

Whats The Difference? Being Jeronimo Martins

Different lives. Equal opportunities.

Jerónimo
Martins

pingo doce

RECHEIO
CASH & CARRY

JERONYMO

HUSSEL

Terra
Alegre

BEST FARMER

Seaculture

INCLUIR PROGRAMME



INCLUIR PROGRAMME

In 2015 we created the Incluir Programme, in Portugal, dedicated to three main groups of vulnerable people in access to employment:

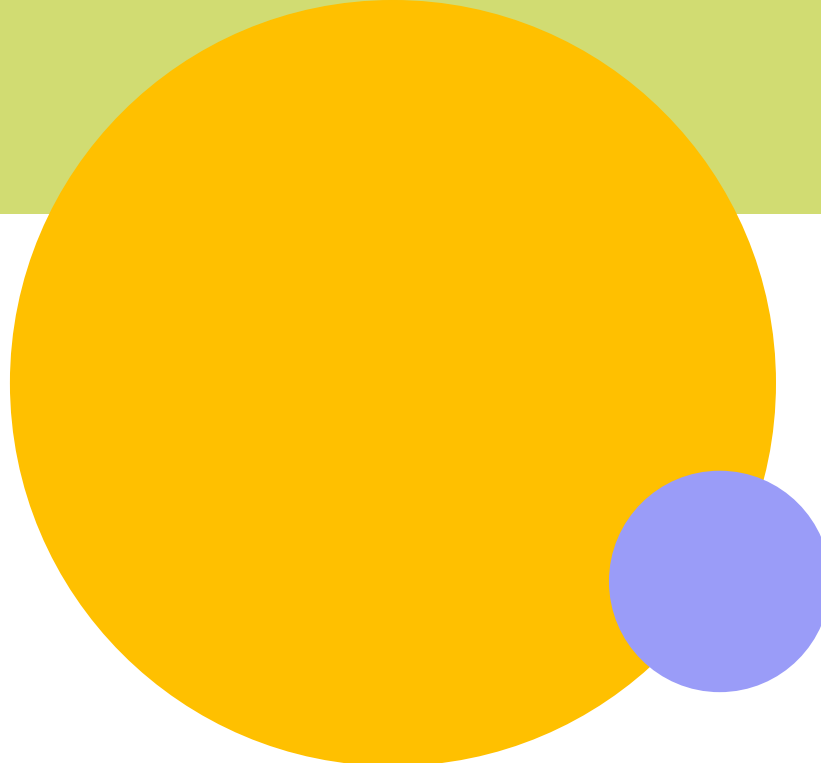
- People with disabilities
- Migrants and refugees
- People at social risk

How did we start

Partnership with ACAPO prior to 2006

Project Search - 4 editions since 2017

- Combines theoretical training with practical training in a work context, through an active collaboration between the Focus Cooperative, IEFP and Jerónimo Martins Group.
- Project Search distinguishes itself from other programmes because it makes a complete immersion in the workplace, thus facilitating the integration of classroom teaching with practical training in the Pingo Doce and Recheio stores.



	Applicants	Started	Concluded	Hired
1st Edition 2017/18	13	10	9	8
2nd Edition 2018/19	24	10	9	5
3rd Edition 2020/21	35	12	10	5
4th Edition 2021	42	10	9	4
TOTAL	114	42	37	22

SINCE 2015

THE INCLUIR
PROGRAMME
IMPACTED
MORE THAN

1033

PEOPLE IN PORTUGAL

501
WORKPLACES

670
TUTORS

+80
PARTNERS

745

TRAINEES

596

HIRINGS

538

DISABILITY

89

M & R

118

Social Risk
Situation

429

DISABILITY

97

M & R

70

Social Risk

BEST PRACTICES:

- Model of **on the-job training** prior to the hiring decision.
- **Model of tutoring** with permanent assistance to the trainees.
- **Consolidated network of Institutions and Partners** in the several target audiences we address.
- **Training sessions for tutors and store teams**, with partner Institutions.
- **Follow-up model** in trainings and hirings.

AMBITION

To be the **most inclusive** Retail Group, through the creation of an internal expertise center dedicated to the employability of vulnerable populations in accessing the labor market, including People with Disabilities, and the development of best practices for customer inclusion in our businesses.

