

## Católica Centre for Thriving Futures (CCTF)

### Coalition Projects and Executive Courses

In 2026, the CCTF plans to launch 6 coalitions, with 5 to 10 partner companies per coalition, each investing €5,000. We are also offering 6 executive courses.

Coalition Projects	Executive Courses
Impact AI Benchmarking for Portugal	AI Applications for ESG & Thriving
Case Database on Regenerative Business in Portugal	The Future of Work & Employability
Green Claims Integrity	Green Claims Defence & Litigation Strategy
ESG Supply Chain "Safe Harbor"	The CSDDD & Value Chain Governance
Smart Urban Health	Sustainable Biotechnology and AI
Regenerative Urban Agriculture Accelerator	Sensing Technology & Regeneration for Green Businesses

For more details on the Coalition Projects and Executive Courses, see the following pages. If you would like to enquire or register your interest for any of these, please contact the listed person, or [cctf.cpbs@ucp.pt](mailto:cctf.cpbs@ucp.pt).

## COALITION PROJECTS

### 1. Impact AI Benchmarking for Portugal

The purpose of this project is to allow Portuguese companies to share how they are using AI to create environmental, social and governance (ESG) impact.

**Methodology:** A short survey to capture areas of AI application for impact across ESG topics; CCTF will host a series of facilitated “safe space” dialogues among companies, allowing each to showcase emerging practices, challenges and lessons learned.

**Deliverable:** A white paper capturing areas of AI impact on ESG, with selected vignettes from companies that profile emerging practices, challenges encountered, how they were overcome and what lessons can be learned.

**Contact:** Wayne Visser ([wvisser@ucp.pt](mailto:wvisser@ucp.pt))

### 2. Case Database on Regenerative Business in Portugal

The purpose of this project is to create a curated, high-quality case database showcasing leading ESG and thriving practices in Portugal.

**Methodology:** Case identification and selection; structured case research and analysis using ESG / thriving frameworks; multi-stakeholder validation through an expert coalition (e.g. BCSD Portugal and partners).

**Deliverable:** A publicly accessible and regularly updated database of Portuguese ESG / thriving cases, including short teaching cases, practitioner briefs, and thematic insights (e.g. climate, nature, social value, governance, innovation).

**Contact:** Wayne Visser ([wvisser@ucp.pt](mailto:wvisser@ucp.pt))

### 3. Green Claims Integrity

Environmental marketing must follow strict scientific standards to avoid non-compliance risks such as heavy fines and litigation. The purpose of this project is to create a validation framework to help validate sustainability claims.

**Methodology:** Legal auditing (Law Faculty); scientific validation (School of Biotechnology); and analysis of consumer trust impact (Business School).

**Deliverable:** A tailored checklist and protocol for the Portuguese market to validate environmental marketing claims before they go public.

**Contact:** Pedro Freitas ([pfreitas@ucp.pt](mailto:pfreitas@ucp.pt))

#### 4. ESG Supply Chain "Safe Harbor"

A "Compliance & Impact Accelerator" designed to help companies navigate the CSDDD, mitigate legal risk, and build resilience.

**Methodology:** Expert interpretation of the CSDDD (Law Faculty); development of strategies for deep-tier supply chain mapping (Business School); and implementation of biospecific regenerative actions (School of Biotechnology).

**Deliverable:** A framework for auditing suppliers and implementing regenerative actions (e.g., fair living wages, soil restoration programmes) that satisfy EU due diligence requirements.

**Contact:** Pedro Freitas ([pfreitas@ucp.pt](mailto:pfreitas@ucp.pt))

#### 5. Smart Urban Health

Advancement of cutting-edge smart biosensors that combine environmental, biological, mobility, and sociodemographic data to produce AI-powered insights aimed at enhancing urban public health resilience.

**Methodology:** Designs biosensors, manages data integration and analysis, and conducts AI training and validation (Biotech School); ensures compliance, upholds ethics, and formulates policy (Law School); carries out market research, involves stakeholders, and assesses outcomes (CPBS).

