

# Tradição do Futuro

117  
DEC/JAN  
2025

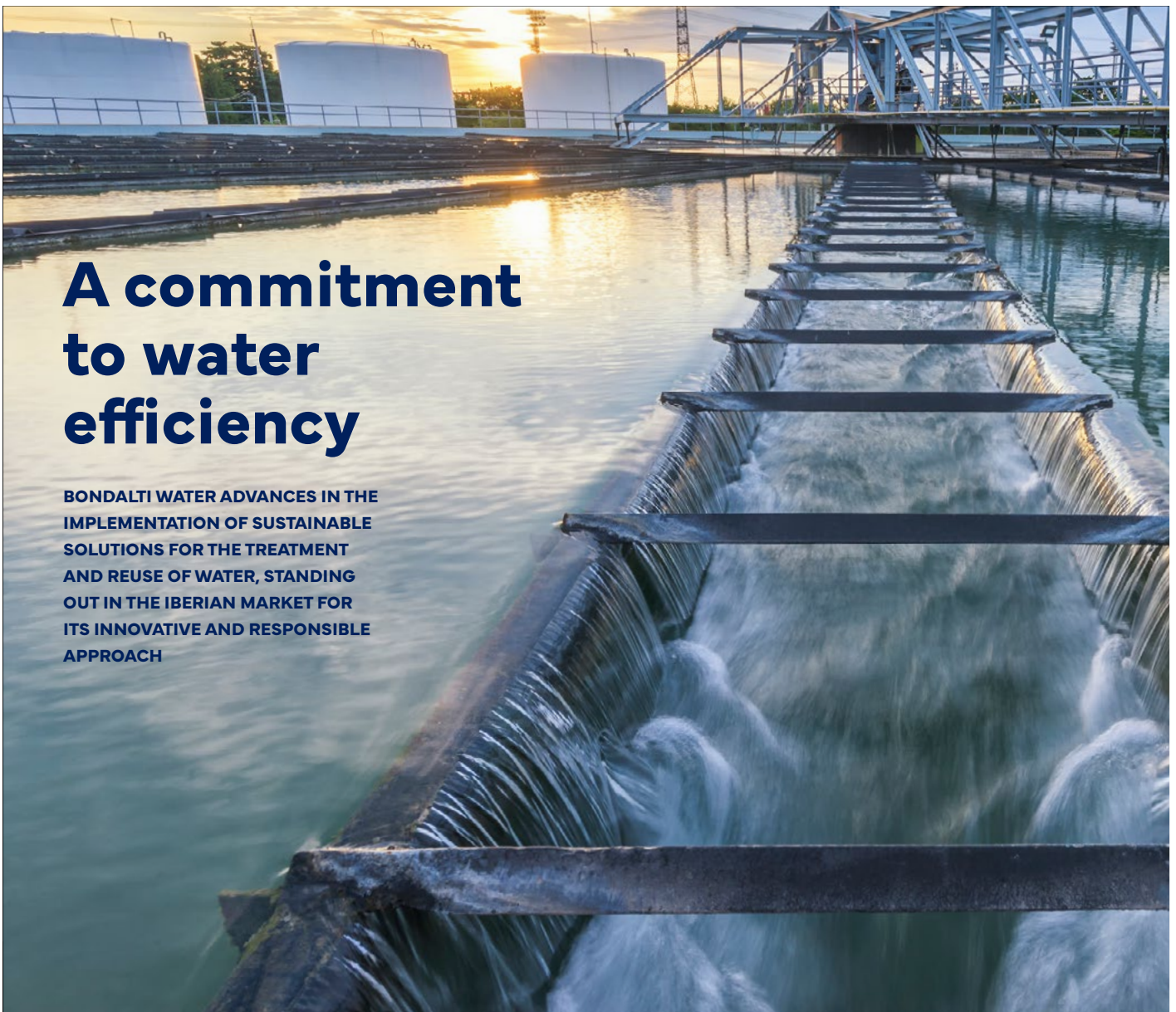
JOSÉ DE MELLO GROUP NEWS



BONDALTI



Lifthium



## A commitment to water efficiency

**BONDALTI WATER ADVANCES IN THE IMPLEMENTATION OF SUSTAINABLE SOLUTIONS FOR THE TREATMENT AND REUSE OF WATER, STANDING OUT IN THE IBERIAN MARKET FOR ITS INNOVATIVE AND RESPONSIBLE APPROACH**

