



# **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:



UNIÃO EUROPEIA  
Fundo Social Europeu

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.*

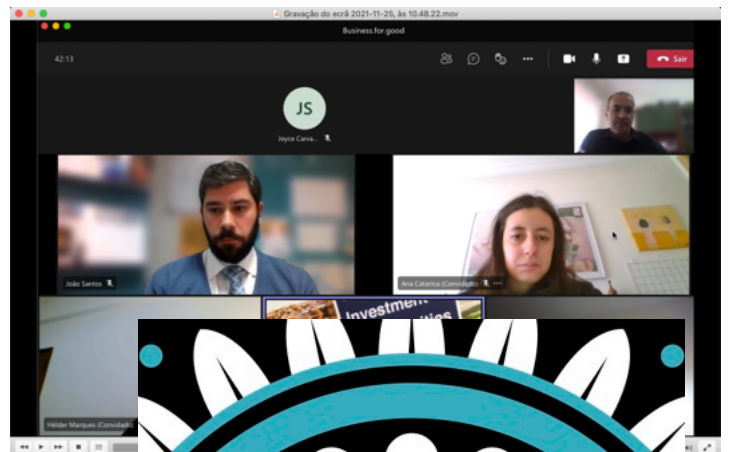
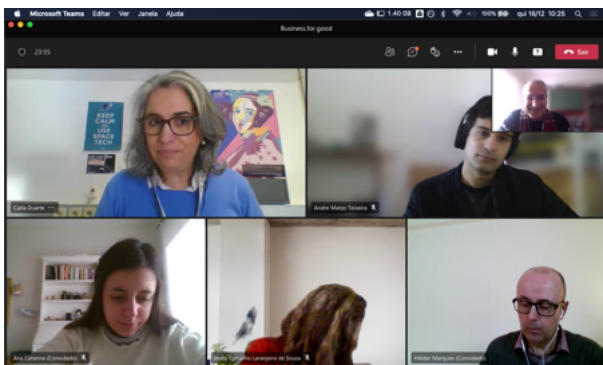
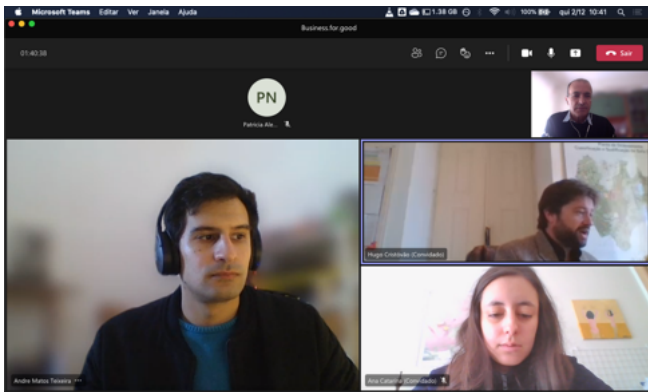
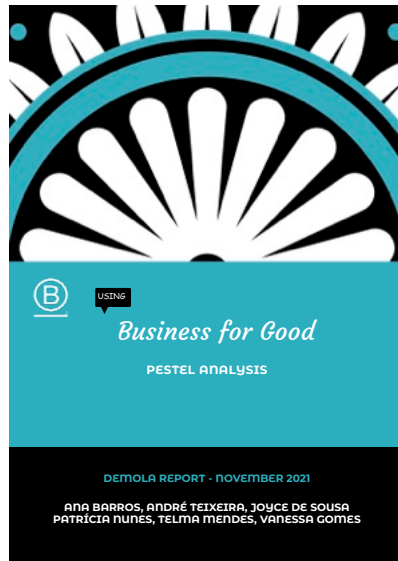
January, 2022

## 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 |
| 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                                                                                                        |      |                                                                                                          |
| 28/09/2021  | 4                                                                                                        | 26/11/2021 | 7                                                                                                        |      |                                                                                                          |
| 29/09/2021  | 3                                                                                                        | 29/11/2021 | 7                                                                                                        |      |                                                                                                          |
| 04/10/2021  | 7                                                                                                        | 02/12/2021 | 2                                                                                                        |      |                                                                                                          |
| 06/10/2021  | 3                                                                                                        | 03/12/2021 | 7                                                                                                        |      |                                                                                                          |
| 07/10/2021  | 4                                                                                                        | 06/12/2021 | 7                                                                                                        |      |                                                                                                          |
| 08/10/2021  | 4                                                                                                        | 09/12/2021 | 2                                                                                                        |      |                                                                                                          |
| 11/10/2021  | 8                                                                                                        | 10/12/2021 | 7                                                                                                        |      |                                                                                                          |
| 12/10/2021  | 8                                                                                                        | 13/12/2021 | 7                                                                                                        |      |                                                                                                          |
| 15/10/2021  | 7                                                                                                        | 16/12/2021 | 2                                                                                                        |      |                                                                                                          |
| 18/10/2021  | 7                                                                                                        |            |                                                                                                          |      |                                                                                                          |
| 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**





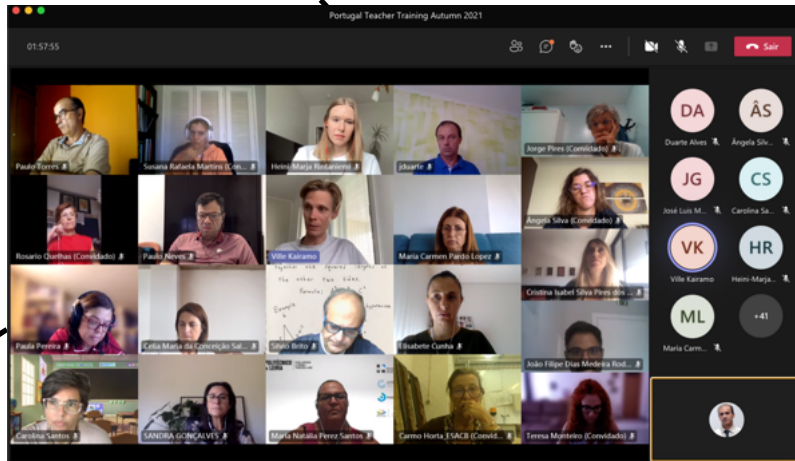
# Full Commitment

## Attendance

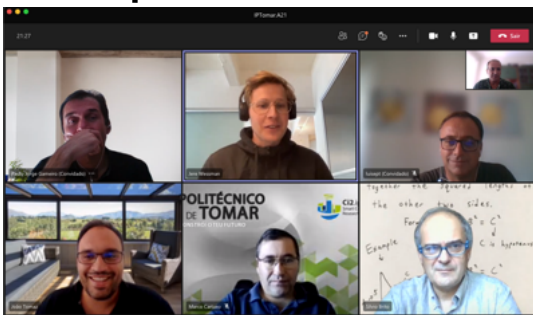
Present in all Sessions and Activities



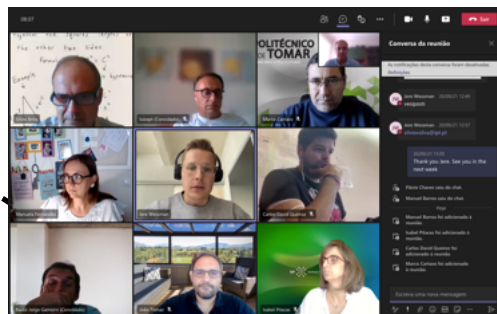
ATTENDANCE ROAD



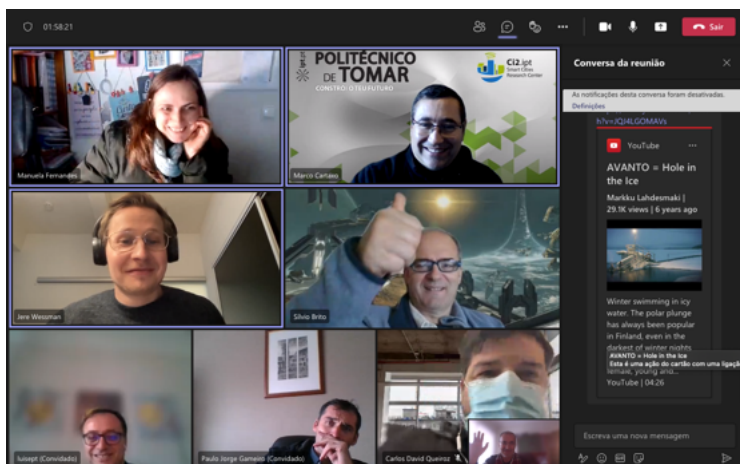
**Session 1**  
14-9-2021



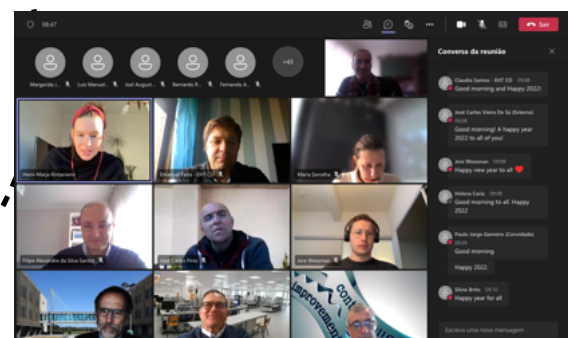
**Session 2**  
20-9-2021  
Training



**Session 3**  
27-9-2021 -  
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.

**Manuel Barros (UDE/IPT)**

Fwd: IPT\_ESTT\_202110\_01 | Sessão de divulgação do Projeto LinkMeUp 1000 Ideias

