



# **APRENDIZAGEM COM BASE EM PROCESSOS DE CO-CRIAÇÃO**

IPTomar.2021.1

Curso 2 – Ação 1

**TRAINEE DOSSIER**

**MANUEL FERNANDO  
MARTINS BARROS**

**JANUARY 2022**





Aprendizagem com base em processos de co-criação

IPTomar.2021.1

Curso 2 – Ação 1

POCH-04-5267-FSE-000817

#### TRAINEE DOSSIER

**MANUEL FERNANDO MARTINS BARROS**

Cofinanciado por:



Curso: Aprendizagem com base em processos de co-criação

IPTomar.2021.1

Curso 2 – Ação 1

#### **DOSSIER DO FORMANDO**

**Manuel Fernando Martins de Barros**

*Este dossier foi elaborado no âmbito do curso de formação **Aprendizagem com base em processos de co-criação**, cofinanciado por POCH-04-5267-FSE-000817. Trata-se de um documento de reflexão do processo de aprendizagem neste curso e é parte integrante da avaliação deste curso.*

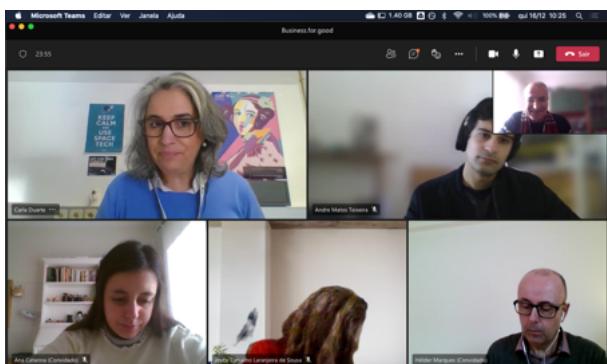
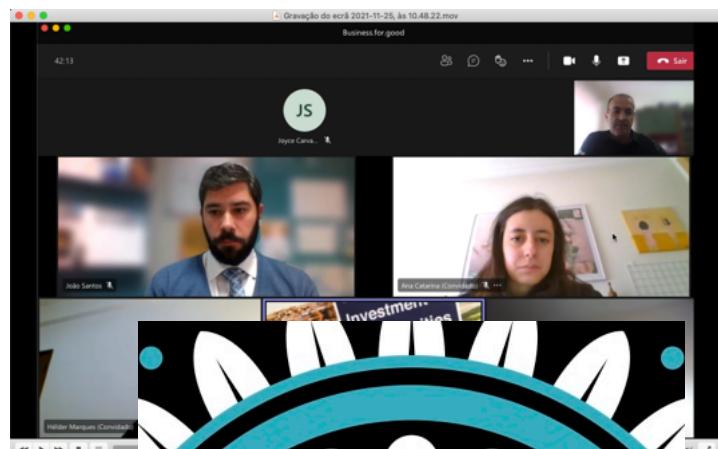
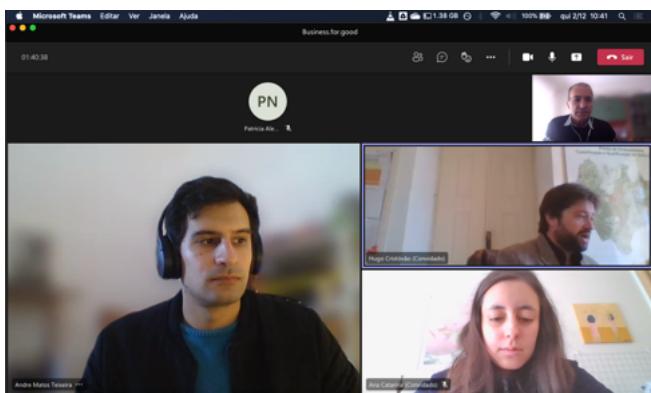
*This dossier was prepared as part of the Learning based on co-creation processes training course, co-financed by POCH-04-5267-FSE-000817. It is a reflection document on the learning process in this course and is an integral part of the evaluation of this course.*

January, 2022

## **SUMMARY**

*This dossier is a reflection document of the learning process based on a co-creation process focused on the theme “Business for Good” where I and a team of students and a partner try to explore how this concept can be promoted and implemented in order to improve the sustainable development of a region. This challenge was inspired in a TREND OF MODERN COMPANIES THAT USE NEW BUSINESS MODELS TO CHANGE HOW THE WORLD OF BUSINESS OPERATES, BELIEVING THAT BUSINESS CAN REALLY BE A FORCE FOR GOOD AND AT THE SAME TIME ECONOMICALLY PROFITABLE.*

# In brief:



# Full Commitment

Present in all Sessions and Activities



## ASSIDUIDADE DO FORMANDO

A entidade deve assegurar a existência e preservação das evidências documentais associadas às tarefas e horas desenvolvidas pelos formandos adequadas às ferramentas que possuem neste período de contingência

N.º Operação	POCH-04-5267-FSE-000817	Tipologia de Operação	Formação de docentes e outros agentes de educação <input checked="" type="checkbox"/>
Entidade Beneficiária	Instituto Politécnico de Tomar		
Designação do curso/ação	Aprendizagem com base em processos de co-criação / (Curso 2 - Ação 2 )		
Formando	Manuel Fernando Martins de Barros		

Data	Nº Horas realizadas em formação à distância (incluindo na realização de trabalhos e provas por essa via)	Data	Nº Horas realizadas em formação à distância (incluindo na realização de trabalhos e provas por essa via)	Data	Nº Horas realizadas em formação à distância (incluindo na realização de trabalhos e provas por essa via)
13/09/2021	7	02/11/2021	7		
14/09/2021	4	04/11/2021	2		
15/09/2021	4	05/11/2021	7		
16/09/2021	2	08/11/2021	7		
17/09/2021	4	11/11/2021	2		
20/09/2021	7	12/11/2021	7		
21/09/2021	4	15/11/2021	0		
22/09/2021	3	16/11/2021	8		
23/09/2021	2	18/11/2021	2		
24/09/2021	6	19/11/2021	7		
27/09/2021	7	22/11/2021	7		
28/09/2021	4	25/11/2021	2		
29/09/2021	3	26/11/2021	7		
04/10/2021	7	29/11/2021	7		
06/10/2021	3	02/12/2021	2		
07/10/2021	4	03/12/2021	7		
08/10/2021	4	06/12/2021	7		
11/10/2021	8	09/12/2021	2		
12/10/2021	8	10/12/2021	7		
15/10/2021	7	13/12/2021	7		
18/10/2021	7	16/12/2021	2		
20/10/2021	3				
22/10/2021	4				
25/10/2021	7				
28/10/2021	2				
22/10/2021	7				

TOTAL HORAS 238

O Formando **Manuel Fernando Martins de Barros**

Assinatura do Coordenador do  
Curso/ Diretor Formador/ Docente

Assinado de forma digital por  
**Manuel Fernando Martins de Barros**  
Dados: 2021.12.20 11:11:24 Z

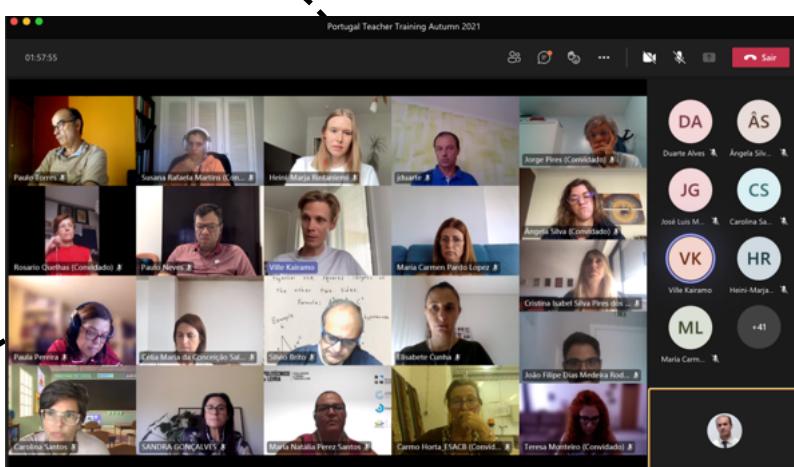
Data 20/12/2021



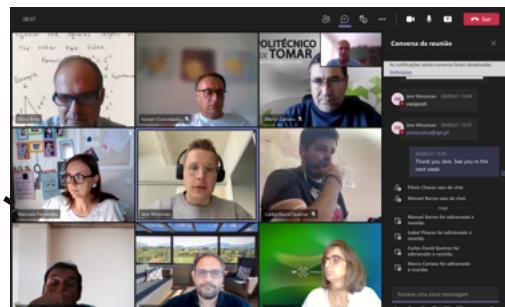
# Full Commitment

## Attendance Present in all Sessions and Activities

ATTENDANCE ROAD

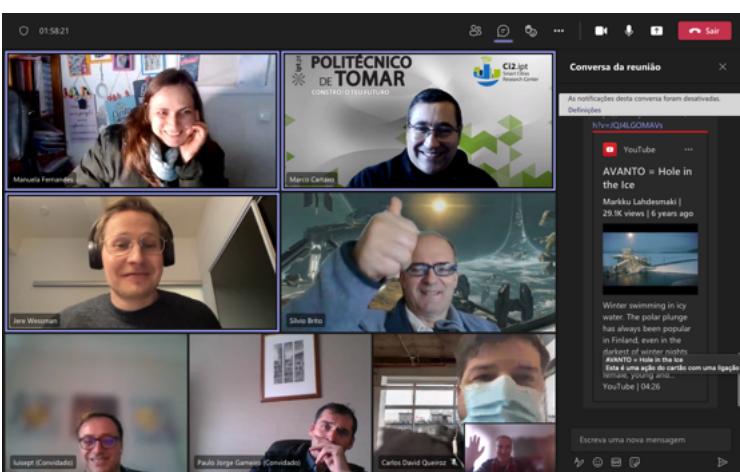
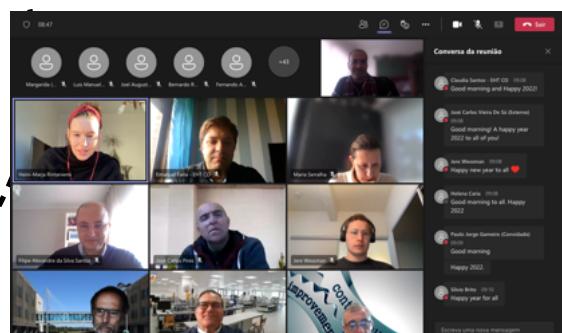


Session 1  
14-9-2021



Session 3  
27-9-2021 -  
Training

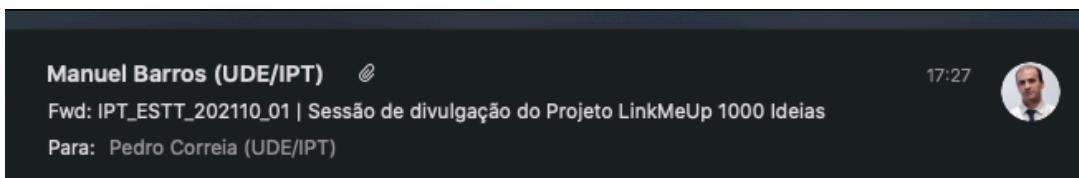
Session 2  
20-9-2021  
Training



Session 13  
10-1-2022  
Training

# Task: Student Marketing campaign

I used several methods to do marketing campaign. For local students I used email and institutional website and for national and international students the preferred method was the social media. Mouth to mouth or session clarification is more efficient than static social media campaign.

