



**Action to
Transform**

PARALLEL SESSIONS

02 September • 03:00 - 05:00 pm



In Portugal

WORKSHOP

TOOLKIT TO CHANGE THE WORLD

powered by
**AMNESTY
INTERNATIONAL**



DURATION

2 hours

LOCATION

B133

PARTICIPANTS

Max. 30

DESCRIPTION

How many of us have seen something we wanted to change and didn't know where to start?

How many times do we want to make change happen and don't know how?

To answer this challenge, Amnesty International Portugal designed this workshop where, step-by-step, we build together the path to take action, create activism and mobilization for concrete causes.

The workshop is very relevant for people involved in collectives and organizations, as well as all of those who want to bring change for human rights in their contexts and networks.

During 2 hours, participants will be engaged in activities, solve challenges, interact and create solutions, in participatory methodologies and based on concrete problems.

CONTRIBUTORS



PAULO FONTES

Communication & Campaigns Director
at Amnistia Internacional Portugal



MATIA LOSEGO

Youth & Education For Human Rights
Director at Amnistia Internacional Portugal

COLLABORATIVE EVENT

NETZERO PORTUGAL 2050: COLLABORATIVELY CREATING THE PATHWAY TOWARDS CARBON NEUTRALITY

powered by  

DURATION 09-18h

PARTICIPANTS 100

LOCATION D139

RESOURCES PC + Projector

DESCRIPTION

Carbon Neutrality is a huge challenge of the corporate world today. Following the report Net Zero Portugal, a joint effort between BCSD Portugal and McKinsey & Company, and the conclusions of the BCSD Portugal's project Carbon Neutrality Corporate Solutions, on the **2nd of September**, at Nova SBE in Carcavelos, there will be a **full day workshop to work on practical solutions on how to overcome the identified challenges and barriers for the decarbonization of the economies and the companies' value chains**. The workshop, fully in Portuguese, will be held by BCSD Portugal and Beta-i, during the Estoril Conferences, and welcomes representatives of member companies of the Carbon Neutrality Working Group of BCSD Portugal and experts, startups and policy makers addressing this field. Additionally, there will be limited slots for innovators, entrepreneurs and "shakers" selected by the organization following an open call. Students will be able to attend virtually. The way forward is collaborative.

AGENDA

09h00 - 09h30 | Reception

09h30 - 09h45 | **Net Zero Portugal study presentation** (João Meneses - BCSD Portugal)

09h45 - 10h00 | **The impact of innovation as a Net Zero Catalyzer** (Diogo Teixeira - Beta-i)

10h00 - 10h15 | MoC works opening

10h15 - 10h30 | Coffee break

10h30 - 12h30 | **From idea to pitch - Inspirational workshop**

12h30 - 14h00 | Lunch break

14h00 - 14h15 | Reception

14h15 - 17h15 | **BCSD Portugal Net-Zero working group - agenda's workshops** (Energy & Industry | Mobility & Transportation | Residential & Services | Agriculture, Forest & Soil use | Wastes & WasteWater)

17h15 - 17h45 | **BCSD Portugal Net-Zero working group - agenda's results**

17h45 - 18h00 | Closing remarks (MoC & BCSD Portugal)

CONTRIBUTORS



JOÃO MENESES
Secretary General at BCSD Portugal

DIOGO TEIXEIRA
Co-Founder & CEO Beta-i

MANUEL TÂNGER
Co-Founder & Head of Open Innovation Beta-i

ANA COSTA
Sustainability & Blue Economy Industry Lead

WORKSHOP

BUILDING TOMORROW'S EUROPE FROM WITHIN

powered by



DURATION

2 hours

PARTICIPANTS

30

LOCATION

D004

RESOURCES

To be confirmed

DESCRIPTION

Ever wondered what a European civil servant does? This Workshop covers the 'why, what and how' of an EU career. Minna Vuorio, Director of the European Personnel Selection Office (EPSO), will give an overview of the unique advantages of working for Europe, the array of job opportunities and the requirements to join the EU workforce. Minna will describe what competences the EU looks for today and for tomorrow in candidates with a focus on the knowledge and skills that fresh graduates can bring to its multilingual and multicultural administration.

