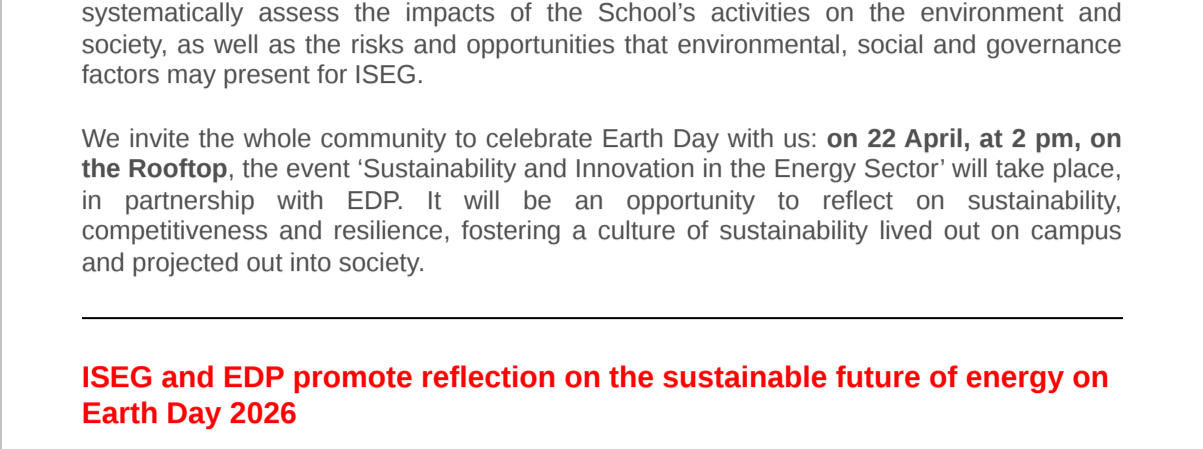




In this week's edition of the newsletter, these are the main highlights:

- Editorial | Earth Day: Sustainability, Innovation and ISEG's Commitment
- ISEG and EDP promote reflection on the sustainable future of energy on Earth Day 2026
- ISEG nominated for the "Human Resources Awards 2026"
- Presentation of the new ISEG Executive | Transformation in Human Resources Management
- ISEG promotes the "Money Matters" series and reinforces its commitment to financial literacy
- ISEG students develop campaign for Make-A-Wish Portugal
- Opening of the "Bento de Jesus Caraça – 125 Years" Exhibition
- ISEG hosts public session on the National Young Women Programme in STEM
- Presentation of the book "Applied Mathematics for Economics and Management", authored by Professor Carlos Silva Ribeiro
- Webinar | SustInAfrica – From Research to Impact
- ISEG Research Seminars '26 | Libertad González
- European GEPINC project launches survey on interpersonal dynamics in higher education
- Luís Ferreira elected President of Board of Rectors of Portuguese Universities



**Winnie Picoto**  
Vice-Dean of ISEG

**Earth Day: Sustainability, Innovation and ISEG's Commitment**

Celebrated on 22 April, Earth Day has been observed since 1970 as a call for environmental protection and a more balanced relationship between economic development and biodiversity. It began as an initiative involving civil society, academia and policy-makers, and is now also observed by the United Nations.

More than five decades later, these causes are even more relevant. We are living through a period of high geopolitical instability, marked by conflict and uncertainty regarding the future of international cooperation. These factors intensify inequalities, deplete natural resources and divert attention from structural challenges, such as climate change. The current context is becoming more complex given the rapid spread of artificial intelligence and digital technologies. These present opportunities for innovation and increased efficiency, but they also bring challenges such as energy consumption and the environmental impact of technological infrastructure, or risks of a social nature. Earth Day is an opportunity to remember that sustainability, stability and peace are interconnected.

At ISEG, our commitment translates into action. Sustainability has been integrated into teaching, research and campus management. We recently drew up the ISEG Circular Economy Plan, which guides more efficient use of resources, waste reduction, the reuse of materials and the incorporation of circularity principles into campus operations. We continue to nurture the ISEG mini-forest as an educational tool for environmental regeneration, biodiversity and raising awareness of climate action. More than just a green space, it is a project that links sustainability, science and the community, and strengthens the relationship between the campus and its surroundings. We also have an ongoing project to integrate dual materiality analysis into our approach to sustainability, in order to systematically assess the impacts of the School's activities on the environment and society, as well as the risks and opportunities that environmental, social and governance factors may present for ISEG.

