

Programa
Consciência
leve®

Inovação
Financeira
em Novas
Soluções
de Reforma







The retirement issue is presently one of the most relevant political and social factors in the developed world.

The introduction of new policies that gradually change the relevance of individual responsibility in the retirement question has led the financial system to pay greater attention to the issue and to respond with the introduction of new products and of a new paradigm that underlines the importance of savings.

Amongst the products of Fidelidade-Mundial and Império Bonança is Leve PPR, which integrates a pioneering offer that introduced a weighing factor in consumption.

It is a product with unique features as it links consumption to saving, allowing each expense to become a savings action as well.

It is a Retirement Savings Plan (RSP) associated to a credit card with cash-back, i.e. it returns a percentage of the expenses paid with the card, and it capitalizes it directly in the Retirement Savings account.

This service allows consumers to save without having to change their consumption habits. On one hand it shows that balance between consumption and saving is possible and, on the other hand it is a way to demonstrate that insurance companies are committed in creating retirement social awareness as well as improving financial literacy.

Introduction

Through its insurance companies Fidelidade-Mundial and Império Bonança, Grupo Caixa Geral de Depósitos wants to play a role in creating social awareness for retirement issues and for the improvement of financial literacy.



An extended intervention programme

*The “Consciência Leve®”
programme is designed
to create general social
awareness for retirement
issues.*

As solution makers and advisory consultants, financial institutions have privilege positioning to ensure economic and financial well being of citizenship throughout their lives.

The society in which we live is not educated to efficiently and autonomously manage its financial life in the long term.

As the largest Portuguese financial Grupo Caixa Geral de Depósitos, claims social responsibility in developing initiatives in this scope. With that aim the group launched in 2009 the Consciência Leve® programme along with the Innovation in Retirement Award.

In 2011 this award shall have an exclusive academic component, thus being the Innovation in Retirement Award.

The programme seeks to take up the ultimate challenge in providing information and advice to the consumer, helping to foster greater awareness in retirement issues.



The goal is to challenge universities to develop projects on the subject of retirement, addressing its social, economic and financial components, breaking away from the traditional economic-financial analysis.

Another goal is to transform the acquired knowledge into useful information and actual progress led by innovative solutions that may benefit the consumer.

Ultimately, it is an initiative both from Fidelidade-Mundial and Império Bonança, which seeks to stimulate the creation of a retirement economy.

In this 2011 edition, PremiValor Consulting will collaborate in promoting and advertising the Innovation in Retirement Award. PremiValor Consulting has expertise in strategy, marketing and finance.

An extended intervention programme



An extended intervention programme

This new concept is characterised by the need to:

- associate the comfort and optimism of the present with the safety of the future.
- mitigate the logic of the extremes, by avoiding over-consumption phases followed by castrating austerity.
- convey a message of trust to society at large by investing in the search for alternative savings solutions.
- reinvent the products that allow this balance, by using concepts from different origins in building new products and creating new financial investment paradigms.



To Live with Consciência Leve®

Is to live with the joy of the grasshopper and with the savings sense of the ant, in the best balance of happiness for each individual.

Promoting Consciência Leve®

Is to contribute on building a new balance in individual's finances so that each may enjoy the most of every moment of his/her life while ensuring long term sustainability.
It is to supply information which improves financial literacy to society at large.

Rewarding Consciência Leve®

Is to enhance financial innovation on to new retirement solutions while creating conditions to achieve a better balance in the system, by promoting optimism, and preserving economic well being of citizens and families.

To live with
Consciência
Leve®



Innovation in Retirement Award

*An award designed to
recognise innovative projects
on the subject of retirement.*

Joint award of 10,000 €.

What is it?

It is an award that seeks to encourage students and teachers in higher education to dedicate their efforts to the development of the theme on retirement, and at the same time promote creativity, economic optimism and research of solutions with effective impact on society.

It is meant to recognize and reward an academic project proved to be innovative in this area - saving and retirement.

