



ISEG  
Lisbon School  
of Economics  
& Management  
Universidade de Lisboa

# OPINIÃO

ISEG has been educating leaders of thought and action since 1911. Today, at a time when society recognises the importance of good economic management more than ever, we are here to build solutions: ISEG - 111 years of a School of Firsts.  
Happy New Year!



Clara Raposo  
Dean of ISEG

## Speech by European Commissioner Elisa Ferreira during ISEG's 110th anniversary commemorations:

"Thank you very much for the invitation extended to me by ISEG and Fundação Económicas to participate in the celebrations of the 110th anniversary of this School of reference and to reflect on the challenges currently facing Portugal and the European Union.

Throughout its 110 years of existence, ISEG has played a key role in Portuguese society, thanks to the quality of its graduates and PhDs and its faculty. Many have gone on to have brilliant academic careers both in Portugal and internationally. Many more went on to play prominent roles in the private sector and in companies, politics, government positions, the Bank of Portugal, and journalism. On a more personal level, as an alumna and still a teacher at FEP, I count on a large number of friends who were educated at this School, some of whom are here today.

ISEG has managed to combine this prestigious past, of which it is justly proud, with a permanent effort of modernisation and reinvention. This effort includes an increasing internationalisation, including by means of the Erasmus student exchange programme, and also the expansion of the postgraduate offer, with ever increasing visible results in both the national and international rankings.

(...)



Elisa Ferreira  
European Commissioner

After 35 years of membership of the European Union, with constantly active evaluation systems and countless experiences, both successful and unsuccessful, this is the time to learn lessons, correct what can be improved, and prepare the agenda for the next 10 years, whilst being fully conscious that we are not alone in the world or in Europe, and that we are an integral part of an economy that every day needs to be more supportive, balanced, competitive, technological, and in tune with the environmental and climate objectives that we have collectively set.

ISEG's history has accompanied the recent history of Portugal, from the establishment of the Republic to the consolidation of democracy. We are now at a turning point – national, European, and global – for which we have to gather together the best spirits. As a European and being a Portuguese, a big thank you ISEG for all that you have already done.

Nowadays, everyone is needed and no one is exempt, but rather mature, experienced, and dynamic centres of excellence such as ISEG currently hold special responsibilities.

(...)

Helping the Portuguese face the challenge of the coming decades is the challenge that ISEG must embrace as it celebrates its anniversary – and I am sure that it will do so. We are counting on you! Today, maybe more than ever..."

You can read the full speech [HERE](#).

In this edition of the Newsletter we highlight the presence of Elisa Ferreira at ISEG as a guest of Fundação Económicas, the retrospective of sustainability at ISEG in 2021, the 30th anniversary of SOCIUS, and the "A School of 1s: 111 YEARS, 111 ALUMNI" section, which features the testimonials of Manuela Ferreira Leite and Luís Urbano.

The following are cited in this number: **Clara Raposo, Francisco Louça, Helena Amaral Neto, Joana Pais, Joana Santos Silva, João Duque, João Peixoto, Luís Cardoso, Manuel Ennes Ferreira, Paulo Trigo Pereira, Ricardo Cabral** and **Sandra Maximiano**.



