

# Partner Search Form

## Erasmus+ Call for Proposals 2015

### 1. Name of university/institution/organization/company:

Guarda Polytechnic Institute

### 2. Contact Person & Details:

Teresa Paiva

Director of the Research Unit for Inland Development

Director of the Research Unit for Inland Development of Guarda Polytechnic Institute (IPG), since October 2010, Professor in the field of Management and Marketing, at Management and Technology School of High Education (ESTG) of IPG's, PhD in Management, specialization in Marketing, Consumer Behaviour area, holds a master's degree in Business Sciences, specializing in Strategic Management and Business Development and a degree in Economics. Director and Editor-in-Chief of Egítania Scientia scientific journal, since September 2012. Co-founder of the ESTG Marketing Lab/IPG, where develops business/ marketing consulting work. Co-author of the book on Green Marketing published in Portugal and Brazil.

The researches interests are in the area of green consumption behaviour. In the area of consumer behavior, develops activity in trends and product innovation, being currently responsible for Trends and innovation unit of the Inovcluster-Center Cluster Association, and was responsible for TrendsAcademy ó Consumer Trends Observatory, in partnership with the company AYR Consulting, Trends and Innovation, created in November 2009 in the ESTG/IPG until November 2011, and coauthor of the book of 2010 and 2011 resulting from consumer observation studies carried out.

Promoter and trainer of entrepreneurship, is the IPG representative in the coordination of the National Poliempreende Contest ó contest of business-oriented projects. Has 11 years experience in promoting and mentoring business projects, manager of the small business incubator for students of IPG and active in development entrepreneurial projects in education.

### 3. Main field of activities of your institution:

The Research Unit for the Development of Portugal's Inland (UDI) from Guarda Polytechnic Institute (IPG) is an organic unit of education, research and integrated development of Guarda Polytechnic Institute. UDI's general goals are: to promote research and support and participation in scientific institutions, the transfer and economic enhancement of scientific and technological knowledge, the implementation of activities of training and knowledge updating, the provision of community services and development support; and to stimulate innovation and entrepreneurship.

The researchers, who are a part of the UDI, are from different scientific areas as they are part of the lecture staff of the schools of the IPG, but are aggregated here into five research groups, in particular: Expression and Communication; Health; Economics, Management and Methods; Educational Innovation and Teacher Training; and Development of Products and Technology.

In particular UDI develop studies to promote knowledge and prove media and dissemination techniques, technological development, economic, social, cultural, educational and health; develops new techniques for collecting information relating to technology, economic and tourist markets, social fabric, health promotion and education; spread and research technological, educational, knowledge of social, economic and cultural behaviors at international level; contributes to the qualification and permanent scientific and technical update of any trainees, developing activities of specialized training and postgraduate; and performs and support the organization of Seminars, conferences, symposiums and similar activities of regional, national and international scope. Also has the purpose of providing specialized services to the community.

The main field that we develop and are interested in pursue are:

- Bio Economy
  - Product development of natural resources
  - Biotechnology improvements and competitiveness
- Food, agricultural diversity, and nutrition
  - Tourism and nature
- Health
  - Improvement of the well-being and aging
  - Tourism and health
  - Ambient assistant living
  - Bioclimatic
- Open Education
  - New ways of education through TIC
  - Entrepreneurship Education
- ICT
  - New products development
  - Communication and information technologies

#### 4. Previous international experience:

Experience in Erasmus and other Europeans projects:

Please see Annex 1

We also are part of several partnerships and programmes in Europe such as:

- SPACE - Space European Network for Business Studies and Languages;
- CercleS - European Confederation of Language Centres in Higher Education;
- EMEDUS – European Media Literacy;
- ERNET – Education and Research Network;
- MARS - Media Against Racism in Sport – EU / CoE joint programme;
- MEDIANE – Media in Europe for Diversity Inclusiveness – EU / CoE joint programme;

#### 5. Information about the intended Erasmus+ project:

- a. Action (Joint Masters Degrees, Credit Mobility, Capacity Building):  
Capacity Building ó Green Neuro
- b. Coordinator:  
Teresa Paiva
- c. Existing Partners:  
Leeds Beckett University  
Sakarya University

6. Project description:

Abstract: We have to understand better pro-environmental behaviour, their cognitive, affective and psychographics effects. The results on consumer green behaviour prove the complexity and the difficulty to predict and consumer's effectiveness on green behaviour. Pro-environmental purchase is not a priority on consumer buying decisions and they have to face several barriers until they are able to buy green products or behave accordingly. The reason sometimes they chose some products may be driven by other motives, such as health concerns or financial motives, but in practice they contribute to environmental protection and should be encouraged. So it's necessary to analyse what drives consumer behaviour because that even it's not a priority and there are barriers to do it, communication is a strong tool to involve consumers and to influence them to behave accordingly. The discussion around how credible and factual is the communications campaigns and the real effect they have on actual behaviour is not new, but nowadays neuroscience is helping us to understand how consumers think and react to the communication messages and means. We want to know how consumers really make their decisions and offer them the chance to really alter their consumer behaviour in a pro-environmental way. Neuroimaging allows us to estimate brain activity when consumers are visualizing communication stimulus and the location and intensity of this estimated activity provides information of the dynamics and process that guide choice behaviour. This new field of marketing provides new insights on whether the brain evaluates and compares alternatives when decisions are made or if the process that are at stake. This project proposal pretends to evidence just that and unveil the truth behind consumer pro-environmental behaviour. We want to be able to improve education and communication strategies on pro-environmental decisions.

