

What can a city do to attract service units?







Population: 30 000 inhabitants

Cova da Beira region: 100 000 inhabitants

Main economic activity: agriculture, trade and services

Agribusiness: 100 million euro per year

3 industrial parks (with railway access)

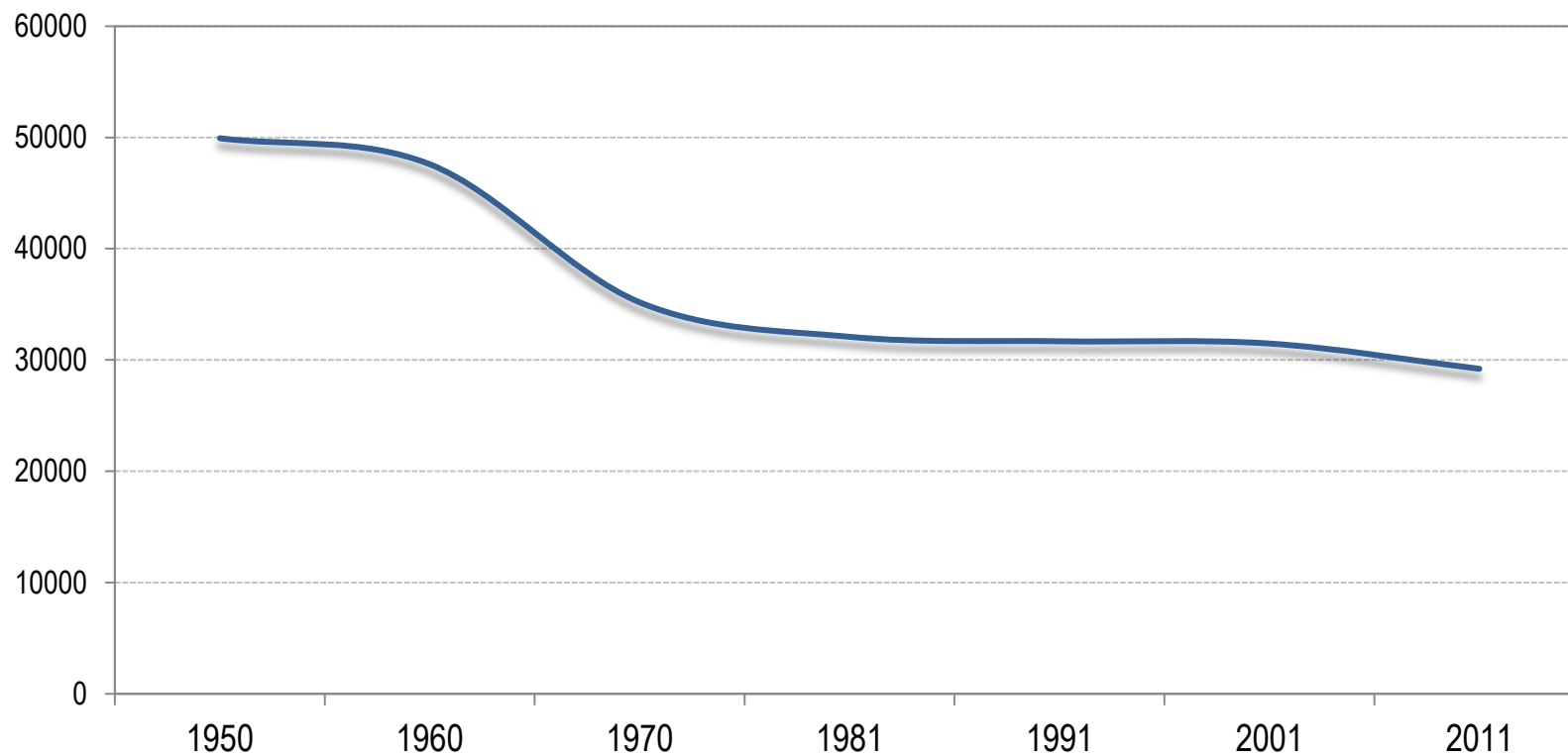
Hotel accommodation capacity: 2 100 beds

University of Beira Interior with 10.000 students is 10 km from the city centre

Average cost of hand labor : less than 700 €



1950-2011 Population







WITH LIFECYCLES?