## Happy 2022!

- >> "Allons enfants de la... Europe!" – na article by **Manuel Ennes Ferreira**, in Expresso. [see more](#)
- >> "Migration in Portugal – what are we and what do we want?" by **João Peixoto**, in Público. [see more](#)
- >> "A difficult year, but with good moments" – an article by **Ricardo Cabral**, in Público. [see more](#)
- >> "The decadence of the SNS is an economic strategy" – an article by **Francisco Louça**, in Expresso. [see more](#)
- >> "If you're offered some anti-establishment magic, be wary" – an article by **Francisco Louça**, in Expresso. [see more](#)
- >> **João Duque** asks: "Don't you like the green?" in Expresso. [see more](#)
- >> **Paulo Trigo Pereira** writes in Observador: "How many dead will there be on the roads during the last week of the year?" [see more](#)
- >> "Where are our children going?" – an article by **Clara Raposo** in the December issue of Executive Digest. [see more](#)
- >> As one of the guest speakers at the XXI Executive Digest Conference, **João Duque** is mentioned in the December edition of the magazine. [see more](#)
- >> **Helena Amaral Neto** in an interview in Exame magazine. "Luxury for a Portuguese grandmother is different from luxury for a Chinese girl". [see more](#)
- >> "Educating and transforming 'mindsets'" – an article by **Luís Cardoso**, in Human. [see more](#)
- >> **Joana Pais** and **Sandra Maximiano** write about "behavioural economics" in RH Magazine. [see more](#)
- >> "Love brands & love employees" – the opinion of **Joana Santos Silva** in Issue No. 24 of "CRHLP Magazine". [see more](#)
- >> **Clara Raposo** participated in the 22nd edition of the Human Resources Conference based on the theme of "People at the Centre". [see more](#)
- >> **Paulo Trigo Pereira** was one of the commentators on the CNN Portugal "Crossfire" programme, where both the new restrictions to stop Omicron and Brussels' approval of the TAP rescue plan were discussed. [see more](#)
- >> In this week's taboo, **Francisco Louça** points out that "there are many more tests now, but they don't meet our needs. There was no preparation for this". [see more](#)
- >> **João Duque** analyses the Portuguese budget deficit on the Evening Edition of SIC Notícias. [see more](#)

## Elisa Ferreira at ISEG as a guest of Fundação Económicas



During the year that is drawing to a close, we were honoured to be distinguished by a visit from the European Commissioner Professor Elisa Ferreira as a guest of the Chair of Fundação Económicas. Elisa Ferreira gave us an inspiring speech and led a lively debate with our guests.



Senior leaders from some of the entities most directly related with Fundação Económicas were present: Steven Braekeveldt (Ageas), Ana Rita Gil (Banco BIC), José Miguel Pessanha (Banco MillenniumBCP), António Guerreiro (Banco Finiania), Paulo Moita de Macedo (Caixa Geral de Depósitos), João Bento (CTT), António Lagartijo (Deloitte), Manuel Alfredo de Mello (Nutrinveste), Jaime Andrez (Párpública), António Brochado Correia (PWC), Rodrigo Costa (REN), Otmar Hubscher (SECIL), Luis Carlos Infante (Bankinter), José Azevedo Pereira (Banco Eurobici), Nuno Terras Marques (Visabeira), Mário Vaz (Vodafone), Vítor Domingos dos Santos (Metropolitano de Lisboa), José Soares de Pina (Altri), Madalena Cascais Tomé (SIBS), Rui Pedro Almeida (Moners), Gilberto Jordan (Grupo Amal Jordan), and Chris Sainty (HM Ambassador of the United Kingdom to Portugal).

Besides the Dean and Vice-Dean of ISEG, this event was also hosted by the Chair of the Fundação Económicas, Dr. Carlos Rodrigues, and also Prof. João Duque, Member of the Board of Fundação Económicas.



## A School of Firsts: 111 YEARS, 111 ALUMNI

**Manuela Ferreira Leite | Luís Urbano**

In this edition, we share the testimonial of **Manuela Ferreira Leite** and **Luís Urbano**

**Manuela Ferreira Leite**  
Graduated in Economics, 1963  
Minister for Education (1993-1995), Minister of State and Finance (2002-2004), Member of the State Council (2006-2008)



### MANUELA FERREIRA LEITE'S ISEG, in first-person

"Remembering the School where I studied nearly 60 years ago, is to go back to a distant time that didn't stop back there.

Its reflexes reverberated throughout my life, leaving marks that are still very much alive today.

Over its 111 years of life, it is imperative that we see it as a Pioneering School, which is justified by at least two facts.

The first is for its decisive role in the creation of the Bachelor's degree in the areas of Economics and Finance, as for many years this was the only School dedicated to these subjects.

The second is its contribution to the political evolution of the country, reflected in the undeniable fact that the 25th of April arrived at ISECF some time before it affected the country as a whole.

