





**Lisbon School of Economics & Management**  
Universidade de Lisboa

# OPINIÃO



*ISEG has been educating leaders of thought and action since 1911. Today, at a time when society recognises the importance of good economic management more than ever, we are here to build solutions: ISEG - 112 years of a School of First*

**ISEG is to host, for the first time in Portugal, the Semifinals of the prestigious international Hult Prize competition, with a prize of 1 million dollars.**

On the 23rd and 24th June, ISEG will host the Semifinals of the prestigious international Hult Prize competition (officially called Hult Prize Global Summit), an annual competition that challenges thousands of student entrepreneurs from all over the world to create and launch businesses with the aim of addressing some of society's most pressing issues through social entrepreneurship. At the end of the competition, the winning university team will take home \$1 million to fund their idea and make the global business industry more sustainable, with each of the five runners-up receiving \$100,000 in funding.

ISEG will thus welcome 47 startups and 176 university students from 28 countries from all continents, representing 43 different universities, which will compete for one of the six places in the Hult Prize Annual Finals, which is to be held in Paris, France, this September.

The Hult Prize is an international foundation that inspires and promotes different programmes that challenge student entrepreneurs to solve the world's biggest challenges through social entrepreneurship and positive global impact. Since its inception, the competition has impacted over one million university students from over 100 countries around the world. Over 100,000 university students are involved this year, creating high-impact startups that address the challenge for the year (which this year is sustainable fashion) that is aligned with the UN Sustainable Development Goals.

**Joana Bacelar Virgy**  
Manager of the Global OnCampus programme of the Fundação Hult Prize  
Masters in Development and International Cooperation



As for the annual competition, this starts at the local level, in the more than one thousand Universities that annually host the Hult Prize's OnCampus Programme, which is a local competition held at each University, which is organised by student volunteers. The students are led by a Campus Director, who is the student who coordinates their organising committee and ensures the implementation of the Hult Prize, which is previously prepared by the Hult Prize. Applications for this position are open [here](#).

A winner is selected from each OnCampus Programme which will advance in the competition, in the same way as the teams selected through the Open App. The best startups were chosen to compete at an international level in one of 12 semifinals (Global Summits) held in the United States, Mexico, Brazil, Italy, Kenya, Tunisia, UAE, India, Taiwan, Australia, and now Portugal for the first time.


After these events, the 20 selected teams will participate in the next phase of the programme – the Hult Prize Accelerator Programme – where they will be accompanied by several experts and transform their business ideas into investment-ready social enterprises. In turn, 6 of these teams will be selected and will compete in the final in Paris!


In this week's issue, we highlight the Hult Prize Global Summit Competition to be held at ISEG, the Workshops on "Mindfulness and Chi-Kung" and "Students Can Succeed in Math!", and the usual sections with news about, research, students, and Alumni.


**The following are cited in this number:** Eduardo Catroga, Francisco Louça, Joana Santos Silva, João Duque, Joaquim Miranda Sarmiento, José Manuel Zorro Mendes, Miguel St. Aubyn, Sandra Maximiano and Winnie Picoto.




## The privatization of Efaced

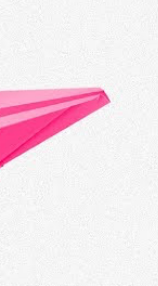
>> **Eduardo Catroga** recalls the last escudo crisis in 1995: "a critical moment well resolved".  [see more](#)

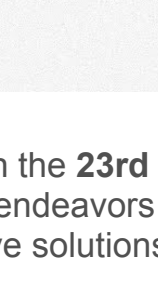
>> **Francisco Louça** writes about the meeting between Chinese president Xi Jinping and US Secretary of State Antony Blinken.  [see more](#)

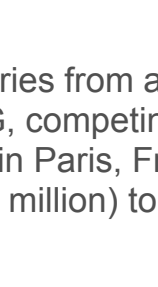
>> **Sandra Maximiano** says there's no room for doubt: the Portuguese are among the worst paid in Europe and, faced with inflation, they have become poorer.  [see more](#)

