



**GLOBAL AWARD**  
**"CREATING CONNECTIONS – MINERVA FOODS HIGHLIGHTS OF THE YEAR"**

**INNOVATION AND RESULTS DRIVEN**  
**CATEGORIES REGULATIONS 2025**

## **1 OBJECTIVE AND PARTICIPATION CRITERIA**

This year's contest edition will feature two categories: the **Innovation Category** and the **Results-Driven Category**. The objective is to continue from the previous edition recognizing innovative initiatives and projects, as well as to mark 2025 as the year focused on the value elected for behavior and efficiency.

- 1.1 To participate, both categories will adhere to the items of the General Regulations. By registering the group, participants confirm that they have read the Regulations and ratify that the intellectual property of the results obtained in their projects will belong to **MINERVA**, in accordance with current legislation.

## **2 INNOVATION CATEGORY**

In this 2nd (second) edition of the Creating Connections Award – Minerva Foods Highlights of the Year, the **Innovation Category** will be structured through projects from the Círculo Minerva de Qualidade (CMQ) and/or Círculo Minerva de Calidad (CMC) Programs or **projects registered on the Minerva Excellence Program (MEP) platform according to its own methodology.**

- 2.1 The top three groups from the CMQ Beef Brazil seminars held during 2024 and 2025 will automatically participate. Other CMQ groups and new CMC groups may freely register on the contest platform: [www.minervafoods.com/criandoconexoes](http://www.minervafoods.com/criandoconexoes). Projects registered in the previous contest edition are not eligible and will be rejected.
- 2.2 Employees from Corporate, Commercial/Distribution, Cattle/Sheep Purchasing, Export, and other related areas or businesses that do not work directly in the industry may submit projects, provided that these are developed within the Ver e Agir/PDCA methodology.
- 2.3 To write your project using the Ver e Agir/PDCA methodology, contact: [gestao.corporativo@minervafoods.com](mailto:gestao.corporativo@minervafoods.com). If you would like more detailed training, contact the Transformation Office team (Carolina Grupioni and Patricia Camillo).
- 2.4 Project selection will follow the criteria established in the General Regulations, namely phases 01, 02, and 03, as set forth in item 06 Selection and Judging.

### 3 RESULTS-DRIVEN CATEGORY

The **Results-Driven Category** highlights 2025 as a year dedicated to this value and aims to recognize people for their exemplary attitudes, through nominations and popular voting.

- 3.1 Employees nominated by other employees may participate, with the reason for the nomination justified clearly and with evidence, as required by the mandatory fields on the registration platform.
- 3.2 The most nominated employees will go to a popular vote, with only one vote allowed per voting employee. The most voted colleagues will be the winners of the category. As reinforced in the General Regulations, "employees" are considered those with an employment relationship.
- 3.3 At the time of disclosure, the reasons for the nominations will be published to assist in the judging process.
- 3.4 Nominated employees will be informed before publication and will have the option to accept or decline participation.
- 3.5 The nominees may, if they wish, conduct internal, organic, and ethical publicity about their nomination, aiming to encourage greater engagement.
- 3.6 Participants who, during the voting engagement, perform actions classified as threats or vote-buying will be disqualified.

### 4 REGISTRATION PERIOD

- 4.1 Registrations for participation in both categories will take place on the website <https://minervafoods.com/en/creating-connections/>, from 8 a.m. (Brasília time/UTC-3) on July 14, 2025, until 11:59 p.m. (Brasília time/UTC-3) on October 14, 2025. Selection phases 01, 02, and 03 will take place in the following months. The results should preferably be announced during the Corporate gathering in Barretos/SP, as determined by the Organizing Committee.

### 5 AWARDS

- 5.1 The first 80 participants who nominate employees for the **Results-Driven Category** will receive a license on the Coursera corporate education platform, enabling unlimited course selections to be completed by December 31, 2025.
- 5.2 The 1st, 2nd, and 3rd place winners in each category will receive a personalized trophy at the recognition ceremony.