

MAY 2025

26<sup>th</sup>

CONFERENCE  
**FOREU4ALL**  
INITIATIVES AND  
ACCELERATE GENAI

**PRESENCE**

ESE AUDITORIUM | SANTARÉM POLYTECHNIC UNIVERSITY

**DISTANCE**

ZOOM ID: 918 5395 3635

REGISTRATION



# CONFERENCE FOREU4ALL INITIATIVES AND ACCELERATE GENAI

On May 26th, 2025, the [FOREU4ALL INITIATIVES AND ACCELERATE GENAI](#) conference will take place at Auditorium I of the School of Education, Polytechnic Institute of Santarém, with the option of remote participation. This event is part of ACE2EU FOREU4ALL initiatives and is supported by strategic European alliances (Colours and NEOLAiA), collaboration of the international networking METARED, EU experts, the Portuguese Research Foundation, CIAC-PLDIS IPSantarém Research Initiatives, Protocol Signature, AI and Ethics experts and Hands on AI workshop (basic and intermediate).

Bringing together [20 speakers from across Europe](#), including institutional leaders, researchers, and digital transformation experts, the conference will offer a rich and multilingual environment where each speaker will present in their native language, ensuring cultural and linguistic diversity. These interventions will reflect the ongoing European efforts to integrate Generative AI, digital literacy, and ethical innovation into educational practices and policies.

The program will include the official signature of a cooperation agreement with the Regional Association for the Development of Information Technologies in Madeira, aiming to advance research and practical applications of AI in academia. This agreement represents a concrete step in building sustainable frameworks for digital education and research collaboration.

Through panels, workshops, and networking opportunities, the event will foster international exchange and strategic dialogue among members of the IberoAmerican METARED Peru network and other global stakeholders. Topics such as ethical AI, the future of European alliances, and practical demonstrations of AI tools will be explored, empowering both educators and students to drive digital transformation in their institutions.

The [FOREU4ALL INITIATIVES AND ACCELERATE GENAI](#) is more than just a gathering—it's a catalyst for European cooperation, technological advancement, and the ethical evolution of education.

Mar Hologram - Moderator



# PANEL OF SPEAKERS



**João Moutão**, President of the Polytechnic Institute of Santarém, was re-elected for a second term in December 2024, reflecting his impactful leadership. With a background in Sports Sciences and Education, he has been instrumental in advancing the institution's development and credibility. His commitment to academic excellence and institutional growth is well recognized. He will participate in the Welcome and Introduction session at the conference.



**António Fidalgo**, as Secretary-General of ISTECS Lisbon, António Fidalgo coordinates all operational activities and supports the implementation of the institute's educational mission. He works closely with the Director and supervises institutional services. Known for his strategic and organizational capabilities. He will attend the opening session and the LABAleskills agreement signing.



**George Camacho** is the Director of the School of Education at Santarém Polytechnic Institute (ESES), a position he has held since July 2022. He has been a faculty member since 1987 and previously served as Vice-President and Student Ombudsman at the institution. Known for advocating stronger collaboration between different schools within the Polytechnic. His leadership focuses on improving institutional cohesion and educational quality. He will join the Welcome and Introduction session at the conference.



**Maria Potes Barbas** is a Full Professor with 25 years of experience in Educational Multimedia Communication, specializing in digital literacy and social inclusion. She coordinates the Educational Technology Department and the Office of Projects and Internationalization at the Polytechnic Institute of Santarém. Recognized for her innovative projects, she received the International Award 2024 from Targu Jiu University for her contributions to digital inclusion. At the conference, she will present the Innovation and FOREU4ALL Issues session and lead the MRDE Innovative Project panel.



**Vasilis Giannoglou**, project Manager at Geomaging Ltd, Vasilis is an open-minded and proactive engineer with a drive for innovation and organization. He actively contributes to European tech-driven projects and multidisciplinary initiatives. He will coordinate the presentation on the Artifigen European Project.



