



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

The economic impact of WYD23

World Youth Day Lisbon 2023 (WYD23) will be the largest event ever held in Portugal in terms of number of participants.

By the WYD Foundation's choice and under the terms of the agreement signed between the Foundation and ISEG, the School will participate in the evaluation of the economic impact of WYD23. To date, this has involved providing technical support for a previous evaluation carried out by the consultancy firm PwC, whose estimates, albeit provisional, have already been released. During the months following WYD, we will assess what this impact has actually been.

The most visible facet of this impact will certainly be the increase in economic activity generated:

- the investment and consumption expenditure made by the organisation and various public bodies in preparation for the event; and;

- the presence of the participants in Portugal, particularly of tens of thousands during the week before the event spread over the whole country for the Diocese Days and of several hundreds of thousands, possibly more than a million, during the week of the event, at the main gathering in Lisbon (and secondarily in Fatima).

Nuno Valério

Professor at ISEG – Lisbon School of Economics and Management

Paula Fontoura

Professor at ISEG – Lisbon School of Economics and Management

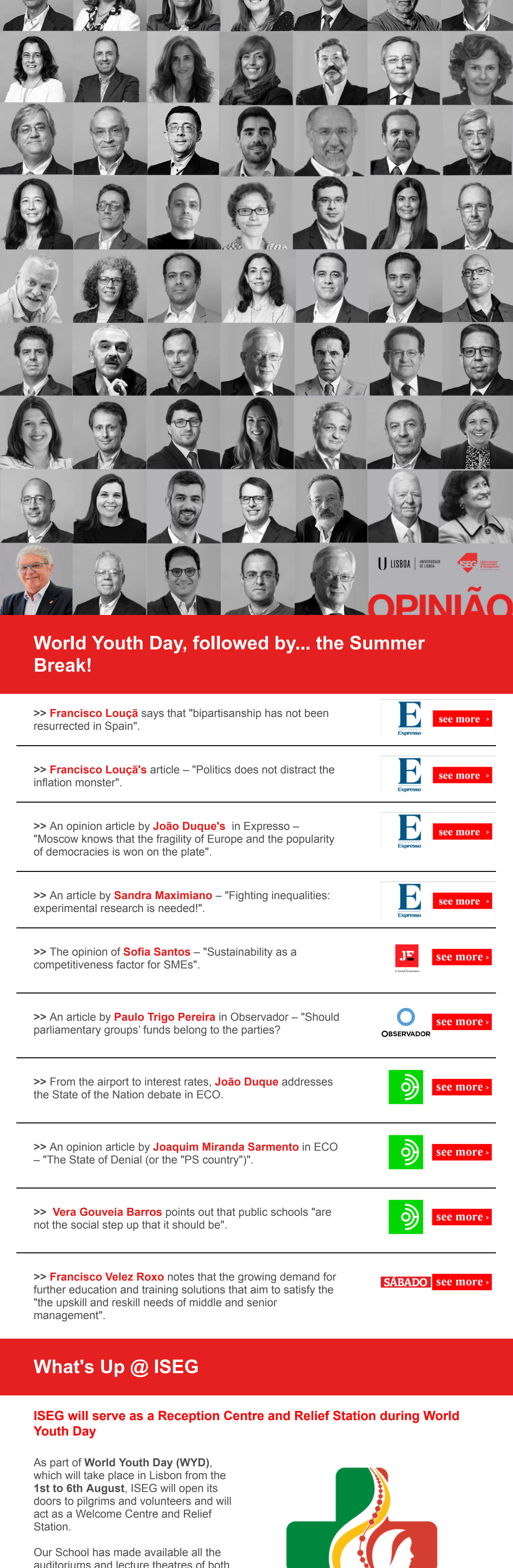
These activities will generate a final demand in the amount of several hundred million euros (which will be reflected in the additional consumption experienced during the following months), as well as an increase in employment of several thousand jobs (albeit transitory).