We invite the whole community to celebrate Earth Day with us: on **22 April, at 2 pm, on the Rooftop**, the event "Sustainability and Innovation in the Energy Sector" will take place, in partnership with EDP. It will be an opportunity to reflect on sustainability, competitiveness and resilience, fostering a culture of sustainability lived out on campus and projected out into society.

**ISEG and EDP promote reflection on the sustainable future of energy on Earth Day 2026**



On the coming 22nd of April, ISEG will mark Earth Day 2026 with an event, in partnership with EDP, dedicated to sustainability and innovation in the energy sector, encouraging reflection on environmental challenges and the balance between sustainability, competitiveness and resilience.

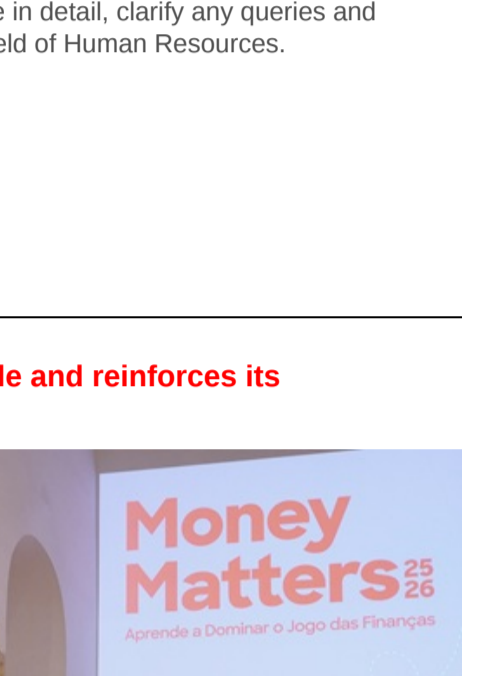
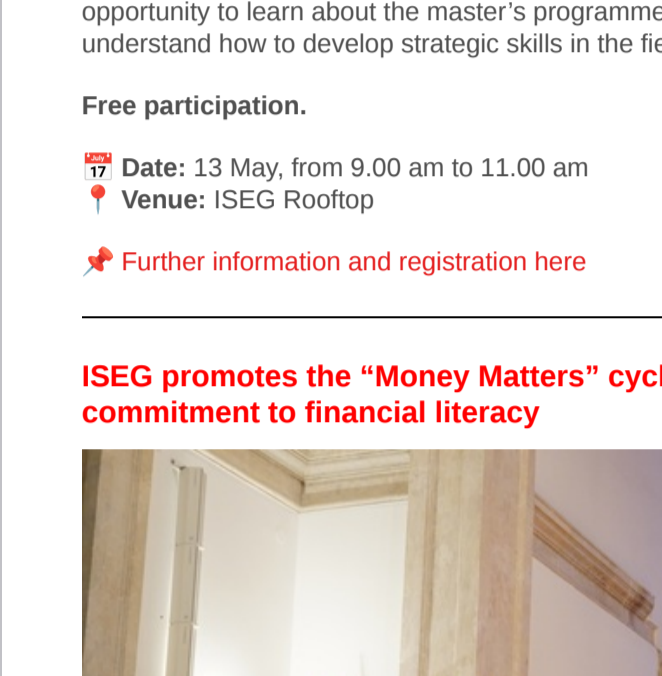
The session ends with a coffee break, followed by a moment for networking.

**Date:** 22 April, from 2.00 pm to 4.30 pm  
**Venue:** ISEG Rooftop

[Further information and registration here](#)

**What's Up @ ISEG**

**ISEG nominated for the "Human Resources Awards 2026"**



ISEG has once again been nominated for the Human Resources Awards, in the Educational Institution category.

