



# PACOPAR

COMMUNITY ADVISORY PANEL OF THE RESPONSIBLE CARE PROGRAM  
MAGAZINE 2012



# INDEX

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# THE PRESENT IS ALWAYS A TRANSITION

ANTÓNIO CASTRO VALENTE  
PACOPAR CHAIRMAN

The past and the future meet in this edition of PACOPAR Magazine. Although it's certain that the Panel's past marked the Estarreja chemical companies' paradigm change, the future claims for "a new breath". The president of the City Council of Estarreja makes the appeal himself on the interview that opens the current edition. José Eduardo de Matos took office in 2001, the same year PACOPAR was established, with the local government as founding member. This is a good excuse for balances.

We've left behind 12 years of creating synergies between the several members of PACOPAR, which resulted on benefits for different areas, like civil protection, safety and risk prevention, environmental protection, training and information. When developing a closer relation to the community and knowing their needs better, chemical companies realized they could strengthen their Responsible Care. They have started an annual donations program, intended to fund non profitable social projects. We have visited some beneficiary institutions and present on this edition's dossier several achievements made on the last few years, which have helped various entities to fulfill their missions.

The valuation of training and education has been, from day one, a guiding principle for the Panel's actions. As soon as on its second year, schools have been invited to become members of PACOPAR. Today, schools are an important link to the community. And the opinion is unanimous: a greater dialogue between school and companies is required. This is evident in the article that seeks answers for the question "how can professional training courses better adjust to the realities and needs of the companies?"

School and company try to anticipate the future. Because skill, and even determination, seem to derive from training, specialization, dedication and work. These are the common features we have found on the stories of Estarreja entrepreneurs, who have offered this edition of the PACOPAR magazine both the tales of their experiences and a dose of inspiration. An example illustrating that education has results in the creation of employment. Because it is possible to swim against the tide.

To testify to this, there's the Cine-Clube of Avanca, today one of the most acknowledged producers and distributors of cinema and audiovisual media in the Portugal, awarded over 150 national and international prizes. On the leisure suggestions section, we hope to make you curious about the Avanca cinema, and to work up your appetite. Confraria da Broa d'Avanca (Brotherhood of Avanca corn-bread) is conquering the tastes of the modern gourmet trend with this "pão dos pobres" (bread of the poor), kneaded and baked according to the popular and secular wisdom. It's the past metamorphosing in the future.

As usual, we continue to offer, in this edition, the safety and environmental performance indicators of chemical companies and some brief PACOPAR news, focusing on last year's main activities. The article of the Associação Portuguesa das Empresas Químicas (Portuguese Chemical Companies Association) continues to provide an outlook on Responsible Care.

We hope the several themes explored in the PACOPAR Magazine 2012 make you reflect about the past and future of Estarreja, because the present is always a time of transition that should motivate us to be active and proactive citizens.





ABOUT TO COMPLETE HIS FINAL MANDATE ON THE PRESIDENCY OF THE ESTARREJA CITY COUNCIL

# JOSÉ EDUARDO DE MATOS APPEALS TO PACOPAR FOR A "NEW BREATH"

José Eduardo de Matos was elected for the first time to the City Council of Estarreja (Câmara Municipal de Estarreja - CME), in 2001, the year of the PACOPAR establishment. As a founding mem-

ber and throughout 12 years, the Council has been a partner of the Panel for dialogue and achievements. José Eduardo de Matos acknowledges the PACOPAR importance to the change in the devel-

opment paradigm of the chemical industry in Estarreja, but he asks for "a new breath" for the Panel. Completing this year his third and last mandate as Mayor, we have talked with the man who is also

the third democratically elected Mayor in the history of the Estarreja municipality, in order to reflect on a few changes that occurred over the past dozen years.

## PROFILE

In 2001, when he took office for the first time at the Estarreja City Council, at 41, José Eduardo de Matos had already built a career as a lawyer, after completing his degree in law and political science on Coimbra Faculty of Law. Before choosing politics, he enriched his résumé serving several community associations, like RUC (Rádio Universidade de Coimbra or Coimbra University Radio), the newspapers *O Concelho de Estarreja* and *Jornal de Estarreja*, the Rádio Voz da Ria (River Voice Radio), the associations Quinta do Rezende, Clube Pardilhoense and Atlético de Avanca, the Fórum Estarrejense (Forum of Estarreja), Rotaract Clube de Estarreja (Estarreja Rotaract Club), Estarreja Fire Department, among other entities.



**You studied in Coimbra and after your Law-degree returned home. Politics were not yet on your plans and the involvement in local associations was your first way of serving the community. Tell us a little about that experience.**

Before heading for Coimbra I was already related to associative groups. This is a tradition we have on the municipality and I hope it never wears off. When I returned from Coimbra, I kept those relations. I've been involved in the creation of Rádio Voz da Ria; previously I had already founded Rotaract. Later I was on the Quinta do Rezende Association, the Fire department... I have always kept a relation with public service, and some people thought I had a way for politics, but I believed these were different fields. Until the moment I realized that, deep down, I was creating empowerment, a fashionable subject nowadays, that is the involvement of citizens. I was active, participative, involved in causes and, basically, I was already and unknowingly making politics, even if not in its formal understanding.

**You have been invited several times before accepting to apply for the presidency of the CME. Why did you hesitate?**

I thought politics was for the politicians and that I had nothing to do with it. There was a more rational part of me that told me not to go, but then a more emotional part said: why don't you? That





created a lot of stress in me and, deep down, when I decided to go, I did it to show people that it's possible to be in politics and still be believable, that I would basically do what I was doing before in the private sector, I would dedicate myself to things.

**What was your hardest decision throughout these 12 years?**

The hardest was deciding if I would apply or not. Then, there have been many difficult processes which became easy decisions, and a few seemingly easy situations that became difficult. The toughest decisions are those involving a greater pressure, a greater participation from the people, and stress from the media. For example, the case of the urgency of the hospital was a complicated situation, just like the IC1 (a national road crossing Estarreja) issues. Those were the moments where there was greater follow-up, greater tension, and when greater discernment is required. In moments like these, one must overweigh decisions. It's not enough to have technical skill, one must be more considerate than most.

**You have recently considered that the "virar Estarreja para a Ria" (turn Estarreja towards the River) goal, the slogan that has accompanied you during your mandates, has been fulfilled. Do you consider that, besides the CME, the industry has also contributed to achieve this?**

I believe the leading part was that of the CME. The only way to make meaningful public policies is to know the territory, which translates into knowing its culture, its history, the people, its potential, the obstacles and, subsequently, try to find a path. Often, the problem is not knowing the territory. I knew the Estarreja territory well, its reality and the dimensions in which we could grow further. Estarreja had notoriety, but it was a negative notoriety. The challenge I was facing was turning that negative notoriety into positive. We have had a development model very much based on the modern industrial era, which had its benefits and its harms. It was a national decision to install that industry here. Therefore, we had to face this with courage.

We had the pollution issue, but Estarreja was much more than that. If there's a geographic element common to the whole municipality is the Ria (Aveiro river estuary). Today, this aspect is symbolized by BioRia. A group of students from



the University of Porto has heard that this was my candidacy's slogan and came to us purposing the implementation of a project, and BioRia was born.

The University of Aveiro was right next door and they were, very well, concerned with the urgency of environmental issues, with the pollution problem, but they never left that paradigm. They were stuck on the same type of prejudice that had existed in governmental bodies: the environment is supposed to be protected and closed off. BioRia became pioneer because it says that there's a patrimony here, which we must protect by valuating it.

In order to take advantage of that lagoon front, we had to face pollution. A combined work on a municipal and regional level was carried out, which consisted in implementing SIMRIA (Sistema Intermunicipal de Saneamento da Ria de Aveiro / Intermunicipality Sanitation System for the Aveiro River Estuary). My effort from the early cooperation with the Estarreja Chemical Complex (CQE - Complexo Químico de Estarreja) was ensuring the connection of all companies to the SIMRIA, extinguishing the effluent phenomena. Project ERASE also arose (see call-out box), and allowed for confining an environmental passive found out previously in the open. These solutions and cooperation arrived to answer a global longing, by creating the conditions for the turning point, which would allow the Ria (Aveiro river estuary) to gain a new breath.

**ERASE**

ERASE is a project to solve the environmental passive associated to industrial solid waste accumulated over decades at the Estarreja Chemical Complex. The project reached its conclusion in 2005, with the confinement in a fully impermeable structure of thousands of tons of contaminated material. With the commitment of chemical companies on this project and the ongoing investment in environmental protection technologies, the impact of the environment in industrial activities is being significantly reduced.

**Which are the most significant changes you can identify in the CQE evolution throughout these 12 years?**

This environmental issue is one of them, understanding that the original model was no longer valid. Today, there's a global sense of sustaina-





ble development that requires a more balanced relation between production and emissions. And companies understood that. The relation that supposedly existed before, based on the assumption that companies are good because they provide employment, is inverted when we realize there's a whole set of pollution sources that originate from the CQE. This creates the need for change and companies have taken steps to establish a relationship with the community. And we have that mutation, deeply rooted in PACOPAR. All in all, companies started to have a face. Before that, there wasn't such a close relation that could allow to know human faces. We can find management solutions, but personal acquaintance gives us a huge advantage. Companies now have a face and for me that was a vital change. And the principle behind PACOPAR, behind Responsible Care, is transversal. It's not only for companies, but for all of us. This relationship is constructive, not only companies benefit from it, but also the community, which has been learning with the companies know how. And if we boost this paradigm of social responsibility, we are now faced with new challenges. Today's challenge for PACOPAR and the Estarreja community is not to allow numbness. We have many local, national and European responsibilities. PACOPAR earned a European award, we have been fashionable for a long time. We now need a new breath, to face a few lethargic winds ahead.

**And how do you believe PACOPAR can improve performance, materialize that new breath?**

PACOPAR has a very rich past in this sense, it was at the vanguard of many current concepts and practices, I have learned from that myself. None of the companies is where it was ten years ago. They have all undergone deep changes and PACOPAR must follow-up. The key is not reducing supports, nor delaying processes, is to broaden even more. Sometimes I feel answers take too long to be given and that cannot happen. We are

in a time that demands more answers, and quicker than companies can provide. On one hand, PACOPAR has a solid position in Estarreja, but it must go further. I would like a larger interception with the community, a stronger sense of responsibility, accompanying this trend coming from the UN and the EU, with the advantage that we have foundations here. We are not doing this because it's fashionable; we are doing it for the attitude, deepening our relationship with the community. We know a lot. We have the experience and the knowledge, but we must extend it further. We already understood traditional economic growth models cannot endure. My desire and appeal is that PACOPAR does not fall asleep on past achievements, which are many and positive, but

**"WE ALL CONTRIBUTED TO THE EVOLUTION AND MUTATION OF A DEVELOPMENT MODEL"**

In spite of the initial hesitation, José Eduardo de Matos now concludes he wish he had come to politics earlier, because he sees the 90s, after the 80s, the "time of municipal empowerment", one of the most fruitful times for municipalities, before the obligations imposed concerning budget deficits.

**What's different in Estarreja today from what it was 12 years ago?**

Several dimensions that have replaced a unique focus previously turned to industry. "Today people say Estarreja has industry, has a Enterprise Ecological Park, a different bet on environmental issues, a strong culture, a bet on education", he mentions, closing the gap: "We have an active and innovative perspective in our relation to the environment. In this sense, we all contributed to the evolution and mutation of a development model."

**What about returning to law?**

It may be a possibility in the future, after ceasing the mandate in CME, but it's not the only one. Although highlighting the possibility of returning to law, José Eduardo de Matos doesn't neglect remaining in the public service career. "However, at this time, I don't know", he assures.





that PACOPAR travels further ahead, with a new breath, and that it is more transparent.

**Estarreja is now a municipality with a more articulate civil protection than 12 years ago?**

I think the municipality has always taken great interest in civil protection. There were even times when the impacts of such interest on the population weren't realized, and there was some alarmism. There has always been a concern both from public authorities and companies. But we had to find a different balance. To prevent what we can prevent, to plan what we can plan, and prevent in the right way close to the public opinion. We are here we are prepared. We work with dangerous products all day. I believe there has always been a concern both from companies and authorities and we have a greater balance today.

**Do you miss being a lawyer?**

I always have. That was one of the reasons I was so conflicted about turning to politics. I enjoyed being a lawyer, I had a successful career, I miss it and I go to my office every week. I have used my legal skills, and I still do, to solve issues in here, but I've kept my mail in my office and I go there every single week. I don't want to lose that connection, because it's part of my security and my security is part of my freedom, it's the foundation of my freedom, and because that is a world I have always enjoyed. And a world to which, who knows, I will return.

**How would you like to see Estarreja 20 years from now?**

Much better than today. One never does everything, nor does one do everything right. There are always new areas to bet on and new paths to travel. Currently, due to the most recent evolution, the parameters with which a mayor works are always

different from those I have worked with. These have always been different, but now a more drastic change has occurred. Currently, the CME is already positioned for the future. Mainly, it will maintain works, not so much of a builder anymore. It will be more focused on the quality of service, and on stronger social relations. That is a path that can be further developed upon these inter-municipality communities issue, where there may be a bit of a hidden, or embarrassed, regionalism. Portugal has a problem of centralization. What I wish for Estarreja is that, when the decentralization path is further developed, there's a chance for traveling it and that future mayors can focus on this with dedication and commitment.