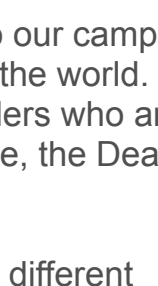
>> **Francisco Louça** says it would be good if "new lies were invented".  [see more](#)


>> **João Duque** wonders if the sale of Efaced will be different from previous ones.  [see more](#)


>> **Winnie Picoto** explains ISEG's good rating in the Positive Impact Rating Association.  [see more](#)

>> **Miguel St. Aubyn** article in Renaissance – "Education and growth – in search of the lost connection".  [see more](#)

>> **Joana Santos Silva** writes about the concept of affective presence (the capacity of an individual to influence the state of mind of others).  [see more](#)

>> **João Duque, Eduardo Catroga** and **Sandra Maximiano** say what to expect from this new era of financial markets.  [see more](#)

>> **Joaquim Miranda Sarmiento's** article in ECO - "The privatisation of Efaced, an opaque business".  [see more](#)

>> **Eduardo Catroga** says that making "national wealth grow should be our great challenge".  [see more](#)

>> **José Manuel Zorro Mendes** highlights the importance of the pharmaceutical industry for the national economy.  [see more](#)

>> **João Duque** participated in the debate organised by ECO on "Portuguese management schools in the world's top. And now?"  [see more](#)

## What's Up @ ISEG

### Lisbon Summit 2023 | ISEG hosts the semi-final of the Hult Prize Global Summit competition



For the first time ISEG is to hosts the **Hult Prize** Lisbon Summit 2023 on the 23rd and 24th June. This is a global competition of social entrepreneurship that endeavors to support the projects of young university entrepreneurs, whose innovative solutions can have a significant and positive impact on society.