However, the presenter does not wish the Workshop to be a monologue. Minna will be keen to engage and hear from the audience what are young people's perceptions of working for the EU, what factors influence their career choices and how they believe they can contribute to promoting democratic values and building tomorrow's Europe. A highly experienced senior manager who thrives on innovation, you can always count on Minna to share a good piece of advice and encouragement as you look ahead to making the first steps in your professional life. This session will also count with the participation of Miguel Cruz, Director of Careers & Corporate Relations at Nova SBE. A Nova University alumnus working for the EU institutions has also been invited to give some insights to the job and animate the discussion.

CONTRIBUTORS



MINNA VUORIO

The Director of the European Personnel Selection Office (EPSO)



MIGUEL CRUZ

Director of Careers & Corporate Relations at Nova SBE



BOOKS SHOWCASE

AUTHORS ROOM

MORE INFORMATION SOON

ROOM: Teresa & Alexandre Soares dos Santos Library

powered by

LeYa

 MARENESS



Action to
Transform

LIVE INTERVIEWS

STARTS-UPS CHALLENGES

powered by



NOVA SBE | HADDAD
ENTREPRENEURSHIP
INSTITUTE

DURATION

2 hours

PARTICIPANTS

Max. 30

LOCATION

Haddad Entrepreneurship Institute

RESOURCES

PC + Projector

DESCRIPTION

Live interview conducted by Ana Pimentel, author of the book *Unicórnios Portugueses* and editorial coordinator of *Lua de Papel*, an imprint of Leya, to Jane Hoffer, CEO of GoWithFlow about the main challenges start-ups are currently facing, focusing on the green and blue economy sector. This session will explore how can technology solve the challenges at hands, if Portugal is the right spot for a startup in these fields and if we are taking good advantage of our resources.

CONTRIBUTORS



ANA PIMENTEL

Author of the book
"Unicórnios Portugueses" &
Editorial coordinator of
Lua de Papel



JANE HOFFER

CEO of GoWithFlow

WORKSHOP

SHE LEADS: BUILDING THE NEXT GENERATION OF (S)HEROES

powered by



DURATION

2 hours

LOCATION

To be confirmed

PARTICIPANTS

Max. 30

DESCRIPTION

In 2022, women still find it difficult to break into leadership positions. Why is it that half the world's population don't have their fair do's? This session will uncover **the lived experiences of everyday (S)Heroes** - women leaders from diverse backgrounds - **who continue to disrupt this status quo and lead the way for young women and girls to find the confidence, courage and voice to belong, lead and achieve.**

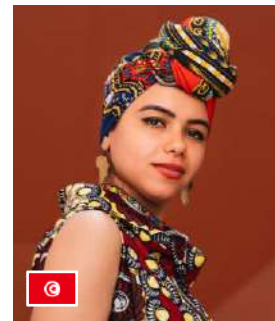
Nala Feminist Collective and We Belong present this workshop, featuring speakers as Aya Chebbi (Nala Feminist Collective), Yasmine Ouirhrane (We Belong), Emtithal Mahmoud* (Nala Feminist Collective) and Jana Degrott* (We Belong). As politicians, diplomats, advocates, artists, and young women leaders from diverse backgrounds in spheres of influence, they will share their journeys and experiences and key advocacy tools to the participants, so that you too aspire to lead.

1ST PART: inspirational conversation between the speakers. There are different ways to access leadership and to be a gender equality advocate - each speaker sharing their personal stories, exploring the different roles of women in leadership based on their own experience

2ND PART: Q&A with speakers

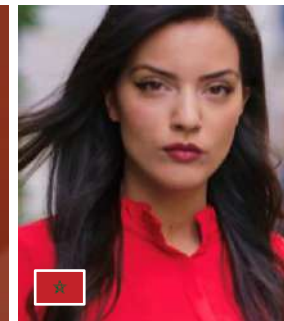
3RD PART: Breakout conversations with participants where each group will come up with a call to action to be included in the general brief and recommendations of the workshop

CONTRIBUTORS



AYA CHEBBI

Founder and Chair of NALA
Feminist Collective & EC YA



YASMINE OUIHRANE

Founder of WeBelong
& EC YA



JANE DEGROTT*

Co-Founder & Campaign
Manager of WeBelong

ROUNDTABLE

WHAT IT MEANS TO BE A JUNIOR ENTREPRENEUR?

powered by **NJC** NOVA JUNIOR CONSULTING
JE
Junior Enterprises
Europe

DURATION 1h30

LOCATION D005

PARTICIPANTS Max. 40

DESCRIPTION

Through its partnership with Nova Junior Consulting, Estoril Conferences is calling on representatives from international Junior Enterprise bodies to **debate the challenges and opportunities of belonging to a network of young students and entrepreneurs** and the ways in **which it can impact global challenges and make an impact on communities around us**.