**A LEAST KNOWN PORTRAIT**

José Eduardo de Matos was a football athlete federated in national sports organizations. This and the taste for reading are some of his least known aspects. With the city council work, reading was left behind, nonetheless, while a Mayor he imprints a bit of a self-style poetics on his speeches and writings. Thus, he tries to sweeten life's seriousness through humor. "I was very into Queirós, although Eça is very acidic, which I don't appreciate, but the sense of positive irony is very important. And the dream perspective is fundamental", he considers. When he started at the CME presidency, he no longer read books, but reports instead. "Now, I only manage to read a book during the summer and, sometimes, the books I present. And I read the newspaper", he says, seeing culture as cathartic activity. "If we don't have a cultural dimension, we become over attached to our daily routine, small things, difficulties and problems. These are real issues, but there's no use in harping on the same string all the time, because that's not the way to find solutions. I figure the cultural dimension lifts us, makes us go beyond this and gives us a different perspective, maybe a dreamy one, but dream is what drives life, and that is always a good place to find ourselves."





PACOPAR ANNUAL DONATIONS PROGRAM – WHAT ARE THE RESULTS?

# MORE EDUCATION, MORE SOCIAL SUPPORT, MORE CIVIL PROTECTION

From the beginning of their annual donations program, PACOPAR chemical companies have supported, until 2013, about 100 Estarreja communitarian projects, amounting to over half a million euro. The annual donations program is promoted by Air Liquide, AQP, CIRES, CUF-QI and Dow Portugal companies (TJA has participated for two years) from 2006, intending to help the implementation of non profitable projects from local institutions, which aim to achieve social benefits, thus contributing to the sustainable development and the quality of life of Estarreja.

Throughout the years, projects have been supported in areas the companies have considered

vital for the development and well-being of the Estarreja community, such as education, social service, civil protection and sports. After five consecutive years implementing the program, PACOPAR visited a few projects put in place with the donations granted, and shares the institutions' conclusions: the Panel's donations program has contributed to the fulfillment of several organizations' missions.

## EDUCATION

A large part of the support granted has been channeled for educational projects, which have been reflected in the improvement of the material conditions of libraries, and in the increment of

their bibliographic estate, in acquiring interactive whiteboards and other electronic and laboratory equipment, which has improved the pedagogic conditions of schools.

## AGRUPAMENTO DE ESCOLAS DE AVANCA (GROUP OF AVANCA SCHOOLS)

### School library renewed

Before the school year 2007/2008, the Group's library did not meet the needs of the school and books collection was small. With the new library project, which joined together three adjacent classrooms, a wide space was created, with areas for support, for books consultation, computer with access to the internet, and spaces dedicated to reading, video and audio. The library serves about 650 preschool, 1st, 2nd, and 3rd cycle students of this group of schools.

*"The library was thus able to accompany the changes demanded, to contribute to the school success, to develop the various types of literacy, through activities conducted throughout the year, in cooperation with all groups of school subjects. Its performance in the development and support to several disciplinary areas has significantly improved, as well as other activities focused on educational development. In this area, activities are conducted, not only for 2nd and 3rd cycles, but*

*also for preschool and 1st cycle students from the whole Group of schools."* Elsa Moinheiro, director of the Agrupamento de Escolas de Avanca (AEA or Group of Avanca Schools)

### Pro health education, understanding life sciences

"Discovering Ecosystems", "Research reality - know the truth", "Think healthy, live better" and "Basic education scientists" were the first projects conducted in the scope of pro health education, based on the knowledge of life sciences. Training / information activities and workshops on healthy life styles were developed, which triggered a behavioral change throughout the whole educational community. In the area of experimental science, the natural science laboratory was re-qualified with several materials, making it possible to conduct classes of a more practical component, leading students to a greater involvement in scientific and technical subjects, achieving a better understanding of the world around them.

*"The evolution in terms of interest and taste for learning from most students is notable, inevitably reflecting in terms of promoting education success and preventing school dropouts, allowing many of them to pursue their studies in the fields of science and technology."* Elsa Moinheiro, AEA director







### Permanently safe children

The project, still under development, comprehends around 350 students of the 2nd and 3rd cycles, and aims to gift the school with equipment more fit to maintaining safety. A water intake with maneuver device and fast-coupling system, photo-luminescent signage for escape and emergency exits, and fire fighting systems, as well as an extinguisher and a fire blanket for the kitchen have been installed. It was intended to reduce the possibility of fire at the school and to increment the fire fighting media.

### Gifting the school with multimedia IWB

Classrooms of Mato N.º 1 Basic School (Escola EB1 do Mato) were equipped with interactive whiteboards (IWB), which allowed for diversifying the technical teaching and learning possibilities.

*"The interactive whiteboard acts as a teaching / learning instrument that allows for boosting the student's concentration / commitment and for promoting a greater involvement, thus, this is an instrument that facilitates learning."* Elsa Moinheiro, AEA director



### To grow up playing

In the premises of the Bandeira N.º 1 Basic School and Kindergarten (Escola EB1 e Jardim de Infância da Bandeira), a floor has been installed to allow students to develop physical and cognitive activities, important for their development as social beings, who are both interventional and critical.

*"Whenever there's time, we conduct physical activities and drama expression in this area, thanks to the excellent features of this floor. Other activities allowing students to develop their socialization according to attitudes and values that lead to their complete education are also conducted."* Elsa Moinheiro, AEA director



### AGRUPAMENTO DE ESCOLAS DE ESTARREJA (GROUP OF ESTARREJA SCHOOLS)

#### "To learn by playing"

Implemented in Canelas Basic School (Escola Básica de Canelas), this educational project consisted in equipping the library, through the acquisition of bookcases, computer, printer, books, and recreational and pedagogic material.

*"Images of the students' happiness while, in the patio, they release their energies enjoying the material acquired, playing in the right place at the right time."* Luísa Santos, teacher at Canelas Basic School

#### "Reading Corner" and "Entertaining Recesses"

These were two projects developed in school years 2008/2009 and 2009/2010, in Pinheiro Basic School (Escola Básica do Pinheiro), which foresaw the creation of a reading area for children and the equipment of a school yard.

#### "Reading invites you", "Playing with rules" and "Growing up with Math"

Senhora do Monte N.º1 Basic School (Escola EB1 Senhora do Monte) has developed three projects throughout several school years. Books and bookshelves, didactic games and a video camera have been acquired to make reading a more appealing activity. Other resources, like CD's, DVD's, datashow, two laptops and a karaoke system have allowed to play with rules, while new didactic games have contributed to growing up with Math.

#### "Let's take care of our posture"

To ensure a correct posture for children was the priority for Santo Amaro Basic School (Escola Básica de Santo Amaro), which acquired varied

ergonomic equipment. With the support of the PACOPAR companies, school was also able to install and manage a library.

#### "Building knowledge - new learning areas 1, 2 and 3"

The project of Terra do Monte N.º 1 Basic School (Escola Básica - EB1 - Terra do Monte) consisted in creating conditions to make its reading area more comfortable and cozy, by acquiring varied equipment.

*"The material acquired has allowed students to capitalize their interests, the possibility to read autonomously in favorable and comfortable conditions, exploring their abilities to think, communicate, solve problems and make decisions in a proper and responsible manner. This was a growing investment in knowledge and with own interests, which will reflect throughout their lives."* Adosinda Vinagre, teacher at EB1 Terra do Monte.

#### "A room where we can learn to play"

This is a recreational library, currently being created on the headquarters of the Group of Schools of Estarreja, an area that will be common to the kindergarten, the 1st cycle of the basic studies and the Multi-disability Support Unit. This facility will be installed on the Group's new building.

*"This is added-value because it can offer children a place of greater comfort and motivation for learning with free activities and / or accompanied by the teacher. Besides that, it can also be used for recesses, in days with poor climate that does not allow outside activities."* Marilene Santos, teacher at Padre Donaciano de Abreu Freire Basic School (Escola Básica Padre Donaciano de Abreu Freire



AGRUPAMENTO DE ESCOLAS DE PARDILHÓ  
(GROUP OF PARDILHÓ SCHOOLS)

**"Water in Pardilhó"**

Acquiring a set of small kits has allowed 7th and 8th grade students, in the scope of the Science Club and the Physical and Chemical Sciences, to perform their first researches and environmental analysis.

*"Students have started, with these kits, to acquire discipline and scientific method with small water analysis experiments."* Ana Paula Vilas Boas, teacher at Group of Pardilhó Schools(AEP).



**By "Dreaming...counting...listening...interacting", the "interaction is constant"**

Throughout two school years, Pardilhó kindergarten has achieved these two projects. They have acquired three interactive whiteboards for three kindergarten classrooms, which benefited about 60 children from between three and five years old.

*"We feel this material allows for complementing the activities developed, offering children and others involved new technological methods, contributing to sustainability, reducing the use of natural resources, such as paper, for example."* Graça Abreu, teacher of the AEP.

**" Whiteboard, magical board"**

Acquiring an interactive board allowed for developing activities that are more appealing to students with learning disabilities and special education needs.

*"The whiteboard is working in a 1st year class (20 students) since the beginning of the first term of this school year (2012/2013), which includes a student with severe disability, and thus, one of the main goals of the project has been accomplished.."* Rosa Tavares, teacher of the AEP.

**"Multimedia in the classroom"**

With the teaching possibilities created by three LCD TVs and three DVD readers acquired, students of languages of the 2nd and 3rd cycles can easily develop their oral comprehension and production skills. The equipment is also used in other subjects, to view documentaries or movies.



ESTARREJA SECONDARY SCHOOL  
**3 SSS**

In the scope of their program "Reducing risks, promoting a healthy life", the Group for Health Education of the Estarreja Secondary School (ESE - Escola Secundária de Estarreja), has defined the "3 SSS" project – Safety, Health (Saúde) and Sustainability. Throughout three school years, the Group undertook training actions and lectures for the education community, screenings, sports activities, and support to students' projects, leaflets, a blog, and other initiatives. Acquiring equipment and material with the help of PACOPAR has allowed for a greater dynamics in performing a few activities. This health education promotion work is framed within the guidelines of the Ministry of Education and Science. The equipment is still available at the school, for educational use.

*"Realizing these projects was never dependent on the financial funding of PACOPAR, but the amount granted allowed increasing the efficacy of projects throughout the three school years (2009-2010 to 2012-2013)."* Manuela Azevedo, teacher at the ESE.







### SOCIAL ACTION

Requests for support in the social area have increased progressively in the past few years. Answers have allowed for rehabilitating social security housing, to improve infrastructures of retirement homes, day care centers and the general service of social support.

#### ASSOCIAÇÃO HUMANITÁRIA DE SALREU (HUMANITARIAN ASSOCIATION OF SALREU)

##### Improving access conditions for people with physical disabilities

After a Social Security visit, the Humanitarian Association of Salreu (AHS) felt the need to improve access conditions at the institution entry for people with physical disabilities and for medical emergency teams. All necessary adjustments have been made with the support from companies of the Panel.

##### Training room equipment

The improvement of the institution's training room equipment was necessary due to the need for ongoing training of AHS staff. Currently, the room is used for long term training of the retirement home staff and, on a weekly basis, it supports the GNR (National Republican Guard) and the Centro de Saúde de Estarreja (Estarreja Medical Center), for training targeting the general population.

*"This meant added-value for the institution, which not only was given the opportunity to comply with a labor law, by training its collaborators, but also could help other institutions in the council, keeping an open and dynamic posture, at all times."* Guilherme de Pinho Ferreira, president of the AHS board of directors.

#### ASE – Associação de Solidariedade Estarreja (Solidarity Association of Estarreja)

Creating the Teixugueira children's park was the first support the Panel offered ASE, followed by the donation for construction of a house in Santiaais, for rental to a poor family. In recent years, the donations from PACOPAR companies have helped the rehabilitation projects of social security housing in Urbanização da Teixugueira, the rehabilitation of three houses belonging to poor families that lived in poor housing conditions, and the purchase of a van for collection and distribution of meals.

*"As time goes by, the number of families asking for help has increased. We have people to whom we provide food, who we couldn't even imagine needed help."* Alberto Vidal, president of the ASE board of directors.