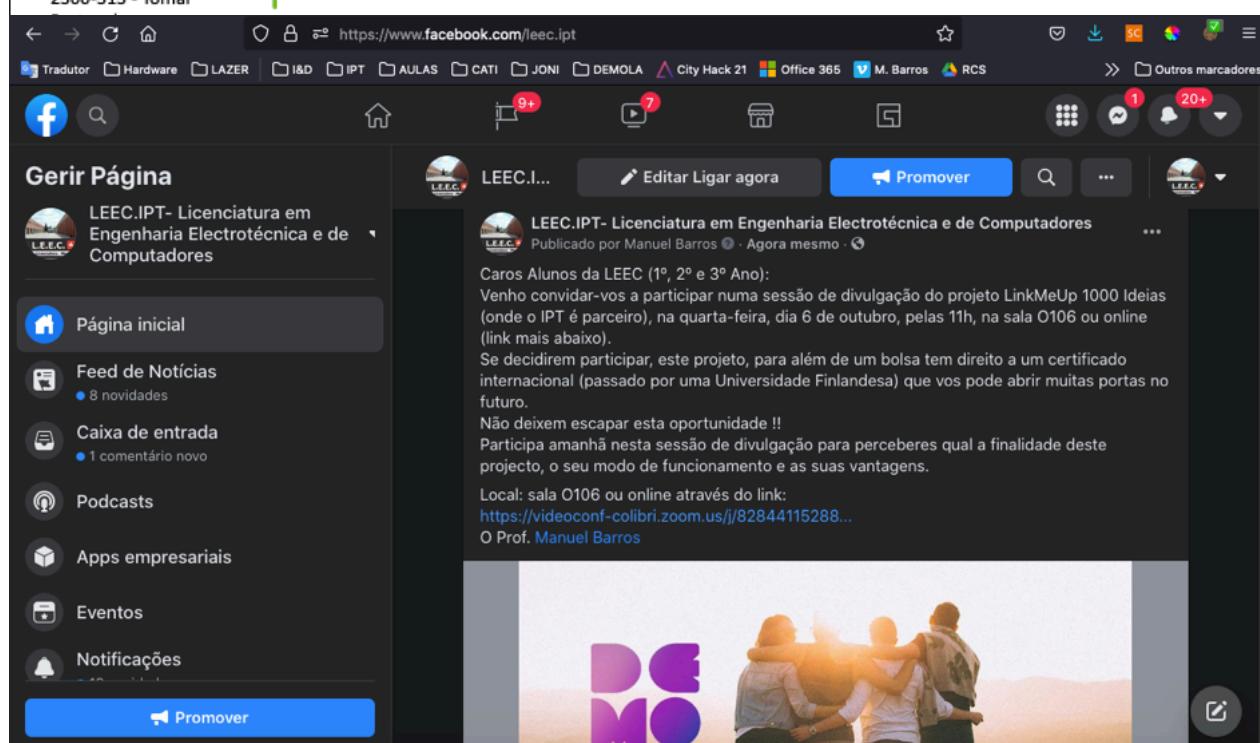


Olá Pedro,  
Podias enviar, p.f.v. um email a todos os alunos da LEEC para participarem na Sessão de divulgação do Projeto LinkMeUp 1000 Ideias conforme solicitado pelo João Patrício no email abaixo ?  
A participação nesta sessão pode ser presencial ou online, conforme email abaixo. Foca, que a participação no projeto implica a atribuição de uma bolsa.  
Amanhã é só para terem conhecimento do projeto.  
Abraço,

Manuel Barros



**Manuel F.M. Barros**  
Professor Adjunto Adjunct Professor  
Unidade Departamental de  
Engenharias Electrical & Computer  
Engineering  
CI2.IPT - Smart Cities Research Center  
[fmbarros@ipt.pt](mailto:fmbarros@ipt.pt)  
Tel. +351 249 328 170



# WEEK 1 - Partner Engagement - 1st Try

At first, I choose Critical Software company as a partners because it was one of the few examples in Portugal of a company that implement the Business for Good methodology. It seems a natural choice. However ...

**Manuel Barros (UDE/IPT)** 20 de setembro de 2021, 17:50   
Projeto Demola - Proposta IPT [Detalhes](#)  
Para: bernardo.patrao@criticalsoftware.com, bjcardoso@criticalsoftware.com [e mais 1](#)

Boa tarde,  
Agradeço muito, o tempo que dispensado na nossa pequena reunião.  
Aqui deixo um pequeno Resumo da proposta do Projeto Demola de Interação com a empresa:

**Calendário:**

- Agora: Ajudar a definir o Challange Design.
- Novembro/Dezembro - Project Kick-off (8 Semanas de acompanhamento do projeto com 1 hora por semana)

**The famous Critical Software tech company could not accept our invitation because they were involved in another Demola project in Coimbra region.**

- What are some recent things in the world that have interested and/or surprised you?
- Where do you see your company in the upcoming 5-10 years?
- What is especially interesting for you personally in your company's domain?
- Thinking about your company, fill in the sentences:
  - What if ...
  - How might we

**Benjamim Cardoso** 20 de setembro de 2021, 18:58   
RE: Projeto Demola - Proposta IPT [Detalhes](#)  
Para: Manuel Barros (UDE/IPT), Cc: Gonçalo Silva, Bernardo Patrão

Caro Manuel,

Agradecemos naturalmente o convite para participar no projecto Demola com o IPT, mas efectivamente a nossa disponibilidade é muito reduzida para novos projectos.  
No final de Outubro vamos conseguir “respirar” uma semana, altura em que iremos a Tomar, mas logo depois começam mais 2 meses muito preenchidos.

Analisámos as nossas agendas, e apesar dos projectos dizerem-nos muito, lamentavelmente teremos de declinar o seu convite, sendo que estaremos disponíveis para futuras edições caso a agenda nos permita.

Apenas como referência, partilho o link do projecto em que fomos parceiros com o IPC, <https://portal.linkmeup.pt/cases/880>, com o qual a equipa de 5 estudantes ganhou o concurso regional (Coimbra) e ficou em 3º lugar no nacional, na passada semana em Santarém.

Obrigado, e até breve.

Cumprimentos,  
Benjamim Cardoso

**Benjamim Cardoso**  
Fikalab - R&D

**Critical** 

# WEEK 1 - Partner Engagement - 2nd Partner

After the first try, I have to think in another partner and suddenly realize that CIMT - the Inter-Municipality of Medio Tejo Region could be the best choice because the MT region local authorities provide a stimulus package which contains measures to encourage and strengthen the economic activity in the whole region. And the contacts gave a positive answer.

**Manuel Barros (UDE/IPT)**    
Projeto Demola - IPT - Parceria  
Para: Hélder Marques (CIMT), Cc: Miguel Pombeiro (CIMT) Bcc: e mais 3

20 de setembro de 2021, 23:41 

**Olá Dr. Miguel Pombeiro**  
**E caro Hélder Marques.** Espero que se encontrem bem.  
Sou o Manuel Barros do IPT e queria colocar-vos um desafio.  
Estou este ano envolvido no projeto Demola no IPT, um projeto internacional que pretende aplicar as novas metodologias de aprendizagem na educação e que pode envolver estudantes de todos os graus de ensino, não só do Ensino Superior, tanto nacionais com internacionais.  
Provavelmente já têm conhecimento do projeto, por isso não vou dar para já mais pormenores.  
Uma das fases do projeto é o envolvimento de uma empresa ou organização para em conjunto comigo elaborar um desafio, que será depois desenvolvido em co-criação com os alunos que se vão candidatar ao projeto e explorar a ideia.  
  
Gostaria muito de poder contar com o vosso apoio e know-how neste projeto educativo.  
Para isso solicitava uma reunião, e se possível, ainda esta semana, num máximo de 1h, para explicar melhor a ideia e ouvir a vossa disponibilidade.  
A reunião poderia ser online e se concordarem, poderia ser eventualmente apenas com o Hélder.  
Gostaria de saber a vossa disponibilidade para reunir e nesse caso, que me indicassem o dia e hora mais indicado.  
Obrigado. Um bom dia para ambos.  
Com os melhores cumprimentos,  
Manuel Barros

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Instituto Politécnico de Tomar  
www.ipt.pt  
Quinta do Contador  
Estrada da Serra  
2300-313 - Tomar

**Manuel F.M. Barros**  
Professor Adjunto Adjunct Professor  
Unidade Departamental de  
Engenharias Electrical & Computer  
Engineering  
CI2.IPT - Smart Cities Research Center  
fmbarros@ipt.pt  
Tel. +351 249 328 170



**Hélder Marques (CIMT)**    
RE: Projeto Demola - IPT - Parceria  
Para: Manuel Barros (UDE/IPT), Cc: Miguel Pombeiro (CIMT)

Ontem, 10:25 

Caro professor Manuel Barros,  
Bom dia.

Na sequência do email infra e a pedido do Dr. Miguel Pombeiro, vimos por este meio informar que a CIM Médio Tejo aceita ser parceira do projeto DEMOLA (2a Edição) associando-se a si, professor Manuel Barros, enquanto facilitador DEMOLA/IPT.

