environment Programme sponsored a 24-nation conference to pledge to take action against the deterioration of the ozone layer. After nearly five years of talks, the group produced the Treaty on the Protection of the Ozone Layer, known as the Montreal Protocol. The countries promised to halve production and emissions of CFCs (chlorofluorocarbons, a type of gas used in aerosols) by 1999.



Every two seconds, somewhere on the planet, someone is forced to flee for their safety. UNHCR, the UN Refugee Agency, provides shelter, food, water, blankets and medical supplies and protects refugees from harm.

2001 NOBEL PEACE PRIZE FOR UN AND KOFI ANNAN

The Norwegian Nobel Committee honoured the UN (for the first time as an organisation) and Secretary-General Kofi Annan for "their efforts in favour of a better organised and more peaceful world". In its 75 years of existence, the United Nations, its specialised agencies, related agencies, funds, programmes and staff have been awarded the prestigious Nobel Peace Prize 12 times.

2013 FIRST UN YOUTH ASSEMBLY – MALALA YOUSAFZAI

"Let us pick up our books and our pens. They are our most powerful weapons. One teacher, one book, one pen, can change the world." This is how Malala Yousafzai addressed the first UN Youth Assembly, which featured nearly 1,000 youth leaders, to stand up for universal education, urging hundreds of young people to use education as a weapon against extremism. According to a report released by UNICEF in 2017, 27 million children are out of school in conflict zones.

2015 SUSTAINABLE DEVELOPMENT GOALS AGENDA

The Sustainable Development Goals (SDGs) were adopted by all United Nations Member States as a universal call to action for a better and more sustainable future for all by 2030. From eradicating poverty and ensuring zero hunger, to gender equality and climate action, all the 17 SDGs are integrated, recognising that action in one area will affect the others, which means that development must balance social, economic and sustainability criteria.

2015 PARIS CLIMATE AGREEMENT

Adopted at the Paris climate conference (COP21) in December 2015, the Paris Agreement set out a global framework to avoid dangerous climate change by limiting global warming to well below 2°C and pursuing efforts to limit it to 1.5°C. The Paris Agreement entered into force on 4 November 2016, following its ratification by at least 55 out of the 197 parties to the convention, altogether accounting for at least an estimated 55% of total global greenhouse gas emissions. 188 of the nations that attended COP21 are now parties to the document.

THE COST OF CHANGE

Amidst the Covid-19 pandemic, thousands of Venezuelan refugees are facing serious food and health issues, crossing the border to Colombia in the hope of finding a better future. The Jerónimo Martins Group is working with Caritas Polska and Caritas Colombiana to provide food and humanitarian support to those in need.

Migrants are using a rope to cross the River Tachira, the natural border between Colombia and Venezuela, as the official border remains closed due to the Covid-19 pandemic in Cucuta, Colombia. 19 November 2020.



© SNRS - CC

Every day, thousands of Venezuelans cross the border to Colombia in the hope of finding a more peaceful future.

MOTHER FIGURE

“I had to go. I had to. For my 18-month-old son. He deserves a better future.” Strong words like these have become an everyday reality for the thousands of Venezuelans who cross the border to Colombia leaving everything behind in the hope of finding a more peaceful future. The voice of Adriana Camargo, a 31-year old mother from the Venezuelan state of Zulia, tends to break a little when explaining how difficult it was at the beginning. “I decided to go out of necessity, as I couldn’t afford to buy food for me or my family. Like me, there are a lot more families struggling every day”. The political, economic and social uncertainty Venezuela has been facing, now aggravated by the Covid-19 pandemic, contributed to

the migration of over 1.7 million Venezuelans to Colombia up to December 2019. This number only takes into account the seven authorised migration points, which means a much higher number of people has entered the country through the approximately 300 illegal entrance gates. Norte de Santander is one of the departments most severely impacted by the Venezuelan migrant crisis in Colombia, in particular through the border checkpoints at Cúcuta and Villa del Rosario. Thousands of Venezuelans are now living in Colombian host communities, informal settlements mostly located in marginalised, overcrowded areas that lack access to basic needs, such as water, food and sanitation.

HUMANITARIAN FOOD ASSISTANCE IN CÚCUTA AND VILLA DEL ROSARIO



With Covid-19, the few precarious, informal jobs that existed have become extinct, further aggravating the economic difficulties of many families. A very significant proportion of them live in unsanitary neighbourhoods and in houses with a dozen or more family members, which allows the virus to spread rapidly. Intended to provide food and humanitarian support to the most vulnerable Venezuelans and Colombians living in the marginalised areas of Norte de Santander, the retail chain Ara and the Jerónimo Martins Group, together with Caritas Polska and Caritas Colombia, have set up a united operation to ensure the distribution of food baskets to vulnerable communities. The six-month project started on 1 June and the first monthly distribution of food baskets to the municipalities of Cúcuta and Villa del Rosario took place on 18 June. By the end of October, almost 9,500 food baskets had been donated, 70% of which were given to Venezuelan immigrants and the remaining 30% to Colombians in vulnerable situations. These baskets were distributed to 1,185 Venezuelan and Colombian families living in Cúcuta and Villa del Rosario, from babies to the elderly.

Norte de Santander is one of the departments most severely impacted by the Venezuelan migrant crisis in Colombia.

FOOD DONATIONS @Jerónimo Martins

In Colombia, half of the households live in a situation of food insecurity and 1 in 9 children are undernourished. In order to contribute towards fighting this issue, Ara is supporting the Colombian Institute for Family Well-Being, in its mission to address the dietary deficiencies of children. The programme “1.000 días para cambiar el mundo” (1,000 days to change the world) aims at reducing child deaths from causes associated with starvation. The donation of food baskets from Ara encompassed five departments in the country: Risaralda, Norte de Santander, Cesar, Meta and Magdalena, and provided much-needed help to over 2,300 children and their families.

The Bodega del Canasto store in Cúcuta was opened in 2017 as a way of ensuring the supply of basic food products at very low prices both to Colombians and to Venezuelans across the border.



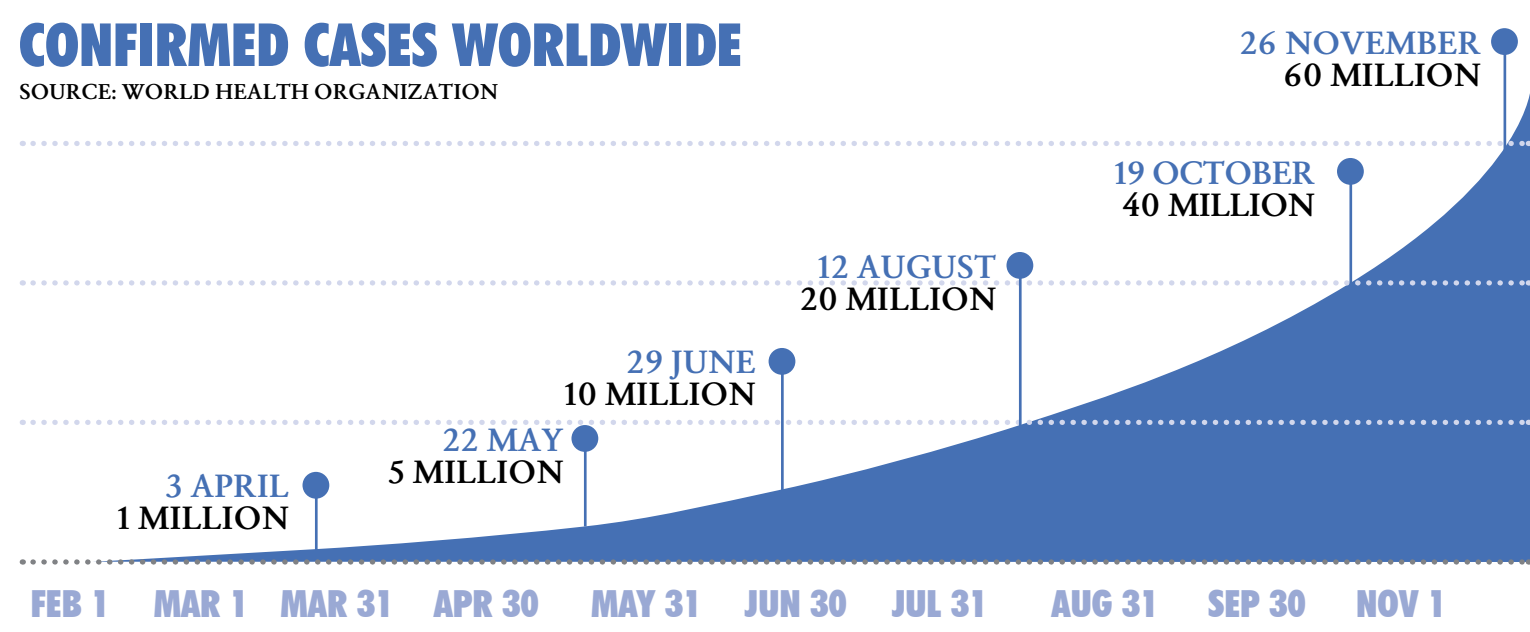
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DRAMATIC FIGURES

The Covid-19 pandemic is reversing decades of progress on poverty, education and health. These are times of uncertainty, with different vaccines being developed in record time. May 2021 help us overcome the dramatic figures of 2020.

NO one saw it coming: the coronavirus pandemic is the worst health, economic and social crisis of our recent history. The UN doesn't mince words when it says that the world is addressing "the most challenging crisis" since World War II. Covid-19 has led to a massive loss of human life worldwide, put tens of millions of people at risk of extreme poverty and increased the number of undernourished people by up to 132 million. In this unprecedented disruption, millions of enterprises are endangered, putting half of the world's global workforce of 3.3 billion at risk. As the world keeps learning to live with the pandemic, the development of vaccines remains the solution for bringing it under control.

- 31 DECEMBER 2019**
 Chinese officials in Wuhan confirmed dozens of cases of pneumonia from an unknown cause.
 
© Hector Retamal / Getty Images
- 11 JANUARY 2020**
 First known death in China from an illness caused by the coronavirus; two weeks later Wuhan is put on lockdown.
 
© Hector Retamal / Getty Images
- 24 FEBRUARY 2020**
 Italy became the worst-hit country in Europe as cases mounted. Two weeks later, a lockdown is issued to quarantine 16 million people in the Northern Lombardy region followed by a total lockdown across the country.
 
© Marco Di Lauro / Getty Images
- 11 MARCH 2020**
 The World Health Organisation declares the coronavirus outbreak a "pandemic"; soon after, the epicentre of the pandemic moved from Asia to Europe.
 
© Marco Di Lauro / Getty Images
- 16 MARCH 2020**
 European countries impose border controls with their neighbours; almost 15,000 commercial airplanes are grounded across the globe.
 
© David Ryder / Getty Images
- 29 SEPTEMBER 2020**
 One million dead from Covid-19 worldwide.
 
© David Ryder / Getty Images
- 9 NOVEMBER 2020**
 Pfizer announces a vaccine which is 90% effective; in the following weeks, other pharmaceuticals announce their own vaccines.
 
© Sebastian Condrea / Getty Images
- 27 NOVEMBER 2020**
 60 million people worldwide infected with coronavirus.
 
© Sebastian Condrea / Getty Images



WOODEN TALES

@Móveis d'Arte Canhoto

Joinery becomes art in the reinvention of the golden age of Portuguese furniture. It brings back the games tables and counters of the nobility and keeps secrets in hidden compartments, perpetuating those of a country's collective memory. The journey begins in the hands of the artisans who build unforgettable figures made from hundreds of wood pieces.

GO SHOPPING

DELIGHTFUL

THE MASTER OF SECRETS



Master craftsman Firmino Adão Canhoto bought this 170 year-old workbench from the widow of José Clímaco, another master who was also his teacher.

HOW many secrets can hand-carved royal furniture hold? If brilliantly designed by master craftsman Firmino Adão Canhoto, they can hold at least as many as those hidden in the treasures of churches and modern stately homes, or in antique furniture from Portuguese India, made from exotic wood and with rare fragrances. In the *Móveis d'Arte Canhoto*

workshop, located in the town of Mafra, close to Lisbon, these little secrets are designed and crafted. This is where the distinguished 77-year-old joiner and carpenter greets us, wearing his black beret and an apron, and with a pencil tucked behind his right ear, immersed in the luxurious aroma of exotic hardwoods.

Master craftsman Firmino Adão Canhoto began his career in joinery at the age of 11 and opened his own workshop when he was 18 years old.



They call him the “master of secrets”, in honour of those tiny drawers hidden inside luxury games tables and in the chests that have made customers relive centuries of history for 66 years, as though they were in a royal court. His love for this art started early. “There were several master craftsmen in the village where I was born, Aveloso, in Northern Portugal, including renowned master joiner Quirino, who was my neighbour. Our house, adjacent to his, was made of stone, which was typical of the region. From the other side of the wall, you could constantly hear the sound of the tapping block and the chisel – traditional tools used for carving wood. “Those were the first sounds that I must have heard, of course, and which unconsciously triggered my curiosity”, he says. While in primary school, he was regularly seen in the joinery workshop. One day, inspired by his son’s fascination, his father asked Quirino if he would like to teach him the craft during the

school holidays, to which the master promptly agreed. When he was 11, Firmino received his first pay – three bushels of rye flour a month – and the teachings of a lifetime, one of which was the motto that he immediately took as his own. “He always said, ‘What’s done right, looks right. When they see one of your works of art one day, they won’t know how long it took to make it. They’ll just say whether it’s done right or wrong’”. His first works were the *bancos mochos*, three-legged stools widely used in the workshops of old. He explained that his workbench, a 170-year-old one, had been bought from the widow of José Clímaco, another master who also became his teacher. At the same time, he started telling us about how he came to specialise in artistic joinery in Lisbon. As an adult, and in his workshop, he spent many years carving pieces for antique shops, as well as making replicas and restoring other pieces of furniture. “That’s where I learned the traditional techniques of different masters”. Today he applies these techniques and brings them to the present day in the most exclusive pieces of furniture inspired by the styles of the golden age (15th to 18th centuries) of Portuguese decorative art.



The tools and knowledge remain the same, though the arrival of João and Carla have brought creativity and innovation to the workshop.

GO SHOPPING DELIGHTFUL

Detail of hand-painted ivory inlay on the Ladies' Table.



© Paulo Sousa Coelho

TWO GENERATIONS, ONE ART

Now the time has come for him to pass on everything he has learned to his children, João and Carla, with an 11-year age gap between them and 13 years of workshop experience. “My children have brought innovation and creativity to the Móveis d’Arte Canhoto workshop. We’ve worked as a family for several decades. We help each other out and each one of us has a skill that hadn’t been explored until now.” Carla is an expert in the art of inlay, religious art, painting and gilding. Like her father, the smell of woods piqued her interest as a child. “When I was a child, I used to hang around in the workshop watching my father and my brother working, and I guess this passion just came from within. Then, when I was older, I used to come here during the summer holidays. My father used to pay me a wage and I’d carve little jewellery boxes. I really fell in love with the art when I saw the design pieces come to life in the wood and turn into the final piece. These pieces also tell us a bit about our Portuguese history – in History class, I also began to associate what I was learning with our pieces of furniture. This passion has stayed with me forever.”

For João, a master in the art of inlaying, carving and restoration, this passion is a legacy for eternity. “This legacy is a responsibility that our ancestors have left us. These pieces of furniture have stood through the ages. It is our duty to continue this work, as it makes all the difference. So, we are also part of that history.” Firmino’s eldest son is now working on an Indo-Portuguese cabinet that is part of a signed edition limited to ten pieces. He has called it “Tigre” (the Portuguese word for tiger), as it is inspired by the furniture made in Goa from the 16th century onwards. This item reproduces several figures from Hindu mythology on the surface, as well as the animal from which it takes its name. It was carved



The D. José games table, also known as the Ladies' Table, is the most iconic and intricate piece made by Móveis d'Arte Canhoto.



© Paulo Sousa Coelho

In Portuguese, these tiny compartments are called secrets, as they are made to hide precious things inside tables.

in teak, pau-santo, pine and marble, and is lined with velvet. It contains three secret compartments and one secret drawer. “Cabinets were used by merchants to keep the tax money”, he explains.

The D. José games table, also known as the Ladies’ Table, is the most iconic and intricate piece made by Móveis d’Arte Canhoto, and perhaps the dearest to Firmino – again, because of the secrets it holds. “Just like today, 18th-century society was also interested in promoting their social networks through entertainment. During the reign of King D. José in Portugal, when the court travelled to state meetings or from palace to palace, the games table was always there. D. José noticed that the ladies and the queen, Mariana Victoria of Spain, spent much more time playing at the table than the men in the court. So, to please the queen, he ordered secret compartments to be incorporated into the piece.” The table, which took nine months to make, has four different tops: one to be pulled over to close it, another for card games, the third one for backgammon, chess and draughts and, finally, a fourth one for serving tea, with a concealed dressing table. For Firmino, it took a lot of patience to achieve the final result. “Wood is a living thing and each type of wood behaves differently... So, we need to be very careful when choosing the materials according to each function of the piece. We use exotic hardwoods, as well as precious metals such as gold, silver and bronze for the decoration or structure.

Each piece of furniture is a legacy that the Canhoto family feels the responsibility to respect and preserve.

GO SHOPPING DELIGHTFUL



© Paulo Sousa Coelho

The workshop draws on precious metals such as gold, silver and bronze for structure or decoration purposes.

Other natural substances, like mother-of-pearl, are also used for the inlays. Besides having to be familiar with the materials and the art, the first technique an inlayer must master is that of patience! Especially for the game boards on this table.”
Special care must be taken when choosing the main raw material, wood, for example, for the inlays. “The colours of the inlays are the colours of the different types of wood. The wood must be perfectly dry, at least seven years of air drying, preferably in the shade and indoors so that it doesn’t lose its original colour. The wood cutting method itself also influences the final piece, and should preferably be done at the end of summer. Veined wood should also be avoided.”

Called “Tiger”, this Indo-Portuguese cabinet is part of a limited edition, with only ten pieces being made. It is inspired by the furniture made in Goa from the 16th century onwards.



© Paulo Sousa Coelho

Only exotic hardwoods, like teak or pau-santo, are used to create this luxury furniture.