COMMITMENTS

1. HIRING

ADAPTED RECRUITMENT AND TRAINING

Rehabilitation and customized integration of people with disabilities

2. TRAINING

EMPOWERMENT OF OUR TUTORS

“Leadership for Difference” training that prepares tutors to monitor and develop each trainee

3. SPECIALIZATION

TECHNICAL TEAM

Specialists in labour integration in our Companies with a focus on productivity

4. INNOVATION

INCLUIR CENTRES

Spaces with their own training methodology and where solutions and good practices are tested

1. HIRING

Here,
different lives
have equal opportunities.

incluir
diversidade é inclusão

Rectangular Snip

Damos as boas-vindas
a diferentes línguas.

**Aqui, vidas
diferentes têm
oportunidades
iguais.**

Ricardo Ribeiro
Pingo Doce de S. Pedro da Cova

Candidaturas

Jerónimo Martins | *pingo doce* | RECHEIO | JERONYMO | HUSSEL | Terra Alegre | RESTAURANTE | OVINOS ESPANHA

In 2022

THE INCLUIR
PROGRAMME
RECEIVED
MORE THAN

2365

APPLICATIONS

620

INTERVIEWS

282

TRAININGS

204

HIRINGS

633

FOLLOW-UPS
TECHNICAL TEAM

THE JERÓNIMO
MARTINS
GROUP IN
PORTUGAL

605

*PEOPLE WITH DEFICIENCY OR
DISABILITY IN 2022

1,75
%

Ambition

+ 820

* PEOPLE WITH DEFICIENCY OR
DISABILITY IN 2023

2,5
%

*Employees with AMIM > 60 %

*PT Legislation – Companies with + 75 employees must hire at least 1% of workers with a degree of disability equal to or greater than 60%

2. TRAINING

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“LEADERSHIP FOR DIFFERENCE” TRAINING

- It prepares our Tutors to welcome employees with deficiency and/or disability in their teams and customers in our stores;
- Integrates DIFFERENCE MANAGEMENT as part of leadership;

1066

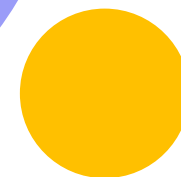
EMPLOYEES
IMPACTED in 2022
(PD, JMR, Meal Solutions)

26

TRAINING SESSIONS

GLOBAL APPRAISAL
OF TRAINING SATISFACTION

Very Good
(5)



3. SPECIALIZATION

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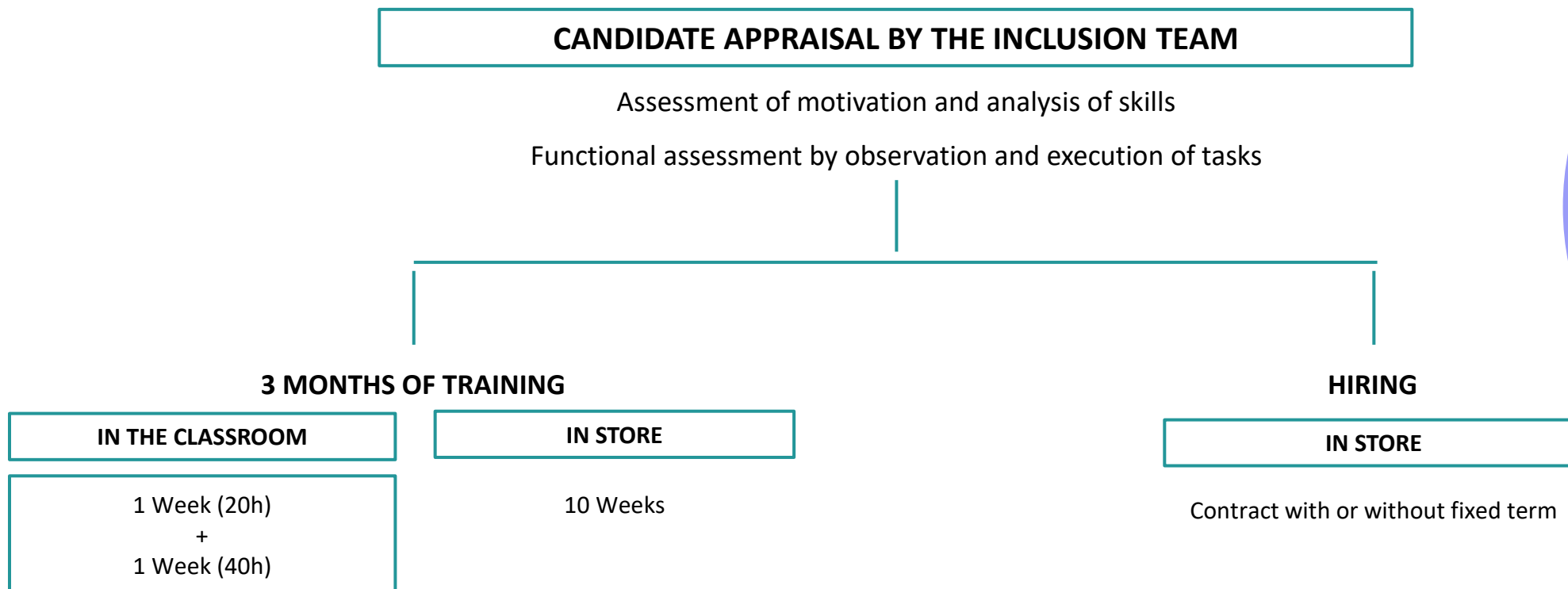