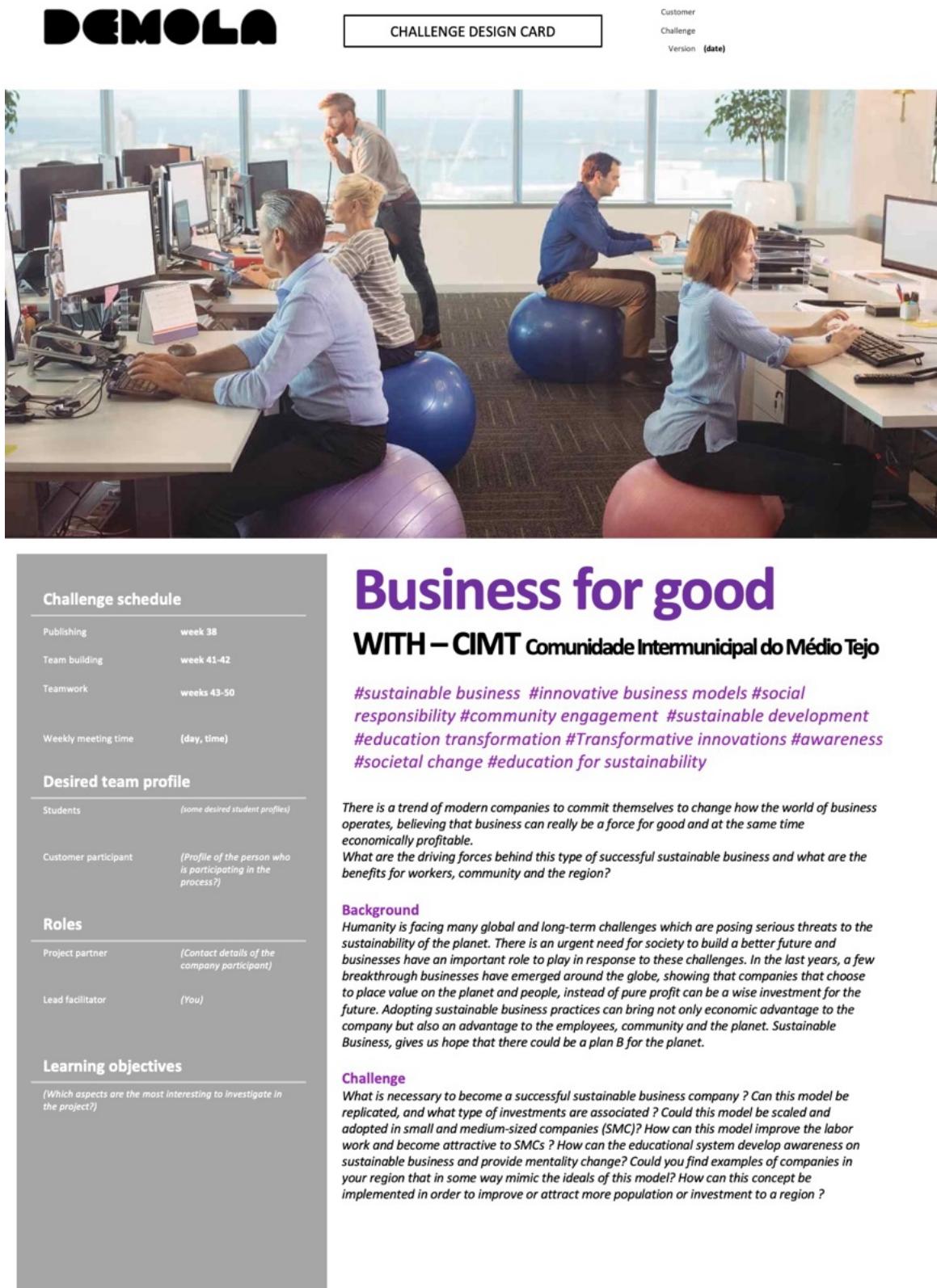
Com os melhores cumprimentos,

Hélder Marques  
Unidade de Planeamento Estratégico e Projetos Intermunicipais



# WEEK 2 - Challenge Card Design

I spend a lot of time to choose the final challenge design. I think this is the **critical TASK of the Demola Project**. I Read a lot of challenge designs from other batch, before I choose the final one. I define my own criteria: the challenge should be useful for community and planet and should also choose some topic not yet explored in earlier batches. The theme I choose is outside of my comfort zone, but honestly I think the adopted theme is great.



The image shows a template for a 'Challenge Design Card'. At the top left is the word 'DEMOLA' in a bold, black, sans-serif font. To its right is a rectangular box containing the text 'CHALLENGE DESIGN CARD'. Further to the right are three small lines of text: 'Customer', 'Challenge', and 'Version (date)'. Below these elements is a large photograph of an office environment. Several people are working at their desks, which are equipped with multiple computer monitors. One person in the foreground is seated on a large, colorful exercise ball (purple, blue, and pink). In the background, there are more desks, a potted plant, and a window offering a view of a city skyline. The overall theme of the card is 'Business for good'.

**Challenge schedule**

Publishing	week 38
Team building	week 41-42
Teamwork	weeks 43-50

Weekly meeting time (day, time)

**Desired team profile**

Students	(some desired student profiles)
Customer participant	(Profile of the person who is participating in the process?)

**Roles**

Project partner	(Contact details of the company participant)
Lead facilitator	(You)

**Learning objectives**

(Which aspects are the most interesting to investigate in the project?)

**Background**

Humanity is facing many global and long-term challenges which are posing serious threats to the sustainability of the planet. There is an urgent need for society to build a better future and businesses have an important role to play in response to these challenges. In the last years, a few breakthrough businesses have emerged around the globe, showing that companies that choose to place value on the planet and people, instead of pure profit can be a wise investment for the future. Adopting sustainable business practices can bring not only economic advantage to the company but also an advantage to the employees, community and the planet. Sustainable Business, gives us hope that there could be a plan B for the planet.

**Challenge**

What is necessary to become a successful sustainable business company ? Can this model be replicated, and what type of investments are associated ? Could this model be scaled and adopted in small and medium-sized companies (SMC) ? How can this model improve the labor work and become attractive to SMCs ? How can the educational system develop awareness on sustainable business and provide mentality change? Could you find examples of companies in your region that in some way mimic the ideals of this model? How can this concept be implemented in order to improve or attract more population or investment to a region ?

# WEEK 3 - Student Marketing Campaign

After the approval of challenge design theme and with the confidence of a great theme, the student market campaign was easy for me because I teach a lot of students, I'm involved in a lot of events and projects and do a lot of marketing in these activities.



**DEMOLA** CHALLENGE DESIGN CARD

Customer  
Challenge  
Version: 1.0.0

**Business for good**  
WITH – CIMT Comunidade Intermunicipal do Médio Tejo

**Challenge schedule**

- Publishing: week 38
- Team building: week 41-42
- Teamwork: weeks 49-50
- Weekly meeting time: [Any time]

**Desired team profile**

**Customer participant** (Profile of the person who is participating in the project)

**Roles**

**Lead facilitator** (You)

**Learning objectives** (Which aspects are the most interesting to investigate in the project?)

**Challenge**

Democracy is facing many global and long-term challenges which are posing serious threats to the sustainability of the planet. There is an urgent need for society to build a better future and businesses have an important role to play in response to these challenges. In the last years, a few breakthrough initiatives have emerged around the globe, showing that companies themselves can play a role on the planet and help to build a better future. This can bring some investment for the future. Adopting sustainable business practices can bring not only economic advantage to the company but also an advantage to the employees, community and the planet. Sustainable Business, gives us hope that there could be a plan B for the planet.

What is necessary to become a successful sustainable business company? Can this model be replicated, and what type of investments are associated? Could this model be scaled and adopted in small and medium enterprises (SME)? How can this model improve the labor market and the environment? Is SME's a key element to increase citizens' awareness on sustainable business and provide mentality change? Could you find examples of companies in your region that in some way mimic the ideals of this model? How can this concept be implemented in order to improve or attract more population or investment to a region?

Information: Link me up COMPETE 2020 INNOVATE 2020

**Link Me Up - 1000 ideias**  
Cocriação de inovação  
**Inscrições até 17 de outubro**

## Estudantes + Empresas + Facilitadores



Oportunidade de networking  
13 Politécnicos +  
Rede Demola



Experiência de vida profissional



Trabalho em equipe multicultural e interdisciplinar



Enriquecimento do CV

## Como funciona?

- As empresas colocam casos ou desafios reais.
- São disponibilizados em [www.linkmeup.pt](http://www.linkmeup.pt)
- Clicas em **For Students** e em **Apply Now** e crias os teus perfis.
- Escolhes o(s) caso(s). Aguardas confirmação de seleção.

## Casos

Problemas reais que as empresas/organizações colocam e para os quais se procuram respostas numa perspetiva de sugestões e de orientação estratégica futura

## 10 semanas

1 hora semana + trabalho autónomo

Não se desenvolvem protótipos físicos; avalia-se e sugerem-se vários caminhos para o futuro em função das preocupações da empresa

## Relatório Final + Apresentação

Concurso Regional e Nacional + Possibilidade de experiência internacional



Manuel F.M. Barros  
Facilitador  
fmbarros@ipt.pt



Information: COMPETE 2020 INNOVATE 2020

# Week 3 - TO-DOs: Information from Partners

**Manuel Barros (UDE/IPT)** 

Projeto Demola - IPT - Dados para Protocolo de Parceria

Para: Hélder Marques (CIMT), Cc: Miguel Pombeiro (CIMT), Carla Gracio

Enviado - fmbarros 22:37  

Caro Hélder,

1. Muito obrigado pelo seu feedback. Inseri as observações no desafio que a partir do dia 1 vai ser publicado online (ver anexo).

2. A organização do projeto Demola vai em breve enviar um protocolo para ser assinado pela CIMT.

Este protocolo é um modelo que vai ser enviado para todas as empresas/organizações sobre as questões de Propriedade Intelectual.

Só para enquadrar o protocolo diz respeito a uma **licença global não exclusiva, livre de royalties e permanente para utilizar os resultados livremente**.

**Agora nesta fase é necessário recolher a seguinte informação de quem vai constar no protocolo (Por favor completar):**

- Official name of the partner organisation: Comunidade Intermunicipal do Médio Tejo - CIMT
- Business / organisation ID: ...
- Post address: ...
- Name of the signee (nome de quem tem poder de assinar o protocolo, Dr.Miguel Pombeiro?): ...
- E-mail address of the signee: ....
- **Name of the partner contact person:** Nome completo do Hélder Marques
- E-mail address of the partner contact person: [helder.marques@cimt.pt](mailto:helder.marques@cimt.pt)

Obrigado.  
Com os melhores cumprimentos,  
Manuel Barros

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[fmbarros@ipt.pt](mailto:fmbarros@ipt.pt)  
Tel. +351 249 328 170



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Fundo Social Europeu

# Company\_Organization Agreement Information.pdf

**Company/Organization Agreement Information**

Facilitator, please submit the required company/organization information for project agreement purposes. Once completed, Demola Global will create the agreement for the company/organization to be reviewed and signed.

We kindly ask you to submit the information by Oct 8, 2021.

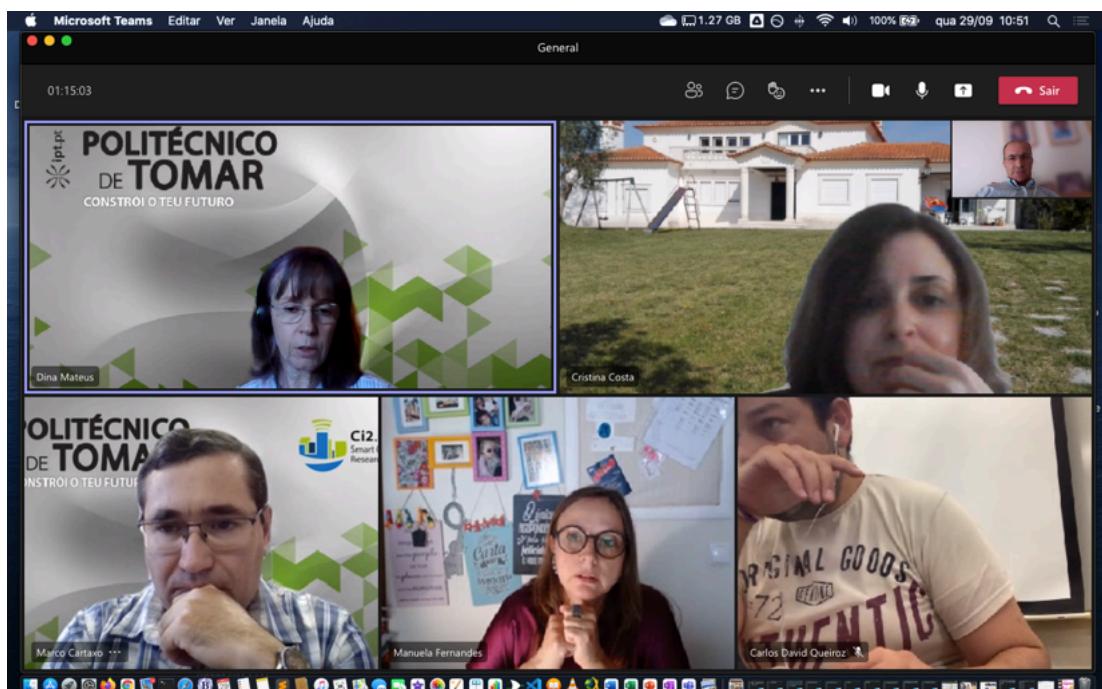
\* Obrigatório

1. Official name of the partner organization \*

Comunidade Intermunicipal do Médio Tejo – CIM Médio Tejo

## WEEK 3 - Meeting 29/Set with ESTT Coordinators

### Discussion about engagement process



## Week 3 - Student engagement:

The screenshot shows an email in the inbox. The subject line is "Projeto Demola: Sessão de divulgação do Projeto LinkMeUp 1000 Ideias". The email is from "Manuel Barros (UDE/IPT)" and was sent at "11:28". There is a small profile picture of a man next to the name. Below the subject line, it says "Para: Manuel Barros (UDE/IPT) e mais 14".