Fundação Amélia de Mello awards scholarships

Gonçalo Ribeirinho dos Santos: 'WineStone is a milestone of ambition for the wine sector'

A Christmas full of Tradition

# News

## FUNDAÇÃO AMÉLIA DE MELLO AWARDS SCHOLARSHIPS

On December 4, the annual ceremony to award diplomas to the children of employees of the José de Mello and Sovena groups took place at the Centro de Congressos de Lisboa. In the 2024-2025 academic year, Fundação Amélia de Mello awarded 104 scholarships for bachelor's

and master's degrees, 80 of which went to children of employees from Bondalti, Brisa, CUF, José de Mello and José de Mello Residências e Serviços, reaffirming its commitment to supporting the educational development and academic training of young people. Meet some of the scholarship holders [here](#).



‘Merit and competence are absolutely relevant to your lives.’

Vasco de Mello, President of Fundação Amélia de Mello

## CUF INTEGRATES DOMUS VIDA SENIOR RESIDENCES

CUF has signed an agreement with José de Mello Residências e Serviços and Grupo Ageas Portugal to acquire 100% of Sociedade Portuguesa de Serviços de Apoio, Assistência a Idosos, S.A. (SPSI), the management entity of Domus Vida residences in Lisbon and Estoril.

The operation, which is subject to approval by Autoridade da Concorrência, reinforces CUF's commitment to offering Portuguese families care at all stages of life.

## GROW BY THE RIVER STRENGTHENS INNOVATION SYNERGIES

The 3rd edition of Grow by the River was held during the week of Web Summit, with more than 200 participants.

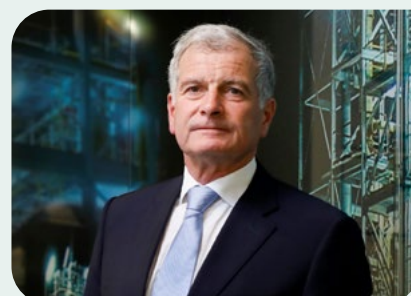
Discover [here](#) the best moments of this event which, in a relaxed atmosphere and intense networking, once again brought together the Group's companies, startups and partners from the entrepreneurship and innovation ecosystem.



## JOÃO DE MELLO RE-ELECTED AT CEFIC

João de Mello, Chairman of Bondalti, has been re-elected to the Board of Directors of the Council of the European Chemical Industry (CEFIC), the most important European chemical association.

CEFIC, with around 650 members, is one of Europe's most active networks, committed to developing sustainable solutions that contribute to Europe's environmental goals.





### CUF TO TRAIN 2,500 EMPLOYEES IN INCLUSIVE CARE

On the International Day of People with Disabilities, celebrated on December 3, CUF announced, that it will train 2,500 employees in Inclusive Service by 2028. Aimed at professionals who interact directly with CUF network's clients, this training aims to improve skills for informed and effective care for people with specific needs.

### VIA VERDE EXPANDS OPERATIONS IN THE NETHERLANDS

Via Verde, through its Dutch subsidiary MOVE-IZI, began operating toll collection management on the A24 motorway near Rotterdam on December 7. The system uses cutting-edge Portuguese technology developed by A-to-Be.

### PORTUGUESE GOVERNMENT VISITS BONDALTI'S CHEMICAL COMPLEX

On December 2, Bondalti's Estarreja Chemical Complex was visited by the Minister of Economy, Pedro Reis, and the Minister of Environment and Energy, Maria da Graça Carvalho, from the Portuguese Government. During the visit, the company's main strategic lines and the role it intends to play in the major challenges related to decarbonization were presented.