WE INTERNALIZED SKILLS:

- Rehabilitation and integration of people in our Companies and workplaces;
- Adaptation of methodologies of Recruitment, Training and Development, focusing in Productivity;



RECRUITMENT AND TRAINING PROCESS:



4. INNOVATION


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INCLUIR CENTRES



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TELHEIRAS
7TH DECEMBER 2021

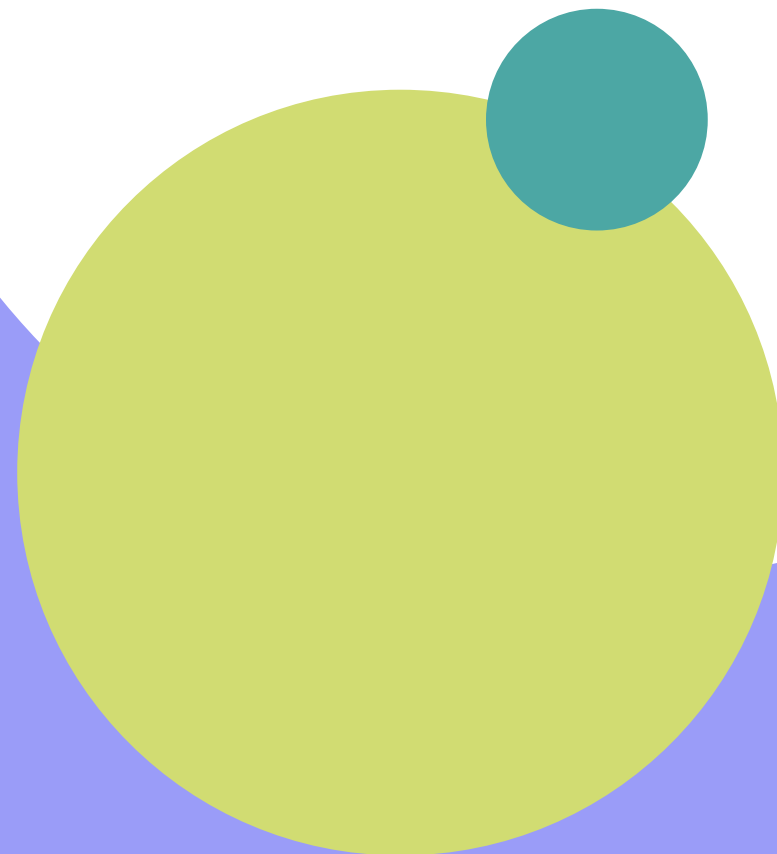
200 DAYS



SALGUEIROS
1ST JULY 2022

INCLUIR CENTRES MISSION

Innovation Centres in the area of inclusion and employability of people without access to the labour market, namely, people with deficiency and/or disability, fully inclusive, and at the service of the Community.