Present in 44 countries, comprising of more than 1700 Junior Enterprises (JE) and reaching a yearly turnover of around 16M€, the goal of the global movement has been to generate economic value on the overall market, and by actively sharing a civic and environmentally friendly mindset, contribute towards a better world. Through social corporate responsibility plans, projects with social enterprises and volunteer work, Junior Enterprises worldwide actively contribute to the Sustainable Development Goals and have made this part of their mission.

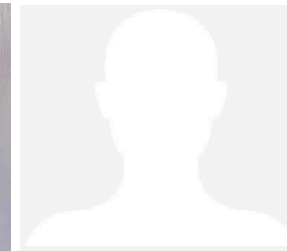
This roundtable offers a chance to get to know the movement nationally, at a European level as well as globally. It will **showcase its potential in shaping future leaders and impact contemporary issues**. A first moment will provide an **overview of sustainability-related initiatives and events** organized in different regions. Thereafter, the speakers will explain **what it means to be a junior entrepreneur** as well as share experiences of the sustainability efforts they were involved in. It will conclude with a **space for questions**, where participants will have a chance to clarify and debate further issues.

CONTRIBUTORS



**BEATRIZ
FERNANDES**

Secretary-General of the
upcoming mandate for
JE Global



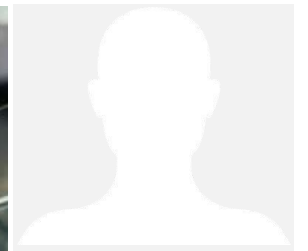
JE EUROPE

President*



**MARIANA
NUNES**

President Nova Junior
Consulting



UNIPARTNER*

Dutch Confederation

ROUNDTABLE

MARKETING WITH PURPOSE: HOW NEW MARKETING PRACTICES CAN RALLY IMPACT

powered by



DURATION

2 hours

PARTICIPANTS

Max. 40

LOCATION

D007

RESOURCES

To be confirmed

DESCRIPTION

Marketing has been displaying its relevance in the social sector as well as in companies' CSR strategies. With the insurgence of the field, the concept of Marketing with Purpose was born. The term accounts for the marketing strategies that focus on a social cause that aligns with an institutions' core values. In the case of traditional businesses, this develops rapport with their consumer bases through the creation of more genuine relationships grounded on shared values.

In this session, a representative from the NGO Associação Salvador, Filipa Pinto Coelho from the social enterprise Café Joyeaux, a representative from the CSR consulting Sair da Casca and Marketing Professor Carmen Lages will discuss the evolution of Marketing in the context of CSR and the social sector, sharing how marketing improves any social or corporate organisation's reach, impact, and overall activities, and going through the latest best practices.

CONTRIBUTORS

CONDUCTED BY



FILIPA PINTO COELHO*

From Vila com Vida and the social enterprise Café Joyeaux*



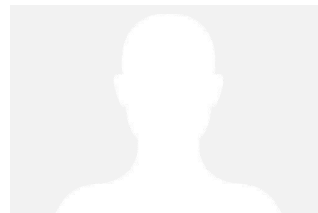
CARMEN LAGES*

Professor at Nova SBE



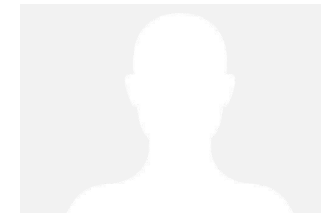
FILIPA MARQUES

NOMA's President



ASSOCIAÇÃO SALVADOR*

Representative



SAIR DA CASCA*

Representative

*TO BE CONFIRMED

TALKS

ECONOMIC DEVELOPMENT WITH PURPOSE

powered by **NOVAFRICA**

DURATION

2 hours

PARTICIPANTS

Max. 30

LOCATION

D008

RESOURCES

To be confirmed

DESCRIPTION

Economic development is a critical component that drives economic growth in an economy.

NOVAFRICA is the Nova SBE Knowledge Center dedicated to promoting business and economic development in the world, with a particular focus in Africa, line with the Sustainable Development Goals (SDGs) defined by the United Nations.