Para: Pedro Correia (UDE/IPT)

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

**Link me up**

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Instituto Politécnico de Tomar  
[www.ipt.pt](http://www.ipt.pt)  
Quinta do Contador  
Estrada da Serra  
2300-313 - Tomar

**Manuel F.M. Barros**  
Professor Adjunto Adjunct Professor  
Unidade Departamental de Engenharia Electrical & Computer Engineering  
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[fmb Barros@ipt.pt](mailto:fmb Barros@ipt.pt)  
Tel. +351 249 328 170



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1 comentário novo

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LEEC.IPT- Licenciatura em Engenharia Electrotécnica e de Computadores

Publicado por Manuel Barros · Agora mesmo ·

Caros Alunos da LEEC (1º, 2º e 3º Ano):  
Venho convidar-vos a participar numa sessão de divulgação do projeto LinkMeUp 1000 Ideias (onde o IPT é parceiro), na quarta-feira, dia 6 de outubro, pelas 11h, na sala O106 ou online (link mais abaixo).  
Se decidirem participar, este projeto, para além de um bolsa tem direito a um certificado internacional (passado por uma Universidade Finlandesa) que vos pode abrir muitas portas no futuro.  
Não deixem escapar esta oportunidade !!  
Participa amanhã nesta sessão de divulgação para perceberes qual a finalidade deste projecto, o seu modo de funcionamento e as suas vantagens.  
Local: sala O106 ou online através do link:  
<https://videoconf-colibri.zoom.us/j/82844115288...>  
O Prof. Manuel Barros





# 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

Para: [bernardo.patrao@criticalsoftware.com](mailto:bernardo.patrao@criticalsoftware.com), [bjcardoso@criticalsoftware.com](mailto:bjcardoso@criticalsoftware.com) e mais 1

Detalhes

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 Challenge Design.
- Novembro/Dezembro - Project Kick-off (8 Semanas de acompanhamento do projeto com 1 hora por semana)

**Challenge Design (with partner/company).**

1- Deram-se a conhecer e a conhecer-se. Realizaram-se reuniões para definir a proposta de projeto a apresentar, em conjunto (facilitado + empresa) um fenómeno/projeto relevante:

- 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

Para: Manuel Barros (UDE/IPT), Cc: Gonçalo Silva, Bernardo Patrão

Detalhes

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.

Analísámos 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**  
software 

# 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)**  20 de setembro de 2021, 23:41 [Detalhes](#)

Projeto Demola - IPT - Parceria

Para: Hélder Marques (CIMT), Cc: Miguel Pombeiro (CIMT) Bcc: [e mais 3](#)

**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

 [Link me up](#)

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   UNIÃO EUROPEIA  
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Estrada da Serra  
2300-313 - Tomar

**Manuel F.M. Barros**  
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Unidade Departamental de  
Engenharias Electrical & Computer  
Engineering  
Ci2.IPT - Smart Cities Research Center  
[fmb Barros@ipt.pt](mailto:fmb Barros@ipt.pt)  
Tel. +351 249 328 170





**Partner  
Positive  
Agreement**

**Hélder Marques (CIMT)**  Ontem, 10:25 [Detalhes](#)

RE: Projeto Demola - IPT - Parceria

Para: Manuel Barros (UDE/IPT), Cc: Miguel Pombeiro (CIMT)

**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

 **MédioTejo**  
comunidade intermunicipal

# 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.

**DEMOLA**

CHALLENGE DESIGN CARD

Customer  
Challenge  
Version (date)



## 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?)

# Business for good

**WITH – CIMT** Comunidade Intermunicipal do Médio Tejo

#sustainable business #innovative business models #social responsibility #community engagement #sustainable development #education transformation #Transformative innovations #awareness #societal change #education for sustainability

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. What are the driving forces behind this type of successful sustainable business and what are the benefits for workers, community and the region?

## 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.

**STUDENTS FROM ALL STUDY FIELDS**

**Do something new!**  
Be part of the change, work in a co-creation project...

**STUDENTS**

Advance your future career, collaborate with fascinating organizations!  
Join our interdisciplinary online teams and be part of the change

**Apply by October 17 at**  
<https://portal.cocreationportugal.com/?location=iptomar>

**DEMOLA**

**CHALLENGE DESIGN CARD**

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

*#sustainable business #innovative business models #social responsibility #community engagement #sustainable development #education transformation #transformative innovations #awareness #societal change #education for sustainability*

**Challenge schedule**

|                     |             |
|---------------------|-------------|
| Building            | week 18     |
| Team building       | week 41-42  |
| Teamwork            | weeks 43-50 |
| Weekly meeting time | (Yes, time) |

**Desired team profile**

**Students** (some desired student profiles)

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

**Roles**

**Project partner** (Student details of the company/partner)

**Local facilitator** (Yes)

**Learning objectives**  
(What 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 (SMCs)? 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 mentally 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?

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

**Estudantes + Empresas + Facilitadores**

|                                                             |                                  |                                                     |                      |
|-------------------------------------------------------------|----------------------------------|-----------------------------------------------------|----------------------|
|                                                             |                                  |                                                     |                      |
| Oportunidade de networking<br>13 Politécnicos + Rede Demola | Experiência de vida profissional | Trabalho em equipe multicultural e interdisciplinar | Enriquecimento do CV |

**Como funciona?**

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

|                                                                                                                                                                             |                                                                                                                                   |                                                                                  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|
| <b>Casos</b>                                                                                                                                                                | <b>10 semanas</b>                                                                                                                 | <b>Relatório Final</b>                                                           |
| Problemas reais que as empresas/organizações colocam e para os quais se procuram respostas numa perspectiva de apresentação de sugestões e de orientação estratégica futura | <b>1 hora semana + trabalho autónomo</b>                                                                                          | <b>+ Apresentação</b>                                                            |
|                                                                                                                                                                             | Não se desenvolvem protótipos físicos; avalia-se e sugerem-se vários caminhos para o futuro em função das preocupações da empresa | <b>Concurso Regional e Nacional + Possibilidade de experiência internacional</b> |

**Manuel F.M. Barros**  
Facilitador  
fmbarras@ipt.pt

COMPETE 2020

## Week 3 - TO-DOs: Information from Partners

**Manuel Barros (UDE/IPT)** 

Enviado - fmbarros 22:37 

Projeto Demola - IPT - Dados para Protocolo de Parceria

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

Detalhes

Caro Hélder,

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

Obrigado.  
Com os melhores cumprimentos,  
Manuel Barros

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Engineering  
CI2.IPT - Smart Cities Research Center  
fmbarros@ipt.pt  
Tel. +351 249 328 170  
  

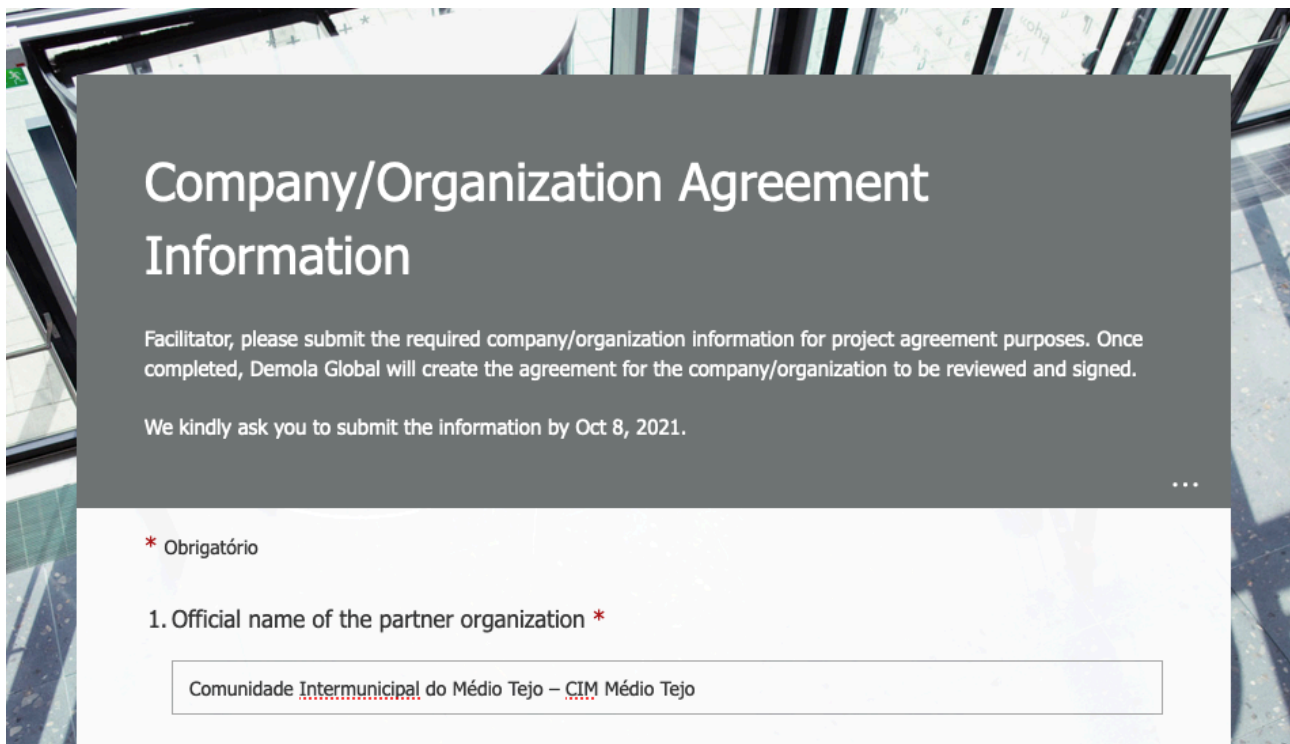



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 **Link me up**

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   UNIÃO EUROPEIA  
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.