7. In which countries would you be interested in finding partners?

8. Additional Information:

Please return to [erasmusplus@che.org.il](mailto:erasmusplus@che.org.il)

### Annex 1 - Europeans Projects Participation

Program or initiative	Reference number and type of the project	Beneficiary Organisation	Title of the Project	URL
EQUAL		NERCAB, NERGA, Castelo Branco Polytechnic Institute, Guarda Polytechnic Institute, Neue Arbeit, Bidasoa Activa, Chambre de Commerce et d'Industrie de Rouen	ProEnterprise - Promoting Entrepreneur Spirit in Europe	<a href="http://www.proenterprise.net">www.proenterprise.net</a>
ERASMUS-Intensive Program		Klaipeda Business School - Lithuania	CRUSUST - Sustainability of Cruise Tourism	
ERASMUS-Intensive Program	LLP-ERA-IP-2012-LT-0768/PT LLP-ERA-IP-2011-LT-0590	Klaipeda Business School - Lithuania	CRUSUST 1 and 2 - Sustainability of Cruise Tourism ó 2012 and 2013	
ERASMUS-Intensive Program		Sakarya University - Turkey	DESI 1 and 3 - Developing Effective Schools for Inclusion ó 2012 and 2014	<a href="http://www.desi.sakarya.edu.tr/">http://www.desi.sakarya.edu.tr/</a>
ERASMUS-Intensive Program		Sakarya University - Turkey	DETICE ó The development of Entrepreneurship through Interactive Encouragement of Creativity in Education- 2014	<a href="http://www.detice.sakarya.edu.tr">http://www.detice.sakarya.edu.tr</a>
ERASMUS-Intensive Program	2011-1-TR1-ERA10-27813 2010-1-TR1-ERA10-16817	Adnan Menderes University - Turkey	Enjoy your Safe Meal - Food Safety for Tourism Development (I, II) ó 2011 and 2012	
ERASMUS-Intensive Program		Haute Ecole Provinciale de Hainaut-Condorcet- Belgium	FLG - From Local to Global(I, II and III) ó 2010, 2011 and 2013	
ERASMUS-Intensive Program		Vidzeme University of Applied Sciences - Latvia	Glocalizing development: development perspectives of rural regions and small towns in a globalized world - 2014	
ERASMUS-Intensive Program		Guarda Polytechnic Institute, Portugal	IES 1 and 2 - Intercultural Education for Sustainability ó 2012 and 2013	<a href="http://www.ipg.pt/ies2012">www.ipg.pt/ies2012</a>
ERASMUS-Intensive Program		Sakarya University - Turkey	Intimets 3 - Integrative Teaching in Multicultural Environment for Teacher Students	<a href="http://www.intimets.sakarya.edu.tr/intimets3">www.intimets.sakarya.edu.tr/intimets3</a>
ERASMUS-Intensive Program		Marmara University - Turkey	PICA III - Promoting Inclusion with Cognitive Approach in European Countries - 2014	
ERASMUS-Intensive	2012-1-TR1-ERA10-36821	Adnan Menderes University - (Aydin) - Turkey	Summer School for Sustainable Tourism	

Program				
ERASMUS-Intensive Program		Lillebaelt University College - Denmark	TEACHWISE 1 and 2- Teacher Education for Working with Inclusive Education at Schools -2010 and 2011	<a href="http://www.teachwise.liepu.lv/index.php?lang=home">http://www.teachwise.liepu.lv/index.php?lang=home</a> <a href="http://www.teachwise2011.ipg.pt/">http://www.teachwise2011.ipg.pt/</a>
ERASMUS-Intensive Program		Sakarya University - Turkey	USDEC 1 and 2 - Using Schools for Developing European Citizenship ó 2012 and 2013	<a href="http://www.usdec.sakarya.edu.tr/usdec1/index.php?page=about">http://www.usdec.sakarya.edu.tr/usdec1/index.php?page=about</a>
INTERREG		Guarda Polytechnic Institute; University of Salamanca; Local Governments (Guarda, Salamanca)	Network Pandora ó Promoting the Equality Rights and Creating Employment among Interregional Areas	
Socrates	225784 - CP ó 1 - 2005- 1 ó DE ó LINGUA ó L2	Tubingen University -Germany	EXPLICS	
TEMPUS	SEHUD - 530197 ó 1- 2012-1-IT- Tempus-JPCR	Milan Polytechnic, Milan Foundation Polytechnic, Guarda Polytechnic Institute, University of Cambridge, University of Zaragoza; INSA of Lyon, Technology Educational Institute of Athens, Varna Free University of Bulgaria, Association of exchange and Consulting in I. Technology of Montebriard, and more 10 Ukrainian Universities	Architecture and Sustainable Urban Development Based on Eco-Humanistic Principles & Advanced Technologies Without Losing Identity	