Professors Cátia Batista and Pedro Vicente, scientific Directors of NOVAFRICA, will explain how NOVAFRICA together with its network of academics and partners, governmental and non-governmental organizations, has been undertaking a wide range of applied research projects. The center has contributed to a more sustainable development model with publications in top academic journals and the debate on the more effective public policies to support the local communities and private sector development. NOVAFRICA has had a positive impact in more than a million people lives!

Join the session, with Q&A, on September 2 at 3 pm.

CONTRIBUTORS



CÁTIA BATISTA

Associate Professor of Economics at Nova SBE, Founder & Scientific Director of NOVAFRICA and member of Estoril Conferences' Academic Board



PEDRO VICENTE

Full Professor of Economics at Nova SBE & Founding Scientific Director NOVAFRICA

WORKSHOP

A NEW DAWN FOR MENTAL HEALTH

powered by

NOVA MEDICAL SCHOOL

DURATION

2 hours

PARTICIPANTS

Max. 30

LOCATION

D009

RESOURCES

To be confirmed

DESCRIPTION

Did you know that mental distress at university environments is frequently reported by students and teachers?

Mental health distress is a major public health problem which includes anxiety, depression, burnout and somatic symptoms such as sleeping problems, fatigue, emotional exhaustion.

University students with mental distress have significantly impaired cognitive functioning, learning disabilities and poor academic performance.

**How can we ignite a mental health and well-being friendly campus?
This is the challenge we have to you.**

During the workshop you will be engaged with the problem and challenged to solve it through breakout conversations with other participants where you will come up with a call to action and solutions to increase wellness on campus to be included in the general brief and recommendations of the workshop.

NOVA University Lisbon cares about their community. In 2022, NOVA aims to become a mental health and well-being friendly environment for all on its Campi. Dare to be a changemaker starting by helping NOVA at this endeavor.

CONTRIBUTORS



TANYA HERFURTH

Policy & Strategy at the Global AMR R&D Hub



LEE CROCKFORD

Co-Founder & Director of Spur



PANEL DEBATE

POLITICS IN THE 21ST CENTURY: FROM SOCIAL MEDIA TO YOUTH PARTICIPATION

MORE INFORMATION SOON

ROOM: D010

powered by



WORKSHOP

HOSPITALITY FOR SOCIAL SUSTAINABILITY: PEOPLE AS THE DRIVERS

powered by

NOVA SBE | WESTMONT
INSTITUTE OF
TOURISM & HOSPITALITY



DURATION

2 hours

PARTICIPANTS

Max. 30

LOCATION

Westmond Institute

RESOURCES

To be confirmed

DESCRIPTION

Nova SBE Westmont Institute of Tourism & Hospitality is addressing it's initiative on Hospitality for Social Sustainability – People as the Drivers with focus on analysing & discussing People Centricity & Hospitality Mindset as drivers for business sustainability.

AGENDA*

3:00pm – Keynote by Luís Araújo, President Turismo de Portugal & European Travel Commission

3:20pm – RoundTable with industry Players

4:00pm – Workshop

4:40pm – Key Takeaways

4:50pm – Closing Session

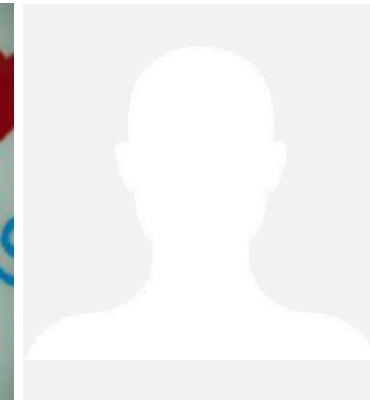
The session will be conducted by Joana Castro e Costa, Executive Director of Nova SBE LFI Knowledge Center.

CONTRIBUTORS



LUÍS ARAÚJO

President Turismo de Portugal & European Travel Commission



INVITED SPEAKERS*



JOANA CASTRO E COSTA

Executive Director of Nova SBE LFI Knowledge Center

*TO BE CONFIRMED

BUSINESS PROJECT

#SPEEDUP SUSTAINABILITY

powered by 

DURATION 2 hours

LOCATION B002 or B127

PARTICIPANTS Max. 40

RESOURCES PC + Projector

DESCRIPTION

How can SMEs improve their environmental sustainability fast?

