

# Business models related to sustainability and tourism in Porto



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01

# Sustainable Hotels



# Sheraton Porto

The Sheraton hotel uses highly efficient lighting with motion sensors, efficient accessories for water conservation, waste reduction, recycling, and the measurement of organic waste to reduce its impact on the environment.



CAROLINA MICHAELIS  
Management School of Excellence



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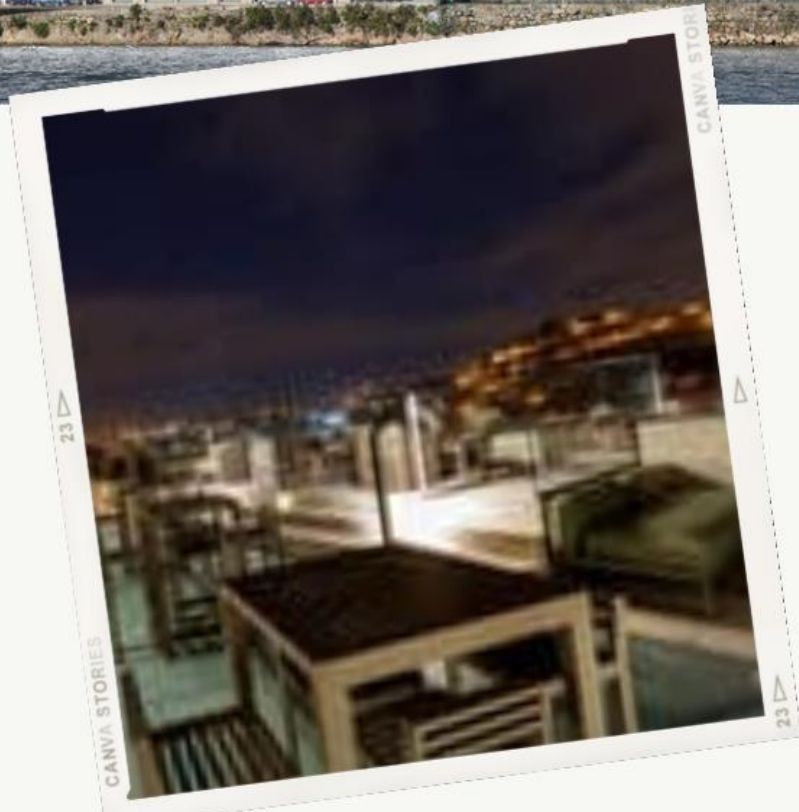


# Six Senses Douro Valley

This hotel is considered one of the biggest industry leaders when it comes to sustainability, the whole company has been committed to this cause since it was founded in 1995.







# NEYA Porto Hotel

The hotel was born from the recovery of part of the ruins of one of the few buildings of Manueline architecture in Porto, the Convent Madre Deus de Monchique. The construction maintained the original layout of the convent and the landscaped cloisters, preserving the building's history.



CAROLINA MICHAELIS  
architects



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# Yeatman

Many features have been incorporated into the design and operation of The Yeatman to help reduce its impact on the environment and its carbon footprint. They use solar panels as a way to heat up the water, LED bulbs and motion detection sensors to avoid wasting power, as well as harvesting all rain water available and separating waste.