**António Bob Santos**, PhD in Economics from ISCTE-IUL. Since July 2022, member of the Board of Directors at FCT – Foundation for Science and Technology. Previously served as Executive Coordinator of the "Impulso Jovens STEAM" and "Impulso Adultos" programs (2021–2022) and was on the Board of Directors of ANI – National Innovation Agency (2018–2021). Has advised multiple governments on innovation policy since 2001 and contributed to major national programs in innovation, digital transformation, and entrepreneurship. Former project manager at UMIC and collaborator at CEiiA in Smart Cities. Also has teaching experience and publications in innovation, technology, and digital fields.



**Andreia Vieira**, is an Adjunct Professor at ISTECS, specializing in Multimedia and Computer Engineering. She is a member of the institution's Scientific and Pedagogical Councils. Holding a PhD in Digital Media from the UT Austin | Portugal program, she is also a researcher at CIAC, focusing on digital communication, disinformation, gamification, digital inclusion, e-learning, multimedia content creation, serious games, and AI in education. With over 15 years of experience in higher education, she has published in international journals and book chapters. Beyond academia, she works as a trainer and consultant in digital projects, copywriting, social media, and e-learning.



**José Ignacio Jimenez**, is the Vice-Rector for Internationalisation at the University of Jaén (UJA), Spain, and a Full Professor in Continuum Mechanics. He leads the university's global engagement strategies, fostering international partnerships and mobility programmes. His academic research focuses on fluid-structure interaction, vortex-induced vibrations, and wake control, with numerous publications in these areas. Prof. Jiménez González actively represents UJA in international forums, promoting cross-border academic collaboration and innovation.



**Filipe Madeira**, Filipe Madeira is a Coordinator Professor at the Polytechnic Institute of Santarém and leads the Master's Program in Applied Informatics. He is Editor-in-Chief of the Scientific Journal of UI\_IPSantarém and Vice-Coordinator at the Digital Literacy and Social Inclusion Hub (PLDIS), CIAC – University of Algarve. Holding a Ph.D. in Computer Science, his research focuses on recommender systems, educational technologies, and digital health literacy. He has authored numerous academic publications and developed resources in health empowerment and tech-enhanced learning.

# PANEL OF SPEAKERS



**Laura Colò**, Project Manager of 1CORE at the 4EU+ General Secretariat, Laura has extensive experience in higher education policy and international cooperation. Passionate about academic collaboration, she supports European university alliances through strategic initiatives. She will present the European Degree Label Updates panel.



**Rita Dias**, Rita Dias is the President of the Erasmus Student Network (ESN) International, the second Portuguese to hold this position. Originally from Lisbon and based in Peniche, she holds a degree in Political Science and a master's in Public Policy. Active in ESN since 2018, she is a strong advocate for student mobility and inclusion within the Erasmus+ programme.



**Sebastian Stride**, higher education and research expert at SIRIS Academic, Sebastian has worked with over 250 universities worldwide and helped secure over €5 billion in funding. Formerly an archaeologist on the Silk Road, he now advises institutions on strategic development. He will lead the session Calls for Fundings.



**Silvana Balarezo** is an expert in educational innovation and digital transformation, currently leading Digital Learning Experiences at UPC in Peru. With over 20 years of experience, she specializes in integrating technology into education and has received international awards, including the Blackboard Hall of Fame and MetaRed's First Prize. A Faculty Innovation Fellow at Stanford, she holds a Master's in Higher Education and is known for promoting hybrid classrooms, emerging technologies, and digital culture in teaching.



**MRDE**, Professors and students from the Master's in Digital Resources for Education (MRDE) will present an innovative project developed within the program. Led by faculty members **Maria Potes Barbas, Cristina Novo, Ana Loureiro, Ana Torres, Andreia Vieira, Inês Messias, Marisa Correia, Nuno Oliveira, Paulo Branco, Raquel Santos, and Nelson Mestrinho**, the project explores how digital tools can transform teaching and learning. Join us to discover the future of educational technology through this collaborative and forward-thinking initiative.



