

Quaternaire Portugal

NEWSLETTER #4 - september 2012

Quaternaire Portugal – a partnership for hard times

The bail-out of the Portuguese economy impacted practically all the public and private organizations, with higher intensity in those in which the external market-led activities are negligible or at least residual. We are clearly facing a paradigm change in funding conditions, inevitable at national level and also operating at international level until the threats to financial stability could be eliminated.

But they are not times to ignore opportunities. It is no time also to wait passively for more favorable winds. A new programming period for Structural Funds is arriving, with new requirements, new demanding themes and, obviously, generating new opportunities. They are times for new choices, public and private, adapting projects and outcomes to the new funding context. They are also times to carry out internal reorganizations, to focus the core activities, to reach higher efficiency levels and higher capabilities to mobilize and to take full advantage of the available resources and to reinvent those capabilities.

They are challenging times to increase the “good value for money” of technical, scientific and strategic knowledge, either we interpret this formula in a strict economic sense, or invoking a social utility broader perspective.

In these particular moments, we should see consultancy services as a partnership, sharing risks, fostering and animating innovation, covering processes and organizational models, working with a strict respect for the ability of organizations to transform themselves.

Quaternaire Portugal wants to be a partner of these processes. Our portfolio, experience and knowledge that we can mobilize from inside and from our network of external consultants are available to help reactive and proactive strategies against the crisis. The projects that we are initiating and those that we just concluded and that are presented in this newsletter edition show that we are prepared to tackle this challenge.



António Manuel Figueiredo
President of the Board of Directors

Starting projects

Socio-Economic Study of the Trans-Border Region of Spain and Portugal

Quaternaire Portugal is now participating in the elaboration of the socio-economic study of the trans-border region of Spain and Portugal launched by the Iberian Network of Transborder Institutions (RIET). The study is elaborated under the coordination of Professor Luís Dominguez (Professor of Contemporaneous History and leading the Jean Monnet Chair at Vigo University) and integrates Portuguese and Spanish university teams.

The study encompasses the building of a system of diversified indicators, conceived with a very relevant participation of the **Quaternaire Portugal** team and also integrates summary analysis and interpretations of the indicators gathered by the study.



Odivelas's Historic Centre Detailed Plan

In August, **Quaternaire Portugal** started developing the Odivelas's Historic Centre Detailed Plan, awarded by public tender. It's a plan aimed at protecting a downtown area of Odivelas city which includes a considerable part of the local heritage and assumes great significance in its cultural identity.

The challenge of this plan lies in the improvement of the local identity, enhancing its polarizing ability and its multi-functional character. Thus, **Quaternaire Portugal**'s mission is to develop a plan that is able to: i) ensure the redevelopment of the urban area, keeping its scale and morphology, ii) protect the built heritage iii) and improve the links between the center history, its surroundings and the city.

The Detailed Plan will be developed in 5 phases and will last approximately 12 months, including periods of appreciation.



Study of the Classical Architecture in Chaves Historic Centre

This study is in line with the perspective of the municipality urban management services that identified a deficit of knowledge about traditional building techniques used in this region, often leading to inadequate practices in design and (re)building, and the need to significantly improve the quality of these interventions (ensuring the preservation and enhancement of this heritage).

Started in June, this work seeks to obtain a better knowledge of the architectural heritage of non-monumental buildings located in this part of town, improve the knowledge of traditional construction systems, to know in detail the architectural language in most significant buildings and to define a framework for assessing future interventions of renovation, rehabilitation or rebuilding.

For its implementation **Quaternaire Portugal** accounts with specialized advisory services in the fields of engineering (**SOPSEC SA**), architecture (**Rui Passos Mealha, Arquitetos Ltd.**) and archeology and urban history (Dr. Ricardo Teixeira and Dr. Helena Pizarro).

Cost-Benefit Analysis of the Project “Intervention on the Terminal Sections of Funchal Streams”

Quaternaire Portugal has just won the tender launched by the Vice-Presidency of the Madeira Regional Government to elaborate the cost-benefit analysis of the project involving the physical reorientation of the terminal sections of Funchal streams.