INDIVIDUAL

GUIDING PRINCIPLES

DESIGN = ETHICS + AESTHETICS

NEW DESIGN PRINCIPLES

HERITAGE

BIBLE (SMALL SIZE)

WORLD BRAIN

EMPLOYMENT

FEEL EACH STUDENT

INTEGRATION THROUGH TEACHING

BUILDING BACK BETTER

FIND OUT

INDIVIDUAL = PERSONAL

B200N

DUTINESS = ETHICS

TRANSFORM ECONOMY PRESERVING IDENTITY

everybody is compassionate about their children

STORY ZINE (CRAZYING)

REALISTIC REQUESTS

SMALL CAUSES
↓
BIG EFFECTS

GUIDING PRINCIPLES
↓
BUSINESS DESIGN

GLOBAL PLAY



(CRITERIA, CHECK LIST, REQUIREMENT, SPECS.)

GUEE!

DO WE HAVE TO WORK?

TOOLS

WHAT'S MISSING?

CHANGE

NET PRESSION

fundão

INNOVATION PLAN

OPEN

FUNDÃO =

A word cloud centered around the word "OPEN". The word "OPEN" is repeated five times in different colors and sizes, each followed by a specific suffix. The central and largest instance is "OPEN MINDS" in pink. Other instances include "OPEN FOR BUSINESS" (yellow-green), "OPEN GOVERNMENT" (cyan), "OPEN ARMS" (orange), "OPEN SOURCE" (blue), and "OPEN CULTURE" (yellow). The background is black.

OPEN
FOR BUSINESS

OPEN
GOVERNMENT

OPEN
ARMS

OPEN
MINDS

OPEN
SOURCE

OPEN
CULTURE

- Economy based on creativity
- Creating synergies between various actors
- Integrate the differences
- Focus on the added value, not only low cost

- Hospitality
- Specific administrative assistance
- English service desk
- Help center to find local infrastructure and land
- Quick licenses
- Decentralization of services
- Creation of a new daily

- SimpliCITY
- Co-creation
- Develop participatory processes (budget)
- Transparency
- Open days

- Open cultural agenda
- Offer adapted to new audiences
- Openness to individual initiative
- Empowerment of citizens as cultural programmers

- Proactive investment attraction
- Quick and simple opening of a new business
- Low cost and quality of life
- Provide quality infrastructures
- Traditional sectors and others (IT, Services)
- Enhancement of human resources