© Paulo Sousa Coelho

All the small wooden pieces are finger-jointed to fit on the wooden frames.

CARVING THE FUTURE

The art created by the Canhoto family is mainly sought after by private customers with family pieces, collectors, antique shops and religious and government institutions. The majority of customers are Portuguese, but there is an increasing trend in the African, European (Spain, France and Switzerland) and American (Brazil and the USA) markets. One of their achievements best known abroad is the restoration of the six organs in the Royal Basilica in Mafra in 2009, in partnership with master organ builder Dinarte Machado. The complex restoration work of these instruments, built in 1906, was awarded the EU Europa Nostra Award in 2012.
The Master of Secrets says that the future looks bright. Soon, the third generation of the family will be joining this wonderful world of woodcarvers. Love and passion for art were instilled into my granddaughters from an early age, just as I did with my own children. Where possible, they were invited to take part in the family’s art. Now they are the ones who ask to come and help out in the workshop during their school holidays... it reminds me of how it all started with me.”



The perfect, precise cut of the noble woods requires suitable tools that live up to this art.

© Paulo Sousa Coelho

GO SHOPPING

DELIGHTFUL



© Móveis d'Arte Canhoto

A GAMES TABLE NAMED AFTER A KING

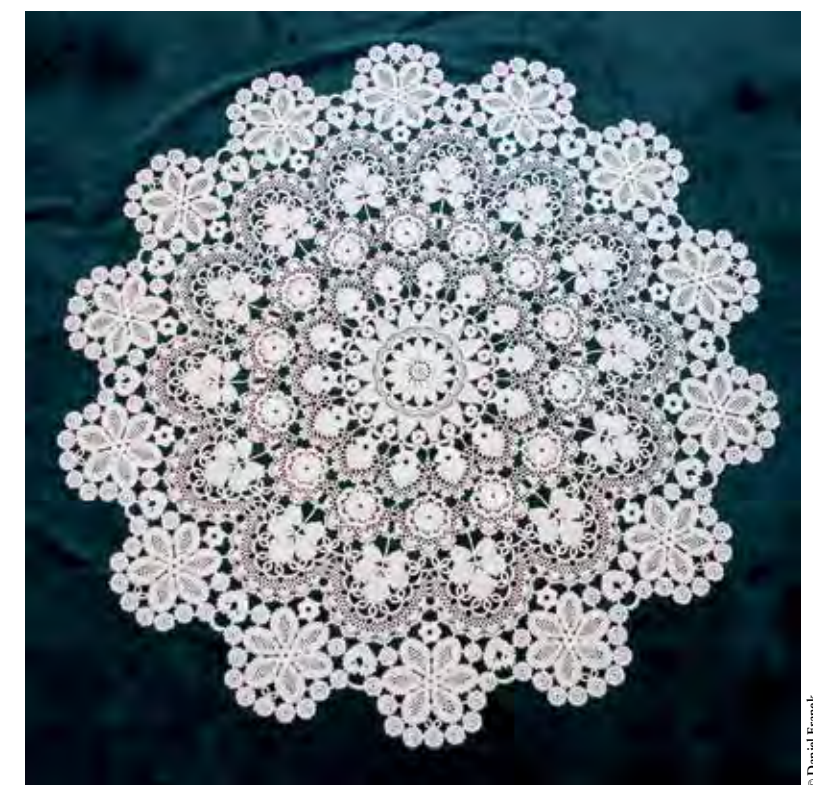
HANDMADE using hardwood, exotic materials such as mother-of-pearl, and gold-plated silver handles, D. José is an iconic piece of furniture by Móveis d'Arte Canhoto. In its essence, it is a versatile games table for backgammon, chess, draughts or cards. However, once opened, it can also be used as a table for serving tea. It was named in honour of Portuguese King D. José (1714-1777), who ordered the original table to please his wife, Queen Mariana Victoria of Spain. The crafted artwork conceals secret drawers and compartments, as well as a tea table and a mirror. This detail turns it into a dressing table, which is why it is also known as the “Ladies’ Table” (perhaps it is not a coincidence that the table is known as such, as the Portuguese word for “ladies” is the same as for draughts: Damas). In 2011, the D. José games table was selected for the National Traditional Crafts Award.

<https://www.moveisdartecanhoto.com/>

Lace from Koniaków

THE tradition of making decorative lace in the village of Koniaków dates back to the beginning of the 20th century and is passed on from generation to generation. What makes Koniaków lace exceptional is that each design is entirely unique and its form, pattern and number of elements depend solely on the imagination of the lacemaker. Local women use very thin cotton thread to crochet beautiful doilies, tablecloths, runners, collars, gloves, jewellery, festive ornaments, dreamcatchers, and unique dresses, tops and underwear. In 2017, the tradition of lace making in Koniaków was inscribed on the National Intangible Cultural Heritage list. Lacemakers from Koniaków have made pieces for Pope John Paul II, Queen Elizabeth II and Rei Kawakubo, the Japanese designer who heads the fashion label Comme des Garçons.

<https://mypoland.com.pl/>



© Daniel Franek



© Shutterstock/Anamaria Mejia

CERAMIC CHIVA BUS

First introduced in the Colombian department of Antioquia in the early 20th century, the Chiva (meaning “goat” in Spanish) was – in some regions still is – one of the modes of transportation in the countryside, carrying people, livestock and goods along the rutted, winding roads between towns. They became a symbol of national identity and began being reproduced more than five decades ago in these handmade ceramic figures by Cecilia Vargas Muñoz. These handcrafted buses, which originated in the Pitalito municipality (where the raw materials abound), represent a travelling universe of traditions, with peasants riding on them to bring their crops and animals to the marketplace or to attend processions, festivals and funerals. On a loaded roof rack, chickens, bunches of bananas and sacks of potatoes join the children’s laughter to recreate this living scene.

<https://artesaniasdecolombia.com.co/>

© Aquilino H. Rodrigues - Jerónimo Martins

TIMELESS TRADITION

For 40 years, Pingo Doce has brought authenticity and freshness to the tables of Portuguese families by promoting a tasty and healthy diet. On this anniversary, the brand also celebrates the principles and traditions of this way of living called the Mediterranean diet.

THE MANY FACES OF JULIANA

In a genuine Portuguese family home, everything starts with soup. For its nutritional power and the feeling of comfort it brings. On its 40th anniversary, Pingo Doce celebrates this delicacy with eight recipes under the name of one of Portugal's iconic soups, Juliana.

Originating in Madeira, the facts that this wheat soup contains mostly vegetable protein and may incorporate leftovers are the most pronounced features of the Mediterranean diet.



Originating in the inland north, this red bean soup with savoy cabbage has no animal protein.

Portugal is the land of a thousand soups, which figure in the national diet to an extent rarely seen elsewhere. A good soup is an excellent way of returning to the principles of the Mediterranean diet. Both healthy and sustainable, the Mediterranean diet has been classified by UNESCO as Intangible Cultural Heritage, although it has never ceased to be central to how the Portuguese eat. Globalisation and changing social habits across all societies today mean that families now have less time to plan, prepare and share their meals. The idea behind the *Juliana* project is to encourage people in Portugal to look for healthier and more appropriate food options, more in keeping with a tradition that still lives on in the collective memory of families.

JULIANA in Portuguese is at the same time a woman's name, the name of a soup and also the name of a fish, Atlantic pollack. It is also a technique for cutting vegetables into thin strips, the English equivalent to Julienne. And starting in October 2020, Juliana is the name of a project launched by Pingo Doce to mark its 40th anniversary and to pay tribute to a very Portuguese tradition, while celebrating the benefits of the Mediterranean diet. Because no complete meal exists in Portugal without a rich and nutritious soup, *Juliana* is also going to start at the very beginning, as a new brand for a series of soups drawn from different regions of the country. These are soups that illustrate the principles of the Mediterranean diet, made from fresh, locally-grown vegetables. The eight soups, from eight regions, are filled with secrets kept by women who have been portrayed in a photographic journey and documentary that pay a tribute to their role as guardians of ancient knowledge and flavours from which many generations have been fed.

From the slopes of Serra da Estrela mountains comes this chestnut soup.





PORTUGUESE SOUP MAP

Eight regions, a wide variety of soups that use local, seasonal and sustainable products.

A SOUP A DAY

Portugal may be a small country, but it is extremely varied. Each region has its own distinctive cuisine. You can find enough soups to serve a different one every day of the week for a month. For the *Juliana* project, eight iconic soups have been chosen. Each of them clearly illustrates the fundamental principles of the Mediterranean diet: based on vegetables, using local and seasonal produce or edible wild herbs, to name a few. Of course, some of them involve using up leftovers, such as in the Alentejo (Southern Portugal), where stale, two-day-old bread is an essential ingredient in *açorda*. Some of these soups are already part of the daily lives of customers that prefer Pingo Doce, as the banner has been consistently promoting the principles of Mediterranean diet for over a decade now.

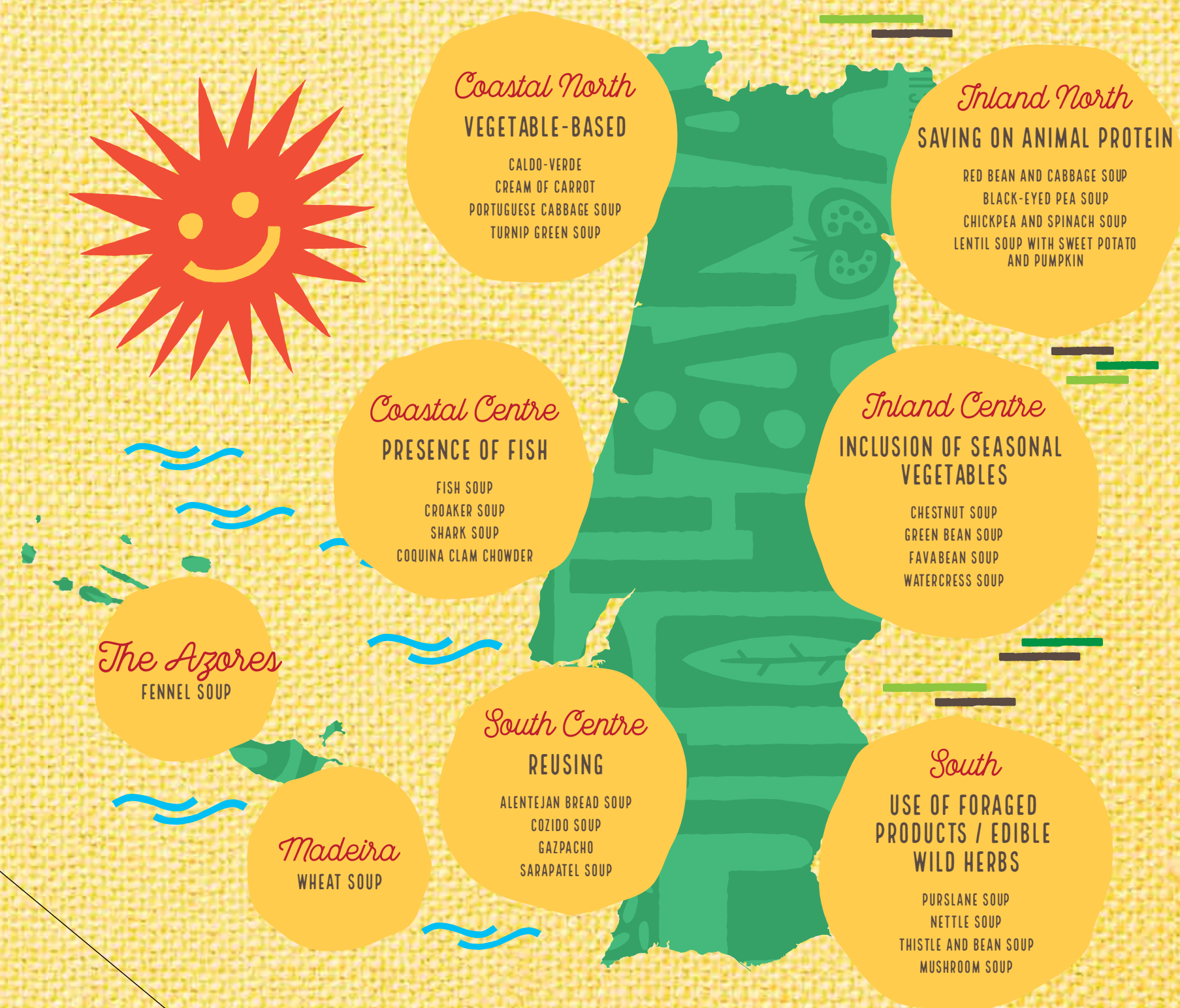
MULTIPLE BENEFITS

Easy to digest, soup is an ideal dish at any age. A good source of vitamins and minerals and rich in fibres, it is good for a healthy gut. It also provides substances that protect our bodies, such as antioxidants, and helps to keep us hydrated. When eaten at the start of a meal, it makes it easier for us not to eat more than we need. It is easy to make and keep, and can be frozen in individual portions. Soup is also an excellent way of inexpensively providing a nutritious meal.

A TRIBUTE TO WOMEN

There are tastes that connect us to the land and its people, to family memories, to the bonds we create as we share food at the table. The journey of *Juliana* along Portugal's highways and byways in search of the tastes and wisdom of its culinary tradition resulted in a photographic study that has been preserved in a book and a documentary, which we will explore in the Passion for Food section.

The aim of “Juliana” is to honour a strong Portuguese identity trait while celebrating the benefits of the Mediterranean diet.



A LEGACY WITH A FUTURE

Originating more than eight thousand years ago on the shores of a sea that has always been much more than just that, the Mediterranean diet is today a precious but fragile heirloom.



© António Gravante / Shutterstock

THE Mediterranean has always been more than just a sea set between mountain ranges. It has been the cradle of civilisations, a theatre of war, a crossroads for travellers and migrants, a trading post for flavours and utensils, animals and plants. Its influence has travelled well beyond its own shores and has proved so decisive down the generations that communities separated by thousands of kilometres still share similar outlooks and lifestyles to this day. What unites them, in mind, body and environment is what we call our Mediterranean diet. More than eight thousand years ago, the waters of this temperate sea told the hunter-gatherers that nature was not on their side. They told them that they had to adapt to dry summers, long periods of rains and high temperatures, adjusting to the seasons and stars to harvest what the land reluctantly yielded from the poor soil, in a rugged and rocky landscape. It was a question of survival. With the Neolithic revolution, the peoples of the Mediterranean settled and put down roots. They introduced olive trees and vines from the Orient and later a whole range of fruits and vegetables, which they learnt to grow with the arrival of the Arab irrigation techniques. They became devoted to their land, which explains their passion for local food. In short, they developed a frugal and environmentally sustainable model of farming, one that yielded a balanced, full and healthy diet, without ever neglecting flavour. But food, a precious commodity dependent on a fickle climate and landscape, was always more than merely functional in value: it took on symbolic importance. As a religion originating in the Mediterranean and shaped by its traditions, Christianity regarded bread and wine as sacred, using them as symbols of Christ. It also gave olive oil a central place in the ministration of certain sacraments and in the illumination of altars and holy places. What people eat, how, when, with whom, who prepares and serves food, the position of each individual at the table, and the

order in which they must be served, what things they touch, the behaviour expected of those present – all these elements show that diet is entwined with an array of rituals and codes that define relationships, hierarchies and even the concept of family as a group of people who share a meal. In many places around the Mediterranean, there are clubs and associations centred on food, such as the confrarias (fraternities) in Portugal. Ceremonies, both religious and others, are synonymous with food, dictating the menu. Business meetings flow more easily around the table. Political deals are sealed with a toast. More than just meeting a physiological need, eating is about enjoyment, spending time with friends, travelling and (jointly) building and communicating a culture which has enjoyed UNESCO Intangible Cultural Heritage status in seven countries since 2013: Cyprus, Croatia, Greece, Italy, Morocco, Spain and Portugal. Tavira Municipality in the Algarve was the community chosen to represent this culture for the Portuguese candidacy. Three years later, the FAO recognised the Mediterranean diet as one of the most sustainable on the planet. Although this way of life has been studied since the early 1950s (when it was mapped by epidemiologist Leland Allbaugh at the request of the Greek government), it was given its name by physiologist Ancel Keys, who first called it the Mediterranean diet in *How to Eat Well and Stay Well: The Mediterranean way* (1975).

PORTUGAL: A SINGULAR CASE



Fish plays a fundamental role in the Mediterranean diet and sardines are an excellent choice, especially as they are high in omega-3 fatty acids.

Despite not lying on the shores of the Mediterranean, its proximity to the region and the way its culinary traditions have adapted make Portugal a singular case.

With the Portuguese voyages of discovery, corn, tomatoes, pumpkin, beans and potatoes crossed over from the Americas at least four centuries ago and were added to the existing repertoire of bread, olive oil and wine, first brought to the Iberian peninsula by Phoenicians, Greeks and Carthaginians, and consolidated by the Romans. The peoples who passed through Portugal, from west to east, brought with them the culinary skills and the animal and plant species that are now part of the Mediterranean diet, whilst the favourable climate and the adaptability of the soil to different crops and agricultural techniques helped to entrench Mediterranean food traditions down the ages.

Recent research by the National Programme for the Promotion of a Healthy Diet (PNPAS) shows that only 26% of the population gets a high score for following the Mediterranean diet, but the tendency is for growth – there has been an increase of 15% in the past four years. The diet is most popular amongst women and young people (aged 16 to 34). The main obstacles cited by the one thousand respondents are the taste of the food itself, not knowing how to prepare the food so as to obtain tasty meals, as well as the cost, especially for products such as fish and olive oil. Bread, which with olive oil and wine forms the Mediterranean triptych, was

identified by respondents as one of the main obstacles to following the diet, largely because it is seen as being fattening and not healthy. These myths have added to concerns about how to save this historical legacy.

There is a risk of a valuable tradition being eroded by globalisation and the resulting standardisation of eating habits.

The contemporary pace of life also means that people are not together at dinner time, and that they spend less time preparing meals. People often eat alone in their room watching television, which also leads to them making individual choices about what they eat. At the same time, there is a growing counter-tendency for people to value Portuguese produce, local shops and markets and to take more care with the freshness of food and with nutritional information.