At ISEG / ISEG Executive Education, we continue to believe that knowledge is an agent of transformation. We prepare professionals and leaders to face the challenges of a constantly evolving world, with an approach centred on people, innovation and positive impact.

We promote critical thinking, encourage diversity of perspectives and value the close relationship between students, lecturers and organisations. More than just educating, we empower people to act, decide and lead with purpose.

A Human Resources Magazine, as usual, invites readers to vote for the companies they consider to have performed best in various areas related to People Management.

[You can vote until 3 May, HERE](#)

**Presentation of the new Master's Executive Programme at ISEG | Transformation in Human Resources Management**



As part of the Executive Master's in Transformation in Human Resource Management at ISEG, developed in partnership with SHL Portugal, an event will take place on **13 May**, between 9.00 am and 11.00 am, on the ISEG Rooftop, the programme presentation session.

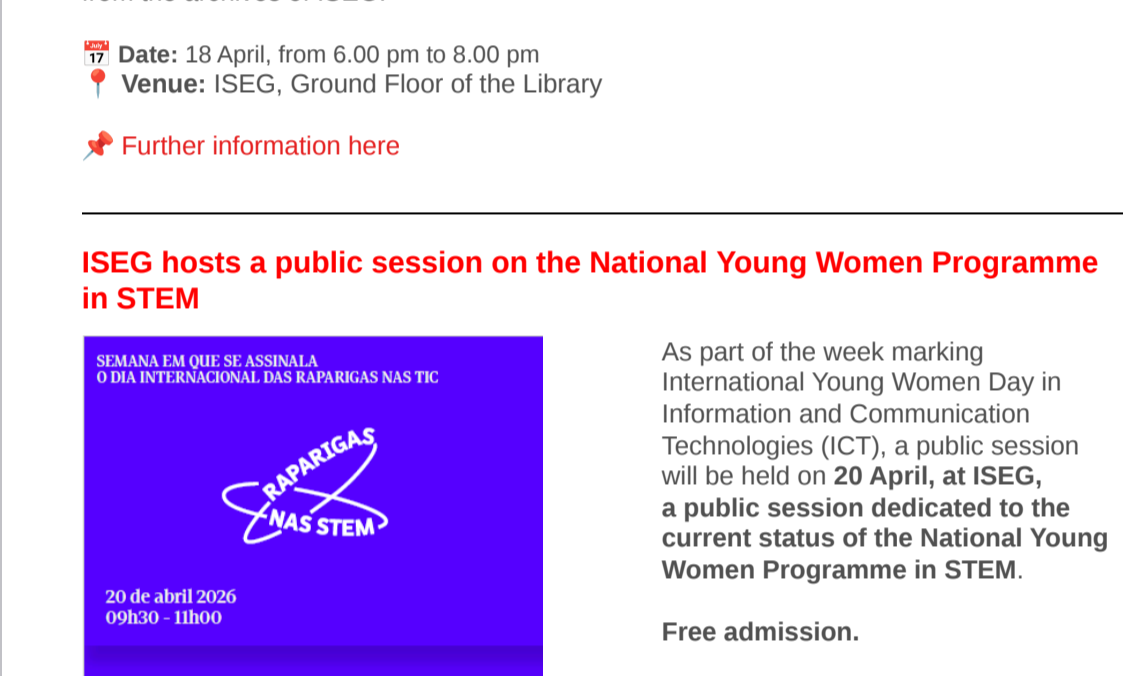
As part of the series *At the Table with the Future of HR – Breakfasts for Big Decisions*, this session will be attended by the programme coordinators, providing an opportunity to learn about the master's programme in detail, clarify any queries and understand how to develop strategic skills in the field of Human Resources.