#### CERCIESTA

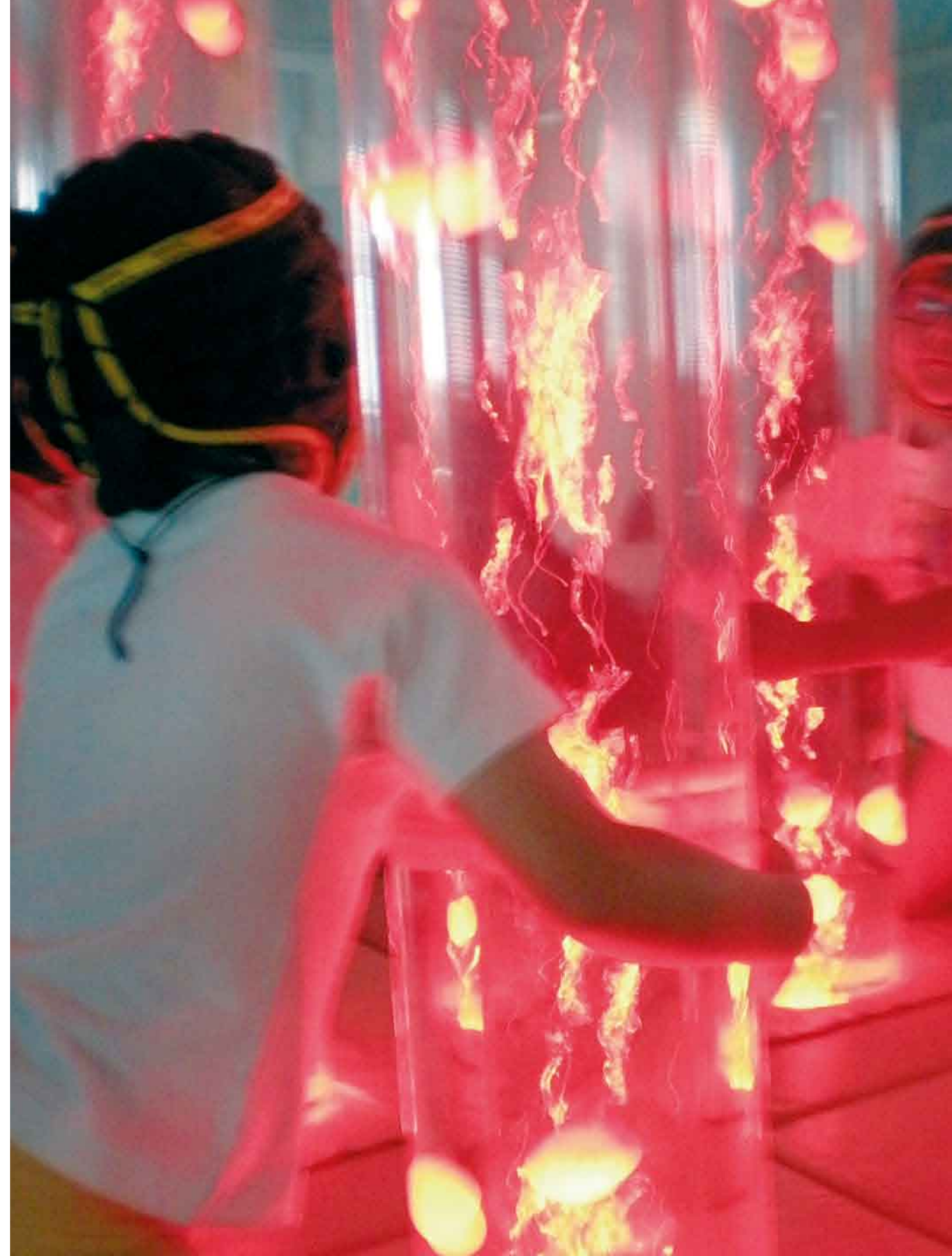
##### ADIGIESTA Pavilion

The pavilion has multi-sensorial equipment, which made it possible to create better comfort conditions for young adults with multi-disability.

##### Snoezelen Room

Upon the installation of varied equipment, the Snoezelen room offers a diversity of sensorial stimulation, of light, music, notes, sounds and tactile stimulation.

*"It made it possible to improve the quality of life of people with multi-disability, students / users of Cerciستا, students at the Multi-disability Support Unit of the Group of Schools of Estarreja and users of the retirement home of Cônego Filipe de Figueiredo Foundation."* Maria de Lurdes Breu, president of Cerciستا.







#### Santa Casa da Misericórdia

Support given to Santa Casa da Misericórdia (SCM) of Estarreja have allowed to acquire equipment for the Social Recreational Center of Teixugueira, an intervention previously object of unsuccessful fund raising campaigns; requalification of the laundry, which was obsolete and didn't offer good working conditions; requalification of the retirement home, namely replacing the window frames, which impacted on the lack of comfort of users and employees.

*"PACOPAR solidarity support has always answered to some need and difficulty of certain facilities and services and has allowed Santa Casa to fulfill its mission in the fields of assistance and protection of the poor and fragile members of our society."* Rosa de Fátima Figueiredo, Ombudswoman of the SCM of Estarreja.



#### Serigraphy Workshop

It made it possible to broaden the Cerciستا users occupation activities with serigraphy. Several works for private users and local associations have already been made.

#### Cerciستا Music Group

Acquiring music instruments allowed for broadening Cerciستا's activities with music expression.

*"Currently, there are 20 young people in the Cerciستا Music Group."* Maria de Lurdes Breu, president of Cerciستا.

#### CIVIL PROTECTION

In this area, supports have been channeled for the institution in the municipality which is the key element for the civil protection system's operation in Estarreja, and which regularly cooperates in training actions with companies of the Estarreja Chemical Complex. With support from the fire department, PACOPAR contributes to achieve one of its core goals: to care for the maintenance of the community's safety and health, and for the environment preservation.

#### ESTARREJA VOLUNTEERS FIRE DEPARTMENT

##### Permanent Civil Protection Public Support Office

Even before executing their donations program, under their commitment to contribute to reinforce the municipal civil protection, PACOPAR funded the creation of a permanent civil protection public support office, headquartered at the Estarreja Volunteers Fire Department premises, open 24 hours. The expenses on human resources are still being supported by the chemical companies.

##### Light Command Vehicle

Transforming and converting a van, for the creation of a command vehicle, "Auto Chefe Ligeiro" (Light Command Vehicle), to support media coordination at the operations stage, where there's a need for a Command element, on an initial intervention.

##### Coupling Masks

Acquisition of coupling masks for helmets, and six breathing equipment bottles. The acquired masks facilitate breathing.



#### SPORTS

With less frequent requests in the scope of sports and recreation, PACOPAR has assisted mainly projects with environmental and resource control concerns.

#### ASSOCIAÇÃO CULTURAL E RECREATIVA SAAVEDRA GUEDES (CULTURAL AND RECREATIONAL ASSOCIATION SAAVEDRA GUEDES)

##### Installation of solar heating panels

With this investment, the group's energy consumption bill has been reduced, with subsequent decrease of the environmental impact that derives from intense sports activities of the association.

##### Water pumps replacement project

Replacing old equipment for modern equipment allowed for making water intake systems of the gymnastics and sports pavilion more effective.

##### LED lighting project

By replacing the whole lighting system of the gymnastics and sports pavilion with LED lighting, Saavedra reduced their electricity bill to about 1/3.

*"The value of these projects to our Association is vital and it's a motivation to continue promoting associativity and to offer better conditions to all those who use our premises on a daily basis."* José Carlos Amador, vice-president of the Saavedra Guedes board of directors.





ESTARREJA SECONDARY SCHOOL AND CHEMICAL COMPANIES UNDER AGREEMENT

## MORE DIALOGUE FOR A GREATER ADJUSTMENT OF PROFESSIONAL COURSES

School and companies should dialogue more in order to improve the adjustment of professional training to corporate needs. The opinion gathers consensus at PACOPAR, with chemical companies and Estarreja Secondary School (ESE - Escola Secundária de Estarreja) showing to be available to increase the dialogue between them and with the ministry in charge. If the adjustment of the curricular programs would certainly be an element of such improvement, an increase in the practical component of professional training, similar to a dual system, demands further consideration from participants.

Although considering that professional schools are increasingly more close to corporate needs, Sónia Mouta, Human Resources director of Air Liquide

in Portugal, claims that "no doubt, there should be an ongoing dialogue between school entities and companies, to face changes that continuously occur in the corporate environment, due to the introduction of new technologies and researches." Jorge Ventura, ESE director, strengthens: "It's vital to listen to companies when creating curricular programs. Schools nowadays, no matter how well they know the areas connected to mechanics, metallurgy, electronics, they don't have the ability to accompany the development offered by technology and companies are always on a development stage ahead of school."

Under the assumption that "specialized training is highly relevant as a starting point for gifting new employees with the necessary skills for

each company's activity field," António Oliveira, Human Resources director of CIRES, also stresses the importance of the school / company dialogue.

This is a recurring subject for the Ministry of Education and Science (MEC - Ministério da Educação e Ciência) and at PACOPAR this is not a first time subject either, since the Panel was a co-partner in creating a Technological Specialization Course (see call-out box) in 2007 that aims to make professional training compatible with the corporate demands of the region. However, Teresa Silva, Human Resources director of Dow Portugal, reminds us that, in spite of the experiences shared in the past and of the consensus generated, "courses are still developed by MEC."

Even though schools are allowed to make a few changes, it's in fact MEC that defines the base structure of the courses' curricular programs. Thus, the ESE director suggests a ministerial dialogue. PACOPAR "can even try to find, along with ESE, an opportunity to make a well structured offer and present it to someone relevant." For example, making a "group of discussion and reflection" which would be able to make proposals reach the MEC, "the politicians whom we complain of for taking bad decisions."



The suggestion meets the AIPQR (Associação das Indústrias da Petroquímica, Química e Refinação or Association of Petrochemical, Chemical and Refining Industries) initiative. Chemical companies of PACOPAR are collaborating in a study promoted by that Association, aiming for the reformulation of curricular programs (see call-out box). "We believe that this study has all the ingredients necessary to be an important contribution to reflections on this subject," António Oliveira mentions.

#### How to adjust curricular programs?

The subject involves the consideration of several factors and professional areas, as the high level of specialization and know how of chemical companies may not justify the creation of courses exclusively for the sector. Instead, we can strengthen the transversal and the base scientific components. "For example, for the chemical industry operators, we need a solid basis at the level of math, physics and chemistry. Then, more specific training is made in companies, because they have their own individual specification." So, as António Duarte, Human Resources manager of CUF-QI in Estarreja, explains, there's no advantage in creating specifically targeted courses. "Even if there is a technical course, an operator that comes here,

takes five to eight years to be fit for the job," states Teresa Silva, from Dow. Besides that, as these are "intensive capital companies," says António Duarte, "in a single year we could be recruiting half a dozen students and nobody in the following years." CUF-QI and Dow also suggest the increment of transversal content on courses. "For example, all that's connected to quality, safety, environment, math, computers, which are transversal skills," suggests António Duarte. Teresa Silva considers the need for strengthening the courses' social skills. "How to communicate, express an idea, manage conflicts, that training is needed at all levels on all areas. I see that young people complete the courses with a lack of ability for communication and interaction," she realizes.

Making school and companies closer, says Sónia Mouta, "should occur not only in the scope of curricular program contents, but also concerning internship periods, which should be adjusted to corporate needs." The difficulty is in finding common ground in what regards these needs and the definition of the institutional responsibilities.

#### Dual system, yes or no? "Neither"

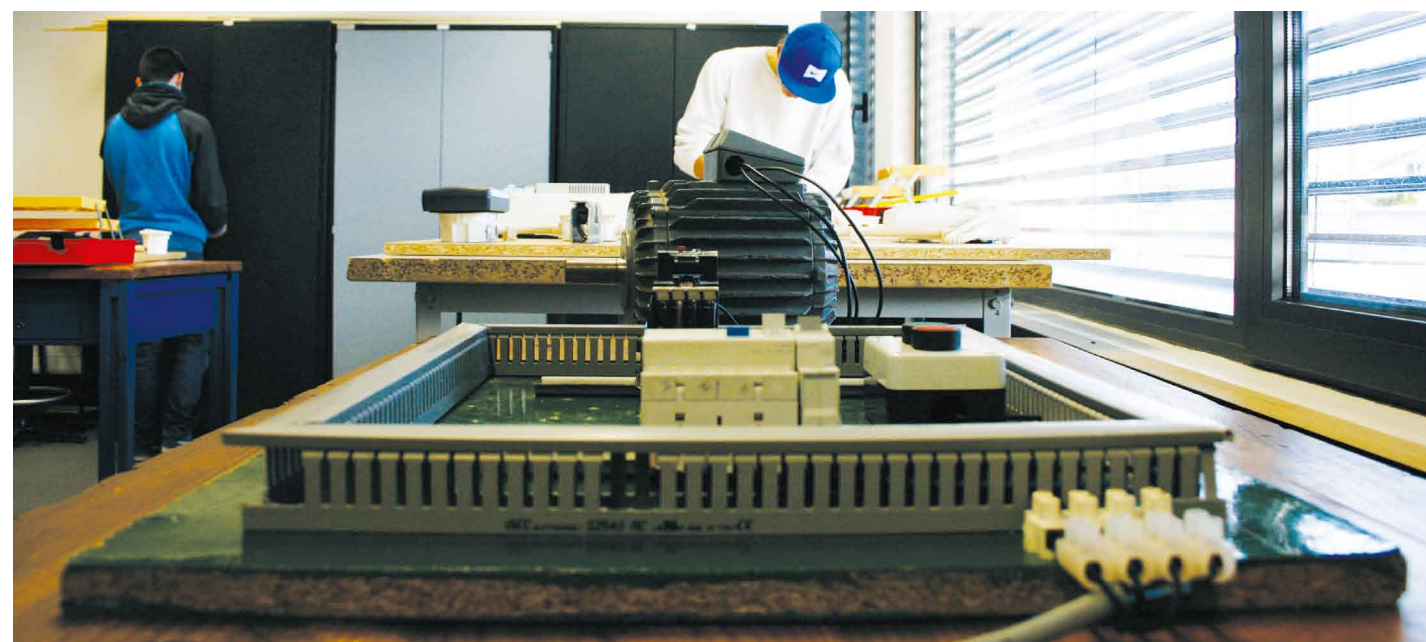
Before the possibility to make a few adjustments to Portugal, the Minister of Education and Science

has visited Germany last year, in order to know more about their dual system of professional training (see call-out box). Sónia Mouta sees advantages in the model, whose benefit for companies "would be achieved in a medium and long term, at the time of the definitive integration of this people in the labor market, with a greater practical knowledge." For António Duarte, the dual system would be suitable for a certain type of support functions, such as electricians or mechanical metalworkers (for the aforementioned reasons, this is not applicable to chemical operators). In spite of considering that, generally, trainees in electricity, mechanics and automation "complete the course well prepared," Teresa Silva explains that Dow, for having "a technological component very much connected to the polyurethane technology," must provide specialized training to new operators. The person in charge sees the advantages of a dual system that would allow, for example, "observe a shutdown, and understating what an emergency is. The student will, at least, have a better notion of the labor world reality."