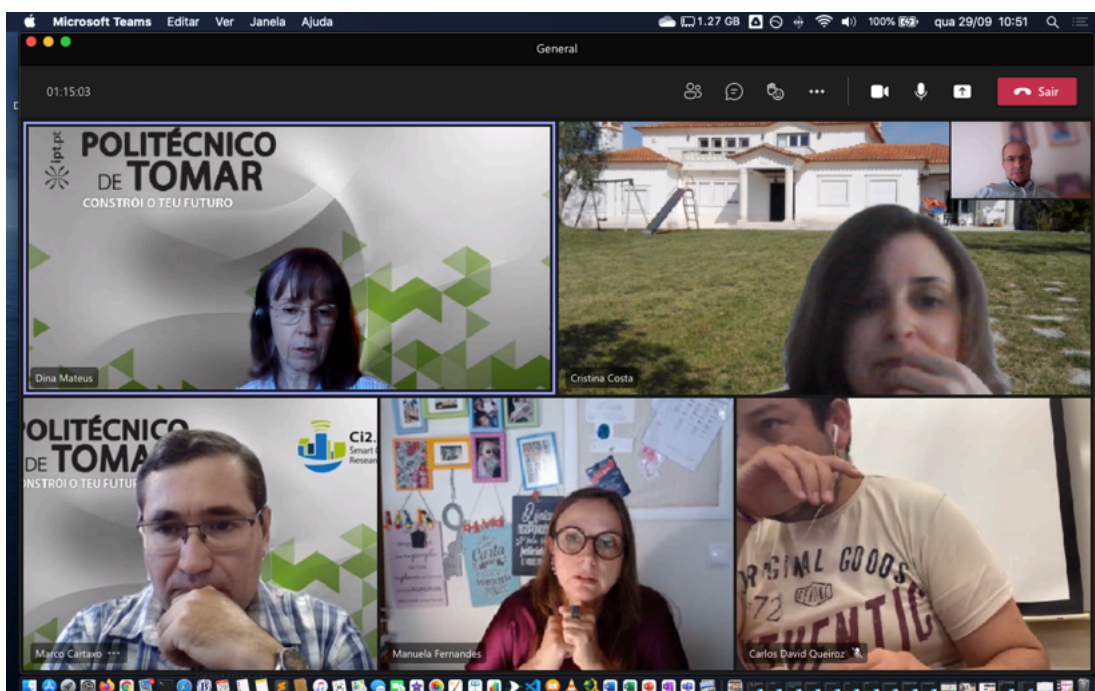
\* Obrigatório

1. Official name of the partner organization \*

Comunidade Intermunicipal do Médio Tejo – CIM Médio Tejo

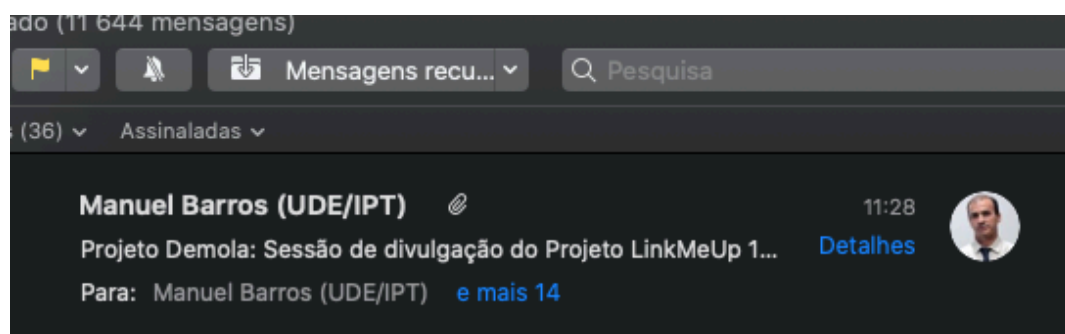
## WEEK 3 - Meeting 29/Set with ESTT Coordinators

Discussion about engagement process





## Week 3 - Student engagement:



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

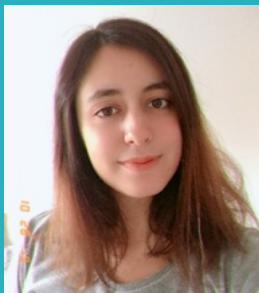
The Business for good challenge attracted 14 candidates, 50% of which were international Students from several areas of knowledge. All candidates seems great for the team but I decided to make a team with students from our institution. One from Electrical Engineering, one from chemical engineering, one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

Demola Global

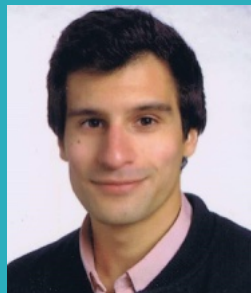
### Demola Team Agreement - IP Tomar - Business for good (IP Tomar)

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

#### 1 Meeting the Team



DTAG - IP Tomar  
Portugal



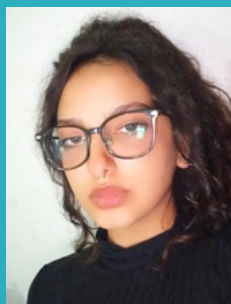
M2E - IP Tomar  
Portugal



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 Sargento

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.



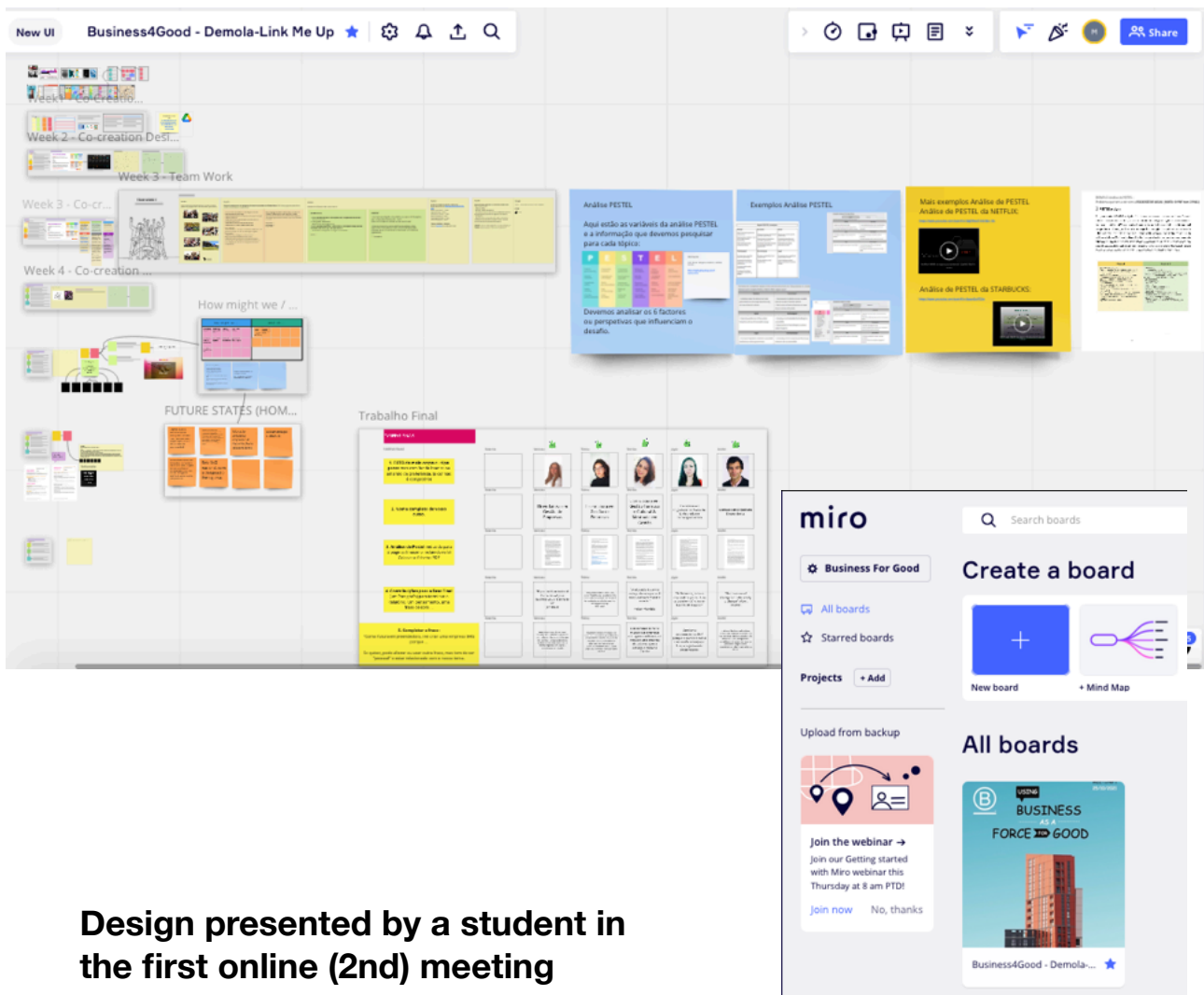
With the presence of Partner.