**Free participation.**

**Date:** 13 May, from 9.00 am to 11.00 am  
**Venue:** ISEG Rooftop

[Further information and registration here](#)

**ISEG promotes the "Money Matters" cycle and reinforces its commitment to financial literacy**



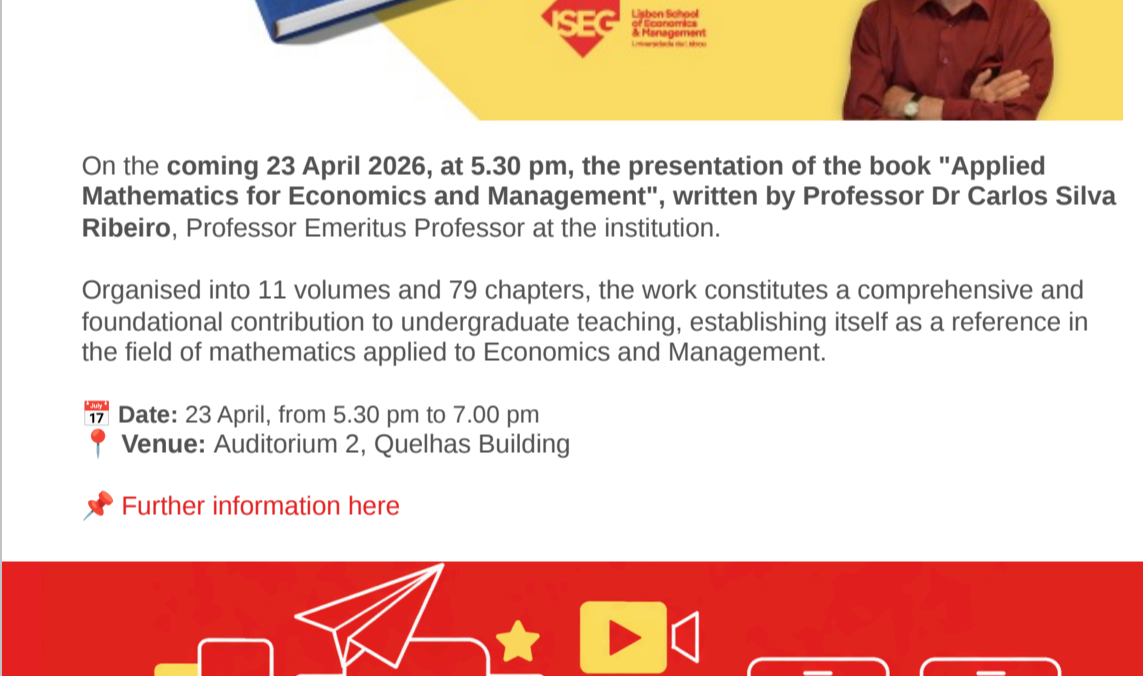
ISEG has once again revitalised the series of workshops **Money Matters**, a financial literacy initiative aimed at secondary school pupils, developed in partnership with the São João do Estoril School Group.

Throughout the 2025/2026 academic year, the programme involved around 160 students through practical sessions dedicated to key topics such as investment, taxation, budget management and financial decision-making.

The closing session took place yesterday, 15 April, at ISEG, and was attended by the **Minister for Education, Science and Innovation, Fernando Alexandre**, and included the presentation of certificates to the participants.

[Further information here](#)