McKinsey & Company, Estoril Conferences' Knowledge Partner, joins forces with CEMS, Estoril Conferences' Strategic Partner, each year since 2019, always focusing on social relevant topics. In 2022, the focus of **CEMS Business Project** (BP) is on **#SpeedUpSustainability**. The program was designed with the purpose of enabling teams of CEMS business students (typically 4-6 students per team) to create comparable insights from ~10 countries, through the guidance of volunteers from McKinsey, **to foster sustainability in local SMEs**. Students performed a diverse set of methods (desk research, unstructured interviews, integrated interviews, creativity workshops and problem solving sessions), identifying barriers and opportunities for environmental sustainability in SMEs per country. They have exclusively focused on specifics of the country they were conducting the BP in and on SMEs with a specific turnover in pre-defined industries, evaluating only chosen Sustainability Development Goals (SDGs) from the United Nations.

A team of **104 sustainability enthusiasts**, with **11 CEMS universities** involved, now coming together at Estoril Conferences **to pitch their key project results** and **discuss actionable recommendations** across nations with other student teams and session visitors.

CONTRIBUTORS



LENA BELL

Senior Consultant at
McKinsey & Company



Action to
Transform

WORKSHOP

BEHIND THE WHEEL OF YOUR OWN “MODEL”: KNOW THE BRAIN, EXPLORE THE MIND, AIM AND BUILD YOUR FUTURE!

powered by
**MIND
BLACKOUT**

DURATION 2 hours

LOCATION B137

PARTICIPANTS Max. 100

RESOURCES PC + Projector

DESCRIPTION

Your emotional intelligence ability is like driving a car. You need to be in control!

Emotional Intelligence is the capacity to process information that runs through your body, mind and relationships. It allows you to balance primitive brain impulses while living in a technological society. It works as a safe base to explore the world with a certain feeling of safety. As it opens your mind and heart, you become more accepting of your fragilities and it strengthens your courage to learn and take risks.

This session is based on a **deep understanding of our brain, body, mind and relationships** through neuroscience, art and "mind exploring". With **neuroscience** you understand, the model of your nervous system and how you can you drive it in modern landscapes. With **"mind exploring"** you become familiar with your mind dynamics, mind regulation and mind transforming. With **neuroentrepreneurship**, we invite you to build your personal or professional project having in mind your inner strenghts. **With art**, we move through unexplored dinner territories. We use **communication** to strengthen consciousness when exploring inner dimensions. MINDBlackout nurtures imagination, flexibility, balance, kindness, humor, and attentiveness to a broad range of sensations, **helping you learn how to drive your "model"**, with a feeling of safety across unexpected landscapes and a sense that you are at the wheel of choices.

This workshop is structured in five main moments: **Understand your brain** (*Zoom in*); **Exploring your mind** (*Awareness*); **Exploring inner dimensions** (*Words*); **Building your life** (*Aim*) and **Transforming your presence** (*Creating*) in the social space.

CONTRIBUTORS



**MINNIE
FREUDENTHAL**
Internal Medicine
Expert & Founder of
Mind Blackout



ROSA PIRES
Mindfulness,
compassion and
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GONÇALVES**
Teacher & Actress



**MARIA JOSÉ
FRANCISCO**
Engineer
Neuroinnovation



**RITA
WENGOROVIOUS**
Creator, Actress &
Artistic Director of
Teatro Umano



INSPIRATIONAL TALK, FIRESIDE CHAT & WORKSHOP

EDUCATION FOR ALL



powered by

TEACH
FOR
PORTUGAL

Teach For All

DURATION

2 hours

PARTICIPANTS

To be confirmed

LOCATION

B134

RESOURCES

PC + Projector

DESCRIPTION

INSPIRATIONAL TALK | **Changemakers developing changemakers** (10 Min)

Leni and Francisco will talk about their individual journeys from such disparate socio-economic backgrounds and how they stand on the same point: the certainty that socio-economic background should not dictate the opportunities a child has in life. By empowering the youngest with the knowledge and sense of possibility to be leaders in their own communities, it is possible to begin to change inequality of opportunities. These are changemakers developing changemakers.

