

Portuguese Branding

SPRING RESEARCH SCHOOL
2018

Lisbon,
17-18
& 21
May

Lisbon, Portugal, Maria Severa, Street Art, Graffiti



OBSERVATÓRIO
POLÍTICO



Georgia
Tech



ISCSP

INSTITUTO SUPERIOR DE
CIÊNCIAS SOCIAIS E POLÍTICAS
UNIVERSIDADE DE LISBOA



Day 1- Words to go by

Starting the day at the University, this day will highlight the many ways Portugal and the World are connected. From Politics to Literature, words set a way to go by.

Day 2- Nation Branding

With Lisbon as the background, this day will focus on the concept of Nation Branding applied to Portugal. Focusing on recent developments as a Nation as well as past issues.

Day 3- Meet Portugal

On the last day you will have an opportunity to learn whilst discovering Portugal's traditions and culture. The day will feature a lecture and an International Organization Simulation as well as a street art tour and a closing dinner with Carlos Alberto Moniz.

INSTITUTIONAL PARTNERS





Words to go by

UNTIL DEBT
TEAR US APART

Program

At 9:00– Shuttle from the Hostel to ISCSP-ULisboa

**Institute of Social and Political Sciences
University Day**

9:30- Welcome reception and registration

9:45- Presentation of the Political Observatory

10:00- Master Class - South Atlantic
Perspectives

A Brazilian Perspective from Portugal - Carlos
Marcos Batista (IPOL-UnB)

A Portuguese Perspective from Brazil - Manuel
Filipe Canaveira (FCSH-UNL)

11:00- Coffee Break

11:30- Round Table: Portugal Oversea
Coordination: Patrícia Tomás (OP)

An Overview on Oriental Culture - Irene
Rodrigues (ISCSP-ULisboa)

Portuguese Presence in Asia - Carlos Piteira
(ISCSP-ULisboa)

An Overview on African Culture - Cláudia
Favarato (ISCSP-ULisboa)

13:00- Lunch Break - University Cafeteria

14:30- Lecture: Portugal and the United States of
America

Coordination: Marta Ramos (OP)

Carla Guapo Costa (ISCSP-ULisboa)

15:15- Security Game Challenges 101 by Marta Ramos
(OP), Helena Tojo (OP) and Sara Teixeira (OP)

Fundação Oriente

16:30- Visit to the Oriente Foundation

LX Factory - Ler Devagar

18:00- Slowly Reading

19:00- Approaching Classic Music - Piano and Soprano
Concert





At 9.30 – Shuttle from the Hostel to Lusíada University

Lusíada University Morning

10:00- Portuguese Public Diplomacy

Coordination: Carlos Motta (Univ Lusíada)

The transatlantic vector of the portuguese foreign politics - Patrícia Daenhardt (Univ Lusíada)

Lusophone vector of the portuguese foreign politics - José Francisco Pavia (Univ Lusíada)

Exploring maritime space - José Lúcio (CICS)

11:30- Coffee Break

11:45- Tram from University to Museum

12:00- International Museum Day at National Coach Museum

Program

13:30- Lunch Break - Tasting Typical Lisbon

Padrão dos Descobrimentos

14:30- Building a National Symbol

15:30- Lecture: Branding Portugal: could we do it better?

Coordination: Cristiana Oliveira (OP)

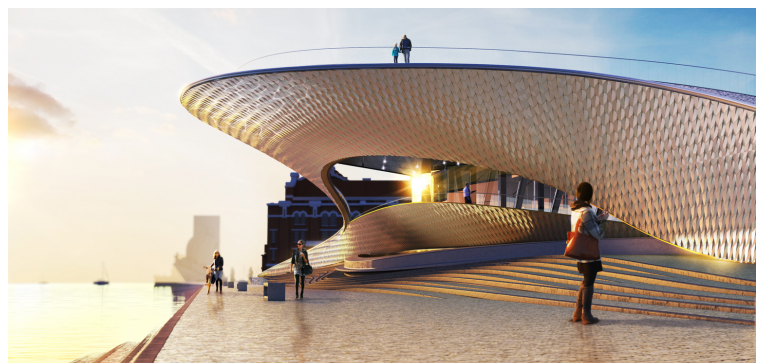
Bloom Consulting Portugal - João Vasco Neves