FUNDÃO =

QUALIDADE DE VIDA
lifestyle



FUNDÃO = QUALIDADE DE VIDA

LOW

SIMPLICITY \ BAIXO CUSTO \ MAIS TEMPO



AUTARQUIA + FAMILIARMENTE RESPONSÁVEL



2012



fundão
inspiring places











FUNDÃO = **INSPIRING PLACES**

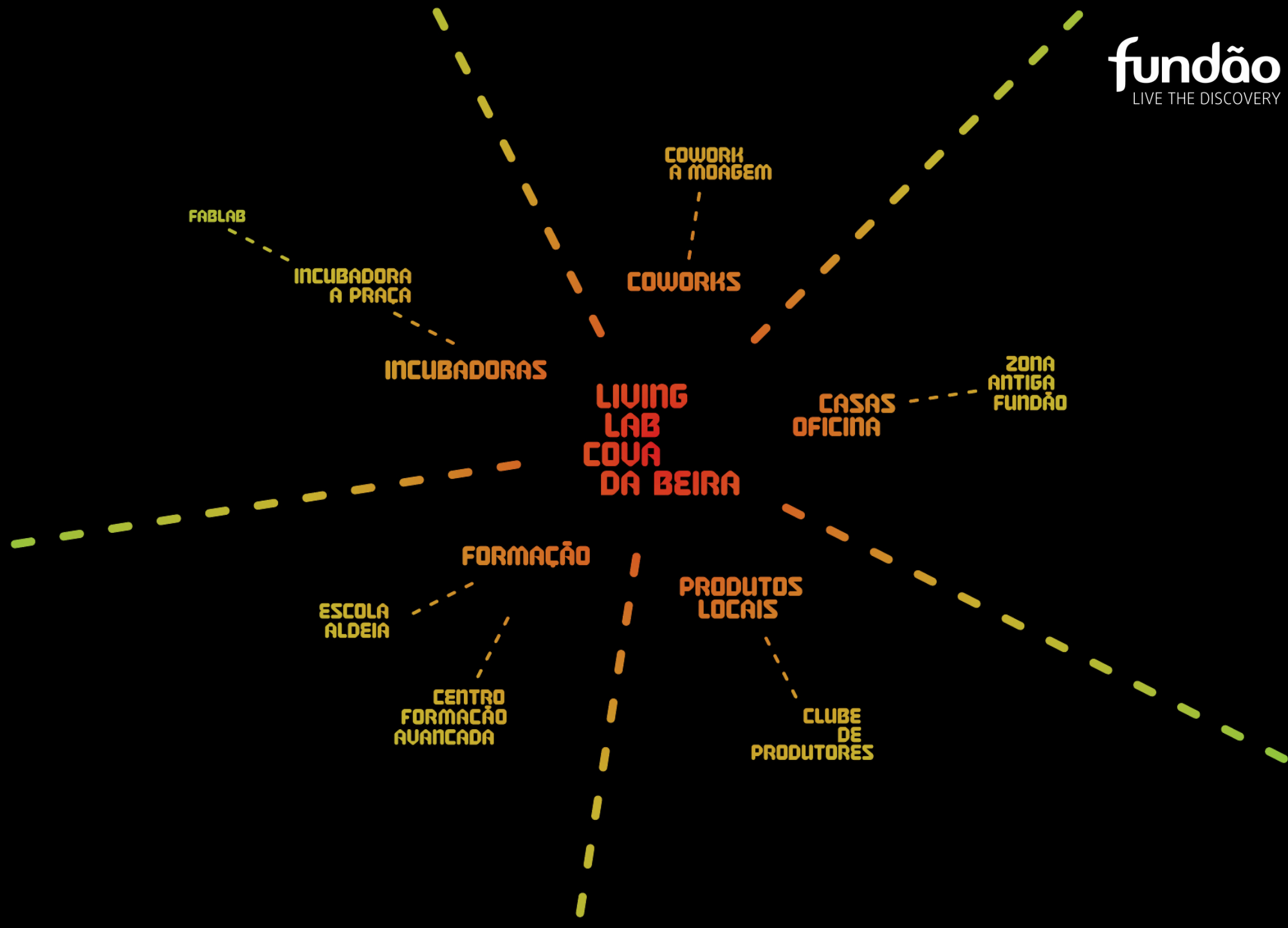
LivingLab

FUNDÃO = INSPIRING PLACES

LivingLab

COVA DA BEIRA

- networking and lobbying
- strategic partnerships
- turnkey solutions for investors



FUNDÃO = LIVING LAB

FOUNDERS

 CÂMARA MUNICIPAL	 ALDEIAS DO XISTO	 AcicF ASSOCIAÇÃO INDUSTRIAL E INDUSTRIAL CERVEJA DO FUMÃO		 ESOP	 BeiraBiz Associação de Empresas da Beira Interior
 CA Crédito Agrícola	 Centro Hospitalar Cova da Beira	 C	 TURISMO DE PORTUGAL	 20 anos	 INSTITUTO DO EMPREGO E FORMAÇÃO PROFISSIONAL
 GEA GRADUADA EM MÉTODOS DE COZINHA AVANÇADA	 IPN	 IPCB	 2040 sem medo	 LX	 AEP Associação Empresarial Região da Beira Interior
 parkurbis Parque de Serviços e Tecnologia do Lúria, 16	 PT	 smartRural Living Lab	 CBA	 vitalgreen	 YOHANA ROBOTICS

FUNDÃO = LIVING LAB



1.

Provide Infrastructures

Urban Regeneration

2.

Support

New Opportunities
Attract Investment
Establishment of People

3.

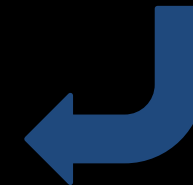
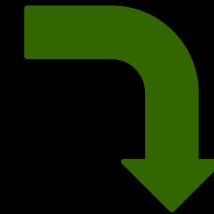
Advanced Training

Professional training
Training plans adapted to companies' needs

4.

Communicate

Organize and Participate
Unique Initiatives
Online disclosure



1.