In parallel other effects will be felt which are also expected to be transitory, such as the slowing of the downward trend in inflation, which is already visible in the prices of negotiated contracts and of a deterioration of the environment (in common tourism in general, albeit more intense owing to the large concentration of people and the means of transport).

Nevertheless, the principal medium-term effects of the event should, however, be the acceleration of urban regeneration projects in the Tejo-Trancão Park and the Loures waterfront, as well as other small interventions in event venues, which should all generate benefits at various levels. The main legacy that can be expected in the long term is the enhancement of the country's image and reputation, which will be very important for Portuguese society.

In this week's issue, the last of the Academic Year – the newsletter will return in September – we highlight the setting up of a Reception Centre and Relief Station at ISEG during World Youth Day, the CIP/ISEG Economic Climate Barometer for July, the TERRARE research project, the partnership between ISEG Executive Education and RTP, and also the interview with Manuel Vinhas Roque, a MAEG student, who travelled the Azores central islands route in a whaling boat.

The following are cited in this number: Francisco Louçã, Francisco Velez Roxo, João Duque, Joaquim Miranda Sarmento, Paulo Trigo Pereira, Sandra Maximiano, Sofia Santos e Vera Gouveia Barros.



World Youth Day, followed by... the Summer Break!

- >> **Francisco Louçã** says that "bipartisanship has not been resurrected in Spain".

see more
- >> **Francisco Louçã's** article – "Politics does not distract the inflation monster".

see more
- >> An opinion article by **João Duque's** in Expresso – "Moscow knows that the fragility of Europe and the popularity of democracies is won on the plate".

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- >> An article by **Sandra Maximiano** – "Fighting inequalities: experimental research is needed!".

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- >> The opinion of **Sofia Santos** – "Sustainability as a competitiveness factor for SMEs".

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- >> An article by **Paulo Trigo Pereira** in Observador – "Should parliamentary groups' funds belong to the parties?".

see more
- >> From the airport to interest rates, **João Duque** addresses the State of the Nation debate in ECO.

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- >> An opinion article by **Joaquim Miranda Sarmento** in ECO – "The State of Denial (or the "PS country")".

see more
- >> **Vera Gouveia Barros** points out that public schools "are not the social step up that it should be".

see more
- >> **Francisco Velez Roxo** notes that the growing demand for further education and training solutions that aim to satisfy the "the upskill and reskill needs of middle and senior management".