The ESE director thinks carefully on the subject. He stresses the role of school, where the student is to remain until the age of 18, to acquire not only technical skills "but also, on a scientific and

#### DUAL SYSTEM OF PROFESSIONAL TRAINING

This system, commonly used in Germany, consists in the duality between theoretical and practical training in a work context, with the goal of joining theoretical knowledge and skills acquired by working. This system differs from school professional training ministered in Portugal, since of the 3100 training hours, only 210 are integrated in the internship, in real work context. In the dual system, the course can last from two to three and a half years, and the positions' offer at the company is complemented with courses outside the company and additional qualification opportunities.



#### AIPQR STUDY

The chemical companies of PACOPAR are cooperating, together with other national companies of the field, in the national study "Qualificação de Recursos Humanos Técnicos - Indústrias de Refinação, Petroquímica e Química Industrial em Portugal" (Qualification of Technical Human Resources - Refining, Petrochemical and Chemical Industries of Portugal), promoted by AIPQR and under the responsibility of Faculty of Engineering of the University of Porto. The study also involves the universities of Aveiro, Coimbra, Nova de Lisboa and Instituto Superior Técnico. The goal is, according to Sónia Mouta, of Air Liquide, "adjust the training offered in teaching to the needs of the corporate fabric, ensuring the involvement and cooperation between corporate and educational media, thus allowing a better focus on the current and future corporate needs of specialized technicians and operators."





ethical basis, a harmonic intellectual and physical development." The student should develop on all dimensions, which makes Jorge Ventura consider the current 210 hours of practical training "sufficient." More than quantification, the teacher thinks that improving the system would presume a bet on the quality of the performance of both actors: school and company.

Jorge Ventura alerts to the lack of definition from the state when it comes to the role of companies in professional training. The ESE director suggests, for example, that "MEC would agree, or create protocols with companies that gathered the capacity, and that could assume the role of school by having an educational core or department. If a company gets 20 interns throughout the year, it will have clearly an educational role that

could later be reasonably managed along with the government, at the level of tax advantages and other solutions." Defining that institutional role would ensure companies "a greater appropriation of advantages through training."

Sónia Mouta also touches the issue. Positioning Air Liquide as receptive to dual systems interns, she considers "it would be necessary for both parties to define the concrete terms of the collaboration, ensuring the goals of both entities and thus contributing to a sustained socioeconomic evolution." While this institutional step isn't taken, chemical companies of PACOPAR frequently receive interns in professional and higher education courses, which they will keep doing, and are available to discuss and to take the discussion about the dual system even further.



#### TECHNOLOGICAL SPECIALIZATION COURSES

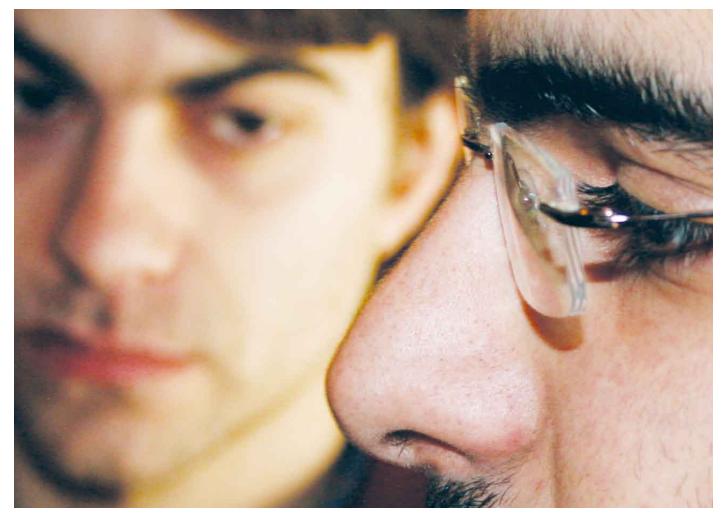
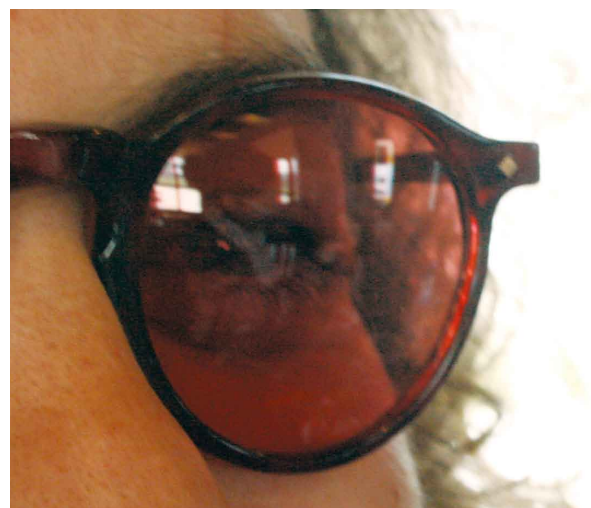
In 2007, the Specialized Training Partnership of the Council of Estarreja (created by the Estarreja City Council, University of Aveiro, PACOPAR – chemical companies, SEMA – Associação Empresarial, Estarreja Secondary School and Nestlé) launched the Technological Specialization Course (CET) in Industrial Electric Installations and Automation aiming to broaden the offer in terms of professional training to the corporate fabric of Estarreja. CET can be accredited in order to proceed with studies in the higher education.



ENTREPRENEURSHIP WITH ORIGINS IN ESTARREJA

## DETERMINATION, SPECIALIZATION AND DEDICATION: ENTREPRENEUR WEAPONS

Entrepreneurship has been promoted by the Portuguese state, either through financial or administrative support, as a means of creating self employment and decreasing the growing unemployment list which has been verified in the country these last few months. While talking to entrepreneurs, we can see the state's support is a mere leverage to join what seems to be more important: self determination, specialization, and dedication, turned into work. These are the characteristics found in diverse experiences of Estarreja entrepreneurs. A profound knowledge acquired in their area of action, a critical view of the world surrounding them, and a long term strategy, allow them to face adversity firmly.







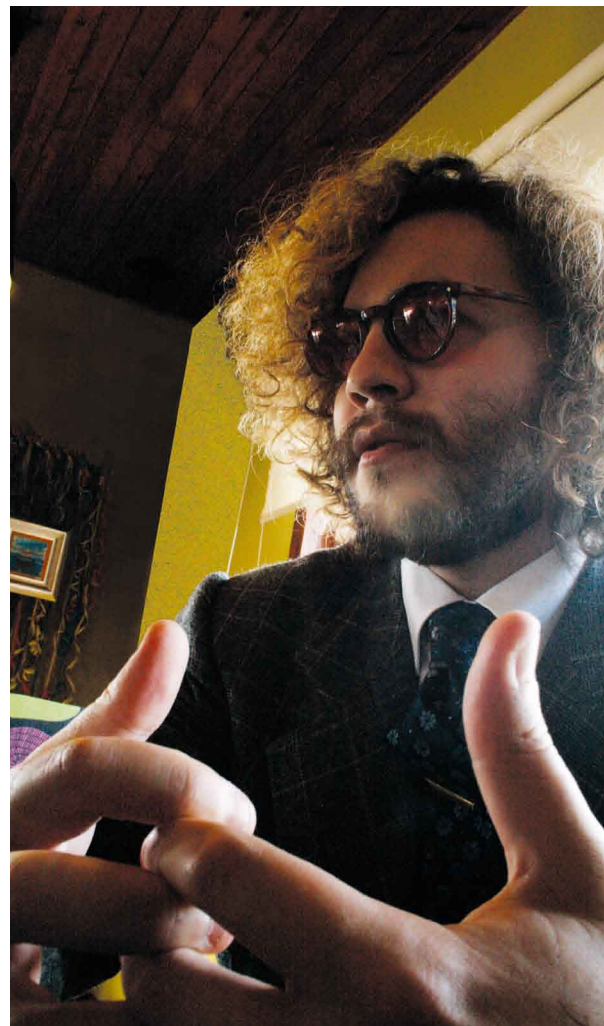
### JOÃO PAULO RODRIGUES:

#### "A NEW THEORETICAL AND PRACTICAL ADVENT IN PORTUGUESE FASHION"

If one day we see "a new theoretical and practical advent in Portuguese fashion," the promoter of such a deed will probably be João Paulo Rodrigues, born in Avanca, Estarreja. At 28 years old, he is one of the youngest Portuguese tailors who, along with his friend Ayres Gonçalo, has a tailor workshop in Porto. Additionally, he has an investment planned together with a company to start a new custom-made shirts brand. Making a PhD abroad can provide him with the basis to open a Portuguese fashion school.

When he started the civil engineering course, in Coimbra, he tried to believe his future would be in "sewing" buildings, but he was overwhelmed by a wave of dissatisfaction. The discovery of a taste for image, reminiscing childhood or not - he used to stay under his grandmother's high couture bench, drawing with her chalk -, decreed that his future would be made "sewing" suits. He took the exams to enter the university once more, and began his fashion design studies in Lisbon. Simultaneously, at the Faculty of Fine Arts, he took two illustration and drawing courses. "From the course 4th year on," as he "perceives with certainty that" he is able to "create from drawings," he drifts away from female fashion, and in spite of the gap when it comes to male fashion teaching in Portugal he decided to make his end of course project about man's clothing.

That's when he realized his "technical gap." With his academic path completed, he begins his studies of "manual work" with his "Master." "You will come every afternoon, I will teach you how to cut and you will start to believe here," tailor Fernando Gonçalves told him. "For three years and a few months I was with him everyday. I was also fortunate to care of him at the end of his life," the tailor reminisces. A very strong personal relationship. Upon realizing the irreversibility of his disease, Master Fernando Gonçalves longed for passing his art on: "That last year was very intense, he virtually didn't work, he only made stuff to make me learn quicker." Today, J. Paulo Rodrigues is a tailor using the bench, the rulers, and the sewing machine that belonged to his master. "He gave me everything he had, besides love, teachings," he acknowledges.



While he was the apprentice of master Fernando Gonçalves he met, through his grandfather who was also a tailor, Ayres Gonçalo, with whom he becomes friend and they both open their workshop in Porto. "We opened with the purpose of making tailor work but with a different perspective. With the same classic techniques, but with a different attitude, more marketing-focused, never moving away from the original process, the traditional one."

*"Today, Ayres' grandfather tells me: you learn until you die. Everyday, with work. And whomever thinks what they do is easy, has stopped, is professionally and artistically dead."*

J. Paulo Rodrigues



In parallel, J. Paulo Rodrigues has an export-focused project, a partnership with a company, to produce custom-made clothes, and is also taking a degree in Medical Anthropology, which allows him to study the human body, health and disease, joining the biological perspective to a cultural, social, political and ecological approach of fashion. The final goal is a PhD in creation, "maybe in Belgium". "With that, I hope to be able to open a school here in Portugal, with its own theory, which intends to train a new theoretical and practical advent in the Portuguese fashion," he reveals, criticizing the fashion teaching in Portugal: "courses are focused almost exclusively on industrial production, in or-

der to send people to fill-out technical sheets at a company that almost exclusively makes copies. That mass-market has to exist, but Portugal could have a different theoretical concept of national production."

For the young tailor, it's necessary an academic study in order to search, in a grounded manner, for an identity for the Portuguese fashion, a whole school of artists that study the Portuguese culture, anthropology, society, to create such an identity. "This explains the need for me to make a strong academic career, which can sustain a future in teaching with international learning," he admits, considering that in Portugal, there are no teachers with sufficient training to teach in the fashion area in higher levels than bachelor.

#### Who dresses a tailor's suit?

The lowest price is 2300 Euro. Customers can be divided into two groups, one of older people "who were born in a time when there were no other suits than those made by a tailor, and they've never stopped wearing them," and another of younger people, who have already been touched by marketing, "they are attracted to their grandparents' suits and they control expenses," privileging quality and distinction, rather than quantity.

#### And what about famous customers?

They cannot be revealed.

*"We live in the age of individuality, emptiness, in which everyone wants to believe they're unique. Our art subsists on this also. An almost narcissistic group. But people must remember they are only one in 7 billion. Can I make a difference? Yes, I can. Not making things only for money, but with love, with feeling and commitment."*

J. Paulo Rodrigues





**MARCO E DIOGO:**

"BEWARKET - TURN DE W AND BE THE MARKET" The idea arose and was developed in the scope of a master's degree thesis on electronic commerce and the web. "And after the thesis I thought: I have to try. I'd rather try and fail than see the project initiated by someone else later," says Marco Bar-

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*"Marco invited me for the project and I believed in it. We must have people who believe. And Marco did. We must be open to these opportunities, because if we don't take chances, we aren't going anywhere. Take chances! Get out of your comfort zone!"*  
Diogo Azevedo

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bosa, one of Bewarket's promoters, a company / application that we can call "social commerce." The mobile application uses Facebook's features to sell articles. For Marco Barbosa and Diogo Azevedo, another of the company's four partners, the ideal scenario 10 years from now would be being in the stock market or selling Bewarket.

They are cousins and both from Salreu. After their studies in Estarreja, they went to University of Trás-os-Montes to study computers. 25 year-old Diogo Azevedo took his masters degree in Holland and is currently taking a PhD in mobile applications. Marco Barbosa stuck to the masters degree and his "daily training" consists in 100% dedication to Bewarket, which was born about a

year ago and is integrated in Instituto Empresarial do Minho (Companies Institute of Minho). After the master's degree, Marco Barbosa told his cousin, Diogo Azevedo, of his idea, and Diogo "believed" in it, so they both embarked on the entrepreneurship adventure. Currently there are 4 partners.