**PROVIDE
INFRASTRUCTURE**

Urban Regeneration











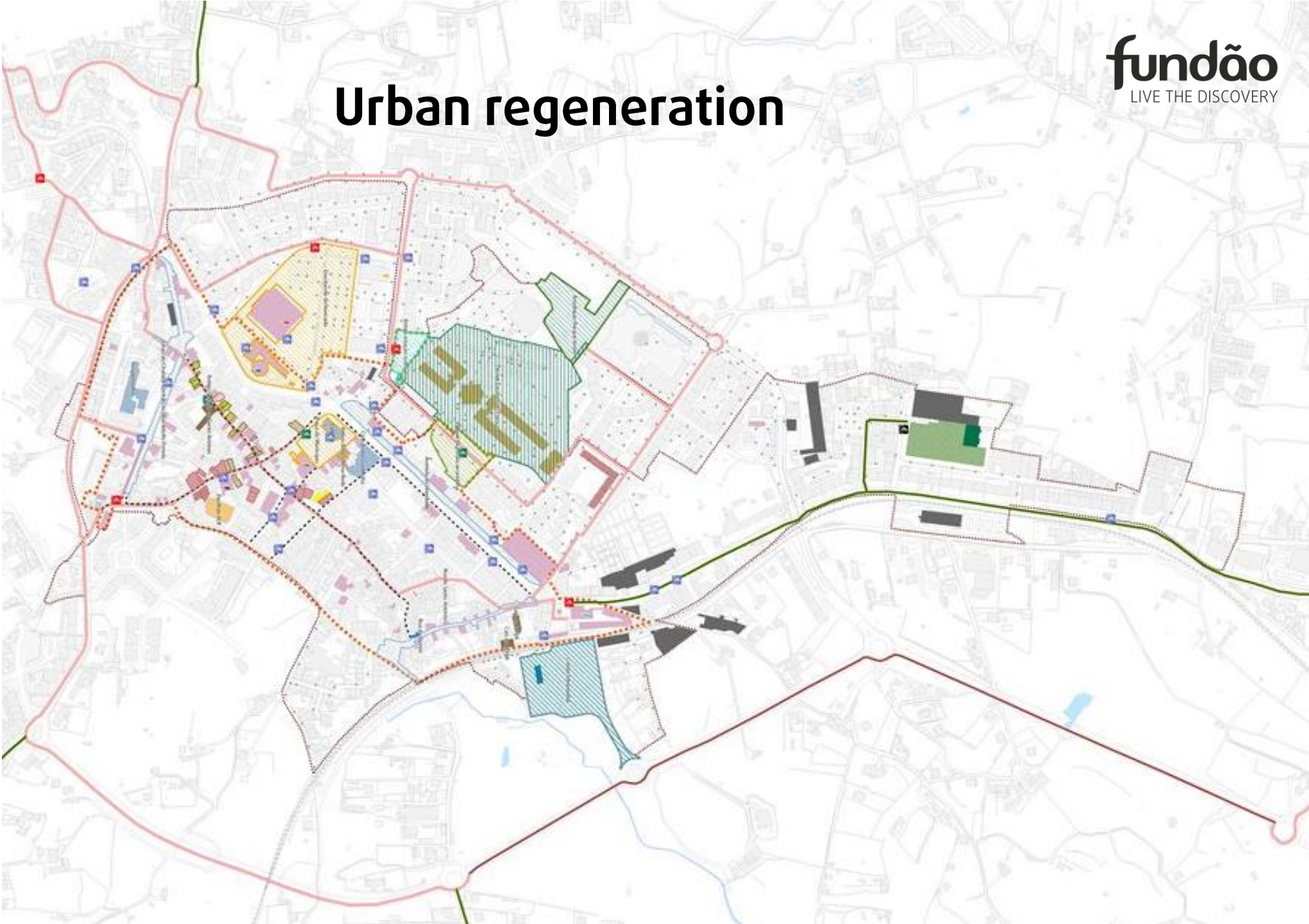








Urban regeneration





2.

SUPPORT

New Opportunities
Attract Business
Attract People



Why Fundão?

mapa 2

When people go to this place, they want to live it. Fundão is really a paradise for people who want to live in a healthy, safe, and beautiful environment.

