

Consultancy and Events
Corporate Social Responsibility
Sustainability

Ana Portugal



Services presentation

PROFILE



Ana Portugal

Consultant, Event Manager and Lecturer

More than 20 years' experience in Corporate Social Responsibility area

University Lecturer at the Postgraduate Diploma in Image, Protocol and Event Management

Experience in sustainability projects

Building hundreds of social responsibility projects from scratch

Events Manager

Certification as a trainer

Literary author

Experience in organising and participating in humanitarian missions in Africa

Services



Consultancy

- Creation/implementation of an CSR and Sustainability strategy with an impact on the company's DNA and image
- Definition of strategies and actions to support local communities
- Implementation of good responsible and sustainable management practices in the economic, social, environmental and ethical dimensions
- ISO 26000 certification
- Designing sustainability and circular economy plans with the reuse of assets;
- Access to tax benefits for companies with CSR plans



Training and Education

- Training activities in CSR and Sustainability
- Organisation of workshops and webinars in the area
- Preparation of adapted training plans
- Creation of customised content
- Training, teaching, content creation and literary production in specialized areas
- Speaker and lecturer
- Promotion of Environmental, Social and Governance (ESG) projects and focus on the UN's 17 SDGs



Corporate Events

- Planning, organizing and managing corporate events
- Organizing events in a sustainable concept
- Partnerships negotiation and fundraising
- Approaching a privileged network of contacts
- Suppliers selection and negotiating
- Event briefing
- Involving the company's employees, customers and stakeholders in this dual reality

Framework



- Currently in the Portuguese market there are few companies focused specifically on these business areas → Market Differentiation
- Topics with excellent prospects for market growth in the world today and in the near future
- Consumer/partner/employee/stakeholder interest in these 2 areas and interest in getting involved with them



- Presenting innovative projects to the market, acting as an asset for companies that have these kinds of concerns but no know-how or time to develop these kinds of projects.
- Hence the importance of providing specialized consultancy, education, training and event management services to develop this type of projects.



- Experience in higher education for 25 years and as co-author of 2 published books is an asset that allows us to position ourselves in the market as specialists with a double advantage:
 1. Experience in the field of higher education and the university world (know-how and research)
 2. More than 20 years' professional experience in the field, with an excellent network of key contacts and hundreds of projects already completed.

Approach

Start

1 Diagnosis

2 Solution

3 Implementation

Briefing with the client to **map needs** and identify the scope of **intervention areas**

Proposing **personalised solutions**, tailor-made for each client and **differentiated for each project**

Implementation of the defined solution, with advice from a **specialised consultant** and **monitoring** of the project's progress

*Establishment of the **timeline** for project implementation and definition of the partnership model - per project or per consultancy contract*

Advantages



Advice provided by a **specialist consultant**, outsourced, with **no fixed costs** in the company structure



Networking in the consultant's network of contacts in the areas of Event Organization, Social Responsibility and Sustainability



Flexibility and ability to adjust to the needs of the type of trainees and target audience



More than 20 years' experience in the field, with innovative projects and **unique tailor-made experiences**



Market conquest and **differentiation from the competition**



Celebration of **Partnerships** and **Protocols**
Win - win



Differentiation Factors:



Promotion of the brand's image and market recognition among the different players and target audiences in these 2 realities



Innovation and creativity applied to projects, providing unique, inclusive and creative experiences - creating taylor-made projects



Accelerating the process of companies entering the social economy and sustainability areas. Market differentiation in these areas



Impact on the company's business with significant savings (measuring and reducing the ecological footprint and promoting a circular economy)



Participation in a truly social and sustainable economy, helping to break the poverty vicious cycle and take better care of our planet

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