

BIP / Digital Bridges

BLENDed INTENSIVE PROGRAM

Lisbon - Portugal
November, 2025

Development

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FRAMEWORK

Digital Bridges: Building Solutions for Accessibility and Inclusion in Communication

Welcome to the Digital Bridges! This intensive project combines hands-on workshops and real-world challenges in communication and technology, with a strong emphasis on accessibility and inclusion. It will engage local and international students in a collaborative environment that utilizes virtual tools to expand cultural horizons, promoting innovative solutions for digital accessibility.

Organizing Institution

IADE – Universidade Europeia

Coordinators

Élmano Ricarte

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Faculdade de Design,
Tecnologia e Comunicação
UE Universidade Europeia

Digital Bridges

Building solutions
for accessibility
and inclusion
in Communication



SUMMARY

Digital Bridges: Building solutions for accessibility and inclusion in Communication

The BIP Digital Bridges: Building solutions for accessibility and inclusion in Communication will be coordinated by Professors Élmano Ricarte e Rui Miguel Pascoal, in collaboration with Professor André Sabino, Head of the Vertical Area of Technology at IADE, and Professor Anna Carolina Boechat, Head of the Vertical Area of Communication at IADE. This project will also involve the participation of professors from partner institutions, who will contribute by providing guidance and support to the international student teams.

The BIP will engage students from all levels from IADE's programs in Design, Technologies, and Communication & Marketing, as well as students from partner institutions, fostering interdisciplinarity and exchange of experiences.

The program's theme focuses on **exploring emerging trends**, such as familiarize participants with the latest innovations in technology and digital communication; **developing practical skills**, to train students in collaborative tools and methodologies, with a focus on inclusive design; **promoting knowledge exchange**, facilitating interaction between different cultures and fields of study, stimulating creative solutions; and **creating real impact**, producing prototypes and ideas that can be implemented in real-world contexts.

This project is highly relevant as it promotes the development of **technological accessibility** in the context of user-friendly interfaces for people with disabilities; **cultural inclusion** such as solutions that respect linguistic and cultural diversity; and **digital education**, fostering digital inclusion through educational tools.

The BIP follows a main question:

"How can we make digital communication accessible to everyone, overcoming technological, cultural and linguistic barriers?"

Institutions to be involved

IADE - Universidade Europeia + **3** institutions

Expected number of participants per institution

- 10 students
- 2 professors

SCHEDULE

Digital Bridges: Building solutions for accessibility and inclusion in Communication

1. Virtual Component (2 weeks before in-person)

Main Objective: Introduce the topic, align expectations and train teams.

Webinars:

- Session 1: "The Future of Digital Accessibility" – with an expert
- Session 2: "Inclusive Digital Collaboration" – with an expert.

Team Building:

- Multidisciplinary groups with local and international students.

2. In-Person Component (5 days)

Location: Oriente Green Campus - Rua Adão Manuel Ramos Barata 3, 1886-502 Moscavide.

Day 1

- Welcome and introduction to the program.
- Workshop: "Design Thinking for Digital Inclusion".

Day 2

- Workshop: "Inclusive Digital Storytelling".
- Beginning of group work – brainstorming and research.

Day 3

- Workshop: "Prototyping and Usability Testing".
- Development of technological solutions.

Day 4

- Group work with mentors.
- Intermediate feedback sessions with mentors and stakeholders.

Day 5

- Finalization of prototypes and preparation for presentation.
- Final presentation of projects to a panel of judges composed of professors and experts.

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