"What we want is to gather the best of two worlds. Electronic commerce and social networks," explains Marco Barbosa, clarifying that nowadays Bewarket is focused on the sale of second hand items, but in the future it can aggregate large well-known store chains, with a wide array of potential to the user. "For example, it will be possible to compare the prices of a product on all registered sellers," Marco explains, referring only a small part of the social networks' potential that electronic commerce can benefit from.

Bewarket has already 18 thousand users, from which 90% are Portuguese, with a rate of 1.6% daily growth. "By now, we don't focus on invoicing but on recruiting users, to reach large markets," Marco Barbosa admits, giving Facebook as an example of a business that started gathering publicity only after reaching 10 million users.

"Right now we must focus on marketing. If we had a one million budget for marketing, maybe we would grow 100% a day," Diogo Azevedo speculates. Bewarket is under negotiations with Portuguese investors. Marco Barbosa refuses to provide details, referring there have always been interested investors. "It's not only us, entrepreneurs, who must give the first step, the large investment companies must also," Diogo Azevedo concludes.

Recently, both youngsters have been to Silicon Valley, and North-American investors had shown interest in the project, but they will only invest if they agree to create a company there. The Bewarket's purpose is to achieve the first Portuguese investment to strengthen the company in the country and to build a second company in the USA, which would own 100% of the Portuguese one. "As a start-up company, it's hard to grow when we don't have money," Marco Barbosa realizes, with one hope: "that in five years from now we can earn in a month what we wouldn't dream of earning in a lifetime."




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*"An entrepreneur must be a seducer. But apart from seduction, he must be able to socialize, to adjust to the environment. We never know who will we need in the future."* Diogo Azevedo

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*"You must be a person who knows the subject, with profound knowledge. Then you must believe and have the know how, you must cement it and have good contacts, people who believe in your work".*  
Maria do Céu Maltez

*"It's nice to save some money for the future. We must have a financial structure to endure the initial stages. We must consider thoroughly if we really want this. We will no longer have a private life, and we will no longer sleep soundly. We must have a will to sacrifice ourselves. We never leave our work behind, we never forget about it, because it's ours."*  
Deolinda Jacinto



The path made by Maria do Céu and her entrepreneur partner Deolinda Jacinto, technical manager of the company, drifts away from the common stories of entrepreneurship to face unemployment. They both had already worked for eight years while business and technical managers, respectively, in selling pipe solutions to the market, namely in the area of public works sanitation. After a few years interval, in which they have been separated professionally, they joined their determination to bet on a market that they knew all too well. "This was using 15 years of work in the industry and all the knowledge gathered there," says Maria do Céu.

of building the company. Much more important than the governmental supports to entrepreneurship, which Deolinda Jacinto considers "take too long." "To be realistic, if it weren't for the blank permissions, there wouldn't have been a funding," states Maria do Céu. What's most important is not to give up, "because there are new setbacks every month," Deolinda continues.

Throughout the current year, Insidepipe gradually strengthened their presence on the national market, with the increase of services hired, and they already have contacts on the table to a company operation on the foreign market. They already have an intern hired, and aim to broaden their human resources.

**DEOLINDA AND MARIA DO CÉU:  
THE ADDED-VALUE OF SPECIALIZATION**

"Insidepipe did not appear only because we thought of having a company in the area. We were coming from a manufacturer; we knew the market, the participants, the products. With this experience we gained a precious contact database and know how, and when the opportunity came, we fetched our knowledge and thought we should start on another scope." This is how Maria do Céu Maltez, commercial manager and one of the creators of Insidepipe, summarizes the origins of the company, which sells solutions for maintaining water and sanitation ducts. Insidepipe is one of the companies headquartered in the Estarreja Business Incubator.

Insidepipe is a company that sells solutions for the maintenance and preservation of hydro resources, directly intervening in sanitation, water supply, rain waters drainage, industrial and domestic ducts, targeted to the private and public sectors of the market. "We provide the diagnosis, through CCTV video and testing. We have a robot, a video camera, which we insert in the inspection boxes. We film the pipes and detect any damage existing in the duct and, subsequently, we make a proposal regarding repair solutions without opening the ducts," Maria do Céu explains.

The determination and the persistence of the two professionals was the most important part

And after the company is established? "If a person sleeps well, he/she will no longer continue to sleep well," Maria do Céu says, considering that no matter how good you are at your job, when you establish a company "you enter unknown territory, where you must overcome yourself everyday in every task and decision-making." For Deolinda Jacinto, the quality of life "also deteriorates, as does your salary," on an initial stage. "We no longer have a schedule, we no longer have weekends or nights," says Deolinda.

But it all pays. "For the compensation of watching things grow. It's like seeing your child grow, things start matching, results appear, people start asking for us, inviting us professionally, they start to trust our work," says Maria do Céu. Another advantage is the motivation when we wake up. "We may not earn a lot of money yet, but we always wake up with an immense desire to work," says Maria do Céu.







# CHEMICALS PRODUCED: SALES AND CONCLUSIONS

**LUBÉLIA NOGUEIRA PENEDO**  
NATIONAL RESPONSIBLE FOR  
THE RESPONSIBLE CARE PROGRAM®



*This year, besides a personal opinion, APEQ's participation in this magazine is a page of our Annual Report 2012, Responsible Care®.*

*This is about sharing with all PACOPAR Magazine readers a few interesting aspects on the economic scope of the activity of companies that share this commitment.*

## TOTAL PRODUCTION AND ANNUAL SALES VOLUME

Performance indicators for Total Amount Produced and Annual Sales Volume, of Responsible Care® Chemical Companies in 2011, do not reveal the negative impact of the national and international crisis seen in other industry fields.

Both performance indicators when compared to 2010 show in 2011 increases of 5% and 11%, respectively.

Facing 2004 values, 2011 performance indicators show that the global chemical products production has grown 15% and the annual sales volume increased 20%.

## AVERAGE SALES PRICE

This performance indicator shows that in the period between 2004 and 2011, the average sales price per product ton increased 4%.

## "CHEMICALS" EXPORTS

"Chemicals" exports in 2011 have reached an amount of 5,280 billion Euro, representing a growth of 21%, when compared to 2010.

## IN 2011

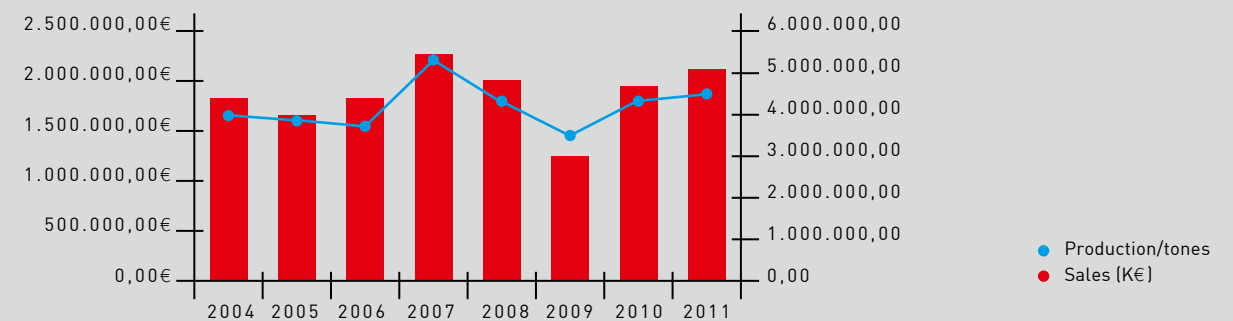
Minimum monthly wage paid by Responsible Care® companies was 163% of the Minimum Monthly Wage Guaranteed.

**JOSÉ BARARDO RIBEIRO**  
NATIONAL COORDINATOR OF THE  
RESPONSIBLE CARE PROGRAM®



## PRODUCTION AND ANNUAL SALES 2004 TO 2011

**Increase of 11% of annual sales volume, in relation to 2010.**  
**Increase of 5% of produced quantities, in relation to 2010.**



## CONCLUSIONS

**We can surely say that the group of National Chemical Responsible Care® companies has shown in 2011:**

- High capacity regarding the contextual adversity felt on both internal and external markets
- A positive contribution to the National Economy
- Productivity and EBITDA growth
- Minimum wage of employees quite above the RMMG (Guaranteed Monthly Minimum Wage)

*These conclusions allow us to maintain that hope I have been mentioning to our Readers for a few years now, without which we won't be able to build any further!*

NOTE - Only the italic text is from LNP. Numbers, charts and conclusions have been created by the National Coordinator of the Responsible Care Program, José Barardo Ribeiro.





# CQE COMPANIES SAFETY PERFORMANCE

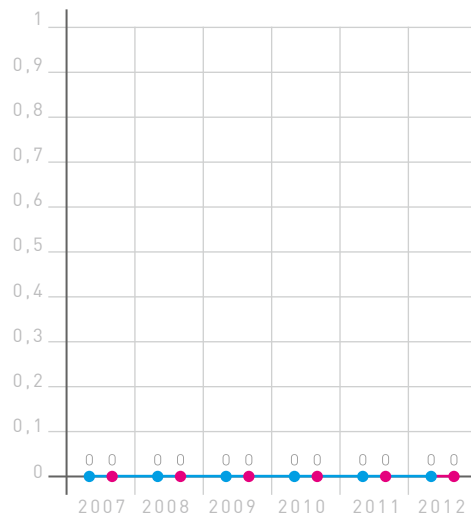
## ACCIDENTS INDEXES

All companies of the Estarreja Chemical Complex (CQE - Complexo Químico de Estarreja) have recorded, in 2012, null accident severity and frequency indexes. This value follows the general trend of previous years, on which null or very low values have been verified, which expresses the result of a continuous increment of the companies' safety stand-

ards, by acquiring equipment, conducting training actions, and controlling work processes. The accidents frequency index represents the number of accidents with leave occurred in a year, by each million hours worked per man; while the severity index represents the number of work days lost per year, by each thousand hours worked per man.

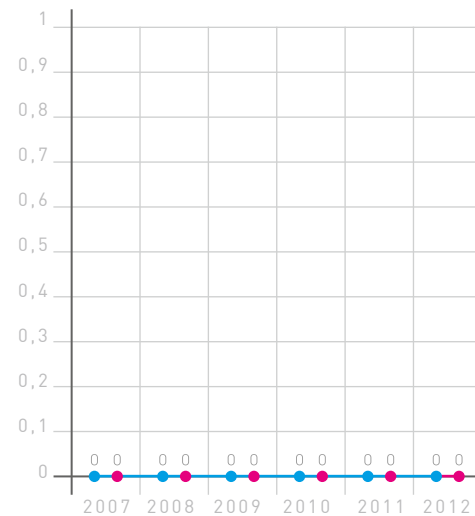
### AIR LIQUIDE

In the years under analysis there were no accidents, so the indexes have zero value.



### AQP

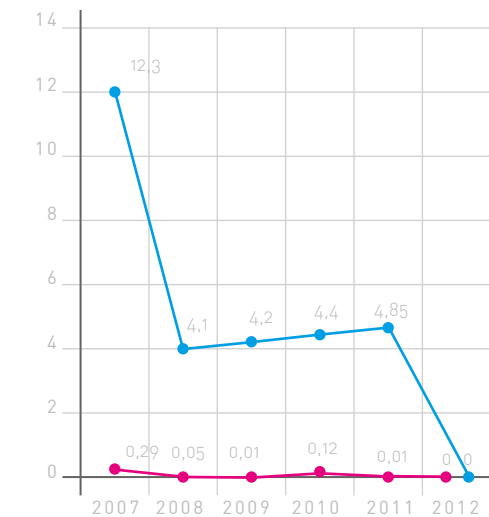
No accidents in 2012.



● Accident frequency index  
● Severity frequency index

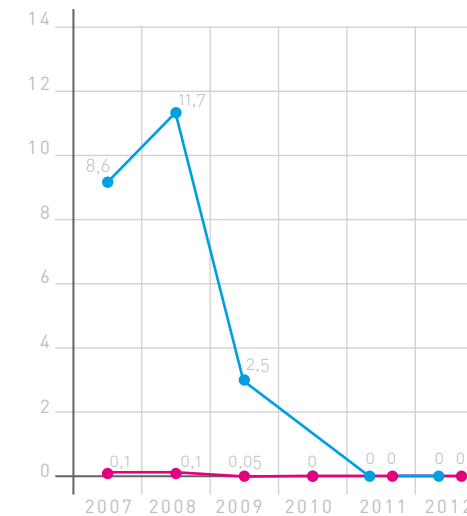
### CIRES

Accidents with sick leave haven't occurred.



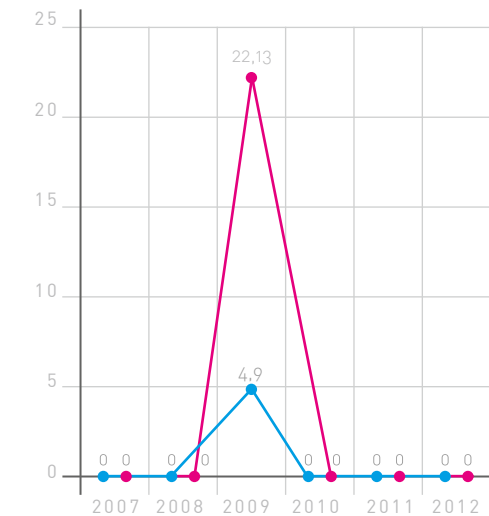
### CUF

In 2012, we continued with zero accidents with sick leave in CUF QI.



