

CARE: Connect to Nature

Green Entrepreneurship Competition: **Competition Form**

Name of the Business Idea:

100GOTA

Team members:

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Select at least one topic that your Green Business Idea relates most to:

Topic	Select:	Topic:	Select:
Biodiversity		Green Business Plan	X
Climate Change	X	Nature Based Solutions	
Ecosystem Services		Eco-design	X
Bioeconomy		Regenerative Living	
Sustainability	X	Organizational Leadership	
Circular Economy		Sustainable Development Goals	X
Skills for Green Entrepreneurship		Technological Innovation	X
3R Concep – Reuse, Recycle, Reduce	X	Sustainable Development	X

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1. Summary

100GOTA is more than a green business idea. This project is strongly grounded on the three pillars of sustainability and promotes environmental protection by preserving the most valuable natural resource, water, while also improving individuals' quality of life and economic well-being. In a country that is strongly prone to drought but also to precarious economic conditions, it is crucial to spare water, and every drop counts.

Our product is developed to eliminate the waste associated with water-heating time during the shower, by only allowing the water to flow through the tap when the chosen warm temperature is reached and is composed of several key components. 100GOTA allows a monthly reduction of water and energy consumption, while also evaluating the water quality. Its installation will not require construction work, and its minimalistic design blends with every household.

100GOTA elevates the experience of conserving water resources. Will you join the revolution?

2. Green Business description

2.1 What is the product?

100GOTA is, essentially, a setup of devices that control the flowing of water through the showering taps, by only allowing the water to flow normally when the desired shower temperature is reached, avoiding all the extra liters of cold water that are wasted because their temperature is neither adequate nor pleasant. In addition, 100GOTA will include a water quality evaluating system, since this has been a growing concern that is frequently not properly addressed.

The several appliances that constitute 100GOTA would work together, in order to measure the temperature of the showering water and conduct it in two different paths: the water that has reached the desired showering temperature will be directed to the activated taps, while the remaining water is directed upward. By convention, the standard temperature considered will be 37°C - considered as the ideal shower temperature - but this can be adjusted by the user at any time.

To complete our device's purposes, three components will be connected to the existing cylinder, and one will be installed on the shower taps, as listed below.

- **Water-temperature measuring device**

This piece will be installed on the existing cylinder or boiler and will read the temperature of the water that is perceived by the thermostat. This piece will interact with a valve and indicate where the water must be directed to.

- **Valve system**

The installed valve will receive the information regarding the water temperature and direct them accordingly. If the water has a temperature of

37°C or higher, it will be directed to the shower tap that is being used; if not, it will be sent upwards, and be stored in the cylinder or boiler, instead of being wasted.

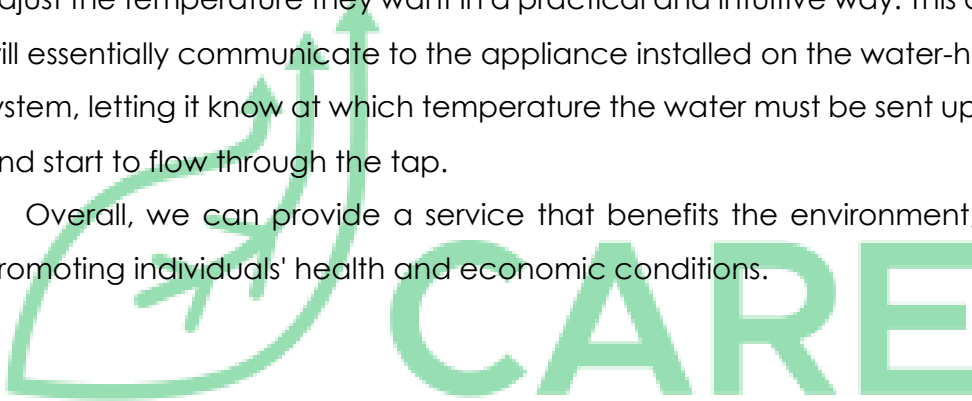
- **Water-quality analysis device**

This part of our setup will be responsible by analyzing the quality of the household water, regarding the presence of contaminants or the existence of abnormal values of a given mineral. This will alert for the necessity of implementing a water filtering device, and prevent or solve issues related to a poor showering-water quality, such skin irritation or hair loss.