FIRESIDE CHAT | **How can a NGO influence public policy in Education?** (30 Min)

Pedro Almeida, CEO of Teach For Portugal, takes a commented interview to two CEOs of Teach For All's global network about their experience on how an NGO can influence public policy in the field of education, focusing on the Novice Educator Support and Training (NEST). A project that aims to examine the impact of mentor training and offer a roadmap for improvements and solutions on how we can support new teachers working in disadvantaged contexts, building a path to influence public policy on education.

WORKSHOP | **Systemic Change in Education** (01h20)

Using the methodology of collaborative leadership and the 4 lenses on which Teach For All's model of intervention is based (1. Pupil as leader; 2. Adult as learner; 3. Community as asset; 4. Our work as systemic), this session will address the need for systemic change in education to raise awareness about causes and consequences of the problem of educational inequalities and find key elements in these cycles with the potential to produce a cascading change effect, if they are changed.

CONTRIBUTORS



LENI LIMA

Teach For Portugal Mentor



**FRANCISCO
CARDOSO**

Teach For Portugal Mentor



PEDRO ALMEIDA

CEO & Co-Founder of
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MARIA AZEVEDO

Co-Founder & Head of
Training Teach For
Portugal

WORKSHOP

MOVING FROM PROTEST TO ACTION: ENGAGING THE PURPOSE GENERATION IN POLITICS

powered by
**THE
good
LOBBY**

DURATION 2 hours

LOCATION B132

PARTICIPANTS Max. 30

RESOURCES PC + Projector

DESCRIPTION

What's the difference between "lobbying" and activism? Who "does" lobbying, and can they do it for good? This session was designed to inspire and provide participants with a **renewed, strategic and hands-on understanding of lobbying** as a legitimate and effective approach to pursue your organization's mission. The ultimate aim is to inspire youth participants to pursue their advocacy projects and to offer insights and practical tools needed to create compelling, evidence-based, legally compliant and solution-driven campaigns at an EU and national level.

1ST PART: *Demystifying Citizen Lobbying.* The first module will break the ice and will encourage the participants to rethink their own understanding of advocacy and lobbying, and how they can be used to improve society as a whole and achieve their own goals.

2ND PART: *Advocacy Campaigns & Avenues of Participation.* This module will draw upon case studies of successful and unsuccessful advocacy campaigns from across the EU to reflect upon and illustrate best practices. It will focus on three key avenues of participation that can influence policy: campaigns, judicial, and political.

3RD PART: *Hands-on Exercise.* This module will focus on an interactive session to encourage participants to be creative and to put their new skills to the test in a fun, experimental environment with a hands-on exercise focusing on a real-world issue they care about. Participants will be provided with feedback from their peers and trainers about their ideas.

CONTRIBUTORS



ALBERTO ALEMANNO
Founder & Director of The Good Lobby and Member of Estoril Conferences' Advisory Board



KELSEY BELTZ
Head of Partnerships & Education at The Good Lobby



WORKSHOP

YOUTH INTEGRITY INITIATIVE CHALLENGING CORRUPTION

powered by  **TRANSPARENCY
INTERNATIONAL**
the global coalition against corruption

DURATION 2 hours

LOCATION B128

PARTICIPANTS Max. 30

RESOURCES PC + Projector

DESCRIPTION

Too easily, leaders use their own anti corruption calls to win power that fails to deliver, or again results in abuse for personal or political gain. Too often, community and professional voices are ill-equipped to influence these narratives, struggling to realise broad support among the people and stakeholders for the key principles that will see corruption expelled and not return – that checks, balances and division of power are central to good governance, and that the purpose of entrusted power is its exercise for the common good. For protecting the common good, TI aims **to reinforce the ability of civil society to drive accountability through political, legal and everyday social actions.**

Youth is a core feature of TI Strategy 2030 since corruption undermines the power of the young people by violating their basic political, economic and social rights. Transparency's International Youth Integrity Initiative (YII) is a movement lead initiative, collectively working on building youth integrity and engaging Youth on all areas of TI's work. During this session, participants will **discuss pathways for developing and inspiring a next generation of civic, public and business leaders better equipped to fight corruption.**

1. **Introducing TI Youth Integrity Initiative (YII)** Karina Carvalho, TI Portugal, (10-15 min)
2. **Youth Integrity Initiative in practice** (45 min-1h)
 - Future Anticorruption Business Leaders, Laurence Fabre, TI France (15 min) + Q&A
 - Academia & Anticorruption Collective Action, Deimante Zengulyte, TI Lithuania (15 min) + Q&A
3. **Challenging corruption** – Exercise (30 min)
4. **Final messaging** (Oya Özarlan, TI Board Member)