Caros Alunos do Eco-Escolas:

Provavelmente já devem ter conhecimento, mas reforço o convite para participarem na ação de divulgação e sensibilização Projeto LinkMeUp 1000 Ideias, que pode trazer muitas vantagens para vocês. Uma destas ações foi agendada para a próxima quarta-feira, dia 6 de outubro, pelas 11h, na sala O106. Abraço.

**Mais info:** "Como é certamente do vosso conhecimento, o IPT é parceiro do projeto LinkMeUp 1000 Ideias, que dá oportunidade aos nossos estudantes para, em articulação com um conjunto de docentes facilitadores, trabalhar ao longo de 8/10 semanas num projeto de co-criação de inovação com empresas e equipas multidisciplinares para resolver problemas reais.

Neste contexto, e dada a importância estratégica deste projeto, entendeu-se como necessária a realização de ações de divulgação e sensibilização junto dos nossos estudantes. Uma destas ações foi agendada para a próxima quarta-feira, dia 6 de outubro, pelas 11h, na sala O106.

Assim, deverão os docentes que tenham aulas nesse dia e a essa hora encaminhar os seus estudantes para essa sala, com o objetivo de todos participarem e tomarem contacto com este projeto. Em alternativa, e se isso for considerado mais conveniente, poderão entrar de forma síncrona nesta sessão, a partir da sala onde estiver a aula a decorrer, através do link

[https://videoconf-colibri.zoom.us/j/82844115288?  
pwd=QTVFc1dDNHN1akZ6eGtwVVdHNGRDdz09](https://videoconf-colibri.zoom.us/j/82844115288?pwd=QTVFc1dDNHN1akZ6eGtwVVdHNGRDdz09)

Manuel Barros



## Social Media:

Facebook (<https://www.facebook.com/leec.ipt>)

## WEEK 4 - Team Building + Atlas

The Business for good challenge attracted 14 candidates, 50% of which were international Students from several areas of knowledge. All candidates seems great for the team but I decided to make a team with students from our institution. One from Electrical Engineering, one from chemical engineering, one student from design, and three students business management courses. Three students are from masters degree.

Demola Global

## Demola Team Agreement - IP Tomar - Business for good (IP Tomar)

**Signers:** Ville Kairamo (Demola Global Oy), João Paulo Pereira de Freitas Coroado

1

### Meeting the Team



DTAG - IP Tomar  
Portugal



M2E - IP Tomar  
Portugal



MTQ - IP Tomar  
Portugal



MGE - IP Tomar  
Portugal



LGE - IP Tomar  
Portugal



LGE - IP Tomar  
Portugal

## WEEK 5 - BootCamp 1 - Leiria

This was a remarkable experience for me. This bootcamp teach us one the most important methodology behind the Demola project, how to be a facilitator. What is a co-creation project, what are the facilitation rules. And the learn very well the term empathy. The training sessions were useful. This event introduces not only, for the first time, some of the international Demola coordinators, but also, allow us to meet and know some of the national professors that participate in this batch.



## CERTIFICADO

Certifica-se que

Manuel Fernando M. Barros

Participou no Boot Camp que decorreu nas instalações do Politécnico de Leiria, nos dias 11 e 12 de outubro de 2021, entre as 10h e as 16h.

Leiria, 12 de outubro de 2021  
A Vice-Presidente do Politécnico de Leiria,

Ana Lúcia Marto Sargent

Cofinanciado por:



## PHOTOS BOOTCAMP - LEIRIA



## WEEK 6 - Team Building & Kick-Off Meeting

**So much excitement.** We meet the Team and the partner for the first time. Three students stood out in discussion revealing strong personalities. I didn't know 3 of the students. First impressions were positive. Everybody gave his personal opinion and vision about the challenge. The partner was very active in discussions. Students want to know more about Business for Good. I share with the team a challenge guide with a brief overview about the theme, references and some student informations and practicalities.



With the presence of Partner.

I design & produce the Challenge guide for the team (10 pages) —>

MEETING 1  
25/10/2021

USING  
BUSINESS ----- AS A -----  
FORCE FOR GOOD

ipt Instituto Politécnico de Tomar

DEMOLA

# WEEK 7 - Digital Tools & 2nd Meeting with Team

Some important tools were given during the training process that have a dramatic impact in the way the team communicates. We use Miro and Demola chat during our challenge.

The screenshot shows a Miro board with the following sections:

- Week 2 - Co-creation Desafio...**
- Week 3 - Team Work**
- Week 4 - Co-creation**
- How might we / ...**
- FUTURE STATES (HOM...)**
- Trabalho Final** (grid of user profiles)
- Análise PESTEL**: A section about PESTEL analysis with a diagram and text: "Aqui estão as variáveis da análise PESTEL e a reflexão que devemos pregar para cada topo: Devemos analisar os 6 fatores: as perspectivas que influenciam o desafio."
- Exemplos Análise PESTEL**
- Mais exemplos Análise de PESTEL**: Examples of PESTEL analysis for Netflix and Starbucks.
- Business4Good - Demola-Link Me Up**

The Miro homepage features:

- Create a board** (with 'New board' and 'Mind Map' buttons)
- All boards** (listing a board titled "BUSINESS AS A FORCE FOR GOOD")
- Join the webinar →** (with a 'Join now' button)

## Design presented by a student in the first online (2nd) meeting



# WEEK 8 - Research center visit & company visits

## W8.1 First company visit “Tagusvalley” - A Business Incubator

In order to address the main goals of the Business for Good challenge and move forward with this research exploratory project, a series of interviews were conducted with the main stakeholders. The Team identified 3 main stakeholders and decide to meet with them.

In the first meeting I invited a business incubator of the MT region. Why not use/take the influence and privileged position of incubators and the innovation capacity of open-minded entrepreneurs to promote the creating of social B4G startups that make a difference or a positive impact on the region around them?



Local: Old Café Paraíso (Paradise Cafe) - Historic center of Tomar

# W8.2 Research Center Visit (November, 11th)

Visit: Polo CIEQV, Life Quality Research Center from ESAS - Escola Superior Agrária de Santarém. I participated in this visit and learn a lot of things about new advances in food industry. However, the visit to research center was not in the domain area of our challenge and students complain a little.



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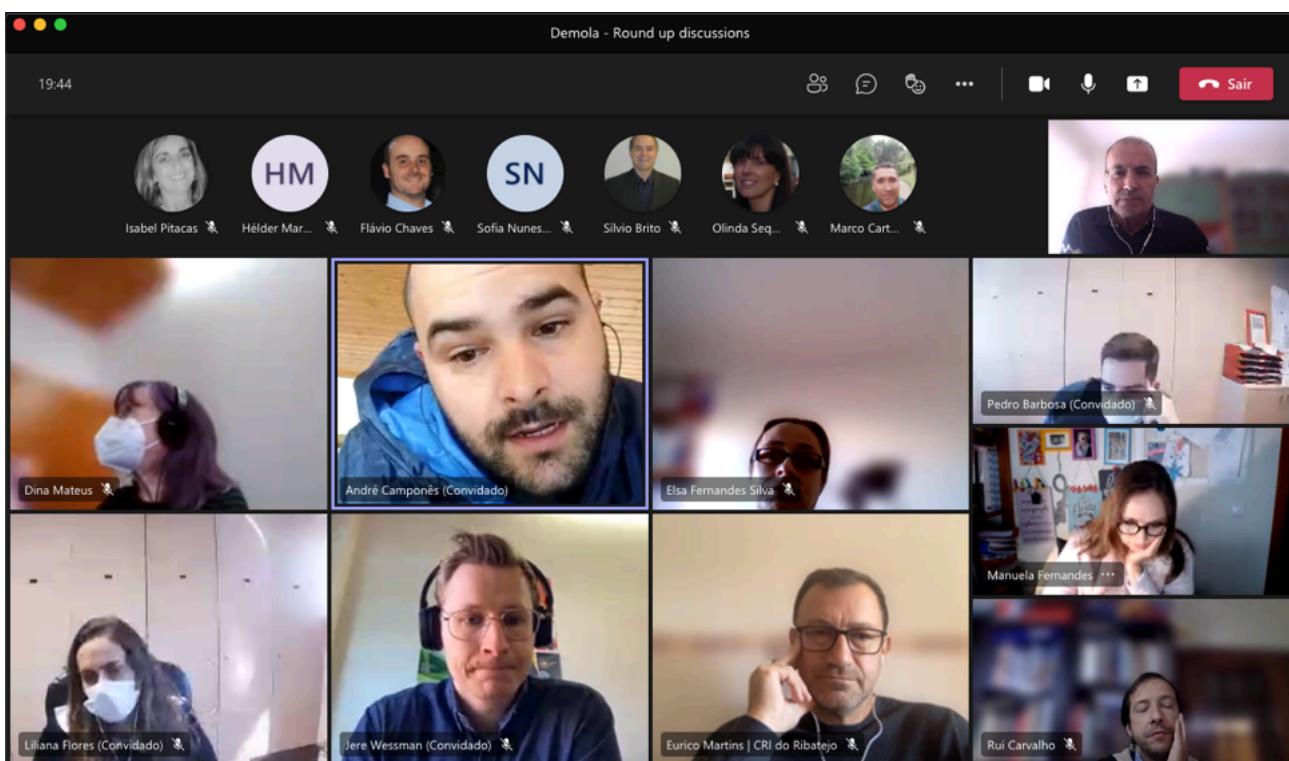
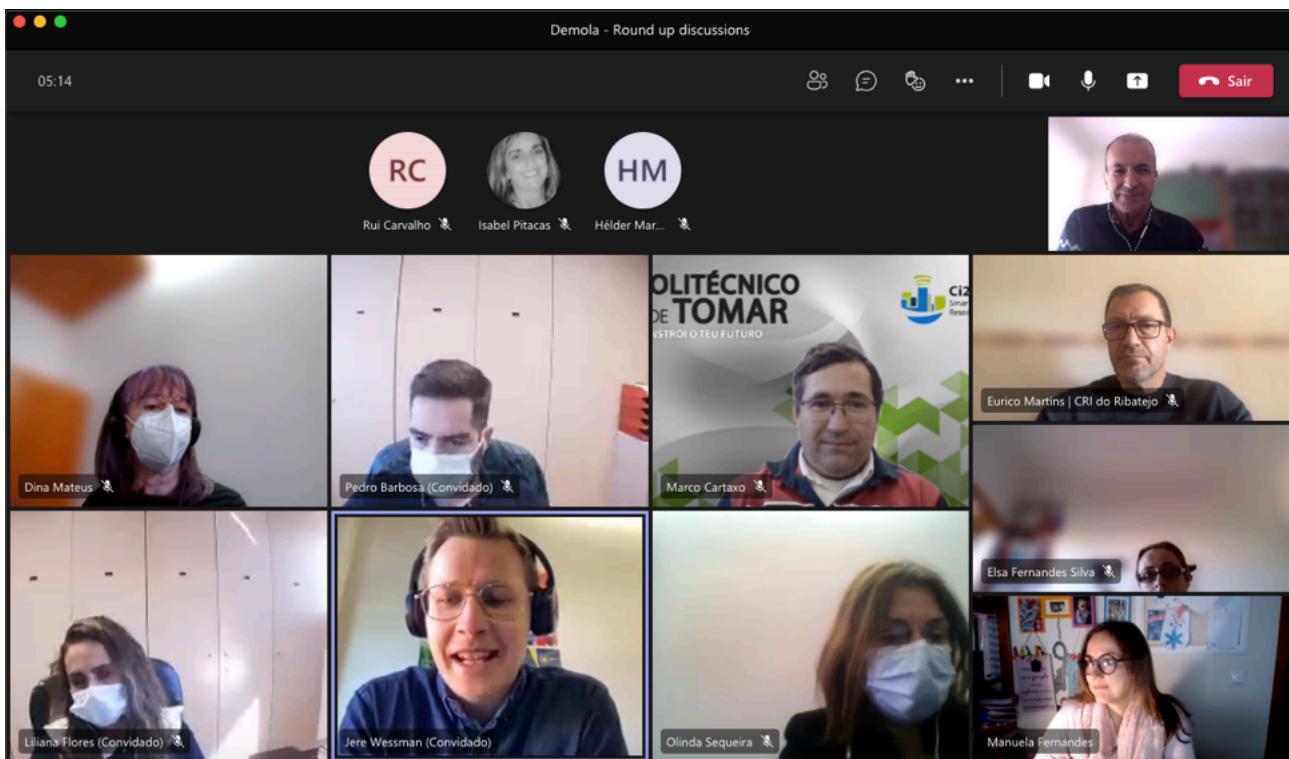