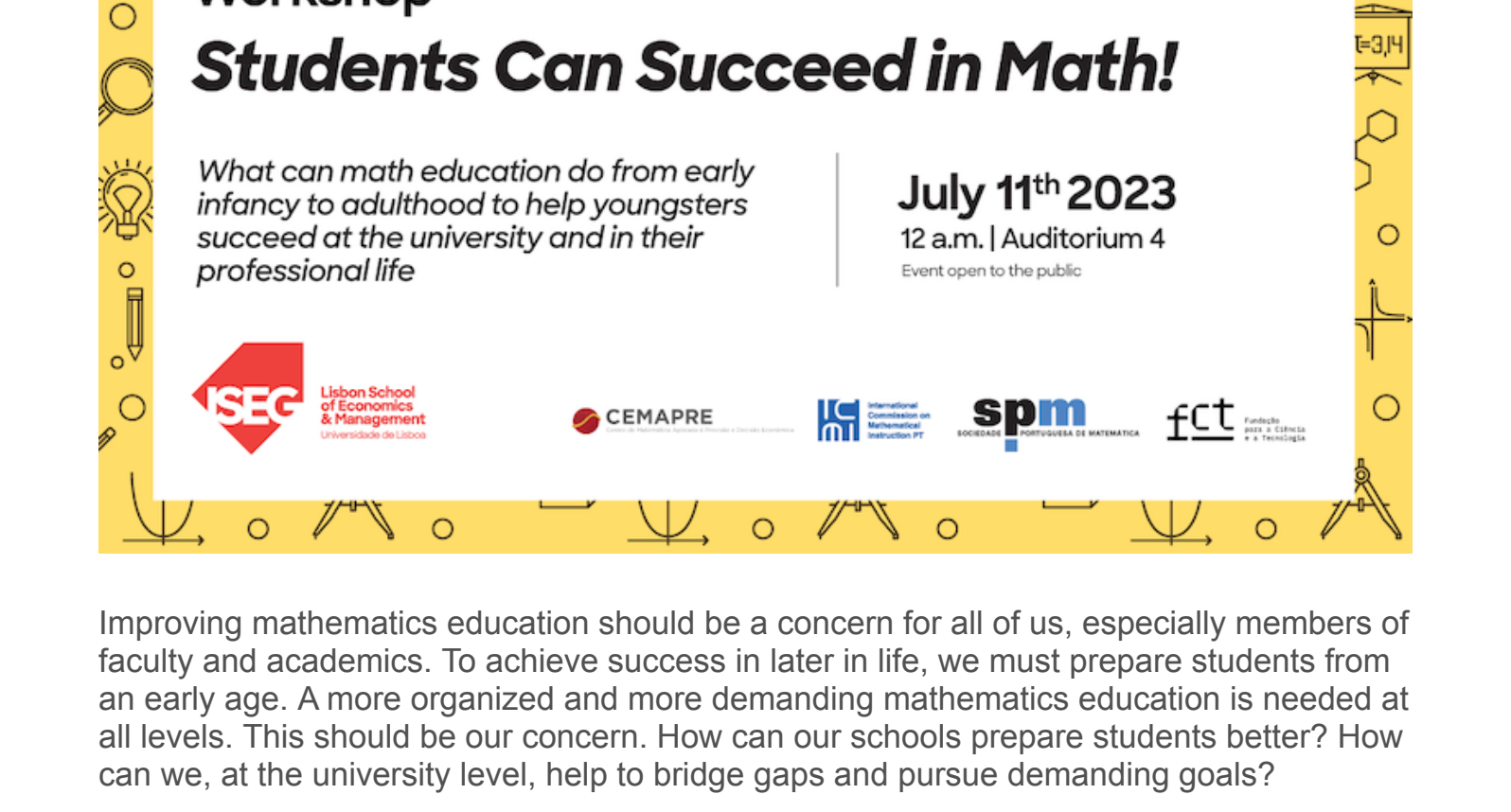
Over these two days, 47 startups, 200 university students from 28 countries from all continents, representing 43 different universities will be present at ISEG, competing for one of the six places in the Hult Prize Annual Finals, which will be held in Paris, France, this September. The winner of the final will receive a cash prize (USD 1 million) to help turn their idea into a successful and sustainable project.

"It is with great enthusiasm that we welcome the Hult Prize semi-final to our campus and we look forward to welcoming talented university students from around the world. ISEG is frankly committed to training the new generation of entrepreneurial leaders who are willing to face global challenges with courage and vision," stresses João Duque, the Dean of ISEG.

The Hult Prize is an international foundation that inspires and promotes different programmes that challenge student entrepreneurs to solve the world's biggest challenges through social entrepreneurship and positive global impact.

See the full programme and find out more about the event [here](#).

### ISEG is to receive funding to improve the energy efficiency of its campus



As part of the Energy Efficiency in Central Public Administration Buildings Programme, which is financed by the Environmental Fund and supported by the Portuguese Recovery and Resilience Plan (PRR), ISEG submitted three applications for funding to improve the energy efficiency of its campus, especially of its buildings.