CONTRIBUTORS



KARINA CARVALHO
TI Portugal



LAURENCE FABRE
TI France



DEIMANTE ZEMGULYTE
TI Lithuania



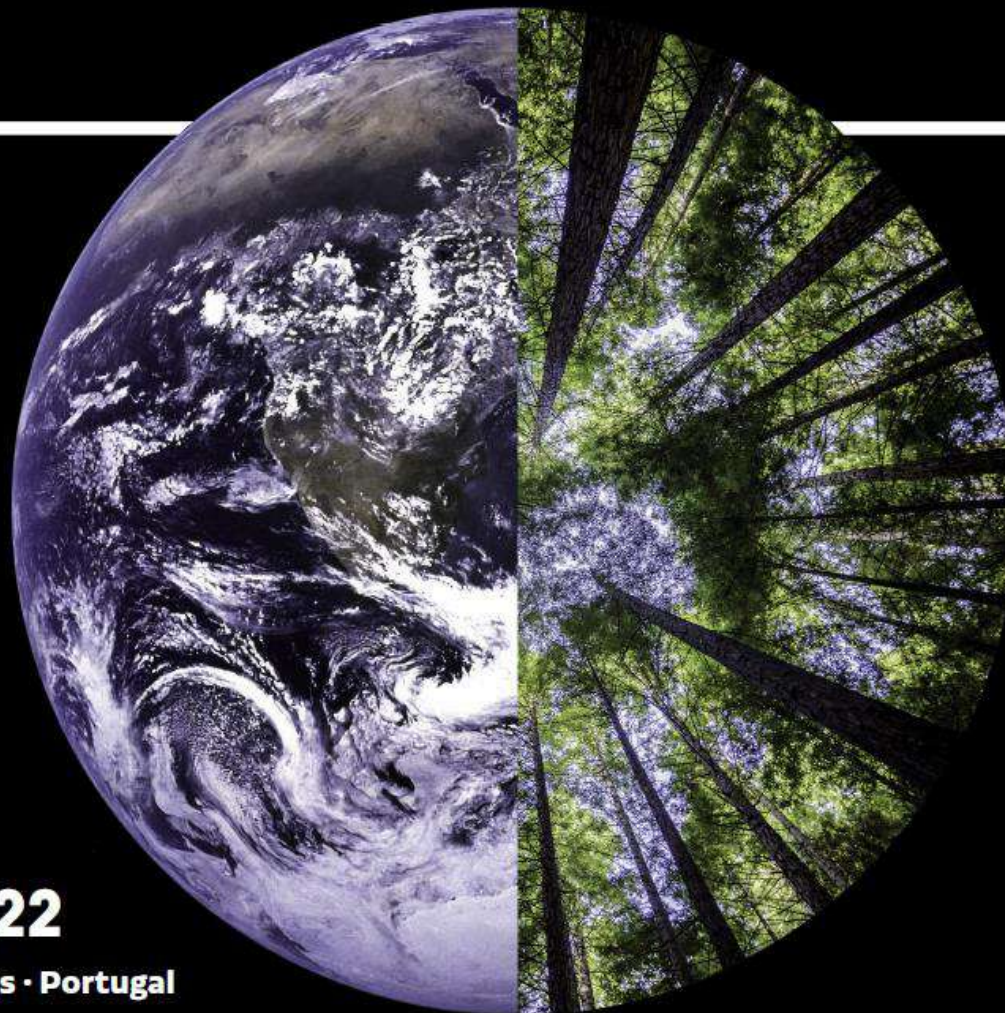
OYA ÖZARSLAN
TI Board Member

ESTORIL CONFERENCES

A FUTURE OF HOPE

REBALANCING OUR WORLD:

A CALL TO THE PURPOSE GENERATION



7th EDITION

1-2 SEPTEMBER 2022

At Nova SBE · Carcavelos Campus · Cascais · Portugal

HOST

NOVA
NOVA SCHOOL OF
BUSINESS & ECONOMICS

CO-HOST

CASCAIS

TURISMO DE
PORTUGAL



FOR PLANET | FOR PEOPLE | FOR PEACE

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