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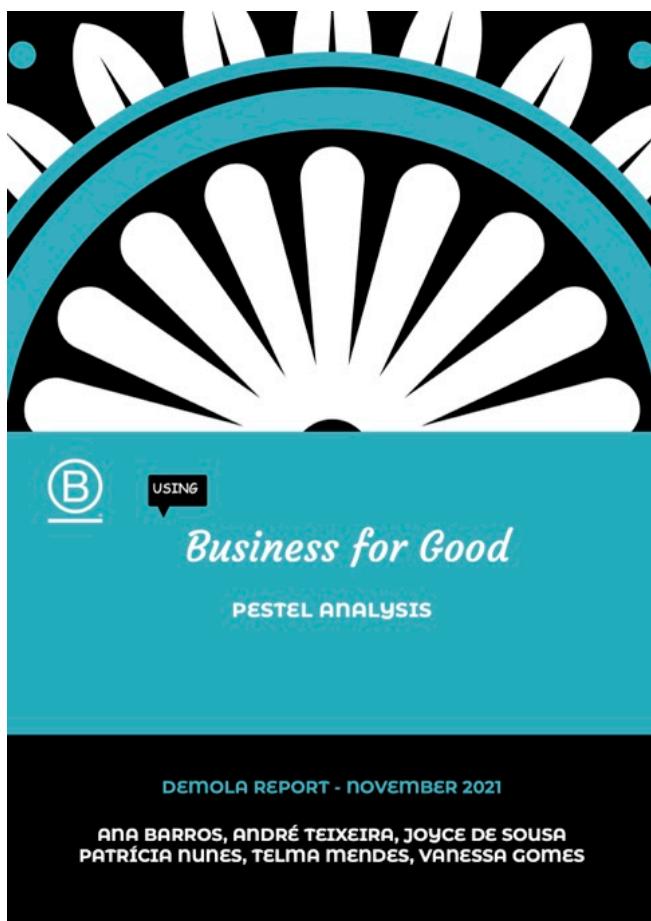
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# Roundup Partners participation (November, 18th)



# WEEK 9 - PESTEL ANALYSIS

Students to this work with my supervision. Each one of 6 students was responsible for one factor. The team used Miro platform to communicate their work.



**How can a company succeed in doing business in a way that allows them to align sustainability and profitability—both in the short and long term?**

**How can this concept be implemented in order to improve or attract more population or investment to a region ?**

## Business for Good overview

There is a trend of modern companies to commit themselves to change how the world of business operates, believing that business can really be a force for good and at the same time economically profitable.

## Background

Humanity is facing many global and long-term challenges which are posing serious threats to the sustainability of the planet. There is an urgent need for society to build a better future and businesses have an important role to play in response to these challenges. In the last years, a few breakthrough businesses have emerged around the globe, showing that companies that choose to place value on the planet and people, instead of pure profit can be a wise investment for the future. Adopting sustainable business practices can bring not only economic advantage to the company but also an advantage to the employees, community and the planet. Sustainable Business, gives us hope that there could be a plan B for the planet.

## PESTEL Analysis

In the following pages, the PESTEL analysis will be presented in order to help to identify the key external factors that will affect the results of the *Business for good* project. These lists of factors are intended to help and guide the PESTEL analysis in each of the six domains: Political, Economic, Social, Technological, Environmental and Legal. The objective is to identify specific and relevant key issues that could impact the project and focus the analysis on them.

**JUMP IN B4G – PESTEL**

For companies to truly contribute to the Sustainable Development Goals (SDG), they must move beyond current forms of engagement, abandon a narrow focus on the SDGs as an opportunity to increase corporate profits and embrace their wider responsibilities to the societies in which they operate.

A) ABORDAGEM CASO A CASO | Quais as dificuldades e dúvidas ?  
B) Como é que estes fatores afetam ou estão a afetar o nosso desafio ou que tem um impacto no nosso desafio.  
C) This concept is used as a tool by organizations to keep a track of the external factors impacting the organization  
D) REF-1: [https://pt.wikipedia.org/wiki/An%C3%A1lise\\_PEST](https://pt.wikipedia.org/wiki/An%C3%A1lise_PEST)  
E) REF-2: <https://corporatefinanceinstitute.com/resources/knowledge/strategy/pestel-analysis/>  
F) REF-3: <https://www.analyticssteps.com/blogs/what-pestle-analysis>

# **WEEK 10 - 2nd BOOTCAMP & 2nd company visit**

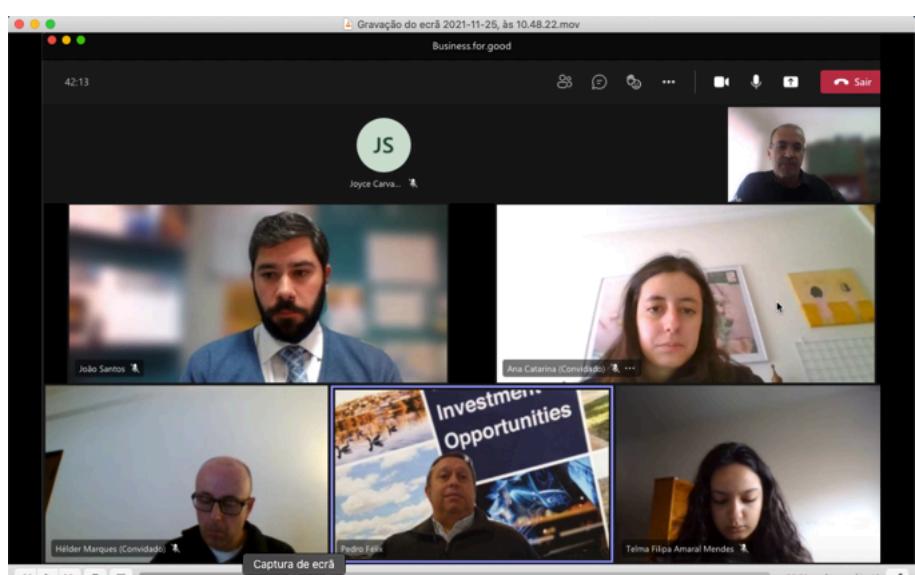
## **W10.1 BOOTCAMP CASTELO BRANCO**

In the second bootcamp we have the opportunity to meet with other members of the Demola international team. In this event, we learn how to communicate in public the most important questions and insights about our research. We learn that is important to put the right questions, to know and listen the insights, to pay attention to weak signals, identify the best scenarios and to transmit clearly the add values of our project. In this event we also could test our style and the current level to become a facilitator.



## **W10.2 2nd company visit. A Business Association**

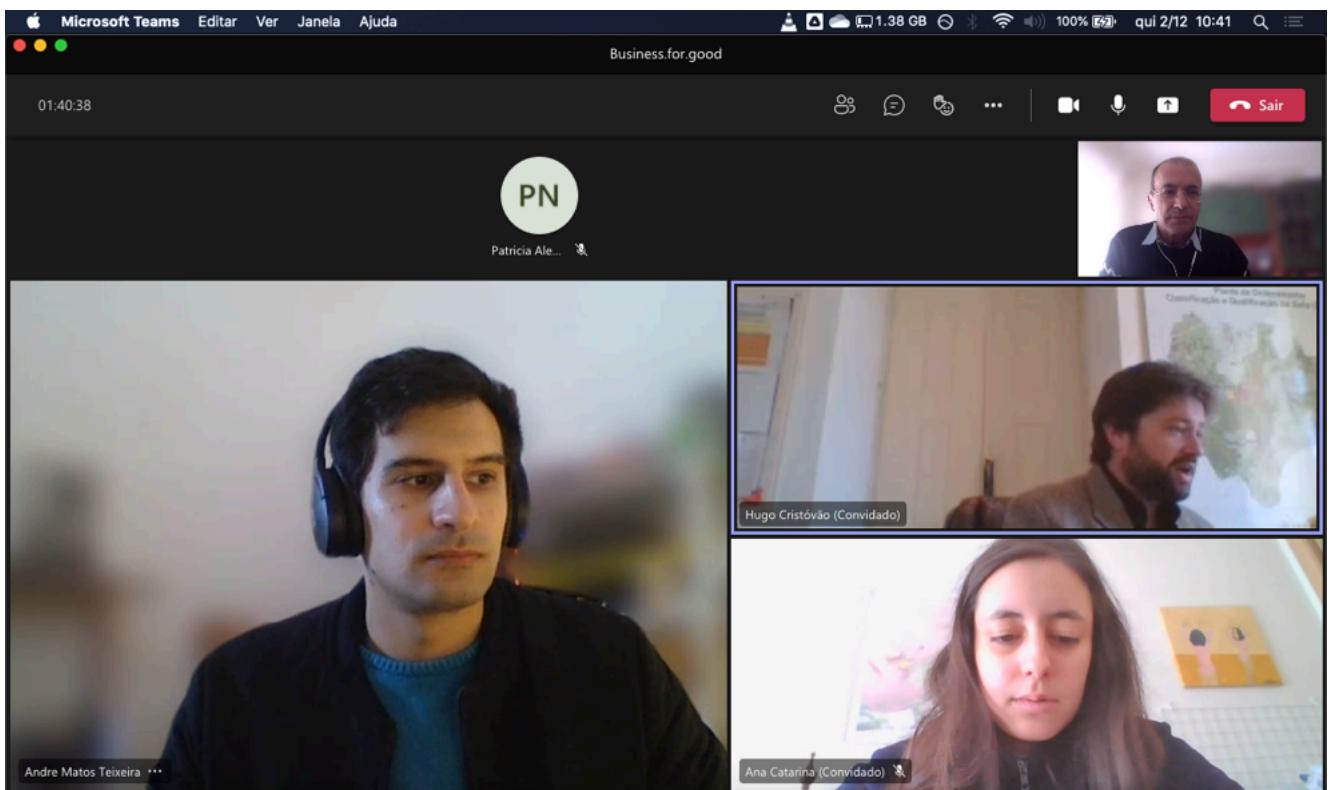
The second meeting involved NERSANT - Business Association of the Santarém Region (<https://www.nersant.pt>). In this interview we met two representatives members of this organization. We discussion how to share and disseminate experiences and good sustainability practices in the community. And how to promote the B4G concept and its social, economic and environmental potential advantages. This meeting results in a proposal for a future scenario related to a systemic intervention in the region.