INCLUSIVE SPACES

RECRUITMENT

Welcome of candidates, families and institutions for interview and selection

TRAINING

Individual or group training sessions and task simulation at the School-Store

OPENING TO THE COMMUNITY

Space opened to Partner institutions, Schools and Universities and to the whole community

WELCOMING AREA

KITCHEN

2 INTERVIEW CABINETS

COWORKING AREAS

MEETING ROOM

CLASSROOM TRAINING AREA

LEARNING-STORE FOR TASKS SIMULATION

INCLUIR CENTRES

20

TRAINING
CLASSES
METHODOLOGY
INCLUIR Centre

14
TELHEIRAS

6
SALGUEIROS

155

TRAINEES
METHODOLOGY
INCLUIR Centre

117
TELHEIRAS

38
SALGUEIROS

53

DEAF TRAINEES -
KAIZEN TRAINING

26

TRAINEES - RECYCLING
TRAINING



TELHEIRAS
7th DECEMBER 2021

200 DAYS



SALGUEIROS
1ST JULY 2022

MOVIE INCLUIR CENTRE TELHEIRAS

MOVIE INCLUIR CENTRE SALGUEIROS

WORKPLACES ADAPTATIONS:

ADAPTATIONS IN 2022

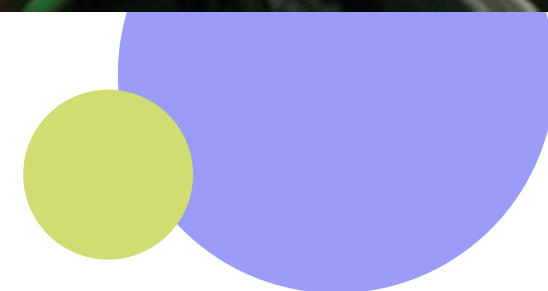
Check Out: Manual Scanners

Adapted chairs

**Check Out: Monitor Regulation
and ATM terminal**

Braille Adaptations

NVDA / Zoom Text



ADJUSTMENTS TO WORKPLACES | LOGISTICS

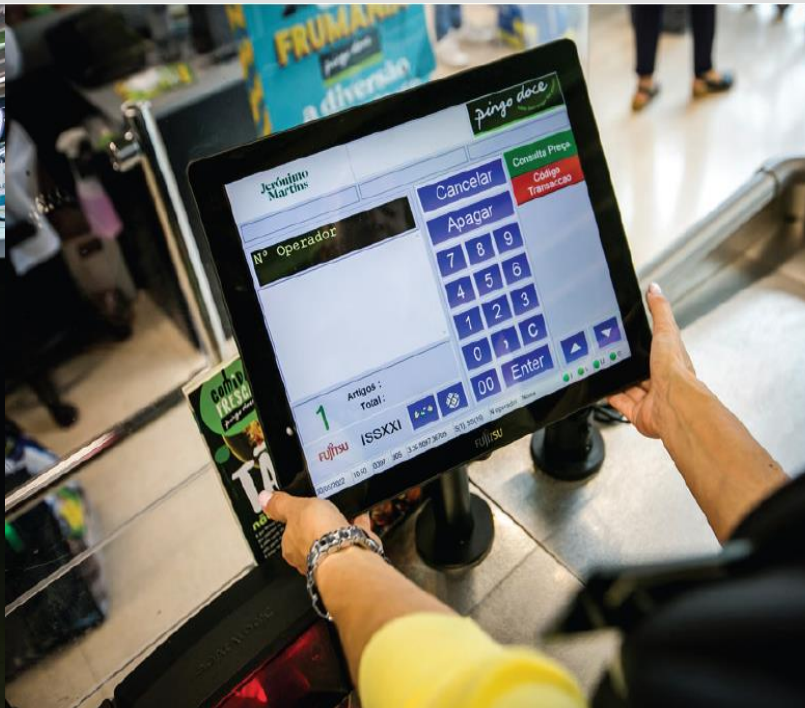


Mirror allows deaf employees working in logistics to control, for example, the approach of machines

ADJUSTMENTS TO WORKPLACES | CHECK OUT



Lifting platform



Adjustable Monitor and ATM
Terminal



Manual scanner

ADJUSTMENTS TO WORKPLACES | BAKERY SECTION



Braille labeller

Customer Inclusion Working Group, with Pingo Doce Company:

- Booklet with specifications on physical accessibility for Stores/Workplaces – Focus: **Customer** + **Employee**;
- **Inclusive Communication**

(i.e.: advertisements with Portuguese Sign Language, Store Communication)

Pingo Doce pioneiro a comunicar

Companhia é a primeira empresa de retalho nacional a incluir
língua gestual nos anúncios televisivos