- **Showering tap appliance**

A Device will be installed on the shower taps, so that each person can adjust the temperature they want in a practical and intuitive way. This device will essentially communicate to the appliance installed on the water-heating system, letting it know at which temperature the water must be sent upwards and start to flow through the tap.

Overall, we can provide a service that benefits the environment, while promoting individuals' health and economic conditions.



2.2 Why creating it: problem definition

Water is an essential natural resource, without which any living being can survive. Currently, not only urban water demands have been increasing due to the increase of human populations and its necessities, but the risks of drought events in some regions of the world have been growing in the context of climate change. In Portugal, it is estimated that in August of the present year 97% of the territory was in a drought, which directly affected people's domestic lives as well as their businesses (<https://sicnoticias.pt/>). Therefore, it is not only important to raise awareness for the importance of saving water daily, but also to discover the main sources of water waste and manage them efficiently.

One of the means of water waste regards the shower. Currently, several people in Portugal are forced to wait a considerable amount of time for their shower water to get to a desirable temperature, especially during winter. There is evidence that the common waiting time for the water to be warm is 30 seconds, but this can be much higher (<https://edificioseenergia.pt/>). Of course, this is associated with a great sense of frustration on the consumers but brings other serious problems for the families and for Portugal as a whole, since it provokes the waste of several liters of water per person per shower. In 2022, the prices for each m³ of water varied all over the country, and can reach values between 4,19€ and 0,74€ (<https://www.deco.proteste.pt/>), which represents, in liters (L) a variance between 0,00419 and 0,00074€ per L . Considering that in mean, 5L of water in perfect conditions is wasted per shower, and considering the average household constituted by 3 people having one shower per day each, the water bill will have an increase that can vary between 1,88€ and 0,33€ per month, considering only the water that is wasted during the initial heating. This value might seem irrisory, but it might have strong impacts for family budgets and in business (gymnasiums, schools, beauty salons) each year.

In this context, our device would contribute to decreasing the amount of water that is discarded at each shower and will help to increase the quality of life of its users, as evidenced in the following subchapter.

2.3 The Need and Niche

As previously mentioned, our product will consist of a set up of devices that together will allow the water to flow through the shower only when it reaches the desired shower temperature. This will bring several benefits for the users themselves, but in the long run, will also bring good impacts for Portugal as a whole. Furthermore, considering the sustainability pillars in which this business will be developed, it will contribute to a more sustainable lifestyle. The problems that we aim to mitigate include:

- Decrease water waste
- Help combat droughts in the country
- Decrease the environmental impact associated with water wastage
- Decrease water use which will allow the monthly bill to decrease
- Healthier and more sustainable lifestyle
- Being directly involved with lowering the amounts and the impact of waste, since our devices will be made of waste materials
- The opportunity to create work positions to people in need and also internship projects for students
- For consumers who have gas water heating systems, gas savings will also be a result of using our device

Considering this, our device fits every individual, but it will be particularly appealing to business holders, where it will have a more evident impact. Examples of such businesses are gymnasiums, hairdressers, schools, or holiday accommodation properties.

As the installation of 100GOTA requires an initial investment, it will be directed to people with emphasized environmental and social concerns, at least in an initial phase. However, we expect to have a positive reception from our customers, as well as support of the cameras to encourage the installation of such an efficient form to manage domestic water-use, which will widen 100GOTA the target audience.

2.4 The Values and Pillars

For developing the present business, we focused on the three pillars of sustainability - environment, the society, and the economy - and applied effort to give to each one of them a balanced importance.