After other relevant interventions of **Quaternaire Portugal** in the Madeira region, particularly the revision of the Spatial Master Plan of Funchal (still ongoing), we will have with this new study the opportunity to diversify our technical visibility in the region, adding to our acknowledged competences in spatial planning the dimension of economic and financial analysis.

Completed and ongoing projects

Update of the Eixo Atlântico's Infrastructures Plan

In the last July 2012, **Quaternaire Portugal** has concluded the update of the Infrastructures Plan of the Eixo Atlântico covering the territory of North Region represented in the Euro-region Galicia and North Portugal. In co-operation with our team, two researchers of the Escuela de Caminos of the University of Coruña covered the Galician territory.

This second update (the first one has been developed in 2007 also by a **Quaternaire Portugal** team) presents two particularities.

The first one consisted of technically preparing the need of Eixo Atlântico to follow a new paradigm of aspirations concerning infrastructures, designing a new cycle of infrastructures focused on competitiveness and not ignoring the challenges of sustainability.

The second one consisted of developing two issues with a great political impact: a summary assessment of the impacts generated by the electronic tolls on the high road A28 and the strategic assessment of the modernization project of railway connection between Porto and Vigo.

Strategic Positioning Assessment of the Portucalense University

In the last June 2012, **Quaternaire Portugal** has concluded the strategic positioning study of the Portucalense University.

With this new study, we are offering a credible and operative service to higher education institutions, public and private, that are searching for consistent adaptations to the new context that they are facing. From a summary analysis of the internal resources of the organization, assessed from the point of view of the national regulator, the **Quaternaire Portugal**'s methodology develops a set of evolution trends and analyzes their implications on the main functions: education, research, continuous training and links with the community. Strategic positioning is defined from the perspective of the core competences that the institution needs to build to be recognized by the market as a distinctive supply of higher education. The study also identifies the organizational implications of these collective priorities and recommends a strategy of transition from the present situation.

Opening of the Devesa Park, Vila Nova de Famalicão

Located in the urban heart of Vila Nova de Famalicão, the Devesa Park is a centerpiece in the overall urban regeneration strategy drawn for this area of the city (surrounding the former Quinta de Devesa), in which **Quaternaire Portugal** has collaborated, and whose Action Program was supported by the Northern Regional Operational Programme (ON.2), thus ensuring cofinancing of a important number of infrastructural and immaterial interventions. Currently, **Quaternaire Portugal** participates in the evaluation and monitoring of the implementation process of the Devesa Park Urban Regeneration Partnership Programme of Action.

We celebrate thus the inauguration of the Devesa Park, next September 28 around 4 PM. The celebrations will continue throughout the week-end, with a very diverse program of leisure, cultural and sports, able to meet the diversity of future users of this park, and it will involve a very wide range of local entities.

For more informations about the program, visit: <http://www.facebook.com/parquedadevesa>

Second Cycle of the Global Evaluation Plan of NSRF

The national authorities launched the second cycle of the Global Evaluation Plan of the National Strategic Reference Framework (NSRF), whose objectives are to contribute to a wider and better accountability and to prepare the next programming period - evaluate the past and present to prepare for the future.

This cycle includes two kinds of evaluation studies:

- At the Operational Programmes level (interim evaluation), focused on analysis of the fundamental results achieved so far.
- Thematic / cross-cutting assessments, focused on key priorities of the NSRF and contributing for the national and European development strategies (Lisbon Strategy and the new Europe 2020 Strategy).

Naturally, **Quaternaire Portugal**, as an important member of the evaluation community in Portugal, is positioning itself in the process, preparing innovative methodologies and organizing resources to ensure (to the several public bodies that incorporate the NSRF Evaluation Network, and ultimately, to policy makers and society in general) objective and constructive answers to the main questions that arise at this point.

This is a complex exercise, the complexity resulting both from the intensity and scheduling demands and from the specific requirements of such assessments, focused on results, especially in social and economic context that has suffered, and will certainly continue to suffer, very significant convulsions.

To meet the challenge in a coherent way and to ensure operational capacity, **Quaternaire Portugal** chose to reinforce its partnership with IESE, initiated in the first evaluation cycle of the current programming period. This partnership, occasionally enhanced with other partners, is especially relevant with regard to cross-cutting and strategic evaluation of the NSRF, developing some approaches and conclusions outlined in the previous evaluation period.