see more

What's Up @ ISEG

ISEG will serve as a Reception Centre and Relief Station during World Youth Day

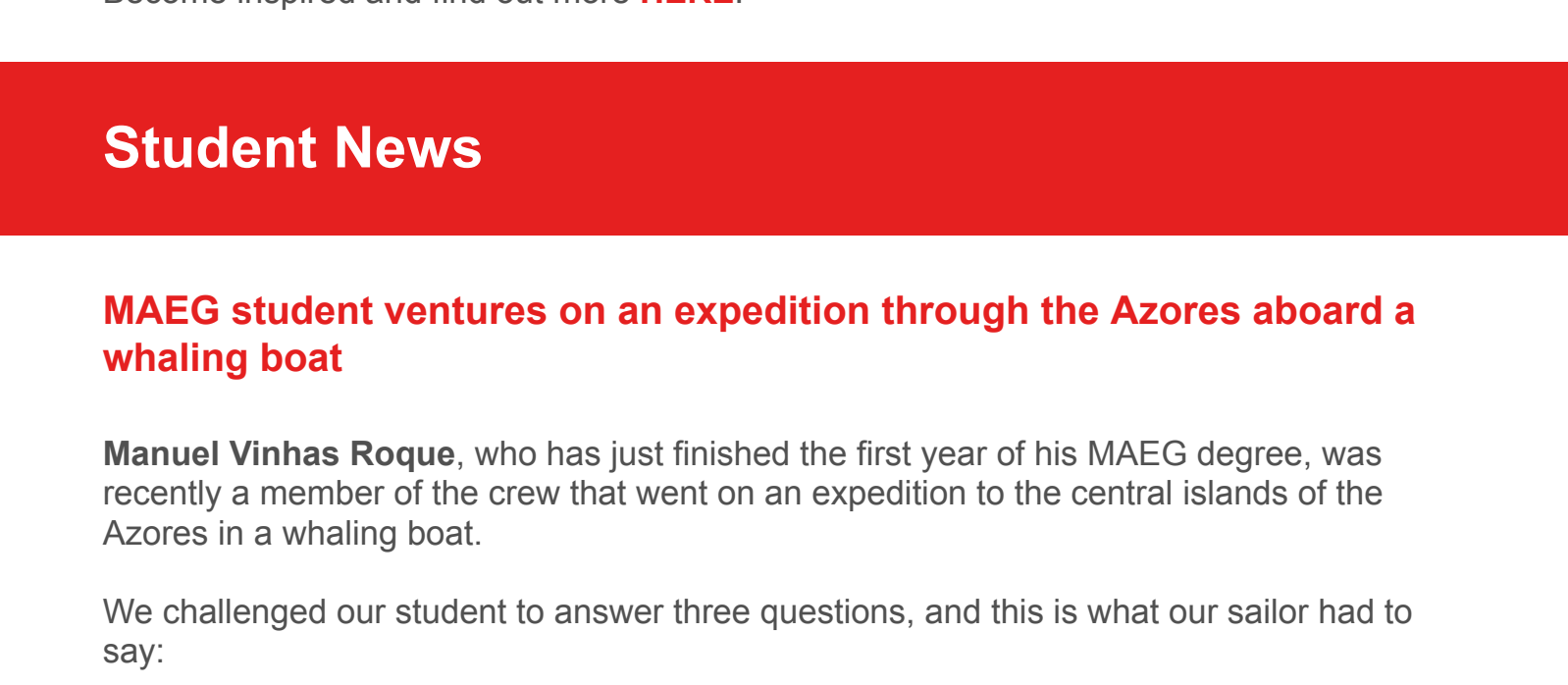
As part of **World Youth Day (WYD)**, which will take place in Lisbon from the **1st to 6th August**, ISEG will open its doors to pilgrims and volunteers and will act as a Welcome Centre and Relief Station.

Our School has made available all the auditoriums and lecture theatres of both the Quellas Building and the Francesinhas buildings (Building 1 and 2) before the event and during the **last week of July**, for training sessions that will **prepare and train more than 750 volunteers who will be part of the WYD team**.

Already in the middle of the World Youth Day during the **first week of August**, in addition to ensuring that these training actions will continue, ISEG will also function as a Reception Centre for up to 250 people to sleep in. Furthermore, the facilities have been made available for a permanent **Rescue Centre** to respond to the most varied of situations.

WYD is the largest gathering of young Catholics from around the world, which will be attended by Pope Francis. However, and despite having a clearly Catholic identity, WYD is an gathering that is open to all, regardless of their culture, race, gender, religion, or socio-economic situation. Estimates suggest that Lisbon will host up to 1 million visitors.