The main purpose of this idea is to diminish the waste of water per household, as well as in companies that often use water in this context. This is a way (among many others) to protect environmental stability and the well-being of living species. This is particularly important in the context of drought, since such periods lead to a loss of quality crops and to a lack of resources to guarantee food and water for cattle, among other problems. Also, our equipment will be produced using products of waste from factories and will be installed with the maintenance of the original household equipment, allowing only the extremely necessary alterations or substitutions of equipment. Both measures will contribute to reducing the amount of waste and garbage that is diploid.

Furthermore, adopting our system will bring economic advantages, not only regarding the liters of water that will not be wasted and therefore not charged, but also because our system of circular water will allow a much more efficient water supply for domestic use, leading to additional savings. Furthermore, by helping to decrease the risk and severity of droughts, it will also prevent the economic losses associated with the loss of crops and cattle.

In addition, our business plan will include several measures that are sustained under the economic and social pillars together. The working part of our business will be focused on qualified people that are unemployed or in a situation of financial struggle, which include homeless individuals or refugees, and paying them a fair salary. Moreover, we will provide the opportunity for university students to take their internships under our company, while receiving a salary for their time and skills. One ambition for the future is to create training courses to qualify people with financial struggles that are willing to learn how to produce, install, and perform the maintenance of our dispositives, and pay them under the previously mentioned principles.

3. Product/Service description

3.1 Design

Specific design details must be discussed with our partners, specifically professionals and experts of the area, since the design must be adjusted to fit 100GOTA purpose while guaranteeing the sustainability of the used materials.

We intend to offer a minimalistic and clean design, and use as much percentage of waste products as possible. It must also include a beautifier component, since the visual aspect of a device has a strong role in encouraging the consumer to buy. There must also be added a beautifier and customization component associated to the visible pieces of our set up, that allows the customers to choose their color or finishing aspect (between mat or shine, for instance).

Finally, regarding the water quality component of our product, we expect to also provide a water-filtering system whenever it is necessary. To do so, we hope to insert this additional device directly on the water reservoir, since it will not only allow the filtration of all the water in the house, but also contribute for a minimalist atmosphere, by avoiding the implementation of an additional visual component on the bathroom.

3.2 Manufacturing

We want to make 100GOTA the most sustainable product possible, and to do so, the first step lies with the origin of the used materials. Bearing that in mind, we want to use waste products that are in good condition and can be included in 100GOTA setup. Hence, we will establish collaborations with companies, factories, and any specialized entity that works in the construction area or that works directly with household appliances, such as taps and water-heating systems, and pay these entities a fair price for their waste material, and still prevent the accumulation of more residues.

The construction of 100GOTA setup will require partnerships with professionals and students with effective knowledge regarding these types of devices. Potential partners are mechanical engineering universities, where professors and

their students will have the opportunity to collaborate and put theoretical knowledge into practice and thus develop a product with a practical and sustainable design that has a final cost that fits the average consumer salary.

3.3 Distribution

The main distribution process will be carried out through a partnership with city councils, in order to implement the device in houses under construction or in rehabilitation processes. In addition, we will have an online shop where customers can get totally informed regarding the characteristics, benefits, cost, and sustainability principles (environmental, social and economic) and strategies and also enjoy a discount on the installation service. In the online platform, the users will also be able to get informed regarding technical support and guarantees associated with our services: all our devices will have a guarantee of 3 years, and during this period, any technical issue will be taken care of and assumed by us and our partners.

Furthermore, we will provide lifetime technical support through a telephonic contact or by e-mail. This support can be implemented in two different options that can be chosen by the customers. The first method consists in singularly paid services, when necessary, that will be paid according to the preferred issue. Alternatively, the clients will be offered the choice of paying a monthly fee that will cover eventual repairs that might be necessary in the future. Furthermore, we will have a partnership with universities or qualification centers where unemployed people who lack a fixed income and who can thus receive a value associated with transportation and storage of our devices.

Moreover, we hope to raise more awareness for the problem of water shortage and the importance of managing this resource consciously. For this, we will implement a section of "Curiosities" and "Tips for easily saving water on a daily basis" on our online store.