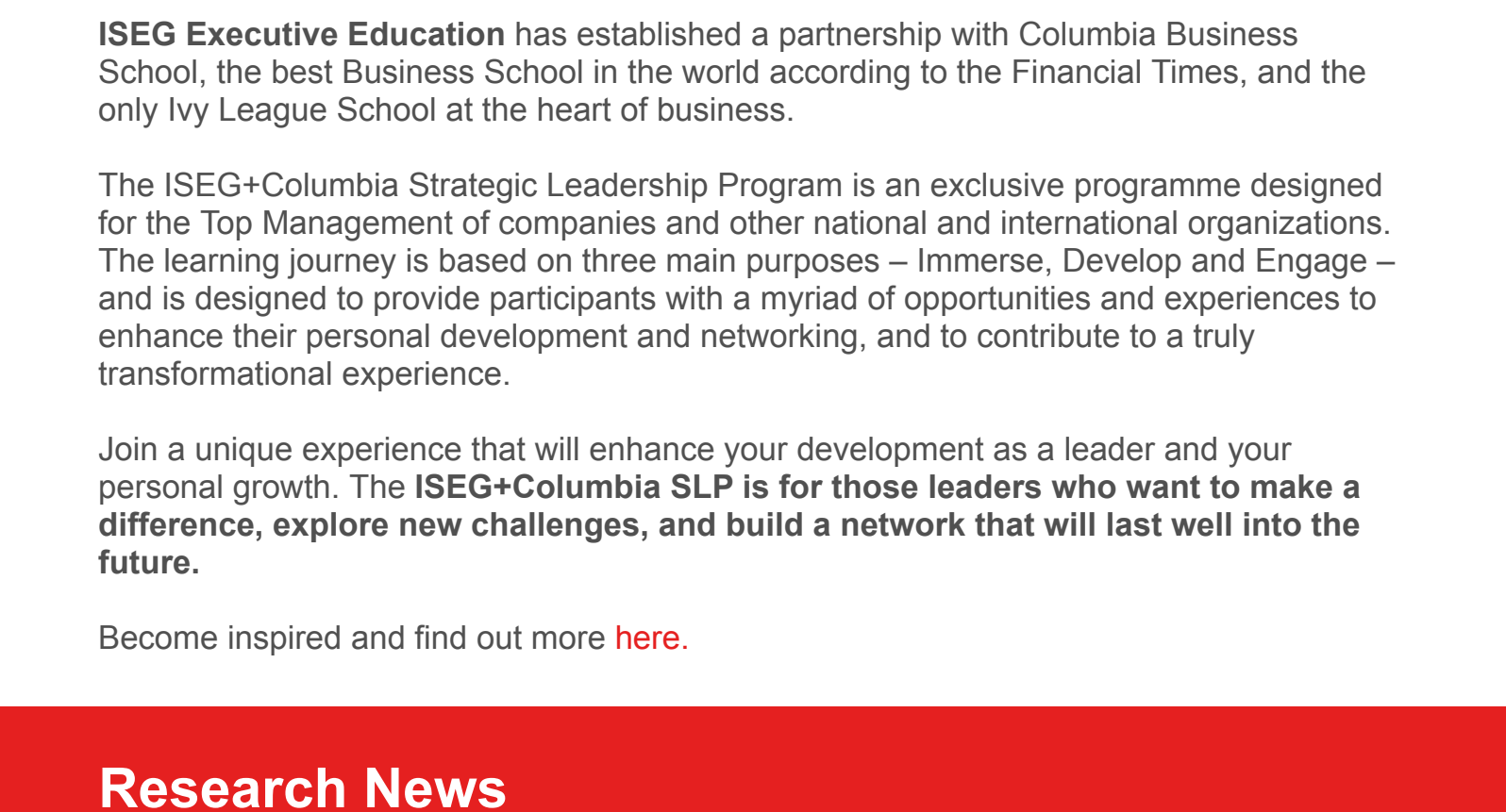
These applications were accepted and ISEG is to receive a total funding of 929.812.00 euros for improvements in the **Francesinhas 1 and 2 buildings, the Library, Quelhas 2 and Quelhas 4, and Quelhas 6**.

With this investment in better energy conditions we aim to significantly reduce energy consumption and thus contribute to a more sustainable energy environment.

Further information [here](#).



### Practical Mindfulness and Chi-Kung Workshop



On Saturday, the **1st July**, don't miss the **"Practical Mindfulness and Chi-Kung Workshop"**, on the ISEG Terrace, between 09.30 and 13.45.

Develop your ability to concentrate and consequently your intuition, your perception of events, and decision-making capacity for the most difficult situations in life. Achieve a balance between body and mind and learn how to manage stress and improve your health and quality of life.