### DOW

In 2012 there were no recorded accidents, and 1.200,000 hours with no accidents with sick leave have been achieved at Dow Portugal.







# CQE COMPANIES ENVIRONMENTAL PERFORMANCE

On the several indexes of the Estarreja Chemical Complex (CQE - Complexo Químico de Estarreja) companies, we didn't record uniform results, which is due to the different nature of productive processes of these industries, to changes in the way measurements are taken, and to annual shutdowns, which can or cannot be made. Nonetheless, we were able to record, for most companies, the maintenance or a decrease in energy and water consumptions throughout 2012. Re-

garding solid waste production and atmospheric pollutant emissions, we have also recorded a decrease for the majority of companies.

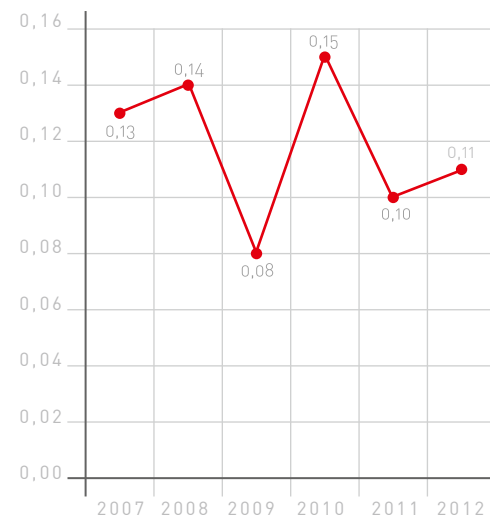
The following indicators have been determined through the relation between emissions and consumptions quantities and the production quantity. Gas emissions represent the proportion between the total emissions of particles, nitrogen oxide, carbon monoxide and COv's, and

the total production. The solid waste indicator represents the ratio between the total of waste generated and the total production. Water and energy consumptions are respectively represented by the ratio between water (m3) and energy (MJ) consumed and the production quantity (in tons). In order to know the total of environmental performance indicators of the CQE companies, visit the PACOPAR website in [www.pacopar.org](http://www.pacopar.org).

## AIR LIQUIDE

### ATMOSPHERIC POLLUTANT EMISSIONS

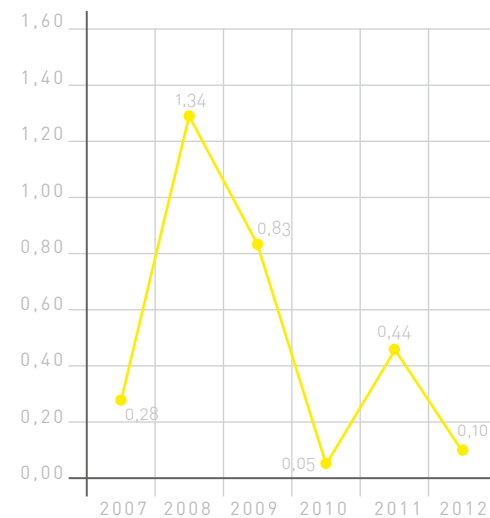
2012 shows an increase of gas emissions when compared to the previous year. This increase is due to the increment in the installation regime with the consequent production increase.



● Emissions Kg / production ton

### SOLID WASTE

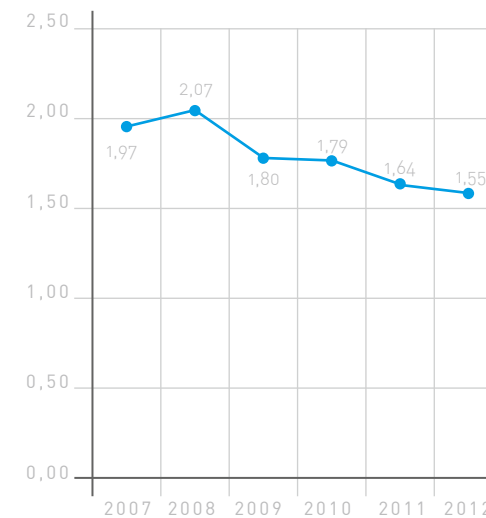
In 2012, in spite of the production increase compared to the previous year, residues generated were quite less, because there was no annual shutdown.



● Waste Kg / production ton

### WATER CONSUMPTION

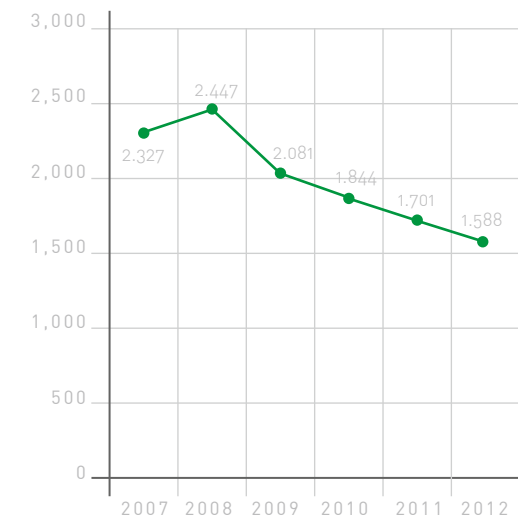
On consumed water versus production ratio we can see it remained constant compared to the previous year, in spite of a production increase.



● Water (m3 / ton)

### ENERGY CONSUMPTION

The energy consumption has remained constant despite a production increase.



● Energy (Mj / ton)

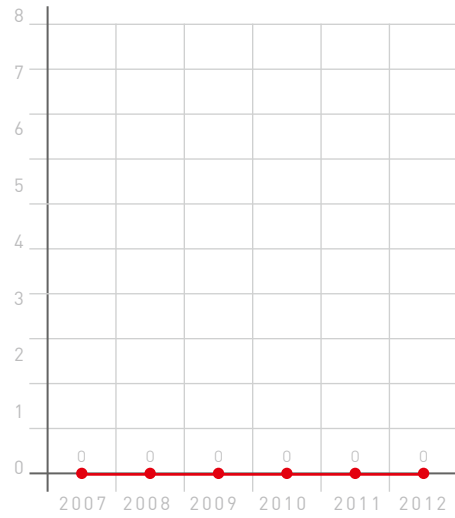




AQP

ATMOSPHERIC POLLUTANT EMISSIONS

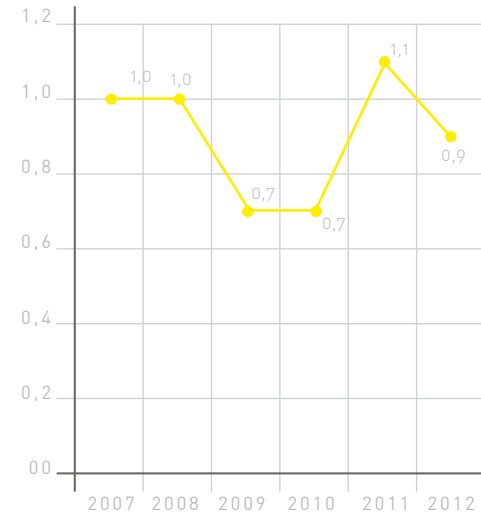
As usual, atmospheric pollutant emissions have shown very low values.



● Emissions Kg / production ton

SOLID WASTE

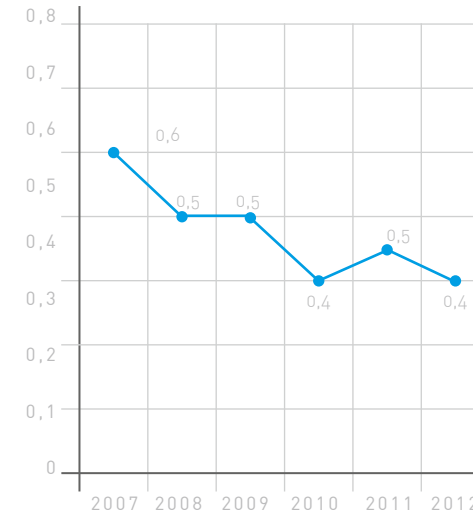
Solid waste production has been within average in the last few years.



● Waste kg / production ton

WATER CONSUMPTION

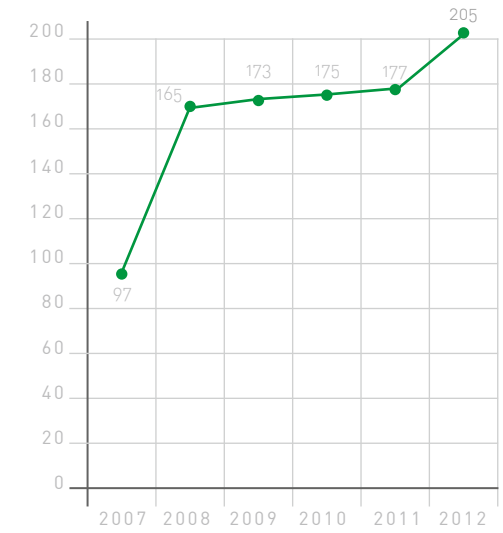
The slight decrease in specific water consumption is directly related to the percentages of different manufactured products, which have distinct specific consumptions associated.



● Water (m3 / ton)

ENERGY CONSUMPTION

The increment in specific energy consumption is directly related to the increment of products manufacture with a greater energy consumption associated.

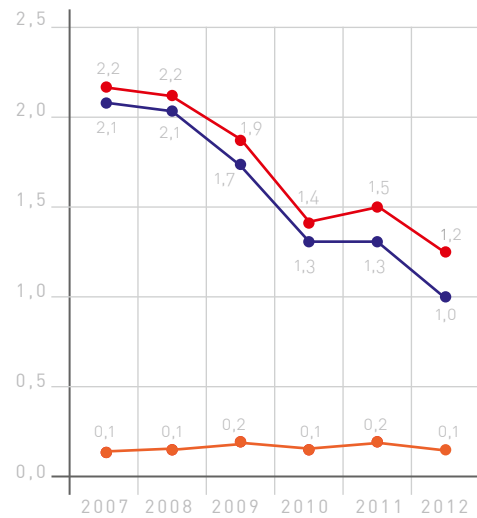


● Energy (Mj / ton)

CIRES

ATMOSPHERIC POLLUTANT EMISSIONS

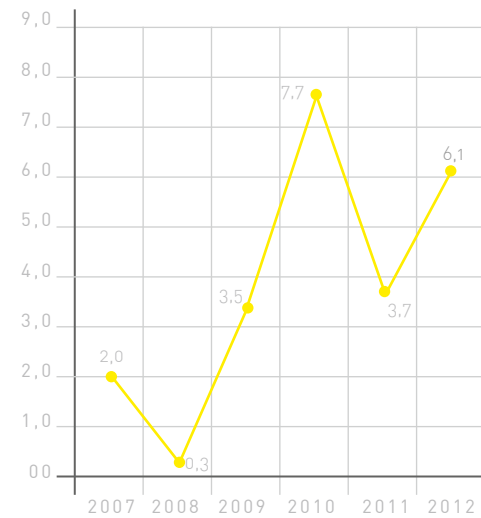
Confirmation of the emission decrease trend, either in the PVC production activity (CIRES) or in the production of steam and electricity (BAMISO).



● Emissions kg / production ton (total emissions)  
● CIRES contributions ● BAMISO contributions

SOLID WASTE

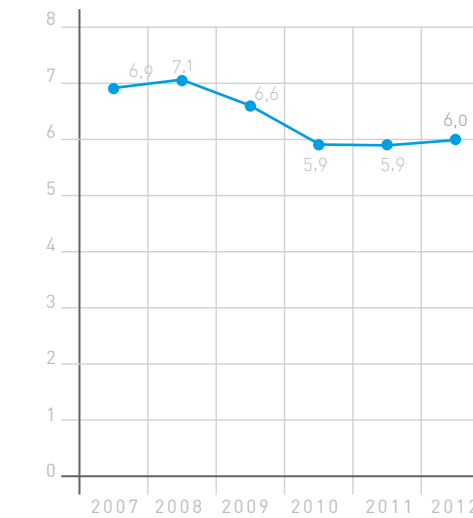
About 98% of the residues generated, mostly, harmless PVC waste, are sent to valuation.



● Waste kg / production ton

WATER CONSUMPTION

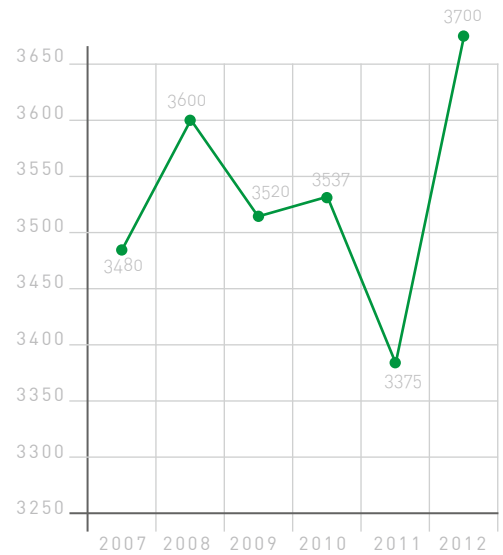
Consumption level identical to recent years consumption.



● Water (m3 / ton)

ENERGY CONSUMPTION

The increase in energy consumption we have seen in 2012 was due to a decrease in co-generation steam production, which required greater natural gas consumption.