3.4 Recycling/Repurposing/ Reuse Potential

The materials to be used to produce or devices will be, as much as possible, waste materials from factories, stores and landfills. The main purpose of this is to recover usable materials and delay their disposal as much as possible. Furthermore, we intend to add a valve system to the existing water-heating system in every house, instead of the alternative idea of adding an additional cylinder that could function as a secondary water reservoir, since this decreases significantly the quantity of new material to be used (and later discarded).

Also, we plan to provide a guarantee of two years for our product, as well as a maintenance policy for as long as the customer decides to keep our device installed: this will allow the early detection and resolution of eventual problems with our systems and decrease the necessity of changing any part of our setup, which is the main pillar of our “recovering instead of discarding” policy.

Similarly, whenever the substitution of a part of our device is necessary, we will guarantee that its reuse will be promoted. Options for this initiative are using the removed pieces in other devices, applying them to other purposes or donating them to institutions or households that might give them use.

3.5 Existing alternatives and your eco-innovative twist

In the present, are available in the market several other products that just like our device aim to decrease the water waste related to the bath-water heating time. Some of the mentioned initiatives currently available in Portugal are described below.

1. AqvaMore (<https://www.aqvamore.com>)c

The system created by AqvaMore consists of two modules: The control model, that must be placed close to the water-heating source, and one or more peripheral modules, that are placed next to the bathroom taps, for instance under the sink. The installation is quite simple and does not require construction work. AqvaMore is available in 4 different options, and the Essential set up (control module + one peripheral module) at a cost of 299,60€, and any additional module has an extra cost of 130€.

2. Heaboo Disruptive Techs

2.1. Hoterway (<https://www.hoterway.com>)

The system created by Hoterway is based on a heat accumulation technology that heats pipe water and eliminates the waiting time associated with water heating, directly preventing the waste of several litres of water. These products are developed to provide instantaneous hot water on entire buildings, by connecting a "Thermal battery to the domestic hot water circuit and to the return circuit", allowing immediate water heating without energy consumption. This device can also be installed in the shower cabin of each individual household, and this option has 3 varieties -Hoterway ONE, Hoterway HOTBOX, and Hoterway WALL - with all being characterised by a minimalistic and elegant design. Acquiring a Hoterway device costs around 699€.

3. AquaReturn (<https://aquareturn.pt>)

The device AquaReturn is a single appliance that is placed under the bathroom sink and serves all the taps in the bathroom. To work, AquaReturn establishes a closed circuit through the use of a valve, in which the water circulating through the hot pipe, and if its temperature is below 35°C, is diverted to a cold pipe. The water only flows to the tap when the temperature of 35°C is reached. This product has a PVP of 340€.

Overall, all the mentioned companies present a similar product: a system that can drastically decrease water waste associated with the shower or bath, and all the devices are quite easy to install, do not require maintenance or connection to energy sources and provide a minimalistic design that fits any division of a house. Furthermore, all the products focus on the amount of energy that is saved with their utilization, which are also translated into financial benefits for their users and less impact on the planet. Our device provides three main advantages in comparison to the presented options:

- We take the environmental impacts to another level! By using waste products to produce our devices, we are helping on decreasing the accumulation of residues from factories associated with this area of products

- The establishment of a solid social component gives a different value to our product. The system will benefit every household that decides to install it, but will bring several good impacts on the lives of their producers as well! We want to employ disfavoured social classes, but also university students that need to perform an internship on a company context, with all being paid fairly by their work
- The cost of our device is expected to be lower than the general products, due to the nature of our pieces and the intention to promote their installations by as many households and businesses as possible

Overall, when comparing to the remaining options on the market, 100GOTA is distinguished by its profound anti-waste principles - that goes beyond sparing water - and its strong social component.

3.6 Value proposition

Introducing 100GOTA: A simple way to help the environment, people, and your pocket!



100GOTA

An innovative device that will allow to save thousands of liters of water, and almost as importantly: end the frustration of tolerating cold water in the beginning of the shower.