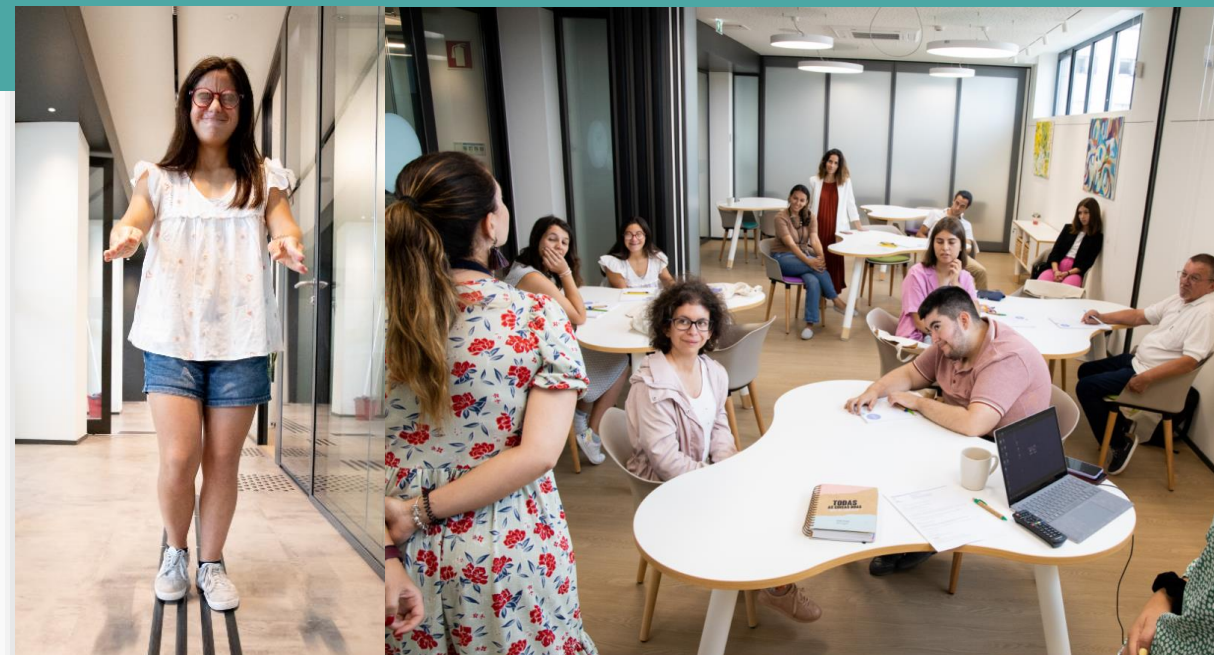


Os filmes publicitários contam agora com o apoio de intérpretes de Língua Gestual Portuguesa

Individual Multidisciplinary Studies Programme (PIEM – Programa Individual de Estudos Multidisciplinares)

Partnership with the University of Aveiro:

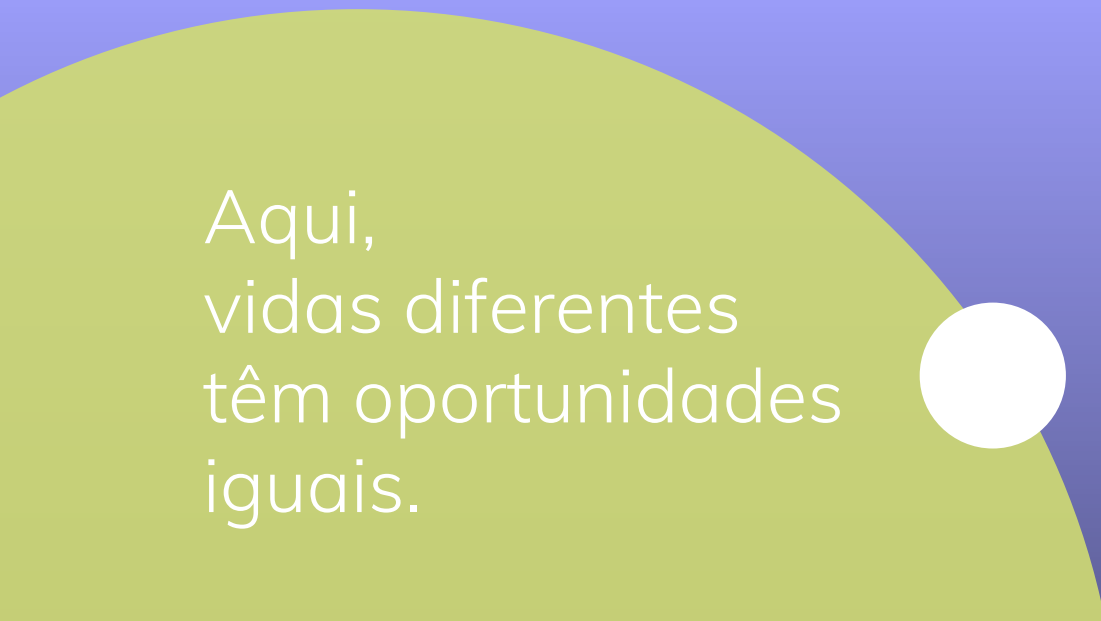
- 6 Scholarship holders have access to higher education for a period of 2 academic years;
- Two intermediate internships
- Financing by JMG;