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



# 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.



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?



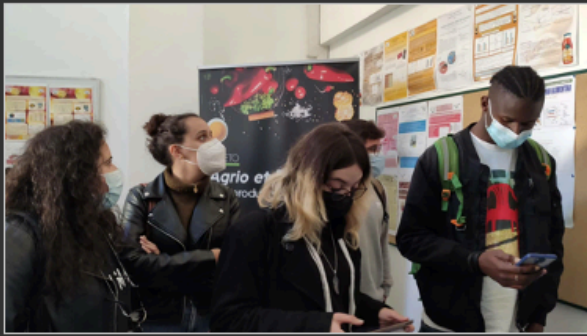
Local: Old Café Paraíso (Paradise Cafe) - Historic center of Tomar



## 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.





5



6



7



8



9



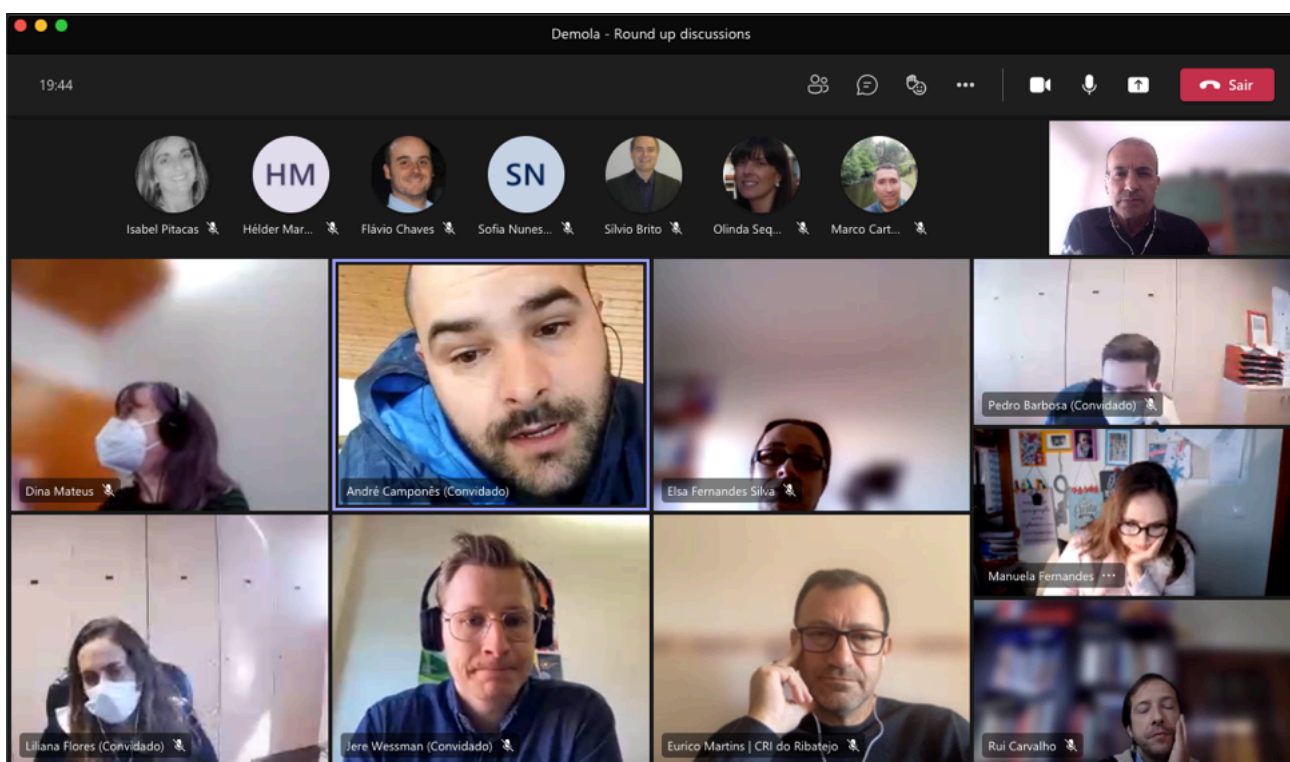
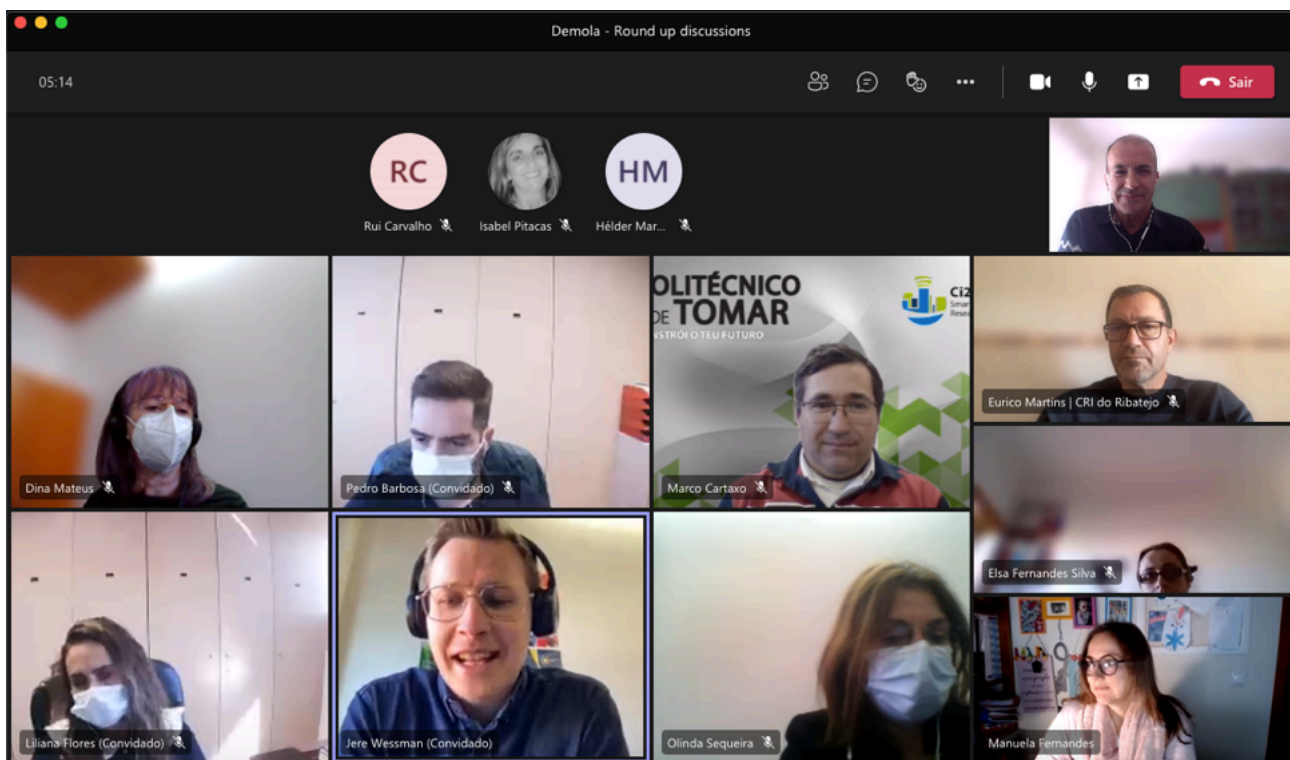
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11



# 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.



**Business for Good**  
PESTEL ANALYSIS

DEMOLA REPORT - NOVEMBER 2021

ANA BARROS, ANDRÉ TEIXEIRA, JOYCE DE SOUSA  
PATRÍCIA NUNES, TELMA MENDES, VANESSA GOMES

**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>

**DEMOLA**

01:10:01

Pedir o controlo

Sair

TM PN

Telma Filipa... Patricia Alex...

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

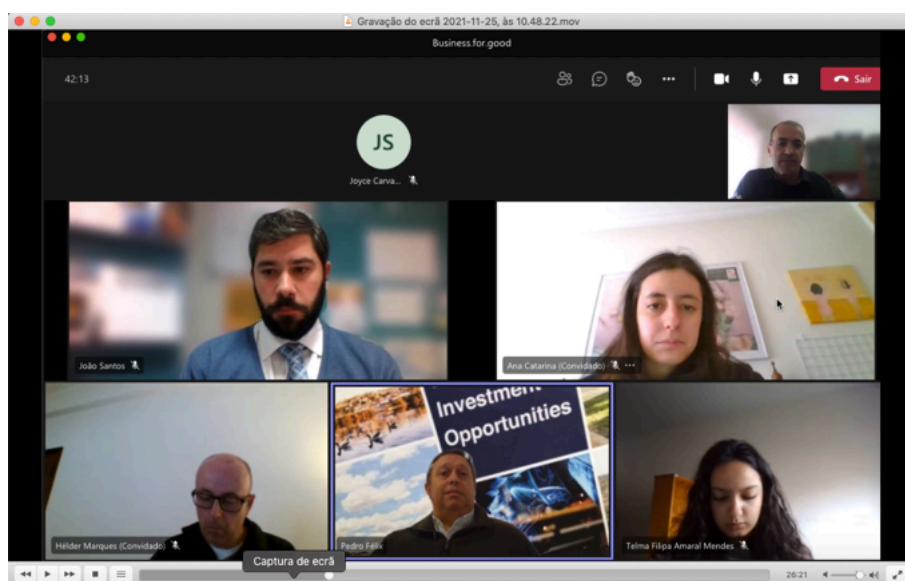
### W10.1 BOOTCAMP CASTELO BRANCO

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 prject. 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