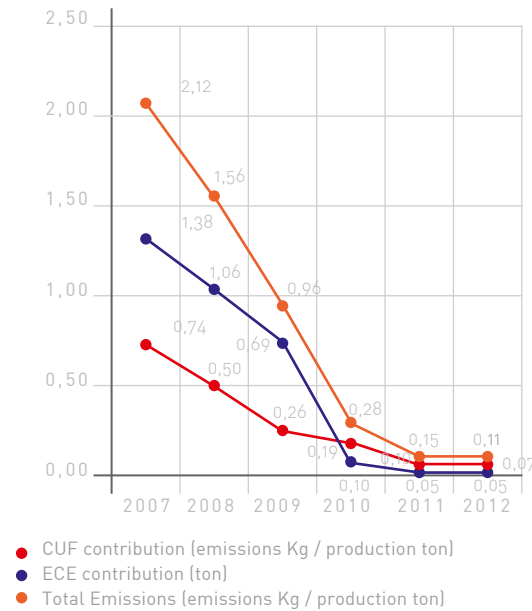
● Energy (Mj / ton)



CUF

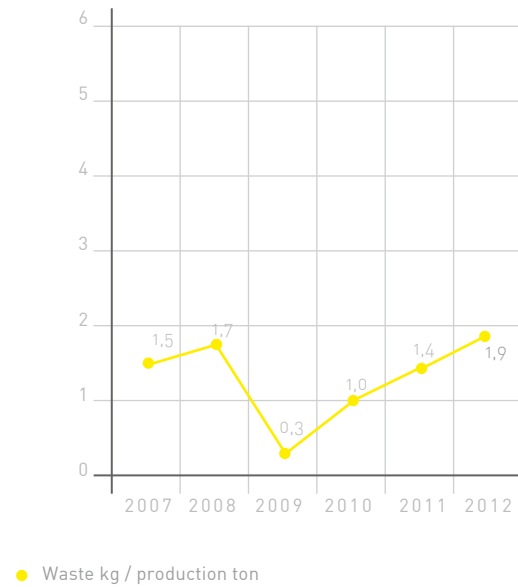
ATMOSPHERIC POLLUTANT EMISSIONS

In spite of the specific pollutants emissions being already low in 2011, a slight further reduction was witnessed in 2012.



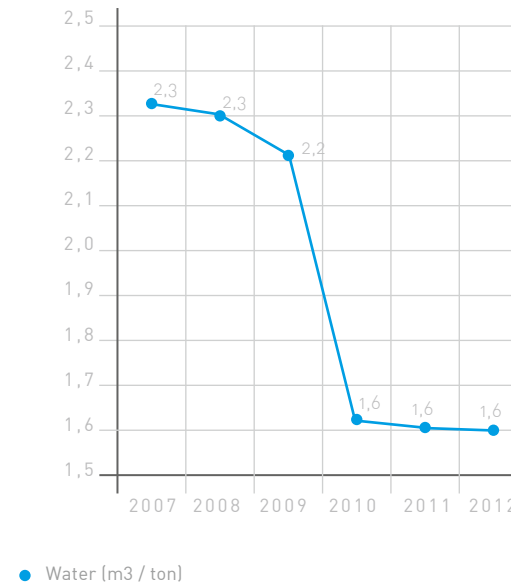
SOLID WASTE

The slight increase in residues production in 2012 is due to the dismantlement process of an old nitric acid production unit.



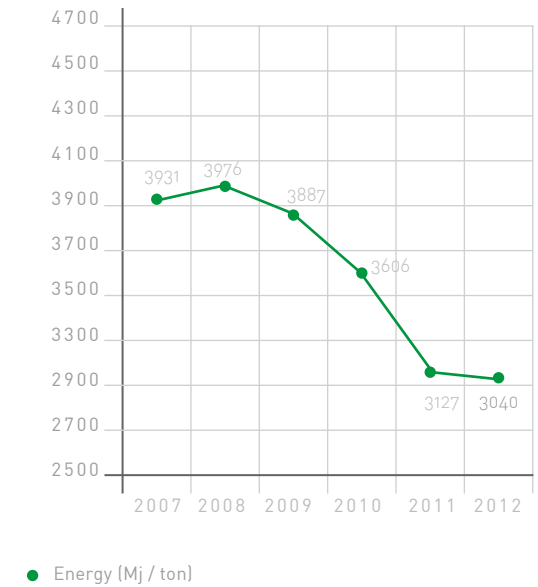
WATER CONSUMPTION

In 2012, the water specific consumption remained on the same level as in 2010.



ENERGY CONSUMPTION

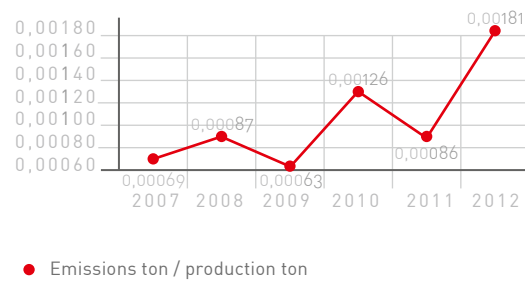
In 2012, there was a slight reduction of the energy specific consumption.



DOW

ATMOSPHERIC POLLUTANT EMISSIONS

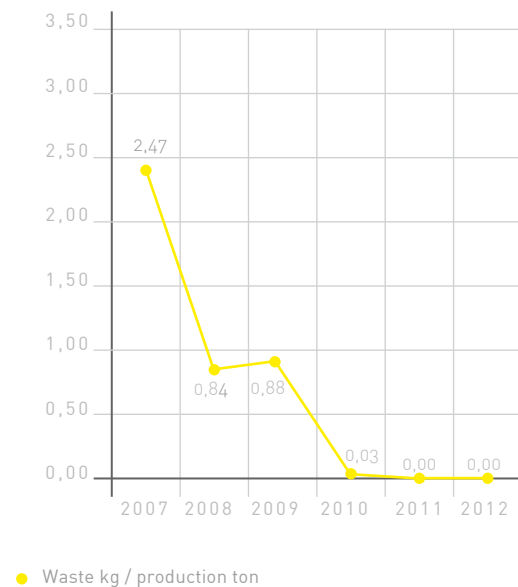
The emissions volume, and its apparent increase in 2012, are due to the fact these data are calculated based on momentary emission results, that is to say, momentary measurements made only twice a year. \*



\*This calculation is made considering the concentration of the pollutant analyzed in those measurements, the gas flow exiting the source (or chimney) and the hours on which the installation is running. Thus, not only working hours will impact on the final value of the emission volume, derived from a greater plant production value, but also a momentary value that, for a certain pollutant can be superior to the previous year's momentary measurement. This results in a significant impact, since this is extended to the rest of the year. Dow voluntarily chose to change the monitoring methods reviewing a few sample methods, in order to obtain more realistic results on the volume of its emissions. It's relevant to stand out that Dow continues to emit below the values set by its Environmental License, and that they have an environmental management system that controls such data.

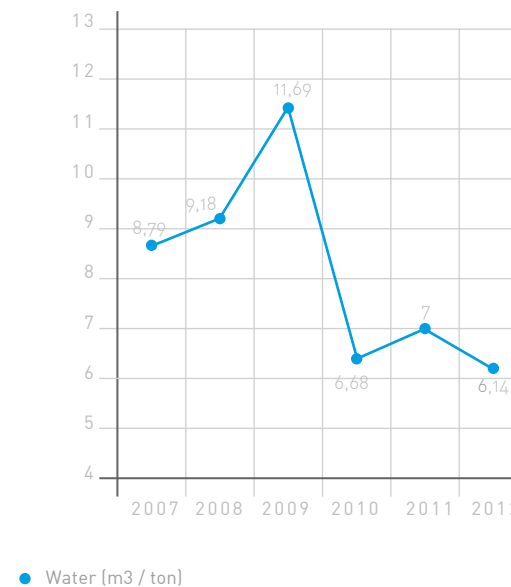
SOLID WASTE

Dow Portugal does not send dangerous residues for final deposit. All dangerous residues originated at Dow Portugal are eliminated by thermal incineration.



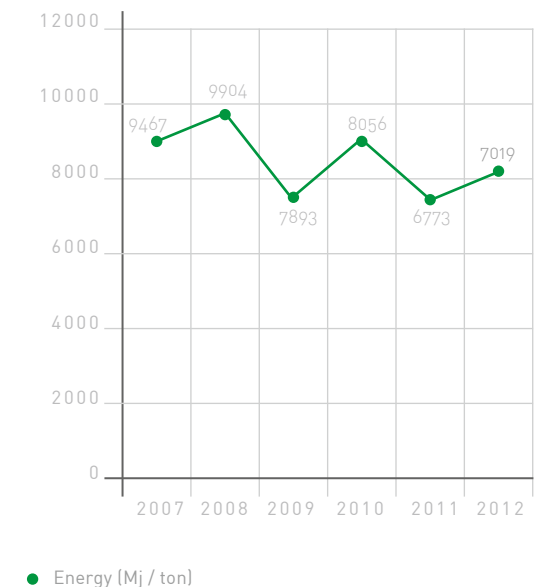
WATER CONSUMPTION

The specific water consumption is gradually decreasing, in proportion to the production increase.



ENERGY CONSUMPTION

The specific energy consumption is gradually decreasing, in proportion to the production increase.





# PACOPAR BRIEF NEWS

## PACOPAR GOES TO SCHOOL TO EXPLAIN "SUSTAINABLE DEVELOPMENT"

On March fifth 2012, PACOPAR went to Estarreja Secondary School to explain what sustainable development is. Diogo Almeida Santos, currently in charge of the Panel Secretariat, spoke about the fragile link between human consumption and the preservation of the planet's natural resources. In the lecture for students, he also approached the problem of humans consuming natural resources at a rate superior to their replenishment. Thus, what solutions can governments, economy and industries offer? Sustainable development appears as a kind of code of conduct, which should lead several agents to try and conciliate the satisfaction of human needs and the preservation of the earth's natural resources.



## PACOPAR AT THE YOUTH FAIR OF ESTARREJA

PACOPAR and its chemical companies were present at the 5th Youth, Training and Civil Protection Fair of Estarreja, that took place on the 22nd and 23rd March 2012, in the Municipal Pavilion of Estarreja, and where hundreds of students of the region have passed. The discussion, which aimed to inform students of professional training options and to provide them with concepts related to civil protection, counted on the participation of about 32 entities. The Panel rendered information on its activities and the principles of Responsible Care. Companies of the Estarreja Chemical Complex showed their products and applications to visitors.



## 72 THOUSAND EURO FOR 16 ENTITIES OF ESTARREJA

16 entities, with 17 projects on social, educational, sports, cultural and civil protection areas, were offered the support of PACOPAR chemical companies (Air Liquide, AQP, CIRES, CUF-QI and Dow), amounting to 72 352 Euro. Financial contributions, delivered on March 24th, are integrated in the Panel's annual donations program. Of the 28 projects which applied to the 2012 donations, more than half were chosen. The companies of the Panel have thus contributed to improve the pedagogic conditions of some schools, to recover or equip facilities and services in social service institutions, to acquire equipment necessary for the sports practice in associations, to equip local civil protection entities and to preserve the ethnographic patrimony of Estarreja.



## REACH - CLP SEMINAR

PACOPAR, in partnership with APEQ (Associação Portuguesa das Empresas Químicas or Portuguese Chemical Companies Association), the Engineers Association, and University of Aveiro (UA or Universidade de Aveiro) has organized, on May 30th 2012, the REACH - CLP Seminar. Aiming to approach the status of the CLP Regulations implementation - Regulation (CE) no. 1272/2008 - and REACH (registration, evaluation and authorization of chemicals), the event took place at the UA, and counted on the participation of one hundred people. Some presentations made in the seminar can be viewed at PACOPAR's website at [www.pacopar.org](http://www.pacopar.org).







### PACOPAR HOSTS 60 ASSOCIATIONS IN OPEN DOORS

About 60 associations of the Estarreja council have visited the chemical companies of PACOPAR on October 20th 2012. The visit occurred in the scope of an Open Doors event, organized by the Panel, that aimed to strengthen the connection with these entities, showing them activities of PACOPAR and of companies of the Estarreja Chemical Complex, and to know the opinion of the associations' leaders on the possibilities of community intervention to improve the quality of life in the municipality. The event was closed by planting 40 Judas trees, in Eco-Parque Empresarial de Estarreja (Corporate Ecological Park of Estarreja), an initiative that followed in the footsteps of the same activity in 2010, at the Open Doors event targeting local city council presidency personnel.

### RVR DEBATES THE ECONOMIC IMPACT OF CHEMICAL INDUSTRY IN ESTARREJA

In partnership with Rádio Voz da Ria (River Voice Radio), PACOPAR debated "Impact of chemical industry of Estarreja in national and international economy". The show, aired on December 10th 2012, counted on the participation of the Estarreja Chemical Complex (CQE) companies' representatives and of the Councilman of the Estarreja City Council, Diamantino Sabina. The initiative was integrated in the Panel's activities plan, which includes periodically making radio debate shows. The subjects discussed were the current characterization of companies, analysis of the results of the most recent investments of the CQE, the impact of national and European crises in the chemical industry, its main difficulties and opportunities, and future perspectives for the sector.

### CIRES STRENGTHENS SAFETY TRAINING

In order to increase the ability to respond to emergencies, CIRES undertook in 2012 a training action for its rescue brigade personnel and implemented an automatic defibrillation system, which complies with legislation concerning the practice of defibrillation actions by non-medical personnel. The company complemented this initiative with a training action on Basic Life Support and External Automatic Defibrillation, to the rescue brigades, to the labor doctor and the corporate medical center nurses.