On World Food Day, 16 October, experts in different areas of the food system came together in Terreiro do Paço (downtown Lisbon) to celebrate this timeless heritage, debate current issues and think about the future of the Mediterranean diet in Portugal. This conference was organised by the Jerónimo Martins Group and the scientific curator and moderator was Pedro Graça, head of the Faculty of Nutrition and Food Sciences at the University of Porto. The event was also supported by Lisbon Municipal Council (as part of “Lisboa European Green Capital 2020”), the Faculty of Nutrition and Food Sciences at the University of Porto and by the Directorate-General of Health as scientific sponsor.

THE CULTURE OF TOGETHERNESS

ALSO

as former director of the National Programme for a Healthy Diet, Pedro Graça is committed to helping improve nutrition and health in Portugal, encouraging people to eat better and promoting access to certain types of food. In this interview, the researcher tells us that the great strength of the Mediterranean diet is its ability to create a culture of sharing meals around the table and speaks of its potential for, when adopted consistently over a long period, protecting us against infectious diseases such as Covid-19.



INTERVIEW WITH
**PEDRO
GRAÇA**
DEAN OF THE FACULTY
OF NUTRITION AND FOOD
SCIENCES, UNIVERSITY
OF PORTO

WHAT SCIENTIFIC EVIDENCE DO WE HAVE THAT THE MEDITERRANEAN DIET MAKES US MORE RESISTANT TO COVID-19?

The Mediterranean diet is recognised as protecting our health, in particular as guarding against a series of chronic diseases already familiar to us: obesity, high blood pressure and diabetes. What we have been learning, and this is nothing new, is that it can also play a role in protecting us against infectious diseases, such as Covid-19, because of the large quantity of anti-inflammatory substances found in it. This means that, although the Mediterranean diet is not a cure, it can certainly help in the present pandemic situation, when we are concerned about infectious diseases.

HOW CAN WE AVOID PEOPLE MOVING AWAY FROM THIS TYPE OF DIET?

Whilst in the past it was the older generation who stuck most closely to the Mediterranean diet, recent data show that it is now gaining ground with younger people. That's very curious. But there are still a lot of obstacles. Working patterns, for instance... Long hours of working outside the home, whereas the Mediterranean diet is largely based on cooking and preparing meals and sitting down at the table. The way we work today militates against this for a lot of people. So I think we have to take a closer look at how to make it possible for younger people who want to adopt the Mediterranean diet to be able to do this in their daily lives. I would say that this is the great challenge for the future, for us to preserve this style of eating which protects our health, and also the environment.

HOW IMPORTANT IS THE QUESTION OF CONVIVIALITY IN AN AGE WHEN TECHNOLOGY TENDS TO KEEP US AWAY FROM FAMILY MEALS AROUND THE TABLE?

The Mediterranean diet is based on being together around the table. One of our ideas is that maintaining that conviviality also helps to promote togetherness, as well as preserving our culture, and our identity. That's why the Mediterranean diet is also classified as Intangible Heritage, meaning heritage that's not bricks and mortar, but the heritage of our culture around the meal table. The idea of having a way of eating that is classed as Intangible World Heritage is something with enormous potential. And in my view that's the great strength of the Mediterranean diet.

WHAT'S YOUR FAVOURITE DISH IN THE MEDITERRANEAN DIET?

I would say that my favourite dish, and one that is a symbol of the Mediterranean diet, is soup. It might seem a simple thing, but the great advantage of soup is its diversity. Unlike *cozido* [mixture of different kinds of meat, *chorizos* and cabbage, as well as other boiled ingredients], for example – when I eat *cozido* it's almost always the same thing – the Portuguese manage to make thousands of varieties of soup. This biodiversity, this wealth of ingredients, and sitting down at the table in the knowledge that every day we're going to have a different soup, is something extraordinary in the diet of the Portuguese people. We should keep it going in order to stay healthy, and at the same time to preserve our culture.

The Intangible Heritage status is also about a country's culture around the meal table.

A PLATEFUL OF HEALTH BENEFITS

ACCORDING

to the Global Burden of Disease, around 41% of the years of healthy life lost through early death could have been avoided in Portugal in 2016 if the main modifiable risk factors had been eliminated, primarily meaning if a healthy lifestyle had been adopted. Alejandro Santos, researcher and lecturer in nutrition, explains the many upsides of the Mediterranean diet and how we can extract the most benefit from it.



INTERVIEW WITH ALEJANDRO SANTOS

ASSISTANT LECTURER/RESEARCHER AT THE FACULTY OF NUTRITION AND FOOD SCIENCES, UNIVERSITY OF PORTO

TO WHAT EXTENT CAN THE MEDITERRANEAN DIET HELP PREVENT DISEASES SUCH AS OBESITY?

One of the key features of the Mediterranean diet is actually its frugality. And frugality is a word that has a rather negative connotation nowadays, for other kinds of reasons, but it doesn't mean that people necessarily have to go hungry. It means that people have to adjust what they eat to what they really need. This diet is very interesting because it makes it possible to combine two situations which are very useful for controlling weight and avoiding disease. On the one hand, it helps to control the amount people eat, because the foods used also contribute to greater satiety. On the other, although the energy density – or the quantity of calories, if you prefer – that you can get from a diet of this type is apparently lower, the quantity of nutrients contained in it is very high and this contributes decisively to increased control of the factors associated with excess weight, diabetes and high blood pressure.

WHY ELSE DO YOU PROMOTE THIS DIET?

We have our own food tradition, a series of dishes and possibilities which, if we knew how to choose and combine them, would allow us to follow what is traditionally regarded as a Mediterranean diet. And so, probably without departing too much from our own culinary tradition, especially for soups, stews and casseroles, these are culinary methods that don't expose the food to excessively high temperatures and thus preserve their nutritional features. Adopting and maintaining this balanced culinary tradition could certainly improve the quality of life in Portugal. At the same time, a lot of people, especially the younger generations, are now more concerned about the environment and animal welfare; this diet has a clear preference for consuming vegetable products and leads to a lower consumption of animal products than is generally the case in Portugal, so it naturally shares a common cause with the ideology, so to speak, of environmental conservation and animal welfare. On the whole, most people think that a dish should consist of a large portion of protein, of meat, and if we look, for example, at the diagram of the food wheel, or food pyramid, meat or fish represent probably the smallest portion of what should go on to our plates. And of course, the earlier we start to follow a diet like this, the better. It will certainly help to keep us healthy and avoid disease to a much greater extent than, for example, following an unbalanced diet.

IS THE MEDITERRANEAN DIET HEALTHIER THAN A VEGAN OR PALEO DIET?

Some of the diets that exclude large categories or groups of foods normally increase our exposure to deficiencies. And in the medium and long term, these can also contribute to the development of disease. That's not to say that a vegetarian or a vegan can't have a balanced diet with everything they need for a healthy life. But it will in principle be harder to strike the right balance than if you have a wider diversity of food groups from which to choose, with moderate consumption of quality produce.

WHAT'S YOUR FAVOURITE DISH IN THE MEDITERRANEAN DIET?

The first dish that comes to mind is *caldo-verde*. It's a soup rich in vegetables (onions, potatoes and cabbage), with a dash of good quality olive oil, and it has a moderate quantity of animal products. It's something I particularly like, so it was the first dish I remembered.

10 PRINCIPLES OF THE MEDITERRANEAN DIET

A FRUGAL AND SIMPLE STYLE OF COOKERY based on dishes that protect nutrients: soups, stews and casseroles

More **FISH** and less **RED MEAT** **VEGETABLE PRODUCE** —predominates over— *animal products*

Preference for **FRESH AND SEASONAL vegetable produce** locally sourced

SEASONING WITH **HERBS** rather than *salt*

OLIVE OIL as the main source of *fat*

Moderate consumption of **DAIRY PRODUCE**

WATER as the main drink during the day

LOW CONSUMPTION OF **Wine** **CONVIVIALITY** at the *table*
AND ONLY AT MAIN MEALS



© Luís Portugal / Getty Images

Portugal is a country with a strong wine tradition, being the 11th largest wine producer in the world. Moderate wine drinking is part of the Mediterranean diet.

THE LANDSCAPE WE EAT

FOR landscape architect and university professor Paulo Farinha Marques, the landscape is the visual expression of the Mediterranean diet, reflecting not just our lifestyle, but also what we choose to eat. It is said that the Mediterranean “stretches as far as the olive tree will grow”, but in the case of Portugal – Mediterranean by nature, but also Atlantic by geography – the taut lines of the landscape are home to a striking biodiversity.

The researcher compares the erosion of this knowledge to the extinction of a species.



© Rodrigo Gatinho

INTERVIEW WITH
PAULO FARINHA MARQUES
LANDSCAPE ARCHITECT / ASSOCIATE LECTURER IN LANDSCAPE ARCHITECTURE AT THE FACULTY OF SCIENCES, UNIVERSITY OF PORTO

HOW DOES THE LANDSCAPE MAKE OUR DIET UNIQUE?

The landscape is the visual expression of the Mediterranean diet. The diet reflects the landscape we have today, and have had for practically two thousand years. It reflects what we eat. It's as if we ate the landscape. And so everything that belongs to the Mediterranean diet has a tradition in the landscape. If we look around us we can see that the landscape was formed over many years as the result of our need for subsistence. The olive groves we have, the rice paddies, our fields of wheat and irrigated maize. The Ribatejo lowlands, where we have our bulls. All this reflects the way we live, but above all the way we eat.

WHAT HELPED TO SHAPE THE ADAPTABILITY AND RESILIENCE OF PORTUGAL'S MEDITERRANEAN DIET?

To start with, we live in one of the most biodiverse areas in the world, between temperate Europe and the edge of the desert. So along that scale from north to south, everything can be found. On the other hand, in the specific case of Portugal, we have one of the poorest areas in the world, from the standpoint of food. So these two factors together oblige us to be highly creative. In terms of food, Portugal has never been self-sufficient. This is a country which is extremely difficult to farm: the land is very hilly, we have only small quantities of soil, or soil of very poor quality, and so it's not enough. That's why the country sought to expand. The first step we took was necessarily to go after wheat and the wheat markets of Morocco. Hence the famous conquest of Ceuta, which had to do with supplying the country with bread. And of course we invented things along the way, exploring our own biodiversity and introducing a whole host of foods that don't exist anywhere else into our diet.

WHAT CAN WE DO TO ENSURE THAT THIS HISTORICAL KNOWLEDGE IS NOT LOST?

There is real danger of knowledge being eroded. It's like the extinction of a species. I still belong to very much a transitional generation in terms of food; I saw and experienced that diverse, but not opulent, culinary tradition with my own eyes. Produce was seasonal, people cooked every day, and they bought food from suppliers still closely connected to the land. These habits have today disappeared, traditional produce no longer enjoys the same status, and we've moved towards international fashions. If we don't know how to use the produce, if we don't know how to cook

it, we'll inevitably lose the habit, or the habits will shift upmarket, into the gourmet segment, which is already happening. These days practically no one knows how to cook those completely everyday dishes, with a wide range of ingredients and produce. So we have to be careful, we have to stay creative and explore and also bring these things into our modern kitchens. We have to learn, tell people, we have to convince the market to make this more affordable for everyone.

WHAT'S THE ROLE OF THE LANDSCAPE ARCHITECT IN PRESERVING CULTURAL AND IMMATERIAL HERITAGE?

Landscape architecture is the art of organising and designing space to put nature in contact with human beings. And it is based to a large extent on the act of cultivation. It's the skill of taking that nature and cultivating that nature in our immediate surroundings, so we can experience it. Like a farmer does, like a horticulturalist. If we know about our systems, our cultures, and are able to interpret and perpetuate them in our modern age, these skills will certainly flow. Flow from the past, through the present, into the future.

WHAT'S YOUR FAVOURITE DISH IN THE MEDITERRANEAN DIET?

There's such variety in Portugal, it's a challenge to pick a favourite, but I love some of the very traditional dishes, such as *frango de cabidela* [chicken prepared with its blood] and roast kid, which was a childhood favourite. As I had a grandmother from the Alentejo, I'll add *açorda alentejana*, more commonly known today as *sopa alentejana*, which is really a dish from when food was scarce, a time verging on famine. As you know, it's just bread, soaked in water, and liberally seasoned with garlic and coriander. It would be finished off with a poached egg or sometimes, if you were lucky, a little salted cod.

Feed.

HERNIMOMARTINS WORLD'S MAGAZINE

PASSION *for* FOOD

SOUP

WITH CHARACTER

“Comfort food” is an expression that perfectly describes the richness of hearty vegetable soup, a staple on Portuguese dining tables. From the perspective of photographer Luís Mileu, we invite you to explore the flavours and secrets behind the recipes of eight women in eight regions of the country. Guardians of a cherished tradition that must be preserved: the Mediterranean diet with a Portuguese twist that Pingo Doce is proud to have been promoting for more than a decade now.

COMFORT IN LITTLE TIBET

Amélia was born in a village in Serra do Gerês that is considered a national monument: Sisteo, or Portugal's “little Tibet”. She runs a restaurant that started out as a grocery shop and tavern. In the country's rainiest region, the fertile land yields vegetables all year round, used to offer visitors a comforting bowl of caldo verde (Portuguese cabbage soup), which goes very well indeed with a slice of freshly baked cornbread.



© Luís Mileu

“HERMÍNIA OF MARÃO”

Her nickname says a lot about her connection to the land. Hermínia, who spent 17 years in France, returned to Tabuadelo, a small village in the mountains of Marão which were once described by renowned Portuguese writer Miguel Torga as “the wonderful kingdom”. Opening a grocery store and an eatery 14 years ago was the way to go. The table on the porch is always ready to make guests feel welcome and, of course, there’s no better way of starting a meal than with bean soup made in a cast iron pot. The secret: finely chopped homegrown cabbage, just like her father taught her.

RESPECT FOR NATURE

In her little garden, located on the slopes of Serra da Estrela, Ceú grows and nurtures every single vegetable the seasons bring, for her own table and to give to her neighbours. From her small chestnut grove comes the basis of a comforting soup, made possible only due to her care and respect for the ingredients: only after they have been properly shelled and dried in traditional fashion are the chestnuts ready to go into the pot.



© Luís Mileu



© Luís Mileu

FEELING THE PULSE OF TRADITION

A special blend of know-how and flavour is passed on over generations.



LUÍS MILEU

PHOTOGRAPHER AND CREATOR OF THE IMAGES THAT CAPTURED THE PORTUGUESE SOUL OF THE MEDITERRANEAN DIET



AN OCEAN DISH

Daughter, wife and mother of fishermen, Maria Laura moved to Peniche when she was a child. Whether at lunch or at the end of a busy day, nothing nourishes the body and soul like a bowl of her fish soup, prepared with the catch of the day brought home by her family.

© Luis Milreu



FOR COLD DAYS

Poet, author of books on proverbs, former councillor, member of the folk dance group and guardian of the Mediterranean diet. Maria do Rosário serves us a soup in which the main ingredient is a vegetable that grows abundantly in the Algarve region: watercress.

© Luis Milreu



LEARN AND THEN TEACH

Sometimes, necessity is the mother of invention. This was true for Helena, a passionate mother and a vigorous protector of mother nature and her islands: the Azores. Teaching took her far away from home, so she started cooking by following the recipes her mother dictated over the phone. Today, it's her turn to fill her children's bellies with a very traditional fennel soup.

© Luis Milreu

FLAVOUR FOREVER

For this native Madeiran woman, Eugénia, cooking is a way of keeping her mother's memory alive; her mother died when she was 16, but not before teaching her the tricks of the trade. She bakes the sweet potato she uses to add that golden hue to her oven-baked wheat soup.



© Luís Milieu

BREAD SOUP

Fifteen days is the ideal time for bread to reach the desired consistency for Adelina Maria José's "açorda", to which she adds cod and eggs. This typical soup from the region is one of the dishes in the Portuguese Mediterranean diet that best exemplifies the use of leftovers.



© Luís Milieu



THE FAMILY TABLE

In Luís Milieu's words, "the power of family and family traditions" can be seen in the faces, recipes, landscapes and harmony around the table. For the photographer, the goal was to "capture these increasingly fleeting moments in time".

© Luís Milieu

PORTRAIT OF THE
BIGGEST
RETAIL CHAIN

In 25 years, Biedronka has become one of the largest companies in all of Eastern Europe, being the largest private employer in that region. Its history is infused with the evolution of Polish society and is full of episodes worth knowing.

NEVER HITTING A WALL

WITHIN

the scope of the 25 years of the largest food retail chain in Poland, Biedronka documented its story in a book. "United by Biedronka" is the acute, restless perception of someone who immersed himself in getting to know the reality of the company as a journalist, as a customer and even as an employee (for some days) to portray "a collective hero". For Łukasz Grass, former Polish journalist and the author of several books, including the one dedicated to Biedronka, the success of the company lies in surpassing every limit and every obstacle. There is no such thing as walls impossible to overcome.

Łukasz spent nine months living and breathing Biedronka. The conclusions he reached were genuine as the book was meant to go beyond the prettiest side of the Company and tried to capture its true colours. Arkadiusz Mierzwa, Biedronka's Head of Corporate Affairs, interviewed the author.

One of the first Biedronka stores in a picture from the late 1990s. In its first years, the stores and the logo were white, green and red.



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**INTERVIEW WITH
ŁUKASZ
GRASS
AUTHOR OF "UNITED
BY BIEDRONKA. THE HISTORY
OF THE LARGEST RETAIL CHAIN
IN POLAND"**

YOU WORKED ON "UNITED BY BIEDRONKA" FOR NINE MONTHS. YOU PROBABLY KNOW ALL THERE IS TO KNOW ABOUT THE PACE OF WORK IN RETAIL AND AT BIEDRONKA.

It's incredible. People have no idea about what goes on behind the scenes. I was only familiar with retail on a small scale. I was born and raised in a small village in Western Pomerania – I sometimes think of that place as the End of the World. It was the era of collective state-owned farming. When things changed in 1989, and state farms were closed, my parents rented a "Ruch" kiosk and opened a small convenience store. We catered to all customer needs, including video rental – you can read about the video rental in my book. But the small-scale retail I knew has nothing to do with big chains like Biedronka, with its pace of work, its focus on the customer and on meeting customer needs.

Biedronka's strength lies in the shop floor employees, their dedication, and their everyday work.



Pedro Soares dos Santos, in Biedronka's headquarters in Warsaw, being interviewed by Łukasz Grass.

