NEWSLETTER #170
18th January, 2024

ENGLISH VERSION AVAILABLE HERE

ISEG
Lisbon School of Economics & Management
Universidade de Lisboa

OPINIÃO

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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 Firsts

The challenges of European ageing

Demographic ageing brings a new social risk, the risk of needing care to cope with the inherent imitations in day-to-day activities. Up until a few decades ago, this was a small risk – with only a small percentage of the population needing care at any given time – or one that was totally taken care of by families, most often in the form of care provided by non-working women.

This reality has now changed and consequently presents a series of challenges. For example, how can we guarantee access to care for the elderly who are now part of much smaller families, in such a way that family carers can work at the same time? Or how is it possible re-organise social and health services that are currently geared towards treating specific acute illnesses, in order to efficiently deal with chronic illnesses and various types of morbidity and their consequences?

As one of the oldest European countries, this is the reality that we currently experience in Portugal. An example of the need for better coordination is the occupation of a significant number of beds in National Health Service hospitals by chronically ill people who have already been discharged from hospital, but for whom no community-based social solution exists.

As these challenges are common to the rest of the European Union, the European Commission launched the "Horizon Europe: Integrated care solutions, person-centered long-term care, and overcoming territorial inequalities" programme to fund research projects in this area. Among the projects funded is the "Building ecosystems of person-centred integrated care through co-creation (BUILD)" project, of which ISEG is a part and which will receive 3.1 million euros of European funding.

Ricardo Alcobia Rodrigues

ISEG Professor

BUILD's core objective is to promote the development of integrated social and health services that are centred on the elderly who have complex needs, based on an analysis of existing social protection and health systems in Europe and involving different actors (e.g., the elderly with complex needs, informal carers, and policy makers).

We will be carrying out various activities at ISEG as part of BUILD. Firstly, we will carry out a review of the methods used to calculate the social return on investment of long-term care interventions. The social return on investment is a methodology which is designed to value the costs and benefits for society as a whole, including such aspects as gains in average healthy life expectancy, gender equality, or a reduction in mortality rates. We will also research possible inequalities in the ability to access different types of care for older people with complex needs (for example, when their health deteriorates, or when they move from hospital to community care). This analysis will focus on geographical and socio-economic inequalities in Portugal and Europe, using existing quantitative longitudinal data and longitudinal interviews that will be collected by the consortium.

The BUILD project will start on the 1st March 2024 and will last 36 months. The overall coordination of the project is the responsibility of Professor Dr Klaus Nagels from the University of Bayreuth (Germany). In addition to ISEG, the project counts with partners from Germany, Austria, the Czech Republic, Spain, and Denmark.

Post Scriptum: This editorial would be normally end here. However, sadly the project coordinator, Professor Dr Klaus Nagels passed away after a sudden illness on the 7th January. Accordingly, we also pay tribute to his work and leadership and take the opportunity to leave a message of condolence for his family and the team at the University of Bayreuth.

ISEG receives European funding for ageing project

Our School will be part of a research consortium with eight European partners, led by the University of Bayreuth (Germany). For three years, the European Union's (EU) Horizon programme will support the "**Building ecosystems of person-centered integrated care through co-creation (BUILD)**" project with 3.1 million euros of funding to promote the development of integrated care for the elderly.

At ISEG, Prof. **Ricardo Rodrigues** will carry out a review of methods for calculating the Social Return of Investment (SROI) of long-term care interventions and will head up an analysis of geographical inequalities in Portugal and Europe in the transitions between different types of care (for example, from hospital to community care).

In this issue, we highlight our Master's and Phd's programmes, the start of the application period for international student mobility, the ISEG Leadership Bootcamp 2024, ISEG's achievement in the area of sustainability by being selected as a PRME Champion, the re-election of Prof. António Mendonça as Chair of the National Council of Professional Orders (CNOP), and also the news in the Research, Students, and Alumni sections.