CIRES made a general shutdown in April 2012, an annual procedure that aims to benefit equipment, replace components and improve some working conditions. Even though two non severe work accidents were recorded (no sick leave) and another which implicated hospital care, the general balance is positive, given the large influx of external workers and contractors to the factory facilities. In fact, during the shutdown period, 16 external companies requiring training, with 97 external workers, came to work in CIRES facilities, and dozens of work permits, entries in confined places, weld and cut works, and other safety procedures were also validated.

### GENDER EQUALITY IN CHEMICAL INDUSTRY

PACOPAR has collaborated in the production of the book *Desafios de Género e Igualdade (Gender and Equality Challenges)*, an initiative of the Project BIG – Base para a Igualdade de Género (or Basis for Gender Equality), promoted by Santa Casa da Misericórdia (Holy House of Mercy) of Estarreja. The Panel contributed with a reflection article on the evolution of employability, considering gender equality, in the chemical industry of Estarreja. Several companies of the Estarreja Chemical Complex have approached their human resources policies, and described their evolution in terms of male and female employees. The book *Desafios de Género e Igualdade (Gender and Equality Challenges)* was presented by a member of the European Parliament, natural of Estarreja, Regina Bastos, at the seminar "Gender and Equality Challenge in Estarreja", which took place on November 26th, in the auditorium of the Volunteers Fire Department of Estarreja, and also counted on the presence of PACOPAR.







### ENVIRONMENT AND SPORTS AT THE GROUP OF ESTARREJA SCHOOLS

The Agrupamento de Escolas de Estarreja (AEE or Group of Estarreja Schools) earned the Green Flag of Ecological School 2011/2012. The acknowledgment resulted from the application of the Group for the award, which implicated an action plan developed throughout the school year. Students have carried out an investigation and reflection work, making small posters on the importance of preserving natural resources. The final application step consisted in making a poster with the "Ecological Code", a list of environmental advise and conducts, a task made by the 3rd grade class B students of Escola Básica Padre Donaciano de Abreu Freire (Donaciano de Abreu Freire Priest Basic School), which resulted in earning the Green Flag of Ecological School. In the scope of sports, the AEE, in partnership with the Estarreja Handball Club and the Estarreja City Council have organized the third edition of the GarciCup – Estarreja International Tournament. In light of the importance of sports in physical, mental, and social health of the human being, and under the assumption the school is not a closed space, the AEE gathered logistic efforts, creating conditions to host athletes, an enriching moment for all participants.

### TJA APPLIES A PROJECT OF INTEGRATION OF A COMPUTER SYSTEM ABOARD THE FLEET

TJA has recently implemented a "project of integration of a computer system aboard the fleet", with the major goal of reducing the excess administrative workload, reducing the paper circulation that overburdens services and making it possible for the driver to be more effective in communicating with the manager and the customer. Three advantages stand out from the system's application: fuel and paper reduction, and improvement of communication effectiveness, making it viable "to the minute". The main advantage of applying the system lies in the communication effectiveness. 25 drivers have already been trained to work with the system, and the remaining 475 professionals will also be comprised. 12 vehicles are already equipped.



### SEMA BETS ON EXCELLENCE OF PROFESSIONAL TRAINING

SEMA – Associação Empresarial (Business Association) - started last year a training plan, which will be developed until 2013, with a co-funded set of actions in the areas of commerce, accounting and finance, management and administration, secretariat and administrative work, organization / corporation framework, computer science and hotels and restaurants services. The plan has been approved in the scope of Human Potential Operational Programme, framed within the QREN – (National Strategic Reference Board). Thus, SEMA continues to bet on ongoing training as a competitiveness factor for the municipalities where it operates: Albergaria a Velha, Estarreja, Murtoosa and Sever do Vouga.

### PEDESTRIAN BRIDGE LINKS ESTARREJA AND SALREU

The Estarreja City Council (CME) has inaugurated, in July 2012, the Pedestrian Bridge across Antuã River, linking the city of Estarreja to the town of Salreu, thus increasing the pedestrian circuit's perimeter and improving the conditions to practicing sports and leisure. The work is included in the plan "Qualification of Public Areas and Urban Environment of the City of Estarreja" – Partnerships for Urban Regeneration, which contemplated a set of projects to the municipality center and an extension to the river bank area. In this scope, we also stand out the remodeling project of the Maria de Lurdes Breu swimming pool in a multiuse pavilion, broadening the range of activities possible to make in the Antuã Park; and the requalification of Casa da Cultura (House of Culture) at Francisco Barbosa Plaza, with the increase of the exhibits gallery and the creation of new adjacent rooms.

### CONTRACTING AND IMPROVING HEALTH CARE PERFORMANCE

The financial sustainability is the major problem in the Portuguese health system. The purpose of health systems is not only to reduce costs, or to produce health care, but also to provide users an added-value in terms of health, that is to say, better health per Euro spent. With this in mind, there was a need to implement commitments between health care providers and the State, as a funding entity, improving efficiency and maximizing health advantages. In order to reach these goals, it was created a contracting system, which on the base of indicators (measurable variables) values the users accessibility to medical centers, the quality of actions provided and health advantages. On the base of the contracted objectives (goals) established with the ACeS (Agrupamentos de Centros de Saúde – Health Center Groups), the contracting departments accompany and monitor their performance and have an interactive role in the detection of deviations from the contracted objectives, assisting in finding the best solutions to problems. At the same time, they promote responsibility and autonomy from the providers in the contract compliance (negotiated clauses).







"BROA DE AVANCA" IS REBORN DUE TO BROTHERHOOD

## HANDS-ON DOUGH

**IN AN OLD WATER MILL NEAR MUSEUM CASA-MUSEU EGAS MONIZ, "BROA" (CORN-BREAD) IS COMING BACK TO LIFE. THE MERIT BELONGS TO CONFRARIA DA BROA D'AVANCA (BROTHERHOOD OF AVANCA CORN-BREAD) CREATED IN 2004. THANKS TO THEIR ACTIONS, TRADITIONAL KNOWLEDGE AND REGION'S FLAVOR ARE SAFE KEPT**

*By Paulo Caetano*

The white smoke leaving the old water mill's chimney, now recovered and whitewashed, indicates the oven is heating up. Inside, the 64-year old brotherhood member José Maioto, stirs the incandescent coal ensuring the right temperature is reached. In the next room, facing the millstones that slowly grind the corn, is 66-year old Domingas Valente, sifting the flour. She must ensure she removes any rough grinded corn and that she will only use the finest and purest flour.

The place is filled with the sound of water, running in turmoil through the mill's outer channel, and the millstone's squeaking. Here, in this mill restored by the city council, the Confraria da Broa d'Avanca is bringing the interest in this "pão dos pobres" (bread of the poor), now turned into a gourmet product, back to life. By recovering the old handcraft recipe of the "broa" - resorting to arm labor to make the dough and to a wood oven to bake it slowly -, the Brotherhood preserves both ancient knowledge and the traditional taste of this famous bread. "The defense of Avanca corn-bread is made by preserving its authenticity and promoting actions that associate it to corn crops. However, our final goal is to achieve certifi-

cation for this old product," the 59-year old Grand Master Manuel Firmino defends.

Inside the mill, Domingas Valente avoids putting her hands on the dough. The moment is not yet right. She picks up a coffeepot with boiling water and pours it over the pile of flour. Then, with a large wooden spoon, she gradually turns and mixes. She repeats the operation again and again, adding flour and water. When the temperature decreases, and the water goes from hot to warm, that's the time for Domingas Valente to add salt, rye flour and the "bait": the yeast that will make the bread expand.

Then, it's time to stick one's hands into the bread dough. Her fingers become stronger and revived. They smooth, mix, turn. Then they smooth again. They hit hard. They caress the dough with devotion. This is how Avanca "broa" is born: flour and water in wise doses. And a lot of hand work. Long and fluid gestures. Or dry and abrupt ones. In-between the knotty fingers of Domingas Valente, the dough earns consistency. And shape. When that finally happens, the moment has come to put it in a corner of the dark wooden work bench and carve a cross on top using her hand. While she recites, as if it was a prayer: "May Saint Mamede makes you grow, Saint Vincent makes you expand, S. John makes you bread. In the name of the Father, the Son and the Holy Ghost. Amen."

With the pride of who has just fulfilled their mission, Domingas Valente proceeds with covering the dough with an immaculate wool cloth, and let it rest for a few hours, to see it grow and gain volume. "This knowledge came from my parents and grandparents, from watching them make the "broa" and from helping them. Everything was done manually and this is how it must be, if you want to bake a good "broa"," ensures Domingas Valente.

When the time comes, the oven is ready. José Maioto has already removed all embers with a shovel and swept ash away with a nox broom. He grabs a huge baker shovel and places the dough inside to be baked. He handily maneuvers the shovel and places the dough inside the oven - which is immediately closed. Then, he waits for four or five hours, depending on whether one likes the "broa" more or less cooked. These hours are spent merrily chatting with a glass of red wine for company, remembering the adventures that led to the creation of the brotherhood. "We were a group of friends that gathered in a café and were sorry to see the Avanca water mills degrading, and the "broa", from our childhood, disappearing," Manuel Firmino remembers, while José Maioto promptly adds: "At this time the brotherhood has 32 male and 3 female members, besides Domingas Valente, who is an honorary member. Her hands make the best "broa".

In the end, comes the tasting. The "broa" is still hot on our hands and the smoke it exhales is fragrant, when the yellow bread is torn and divided. The opinion is unanimous: "Undoubtedly delicious!"



# AVANCA 2013 A MOVIE FESTIVAL

By Ana Paula Valente

With over three decades, Cine-Clube de Avanca (CCA or Avanca Cinema Club) produces, distributes and exhibits movies and other audio visual material. CCA has produced animation, fiction and documentaries, constantly shown in festivals throughout the 5 continents, and its résumé counts on 50 works produced and over 150 national and international awards.

Reason for local pride, the animation movie production studio of Avanca is one of the most well-prepared studios in the country from a technical point of view, and has produced the first Portuguese animation full-length movie. This studio develops an important work in itinerant movie exhibition, and is also responsible for organizing several training actions in the field. Also, from 1997, it has organized "International Cinema, Television, Video and Multimedia Meetings" – AVANCA Movie Festival.

## A movie festival for Avanca

The AVANCA movie festival has been a privileged location to disclose, reflect and discuss the most

recent researches in the cinema field. During this initiative, that takes place in the last week of July, Avanca is the rendezvous of researchers, academic experts, directors, producers, actors, critics, technicians, movie buffs, and others, from all around the world.

The event is divided into two areas, the Avanca Parish Auditorium, where the international movie and video contest is shown; and school Egas Moniz, where permanent sessions are made throughout the day, showing selected documentaries of the TV contest, movies of the movie contest, and also panorama movies and movies from parallel sections.

In 2012, the international contest received over 2300 movies from 69 countries. From these movies about 200 works were selected and exhibited throughout the festival days, and seen by approximately 18.000 viewers and seven sets of juries, composed of 32 personalities from 12 countries, awarding 15 prizes and 9 honorable mentions.

Actresses like Hanna Shygulla (Fassbinder's muse, and the greatest name in the German and European cinema), Sylvia Kristel (a Dutch actress that starred the greatest blockbusters of all times, and who passed away last year), Assumpta Serna (the actress from "Matador" by Almodovar and from the American TV series "Falcon Crest"); prized directors or Oscar nominees, like Canadian Co Hoedeman, Russian Konstantin Bronzit or Estonian Tanel Toom; Cannes and Berlin winners like Belgian Jaco van Dormael, Argentinean Juan Solanas or Serbian Dusan Makavejev. They all came to Avanca and ran unprecedented workshops, most of them for the first time ever.

We must also mention that the Avanca Movie Festival is organized in partnership with the Estarreja

City Council, and also counts on the support of ICA / State Secretariat of Culture, Portuguese Institute of Sports and Youth, Portuguese Movie Academy, APEVT, DeCA / University of Aveiro, ESAP, ESAD, Teatro Aveirense (Aveirense Theatre), Avanca Village Council, Avanca Schools Group and Avanca Parish, besides several other local entities.

The 17th consecutive edition is already under development. The opening of the International Contest "AVANCA 2013 – International Cinema, Television, Video and Multimedia Meetings" will take place in the Avanca Parish Auditorium, between Wednesday, July 24th, and Sunday 28th.

Write it down in your notebook!

## WORKSHOPS WITH THE BEST

Every year, six to eight workshops allow AVANCA participants to meet a few renowned international movie personalities. Some movies produced at these training areas have even been shown internationally in other festivals..

In 2012, among the referred movies, a joint work of teachers and students resulted in an unprecedented experience in the way of working animation cinema on a classroom. Children of the Estarreja Council had the opportunity to experiment, together with children from other cities and countries, how animation cinema can be made at school.

## A WORLD WINDOW TO REGIONAL MOVIES

Particular importance has been given to the Portuguese cinema, reinforcing the relevance that AVANCA has had throughout these 16 years in terms of training and promoting new national filmmakers.

In 2012, 15 movies produced, or co-produced in the region have been selected for the Avanca contest, strongly demonstrating the intense film activity in the region. In the last 4 years, movies produced in Avanca have earned about 15% of the total awards given to Portuguese cinema in foreign movie festivals.

## AN INTERNATIONAL CONFERENCE

An international conference has branded the latest years of the festival (from 2010), gathering academic experts and researchers from about twenty countries that presented, in July, 166 communications on the most recent research made in cinema field. "AVANCA|CINEMA - International Cinema Conference - Art, Technology, Communication" is an event integrated in the Festival that aims to promote Portugal as an aggregation and dissemination core of new knowledge, offering national and international researchers experience and information sharing which will be useful to foster and plan studies in the areas of cinema, art, technology, and communication.







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