The Prize

The winning project will receive a gross monetary prize of EUR 7,000.

If the winning project is developed with the assistance of a teacher, she/he will received a gross scholarship of EUR 3,000.

Internship Opportunity

The authors of the winning project will have the opportunity of a professional internship at Fidelidade-Mundial or Império Bonança for 3 months.



The Innovation in Retirement Award seeks to promote the creation of new approaches to retirement by applying marketing and communication variables.

It is an incentive to:

- the creation of knowledge that may play an effective role in economic and financial innovation and in the encouragement of a conscious economy.
- creativity and researching ability. In this way the goal is to design solutions which could turn retirement into something positive in people's lives.
- build interest/ awareness in social/ economic sustainability issues and consequently in retirement related topics for society in general.

Innovation in Retirement Award

*"... an incentive to the creation
of knowledge ..."*



To Whom?

*A challenge for students of
Institutes, Polytechnics and
Universities.*

The Innovation in Retirement Award is meant for students who at the date of the application are enrolled in Undergraduate, Post-Graduation or Master's Degree (1st and 2nd cycle of the Bologna Process) whose curricular programmes include Marketing, Management, Economics, Econometrics, Actuarial Sciences, Mathematics, Psychology or Sociology and who intend to submit a study on Innovation in Retirement.



How to Participate?

Interested candidates in the Innovation in Retirement Award should complete the application form at www.consciencialeve.pt, along with the submission of a summary description of the project and of the development thereof, as provided in the Regulation.



Calendar

The Innovation in Retirement Award will be conducted in the following stages:

The Official Presentation of the Award

October 2011

1ST SEMESTER

Submission of applications

Up to November 10, 2011

Submission of projects

Up to February 16, 2012

2ND SEMESTER

Submission of applications

Up to March 12, 2012

Submission of projects

Up to June 18, 2012

Result Presentation Ceremony

October, 2012



The results of the awarded projects are subject to becoming part of the implementation of solutions that may be employed in financial and insurance activities.

In order for the awarded projects to be presented to the public, the authors must be available to participate in conferences and other initiatives organised by the Promoters.

Projects that present justified interest and quality may also be published.

The results

Awarded projects may also be published.



The Jury

The jury will choose the best project.

The jury will be composed by persons with merit and expertise in meaningful fields for the contest topic.

Regulation

Grupo Caixa Geral de Depósitos

**Innovation
In Retirement
Award**





Regulation

Article 1

Definition

This regulation defines the conditions governing the attribution of the Innovation in Retirement Award (academic component), hereinafter “**Academic PIR – Innovation in Retirement Award**” or shortened as “Award”.

Article 2

Promoters

The Award is promoted and awarded by Companhia de Seguros Fidelidade-Mundial, S.A. and by Império Bonança - Companhia de Seguros, S.A., hereinafter “Fidelidade-Mundial” and “Império Bonança” or both Promoters. The 2011 edition of the Award is supported by PremiValor Consulting throughout its structuring and advertising.

Article 3

Objective of the Award

1 – The “**Academic PIR – Innovation in Retirement Award**” is an award whose main objective is to promote research in the area of retirement, addressing the economic, financial and social components associated to the values of innovation and applicability in marketing and communication.

2 - The specific objective of the Award is to recognise and to reward the academic component of the submitted projects, thereby promoting a greater interconnection between universities and the corporate world. In addition, the “**Academic PIR – Innovation in Retirement Award**” seeks to contribute to the development of excellence in complementary academic training of students in Undergraduate, Post-Graduation and Master’s Degrees (1st and 2nd cycle of the Bologna Process).

Article 4

Rules for the attribution of the Award

1 – The jury of the “**Academic PIR – Innovation in Retirement Award**” is sovereign in interpreting and applying this Regulation as well as in resolving the omissions thereof.

2 – The selection criteria and the grounds for decision, including that of granting the Award, are of exclusive responsibility of the Promoters. Their decision cannot be subject of complaints or appeals, being always and in circumstances unassailable and final.