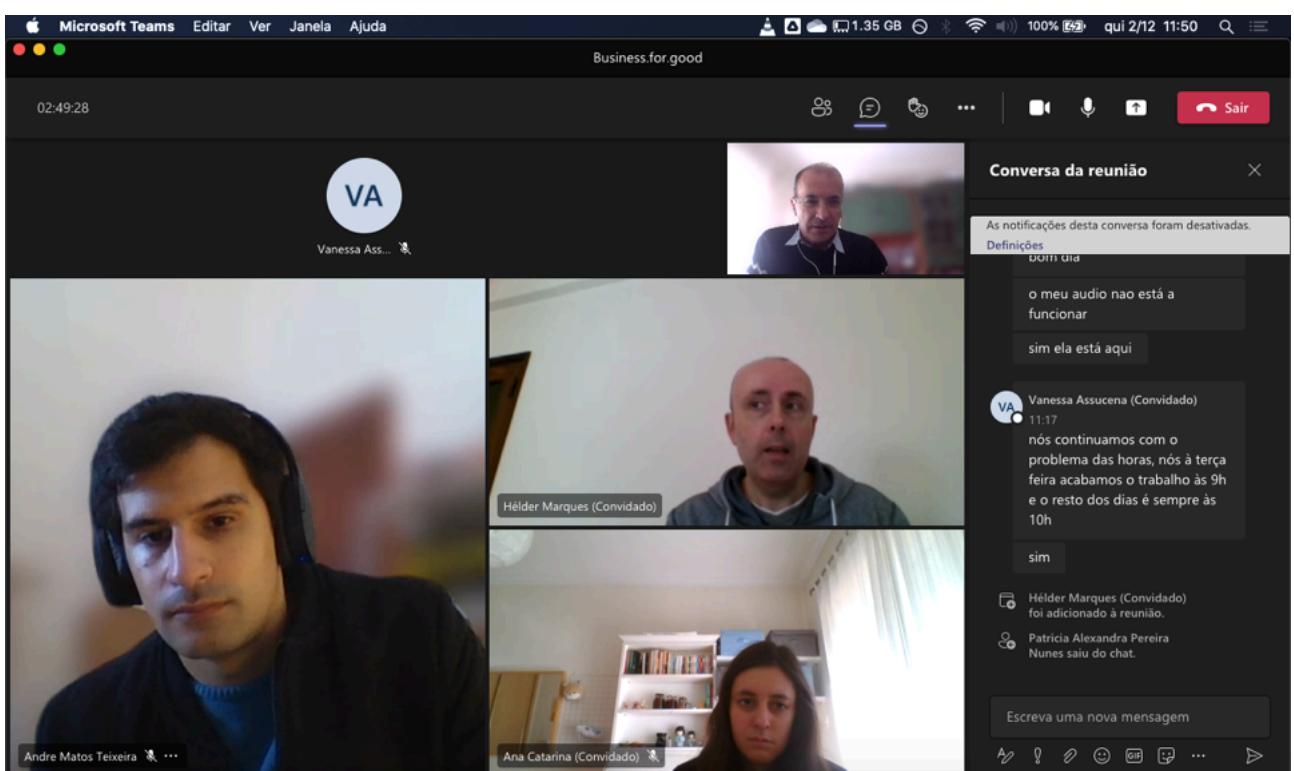
## **WEEK 11 Preparation Final Meeting & 3rd company visit**

### **W11.1 3rd company visit: Municipality Vice-President of CMtomar**

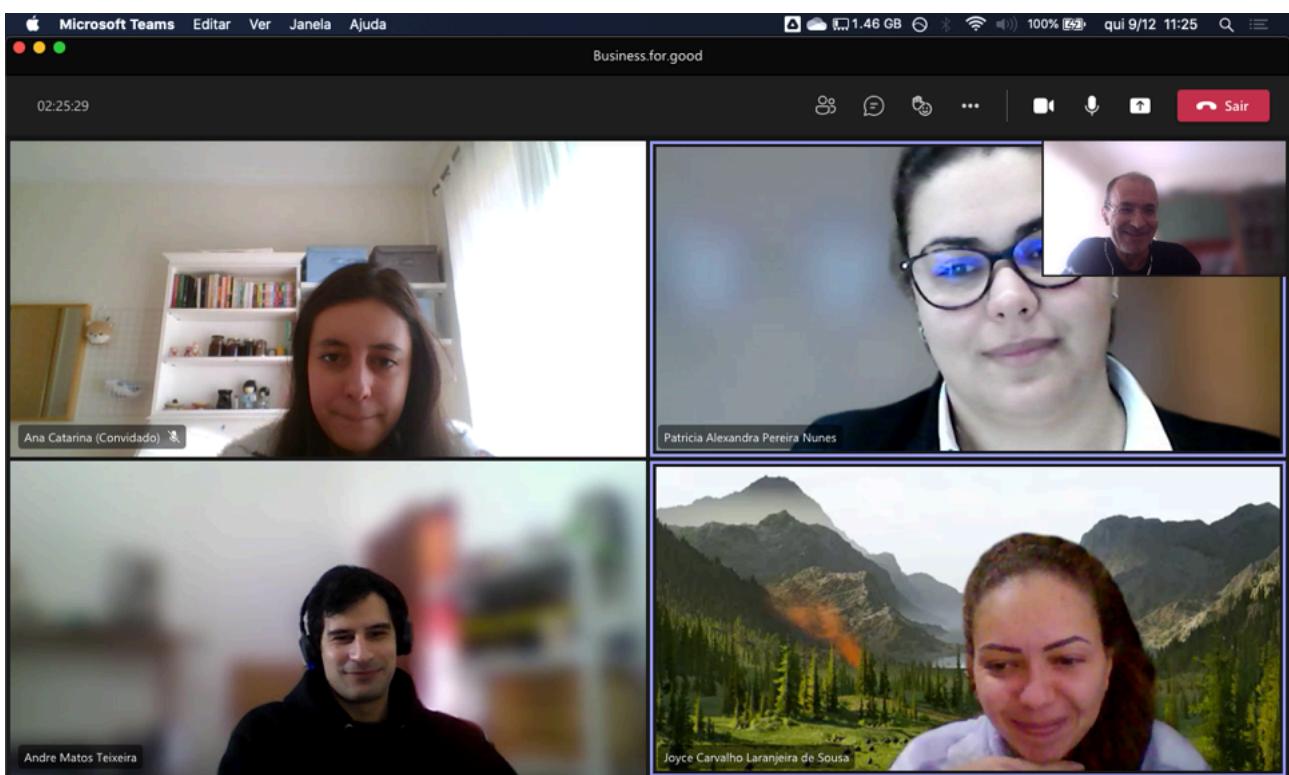
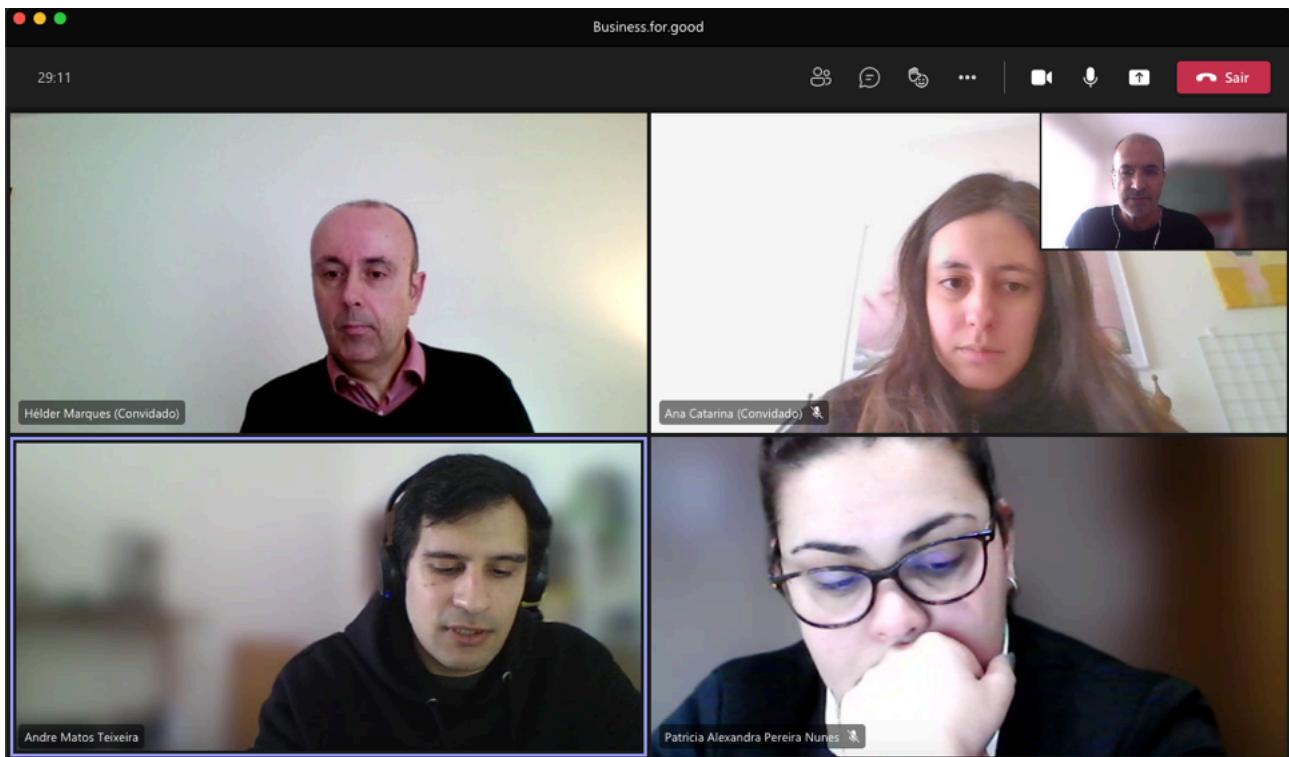
This meeting explores ways of sharing and disseminate experiences and good sustainability practices in the community. And how to promote the B4G concept and its social, economic and environmental potential advantages. In this meeting, cases of good practices in the region were identified that the team didn't know.