CAROLINA MICHAELIS  
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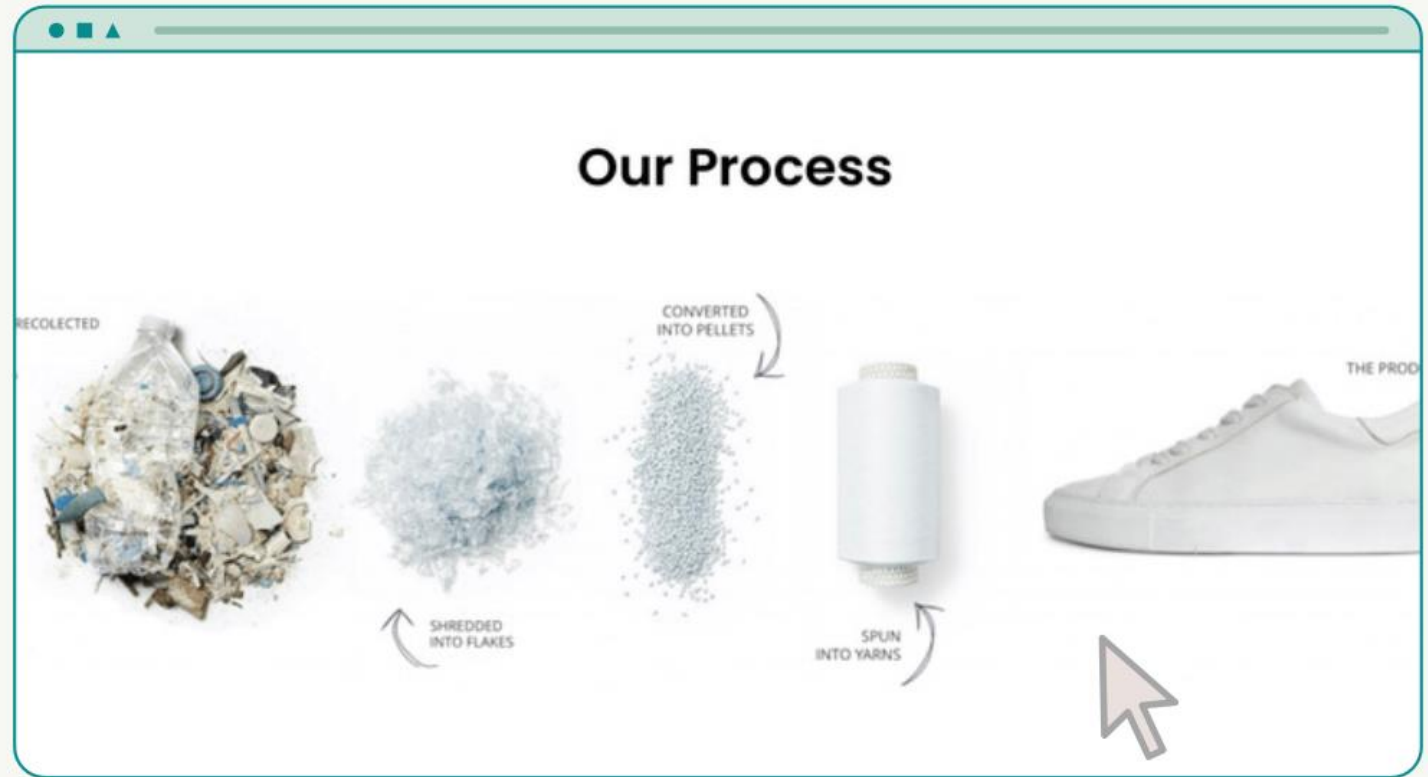


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02

# Slow Fashion



A start-up founded at UPTEC, is using disposed plastic found in oceans to produce masks for professionals as well as the community in general.





# UR Brand

- Is a handmade clothing brand with a sustainable concept.
- Local and ethical production, their clothes are made from surplus fabric bought in Portugal





# Araucana



Here you can find slow fashion collections, pieces by national and international designers. These clothes contain value in terms of environmental and social sustainability.





# Coração Alecrim

This is a clothing store  
and is inspired by  
sustainability, fair-trade  
and handmade local  
products.





03

# Outdoor Activities





# Paiva Walkways



8 km that provide a walk surrounded by unique flora and the beauty of landscapes, in an authentic natural sanctuary along the brave waters downhill.





# 516 Arouca

Located at Arouca Geopark, this bridge which connects civilization with nature is suspended 175 meters above sea-level, and is currently the largest pedestrian suspended bridge in the entire world. Around its location you can come across hundreds of different species of animals, some of them being rare endangered species.





# Climb the arch of Arrábida bridge



Since 2016, the arch became the only one in Europe that is open to visitors. It is a unique opportunity to have access to a building that had been closed to public for 53 years.



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# Biclas and Triclas

This is a sustainable way to visit Porto because they always try to use recycled materials and they make sure that their clients have respect for their rules, in order to keep the city clean and safe.



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# Porto surf company



The Porto Surf Company offers surf lessons for participants aged 6 to 66 years old, they also organize trash pick-ups along the beach for volunteers who care about the environment .



04

# Local Markets





# MarketPlace

Casual Style is a cosmopolitan market, for the commercialization of second hand Articles and New Creators. But you will also find in this market stalls of agricultural produce and gourmet products.





# Porto Belo Market



Illustrations, agricultural products, organic products, notebooks, books, natural cosmetics, jewellery, urban handicraft products, second-hand objects.







05

# Conservation Initiatives



# Serralves Foundation



The foundation is located in Porto and holds a historical and cultural heritage, comprising the Museum, the Serralves House and the park which in 1997 won the prize “Henry Ford Prize for the Preservation of the Environment”.





# Porto Wine Multimedia Center

The purpose of this space is to present Porto Wine to young people throughout its cycle, from production to final consumption. Ultimately contributing to preserving Portugal's cultural heritage.



# The End

"Be a winner and make it greener"