ISEG has experienced many challenging times, but it overcame them all and has survived the competition of modern times.

A School with a History that everyone who studied there can be proud of."



(Right photo) Manuela Ferreira Leite during her time as a student at ISEG and nowadays (left photo).

**Luís Urbano**  
Graduated in Economics, 1993  
Film Producer (THE SOUND AND THE FUGE)  
Member of the Academy of Motion Picture Arts and Sciences (Hollywood, USA) and of the European Film Academy



### LUÍS URBANO'S ISEG, in first-person

"Congratulations to ISEG, which celebrates 111 years of existence!

It is with great pleasure that I respond to Clara Raposo's invitation to leave readers my testimony of this School that I attended in the late '80s and early '90s of the last century.

When I started at ISEG, many people congratulated me on my achievement and reminded me that this was the school that has produced the majority of the finance ministers of our country.

During one of the first lectures – I think it was about the Principles of Financial Management – the professor welcomed the students and prophesied in a serious tone of voice that if we possessed the ambition to become the Minister of Finance or the Governor of the Bank of Portugal, which is the maximum and natural ambition of an ISEG student, he said that at most this would only be possible to fulfil for one of our generation. Well, in this case, it fell to Mário Centeno, who was from the year before me.

Once this prophecy was assimilated, I set my own expectations and tried to enjoy the experience of starting out at University with the sense of responsibility that was possible for an 18 year-old "lad" who had come from Vila do Conde to Lisbon. I studied more or less, whilst at the same time I took full advantage of what ISEG offered beyond just studies. I was fascinated by the student movement and the exercise of freedom.

I became involved in the student association movement and ended up being on List I which was elected to become the Board of AEISEG in 1987. There I learnt how important it is to have a political conscience and I also learned, together with my peers, how to manage an Association which at the same time was one of the largest of the Lisbon academic world.

I owe many things in my life to ISEG, one of them being that it provided me with a valuable encounter with knowledge, plurality, and diversity.

Long Live ISEG!"



Luís Urbano nowadays (left photo) and during his time as a student at ISEG (right photo).

## ISEG alumnus ordained a deacon by the Cardinal-Patriarch

Diogo Tomás, from Évora de Alcobça, was **ordained a deacon** on the 28th of November. The diaconate ordinations conducted by the Patriarchate of Lisbon took place in the Church of Santa Maria de Belém, in the Jerónimos Monastery, with the ceremony being presided by the Cardinal-Patriarch, D. Manuel Clemente.

The alumnus, aged 28, studied for a degree in Economics at ISEG and was later admitted to the Patriarchal Seminary of São José de Caparide in 2015. He is currently attending the 6th year of Theology at the Major Seminary of Christ the King of Olivais.



## What's Up @ ISEG

### Thematic Cycle | Psychosocial Risks and Labour Rights

Date: 19th, 20th, and 21st of January, 2022  
Time: 09.00 – 18.00  
Location: Lecture Theatre 3, Quelhas  
Further info: [here](#)

ISEG and the Working Conditions Authority has organised a Thematic Cycle on Health and Safety at Work, entitled "Psychosocial Risks and Labour Rights".

This 3-day cycle develops various topics related to Health at Work and aims to contribute to the development of a culture of prevention through the sharing of scientific and technical information and good organisational practices in this area – focussing especially on psychosocial risks and inherent labour rights.



## Research news

### SOCIUS and the PhD in Economic and Organisational Sociology of ISEG were 30 years old in 2021.

To celebrate this date, a series of initiatives took place throughout the year, one of them being the monthly publication in **Público** newspaper of a series of contributions by various researchers from SOCIUS, with the aim to share some of the research in which the centre has been involved.

**João Peixoto**, the Chair of SOCIUS, wrote the last of the 12 essays that were published. Click on the image below to read his essay on "Migrations in Portugal - what are we and what do we want?"



## 2021 - A year of Sustainability

2021 was another year of progress for ISEG in terms of affirming a sustainability strategy in its various aspects, despite the pandemic and the overlying context of uncertainty.

Watch a brief summary here:



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