First, there's the weather. Like most of Portugal, Fundão is blessed with an average of 300 sunny days per year, but there's more than just sun. Fundão has a cool climate which is perfect for people who want to live in a healthy environment.

Secondly, Fundão has all the elements of a real neighborhood: a mix of the urban and rural, and a mix of the urban and rural.

Third, there is the natural beauty. Fundão is located on the edge of the Serra da Lousã and facing the Serra da Lousã National Park. Fundão offers some of Portugal's most beautiful and stunning natural landscapes.

Fundão also offers a lifestyle that is unique in Portugal. It's a place where you can enjoy the best of both worlds: the urban and the rural. Fundão is a place where you can enjoy the best of both worlds: the urban and the rural.

Look for the Fundão micro site for more information. Fundão is a place where you can enjoy the best of both worlds: the urban and the rural.

For example, the 3 can be changed to 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000.

Industry areas

mapa 2



Industry areas

Industry area 1
Location: 100m from the center of Fundão
Average price for acquisition: 10 €/m²
Total area: 1000 m²

Industry area 2

Industry area 2
Location: 100m from the center of Fundão
Average price for acquisition: 10 €/m²
Total area: 1000 m²

Industry area 3

Industry area 3
Location: 100m from the center of Fundão
Average price for acquisition: 10 €/m²
Total area: 1000 m²

Incentives



- Exemption from local tax (IMI)
- Exemption from municipal tax on buildings for 5 years (IMT)
- Exemption from taxes and municipal licenses
- Non-repayable EU grants for this region with an average subsidy rate of around 25% with probable integration up to 30 additional points for innovation and development projects the reference value is of 1000000 non-repayable incentive
- Tax benefits associated to the urban renewal area of Fundão:
 - o Same as IRE (Corporate Income Tax) and IRI (Individual Income Tax)
 - o VAT 6% on urban rehabilitation
 - o Exemption from tax on sale of buildings (IMT)
 - o Financial support provided in the municipal budget



Proposal

Fundão Innovation and Sustainability
Business solutions for investors

1. Incentives
2. Low-cost infrastructure
3. Housing
4. Advanced Training Center
5. Lifestyle
6. Partnerships



Lifestyle

- Lowest cost - Simplicity - Availability - Lifestyle
- Total support for companies located in Fundão and its vicinity
- In the city of Fundão, there are several kindergartens with more than 100 places. The City Hall holds projects with these institutions to be held
- The City Hall is considered a friendly responsible authority



Welcome to Fundão

Thank you



Reasons to invest in

- Qualified and skilled labour;
- Lower wages comparing with other regions in the country and other countries;
- Modern, functional and low cost venues ready for a fast set up of a project;
- Close to the University of Beira Interior with 10.000 students;
- Close enough to two Technological Institutes;
- Free languages courses in Fundão's Advanced Training Center;
- Social stability;
- Low cost apartments to accommodate and attract qualified staff;
- Regional hospital with local primary and secondary healthcare trust;
- A good transportation network with an easy commute;
- Two hours from the airport in Lisbon and possible reopening of the local airport;
- Investors support from local authorities;
- Tax reductions and exemptions for new companies;
- EU grants and incentives specifically for this region.

European office rents - €/sq.m/year			
Country	Town	€/sq.m	2000 sq.m/year
Czech Republic	Prague	234,00 €	468 000,00 €
France	Paris	750,00 €	1 500 000,00 €
France	Paris	530,00 €	1 060 000,00 €
France	Lyon	270,00 €	540 000,00 €
Germany	Berlin	264,00 €	528 000,00 €
Germany	Frankfurt	444,00 €	888 000,00 €
Hungary	Budapest	252,00 €	504 000,00 €
Ireland	Dublin	484,00 €	968 000,00 €
Ireland	Dublin	290,00 €	580 000,00 €
Poland	Warsaw	300,00 €	600 000,00 €
Portugal	Fundão	12,00 €	24 000,00 €
Portugal	Lisbon	222,00 €	444 000,00 €
Portugal	Porto	162,00 €	324 000,00 €
Spain	Madrid	306,00 €	612 000,00 €
Spain	Barcelona	213,00 €	426 000,00 €
United Kingdom	London	1 594,96 €	3 189 920,00 €
United Kingdom	London	866,83 €	1 733 660,00 €