In this workshop, **Professor João Carvalho das Neves** (ISEG) brings together the theory and practice of **Mindfulness** with energy management exercises (chi-kung) to improve your health condition and well-being, giving you tools for your daily life, with specific moments of interaction to clarify questions and doubts.

**Limited availability. To participate in the workshop, please register via email [cp5liva@socius.isseg.ulisboa.pt](mailto:cp5liva@socius.isseg.ulisboa.pt)**

Find out more [here](#).

### Workshop | Students Can Succeed in Maths!



Improving mathematics education should be a concern for all of us, especially members of faculty and academics. To achieve success in later in life, we must prepare students from an early age. A more organized and more demanding mathematics education is needed at all levels. This should be our concern. How can our schools prepare students better? How can we, at the university level, help to bridge gaps and pursue demanding goals?

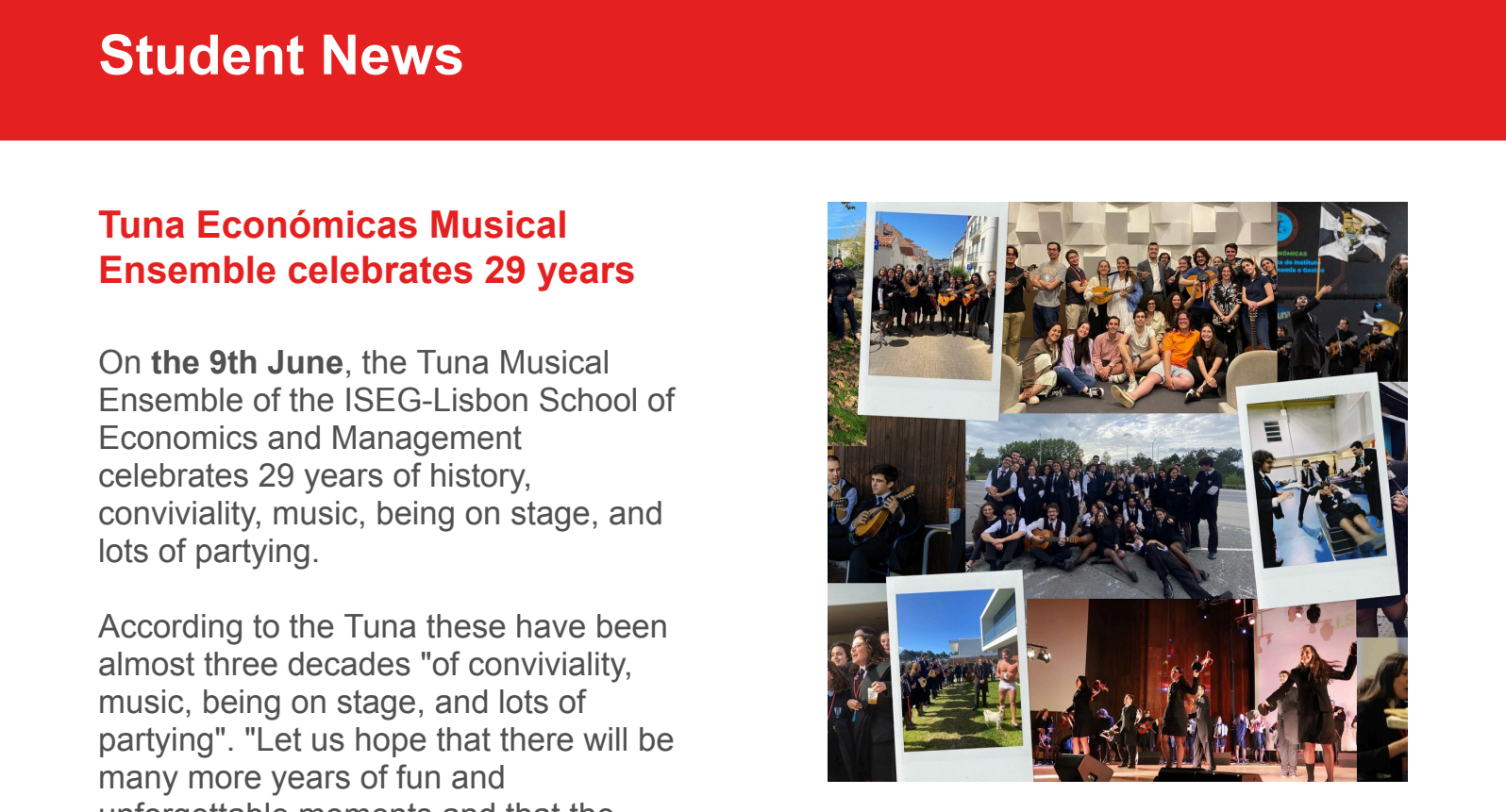
This workshop brings together three experts in mathematics, psychology, and education, all of whom are very critical of educational leniency: **Michel Fayol** (Université Clermont Auvergne, France), **Marie Bocquillon** (Mons University, Belgium) and **Christophe Baco** (Mons University, Belgium). We will also be counting with the participation of Professor **Filipe Oliveira** (ISEG), who will moderate the session.