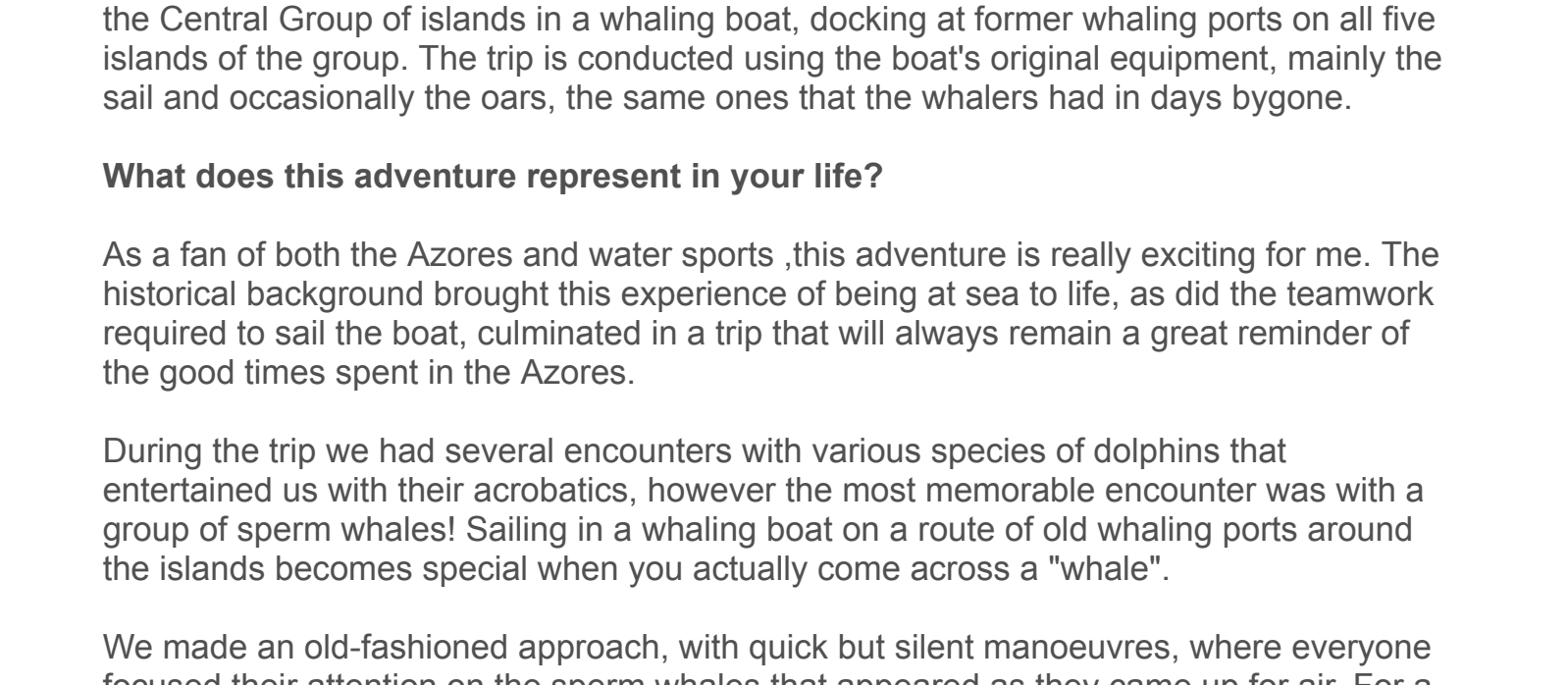
The CIP/ISEG Economic Outlook Barometer – July, 2023



According to the monthly barometer on Portugal's economic outlook compiled by the Confederation of Portuguese Businesses (CIP) and ISEG's Research Centre on the Portuguese Economy (CISEP), year-on-year, gross domestic product (GDP) **grew by 2.6% between May and June, and by 0.3% quarter-on-quarter**.

Read the July 2023 CIP/ISEG Economic Outlook Barometer [HERE](#).

A forest for ISEG



Next September ISEG is going to launch the participatory process for the creation and maintenance of an urban mini-forest at ISEG.

This process is part of the **TERRARE research project**, action-research for eco-social regeneration, coordinated by **Oriana Rainho Brás**, a researcher at **SOCIUS/CSG**. The project is supported by ISEG Sustainability and FCUL, a pioneer in the creation of urban mini-forests in Portugal, is a partner of the project.

Throughout the autumn and winter months of 2023, eco-social workshops will be held to involve the university community and develop the knowledge necessary to create and maintain a forest according to the "tiny forest" method proposed by biologist Akira Miyawaki.

The project starts this summer by completely covering all the land chosen for the mini-forest, next to the Francisco Pereira de Moura library, at the back of the Francesinhas I building.