**ISEG students develop a campaign for Make-A-Wish Portugal**



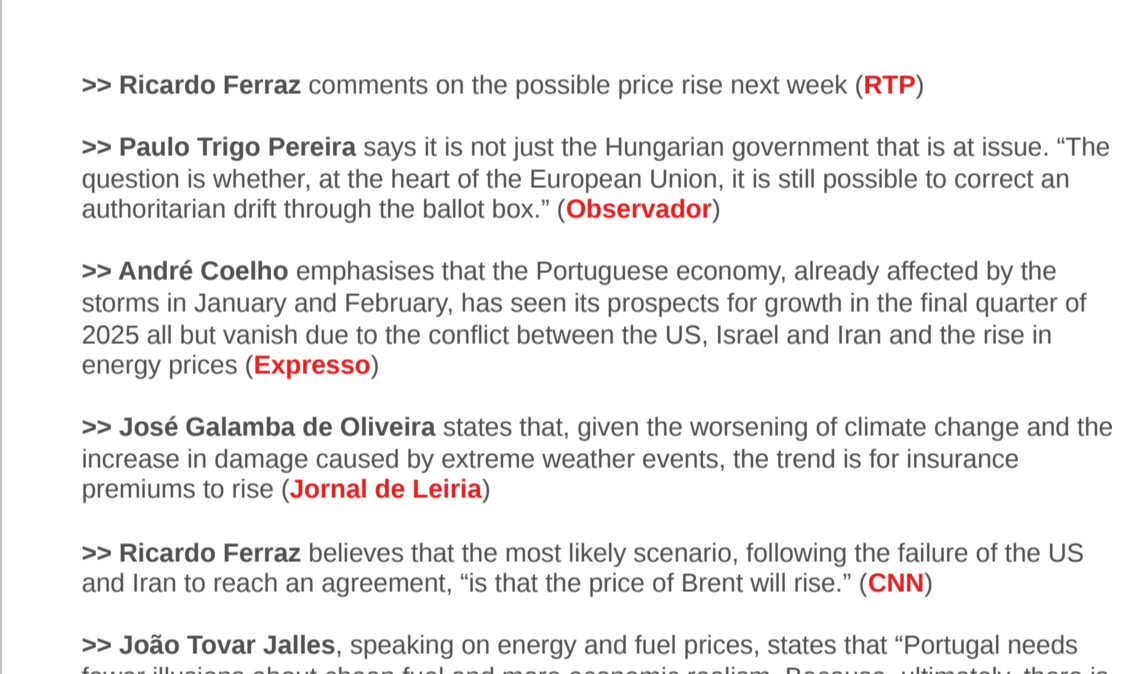
As part of the Operational Marketing module in the second year of the degree programme, students are currently developing an applied project in partnership with **Make-A-Wish Portugal**, marking the organisation's 20th anniversary.

The challenge involves creating an **integrated communication campaign**, including the development of a symbolic fundraising product and a strategic plan to enhance the visibility and impact of Make-A-Wish's mission.

The groups are already working on their creative concepts, proposals and strategic solutions, which will soon be presented in a **gallery walkthrough** format, showcasing prototypes, creative pieces and innovative ideas.

This project strengthens the link between academia and practice, challenging students to apply marketing skills to a real-world context with social impact.

**Opening of the Exhibition "Bento de Jesus Caraça – 125 Years"**



ISEG is marking the 125th anniversary of the birth of **Bento de Jesus Caraça** with the opening of an exhibition dedicated to his life and work this Saturday, 18 April.

Mathematician, professor, science communicator and a key figure in Portuguese cultural and civic life, Bento de Jesus Caraça (1901–1948) dedicated his life to the democratisation of knowledge and to courageous engagement with the society of his time.

The exhibition is organised into four thematic sections: **Life, Work, Citizenship and Science**.

It brings together photographs and documents from the estate of Bento de Jesus Caraça, held at the Mário Soares and Maria Barroso Foundation, as well as materials collected from the archives of ISEG.

**Date:** 18 April, from 6.00 pm to 8.00 pm  
**Venue:** ISEG, Ground Floor of the Library

[Further information here](#)

**ISEG hosts a public session on the National Young Women Programme in STEM**



As part of the week marking International Young Women Day in Information and Communication Technologies (ICT), a public session will be held on **20 April**, at ISEG, a public session dedicated to the current status of the National Young Women Programme in STEM.

**Free admission.**

**Date:** 20 April, between 9.30 am and 11.00 am  
**Venue:** ISEG, CGD Auditorium (Queilhas Building)

[Further information here](#)

**Presentation of the book "Applied Mathematics for Economics and Management", written by Professor Carlos Silva Ribeiro**



On the coming 23 April 2026, at 5.30 pm, the presentation of the book "Applied Mathematics for Economics and Management", written by Professor Dr Carlos Silva Ribeiro, Professor Emeritus Professor at the institution.

