

CONNECT TO SUCCESS



Connect to Success Corporate Profile



Name of Company: Grupo Nabeiro / Delta Cafés

Q: Tell us about your company's involvement in social responsibility and how your company and/or the community has benefited.

Delta Cafés and its holding "Grupo Nabeiro" has always maintained that competitiveness depends on economic, social and environmental performance, striving to balance the different needs of our stakeholders by means of dialogue. It was the first Portuguese company to obtain the social responsibility certification SA8000.

A concern in relation to developing the communities we are active in has always been a priority and is evident in several different forms: investment in infrastructure to meet latent needs, corporate volunteerism, sponsorship and support.

Social responsibility is intrinsic to our company's essence and in this chapter we highlight projects like "A coffee for Timor", "Alice Nabeiro Educational Centre", "A heart called Delta", "Time to give", among others.

"Um café por Timor" (A coffee for Timor) was a project responsible for building infrastructures and schools in Timor, through the sales of coffee from Timor, which promoted sustainable community development.

More recently, Delta created "Alice Nabeiro Educational Centre" (CEAN), a pre-school classroom and activity centre for children. "Entrepreneurship Manual - Ideas for Changing the World" was compiled by CEAN in 2008 and arose from the concern of Grupo Nabeiro with regard to children developing and improving skills, abilities and an entrepreneurial spirit. This pilot project was presented to the Ministry of Education and introduced to the schools which accepted the challenge in Portugal and Spanish Extremadura in 2009.

The Grupo Nabeiro Corporate Volunteer Programme was conceived quite naturally, the result of the contagious manner in which Commander Rui Nabeiro has run his business, permanently aware of the needs of the community and of the underprivileged. Hence, the project known as "Um Coração Chamado Delta" (A Heart Named Delta) was created in March 2000.

Amongst other acts and activities we find also "Tempo para Dar" (Time to Give). It was a partnership with SIC Esperança and it focused on diminishing the loneliness of elderly people, through volunteer work.

Delta believes that more than an isolated act, social responsibility is an attitude and so is our duty helping the development of the surrounding communities.

Q: What do you hope your team will gain through their participation as mentors in Connect to Success' Corporate Mentoring Program?

Mentoring can improve the performance of the team. One of the roles as a mentor is to set a good example for the mentee.

The experience we gain by mentoring someone can facilitate our own professional growth, making more of an asset to the organization. This mentoring project will also allow us to strengthen the coaching and leadership skills by working with individuals from different backgrounds, with different personality types, and new ideas that hopefully can be contagious.

Mentoring can be a truly rewarding experience, but becoming a mentor is a big decision and one that should not to be taken lightly.

Knowing that we are responsible for providing appropriate and accurate guidance to other motivates the mentor to work harder. Furthermore, mentoring can give both mentor and mentee a fresh perspective on their performance, hopefully helping those entrepreneurs to take their business to a new level in a faster way.

Q: What do you hope the mentee(s) selected by your company to participate in the program will achieve at the conclusion of his/her/their participation?

Connect to success is a very interesting mentoring project since we can share not only an individual coaching, but sharing some of the best assets that we have in our company - the people and their knowledge, which is of great value for a startup company.

The mentees can take advantage of having senior advisement from our company according to their needs of development. This mentoring can help them making better decisions, while learning new skills, knowing new people and expanding their network. They can also gain a third-party nonjudgmental perspective, and some support to overcome obstacles and challenges. At the same time they can develop

more self-confidence by means of the mentor's support that can give them some advices, helping to avoid some beginner mistakes.

At the end of the program we expect that the objectives set by both parts are achieved, and that this program can be of great value to both, but specially for the mentees, helping them improving their business in a faster and sharper way.

We hope to leave some seeds that can grow and strengthen in the future, helping them to reach their true potential, providing the right tools to achieve their personal and professional goals, by means of growth, which is good for them and for the community.