### **W11.2 Preparation Final Meeting**



# WEEK 12 - Preparation of Final Report & Meeting



# HOW MIGHT WE & WHAT IF SCENARIOS

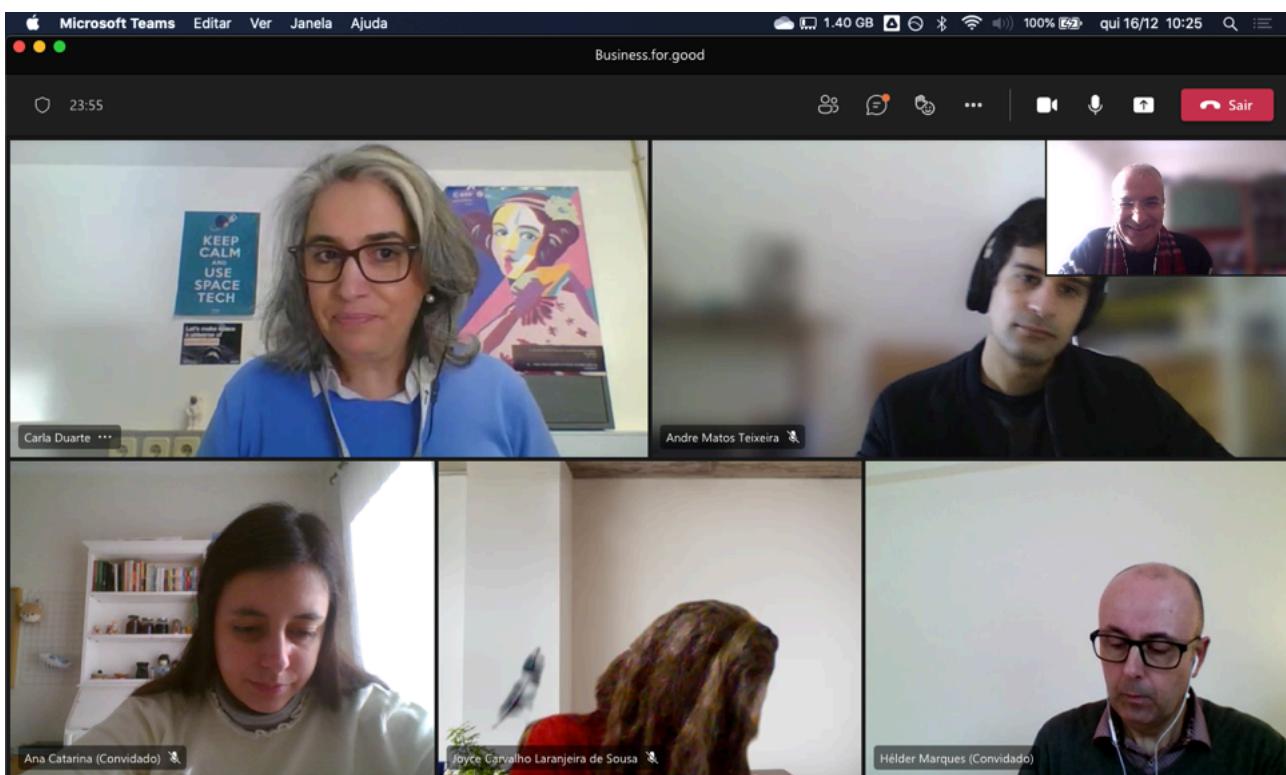
The Team contributed with 36 signals. Some examples:

Name	Type	Context	Origin	Reactions	Comments	Challenges	More
+ Helmets with electrodes could be replaced by a hair ribbon or a device inserted into the temples of the glasses	solution/idea	technology	news/publication/other	1	0	<a href="#">Business for good</a>	
+ energia verde	change	technology	news/publication/other	0	0	<a href="#">Business for good</a>	
+ Doughnut economic model	warning	business	news/publication/other	0	0	<a href="#">Business for good</a>	
+ Diseases of new technologies	problem	society/culture	expert opinion	0	0	<a href="#">Business for good</a>	
+ Digital Document Management	solution/idea	technology	news/publication/other	0	0	<a href="#">Business for good</a>	
+ Dependence on information and communication technologies	problem	technology	expert opinion	0	0	<a href="#">Business for good</a>	
+ DAC - Direct Air Capture for carbon extraction	solution/idea	technology	news/publication/other	1	0	<a href="#">Business for good</a>	
+ criminals increasingly use new technologies	problem	technology	expert opinion	0	0	<a href="#">Business for good</a>	
+ Credibilidade da sociedade na biotecnologia para sustentabilidade	change	technology	personal perception	0	0	<a href="#">Business for good</a>	
<a href="#">las.demola.net/home/signals#</a>							

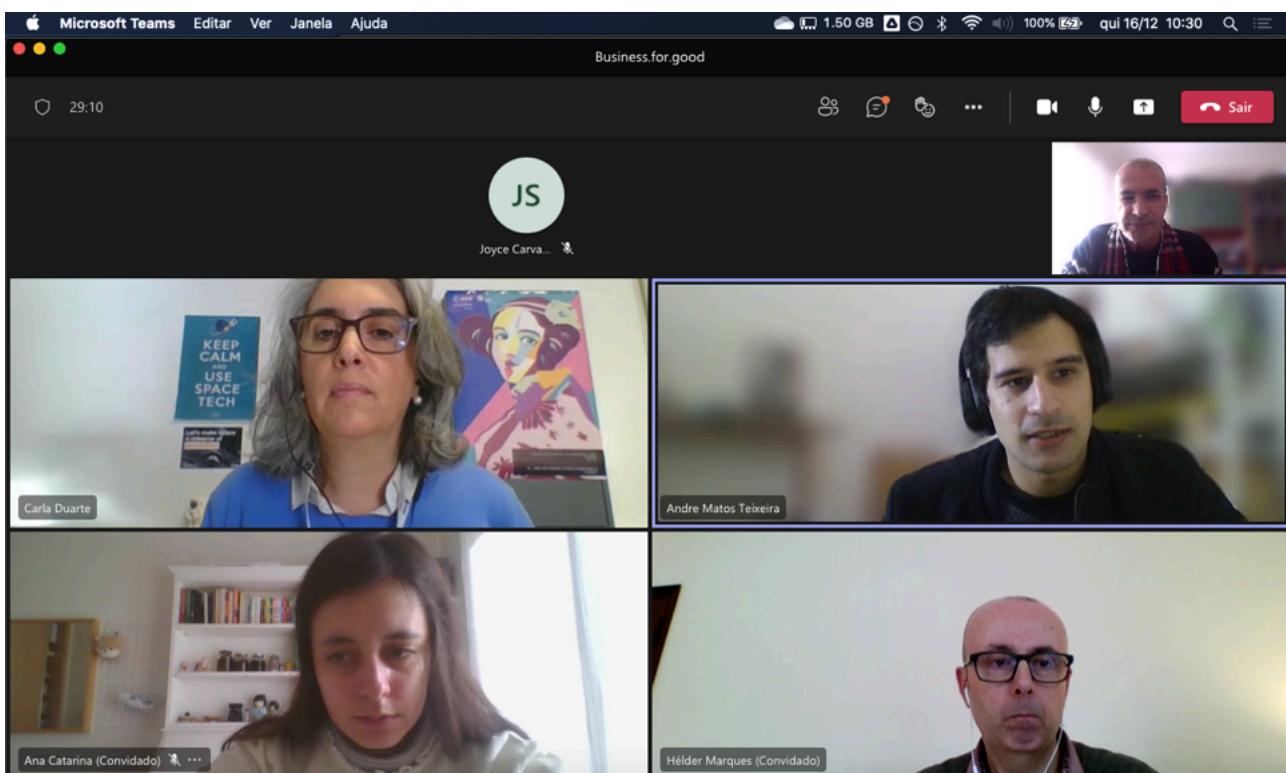
Name	Type	Context	Origin	Reactions	Comments	Challenges	More
+ Water waste collector	solution/idea	environment	news/publication/other	0	0	<a href="#">Business for good</a>	
+ Vinbot, the wine production robot	solution/idea	technology	news/publication/other	0	0	<a href="#">Business for good</a>	
+ Trucks Go Electric	change	technology	news/publication/other	1	0	<a href="#">Business for good</a>	
+ The smart homes of the future	solution/idea	technology	news/publication/other	0	0	<a href="#">Business for good</a>	
+ Street lighting made from reused plastic bottles	solution/idea	environment	news/publication/other	0	0	<a href="#">Business for good</a>	
+ Project 100 Age	solution/idea	society/culture	data analysis	0	0	<a href="#">Business for good</a>	
+ No plastic	change	environment	news/publication/other	0	0	<a href="#">Business for good</a>	
+ Nestore, the seniors' digital friend	solution/idea	technology	news/publication/other	0	0	<a href="#">Business for good</a>	
+ Life-saving Straw	solution/idea	society/culture	news/publication	1	0	<a href="#">Business for good</a>	
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# WEEK 13 - 4th Meeting & Future Report

## 4th Meeting: Meeting with an Expert



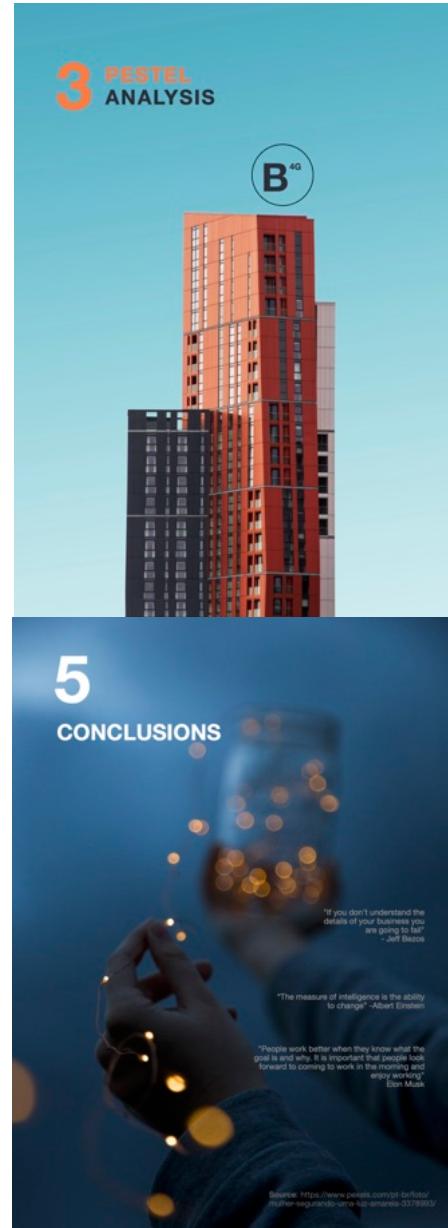
**With Carla Duarte** - Innovation manager in projects and activities that promote entrepreneurship and space economy, in the Knowledge and Innovation Valorization Department of Instituto Pedro Nunes.