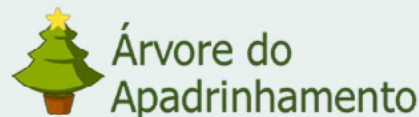
### BRISA LAUNCHES ROAD SAFETY CAMPAIGN

"A road is more than where we travel. It's how we do it" is the motto of Brisa Autoestradas' latest campaign, which emphasises the importance of good driving practices to ensure that everyone reaches their destination safely. The campaign, created with the help of Artificial Intelligence, addresses issues such as mobile phone use, distraction and fatigue while driving.

### QUINTA DO CÔTTO GRANDE ESCOLHA 2020, A CLASSIC FROM DOURO AMONG PORTUGAL'S BEST, HAS BEEN RATED 18.5 POINTS BY WINE MAGAZINE GRANDES ESCOLHAS



### THE 'ÁRVORE DO APADRINHAMENTO' INITIATIVE ONCE AGAIN DEMONSTRATED THE STRONG SOLIDARITY OF OUR EMPLOYEES, POSITIVELY IMPACTING 1,964 UNDERPRIVILEGED CHILDREN FROM 36 INSTITUTIONS LOCATED IN VARIOUS REGIONS OF THE COUNTRY



### WINESTONE IN THE 2024 EDITION OF ESSÊNCIA DO VINHO

From November 9 to 11, WineStone participated at the Essência do Vinho fair, showcasing the latest news and reinforcing its positioning and ambition in the sector.



Your opinion is essential. Tell us [here](#) what you thought of this issue.

● **CUF RECEIVED THE APCE (ASSOCIAÇÃO PORTUGUESA DE COMUNICAÇÃO DE EMPRESA) 2024 GRAND PRIZE IN THE INTERNAL COMMUNICATION CATEGORY FOR THE 'FATOR CUF' PROJECT, WHICH MOBILISED MORE THAN 300 EMPLOYEES IN A MUSICAL TALENT CONTEST. REMEMBER THE AWARD-WINNING INITIATIVE [HERE](#)**



● **APPLICATIONS OPEN FOR THE JORGE DE MELLO RESEARCH GRANT**

The application period for the Jorge de Mello – Indústria e Inovação research grant, promoted in partnership with COTEC Portugal, is open until March 2025. Worth 150,000 euros, this initiative is one of three grants, which began in 2024 with the José Manuel de Mello – Empreendedorismo grant and will be followed in 2026 with the Amélia de Mello – Inovação Social grant. Find out more [here](#).

● **BONDALTI DISTINGUISHED ITSELF BY WINNING THREE PRIZES EAT THE CARE® AWARDS 2024, ORGANISED BY CEFIC, IN THE 'DIGITALISATION AND INNOVATION', 'PROCESS SAFETY AND CYBERSECURITY' AND 'SOCIAL RESPONSIBILITY' CATEGORIES**

● **DECARBONISATION AND COMPETITIVENESS IN FOCUS AT BONDALTI**



● **UNIVERSITY STUDENTS CHOSE CUF AS THE BEST COMPANY TO WORK FOR IN THE HEALTH SECTOR**



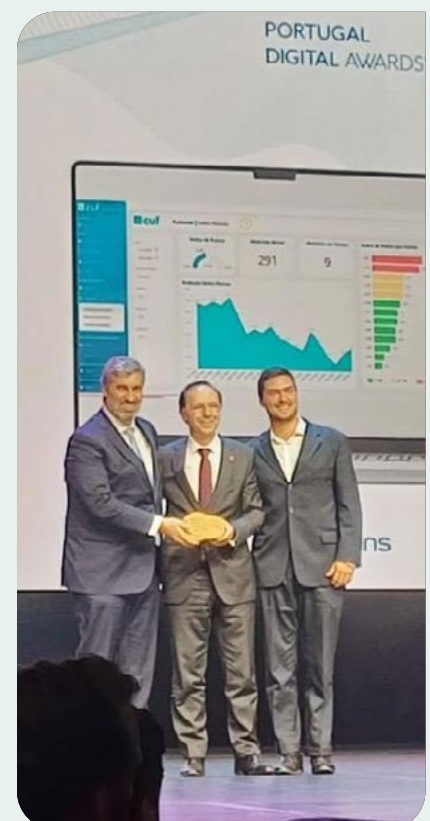
**At the premiere of 'Merco Talento Universitário Portugal 2024',** CUF stood out as the best company to work for in the health sector, reflecting CUF's commitment to attracting young talent and providing a working environment that favours professional development and success.