Feasibility Study Concerning the Installation of a Language Centre in New York

Quatenaire Portugal is carrying out a Feasibility Study Concerning the Installation of a Language Centre in New York. Commissioned by the Luso-American Development Foundation within a cooperation framework with Camões – Institute for the Cooperation and the Language and the Portugal Global - Trade & Investment Agency, the study goal is to support the definition of a strategic proposal that establishes the contribution of the Centre regarding the internationalization of the Portuguese language in the USA and assess its economical and financial feasibility conditions.

Qualification Needs Observatory

Quatenaire Portugal in partnership with **CEPCEP/Universidade Católica Portuguesa** has created the Qualification Needs Observatory. This Observatory aims to assess the labour market dynamics in what concerns the demand of intermediate qualifications and is integrated in the "Regional Qualification Needs Assessment Study" supported by the "European Social Fund Technical Assistance Programme".

The Observatory works supported by a panel of firms and other employers. The answers to the survey are made twice in a year by the human resources manager. The collected information will be treated allowing, simultaneously, a sectoral general characterization and a deeper and comprehensive analysis of the data. Enterprises and other employers collaborating with the Observatory will receive for free information concerning to the main labour market tendencies in its activity sector. More detailed information will be worked by **Quatenaire Portugal** to be incorporated in the tasks being carried out and to be released in other forum.

To be included in the survey panel a previous register in **Quatenaire Portugal** website is needed.

For additional information consult: <http://avaliacao-regional-qualificacoes.quatenaire.pt/>



Participation in technical and scientific meetings

"Cultural policies and local development: the Portuguese case"

Elisa Pérez Babo, with Professors Augusto Santos Silva and Paula Guerra

In Culture Policies and Cultural Policies - VII International Conference on Cultural Policy Research, Barcelona, 9-12 July

In Portugal, two levels of public policy implementation are relevant: the national, under government responsibility, and the local level, under the responsibility of municipalities. The importance of municipalities in defining cultural public policies has grown, given the expenditures amount and the responsibility in launching and managing cultural equipment and arts support. The growing significance of municipalities in cultural public policies scene takes place along with the growing importance of culture in the context of their development policies. The two movements cannot be dissociated. This review considers some critical issues, from the perspective of academic research and of planning: the local policies' autonomy in a country marked by territorial concentration of resources; the interaction between public policies and structural characteristics of urban areas; the suitability of municipal policies to new cultural forms, audiences, consumer practices and cultural production; the local challenges in plans of social support, financial resources, governance and sustainability.

www.iccpr2012.org

Fourth National Forum on Urban and Local Government

Rute Afonso

In Lourinhã City Hall, 18-19 May

Quatenaire Portugal has been invited to present a communication in the Panel devoted to the municipal master plan, started in 2011, focusing in particular on the theme of urban spaces.

The presentation included a brief description of the methodology adopted in the first phase of work - characterization and diagnosis, as well as an identification of the weaknesses of the current model of land use and a synthetic reading of the main characteristics of municipal urban spaces. Were highlighted aspects crucial to the development of the future master plan, such as population dynamics, the functional structure of urban spaces, infrastructure and typologies of urban occupation.

Finally, **Quatenaire Portugal** presented their perspective about the main challenges of developing the new municipal master plan: the integration of the guidelines regional plan, the promotion of agriculture and qualification of urban centers.

"The Spatial Plan of Coastal Area of S Miguel: Caloura's case study"

Ana Barroco

In Workshop TER MAR - Proposal for management, organized by the University of the Azores, Água de Pau, São Miguel, Azores, 25 June

Quatenaire Portugal was invited to participate in the workshop organized by the University of the Azores, which aimed to discuss models of participatory management of coastal areas through the presentation of a set of experiences. This event was attended by experts from various universities and representatives of public and private entities involved in the management of the Portuguese and Spanish coastal areas.

It was requested to **Quatenaire Portugal** a reflection about the planning and development model advocated in the framework of the Spatial Plan of Coastal Area of S. Miguel - study developed by **Quatenaire Portugal** between 2005-2007- to the place of Caloura, area over which was intended, through this action, involve the main private entities and local associations in the model of development and on the key challenges facing its integrated management.