# W13.2 Future Report

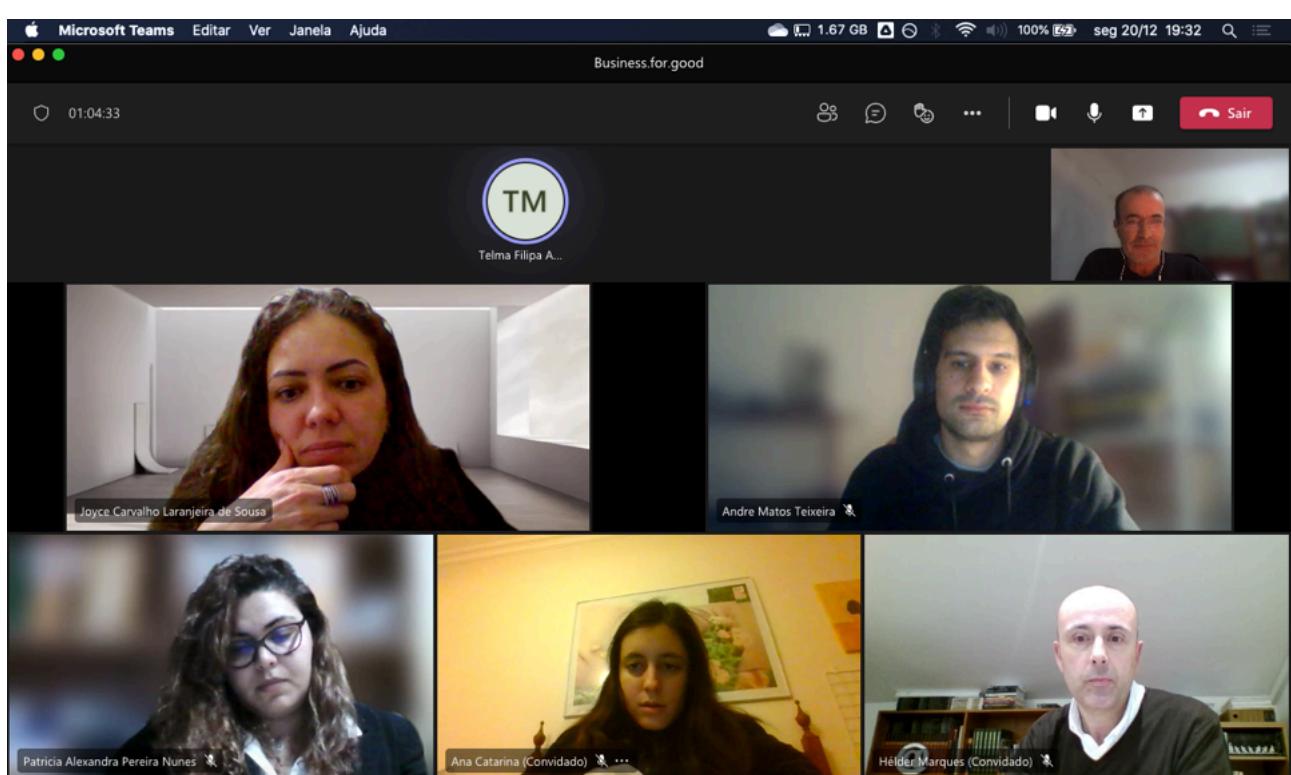
## Main Chapters

We discuss the content and structure of Future Report



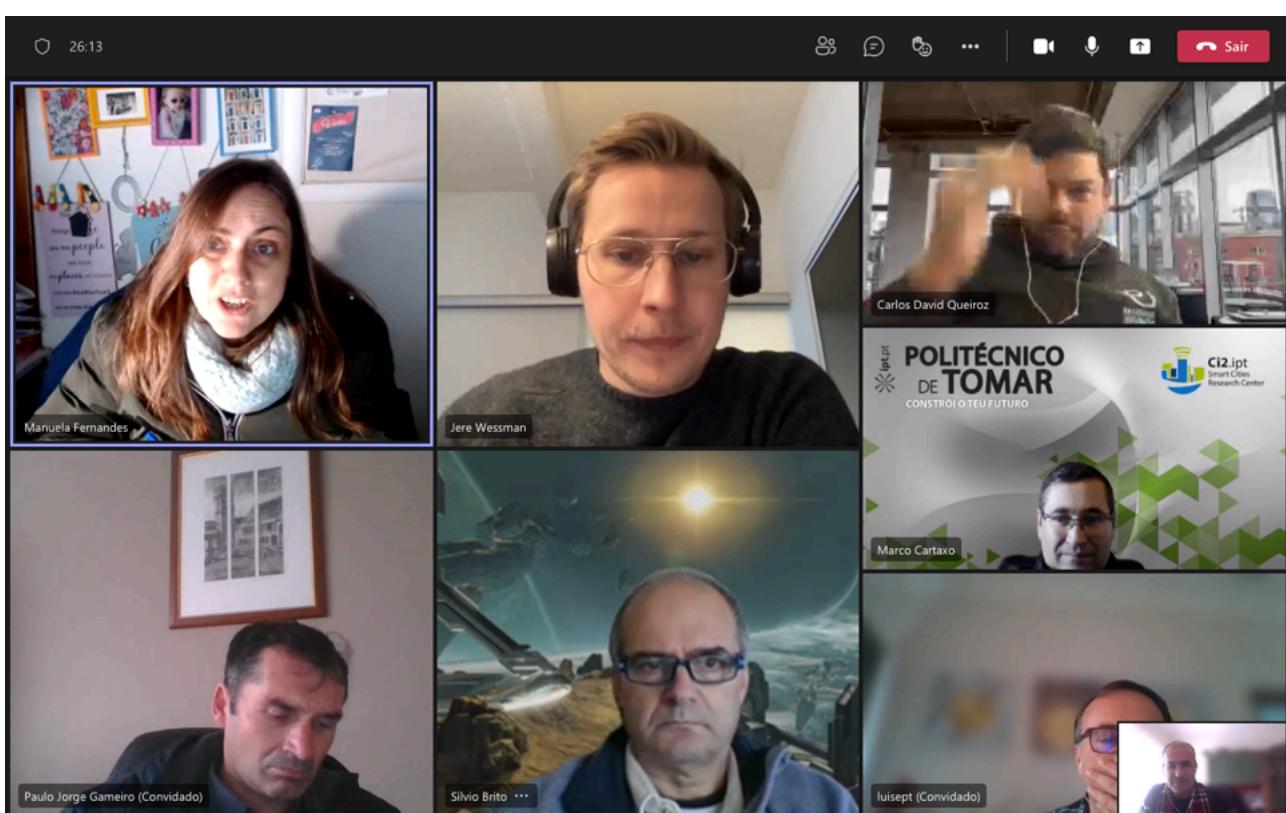
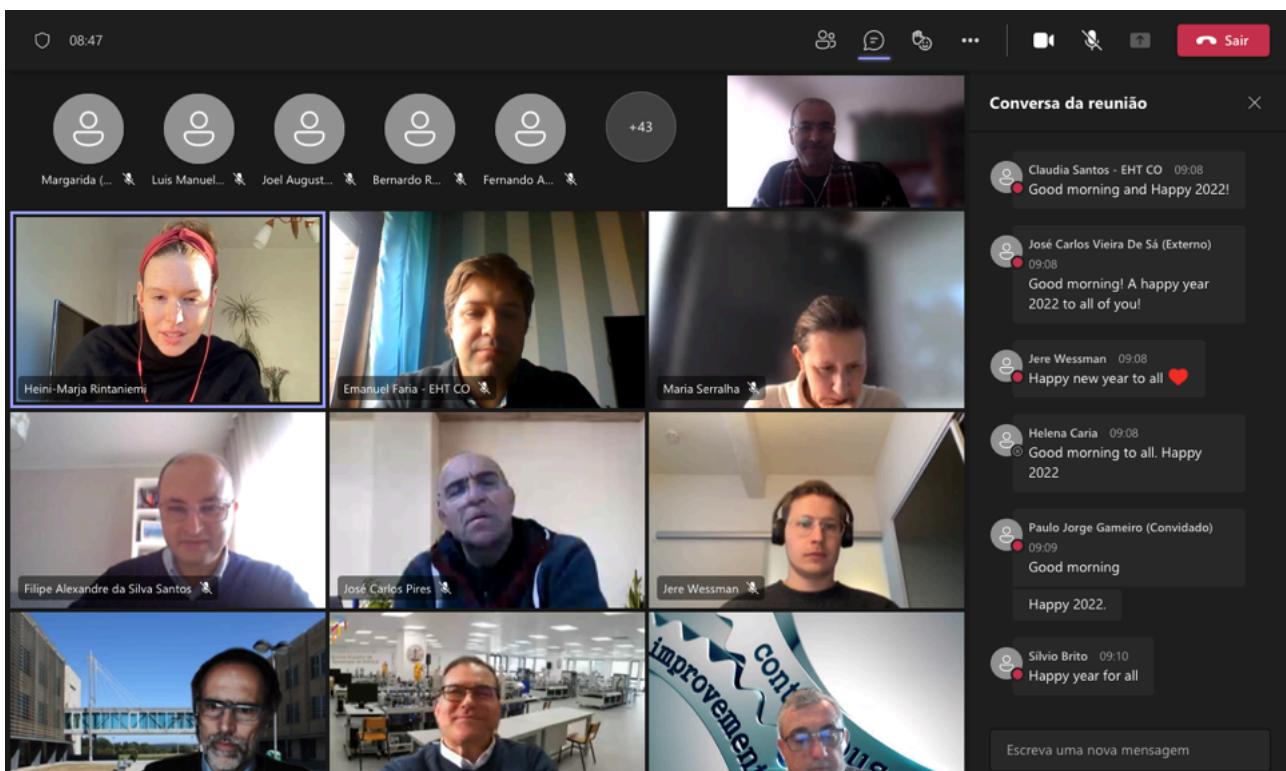
# WEEK 14 Program Checklist & Final Meeting

We discuss the content and structure of Future Report and the Final Meeting presentation.



# WEEK 15 Final Reflections

Time to make a final reflexion of the entire co-creation process with national and local colleagues



# Final Event @ IPT

On 21st, January 2022 we joined the 2nd edition of Final Meeting of development of ideas for co-creation and innovation of IPT. All team members except 2 students were present. The partner were also present. Despite the nervousness the students were confident. The presentation was divid between two students. I think the presentation was well prepared and was attractive. However, during the live presentation there were technical problem with the microphone. Presentation was interrupted by a technician that try but didn't solve the problem and after that students stayed uncomfortable. The event jury in general, gave a good evaluation to the project but the solutions presented should be more focused in a particular case.



**ipt 40** Instituto Politécnico de Tomar  
ano de Ensino Superior na Região

**Link me up**

**Final Meeting**  
2ª edição

do desenvolvimento de ideias  
de cocriação de inovação do IPT

**21 janeiro 2022 • 14h45**

Instituto Politécnico de Tomar  
Auditório Doutor José Bayolo  
Pacheco de Amorim

[www.ipt.pt](http://www.ipt.pt)

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**COMPETE 2020** **PORtugal 2020** **União Europeia**



# Final Presentation