ATTRACT business



fundão
LIVE THE DISCOVERY







fundão
LIVE THE DISCOVERY



INVEST IN FUNDÃO

SUCCESS STORIES

fundão
LIVE THE DISCOVERY

Follow
Inspiration



alTran

pcmedic
we help



heading

IS2you



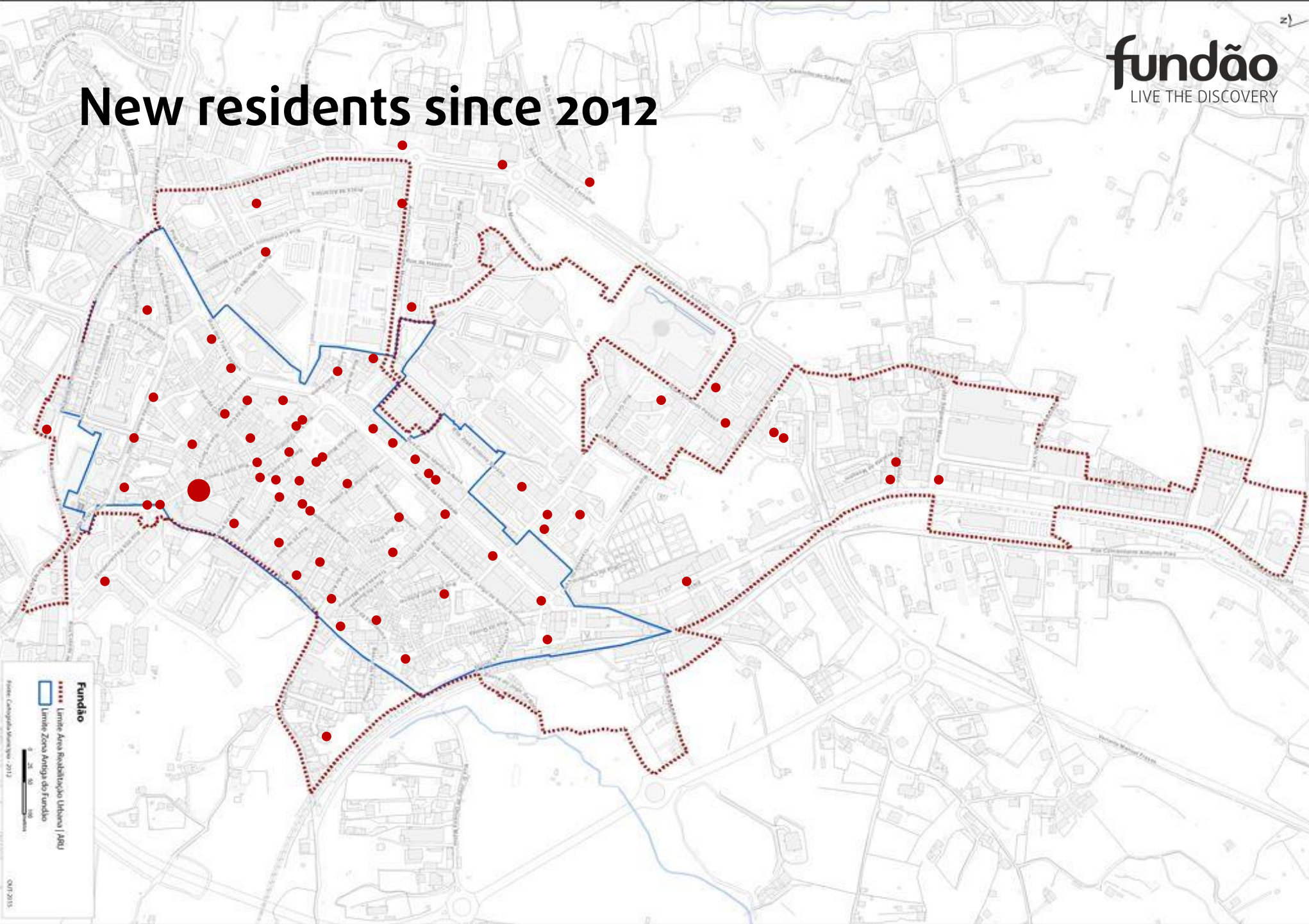
inova
prime



ATTRACT PEOPLE

support new residents
new lifestyle

New residents since 2012





3.