International Place Branding Association - João Freire

AICEP Portugal Global - Trade and Investment Agency - Fernando Quintas

MAAT

17:00- Portugal to the Future - Electrical Central Circuit and Exploratory Study





Meet Portugal



Program

At 9.30 – Shuttle from the Hostel to the National Parliament

National Parliament

10:00- Visit to the National Parliament

Rita Rato (PCP) | Diogo Leão (PS)

11:00- Round Table: Youth Participation in Politics

Coordination: Marta Ceia (OP)

Isabel Pires (BE)

Jorge Campos and João Albuquerque (JS)

Hugo Ferrinho Lopes (JSD)

José Monteiro Limão and Jorge M. Teixeira(JP)

Time Out Market

13:00- Lunch Break - Croqueteria #SuperCroquete

14:30- Walking Street Art Tour (2.5 hours)

17:00- Security Game Challenges by Marta Ramos

(OP), Helena Tojo (OP), Sara Teixeira (OP) and

Xiang Zhou (OP)

Associação 25 Abril

18:00- The Official Documentary of Carnation Revolution

19:30- Revolutionary Songs by Carlos Alberto Moniz

20:00- Closing Dinner



Get to know Lisbon's diverse nightlife



Night walk in Lisbon Nightlife Tour:

If you want to experience Lisbon's culture and fantastic nightlife whilst visiting three of the most emblematic boroughs, this tour is for you!

Price per person: 40 €

Transport included

Casino de Lisboa:

The metro station of Oriente is your stop, if you want to spend some time having fun in Lisbon's Casino. Casino Lisboa - where steel, glass and light work as containers, and where entertainment, gambling, gastronomy and culture are joined together; where every visit becomes a unique experience.

What to do on your free time

Casa Independente:

Situated on the up and coming neighbourhood of Intendente, you can enjoy a casual evening whilst listening to live music. The nearest metro station is Intendente.

Erasmus Corner:

Located at the top of the famous Bairro Alto, it's easy to get to know new people or have a nice conversation in this place. You get a drink for around 1 Euro and the atmosphere is nice. Typically for the bar life in Lisbon is that everybody stands outside with the drinks and has fun together. Don't mind if you know each other or not!

Park Bar:

Enjoy your drinks with a magnificent view! Featuring live music every single week, you can find it on the rooftop of a car park in Bairro Alto.

Alfama:

Alfama's labyrinth of streets are best explored by simply getting lost in, as around every corner or steep climb is a delightful tiny plaza, unique shop, funky café or wonderful viewpoint.



Contributors

Day 1

Carlos Marcos Batista (IPOL-UnB) | Manuel Filipe Canaveira (FCSH-UNL) | Patrícia Tomás (OP)
Irene Rodrigues (ISCSP-ULisboa) | Cláudia Favarato (ISCSP-ULisboa) | Carla Guapo Costa
(ISCSP-ULisboa)

Day 2

Carlos Motta (Univ Lusíada) | Patrícia Daenhardt (Univ Lusíada) | José Francisco Pavia (Univ Lusíada)
José Lúcio (CICS) | Cristiana Oliveira (OP) | Bloom Consulting Portugal - João Vasco Neves |
International Place Branding Association - João Freire | AICEP Portugal Global - Trade and Investment
Agency- Fernando Quintas

Day 3

Rita Rato (PCP) | Diogo Leão (PS) | Isabel Pires (BE) | Jorge Campos (JS) |
João Albuquerque (JS) | Hugo Ferrinho Lopes (JSD) | José Monteiro Limão (JP) | Jorge M.
Teixeira (JP) | Marta Ceia (OP) | Marta Ramos (OP) | Helena Tojo (OP) | Sara Teixeira (OP) |
Xiang Zhou (OP)



You will be given the chance to interact with researchers from a wide range of backgrounds, exchange insights, debate opinions, and expand your network contacts. Young researchers will be able to immerse themselves in the Portuguese culture, whilst experiencing its education system and political institutions.

Partners

The Spring Research School is a joint initiative between the Sam Nunn School of International Affairs (Georgia, USA) and the Political Observatory (Lisbon, PT) in partnership with the ISCSP-ULisboa (Institute of Social and Political Sciences, University of Lisbon).

Cristina Montalvão Sarmiento, Political Observatory (PT)
Kirk Bowman, GATECH (USA)

Scientific Coordination

Executive Coordination

Patrícia Oliveira | Patrícia Tomás
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Contacts

OBSERVATÓRIO POLÍTICO