3 – The Promoters of the “**Academic PIR – Innovation in Retirement Award**” reserve the right not to grant the Award if they find that

the projects have not complied with their standards of distinction and quality in that year.

Article 5

Nature of the Award

1 - The “**Academic PIR – Innovation in Retirement Award**”

is a university Award that shall be granted to the best project. The winning project will receive a gross amount of **EUR 7,000**.

2 - If the winning project is developed with the assistance of a teacher, s/he will receive a gross stock research of **EUR 3,000**.

3 - The authors of the winning project have the opportunity to do a **professional internship in Fidelidade-Mundial or Império Bonança companies for 3 months**.

4 – All candidates will receive a certificate of participation in the “**Academic PIR – Innovation in Retirement Award**”.

5 – The right to the Award will be lost automatically, definitively and without need of any formal announcement if any of the following situations occur:

- a) Existence of any irregularities in the applications of the winners;
- b) Existence of evidence that the



project has been developed by other persons not listed in the submitted application;

- c) If the Award is not claimed within a maximum period of one year from the attribution date;
- d) If the winners do not accept this Regulation without any reservation;
- e) The non-compliance with any rule in this Regulation.

Article 6 Selection Procedures and Calendar

1 – The selection process of the candidates to the **“Academic PIR – Innovation in Retirement Award”** will be conducted over three different stages:

- 1st Stage – Applications
- 2nd Stage – Submission of projects
- 3rd Stage – Review of projects and selection

2 - The **“Academic PIR – Innovation in Retirement Award”** shall take place during the two semesters of the academic year 2011/2012. For each semester there will be a corresponding project development period. The project development periods will be of nearly 3 months starting on the deadline for the submission of applications.

3 – The first project development period corresponds to the first semester of the academic year 2011/2012. The deadline for the submission of applications for the first period is **November 10, 2011**. The deadline for the submission of the projects is **February 16, 2012**.

4 – The second project development period corresponds to the second semester of the academic year 2011/2012. The deadline for the submission of applications for the second period is **March 12, 2012**. The deadline for the submission of the projects is **June 18, 2012**.

5 – The projects under development are expected to be integrated in specific academic courses or, in alternative, be executed as an extracurricular activity.

Article 7 Scope of the Projects

1 – The scope of the **“Academic PIR – Innovation in Retirement Award” is Innovation in Retirement**. Some possible topics are presented as example:

- Structuring of retirement products;
- Customer loyalty strategy and procedures regarding retirement products;
- Perception of the awareness of the Portuguese towards

- retirement;
- Financial solutions for retirement;
- Economic and social sustainability of retirement;
- Consumption habits vs savings habits;
- Economic and social analysis of individual long-term savings;
- Financial literacy in the area of retirement.

Article 8 Application Requirements

1 – To be considered eligible for the Award, candidates must fulfil at the time of application the following requisites:

- a) Attendance of Undergraduate, Post-Graduation or Master’s Degree courses (1st and 2nd cycle of the Bologna Process), whose curricular programmes include Marketing, Management, Economics, Econometrics, Actuarial Sciences, Mathematics, Psychology or Sociology;
- b) Be organised in groups of three to five elements, even if they are not enrolled in the same educational institution;
- c) The groups should rather be followed by a teacher, although this is not compulsory for the submission of applications.



Article 9 Application Procedures

1 – The applications that comply with the conditions provided in the previous article must be formalised by fully completing the application form available on-line at www.consciencialeve.pt, up to **the respective deadline for the submission of applications.**

2 – Along with the application form, the following elements are also necessary: (i) copy of the identity card or citizen card of each member of the group; (ii) copy of an current student card of each group member; (iii) a statement from each group member in which they fully accept without any reservation the conditions of this Regulation; (iv) a summary of the project indicating: the title, objective, and brief description of the project. The document should be in font “Arial 10”, 1,5 line spacing, on a single A4 page only.

3 – These elements must be uploaded together with the application form.