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ML TERM GOALS



Aqui,
vidas diferentes
têm oportunidades
iguais.



MEDIUM AND LONG TERM GOALS

1. JM as a Benchmark and School of Good Employability Practices

To be a Centre of expertise dedicated to recruitment, training and adapted and customized development.

Main deliverables:

- **Best Practices Handbook** regarding the adaptation of HR processes in the different stages of the Employee's life cycle;
- **Award Inclusive Employer Entity Brand** for the Companies in Portugal – (MEEI – Marca Entidade Empregadora Inclusiva)
- **The Reference in “Pro Bono” Training Programmes** and Empowerment of several stakeholders;

2. JM as a Benchmark in customer inclusion practices in Retail

JM as a Benchmark in customer inclusion practices in Retail, accessibility, adapting the store environment to each disability, including the creation of different types of service for special needs.

Main deliverables:

- **Apollo Project – Store of the Future:** Integration of all inclusive practices, after pilot tests;
- **Catalog of inclusion practices in Retail,** as a reference in the market;

3. Incluir Centres as Innovation Hubs in the Social Inclusion area

Promotion of a culture of Inclusion in society and specifically in its different targets: in Schools and Academy, in Partners, with Families, of our customers.


Main deliverables:

- **Annual Programming of the Incluir Centres:** dynamization of interaction events with society;
- **Launch of the Social Inclusion Award** for university students: innovative digital solutions;
- **Study Visits with Schools and projects with the Academy;**
- **Empowerment** of partners and families;




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RECOGNITION



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opportunities.



Marca Entidade Empregadora Inclusiva (Brand Entity Inclusive Employer) – MEEI

Distinction awarded to the
Group's holding company (JMH)
and Recheio, by its Inclusion
policies

In 2023:

JMH and Recheio
MEEI Excelência

Pingo Doce
MEEI



O Lucas Valenzuela é operador no Recheio da Abóboda e o que o diferencia é a forma como nos faz ser uma família ainda mais unida.

O Lucas está conosco há 2 anos e é uma das mais de 400 pessoas com deficiência ou incapacidade que integramos através do Programa Incluir.

QUAL A DIFERENÇA?

SER RECHEIO

ENTIDADE EMPREGADORA
INCLUSIVA
2023

RECHEIO
TUDO A LÍNGUA



A Ana Graça é gestora de inclusão na sede da Jerónimo Martins e o que a diferencia é a determinação com que supera as suas metas.

A Ana está conosco há 15 anos e é uma das mais de 400 pessoas com deficiência ou incapacidade que integramos através do Programa Incluir.

QUAL A DIFERENÇA?

SER JERÓNIMO MARTINS

Jerónimo Martins

ENTIDADE EMPREGADORA
INCLUSIVA
2023

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incluir
diversidade e inclusão

Damos as boas-vindas
a quem se move sobre rodas.

**Aqui, vidas
diferentes têm
oportunidades
iguais.**

Joana Pacheco
Pingo Doce de Alameda

Candidaturas



Jerónimo
Martins

pingo doce

RECHEIO

JERONYMO

HUSSEL

Terra
Alegre

ESTABAN
ESTABAN

29

OVINUS
Z. IN. PA. S.