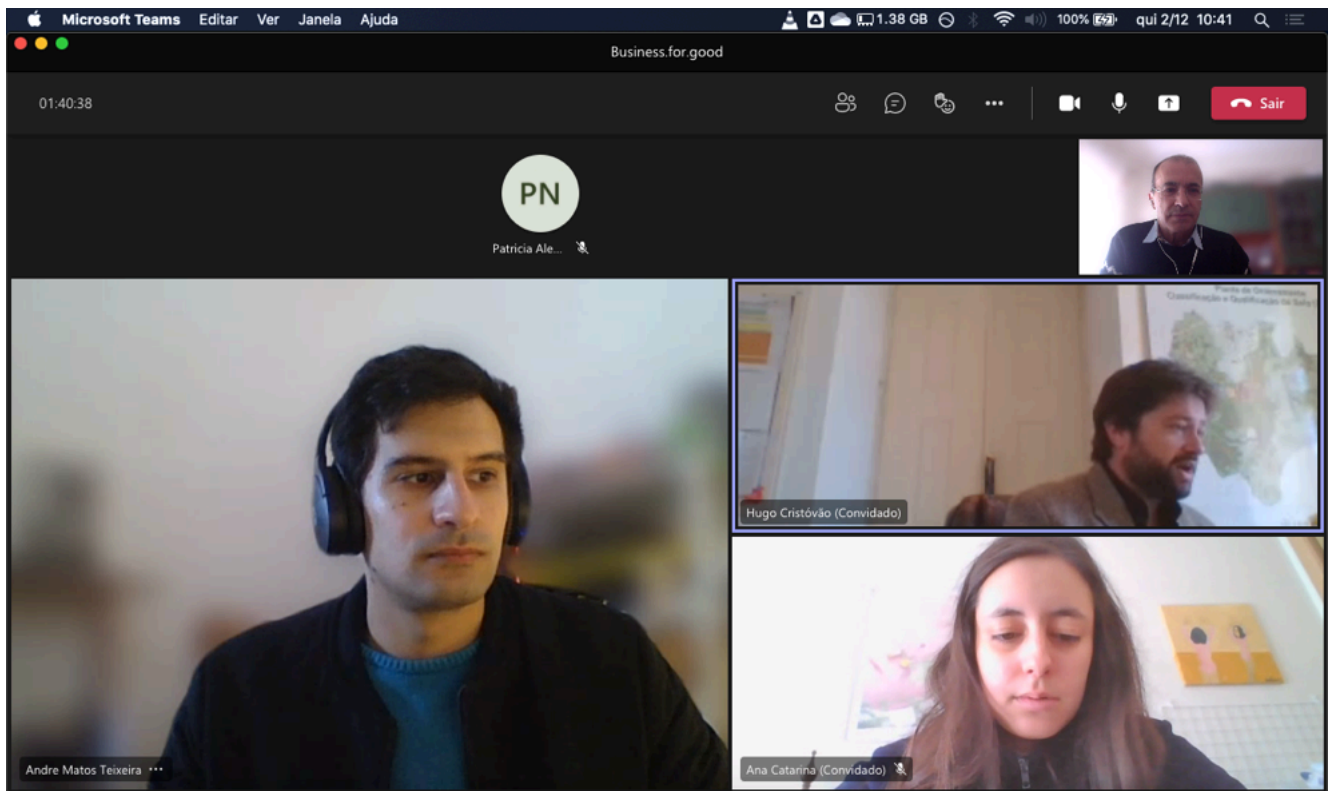
The second meeting involved NERSANT - Business Association of the Santarém Region (<https://www.nersant.pt>). In this interview we met two representatives members of this organization. We discussion how to share and disseminate experiences and good sustainability practices in the community. And how to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



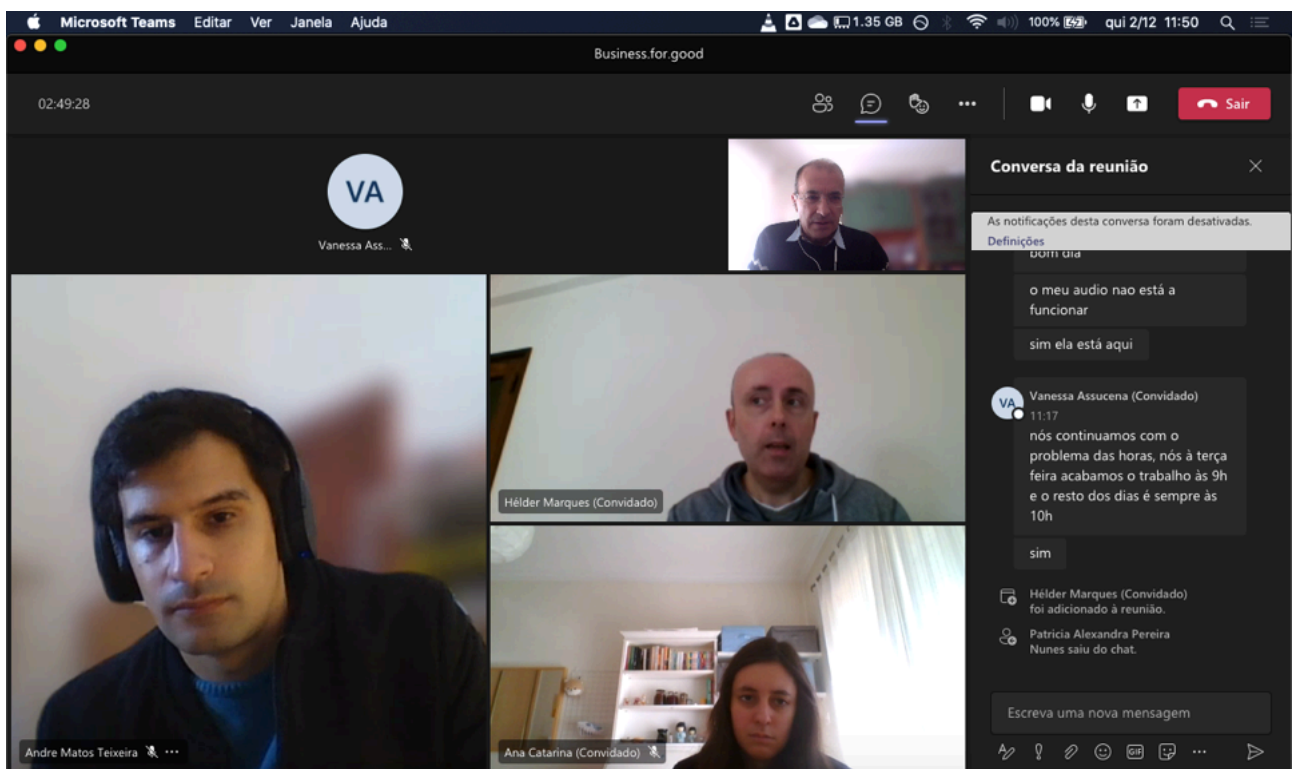
## WEEK 11 Preparation Final Meeting & 3rd company visit

### 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 potencial advantages. In this meeting, cases of good practices in the region were identified that the team didn't know.