To be held on the **11th July**, at 12.00, in Auditorium 4 (New Quelhas Building).

Free admission.

### ISEG Executive Education

#### Strategic Leadership Program ISEG+Columbia



ISEG Executive Education has established a partnership with Columbia Business School, the best Business School in the world according to the Financial Times, and the only Ivy League School at the heart of business.

The ISEG-Columbia Strategic Leadership Program is an exclusive programme designed for the Top Management of companies and other national and international organizations. The learning journey is based on three main purposes – Immerse, Develop and Engage – and is designed to provide participants with a myriad of opportunities and experiences to enhance their personal development and networking, and to contribute to a truly transformational experience.

Join a unique experience that will enhance your development as a leader and your personal growth. The **ISEG-Columbia SLP** is for those leaders who want to make a difference, explore new challenges, and build a network that will last well into the future.

Become inspired and find out more [here](#).

## Research News

### PEJ Highlights - Portuguese Economic Research

June newsletter dedicated to the PEJ YouTube channel. Available on [this link](#).

New posts on the Portuguese Economy Research Report blog, the PEJ blog dedicated to the dissemination of research on the Portuguese economy:

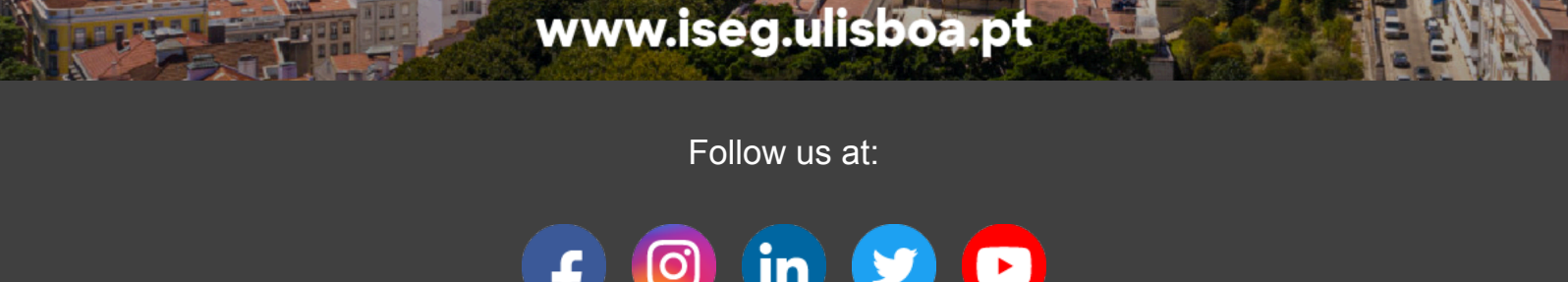
- Acquisitions in the green transition era
- The risk-return framework of banks' profitability
- Supporting small firms through recessions and recoveries