**Bondalti co-organised** the session 'The fundamental role of industry in decarbonising the economy' during the 2nd Fórum da Semana de Responsabilidade Social, which took place on November 26. Sustainable innovation and collaboration between industry, academia and stakeholders, as essential factors for accelerating decarbonisation and maintaining competitiveness, was the focus of the opening session given by Diogo Mendes, Bondalti's Technology Director.

● **CUF LOGISTICS PROJECT PROJECT HONOURED AT PORTUGAL DIGITAL AWARDS**

**On November 27, CUF was awarded** the Best Health Project prize in the Digital Industry Awards category for its 'LEAD – Logistics Efficiency with Analytics Development' project.

The solution aims to optimise logistics management with advanced technologies for significant cost reductions and service improvements.



# A commitment to water efficiency

**Water is an increasingly threatened element that demands the attention of society as a whole. The companies in José de Mello Group are committed to making an active contribution to the long-term sustainability of this resource. Take Bondalti Water, for example.**



**According to UN-Water**, a platform of the United Nations (UN) World Organization, industry is the second most water-intensive sector on the Iberian Peninsula, after agriculture. In Portugal, the sector uses 30% of the available fresh water, while in Spain the percentage is slightly lower (19%).

However, consumption and scarcity go hand in hand, with climate change making the climate drier and hotter and poor water management putting more pressure on water resources. Ensuring water sustainability is therefore the responsibility of the industry sector, with concerted action on consumption, treatment and reuse.

## The circularity of water

For over 60 years, Bondalti Water has been dedicated to making it possible and affordable to treat and purify water with the aim of using it for various purposes and sectors. It is a leader in the field of industrial water treatment in the Iberian market and is recognized on five continents, with work that extends to different parts of the world, including remote Antarctica.

Present at all stages of the Integral Water Cycle, Bondalti Water designs, produces and installs highly efficient, customized systems for the treatment and reuse of water for all types of industries and high-consumption clients, such as hospitals and hotels.

Bondalti Water's commitment to water circularity is reinforced through the consistent application of proven technologies. Using techniques such as reverse osmosis and ultrafiltration, for example, the company facilitates the purification of waste water resulting from the industry sector.





### Biogas: an extra step

Innovation is Bondalti Water's core strength, and its latest business line is the materialization of this. Bondalti Biogas has come onto the market to provide turnkey solutions for the design, construction and exploitation of biogas.

But why invest in biogas? This renewable fuel of biological origin is generated in wastewater treatment plants, so its use is a natural step for a company that advocates decarbonization and energy self-sufficiency in the industry sector.

Facing the challenges of resource management in the future is therefore the priority of this company, which combines innovation, experience and a commitment to sustainability. A clear sign that José de Mello's DNA is very much present.



### Did you know...

**CUF reduced its overall water consumption in 2023, even with the increase in activity and the opening of new units**

**In 2024, WineStone made operational adjustments to two WWTPs to improve the quality of its effluents**

## 3 QUESTIONS TO

**Mário Freire**

Executive Board Member  
of Bondalti Water Solutions



### 01. What is Bondalti Water's main sustainability achievement in 2024?

We established the biogas business unit, targeting a market with high growth potential in Europe. Biogas, a renewable energy generated from organic waste from our treatment systems and our customers, allows us to reduce operating costs and fulfil environmental targets.