**Filippo Carnevali**, Filippo Carnevali is an IT expert at the University of Ferrara, contributing to the European-funded university alliance "Colours." He collaborates with European partners to develop shared IT solutions and enhance digital infrastructure within the alliance. Additionally, Filippo serves as a Lead Instructional Designer and Trainer, focusing on digital education and e-learning strategies



**José Miguel Sousa**, is the General Director of DTIM – the Regional Association for the Development of Information Technologies in Madeira. He leads strategic initiatives aimed at promoting digital transformation across the region. With extensive experience in the field of information technology, he has been a key contributor to digital modernization and the development of innovative tech solutions for both the public sector and the business community in Madeira.



**Eleonora Simeone**, is the Higher Education Lead for Google Workspace for Education in the EMEA region. Based in Barcelona, she collaborates with universities across Europe, the Middle East, and Africa to enhance digital learning environments through Google's tools. Eleonora has been instrumental in promoting the adoption of AI-driven solutions, such as LearnLM and Gemini, to support personalized and interactive learning experiences. She has shared insights at events like THE's Digital Universities Europe 2025, highlighting the transformative potential of generative AI in higher education. Times H



**Ancor Guedes; Jorge Gonzalez**, Software development students from IES El Rincón, currently undertaking an Erasmus program at IPSantarém, actively investigating the transformative potential of artificial intelligence within higher education. Our presentation will explore the integration of AI to enhance learning methodologies and student engagement.



**Luís João**,Luís João is the Head of Public Sector and Healthcare at Google Cloud Portugal. With over 14 years of experience in digital transformation, security, and cloud technologies, he leads strategic initiatives to modernize public services and healthcare through innovative cloud solutions. He holds a Master's degree in Computer Engineering from Instituto Superior Técnico.

## PANEL OF SPEAKERS



**Raquel Santos**, is a Science and Technology Manager at A3ES – the Portuguese Agency for Assessment and Accreditation of Higher Education. With a doctorate in History from NOVA University Lisbon, she brings a multidisciplinary background in conservation, heritage science, and digital communication to her role. Her work focuses on enhancing quality assurance processes in higher education and promoting accessible knowledge dissemination.



**Paulo Branco**, is a researcher at CIAC-PLDIS-IPSantarém and a professor at both the School of Education of Santarém (ESES) and ISTECS – Instituto Superior de Tecnologias Avançadas. His academic background includes degrees in Education and Multimedia Communication, and a PhD in Multimedia in Education from the University of Aveiro. His work focuses on digital media, lifelong learning, and social inclusion through ICT.



**Beatriz Valverde**, Director of the Secretariat of European Universities at the University of Jaén - Coordinator of the NEOLAIA Alliance

## SECRETARY GENERAL AGREEMENTS



**Manuela do Rosário**, Presidential Support Services Secretary



**Carlos Cardeira**, Deputy Secretary General of ISTECS Lisbon

## DESIGN AND MULTIMEDIA EXPERTS



**Renata Pintor** Digital Designer, Digital Literacy and Social Inclusion Hub Executive Secretary



**Juliana Semanas**, Project Manager, Multimedia Expert



**Diogo Algarvio**, Web Developer & Designer

## INTERNSHIPS



**Matilde Mendes, David Maçarico and Afonso Faria**  
Trainees on the Higher Professional Technical course in Digital Design



## EXPERT STUDENTS HOLOGRAMS



**Vítor Pereira**, Student of Multimedia Production in Education



**João Oliveira**, Student of Multimedia Production in Education

## EXPERTS AUDIOVISUAL STAFF - CTEC



**Inês Matias, Rosa Oliveira, Rui Lopes**  
Educational Technologies, Video, Multimedia Educational Communication



**09H00-09H15: WELCOME AND INTRODUCTION** Mar Moderator - Hologram

João Moutão, President Santarém Polytechnic University; George Camacho, Director ESE-Santarém Polytechnic University

**Panel I. Foreu4all Facilities****09H15-09H30: FOREU4ALL ISSUES** Mar Moderator - Hologram

José Ignacio Jimenez, Vice-Rector de UJA and FOREU4ALL Representative; Maria Potes Barbas, Pro President of Innovation, ACE2EU - FOREU4ALL Representative; Beatriz Valverde, Director of the Secretariat of European Universities at the University of Jaén - Coordinator of the NEOLAIA Alliance