### Highlights | SOCIUS - Centre for Research in Economic and Organisational Sociology

The book has just been published entitled **"O Direito das Crianças a Cidade. Studies on the cities of Lisbon and Porto"**, co-edited by **Eunice Castro Seixas** (SOCIUS/ISEG-ULisboa), **Paulo Castro Seixas** (ISCSP-ULisboa), and **João Teixeira Lopes** (FLUP-U. Porto).

In this book, the researchers of the **CRICity Project** on 'Children and their right to the city': fighting urban inequality through the participatory design of child-friendly cities' present some of the studies carried out in the cities (and metropolitan areas) of Lisbon and Porto, with the objective to analyse the children's right to the city from multiple perspectives (childhood studies; urban studies; public policies; sustainability and education), while focusing on urban public spaces, with particular emphasis on green spaces.

This publication is available on open access [here](#).



### Highlights | CESA - Centre for African Studies and Development

New article available | **National Social Identity in Guinea-Bissau**

The article on **"National Social Identity in Guinea-Bissau: An exploratory essay inspired by the methodology of Cheek, S. Briggs, S. Smith and L. Tropp"**, by the researchers **Carlos Sangreman, Raquel Faria, and José Magalhães**, is now available and can be consulted [here](#).

The research aims to assess whether the research approach and analysis methodology of J. Cheek, S. Briggs, S. Smith and L. Tropp, published in *Advances in Social Sciences Research Journal* in 2023, can be adapted to a fragile state such as Guinea-Bissau



### EADI CESA Lisbon Conference 2023 | Texts of the EADI Blog published in Portuguese in the Oficina Global Blog

**Oficina Global's Blog** is translating and publishing articles in Portuguese from the "New Rhythms of Development" thematic series that were originally published in English on the EADI Blog - Debating Development Research.

The articles discuss the topics to be debated at the **EADI CESA Lisbon Conference 2023**, the largest European conference on Development Studies, which will take place at ISEG from the **10th to the 13th July**, 2023.

## Student News

### Tuna Económicas Musical Ensemble celebrates 29 years

On the **9th June**, the Tuna Musical Ensemble of the Lisbon School of Economics and Management celebrates 29 years of history, conviviality, music, being on stage, and lots of partying". "Let us hope that there will be many more years of fun and unforgettable moments and that the music will continue to reflect our emotions".



### Are you missing the Gordão?

The huge party organized by **AEISEG** is already a month old, but there's nothing like a good recap to remember how good the Gordão was! You can watch the video [here](#).

The photos are also now available on your student association's Linktree.

Challenge: find your photo, post it on social media, and don't forget to identify your AEISEG!



### ISEG JBC - II Junior Entrepreneurs National Congress

On the **3rd and 4th of June**, **ISEG Junior Business Consulting** was present at the 2nd Edition of the Junior Entrepreneurs National Congress, which was held in Braga.

This event promoted participation in moments of discussion and networking, on behalf of the National Junior Movement.



## Alumni in the News

### Filipe Santos Costa is the new president of AICEP - Portugal's Agency for Investment and External Commerce

With a Masters in International Development and Cooperation from ISEG, **Filipe Santos Costa** is the new Chair of AICEP - the Portuguese Agency for Investment and External Commerce.

Read the full news [here](#).



### Paulo Fradinho is the new Head of Insurance at Coverflex

With a degree in Economics from ISEG, **Paulo Fradinho** has started working at Coverflex - a Portuguese platform that was created to change the way companies assign compensation to their workers – with the challenge to consolidate growth in the national market and accelerate the development of the solution in Europe.

Read the complete news [here](#).



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