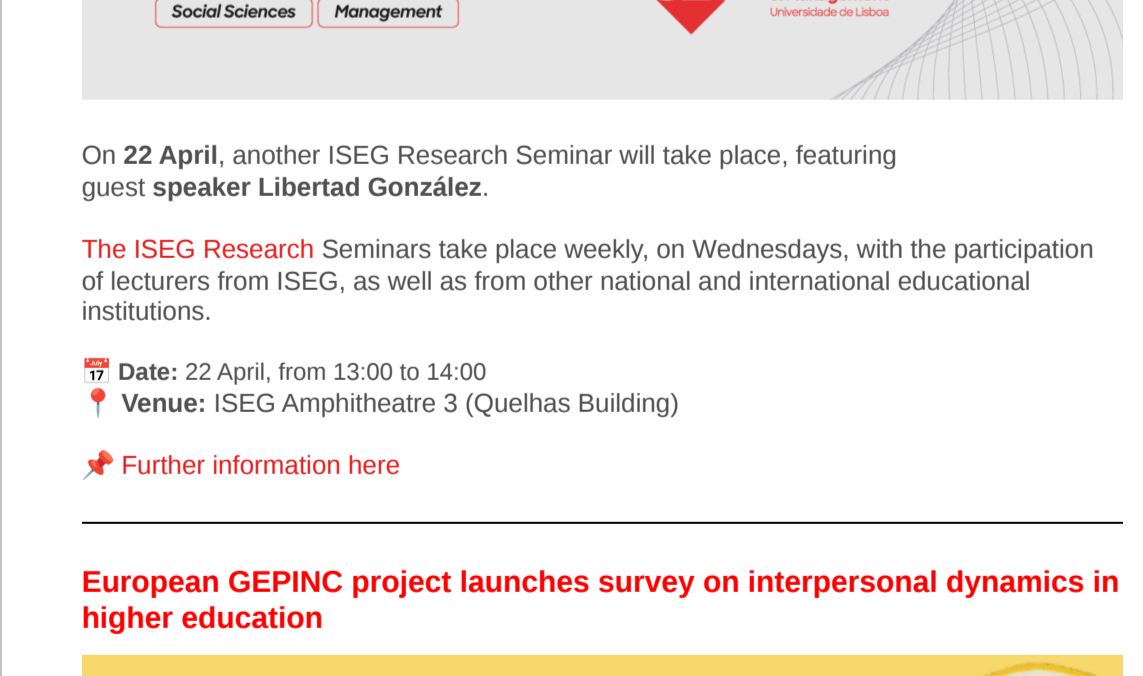
Organised into 11 volumes and 79 chapters, the work constitutes a fundamental and foundational contribution to undergraduate teaching, establishing itself as a reference in the field of mathematics applied to Economics and Management.

**Date:** 23 April, from 5.30 pm to 7.00 pm  
**Venue:** Auditorium 2, Queilhas Building

[Further information here](#)



**ISEG nos Media**



- >> **Ricardo Ferraz** comments on the possible price rise next week (**RTP**)
- >> **Paulo Trigo Pereira** says it is not just the Hungarian government that is at issue. "The question is whether, at the heart of the European Union, it is still possible to correct an authoritarian drift through the ballot box." (**Observador**)
- >> **André Coelho** emphasises that the Portuguese economy, already affected by the storms in January and February, has seen its prospects for growth in the final quarter of 2025 all but vanish due to the conflict between the US, Israel and Iran and the rise in energy prices (**Expresso**)
- >> **José Galamba de Oliveira** states that, given the worsening of climate change and the increase in damage caused by extreme weather events, the trend is for insurance premiums to rise (**Jornal de Leiria**)
- >> **Ricardo Ferraz** believes that the most likely scenario, following the failure of the US and Iran to reach an agreement, "is that the price of Brent will rise." (**CNN**)
- >> **João Tovar Jalles**, speaking on energy and fuel prices, states that "Portugal needs fewer illusions about cheap fuel and more economic realism. Because, ultimately, there is no such thing as cheap energy without real costs." (**ECO**)
- >> **João Duque e Joana Pais** warn that Portuguese higher education faces three major pressures – the demographic winter, Europe's decline as a magnet for talent, and the explosion of artificial intelligence – which could jeopardise the survival of some institutions (**Jornal de Negócios**)
- >> **António Mendonça** argues that Portugal urgently needs to regain the ability to think about the future, with a strategic and integrated vision of the country's economic and social challenges (**LinkTOLeaders**)
- >> **Ricardo Ferraz** offers a preview of what we can expect in the near future with the possible opening of the Strait of Hormuz (**CNN**)
- >> **Sandra Miranda de Oliveira** states that "Whilst major historical events, such as economic crises or pandemics, can indeed leave their mark on certain generational groups, the impact is not uniform across countries. Furthermore, the impact may vary according to social class, education (...). Ignoring these endogenous differences impairs our understanding of the consumer." (**Executive Digest**)