The TERRARE research project aims to reflect on the eco-social processes involved in the creation of an urban mini-forest, the participation of the university community, and also the dynamics of research on soil regeneration through reforestation and community involvement.

Find out more [HERE](#).

Destaques | ISEG Executive Education

ISEG Executive Education students develop AI solutions for RTP Play

RTP and ISEG Executive Education recently established an innovative collaboration agreement which will enable students of the Postgraduation in **Applied Artificial Intelligence & Machine Learning** to develop their course project directly at the public broadcasting company.

The collaboration between the two institutions offers students the opportunity to develop a complete project while **applying artificial intelligence solutions to real challenges identified on the RTP Play digital platform**. At the end of the postgraduation, RTP representatives will have the opportunity to attend the presentations of the projects developed by the participants and will receive a real artificial intelligence solution which is ready for implementation, complete with machine learning algorithms and models.

Francisco Velez Roxo, the CEO of ISEG Executive Education, is proud of this initiative and emphasises the importance of this collaboration. "This RTP/ISEG Executive Education Agreement, which we are very proud of due to the prestige, size and relevance of RTP, is evidence that we support 'doing', above all, by doing. This collaboration agreement aims to build win-win solutions – through the exchange of knowledge and the practical application of AI solutions – which are key to ensuring that students possess the critical skills for professional success in their curriculum".

You can find more information about the Postgraduation in Applied Artificial Intelligence & Machine Learning [HERE](#).

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](#).

Student News

MAEG student ventures on an expedition through the Azores aboard a whaling boat

Manuel Vinhas Roque, who has just finished the first year of his MAEG degree, was recently a member of the crew that went on an expedition to the central islands of the Azores in a whaling boat.

We challenged our student to answer three questions, and this is what our sailor had to say:

How did your participation come about?

I have been spending my summers on Pico Island in the Azores virtually since I was born. Last summer I met Mr. Estácio Azevedo, a picaroto (a native of I Pico), who soon became a great friend. It was at the invitation of this friend that I joined one of the whaling teams of the Clube Naval de São Roque do Pico. This summer I was invited to participate in a trip that had been thought of for more than 18 years, but had never come to pass - a tour of the Central Group of islands in a whaling boat, docking at former whaling ports on all five islands of the group. The trip is conducted using the boat's original equipment, mainly the sail and occasionally the oars, the same ones that the whalers had in days bygone.

What does this adventure represent in your life?

As a fan of both the Azores and water sports, this adventure is really exciting for me. The historical background brought this experience of being at sea to life, as did the teamwork required to sail the boat, culminated in a trip that will always remain a great reminder of the good times spent in the Azores.

During the trip we had several encounters with various species of dolphins that entertained us with their acrobatics, however the most memorable encounter was with a group of sperm whales! Sailing in a whaling boat on a route of old whaling ports around the islands becomes special when you actually come across a "whale".

We made an old-fashioned approach, with quick but silent manoeuvres, where everyone focused their attention on the sperm whales that appeared as they came up for air. For a moment we felt like real whalers!

How has your experience been at ISEG? Do you think you are an explorer who likes maths, or a mathematician who likes to explore?

I am really enjoying ISEG, for ever since I joined ISEG there have been countless activities and opportunities for personal development. It really is a school of opportunities. I was quickly integrated into the daily life of ISEG and have made many friends!

I think I am more of an explorer who likes mathematics, as I have always loved mathematics and I am passionate about nautical sports, especially sailing. I have always been curious to apply mathematical knowledge to maritime navigation and I am also interested in natural sciences, which provide us with a better understanding when we are in contact with nature.

The MAEG course thus introduced me to a new area in my field of interests, namely Economics and Management, both of which are key to understanding the world today.

Alumni Spotlight

Ana Paula Fernandes takes takes over the leadership of the Camões - Institute for Cooperation and Language.

Ana Paula Fernandes, who has a postgraduation in European Affairs from ISEG, is to take over the leadership of Camões, the Institute for Cooperation and Language, with "added responsibility".

Read the news [HERE](#).

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