The following are cited in this number: **António Garcia Pereira, Carolina Afonso, João Duque, José Covas, Tiago Gonçalves, Sofia Santos** and **Winnie Picoto.**

TGV: The High-Speed Line will finally go ahead

>> **Sofia Santos** draws attention to the Voluntary Carbon Market.

see more >

>> **António Garcia Pereira** revisits the issue and controversy surrounding Global Media in the article entitled 'Global Media: the Tsunami in progress (Part II).

see more >

>> **João Duque** and **Winnie Picoto** emphasise that unicorns in Portugal have been growing, but that not everything is positive.

see more >

>> **João Duque** warns that the high-speed railway line that will be built will isolate Portugal from the rest of Europe, in Expresso,.

see more >

>> **Carolina Afonso** explains how the fast fashion industry is reinventing itself.

see more >

>> When asked about the future of the property industry, **José Covas** emphasises that it is not "foreseeable" that prices will fall, as demand is still "outstripping supply".

idealista see more ›

>> **Tiago Gonçalves** talks about the importance of education in sustainable finance in the "Uncomplicating Sustainable Finance" podcast

JE O Jornal Económico see more ›

>> **João Duque** and the decrease in inflation: "This is good news, but it's not yet a war won".

see more ›

What's Up @ ISEG

Masters & PhDs | Applications period now open until the 31st January

If your New Year's resolution is to boost your career, then the perfect opportunity has arrived! Our 2nd and 3rd Cycle degrees are designed to develop the skills that you need to stand out in today's increasingly competitive job market.

ISEG Masters Open Week will be held from the **23rd to the 26th of January**. Don't miss out on the opportunity to advance your career and register **HERE!**

Apply by the 31st January on www.iseg.ulisboa.pt.

Applications for international mobility 2024/2025

ISEG will open the period for students to apply for international mobility commences on the **6th February, 2024**. We have prepared an online Zoom Information Session where you can ask questions via this link: **https://videoconf-colibri.zoom.us/j/97451045356** and talk to colleagues who have already had an international experience.

AEISEG will organise the 'International Talks' online event on the same day and on the same platform, starting at 16.00, when you can clarify doubts and talk to colleagues who have already had an international experience.

Application period:

1st Phase | Bachelor's and Master's degrees: 6th February, 2024 to 15th February, 2024
2nd Phase (vacancies clearing) | Bachelor's and Master's degrees: 26th February, 2024 to 4th March, 2024.

Applications must be submitted online on the "FENIX" portal (Applicant tab → Outgoing Mobility).

Visit our **site**, where you'll find all the offers! Take advantage of this unique opportunity to study abroad!

The ISEG mini-forest | Practical workshop

We are going to meet again in the grounds next to the ISEG library for another practical workshop on our mini-forest, where we'll mark out paths, clearings and spaces on the **19th January**, at 14.00.

These steps are very important and precede planting. Join us. We need as many hands as possible!

This is what we've already done in previous editions:

- Learnt about the Miyawaki method of urban mini-forests
- Collected soil samples for analysis
- Removed invasive exotic plants
- Pruned those species that will remain in the space
- Collected rubbish
- Mapped the space
- Designed the mini-forest
- Cleared the land

To take part, simply sign up here or contact researcher Oriana Rainho Brás on orianarb@socius.iseg.ulisboa.pt.

ISEG distinguished as PRME Champion for 2024-2025

ISEG is proud to have been selected as a **PRME Champion** for the 2024/2025 period.

As a group of 47 institutions from around the world, we are committed to the **Principles for Responsible Management Education (PRME)** through joint projects to educate the next generation of business leaders in skills that contribute to the United Nations Sustainable Development Goals (SDGs).

Winnie Picoto, Vice-Dean for sustainability at ISEG, expressed her enthusiasm at the achievement: "This distinction reinforces ISEG's responsibility as an agent of transformation and innovation in line with the highest principles of responsible management education".

ISEG Leadership Bootcamp 2024

The **ISEG Leadership Bootcamp** is back! Join other Masters students on the **2nd March** for an immersive experience designed to develop leadership skills that are crucial for the job market.

In this bootcamp you'll be challenged to identify your potential as a leader and put skills suchas the following into practice in a creative way: empathy, vision, creativity, communication, adaptability, and change management.

If you're curious to find out more or are interested in this initiative, then watch the video of the first edition on **on link** and find out more **HERE**.

António Mendonça re-elected Chair of the National Board of Professional Orders (CNOP)

The Chair of the Order of Economists, **Prof. António Mendonça**, was re-elected Chair of the CNOP - National Council of Professional Orders on the **4th January, 2024**.

The term will be for the 2024 – 2026 three-year period.

Read the full article with the names of the other members of the Annual General Meeting and Fiscal Board **HERE**.