**Panel II. CIAC-PLDIS IPSantarém Agreement****09H30-09H45: CIAC-PLDIS IPSANTAREM AND ISTEAC** Mar Moderator - Hologram

Official Agreement Forward Ai\*

Official Agreement Universidad de Jaén

Official Agreement ESN

Official Agreement DTIM

Memorando of Understanding GOOGLE CLOUD CIAC-PDIS IPSantarém

**Panel III. Research and Innovation... -Be prepared for the Future!****09H45-10H15: RESEARCH AND AI** Mar Moderator - Hologram

António Bob Santos, Member of the Board of Directors of Portuguese FCT;  
Maria Potes Barbas, CIAC-PLDIS IPSantarém Coordinator

**10H15-10H30: UNION OF SKILLS** Mar Moderator - Hologram

Rita Dias, Erasmus student Network AISBL

**10H30-10H45: AI INSTRUCTIONAL DESIGN PRACTICAL RESULTS** Mar Moderator - Hologram

Filippo Carnevali, Colours European Alliance

**10H45-11H00: ARE UNIVERSITIES PREPARED FOR THE FUTURE?** Mar Moderator - Hologram

Eleonora Simeone, Leader of Google Workspace for Education in the EMEA

**11H00-11H20: EUROPEAN DEGREE LABEL UPDATES** Mar Moderator - Hologram

Laura Colò - EU+ and co-chairing the FOREU4ALL Subgroup on the European Degree

**ACCREDITATION/EVALUATION OF DEGREES IN AN INTERNATIONAL ASSOCIATION**

Raquel Santos, PHD Analysis and Studies, A3es

**11H20-11H40: EUROPEAN UNIVERSITIES IN A WORLD IN CRISIS** Mar Moderator - Hologram

Sebastian Stride, Founding Partner in SIRIS Academic

**Panel IV. Boost Innovation with Students IA in practice****11H40-12H00: MASTER DEGREE INNOVATIVE PROJECT** Mar Moderator - Hologram

Maria Potes Barbas, Cristina Novo, Ana Loureiro, Ana Torres, Andreia Vieira, Inês Messias, Marisa Correia, Nuno Oliveira, Paulo Branco, Raquel Santos, Nelson Mestrinho, Jorge Gonzalez, Ancor Guedes and Students of 2<sup>nd</sup> Year of PME

**12H00-12H30: PEDAGOGICAL AND ETHICS GUIDELINES WITH AI** Mar Moderator - Hologram

Silvana Balarezo, METARED Iberoamericana

**12H30-14H00: LUNCH TIME****Panel V. Practices with AI in Research and Innovation****14H00-14H15: ARTIFIGEN EUROPEAN PROJECT** Mar Moderator - Hologram

Vasilis Giannoglou, Coordinator

**14H15-15H00: BASIC AI SKILLS** - GenAIAgents; AI Statistics; Frequently Asked Questions; How Students Integrate AI; Creating an Account on ChatGPT; Creating an Account on Gemini; Creating an Account on Claude; Artifigen Project; Expectations about the University of the future; Prompt Engineering. Filipe Madeira; Maria Potes Barbas; Andreia Teles Vieira; Ancor Guedes; Jorge Gonzalez; Dário Rodrigues

**15H00-16H00: INTERMEDIATE AI SKILLS** - Generating Images with AI; Info-graphics & Diagrams; Summarizing Text & Videos; Translating Text & Videos; Enhancing your writing with AI; Text Readability; Co-writing; Creating & Editing videos with AI.

Filipe Madeira; Maria Potes Barbas; Andreia Teles Vieira; Ancor Guedes; Jorge Gonzalez; Dário Rodrigues

**16H00: GENERAL CONCLUSIONS AND STEPS FOR THE FUTURE**

Filipe Madeira, CIAC-PLDIS IPSantarém Sub-Coordinator; Paulo Branco CIAC-PLDIS-IPSantarem ISTEAC