**ISEG Executive Education**

**Technology-driven strategic innovation: The Artificial Intelligence for Value Creation programme has begun**



Another edition of the Executive Programme **'Artificial Intelligence for Value Creation'** has been launched, focusing on the use of artificial intelligence as a driver of innovation and business. Throughout the course, participants explored the potential of AI in creating new business models and optimising processes, with an approach geared towards results and organisational impact

[Further information on the next edition here](#)

**Artificial intelligence at the service of organisations: The 6th edition of Applied Artificial Intelligence has begun & Machine Learning**



The 6th edition of the Postgraduate Course in **Applied Artificial Intelligence & Machine Learning** at ISEG Executive Education has begun. The programme prepares professionals to apply AI and Machine Learning to solving complex problems and creating value within organisations, combining theoretical foundations with a strong practical component. In partnership with Amazon Web Services (AWS), participants develop an end-to-end project with real-world application to the business context.

[Further information on the next edition here](#)

**Research no ISEG**

**Webinar | SustInAfrica – From Research to Impact**



On 22 April, the webinar **"SustInAfrica – From Research to Impact"** will take place, an initiative aimed at highlighting the importance of research in promoting sustainable solutions with a real impact.

The webinar forms part of the European project **SustInAfrica, funded by the Horizon 2020** programme, which is developing solutions to promote the **sustainable intensification** of agriculture in West and North Africa.

**Date:** 22 April, from 12:00 to 14:00

[Further information and registration here](#)

**ISEG Research Seminars '26 | Libertad González**



On **22 April**, another ISEG Research Seminar will take place, featuring guest speaker **Libertad González**.

The **ISEG Research Seminars** take place weekly, on Wednesdays, with the participation of lecturers from ISEG, as well as from other national and international educational institutions.

**Date:** 22 April, from 13:00 to 14:00  
**Venue:** ISEG Amphitheatre 3 (Queilhas Building)

[Further information here](#)

**European GEPINC project launches survey on interpersonal dynamics in higher education**



The **Horizon Europe** project **GEPINC: Gender Equality Plans for Inclusivity (ISEG Research)** is conducting an online survey on interpersonal dynamics in the university context.

The estimated time to complete the survey is 5 to 7 minutes.

All opinions count: **students, lecturers, researchers and non-teaching staff**.

The data collected in the participating countries (Spain, France, Greece, Ireland, Portugal and Romania) may, after anonymisation, be made available to the ISEG scientific community for research purposes.

[Take part in the survey here](#)

**Alumni in the Spotlight**

**Mário Custódio takes over as Head of Operations at Domes Resorts in Portugal**



**Mário Custódio**, who holds a degree in **Luxury Brand Management** from ISEG, has taken over as Head of Operations at Domes Resorts in Portugal, reinforcing the group's commitment to the brand's presence in the country when the Portugal is expanding in the country.

[Read the article here](#)

**Universidade de Lisboa**

**Luís Ferreira elected President of Board of Rectors of Portuguese Universities**



The Rector of Universidade de Lisboa, **Luís Manuel dos Anjos Ferreira**, was elected President of the Board of Rectors of Portuguese Universities (CRUP), taking the helm of a central body responsible for coordinating and representing the national university system.

[Further information here](#)

**Workshop | Science Communication in the Age of Disinformation**



Universidade de Lisboa invites its entire academic community to take part in the workshop, **"Science Communication in the Age of Disinformation"**, on 22 and 23 April.

In a context where attention is increasingly contested and misinformation spreads rapidly, it is essential to know how to communicate science clearly, accurately and engagingly. This workshop aims to equip students, researchers and lecturers with practical tools for effective scientific communication tailored to different audiences.

**Date:** 22 and 23 April  
**Venue:** Universidade de Lisboa

[Further information and registration here](#)

**OPEN MINDS. GRAB THE FUTURE!**