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YOU ALSO SPENT A FEW DAYS WORKING IN ONE OF OUR STORES. WHAT DID YOU THINK ABOUT WORKING IN A STORE LIKE BIEDRONKA BEFORE YOU HAD THAT EXPERIENCE AND WHAT DO YOU THINK NOW? WHAT'S CHANGED?

First of all, I will never again complain about having to queue at the checkout, regardless of the store. We completed writing two months ago and I've had the pleasure of being in stores on many occasions since then and doing my shopping as an ordinary customer. Those few days I spent at Biedronka as an employee have stayed with me; even now that I'm back to being a customer, it's still top-of-mind. I speak to cashiers very differently now. I've undergone an incredible metamorphosis. I never used to smile at them before and didn't chat to them. I think of myself as someone capable of empathy, but to be honest I saw that form of interaction with cashiers as something unnecessary. Today, I see it differently. Sometimes I even initiate the chat, because I understand just how much a simple, friendly chat with a customer matters to the store staff – this is my personal experience and I see my personal change very clearly.

IN YOUR BOOK, YOU JOKINGLY SUGGEST A PROGRAMME WHERE CUSTOMERS WOULD SPEND SOME TIME, EVEN A DAY, IN A STORE TO SEE WHAT IT'S LIKE ON THE INSIDE.

I wasn't joking, I meant it. I even mentioned it to Maciej Łukowski, a member of the Board of Jerónimo Martins Polska, "How about a programme at Biedronka: 'Take a look behind the scenes, one day working in a store will leave you smiling in a queue for life'". One day on the shop floor is really all it takes for a person to understand what working in retail is like. It really isn't just about scanning barcodes and saying, "Thank you and see you soon". There is a multitude of tasks which need to be performed within a short time. I don't think you can understand it until you've experienced it. It's a very humbling experience. This is why I said at the end of the book, and I really meant it, that I take my hat off to store employees. We interviewed sixty people for the book, most of whom were managers, but around twenty people worked directly on the shop floor. These are the ones I dedicated my book to, and I wasn't just being courteous. As the younger generation would say – "you da man!" Biedronka's strength, any retail chain's strength, lies in its shop floor employees, their dedication and their everyday hard work.



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The author during his working days in one of the Biedronka stores. Eventually, he dedicated the book to all Biedronka store employees.

AND PERHAPS A SET OF PERSONAL TRAITS WHICH HAVE RESULTED, OVER THE COURSE OF 25 YEARS, IN BIEDRONKA'S SUCCESS. IF YOU WERE TO PINPOINT THE CHARACTER TRAITS OR THE BEHAVIOURS BEHIND ITS SUCCESS, WHICH WOULD THEY BE?

I'm going to quote expressions that may seem banal to some, but are very true at Biedronka, and appear in the book several times, such as "nothing is impossible" or "sky is the limit". I've noticed that Biedronka's employees, whether at a managerial level or on the shop floor, always try to find a solution to a problem. One of the stories described in the book illustrates it well. At the beginning of this century, a suspended ceiling collapsed in one of the stores. The store manager called the regional manager and said, "Bad news, the ceiling's collapsed" to which the regional manager replied, "But can customers be served?". After a moment of silence in reaction to this unexpected question, the store manager replied, "Well, yes, but at 20%". It's at moments like these that it becomes apparent that you never hit a wall at Biedronka. I love sports and any amateur runner will tell you that at around the 30-kilometre mark in a marathon you hit a so-called wall, which simply means that you suddenly lose strength and energy, and start walking. Some runners give up altogether and drop out of the marathon. I didn't find that "wall" at Biedronka. They always try to find a solution to a problem and the drive to keep moving forward is as plain as day. I believe that this is Biedronka's recipe for success, together with learning from failure. You didn't ask but if you had, I'd have said that...

I'M TALKING TO A FORMER JOURNALIST... YOU TEND TO ASK YOURSELVES QUESTIONS.

If you asked me what led me to take on the project and write a book about Biedronka, I'd say it was the thumbs up for writing about difficulties, not just successes. It was because in the book promoted by Jerónimo Martins Polska problems were not expected to be swept under the rug. And we do know that there have been problems, big ones, at the beginning of the 2000s, and smaller ones to do with finding the right store model. After all, Biedronka operated at a loss for many years and all of this is described in the book: the problems and the solutions.

AND THE LESSONS LEARNED.

And that was what convinced me. If you'd invited me to work with you by saying, "We'll describe nice stuff, paint a pretty picture of Biedronka", I doubt I'd have accepted the proposal. Describing problems and solutions made an excellent business case study and demonstrated how to build a business long term, and how to succeed.

WORKING ON THIS BOOK HAD ITS FAIR SHARE OF OBSTACLES. WE HAD PLANS, BUT THEN CAME MARCH AND THE LOCKDOWN. THE TRIP TO PORTUGAL HAD TO BE RESCHEDULED AND SOME OF THE INTERVIEWS WERE CONDUCTED ONLINE. WHAT'S MORE – YOU WRITE ABOUT IT IN THE BOOK SO I'M NOT REVEALING ANY SECRETS – YOU YOURSELF WERE ALSO INFECTED BY THE CORONAVIRUS WHILE WORKING ON THE BOOK.

Yes, I remember when you showed up outside the hospital isolation ward while you were on a trip to Poznań with your son. If I remember correctly, I was on the 8th floor. We waved to one another through the window and we spoke on the phone. I stayed in hospital for 17 days. There certainly were many obstacles, and we had to race against the clock. Writing about Biedronka's 25 years of history in just a few months, putting together a book featuring a collective hero – tens of thousands of employees – was a huge challenge. All things considered, looking back on the situation just described, perhaps being locked in a room on my own wasn't such a bad thing after all.

The constant search for a solution and the ability to learn from problems are two decisive things behind Biedronka's success.

BECAUSE IT HELPED YOU TO CONCENTRATE ON YOUR WORK? DO I DETECT BIEDRONKA-STYLE THINKING? IT WASN'T A WALL, IT WAS JUST AN OBSTACLE?

I think so. Before, I might have called you and said, "Listen Arek, I have Covid-19, we have to put the book off". Your determination in overcoming problems was clearly infectious.

"UNITED BY BIEDRONKA" IS CLEARLY ABOUT COMBINING TWO APPROACHES, POLISH AND PORTUGUESE. HOW DO YOU VIEW THESE TWO NATIONS, THEIR MENTALITIES AND ATTITUDES TOWARDS LIFE, FOLLOWING YOUR INTERVIEWS WITH MANY POLES, BUT ALSO WITH PORTUGUESE PEOPLE?

First of all, let me tell you that this was the most fascinating stage of working on the book. We both know that with the huge amount of material we had, we had to discuss what to keep and what to leave out. I insisted on keeping the Polish-Portuguese fragments relating to the culture, language, cooking, love of football and similar topics in the book because of how much they enriched the story. I can still see Carlos Saraiva, who spoke to us in Lisbon, his eyes welling up as he spoke about the years he'd spent in Poland. I'll never forget it. He spoke beautiful, fluent Polish, practically without an accent. He was very moved when he recalled his life in Poland. I believe that as two nations – the Poles and the Portuguese – we complement one another. I think that I've managed to illustrate this in the book. We were good at dealing with the challenges we encountered, we were dynamic, but better organised and ordered.

WE POLES?

Yes. But our Portuguese partners from Jerónimo Martins had a more comprehensive approach to customers; they were able to put themselves in the customer's shoes and understand their needs. I was particularly interested in how the Portuguese managers who came to Poland learned to understand the Polish customer and to think the way a Polish customer does. They didn't come here to create an existing store, or to fully implement Western ideas. They adjusted their ideas to the expectations of Polish customers.

This resulted in a store designed to perfectly meet the needs of Polish customers. But we mustn't forget that this is an ongoing process and that the stores evolve as the needs and expectations of the customers change.

WHAT'S THE MOST IMPORTANT TAKEAWAY FROM YOUR BOOK ABOUT BIEDRONKA'S 25-YEAR JOURNEY TO BECOMING POLAND'S BIGGEST PRIVATE EMPLOYER AND ONE OF THE BIGGEST COMPANIES IN POLAND?

I would point to two lessons learned, both linked to business, but also to people, which I think are inseparable. The most important measure of a company's strength is how it copes with problems and crises. Over the course of 25 years, Biedronka overcame many large and small crises. The approach the chain took to address these crises shows its strength. But it is the second lesson that I think is most valuable, the lesson we often write about and the lesson Pedro Soares dos Santos often brings up in the book: people. Allow me to quote Richard Branson, who once said "clients do not come first, employees come first. If you take care of your employees, they will take care of the clients". These are the two key takeaways after nine months of working on the book on the history of Biedronka.

ŁUKASZ, THANK YOU VERY MUCH FOR SPEAKING TO ME, BUT ALSO FOR THE ENTIRE PROJECT. I'M GLAD THAT THE YELLOW FIAT 126P YOU TRAVELLED ALL OVER POLAND IN TO SEE OTHER FIRMS HAS NOW BROUGHT YOU TO BIEDRONKA. DURING THE PAST FEW MONTHS, YOU TRAVELLED, WATCHED US FROM AN OUTSIDER'S POINT OF VIEW, OBSERVING OUR WORK, WHO WE ARE AND WHAT MATTERS TO US. MANY THANKS INDEED AND STAY IN GOOD HEALTH.

Yes, this is what we say these days when we greet others. I too wish everyone good health and hope that all your plans, which Luis Araújo told me about and are shared in the last chapter, come to fruition. I'll keep my fingers crossed for you.

In August, Biedronka opened its modern store in The Warsaw HUB complex, which has direct access to the Rondo Daszyńskiego metro station.



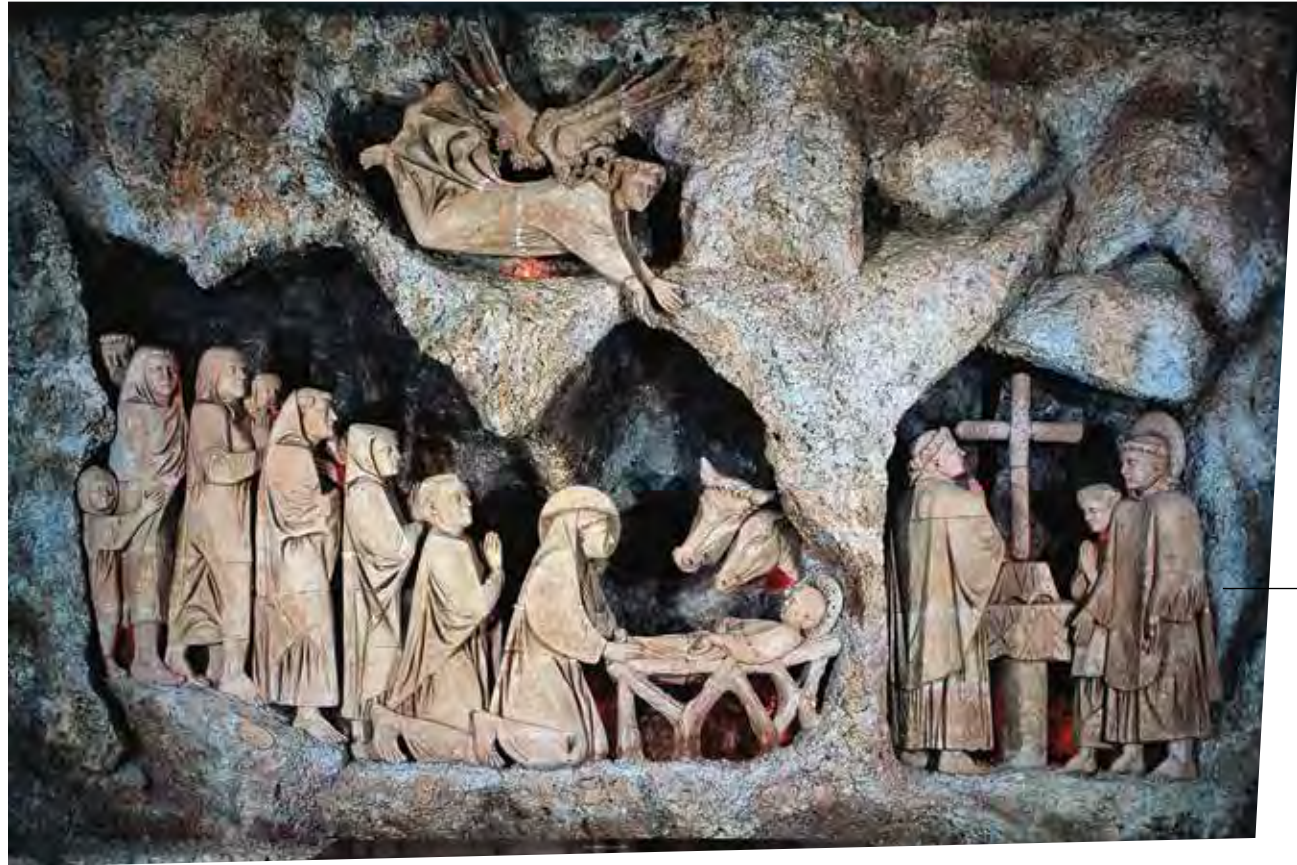
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THE SHAPE OF THE CHRISTMAS CRIB



In 1223, Saint Francis of Assisi wanted to tell the story of Christmas and, on 25 December, the first ever nativity scene was staged in the Italian village of Greccio. At midnight, an 800-year-old Christmas tradition began.

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1962 terracotta nativity scene by Luigi Venturini, a tribute to the first representation of the Nativity by Saint Francis (Sanctuary of Saint Francis, Greccio).

THE BIRTHPLACE OF NATIVITY SCENES

WHEN

Saint Francis of Assisi first visited Greccio in 1209, the people of the small town located around 100 km from Rome were struggling against two calamities: an attack by ferocious wolves that decimated flocks and destroyed vineyards, and merciless hail storms. The saint told the townspeople to confess their sins and, after doing so, Nature's punishments suddenly ended. The inhabitants yielded to him and, years later, on St Francis' return to Italy, a nobleman, Giovanni Velita, became one of his closest friends, visiting him in the hut he lived in, located on Mount Lacerone, before moving to the centre of Greccio.

In 1223, just before Christmas, Pope Honorius III approved the Rule of Saint Francis and, in the audience the Pope granted him at the time, St Francis' creativity became apparent when he expressed his desire to exhibit the nativity scene on a grand scale. His trip to the Holy Land had such an impact on him that he wanted to replicate it in Greccio, where the mountains were similar to the hills of Bethlehem. Thomas of Celano, the first biographer of St Francis and a friar of the Franciscan Order, noted his desire: "If now it seems good to thee that we should celebrate this feast together, go before me to Greccio and prepare everything as I tell thee. I desire to represent the birth of that Child in Bethlehem in such a way that with our bodily eyes we may see what He suffered for lack of the necessities of a newborn Babe". Giovanni Velita was tasked with finding a cave that resembled

"Nativity Scene in Greccio", painted by Giotto in 1297-1300. The fresco can be found at the Papal Basilica of St Francis, in Assisi.



© Mondadori Portfolio / Getty Images

Saint Francis sent heralds to summon the inhabitants, and, that holy Christmas Eve of 1223, the crowd walked in a candlelight procession toward the cave.

Bethlehem and with providing the animals and props needed to recreate the nativity scene. Giovanni's wife, Alticama Castelli di Stroncone, made the figure of the Baby Jesus by hand. After 15 days of intense work, it was time to spread the word. Dozens of friars walked through the city inviting citizens "to visit the saint and receive his blessing". On the evening of 24 December, a crowd made its way to the cave in a procession, holding torches and candles to light the way. At midnight, dressed as a deacon, St Francis spoke to the crowd at the mass celebrated around the manger. The Greccio Sanctuary Nativity Chapel was the place chosen for the unprecedented reenactment of the birth of Jesus. Today, an altar and a 14th-century fresco depict the two scenes: the Greccio nativity scene and the birth in Bethlehem. In the painting, the iconography is the same as that painted by Giotto in the upper church of the Basilica of St Francis, in Assisi. It depicts St Francis kneeling, praising the Baby Jesus, Giovanni Velita, his wife and the people of Greccio. Eight hundred years later, the town of Greccio continues to be very dear to Christians. Over the festive season, 100,000 people visit the birthplace of the world's first nativity scene and take part in the many reenactments of the birth of Jesus. In 2019, and to the delight of its 1,500 inhabitants, Pope Francis visited the sanctuary for the second time, signing and presenting the Apostolic Letter on the meaning and importance of the nativity scene. The Holy Father stressed that what is important about the Christmas crib is that it "speaks to our lives and encourages us to spread the Gospel".



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The Sanctuary of Greccio was the backdrop to the first reenactment of the Nativity on Christmas Eve 1223.



© NurPhoto / Getty Images

Each year before Christmas, the main square in Kraków hosts the szopka contest.

SZOPKA: THE NATIVITY CASTLE

POLAND

While the Christmas crib is common in the Christian faith, the szopka is unique to Kraków. A cross between a nativity scene, a flamboyant castle, a puppet theatre and a vehicle for political satire, it is the result of a slowly evolving folk tradition that dates back to the Middle Ages and was popularised in the 19th century as a means for carpenters and bricklayers to make some extra money during the winter. In 2018, it was inscribed on the UNESCO List of the Intangible Cultural Heritage of Humanity. Using a variety of lightweight materials, which are then covered with coloured foil, ribbon and other shiny bits, this cheerful castle-like Christmas crib incorporates the city's houses and monuments, as well as figures and artificial lightning, into the traditional Bethlehem nativity scene.

Before noon on the first Thursday of every December, crowds gather at the foot of the statue of Adam Mickiewicz (1798-1855, one of the greatest Polish poets), in the main square in Kraków to see the Konkurs Krakowskich Szopek (Cracovian Crib Competition), which began in 1937. Each year, the best szopka is added to the permanent collection in the Kraków Museum.

In 2018, the Kraków Christmas szopka became part of UNESCO Intangible Cultural Heritage of Humanity.