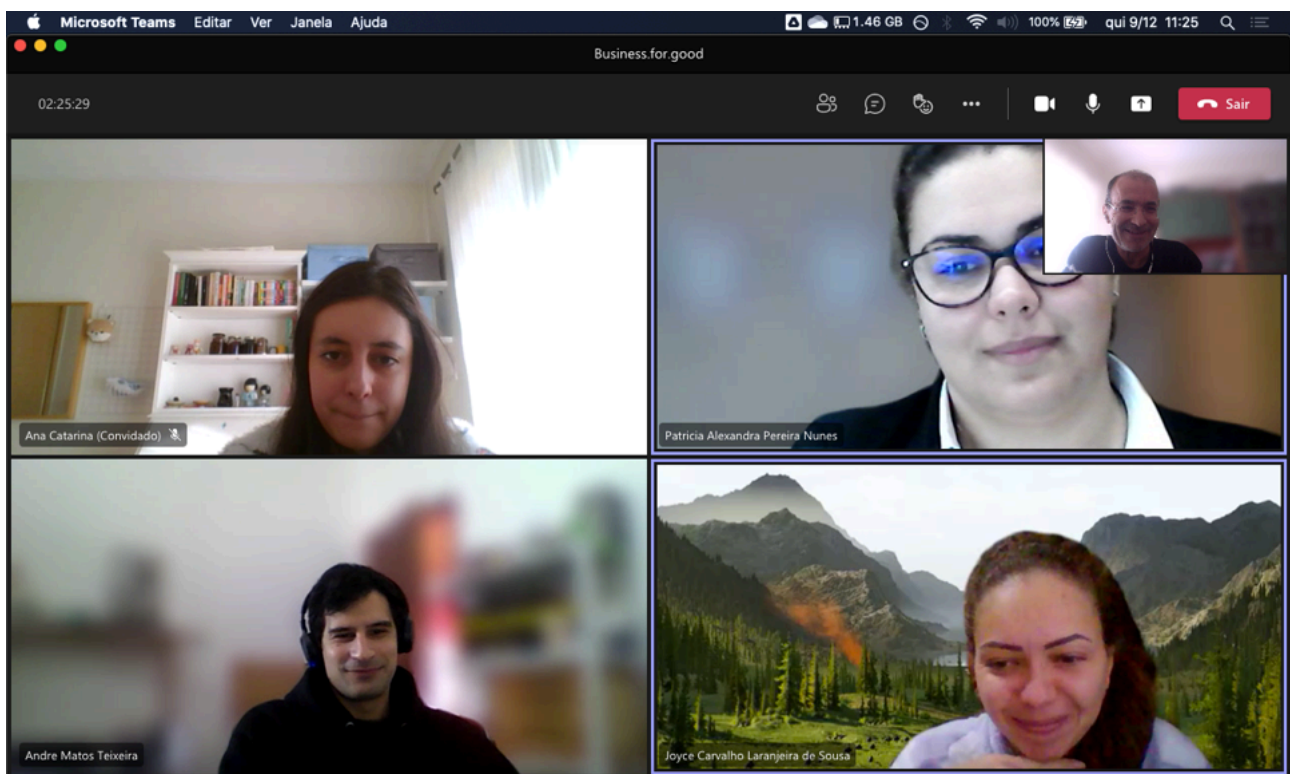
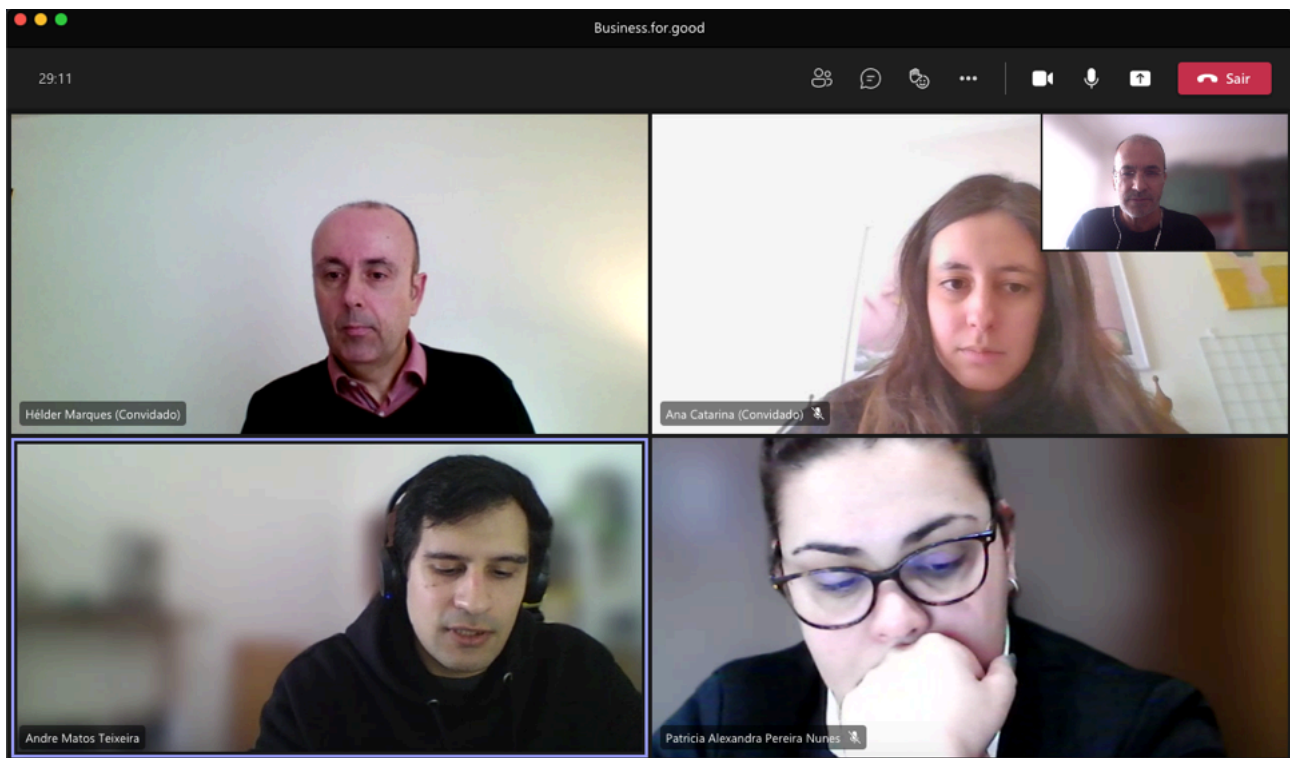


### W11.2 Preparation Final Meeting





## WEEK 12 - Preparation of Final Report & Meeting



# HOW MIGHT WE & WHAT IF SCENARIOS

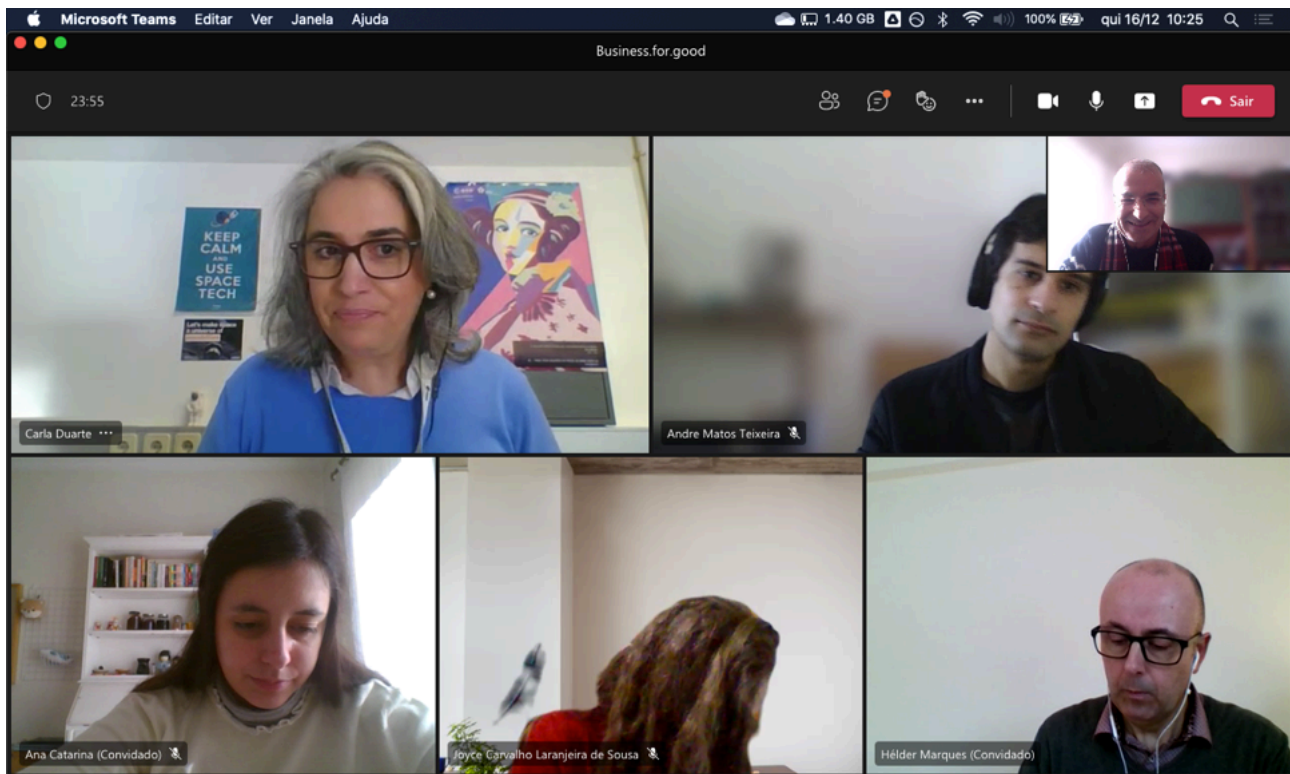
The Team contributed with 36 signals. Some examples:

| 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> |   |

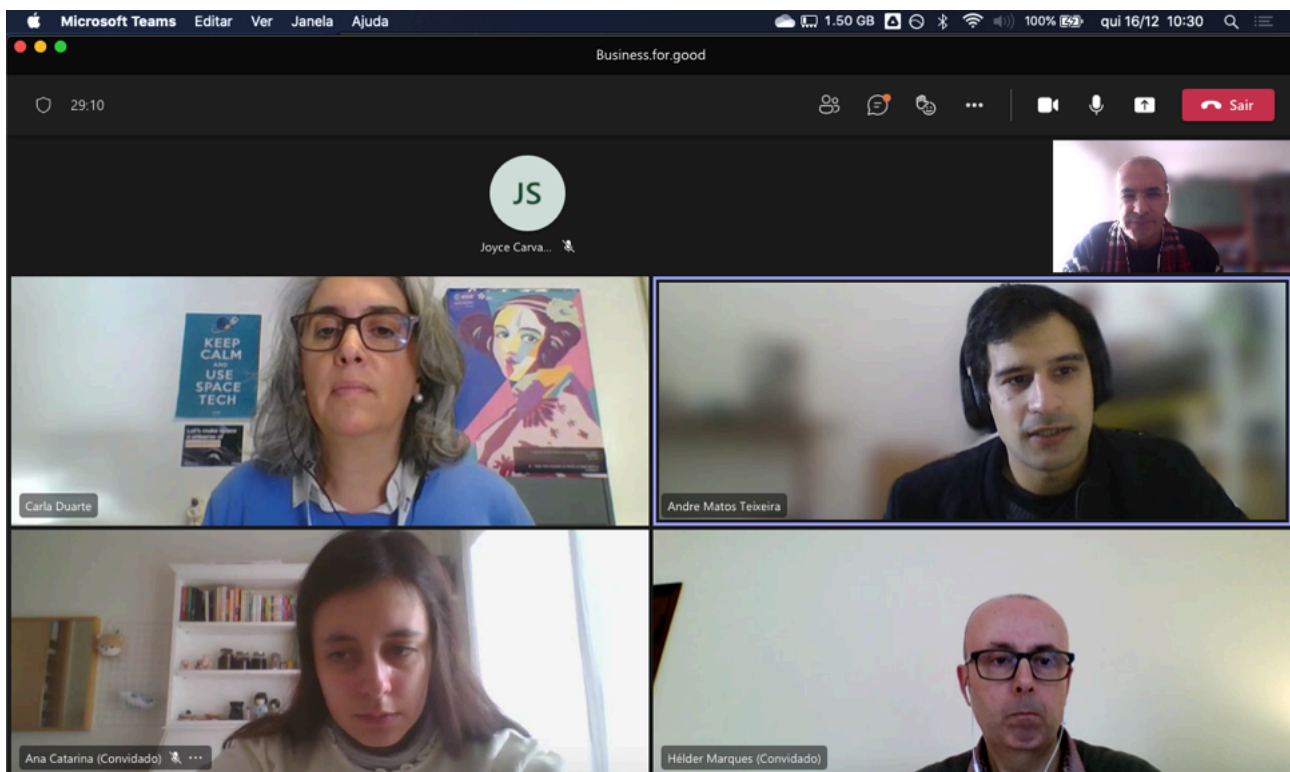
| Name                                                                                                                                 | Type          | Context         | Origin                 | Reactions | Comments | Challenges                        | More                                                                                                                                                                        |
|--------------------------------------------------------------------------------------------------------------------------------------|---------------|-----------------|------------------------|-----------|----------|-----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  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> |   |

# 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.

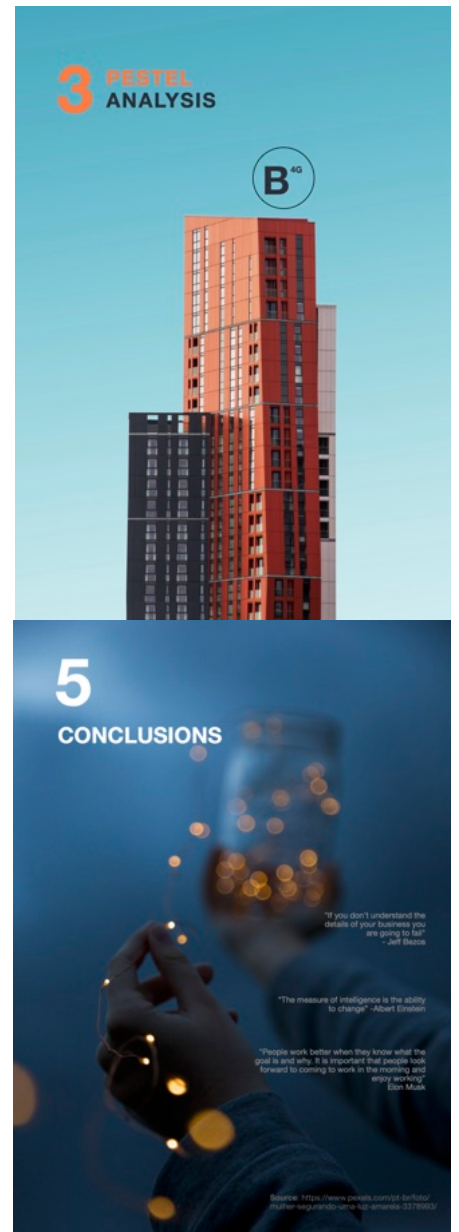
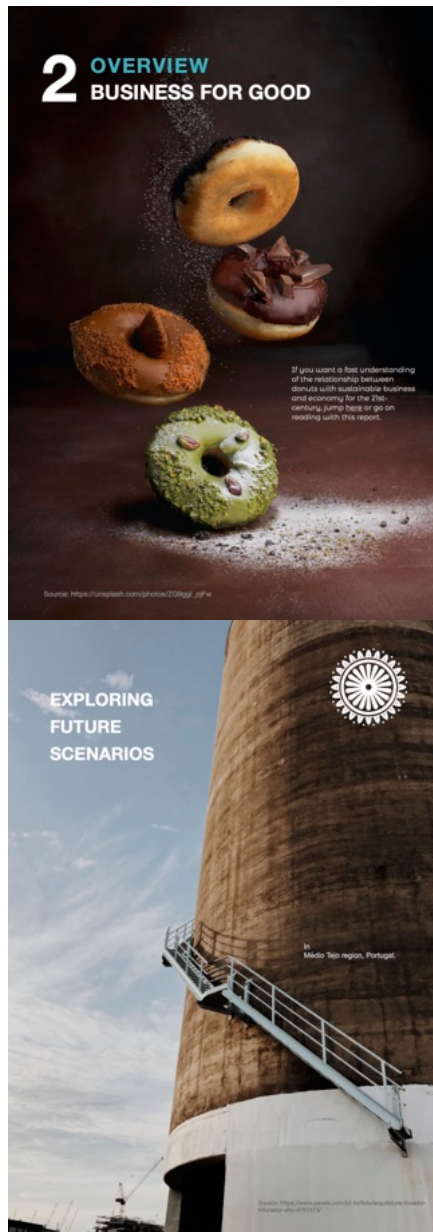




# W13.2 Future Report

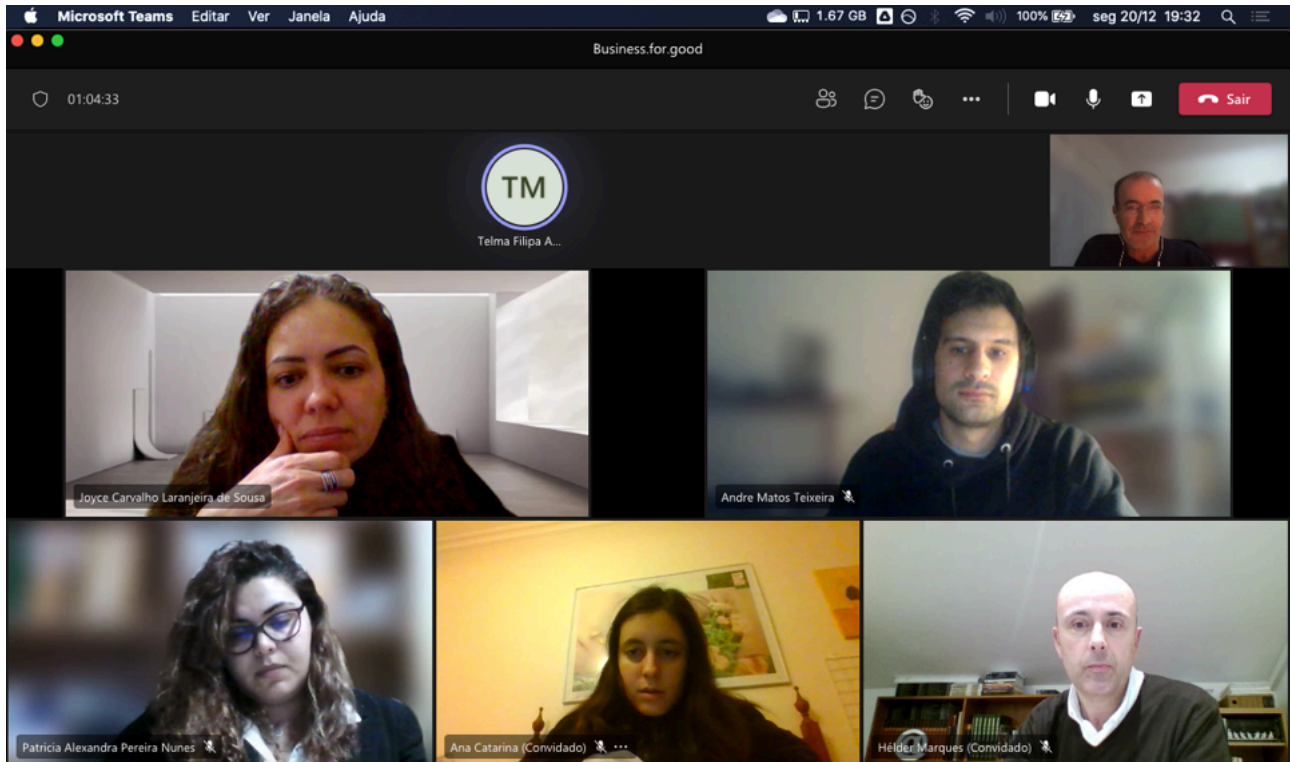
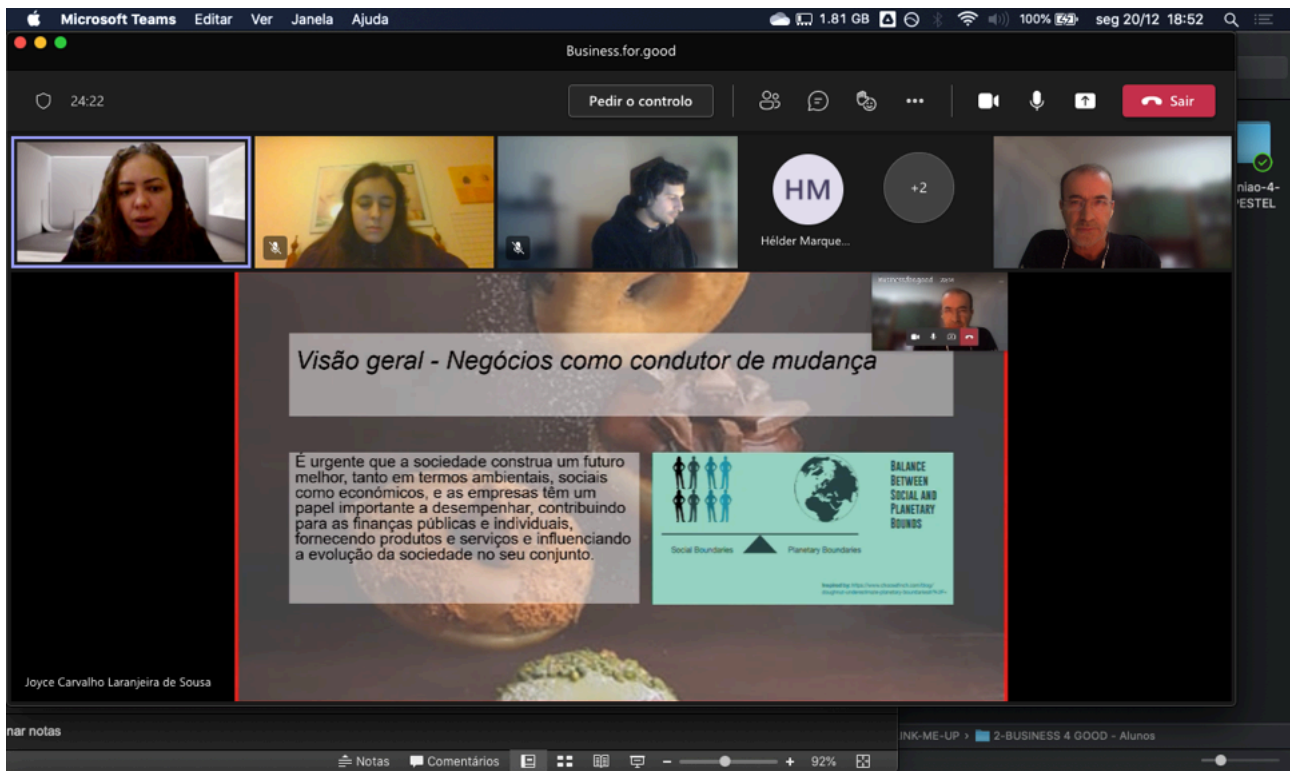
## Main Chapters

