



BIP / ERASMUS+

BLENDED INTENSIVE PROGRAM



Lisbon - Portugal
October, 2025

Development
Prof. Ph.D. Rodrigo Morais - rodrigo.morais@universidadeeuropa.pt

FRAMEWORK

Lab IDEAS: Impact-Driven Education for Action and Sustainability

This BIP proposes the creation of international mixed teams composed of students and professors from different fields and higher education institutions, aiming to address contemporary social challenges through social design. In collaboration with a civil society organization, participants will work on real-world problems related to social inequalities and discrimination. The program combines a virtual component, where participants will be introduced to the social design methodology and the challenges presented by the organization, with an intensive in-person component focused on developing innovative, applicable, and sustainable solutions. This project fosters interdisciplinarity, creativity, and inclusion, providing participants with a transformative experience and generating significant social impact.

Organizing Institution

IADE - Universidade Europeia

Coordinator

Rodrigo Morais

rodrigo.morais@universidadeeuropeia.pt

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SUMMARY

Lab IDEAS: Impact-Driven Education for Action and Sustainability

The BIP Lab IDEAS: Impact-Driven Education for Action and Sustainability will be coordinated by Professor [Your Name], in collaboration with Professor Ana Marques, Head of the Vertical Area of Design at IADE, and Professor Camila Jordão, the developer of the methodology to be applied during the program. 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 second-year undergraduate students 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 the use of social design as a tool to address complex social challenges, such as social inequalities and discrimination, in direct collaboration with a civil society organization.

This project is highly relevant as it promotes the development of practical and collaborative skills, critical thinking, and creativity in international contexts. Furthermore, the BIP aligns with the values of Erasmus+ by fostering inclusion, active citizenship, and positive social impact.

Institutions To Be Involved

IADE - Universidade Europeia + 3

Expected Number of Participants per Institution

10 students

2 professors

SCHEDULE

Lab IDEAS: Impact-Driven Education for Action and Sustainability

Virtual Meeting 1 (Pre-program):

- Objective: Presentation of the partner and formation of international mixed teams.
- Activities:
 - Presentation of the civil society organization partner and the proposed challenge.
 - Formation of teams with students and tutors.
 - Initial introduction to the social design methodology.

In-Person Component (5 intensive days):

Day 1 – Immersion and Initial Analysis

Morning: Introduction to the project methodology and key elements. Detailed briefing on the challenge and task organization.

Afternoon: Field research using techniques such as derivation, affective mapping, and journaling.

End of Day: Analysis of collected data and identification of opportunities for intervention.

Day 2 – Ideation and Concept Development (Part 1)

Morning: Brainstorming session for generating initial ideas.

Afternoon: Preliminary development of concepts, with guidance and feedback from tutors.

Day 3 – Ideation and Concept Development (Part 2)

Morning: Continuation of concept development, with refinement and selection of ideas.

Afternoon: Participation in specific workshops in the labs to explore tools and techniques related to the identified opportunities.

Day 4 – Prototyping and Testing

Morning: Creation of rapid prototypes for the proposed solutions.

Afternoon: Testing with users, collection of feedback, and adjustments to the proposals.

Day 5 – Final Presentations

Morning: Presentation of the final projects to the partner and BIP participants.

Afternoon: Discussion of results and collective feedback from the partner and tutors.

Virtual Meeting 2 (Post-program):

- Objective: Closure and final feedback.
- Activities:
 - Presentation of reflections and learnings by the teams.
 - Detailed feedback from tutors on the results and process.
 - Planning of potential additional outputs (publications, reports, among others).



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