A WALK THROUGH THE MUSEUM

COLOMBIA

It is one of the most important events on the Christmas calendar and it has brought thousands to Medellín for 36 years. The Exposición de Pesebres do Museo El Castillo (El Castillo Museum Nativity Scene Exhibition) is a national landmark in the conservation of historical memory and preservation of popular traditions. The exhibit spans three halls where visitors can find biblical, artistic, traditional and monumental nativity scenes, with artwork related to a specific theme. In 2020, the theme is "memorias de una tradición" (memories of a tradition). Medellín is also famous for its annual Christmas lights display – El Alumbrado, as the locals call it. According to "National Geographic Magazine" the "former drug town pulses with new vitality and, during the balmy holidays, fantastic lights." El Alumbrado is part of the true culture of Medellín and holds a special place in the hearts of its people.

Thousands of people visit Medellín every year to see El Alumbrado.



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The Nativity scene in the Basilica da Estrela in Lisbon was built between 1781 and 1785 and has more than 400 figures.

EXEMPLARY BAROQUE ART

PORTUGAL

In Portugal, the most spectacular nativity scene can be seen at the Basílica da Estrela, a basilica located in the Estrela area in Lisbon. Commissioned in 1781 by Queen Maria for the Barefoot Carmelites to celebrate the birth of Jesus, it took five years to complete. It is around five metres wide by four metres high and three metres deep. Inside, stories from the bible are combined with various popular scenes – distinguishing it from the Portuguese Neapolitan nativity scenes – with nearly 480 figures sculpted

in clay or polychrome terracotta populating the grandiose reenactment created by Machado de Castro (1731-1822), a celebrated figure throughout Europe in the eighteenth and early nineteenth centuries. It is one of the most remarkable works of Portuguese baroque art. In homage to the queen, the Three Wise Men are in the foreground. Machado de Castro included a grandiose and exotic procession led by Gaspar, Melchior and Balthasar in the scene.

MOUNTAINS OF *HOPE*

In the green heart of Portugal, the impossible beauty of Serra do Açor was seriously affected by the 2017 wildfires. The Jerónimo Martins Group has committed to allocate 5 million euros to support a 40-year reforestation project that is already a source of hope for the region.



The trail of destruction left by the fires of 2017 will give way to the green of hope for the territory and communities.

PAINTING IN SHADES OF GREEN

THE green lung will breathe again. Three years after the wildfires that ravaged the Serra do Açor mountains, the foundations have been laid to bring new life to the region, painted in the colour of hope. This “Floresta Serra do Açor” (Serra do Açor Forest) project aims at replanting 2,425 ha in the Arganil municipality with native species. This initiative brings together the Arganil town council, the Coimbra School of Agriculture (ESAC) and the Jerónimo Martins Group, which is financing the reforestation efforts with nearly five million euros. For the Mayor of Arganil, Luís Paulo Costa, the investment “is about more than planting trees, it’s about planting a new forest, given the sheer size of it and its ecological features”. In an interview with Feed, he recalls that after “the devastating wildfires of 2017, I knew that if nothing was done, nature would create another powder keg in half a dozen years. What we are doing is planting a new forest of fire-resistant native species, while protecting the region’s wildlife.” The project will run over the next 40 years and trees will be planted during the first five. Professors and researchers from the Coimbra School of Agriculture provided technical and scientific support in the drafting and validation of the Forest Management Plan. Serra do Açor was mostly covered in pine, but now 85% of the

area to be restored will be planted also with cork oaks, chestnut trees, oak trees and strawberry trees. Within 10 to 15 years, the pine trees will be felled to make way for native species. At the same time, most of the forest species chosen regenerate naturally after being felled, through seed germination or from sprouts, thus ensuring the continuity of these forest stands, as explained José Gaspar from the Coimbra School of Agriculture and scientific coordinator of the project. This innovative project involves more than just planting trees. “The project involves the intervention in and restoration of an entire area, and engages civil society, local authorities, businesses and the academic community in a long-term commitment,” said António Serrano, CEO of Jerónimo Martins Agro-Alimentar and member of the Strategy Board of the recently created Serra do Açor Forestry Association, dedicated exclusively to managing the project. “To fulfil this mission, we had to create a model that can assure the implementation of the plan independently of the normal management cycles of the stakeholder entities. This truly is a project for the future,” the CEO added.

The distinctive landscape is an enabling resource for nature tourism, which is already an important economic activity in the region.

According to José Gaspar, one of the greatest challenges posed by the project was “to turn the tragic wildfires of 2017 into an opportunity to improve land management and to ensure that the resulting goods and services are able to sustain the project in the medium and long term. The products, like the berries from the strawberry tree and cork, can be used for other types of production that enable local communities, not to mention honey and wild mushrooms. “This increase in the use of forest areas by the people is essential to reconnect people with their nearby forests and, consequently, to help protect the forest against rural fires,” said Luís Paulo Costa. “This project, with its long-term approach to forestry long-term approach to forestry, takes all aspects into account: land protection and landscape development, production, protection against adverse events and ensuring the quantity and quality of water, without compromising socioeconomic aspects as regards to wealth creation and attracting people to settle in the region”. Arganil is a municipality in the district of Coimbra in Central Portugal. It has more than 12,000 inhabitants spread over 330 km² and, like most inland municipalities, has seen its numbers dwindle (corresponding to a 10.8% population decline between 2001 and 2011, the year of the last census). It has an active population of 39%, almost all working in the secondary and tertiary sectors.



The project team, from the Coimbra School of Agriculture: José Gaspar, scientific coordinator of the project (on the right), with Beatriz Fidalgo and Raul Salas.



The Mayor of Arganil, Luís Paulo Costa, says that this is “more than planting trees, it’s about planting a new forest.”

The reforestation will also revitalise nature tourism, an economic activity that already has an impact on the region, which will also benefit from the introduction of a “distinctive landscape”, attracting visitors to the region. José Gaspar believes that the project will make all those involved proud, for several reasons: active forest management, because it represents the recovery and renaturalisation of an extensive burned area; because it helps mitigate fire risk; and because of its innovative adaptive management model geared towards wildlife conservation. The diversity and plurality of the partners involved is also what makes this project so special and innovative, according to the Mayor of Arganil. “I cannot help but believe that the project’s first, major challenge – which was also its first big achievement –, was managing to ‘convince’ Jerónimo Martins, and in particular Mr Pedro Soares dos Santos, that the Açor Forest Project was an earnest, credible and technically sustainable undertaking.”

CONTREEBUTING @Jerónimo Martins

In Colombia, Ara partnered with Contreebute to plant 616 trees of 9 different native species to offset the footprint of Ara’s expansion in Colombia. The new trees were planted in Cundinamarca, near our Siberia DC.

A NEW GENERATION OF TREES

85% of the area to be restored will consist of mixed stands where the pine is the dominant species. The pine and the black pine will be combined with cork oak, chestnut trees, Pyrenean oak and European oak. The final goal is to have an area occupied only by these native species, originating a forest that is resilient to fires, sustainable and able to reconcile production with conservation, while contributing to encouraging people to settle in the area.

© De Agostini Picture Library / Getty Images



PINE TREE

“As old as the hills” perfectly describes this evergreen that evolved in the northern hemisphere 130 to 200 million years ago. These trees are of extreme economic importance to wood and paper industries.



CHESTNUT TREE

Cultivated for their starchy nuts for thousands of years, at least since 2,000 BC, chestnuts are also used to make flour as well as being a substitute for potatoes.



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2,425 ha
OF FOREST

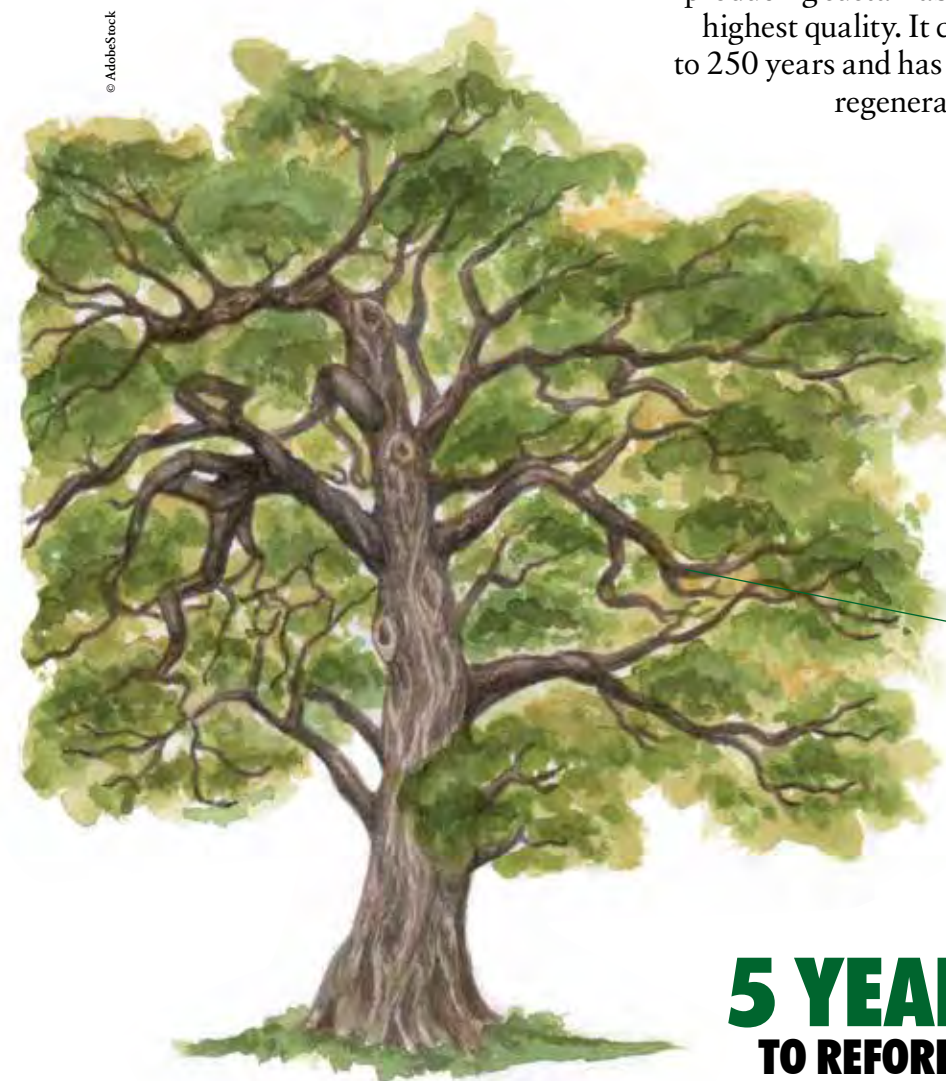
Most of the species chosen regenerate naturally after felling, thus ensuring continuity of the forest.



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PYRENEAN OAK

Used for firewood, in woodwork and carpentry. Its bark is used for tanning leather. In the past, the leaves were used as green fodder for cattle.



© AdobeStock

EUROPEAN OAK

It produces a long-lasting and durable hardwood, much in demand for interior and furniture work, as well as for flooring.

5 YEARS
TO REFOREST



© AdobeStock

CORK OAK

The only plant species capable of producing sustainable cork of the highest quality. It can live for up to 250 years and has an enormous regenerative capacity.



© AdobeStock

CARVED IN SCHIST

IT is covered in schist and has the name of a bird of prey (goshawk). It is the birthplace of the River Ceira, which springs from the mountain top and flows towards the Mondego until reaching Coimbra, and it's home to about one thousand different species of wildlife. The poet and writer Miguel Torga referred to its villages as “vibrant islands of humanity”, where he found a place to plant the “deepest roots” of his being. (Diário X, 1999).

Standing at 1,334 metres above sea level, the Serra do Açor mountain range is located in the heart of the Portuguese Central Chain, nestled between Serra da Estrela (the highest mountain range in mainland Portugal) and Serra da Lousã, in the transitional zone between areas influenced by the Mediterranean climate and those influenced by the Atlantic. It embraces six municipalities, two of them in their entirety, Arganil and Pampilhosa da Serra, five villages that are part of the Schist Village Network and the country's “cradle village”, Piódão, as it is affectionately known because of the way the houses are harmoniously arranged in the shape of an amphitheatre.

Making your way through this mountain range includes passing through valleys, slopes and plains of lush green or brown that mirror the agricultural calendar throughout the year.

Piódão, known as “the cradle village”, stands on the slopes of Mount Açor.



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© Hugo Henriques / Getty Images

The River Ceira rises in Serra do Açor and flows into the River Mondego from the left.

that provide firewood, as well as pasture and bedding for livestock, while the mountain tops offer extensive grazing lands.

Besides being perfect for farming and grazing, villages such as Fajão and Sobral de São Miguel served as strategic trading posts in the Açor mountain range in the Middle Ages. Curiously, the name of the latter, Sobral de São Miguel, derives from the Latin term *suberale*, which means cork oak forest or land of cork trees.

Each village is itself a viewpoint and a monument with others, hidden within, well worth a visit. Benfeita is one such village, where peace is commemorated on 7 May every year when the bell tower tolls 1,620 times (the number of days that World War II lasted) to celebrate the end of war.

The village has a long tradition in artisanal trade linked to the famous Arganil wooden spoon. Hand carved from wild pine, the wooden spoon is traditionally used to prepare regional dishes and was an important source of income for many families until a few decades ago.

PROTECTED NATURAL HERITAGE

In 1982, the need to protect the natural, cultural, scientific and recreational riches of the Serra do Açor mountain range led to it being classified as a protected landscape. Part of this natural heritage is Fraga da Pena, a majestic 19-metre-high waterfall with lush vegetation that is a true gem, and one of Portugal's most remarkable deciduous forests, Mata da Margarça, where more than half of the world's Portuguese laurel trees (*Prunus lusitanica* subsp. *lusitanica*) are found.

Among the considerable variety of species are the Portuguese oak, laurel trees including the bay laurel (*Laurus nobilis*) and the strawberry tree (*Arbutus unedo*), the common holly (*Ilex aquifolium*) and the trees that grow along the river banks. Also of note is a small grove of the rare native Iberian species *Veronica micrantha*.

As for fauna, Serra do Açor is home to 117 species of vertebrates and 423 invertebrates, including 241 butterfly species. From a conservation perspective, particularly of note is the Bechstein's bat (*Myotis bechsteinii*), which is listed as “Endangered” in the Portuguese Red Book of Vertebrates and as “Near Threatened” on the IUCN Red List of Threatened Species. There is also native Iberian fauna, amphibians such as the gold-striped salamander (*Chioglossa lusitanica*), the Boscá's newt (*Triturus boscai*) and the Iberian frog (*Rana ibérica*) classified, respectively, as “Vulnerable”, “Least Concern” and “Near Threatened” on the IUCN Red List of Threatened Species.

The refreshing sound of clear water running in the rivers and streams is the accompanying soundtrack. This millennial, natural portrait is dotted with walls, pits, mills, granaries and wayside shrines, as well as other relics erected as a result of human ingenuity. Its slopes are sprinkled with plantations and scrublands

Schist is the basic building material for the picturesque houses in Serra do Açor's many villages and hamlets.

For the first time, the Oceano Azul Foundation invited diving centres to join the 2020 International Coastal Cleanup, the world's largest volunteer effort to clean up the marine environment. In the Portuguese seaside town of Sesimbra, the iconic tall ship Santa Maria Manuela was the base for one of the campaigns.

HEAVY-DUTY MISSION





© Manuel Lino

As expected, plastic bottles were one of the most commonly found items collected by the volunteers.

MORE IS LESS

DAWN

breaks over the town of Sesimbra, perched above the bay. From the harbour, the rising sun spreads a golden mantle over the turquoise waters, glistening in the breeze. It's a glorious way to start the day, but deep down, 30 metres below this magical sight, danger lurks. A threat that needs to be addressed if changes are to be made on the surface.

On board the Santa Maria Manuela, the iconic tall ship built in 1937 and owned by the Jerónimo Martins Group since 2016, the first of 11 diving teams committed to cleaning the ocean bed is discussing the plan of action for the day. One of them, Sónia Sousa Ell, is wearing a t-shirt with the slogan: "Quando + 1 = -1" (meaning "When +1 = -1"). It's a teaser and the name of a marine literacy project she set up in 2018. The counter-intuitive maths expresses the project's bid to help save the planet: "+1 = -1 because each piece of rubbish we remove from the sea bottom is one less that stays there."

As an activist and diver, she saw International Coastal Cleanup Day (ICC) as a unique opportunity to combine her interests by taking action underwater: "I had this amazing dream, which was to clean up Portugal under the sea. I couldn't do it alone, so I mentioned my idea to the Oceano Azul Foundation. And then we decided to combine the coastal clean-up, which is an annual campaign, with an undersea clean-up." The result has been more than 30 group dives, providing more consistent figures on the rubbish retrieved: "Undersea clean-ups go on all year round, mostly undertaken by all of us, divers, who simply do this instinctively.

The question is, when we clean up rubbish, we sometimes report the figures, or what we've collected, to international platforms. But in Portugal we still don't have these figures, which would be invaluable in looking at the problem and finding out how to solve it. We can go diving, and every time we do, we're bound to find rubbish. But if we don't deal with the problem on land, we'll never get to the point where we don't need to retrieve it from the sea." In the inflatable dinghies, the divers are excited about discovering what's concealed beneath the waves. It's mostly fishing tackle and buoys, plastic bottles and cans. It all piles up as the divers return.

International Coastal Cleanup Day began in 1986 and has reached more than 150 countries.