**Deliverable:** A comprehensive smart biosensing platform including AI-driven analytics, regulatory compliance frameworks, educational materials, and impact assessments — designed for municipalities, public health organisations, environmental bodies, healthcare providers, and technology collaborators.

**Contact:** Pedro Rodrigues ([pmrodrigues@ucp.pt](mailto:pmrodrigues@ucp.pt))

#### 6. Regenerative Urban Agriculture Accelerator

The Regenerative Urban Agriculture Accelerator promotes sustainable city farming through innovative vertical systems. Combining biotechnology, law, and business, it creates efficient modular farms while tackling legal issues and supporting growth, aiming to boost food security and sustainability in urban areas.

**Methodology:** Biotech leads the development and deployment of modular urban farming systems; Law School ensures compliance with regulations and develops policy proposals; CPBS focuses on business modelling, stakeholder engagement, and evaluating impact.

**Deliverables:** Modular vertical farming systems, comprehensive regulatory and policy frameworks, scalable business strategies, community involvement initiatives, and thorough impact evaluations.

**Contact:** Pedro Rodrigues ([pmrodrigues@ucp.pt](mailto:pmrodrigues@ucp.pt))

## EXECUTIVE COURSES

### 1. AI Applications for ESG & Thriving

**Format:** In-person, 2.5 days

**Target:** Chief Sustainability Officers (CSOs), ESG Leaders, Strategy & Innovation Directors, Digital & Data Leaders, Risk & Compliance Officers, Senior Executives.

**Topics:**

- AI for ESG Intelligence: Using AI to analyse ESG data, identify risks and opportunities, and support CSRD, CSDDD, and climate/nature reporting
- AI for Thriving Performance: Applications of AI to optimise circularity, decarbonisation, biodiversity, wellbeing, and inclusive value creation
- Governance & Ethics of AI: Managing bias, transparency, accountability, and responsible AI use in sustainability decision-making

**Contact:** Wayne Visser ([wvisser@ucp.pt](mailto:wvisser@ucp.pt))

### 2. The Future of Work & Employability

**Format:** In-person, 2 days

**Target:** HR Directors, Talent & Learning Leaders, Business Unit Heads, Strategy Leaders, Public Sector & Education Leaders, Board Members.

**Topics:**

- Disruption & Jobs: How AI, automation, green transition, and demographic change are reshaping skills, roles, and labour markets
- Skills for Employability: Identifying future-proof skills, lifelong learning models, and new approaches to talent development and reskilling
- Workplace Transformation: Designing organisations for wellbeing, inclusion, purpose, and productivity in hybrid and human-AI workplaces

**Contact:** Wayne Visser ([wvisser@ucp.pt](mailto:wvisser@ucp.pt))

### 3. Green Claims Defence & Litigation Strategy

**Format:** In-person, 2 days

**Target:** Marketing & Brand Directors, Legal & Regulatory Affairs Managers, Product Development Leads, Corporate Communications & PR Agencies.

**Topics:**

- The Anatomy of a Green Claim: Legal breakdown of generic claims (e.g., "Eco-friendly") and mandatory Life Cycle Assessments (LCA)
- The Evidence Locker: Workshop on building a "Legal Defense File" with scientific data
- Litigation War Stories: Case law analysis of EU brands sued for misleading advertising

**Contact:** Pedro Freitas ([pfreitas@ucp.pt](mailto:pfreitas@ucp.pt))

#### 4. The CSDDD & Value Chain Governance

**Format:** In-person, 2.5 days

**Target:** General Counsels & In-house Legal Teams, Chief Sustainability Officers (CSOs) & Compliance Officers, Procurement & Supply Chain Directors, Board Members.