4 – Formalising the application implies that each member of the group accepts without reservations or conditions to comply with the provisions of this Regulation, as well as that they expressly authorise the verification of the authenticity of

the information given.

Article 10 Procedures for the Submission of Projects

1 – The candidate projects must be submitted under the form of a written report in Word processor, font “Arial 10”, 1,5 line spacing, and a maximum of 50 pages.

2 – The candidate projects must be submitted by e-mail to pcl@caixaseguros.pt and by registered post, enclosed in an envelope to PremiValor Consulting (Av. 5 de Outubro, n°75 – 7° Andar, 1050-049 Lisboa), with the following reference mentioned on the outside of the envelope: **“Academic PIR – Innovation in Retirement Award”.**

3 – The projects must be sent by e-mail and by registered post until 12.00 midnight of the **deadline for the submission of the projects for each submission period.**

4 – The submitted projects will not be returned to the candidates.

Article 11 Project Evaluation Criteria

1 – During evaluating applications, the jury will take the following criteria into account, among others:

- a) Innovation – the ability to discover new paths for retirement, innovative applications.
- b) Pertinence and relevance – the ability to develop actual solutions suited to the realities of the country, in particular to its social, financial and economic context.
- c) Feasibility and practicality – the business value of the projects and their applicability in a business and social context.

Article 12 Announcement and Award Ceremony

1 – The attribution of the **“Academic PIR – Innovation in Retirement Award”** shall be publicly announced and disclosed during a specific event to be held in Lisbon.

2 – The Promoters will publish the names of the Award winners in the press up to 10 working days after the event mentioned in paragraph 1 of this article.

3 – The members of the winning group expressly undertake, as a condition for receiving the Award, to participate in such event and allow that their image and personal data be disclosed in order to promote the Award, themselves,



their Academic Institutions and the Promoters of the event.

Article 13 “Elevator Pitch”

1 – The candidates must be available, if the Promoters do so request, to prepare and execute a public presentation of the project “Elevator Pitch”.

2 – Through the “Elevator Pitch”, the candidates will have the opportunity to publicly present their projects to an audience with interest in the matters in which the **“Academic PIR – Innovation in Retirement Award”** is based on.

3 – The Promoters will decide, at their sole discretion, which projects will be presented within the scope of the “Elevator Pitch”.

4 – Apart from the “Elevator Pitch”, the projects may be subject to public presentations and the authors must be available to participate in conferences on the subject, organised by the Promoters.

Article 14 Intellectual Property of the Projects and the Dissemination thereof

1 – The winning project will become property of the Promoters who

will acquire sole, full and final ownership of any author rights or copyrights over it. The Award granted under this Regulation already includes the compensation for the exclusive granting to the Promoters of all inherent rights with no exceptions.

2 – Although the asset constituted by copyright over the winning project developed under this Regulation is transferred to the legal domain of the Promoters, the moral contents of the project in question shall always remain within the legal domain of the respective intellectual author or his/her heirs.

3 – The winning project may lead, with the alterations deemed appropriate, to the development of retirement products or solutions. The authors of the winning project irrevocably authorise the Promoters to make the alterations they deem necessary when designing those retirement products or solutions.

4 – The submitted projects may be published in books or other publications considered appropriate.

5 – The Promoters undertake to disclose the name of the authors of the projects whenever these are published.

Article 15 The Jury

The composition of the jury is of the exclusive responsibility of the Promoters of the **“Academic PIR – Innovation in Retirement Award”**. The jury will be composed by persons with merit and expertise in meaningful fields of the contest topic .

Article 16 Final Provisions

The deadlines and dates in this Regulation may be altered at the sole discretion of **“Academic PIR – Innovation in Retirement Award”** promoters, such alterations would be subject to public announcement.

**Innovation
In Retirement
Award**



Fidelidade Mundial



Império Bonança

Collaboration:



e-mail: pcl@caixaseguros.pt
www.consciencialeve.pt

Grupo **Caixa Geral de Depósitos**

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