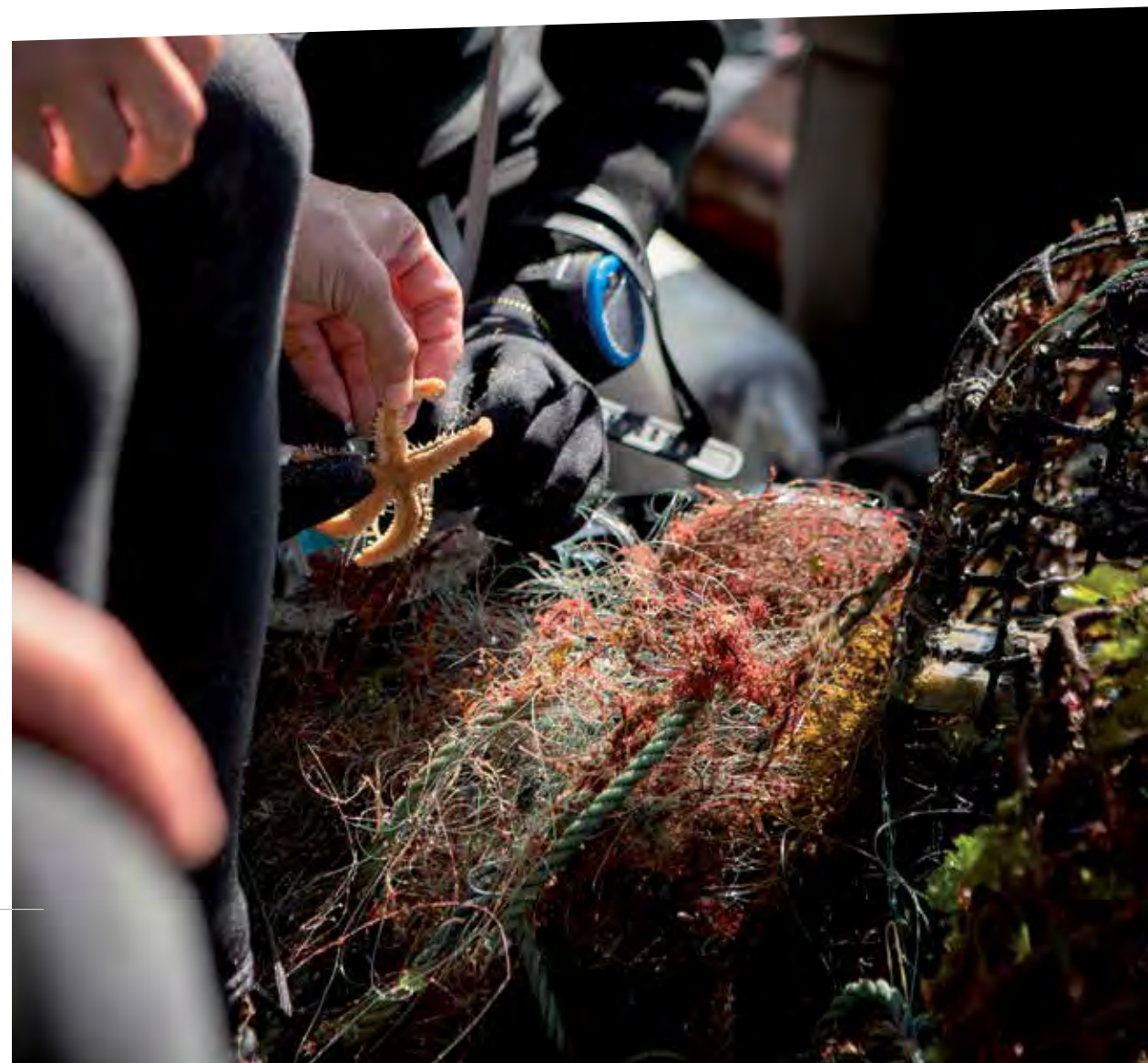
The litter collected in the dives from the Santa Maria Manuela was brought aboard the iconic ship and sorted.



© Manuel Lino

From the north to the south of Portugal, 29 tonnes of marine litter were collected during International Coastal Cleanup.

Standing by to take the rubbish is the vintage cod-fishing schooner from the Portuguese White Fleet, helping out here for the first time. For Artur Ribeiro, the captain, with 20 years' experience of life at sea, this is also a first. "We've done diving trips with the Oceano Azul Foundation in the Azores, but this is the first time on this specific job." The bags that are piling up on the deck are a symptom of something he has sadly grown more familiar with. "Over the years, sailors like us have been seeing more and more rubbish in the sea. We'd sail around and we'd always find something, mostly when we were near the coast. But now we find rubbish floating around farther away from land. And it's not a nice thing to see when you're sailing... and in the Santa Maria Manuela, we use the sails, and no engine, so we depend on the wind, and we sail past plastic boxes or flip-flops, whatever, it's not a pleasant sight. So, it's great to see this work being done." On deck, the rubbish is sorted and weighed. Mixed up with the rubbish or even caught up in cages, they discover pipefish (fish with an outer skeleton belonging to the seahorse family), daphnids and starfish. The creatures are immediately rescued and returned to their natural habitat. Other unusual objects are also found, such as Stanley knives. The whole exercise prompts conflicting



This starfish was one of the many marine organisms found living alongside the waste collected.



emotions: the sense of doing a good deed is countered by the feeling of powerlessness that comes from realising that these efforts are just like a drop in the ocean. "Sometimes the rubbish wins", says Sónia. "I make a joke about it when I go to schools around the country. Sometimes it's rubbish 1 - Sónia 0, and it remains underwater". And today, sadly, it happened several times, for safety reasons. Or because the weight or volume is more than we can handle. But I'm happy about what we've been able to collect."

FROM A WIDER POINT OF VIEW

In Portugal, International Coastal Cleanup Day has actually been stretched into a whole week. From 19 to 27 September, up and down mainland Portugal and in Madeira and the Azores, more than 170 Portuguese organisations and 3,600 volunteers responded to the call from the Oceano Azul Foundation to get involved in 166 clean-up operations, on shore and underwater. A total of 29 tonnes of maritime waste was collected, along 187 km of coastline. The CEO of the Oceano Azul Foundation, Tiago Pitta e Cunha, was pleased to have been challenged: "We've really stepped up the operation this year and we've almost doubled the number of clean-ups. And I think the lesson to be learned is that people actually want to change. People want to change and

most of all they want to change how their societies relate to nature, the ocean and the planet." This is a movement to which he himself belongs, as a diver. I was surprised to see at the same time how marine life was living alongside all the waste we had to retrieve. And of course most of it is fishing tackle, nets, cages, traps, hooks and ropes. This is something that everyone knows is happening, but it has to be addressed." It was in 2019 that, in line with its commitment to dealing with the sustainability of the planet, the Oceano Azul Foundation adopted the annual date set 30 years ago by Ocean Conservancy, recognised around the world as one of the leading organisations in the field of marine conservation. Close to a hundred countries have so far joined in the task of cleaning up their beaches. In the last four years alone, Portugal produced 1,090 tonnes of marine waste. 80% of this comes from activities on land.

Microplastics being analysed under a microscope. New estimates suggest that the amount of them in the oceans is equivalent to 1,300 blue whales.



More than 170 Portuguese organisations and 3,600 volunteers responded to the call from the Oceano Azul Foundation.



“NEWFOUNDLAND”: FROM HISTORY TO FICTION

For five decades she was the flagship of the Portuguese fishing fleet, in the icy waters of Newfoundland and Greenland. Today, the Santa Maria Manuela is owned by the Jerónimo Martins Group and is used for ocean voyages and training at sea, as well as events - from conferences to film sets.

Over four weeks, the ship was the main set for “Terra Nova”. This Portuguese film and TV series shows the daily life of families in fishing communities on the Portuguese coast in the 1930s. The motion picture, directed by Artur Ribeiro and based on “The Lugger”, a novel by Bernardo Santareno, was selected this year for the Soho International Film Festival.

Bernardo Santareno is the pseudonym of António Martinho do Rosário, a Portuguese playwright who was born one hundred years ago this year.





A VERY SERIOUS FOOTPRINT

The shoe industry is making waves in the collective effort to protect ocean biodiversity. Several innovative projects in Portugal, Poland and Colombia are helping to define new cutting-edge and eco-friendly footwear solutions.

THE best way to reduce the carbon footprint of clothes and shoes is to wear them for as long as possible, rejecting so-called fast fashion – when people cannot escape that irresistible appeal to buy something new, even if there is no need for it in the wardrobe. Another option is to purchase brands that are committed to sustainable production, from the materials used in the making of shoes or garments, where local production is valued and a more ethical approach to fashion does not necessarily mean sacrificing style.

FROM THE BEACH TO YOUR FEET

Founded two years ago in Portugal, Zouri Shoes began by making sandals and later added trainers to their collection. The principle was the same and it hasn't changed: to create vegan and eco-friendly footwear inspired by classic and always fashionable designs. The company got a group of 600 volunteers together, from local institutions, NGOs and schools, to help collect plastic from the Portuguese coast. As a result, Zouri has promoted the removal of one tonne of plastic from Portuguese beaches this year. All production is 100% made in Portugal, respecting fair and ethical principles, in a factory in Guimarães, in the north of the country. Besides the recycled plastic, the remaining materials are all eco-friendly too: organic cotton, natural rubber and Piñatex.

600
VOLUNTEERS
HELPING CLEAN
THE BEACHES

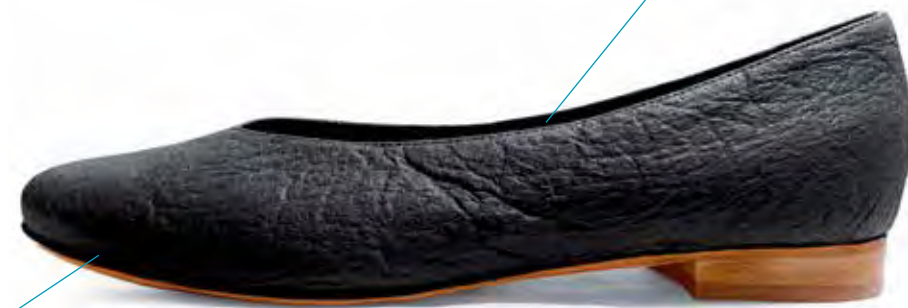
THERE ARE 6 RECYCLED
PLASTIC BOTTLES IN
EACH
PAIR
OF ZOURI TRAINERS

1
TONNE
OF PLASTIC
COLLECTED
FROM THE
PORTUGUESE
COAST



Pineapple leaves, which are usually left to rot on the ground, are used to produce Piñatex, a durable and waterproof eco-leather.

EACH PINEAPPLE
HAS AN AVERAGE
OF 30 TO 40 LEAVES



480

PINEAPPLE LEAVES
ARE NEEDED TO
MAKE ONE SQUARE
METRE OF FABRIC

HANDMADE WITH RESPECT

Bohema is a 100% vegan Polish brand that produces clothes and footwear. As its slogan says: "Cruelty free fashion". Always in search of alternatives to leather, Bohema started by using Piñatex, a fabric made from pineapple leaves. But its curiosity didn't end there, and the brand also began using fibre made from prickly pear cactus. All materials used to make its products, including adhesives and additives, are vegan. Bohema's footwear is handmade in a small family workshop. From boots, flat shoes and high heels to sandals, there's something for every occasion.



The company's fabrics are made from recycled plastic bottles and the reuse of old clothes.

A LIGHT APPROACH

Founded in Colombia, Pazca is a footwear brand with a single purpose: to contribute positively to the planet. With boots and trainers in its catalogue, in various colours and designs, Pazca shoes are made from recycled plastic bottles and upcycled materials, and the soles are made from natural rice husk rubber. The brand guarantees that the materials used make its shoes a third lighter than conventional footwear. Pazca, which took part in New York Fashion Week, donates 5% of sales to socially and environmentally impactful projects.

1/3
LIGHTER
THAN
CONVENTIONAL
SHOES

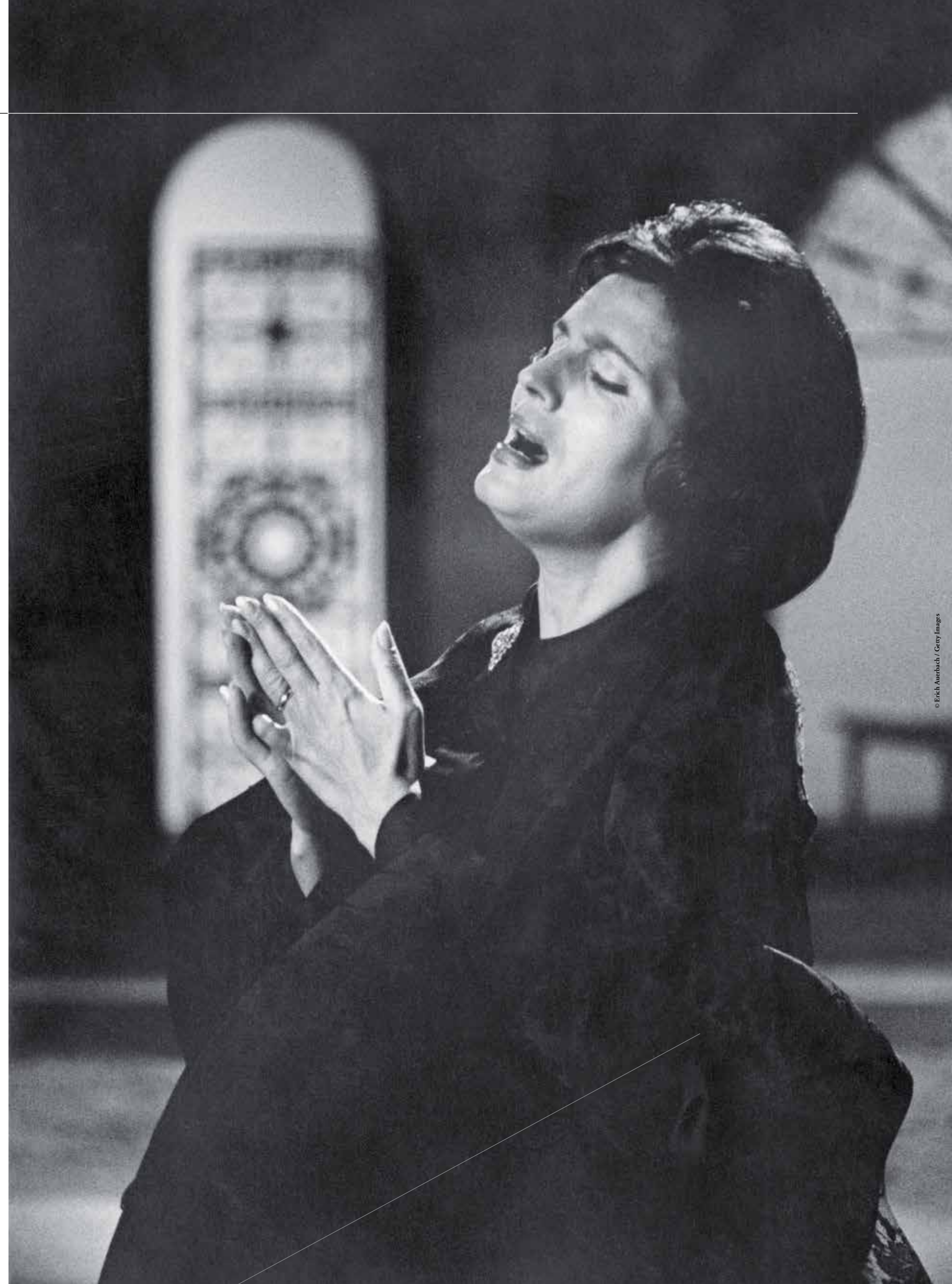


5X
ON AVERAGE, FIVE
PLASTIC BOTTLES
ARE USED TO MAKE
A PAIR OF PAZCA SHOES

100 YEARS with AMÁLIA

Like nobody before her, Amália Rodrigues brought fado to the world while bringing the world to fado.

In the centenary of her birth, the legacy of “The voice of Portugal” remains alive and timeless, singing the soul of a country in every note.





© Manuel Lirio / Getty Images

Amália Rodrigues (centre) at a club with a group of Spanish singers and dancers, in May 1956. Two years before, she had recorded an album with flamenco songs.

BY THE WILL OF FADO*

“WHEN

I sing ‘It was by the will of God...’ (***) it means it can’t be changed anymore, it’s gone. It is in this fatalism, in this fate that can’t be changed, that the truth of ‘fado’ lies”. This excerpt from an interview to Portuguese radio station RDP - Antena 1, broadcast on 19 May 1992 (seven years before Amália passed away), makes it clear how she made fado her own fate. Amália gave voice to fado with supreme boldness, stripped it of its parochial norms, introduced it to erudite poets, freeing the song from the restricted audiences of traditional fado houses and giving it international glory on the world’s biggest stages (the Olympia, in Paris, Carnegie Hall, in New York, or the Canecão, in Rio de Janeiro, to name but a few). And, at the same time, in our collective imaginary, she forged the image of the iconic figure of the *fadista*

with her priest-like pose and her famous long black dresses. Amália used to say that she liked to sing everything that tasted like fado but, in the words of musicologist and the singer’s close friend Rui Vieira Nery, “she liked to sing everything that tasted like Amália”, whether flamenco, tango, samba, rancheras or the *chanson française*. The universality the “impossible black rose” infused into her exclusive sound heritage and her ability to combine the popular and the erudite, the traditional and the new, the lyrical and the tragic, gave fado a global dimension as she sang Portuguese nostalgia in more than 60 countries.

A UNIQUE WAY OF LIFE

“I know that my story will be the one you choose, the one that is the most interesting, the one that is not mine.” It is hard, if not impossible, to tell the story of “the soul of Portugal”, not only because her legacy is inexhaustible (and still only incompletely catalogued) but also because, like the song, the *fadista*’s “independent heart” and passionate life belong to everyone and to no one. The closest attempt to portray her is “Amália – A Biography” (1986) by Vítor Pavão dos Santos. The book took shape from a series of conversations that the author had with the singer and reveals the artist’s entire trajectory, from her first performances in 1939 in Retiro da Severa (an old restaurant where fado was sung and which no longer exists) to her first album, recorded in Brazil, and to her heyday during the 1960s. There are even doubts as to the date on her birth certificate (23 July 1920) and she herself adopted 1 July as her birthday. Born in 1920 in the Alfama area in Lisbon, the cradle of fado, she was one of 10 children in a working-class family and was brought up by her grandmother. Her love of singing was clear at a very early age, but times being what they were, she had to find work, first as an apprentice seamstress and embroiderer and then at a sweets and chocolate factory. Later on, she sold fruit on the streets. The “voice of Portugal” would make her first appearance in 1935 when she was chosen as soloist to sing “Fado Alcântara” on the occasion of the Lisbon Popular Saints festivities, as well as at the procession in her home neighbourhood of Alfama. It was there that what really got her started on a whole life onstage began: the audience, their applause, their warmth. The centenary of Amália Rodrigues’ birth in 2020 (also to be commemorated in 2021 due to the pandemic) is an excellent opportunity for those who have been touched by her music to gain a clearer awareness of her importance in the contemporary cultural scene. She recorded more than 170 albums, which were released in 30 countries and sold 30 million copies. Amália also had a career in cinema, having appeared in a dozen feature films, notably “Les Amants du Tage” (“Lovers of the Tagus”) by the French director Henri Verneuil. Like nobody before her, Amália is said to have brought fado to the world only because she knew how to bring the world to fado. The unrivalled queen of fado remains alive, modern and timeless, continuing to make the name of Portugal known all over the world.