**Topics:**

- The New Legal Standard: Deep dive into the CSDDD and "Results-Based" obligations
- Regenerative Contracting: Drafting "Shared Responsibility" clauses to replace standard termination clauses
- Board Liability: New interpretations of fiduciary duty regarding long-term climate risks vs. short-term profits

**Contact:** Pedro Freitas ([pfreitas@ucp.pt](mailto:pfreitas@ucp.pt))

#### 5. Sustainable Biotechnology and Artificial Intelligence

**Format:** In-person, 2 days

**Target:** Biotech professionals, legal and regulatory teams, innovation managers, sustainability leaders, technology, policy, and market strategy executives.

**Topics:**

- Practical applications of AI-enabled biotechnology and sensing across biomedical, agricultural, and industrial sectors
- Ethics, governance, and regulatory frameworks for AI-biotech innovation
- Market strategies, innovation pathways, and business models for sustainable biotech solutions
- Real-world regenerative and sustainability-driven case studies

**Contact:** Pedro Rodrigues ([pmrodrigues@ucp.pt](mailto:pmrodrigues@ucp.pt))

#### 6. Sensing Technology & Regeneration for Green Businesses

**Format:** In-person, 2 days

**Target:** Professionals in sustainability leadership, environmental management, biotechnology and innovation, legal and regulatory affairs.

**Topics:**

- Technologies for environmental sensing aimed at ecosystem monitoring and sustainable resource management
- Legislative frameworks, public policy issues, and regulatory standards relevant to sensing-based environmental solutions
- Business models with positive impact and strategic approaches for fostering sustainable and regenerative innovation
- Implementation of biotechnology and AI-driven methods for ecological restoration and environmentally responsible business practices

**Contact:** Pedro Rodrigues ([pmrodrigues@ucp.pt](mailto:pmrodrigues@ucp.pt))

## About the Católica Centre for Thriving Futures (CCTF)

CCTF was founded in 2025 with the support of Galp as a knowledge transfer centre at UCP that brings together faculty and researchers from Católica Porto Business School, the School of Law and the School of Biotechnology. Our **mission** is:

*To improve the health of nature, society and the economy through science-based, interdisciplinary, applied research, education & engagement on trends and best practices in policy, technology and business that can help to shape a better future for Portugal and beyond.*

### WHAT WE DO

We work with strategic partners to do tailored research, education and engagement that addresses their questions or challenges, advances their positive impacts, and enhances their brand and reputation as good corporate citizens, through:

- **Effective Policy and Regulation:** Identifying and interpreting the implications of current and emerging government legislation affecting organisations' strategic sustainability goals.
- **Impactful Innovation and Technology:** Identifying and assessing the potential of technologies — such as AI, data systems and biotechnologies — for the creation of thriving futures.
- **Sustainable Business, Finance and Reporting:** Identifying and interpreting best practices in ESG (environment, society and governance) strategy, investment, finance and reporting.

### WHAT ARE THRIVING FUTURES?

Drawing on the work of Prof. Wayne Visser, Director of the Católica Centre for Thriving Futures, thriving futures are built on five societal transitions: **Degradation to Restoration** of ecosystems and biodiversity through protection, restoration and rewilding of nature; **Depletion to Renewal** of natural resources through a circular economy of biological and manufactured materials; **Disparity to Responsibility** in workplaces and communities by supporting diversity, equity and inclusion; **Disease to Revitalisation** in workplaces and communities by supporting physical and mental health and wellbeing; and **Disruption to Resilience** of infrastructure and institutions by transitioning to a low carbon economy and supporting adaptation.

### THE VALUE OF PARTNERSHIP

**Access Tailored Knowledge:** The Centre focuses its applied research on the specific needs or challenges that you define in the partnership agreement.

**Support Societal Impact:** The work of the Centre with its partners advances positive impacts of business in society and the environment.

**Enhance Public Perceptions:** Association with a credible university and progressive businesses is good for brand and reputation.

## Contact

For general enquiries or to discuss partnering with the Católica Centre for Thriving Futures, contact [cctf.cpbs@ucp.pt](mailto:cctf.cpbs@ucp.pt)