We discuss the content and structure of Future Report



# WEEK 14 Program Checklist & Final Meeting

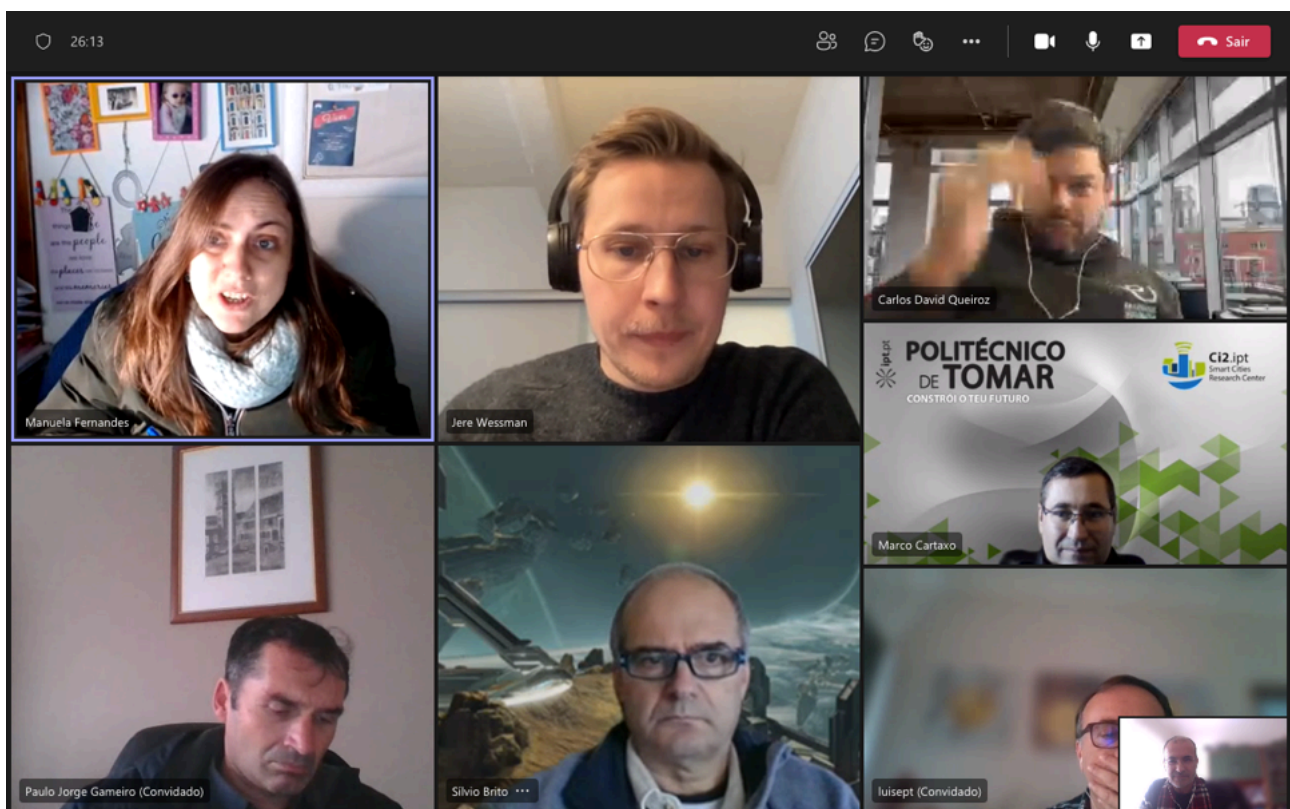
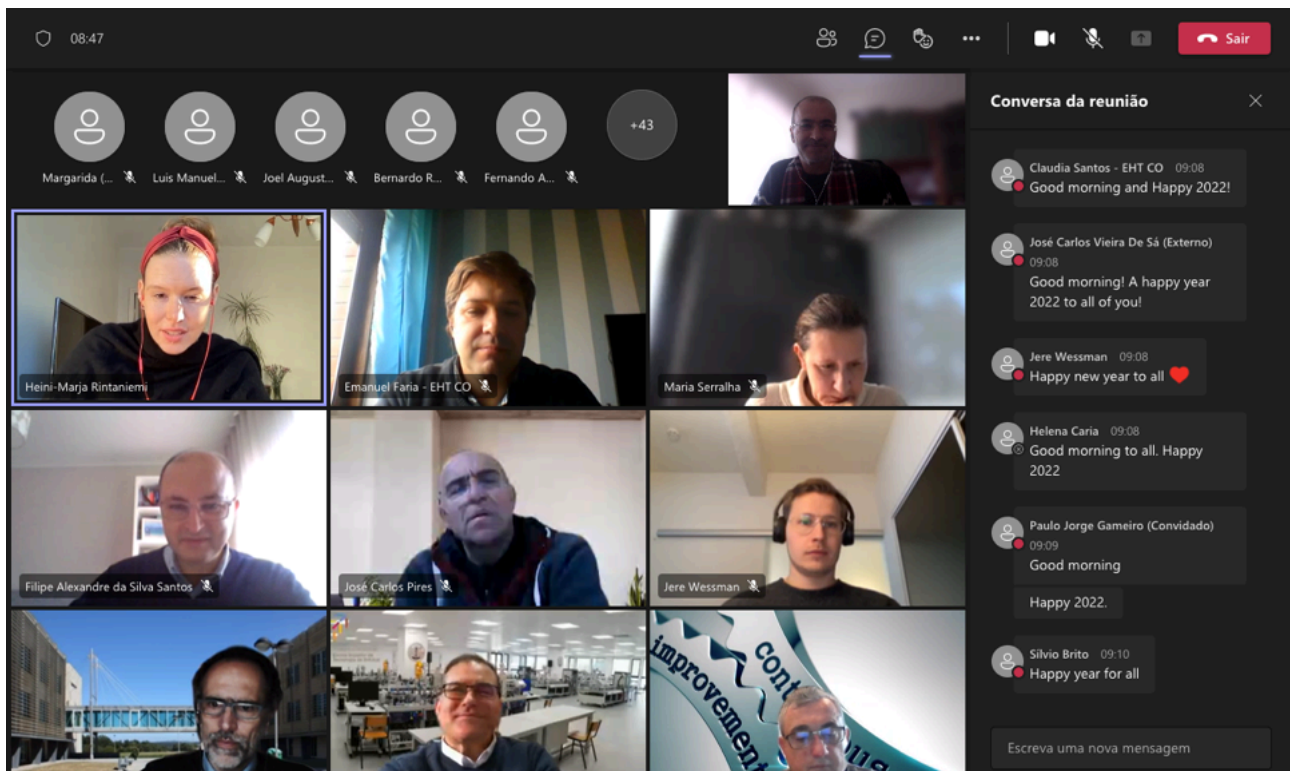
We discuss the content and structure of Future Report and the Final Meeting presentation.





# 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.



# Final Presentation