SOCIAL LAB 2012 - Meeting for Sharing and Social Innovation

Lurdes Cunha

In Portuguese Catholic University - Foz Campus, Porto, 11 to 13 July

Quatenaire Portugal, as entity responsible for the external evaluation of the two editions of Project FAS - Training Partnership Action, promoted by CNIS - National Confederation of Solidarity Institutions, in partnership with Portuguese Catholic University (Porto Regional Center), participated in the "Over 100 Testimonials" space, inserted at the event Social.Lab 2012, last July.

This meeting aimed to promote the sharing of experiences and good practices in social innovation between technicians and institutions involved in social intervention projects and training activities in the area of Social Economy.

<http://spinlogic.porto.ucp.pt/economiasocial/>
<http://issuu.com/economiasocial/docs/portfoliosocial>

Calls for expression of interest in Mozambique

Giving continuity to its internationalisation strategy, in which the Mozambique market is quite relevant, **Quatenaire Portugal** and its partners **Projecto Go Moçambique** recently presented to Manhica Municipal Council their candidacy to the call for expression of interest in the Manhica Local Strategic Plan.

Calls for expression of interest in Angola

Giving continuity to its internationalization strategy, in which the Angola market is quite relevant, **Quatenaire Portugal** and its partners, **Intersismet** and **Augusto Mateus**, recently presented a proposal for the elaboration of the National Development Plan of Angola

International Seminar "Cultural Quarters - Experiences and Challenges"

By request of the Municipality of Santo Tirso, **Quatenaire Portugal**, in partnership with **Ideias Maiores**, is responsible for the conception and production of the International Seminar "Cultural Quarters - Experiences and Challenges" which will be held 25th, 26th and 27th October at the former St. Thyrso Factory, in the city of Santo Tirso (Portugal).

The International Seminar includes 7 conferences with national and international speakers, International Case Studies with 4 urban projects related to heritage, culture and creative industries, Thematic Workshops (concerning Urban Regeneration Policies, Cultural Local Policies; Fashion; Innovation and Entrepreneurship) and 4 Study Visits in the Northern Region (Santo Tirso, São João da Madeira, Porto and Braga).

Throughout three days, about 50 speakers will attend the seminar, national and international, with very diverse profiles and experiences that will certainly contribute to enrich and broaden the discussion around contemporary urban policies, bringing multiple perspectives about how can cities today, through urban regeneration operations, to value the its heritage and cultural activities, in order to promote economic development and a greater urban competitiveness, among other factors.

Inscriptions to participate in the International Seminar are now open. There are a limited number of places available for the different activities of the event, so booking is essential.

There will be simultaneous translation english/portuguese during the plenary sessions (conferences and international case studies).

This meeting is part of the public presentation of the Cultural Pavillion and the Textile Industry Interpretive Centre, two new areas that are being installed in the "Cultural Quarter" of this former textile manufacturing complex. This operation is integrated on a wider intervention, within the "Urban Regeneration Partnership for Waterfront of Ave River", a project is financed by NSRF / ON.2 whose application was prepared by **Quatenaire Portugal**. Next year will be opened in the same quarter a new incubation structure-oriented for creative activities related to the field of Fashion, which was designated IMOD - Innovation, Design and Fashion (whose the application program was also prepared for the Santo Tirso Municipality, counting with the assistance of **Quatenaire Portugal**).

For more information, visit: <http://seminarioquarteiroesculturais.pt/en>



FÁBRICA SANTO THYRSO

INTERNATIONAL SEMINAR - SANTO TIRSO, 25TH TO 27TH OCTOBER 2012

Cultural Quarters Experiences and Challenges



Quatenaire Portugal is a corporate society created in 1990 and working on the following fields of expertise: Evaluation; Culture; Employment, Competences and Vocational Training; Strategic planning; Spatial Planning; Urban Projects and Policies.

Our approach integrates the development of territories with the improvement of capabilities of private and public organisations. We aim to produce solutions that fit the specific needs of clients and to generate and diffuse pertinent strategic knowledge. In doing so, our multidisciplinary and increasingly qualified group of full time consultants regularly interacts with a network of high-skilled and well known national and international shareholders as well as with a regular and flexible group of external advisers in various fields of expertise.

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