Combining the popular and the erudite, the traditional and the new, the lyrical and the tragic, Amália gave fado a global dimension.

CARRYING ON THE LEGACY

A 17-year-old Portuguese guitar prodigy, Gaspar Varela carries on the proud fado legacy as Amália’s great-grandnephew. He learned how to play the Portuguese guitar at the age of eight in order to accompany his great-grandmother Celeste (Amália’s sister), his great inspiration. 2018 was a very special year for him: he recorded his first solo album, “Gaspar” (with rewrites of compositions by masters like Carlos Paredes). In 2019, he joined Madonna on her “Madame X” world tour.

*Fado (Portuguese noun)

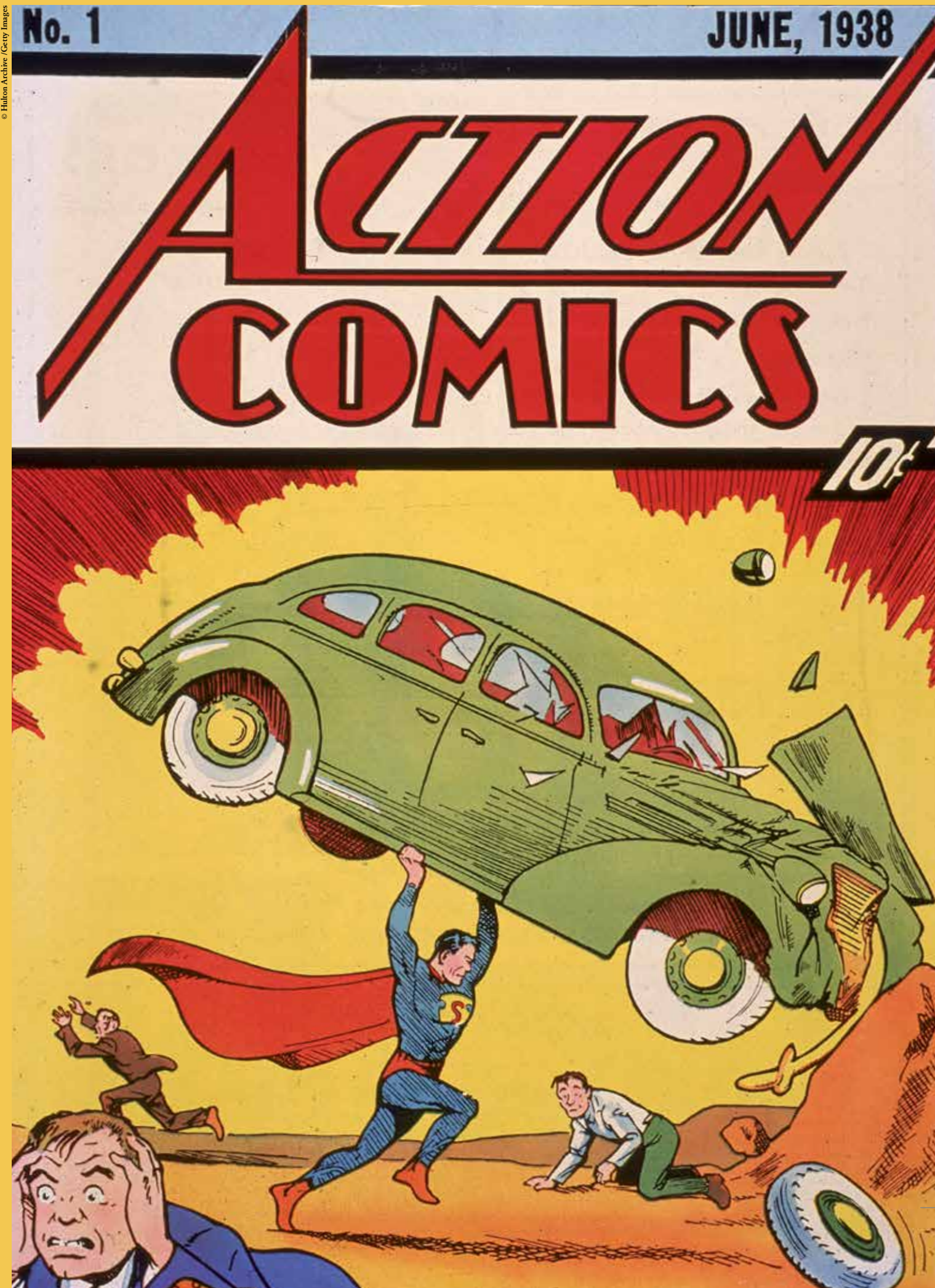
1. fate
2. The best-known musical form in Portugal is the melancholic fado, which is traditionally sung by a soloist (known as a *fadista*) accompanied by the Portuguese guitarra. There are two main types of fado: Coimbra fado is traditionally sung by men, and is considered to be more cerebral than the fado from Lisbon, which is sung by both men and women. The theme is nearly always one of deep nostalgia known as *saudade*, and the harsh reality of life.

Source: Collins Portuguese-English Dictionary

17-year-old Gaspar Varela is Amália’s great-grandnephew and a master of the traditional Portuguese guitar, which he took on stage to play with Madonna all around the world.



© Luis Carvalho / Museu do Fado



Fabulous FIGURES

They have always been more than characters. Each one embodies the mystic soul of the real or fantastical heroes that have been helping humankind dream for generations.

THERE are countless mythological tales about men and women capable of great feats, who faced great peril and vanquished supernatural beings. From ancient times until today, gods, demigods and heroes have gone from being the protagonists of tales, stories and legends, to becoming the stars of comic books, box office movies and electronic games. Rich in moral and ethical standards that are part of the character's development, myths have also shaped the superheroes of today, which have become products of human imagination: they share physical characteristics, intellectual and behavioural traits, abilities and even names. Thor is perhaps one of the most paradigmatic characters. From Norse mythology, he is the God of Thunder and wielder of the magical hammer Mjöltnir, which gives him the ability to fly and manipulate time in order to protect humanity. His Marvel namesake, Thor Odinson, is blond, immature and speaks English, but at his core is identical to the deity that inspired him. The parallels between the superhuman strength of Hulk and Hercules (the Roman equivalent of ancient Greek hero Heracles), and Perseus' power of invisibility and the Fantastic Four's Invisible Woman, are also immediately apparent. In the 1960s, action figures came to embody such characters and reinforce the teachings of mythology through toys and games.

Cover illustration of the comic book "Action Comics No.1", featuring the first appearance of Superman (1938). A pristine copy of the original edition was sold for over 2.7 million euros (3.2 million dollars) in an auction on eBay.



MADE BY MYTHS



© Allan Tannenbaum / Getty Images

In 1964, the development of G.I. Joe by Stan Weston led to the coining of the term "action figure".

THE MOST INFLUENTIAL OF ALL TIME

The term "action figure" was coined in 1964 when Hasbro launched G.I. Joe, "America's Movable Fighting Man". Standing 30 cm tall, he had 21 movable parts. Three years later, he gained a voice and a female companion, the G.I. Nurse Action Girl who joined the collection. The prototype of the original figure, designed by Stanley Weston, is the most valuable action figure of all time, sold for 169,000 euros (200,000 dollars) at a private auction to book distributor Stephen Geppi in 2013.

The golden years of action figures began in the 1970s. Christmas 1972 saw the launch of the "World's Greatest Superheroes" collection, which included 20-cm action figures of Superman, Batman, Robin and Aquaman. They were joined by Spider-Man, Captain American and Tarzan in the autumn of the following year, and the collection grew every year until the end of the decade. In 1978, just after the big screen debut of "Star Wars", Kenner introduced 12 character dolls at 2.10 euros each (2.49 dollars). By the end of the year, the toy company had sold 40 million units, earning over 84 million euros (100 million dollars) in revenue.

The term "action figure" was coined in 1964 when Hasbro launched the G.I. Joe character.



© Paul Natkin / Getty Images

The Teenage Mutant Ninja Turtles posing outside the offices of the Oprah Winfrey Show in 1990.

**IN 1990
100,000,000
NINJA TURTLES
WERE SOLD**

In the 1980s, what were perhaps the most amazing animated creatures of all time appeared on the market: The Teenage Mutant Ninja Turtles. The anthropomorphic team that fights criminals, evil overlords and alien invaders was created by Kevin Eastman and Peter Laird, who named them after iconic Italian Renaissance artists Donatello, Leonardo da Vinci, Michelangelo and Raphael. The idea of bringing the shadowy, mutant ninjas who lived in the sewers and loved pizza to life seemed absurd to giants such as Hasbro and Mattel. It was Playmates, from Hong Kong, that ultimately took the risk. The Teenage Mutant Ninja Turtles hit their peak in popularity with the on-screen adaptation in 1990. That year, 100 million of these action figures were sold.

Wax figures of Hulk, Spider-Man, Iron Man, Thor (as portrayed by actor Chris Hemsworth), and Captain America (as portrayed by actor Chris Evans) at the Madame Tussauds New York's Interactive Marvel Super Hero Experience (2012).



© Astrid Sawatz / Getty Images



Real figures in a BARBIE WORLD

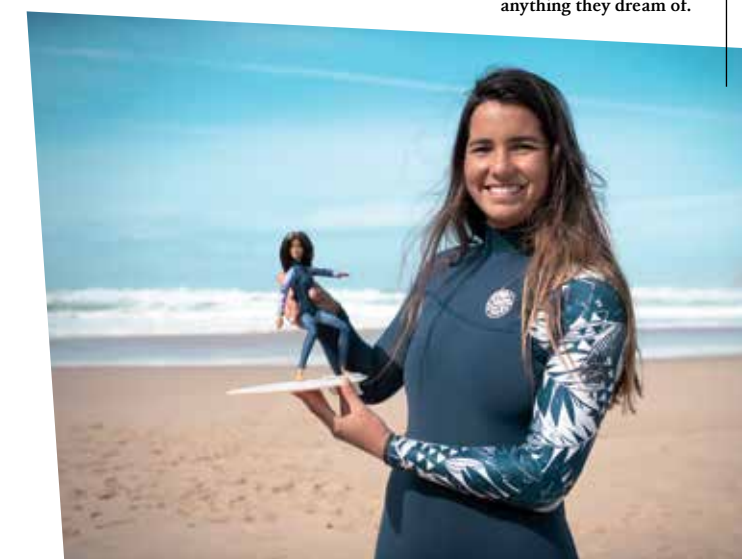
© Barbie / Mattel



To close the ‘dream gap’ between young girls and boys, Barbie has created a global initiative based on real women’s stories from all walks of life, embodied in real dolls. Portuguese surfer Teresa Bonvalot and Polish journalist Martyna Wojciechowska are two of them.

In the surfing world, doing a floater is riding over the top part of the wave that pitches from above when it is breaking. That part, called the “lip”, is where the wave holds its greatest power. National champion for the third time in September 2020 (after her successes in 2014 and 2015) and two-time European junior surfing champion (2015 and 2016), we can say that Teresa Bonvalot is riding on the crest of a wave in her career. The 21-year-old is a role model and her talent and bravery were recognised by Mattel. The company made Teresa a surfer girl in a Barbie world with a doll in her likeness as part of its Dream Gap Project, a global initiative aimed at giving girls the resources and support they need to pursue their dreams. The project, whose motto is “imagining she can be anything is just the beginning”, celebrates 11 women each year. Teresa Bonvalot says she feels flattered by this distinction and she hopes that this initiative “will help girls to realise that they can achieve anything if they work hard for it, with passion and dedication. Having these real figures showing that it’s possible is a great help and inspiration.” The Dream Gap Project list includes women with significant careers in the most diverse fields. Another great example is Polish journalist, writer, filmmaker and women’s rights activist Martyna Wojciechowska. Martyna, who currently works as editor-in-chief for National Geographic Poland, is the author of 14 best-selling travel and adventure books, which have won multiple awards. The stars of her stories show that “impossible doesn’t exist” no matter

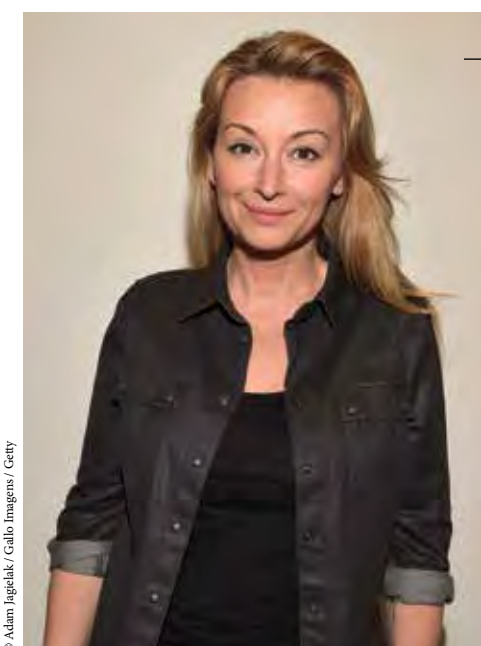
Teresa Bonvalot says she hopes that this initiative will help girls to realise that they can achieve anything they dream of.



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what their birthplace, culture or religion. From an early age, she dared to pursue things “not meant for girls” and tried to attain those dreams against all odds. She started motor racing at the age of 17 and, in 2002, took part in the Dakar rally, finishing 45th overall in the cars category. Martyna was indeed the first woman from Central-Eastern Europe to enter the toughest rally in the world. A lover of mountain climbing, later in 2002, Martyna Wojciechowska began a challenge to climb the Seven Summits, the highest mountains on all the continents. In 2004, she was in a serious car crash in Iceland while shooting a TV travel programme. The cameraman died in the accident and she broke her spine. Martyna eventually recovered her joy of living after a long period in a wheelchair and, 18 months later, she managed to climb to the top of the highest of the mountains: Mount Everest.

From an early age, Martyna Wojciechowska dared to pursue things “not meant for girls”, believing that there’s no such thing as impossible.



© Adam Jagielski / Gallo Images / Getty



© Barbie / Mattel

BARBIE @ Jerónimo Martins

In 2020, Barbie dolls with no hair appeared on the shelves of Biedronka stores to encourage all women and girls battling cancer to speak about their illness and to empower them during treatment. The hairless Barbie also proved that the illness is not synonymous with social exclusion, and that it does not have to strip women of their beauty and strength. The partnership between the two companies included everyday clothes with a simple slogan for young women and girls: “You can be anything you want!”. The collection encourages girls and women in Poland to create their own style, to have fun with fashion, and to boldly express their individuality.



P(L)USH EDUCATION

What started as a Biedronka campaign rapidly turned into a trigger for promoting education and citizenship values amongst children in all markets in which the Jerónimo Martins Group is present. The Goodies, the Sweeties and the Cool Gang are on a serious mission.



Over 7.1 million toys and 1.1 million books about adventures of the Cool Gang were already welcomed in Polish homes.

A SWEET BEGINNING

THERE

is always something magical about soft toys that allows for the grumpiest adult to become a child again. It only takes a blink of an eye, about the same amount of time a Biedronka's soft toy campaign takes to sell out. In 2015, the market leader in food retail in Poland has set out on a mission to create a campaign based on the power of education through soft toys. The idea was to create the cutest trigger for raising awareness amongst children (and their parents) on relevant sustainability topics such as healthy eating, environment, climate change or education and literacy. And now it is considered one of the most impactful marketing initiatives ever in Poland, becoming "the subject of a serious academic analysis", as Jacek Wasilewski, a media expert from Warsaw University explained on an interview to the Polish edition of "Newsweek" Magazine, on September 2020.

GOODIES CAUSE A STIR

It all started with the Goodies in 2015. In an effort to encourage children to eat healthier meals, Biedronka offered its customers fruit and veg shaped soft toys in exchange for stickers earned during shopping. Extra stickers were also given to the parents who purchased extra fruits and vegetables, becoming one step closer to a healthy meal and a cute soft toy. Fruit and veg mascots were such a hit that every Polish parent knew Rachel the Radish, Beverly the Blueberry or Peter the Pea. Over 13 million toys were handed out to customers during the two-stage campaign, flying out from store shelves like hot cakes. The soft toys were largely discussed in media and ended up eventually copied by other retailers.

ADVENTURES OF THE SWEETIES

The Goodies were followed by the Sweeties – 14.2 million of them filling Biedronka's shelves, while children were gripped by their adventures described in the accompanying 2.9 million copies of the book published by Biedronka. The collection of toys

representing forest life appeared in Biedronka stores in 2018 and soon beat its predecessors in popularity. This time, Biedronka focused on reading. All primary schools in Poland received free book sets entitled "What's Going on in the Wood or Jolly Adventures of the Sweeties' Gang" along with information packs and motivational materials for teachers, designed to encourage children to read. Teachers were given access to online lesson plans created by early education experts and Biedronka invited year 1-2 primary school pupils to celebrate the National Read Aloud Day and to share accounts of their events with the store. Over 210,000 children from more than 14,800 schools participated in the "School Adventures of the Sweeties' Gang" competition in 2018 and 2019.

In 2019, the Sweeties took on the mission to educate children about the need to protect the environment and another competition was held, where children were asked to create a Magical Sweeties' Tree using recyclable materials or to plant a tree.



THE COOL GANG TAKES CARE OF A ONE THOUSAND-YEAR-OLD OAK

In 2020 (or at least before the pandemic) climate change was at the top of the agenda across the world, so it's no wonder that the Cool Gang promoted pro-environmental actions among children. Celine the Cloud, Sybil the Sun, Debbie the Rain Drop, Ted the Tree, Sally the Seal, Rosanne the Rowan, Doug the Dog, Ollie the Oak, Diane the Dragonfly, and not-so-environmentally friendly Steve the Smog helped Biedronka teach the younger generation that nature is precious and that it needs to be looked after. And the Cool Gang? They demonstrated how Biedronka's customers can, in simple ways, support the Polish economy – extra stickers were awarded to customers who bought products creating value for the Polish economy, for example new jobs. The result? By the end of November over 7.1 million toys and over 1.1 million books about adventures of the Cool Gang were present in Polish homes all over the country. In October 2020, following the collaboration between Biedronka and the Association for Clean Poland, the Cool Gang took care of Oak Bolko, the oldest pedunculate oak in Poland, which is roughly 1,000 years old. Biedronka financed the needed gardening work and maintenance operations.