### 02. How do Bondalti Water's solutions meet the Integrated Water Cycle's needs?

Bondalti Water positions itself as a provider of sustainable solutions, specializing in the treatment and reuse of water. Given the growing pressure on water resources and the greater sensitivity of industries to efficient water use, our response has been to increase our production volume and invest more in innovation and engineering. We stand out for our ability to develop processes and technologies that respond effectively to a variety of water needs.

### 03. What is the company's main objective for 2025?

To consolidate our structures, take full advantage of the increase in installed capacity and increase our efficiency, so that we can strengthen our position as a benchmark. We want to continue generating the greatest possible positive impact with our customers, while safeguarding essential resources for future generations.

# ‘WineStone is a milestone of ambition for the wine sector’

**Gonçalo Ribeirinho dos Santos joined Ravasqueira in 2016 to take the business into the digital world. He arrived with an irreverent spirit acquired from his years in a start-up and today leads the Marketing and Commercial teams at WineStone, a brand he helped create.**

## **You wanted to be an architect but changed course to Marketing. What motivated this change?**

I wanted to be an architect ever since I was little, but after four years on the course I started to feel increasing pressure. As I watched my friends finishing their degrees and entering the labor market after three years, I felt that I was falling behind and that my time was not being productive. To my parents’ dismay, I enrolled on a Marketing and Advertising course and, while still an undergraduate, I joined one of the most promising start-ups in the Portuguese ecosystem. It was with this somewhat surprising leap that I discovered what really motivates me: transforming subjective ideas into objective solutions that generate concrete results and have a real impact.

## **You started out in a start-up and today you are part of one of Portugal’s largest business groups. What unites and what separates these two realities?**

When you look at Grupo José de Mello from the outside, its scale and impact are obvious. However, surprisingly, I find many similarities. There is a very specific culture within Grupo José de Mello that can be felt and experienced on a daily basis at WineStone, a way of working that resembles the dynamics of the most innovative and agile companies on the market. A willingness to do things differently, to experiment, and the courage to face uncertainty. It is this culture that allows us to overcome challenges with innovation, determination and a clear vision of growth.

## **Gonçalo Ribeirinho dos Santos**

Sales & Marketing Director at WineStone

- Grew up in Cascais, where he took up sailing, a sport in which he was a highly competitive athlete.
- His first big adventure was a four-day car journey between Lisbon and Athens
- Proud father of three boys



## **How would you describe your career at WineStone?**

It’s been an adventure of constant growth. I joined Ravasqueira in 2016 to help position the brand in Digital and then took on responsibility for Marketing as a whole. Later, we created WineStone from scratch, a milestone of ambition for the wine sector. At the end of 2024, I took over responsibility for Sales & Marketing.

## **How do you embrace the challenge of balancing the tradition of historic brands with the innovation needed in an ever-changing market?**

It’s a great responsibility to welcome brands that are part of Portugal’s wine legacy into the WineStone portfolio. But that responsibility doesn’t hold us back. The challenge is to make their value propositions clear and to guarantee a sustainable future that restores the brands’ prominence and consumer admiration. This future is made by respecting the past and, at the same time, realizing what the market is asking for. Brands don’t have to respond to every segment, but we do have to ensure that, within WineStone’s offer, we have strong, undisputed brands in each segment.

# A Christmas full of Tradition



**WineStone**  
Monte da Ravasqueira



**José de Mello**  
Monte da Ravasqueira



**Bondalti**  
Estarreja  
Oeiras  
Sintra  
Torrelavega  
Alfaro



**José de Mello**  
**Residências e Serviços**  
Lisboa  
Estoril



**Lifthium**  
Monte da Ravasqueira



**CUF**  
Lisboa  
Porto  
Açores





DRAWING BY MARIA LEONOR RIBEIRO,  
AGED 10, DAUGHTER OF A CUF EMPLOYEE.



SEE OUR CHRISTMAS CARD COME TO [LIFE](#)



JOSÉ DE MELLO