Advanced Training

Advanced Training Center

QuiVVer

Competence Center on Cloud Computing

Specific training plans

- SAP
- JAVA Development
- .Net
- English // French
- COBOL
- Soft skills



The advertisement features a smiling woman in the foreground holding several colorful folders (yellow, red, green, blue). Behind her, a group of other people is blurred. The background is dark with a blue curved line and a glowing hand pointing upwards towards a cluster of gears and light effects.

altran

**ACADEMIA
JAVA DEVELOPMENT**

VEM PARTICIPAR NA FORMAÇÃO
JAVA ENTERPRISE EDITION!

***TORNA-TE UM
INNOVATION MAKER !**

Fase de candidaturas: até 21 de Junho
Envia o teu CV para drh.recrutamento.pt@altran.com
e coloca no subject Academia Java Development - Fundão
Formação de 1 a 30 de Setembro na Altran, no Fundão
*Formação para licenciados em Eng.Informática ou equivalente



CÂMARA MUNICIPAL



UNIVERSIDADE DA BEIRA INTERIOR
Covilhã | Portugal



ACADEMIA
DE SERVIÇOS
PARTILHADOS

PÓS-GRADUAÇÃO EM GESTÃO DE SERVIÇOS PARTILHADOS





4. **COMMUNICATE**

**Organize and Participate
Events**

Online disclosure

✓ Move to Fundão

FUNDÃO = LIVING LAB

COMOCO · ANDRÉ GONÇALVES
WOOLFEST · FRANCISCO ELIAS
YDREAMS ROBOTICS · JOÃO SABINO
LUIZ ANTUNES · JOÃO MESQUITA
CLÁUDIA POMBO · DAVID FERREIRA
COGUSBOX · PEDRO CARVALHO
FILIPE NAVE · PAULO FERNANDES
JOÃO MARRUCHO · d'ALPETRATINIA
DANIEL CAMELO · PEDRO FIUZA
FRANCISCO DINIS · JOÃO BENTO

PECHAKUCHA

LABORATÓRIO DE
IDEIAS CRIATIVAS

FUNDÃO MOAGEM
9 FEV 2013 . 20h20

QUADRAGÉSIMA 
CICLO DE TRADIÇÕES DA QUARESMA

cerejeiras
em
flor 

feira do
Queijo

festa da **Cereja**®

cale
FESTIVAL
DE RUA DO FUNDÃO

CHOCALHOS 

**FESTA
DAS VINDIMAS**

MOSTRA DE
ARTES E SABORES DA
MAÚNÇA

miscaros
FESTIVAL DO COGUMELO

FUNDÃO = LIVING LAB





MEMÓRIA CULTURAL.
À MEDIDA QUE
A TRADIÇÃO MANUAL
SE DESVANECE
APAGA-SE UMA PARTE
DA NOSSA MEMÓRIA
COLECTIVA.

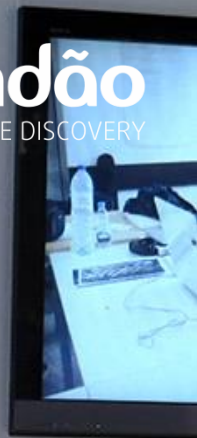
UMA SOCIEDADE QUE
APOIA MANIFESTAÇÕES
ARTÍSTICAS
A MANUTENÇÃO DA
SINGULARIDADE



CULTURAL MEMORY.
AS THE MANUAL
TRADITION FADES,
A PART OF OUR
COLLECTIVE MEMORY
IS ERASED.
A SOCIETY THAT
SUPPORTS ARTEFACT
MANIFESTATIONS
THEREBY MAINTAINS
ITS IDENTITY AND
SINGULARITY"

ANNE STEINROS
IN FORM AND FUNCTION MAGAZINE
2002 FINLAND

fundão
LIVE THE DISCOVERY



WO
pro









PORTUGAL
CITY OF THE YEAR 2014

Center Region – 1st prize
National – 2nd prize



**PRÉMIOS
EUROPEUS
DE PROMOÇÃO
EMPRESARIAL 2015**

1.º Prémio Nacional

Desenvolvimento
do ambiente empresarial

European Enterprise Promotion Awards
2015 winner - Improving business environment





ricardogoncalves@cm-fundao.pt

fundão

thank you