FROM POLAND TO THE JERÓNIMO MARTINS' WORLD

Promoting children's literature habits has been one of the Group's priorities within the scope of democratizing the access to knowledge and of promoting a critical spirit and creativity among younger generations. Biedronka's soft toy campaigns have crossed borders, becoming a unique case of a global sustainability communication campaign for all food retail Companies of the Jerónimo Martins Group.

In 2019, the Polish "Sweeties" have become the Portuguese "Forest Gang". To promote the importance of reading habits and develop children's cognitive and social skills, stamps gave the right to soft toys or to copies of the exclusive book launched by Pingo Doce in partnership with the Portuguese National Reading Plan. Each book meant 0.50 euros for Portuguese projects aimed at consolidating reading practices in Pre-School and Primary School Education, reaching over 250 thousand children. Over 1.5 million soft toys were also offered.

In Colombia, Ara also linked the 2019 "Amigos del Bosque" (Forest Gang) campaign to the promotion of reading habits among Colombian children, having offered over 15,500 books to deprived children from rural areas and schools with limited financial resources. For the end of the year and on the occasion of the Christmas season, the Ara Madrina programme allowed the donation of a Christmas present – a book and a soft toy from the Forest Gang – to hospitalised children in early healthcare units.



Brought by the wind, a new life is shaped in the Guatemalan municipality of Villa Canales.

The country's first wind energy project, impacting communities and schools, is supported by the Jerónimo Martins Group as a way of offsetting FEED's carbon emissions.

RENEWING **GUATEMALA**



© Edificio San Antonio El Sitio

WINDS OF CHANGE

Investment in renewable energy has grown significantly in Guatemala over the past 15 years.

THE SIGN

at the bus stop reads Plaza dos Dolores, the name of the village. Sheltering from the hot sun, some of the locals chat, in view of the children's playground. They're mostly women and children, grateful for the shade of the brightly coloured bus shelter. We are in one of the four villages in the municipality of Villa Canales, where the local economy, schools, welfare and the environment have all started to change thanks to the wind and the first wind energy project in Guatemala. Renewables have been growing in the last 15 years, but there is still a long way to go as coal is still used to generate much of the power supply (coal is the second energy source, after hydropower). The turbines arrived in May 2015 and now turn in harmony with local agriculture, in this municipality close to Guatemala City and which is home to some 150,000 people. The main crops in this area are pineapple (Villa Canales is the pineapple capital of Guatemala), coffee and sugar cane.

Installed in May 2015, this is the first wind energy project in the entire country.

The San Antonio El Sitio wind farm is located in the village of Los Llanos, at the 53 km mark on the road from Santa Elena Barillas to Dolores. The Jerónimo Martins Group is supporting the project, by buying carbon credits to offset the environmental footprint generated by FEED. Through the purchase of the carbon credits, cleanly produced energy is fed into the local grid instead of energy produced from polluting sources, thus offsetting greenhouse gas emissions. Sixteen wind generators using Danish technology and with a capacity of 55.2 MW have brought light and power to 60,000 homes. But the region and its people have gained much more than a source of clean and affordable energy. First and foremost, the project has brought jobs and training in sustainability: 600 people were employed during the construction phase and 19 are

Children learn how to sort waste at school with the help of the recycling bins donated by the San Antonio El Sitio wind farm.



© Edificio San Antonio El Sitio

still employed to operate the wind farm. The region has also received new infrastructures, support for its schools and community facilities.

The local company that runs the wind farm has a close relationship with the local people and allocates economic resources to meet the most urgent social demands. The project is also designed to maintain a healthy relationship with the locals, based on respectful coexistence and corporate social responsibility rules. Community involvement has been a key feature, with schools playing a central role. Students and teachers learnt how to sort waste and have had the chance to apply this knowledge using the recycling bins donated by the San Antonio El Sitio wind farm. Furthermore, they continued the work at home, carrying out assignments which contributed to changing their daily lives in the classroom. Gerber Herrarte, the head teacher at the Aldea Los Dolores primary school, explains how the young people's efforts, at school and at home, have been rewarded: "We collected rubbish (plastic bottles, glass, paper, cans) and gave it to a company in exchange for a payment, which we then put towards building up an awning. In the end we had an exhibition of objects made from reused materials. The programme made a big impression on the young people and the teachers." In all, it was possible to collect 3.5 tonnes of rubbish.



© Merrill Images / Getty Images

The rural landscape is dominated by agriculture and livestock, which provide a livelihood to a large majority of families.

Villa Canales receives new infrastructures, support for its schools and community facilities.



ELECTRICITY FOR

60,000
HOUSEHOLDS



16
WIND
TURBINES

80
TONNES OF
EMISSIONS
AVOIDED



5,500
SCHOLARSHIPS



Villa Canales is the country's largest producer of pineapple, due to the nearby Pacaya Volcano, which fertilises the soil.

CARBON OFFSETTING

@Jerónimo Martins

The voluntary purchase of emissions reduction certificates relating to the San Antonio El Sitio Wind Power Project has allowed Jerónimo Martins to offset the greenhouse gas emissions (GHG) generated in producing and printing FEED.

Carbon offsetting is a technique endorsed by the United Nations as an additional way of reducing the planet's GHG emissions. At the same time, it contributes to socioeconomic progress in developing countries.

Improvement works and initiatives were undertaken in 12 schools, namely the construction of three sports pavilions and the revamping of two others, as well as providing study grants. Mynor Guzmán, head teacher at the Augusto Mejía Medina School, in the village of San Rafael, told us: "The first thing we did was install a new roof. Then there was painting, maintenance work on the building, a kitchen extension and improved ventilation." Mónica Charro, secretary of the El Jocotillo Community Development Council highlighted the desks and materials provided at the start of the school year. Ángel García, a teacher at El Jocotillo School No. 2 also mentioned the "concern about having a pleasant school environment," with improvements made to the sanitary facilities and water tanks. A new community hall, designed to cater for emergency situations in Los Llanos, was one of the other main developments. María Victoria Zamora, a member of the Aldea Los Dolores neighbourhood association, described the changes as "a legacy for our children and grandchildren." Other initiatives she mentioned included the distribution of personal hygiene kits to mitigate the impact of the Covid-19 pandemic.



Thanks to this initiative, 5,500 students were able to start the school year with a scholarship.

BOOKshelf

BOOKS FROM AROUND THE WORLD

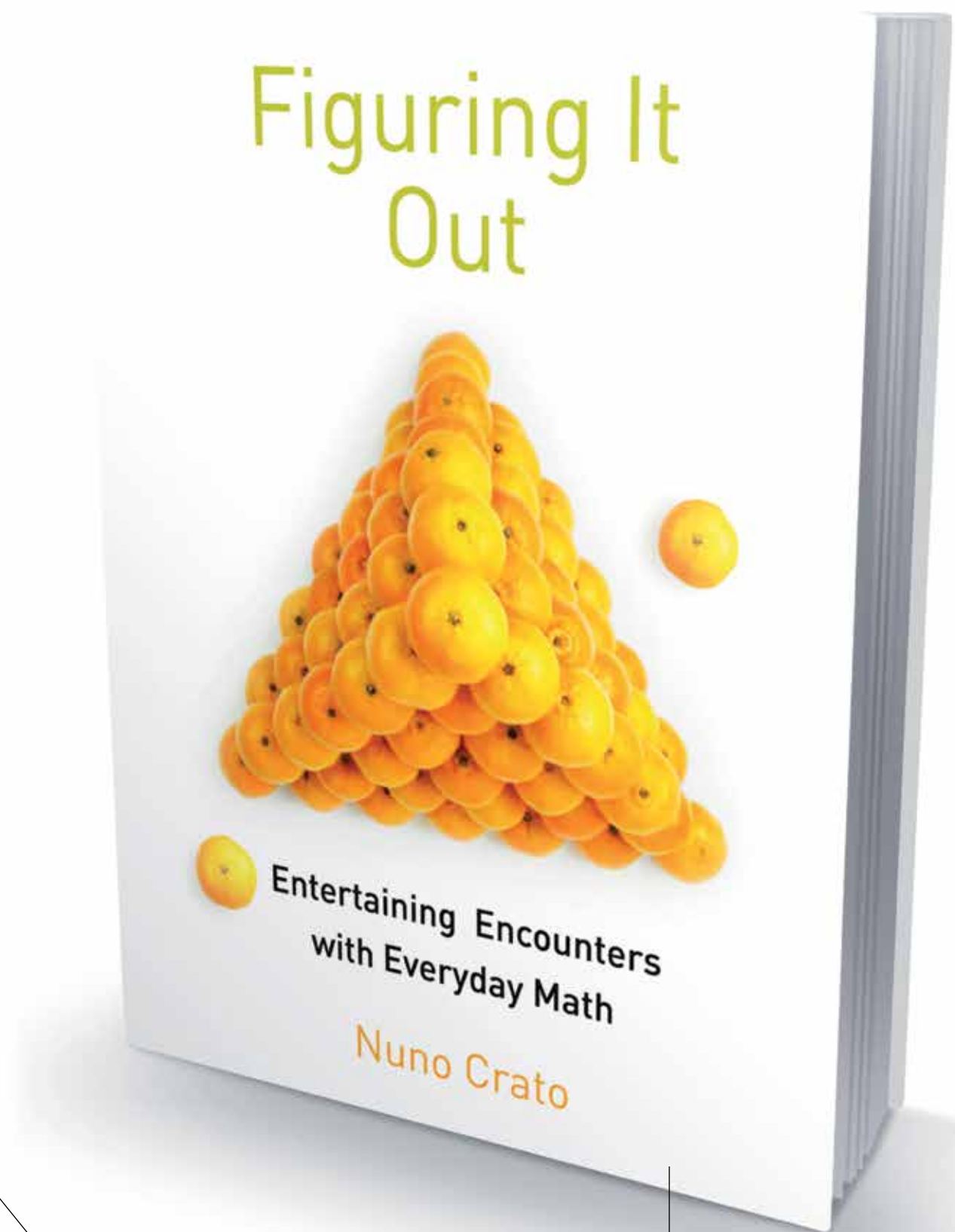
Here is a handpicked selection of books that will allow the interested reader to further explore some of the topics addressed in this magazine. Because books are only alive if they are read, why not give these a try?

FIGURING IT OUT 1.

Entertaining Encounters with Everyday Math

WHAT makes A4 paper so interesting? Maths. Folding a sheet of A4 paper in half turns it into an A5. Conversely, putting two pieces of A4 together, make it an A3. The explanation can be found in this compendium of funny and puzzling stories by leading Portuguese researcher and professor Nuno Crato. Explained in a way that everybody can understand,

this is a book for enticing schoolchildren and inspiring teachers craving for everyday examples of maths in action. A set of short essays tells of mathematicians who spend years on end searching for the best way to pile oranges, confusion on roads occurring when the rules of Cartesian geometry are ignored, heroes who encode their messages and villains who try to steal secrets.



The power and beauty of mathematics explained through short stories in an amusing way that everybody can easily follow.

BOOKshelf

BOOKS FROM AROUND THE WORLD

2.

THE FIGURATIVE ARTIST'S HANDBOOK

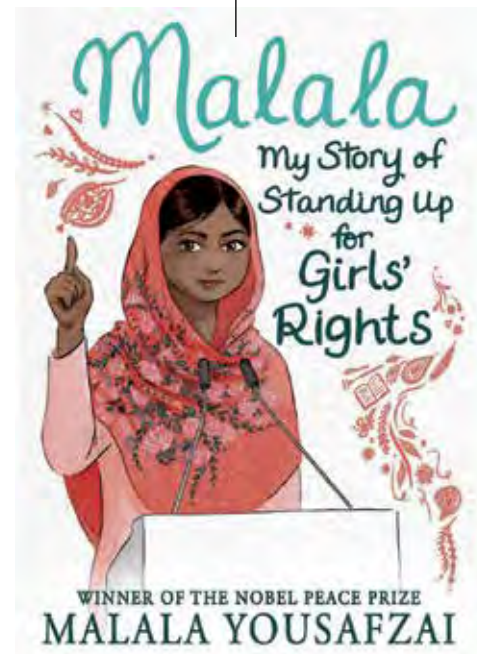
A Contemporary Guide to Figure Drawing, Painting, and Composition



Covering all the basics as well as many advanced techniques, the book is aimed at both students and experienced artists.

A treasure trove of the finest figurative art of the past and the present, this is the first comprehensive guide to figure drawing and painting to appear in decades. The book was illustrated by Robert Zeller's drawings and paintings as well as with works by nearly 100 historical and contemporary figurative art masters, including Michelangelo, Gustav Klimt and Lucian Freud. Aimed at both students and experienced artists, "The Figurative Artist's Handbook" is a practical, how-to guide, in which three figure-drawing methods are combined to achieve a cohesive and complete understanding of the human figure.

3.



MALALA

My Story of Standing up for Girls' Rights

A memoir by the youngest recipient of the Nobel Peace Prize, this autobiography is accessible to all ages. Malala Yousafzai introduces readers to her life and her loving family before she was shot in the head while taking the bus home from school. Capturing the trauma that the incident caused, as well as her desire to live beyond her attack, the author makes them believe in the power of one person's voice to inspire change in the world. The book was picked by the United Nations SDG Book Club to be on its monthly reading list, having been chosen to address SDG 5 – Gender Equality, as Malala's story illustrates why the fight for the eradication of harmful practices targeted at women is crucial to stopping the gender-based discrimination prevalent in many countries around the world.

"A book that should be read not only for its vivid drama but for its urgent message about the untapped power of girls."
– Washington Post.

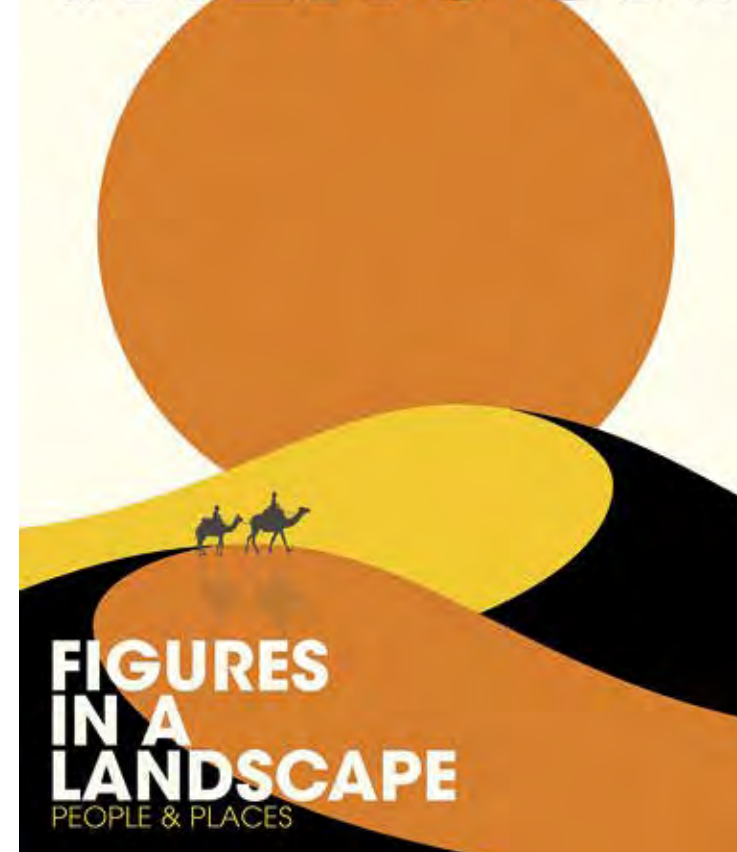
4.

FIGURES IN A LANDSCAPE

People and Places

Compiling a fascinating body of writing from over 14 years of work, this book is a dazzling array of sights, characters and experiences in which Paul Theroux applies his searching curiosity to a life divided between books and travels. In his writing on great places, people and prose, travel essays take readers to thrilling adventures in Ecuador, Zimbabwe and Hawaii, to name but a few. In breathtaking profiles, he takes them on a helicopter ride with Elizabeth Taylor, surfing with Oliver Sacks and explores New York with Robin Williams. And his literary criticism explores the work of Henry David Thoreau, Graham Greene, Joseph Conrad and Hunter Thompson. Collectively, these pieces offer a rich portrait of the author himself, his versatility, extraordinary life and restless mind.

PAUL THEROUX

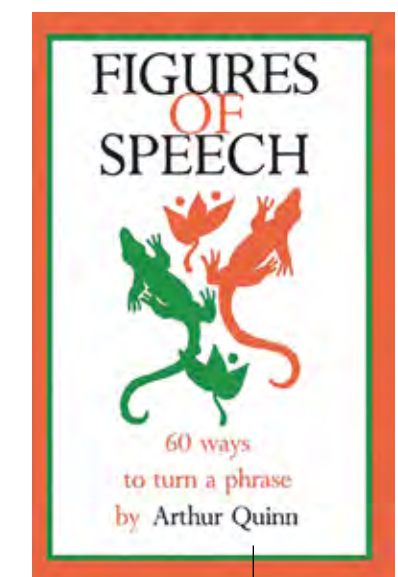


A feast of travel writing, literary essays and fascinating interviews.

FIGURES OF SPEECH

60 Ways to Turn A Phrase

To ask a sentence if it has a zeugma is not like asking a rock if it has silicon. This is why figures of speech cannot be learned the same way as the periodic table of elements. Figures of speech are not about hypothetical structures in things, but real potentialities within language and within people. They make us confront ourselves with the intoxicating possibility that we can make language do for us almost anything, revealing its limitless plasticity and blurring the boundaries between literal and figurative language. In this book, Arthur Quinn and Barney R. Quinn provide brief definitions and illustrate them by listing examples: quotations from Shakespeare, the Bible and other eminent sources to show readers how to do with language what they have not done before. The purpose? Imitation.



An entertaining book about figures of speech that illustrates the effectiveness of the different turns of phrase that are hidden within a language.

5.

Feed.

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