ISEG in Dubai for the EM Normandie event

In November 2023, ISEG was one of the business schools invited to take part in the inauguration of the new campus in Dubai of EM Normandie, the university with which our School signed an agreement at the end of last year for **a Double Degree** of the Masters in Management (MiM).

During the event which took place in the United Arab Emirates, called ‘Partner Days 2023, **Sónia Domingues**, Director of ISEG's Academic Services, gave a short account of this type of inter-school partnership, which can be viewed on this **this link.**

Research News

Workshop | Software tools for conducting bibliometric analysis: VOSviewer and Biblioshiny

The workshop on **'Software tools for conducting bibliometric analysis: VOSviewer and Biblioshiny'** to be held on the 26th January is designed to provide researchers, librarians, and academics with essential skills in bibliometric analysis, employing two of the most popular software tools in this field: VOSviewer and Biblioshiny.

This workshop will take place online and is organised by the ISEG Library. You can register **via this link**.

The session will be organised by **José Almeida** (researcher at ISEG) and **Jorge Xaviar** (PhD student of Management).

Highlights | Advance – Centre for Advanced Research in Management, ISEG

Professors **Bernardo T. Chagas** and **Ricardo Figueiredo Belchior** are carrying out a study on the dynamics of teamwork in the context of creative and innovative work at the Advance/CSG Research Centre of ISEG, Universidade de Lisboa.

As part of their work, they have carried out a survey designed for team members involved in innovation and new product development (I&DNP), either exclusively or on an ad hoc basis, and are requesting their collaboration.

The survey questionnaire can be accessed **HERE**.

Student News

ISEG project reaches the final of the Junior Achievement Portugal programme

The Lisbon Regional Competition of the Start Up Programm 23.24, a Junior Achievement Portugal (JAP) programme was held at ISEG on the **11th January**, challenging students to come up with an innovative idea and simulate the creation of a start-up.

From the various teams present at this regional pre-selection, two were from our School: GESTO, which competed with a mobile application dedicated to teaching Portuguese Sign Language, with the mission of confronting the isolation faced by the deaf community in Portugal; and **InLineUp**, which developed software aimed at improving efficiency in gyms.

After the final deliberation of the panel, five teams were selected to progress to the next stage, with **GESTO** being included in this group which will take part in the programme's National Competition in March.

Congratulations to all the students involved in developing these excellent ideas!

Attention young entrepreneurs!

Do you want to improve your knowledge and learn how to create a millionaire start-up?

The **Hult Prize Portugal** has great pleasure in inviting you to the 'Win $1 million - Steps to a good idea!' online event on the **25th January at 18.00**. It will be a time of sharing and learning, where you'll have the chance to find out more about the Hult Prize competition and how to create an innovative business idea, as well as how to encourage co-operation and a spirit of mutual help in a game which has been especially created for you!

Still not convinced?

The **Hult Prize**, which by many is called the 'Nobel Prize for students', has the ideal challenge for you: to change the world through innovation and sustainability, while also representing (your university) on the international stage! Every year more than 100,000 university students from over **120 countries** and **5,000 educational institutions** take part….. and now it's YOUR turn!

The Hult Prize has **$1,000,000 USD** worth of funds waiting for you! Don't miss out on this incredible opportunity and apply NOW **aqui**.

P.S: You'll also find out how you can spend three weeks in **London** on an all-expenses-paid basis!

For further details, check out Hult Prize Portugal's Instagram page **(@hultp.portugal**).

Alumni in the Spotlight

Alumni in the spotlight

The ULisboa Alumni Association is calling for applications for a merit-based scholarship which is governed by the Rules and Regulations, which are available online.

The scholarship is a cash benefit to cover the costs of studying for a higher education degree.

Deadline for applications: 12th February, 2024.

Further information **HERE.**

Hugo Martinho is the new Medical Director for AstraZeneca Portugal

With a postgraduation in Economic Evaluation of Medicines from ISEG, **Hugo Martinho** is now to lead the pharmaceutical company's operations in Portugal.

Read the news **HERE**.

João Azambuja to lead GSTEP's new area of AI & Analytics

With a degree in Management from ISEG, **João Azambujo** will lead a team at the consultancy focused on artificial intelligence, data science, machine learning, and MLOps.

Read the news **HERE**.

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