Join the revolution and help the environment while also contributing to improve community well-being and economic condition!

The theme of water-shortage has never been so important as it is nowadays. It is crucial that everyone adopts more sustainable practices in their lifestyle, and YOU can start now by installing 100GOTA in your house!

Like many other products in the market, 100GOTA prevents the waste of thousands of liters of water by allowing your showering water to run through the tap only when it reaches the desired temperature – that can be whichever your heart desires! But here is what makes us stand out: with our device, your pockets with benefit from lower water and energy bills, but YOU will also have an enormous, good impact on our community! Our devices are made with waste products from factories and companies, and the individuals behind their construction are either people with limited economic possibilities that are now working for a fair price, or university students that need to practice their knowledge!

Are you ready to make a difference in the world? Join us, step by step, every drop counts!

4. Market and Consumer profile

4.1 Define the target market and consumer profile

Our idea is to create a pilot project in a small geographical area, so we could narrow down our target audience to residents of one city, in this case Porto. This geographical area has a particular interest for us, since currently Porto is the Portuguese district with the higher prices per m³ of water, and saving this resource would have a more evident impact on families' budgets.

100GOTA target market is quite broad, as it is a water-saving and filtering device that will benefit everyone. As such, any adult interested in saving water and money (as it will reduce their water and energy bills), as well as those interested in beauty and well-being (due to our water monitoring proposal), are part of our target audience. However, our main target customers will be people that have a particular interest in eco-friendly products and reduce the waste of resources, in particular those who make informed choices and do not mind making an initial investment to be able to save resources in the long run. Of

course, the social contributions of our project will also appeal to a particular target audience, for instance to individuals who often support social causes.

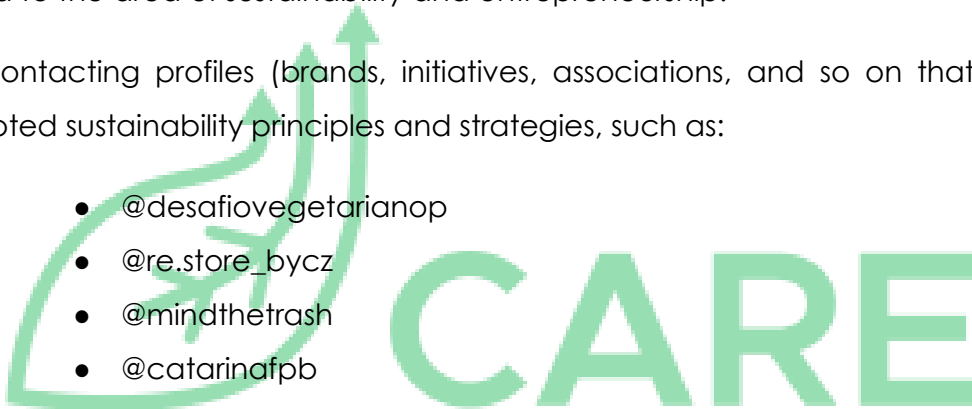
Moreover, business holders that constantly need to use warm water might take great advantage from our products. As such, owners of hairdressers or gymnasiums would be one of our principal targets, since these would make a negligible investment to collect enormous benefits.

4.2 Define the marketing strategy

Our product, as mentioned previously, attracts different target audiences. To reach all our potential customers, our marketing strategy relies heavily on social media, with the creation of a Facebook and Instagram page, and the dissemination of posts and stories. It will also be disseminated by email to people linked to the area of sustainability and entrepreneurship.

Contacting profiles (brands, initiatives, associations, and so on that have adopted sustainability principles and strategies, such as:

- @desafiovegetarianop
- @re.store_bycz
- @mindthetrash
- @catarinafpb
- @ana_ritasi



Our idea of spreading the word about our project also involves publicizing it at universities, sustainability forums and possible partnerships with town and parish councils or construction/plumbing companies.

In addition to the advantage of saving water, our project also has the functionality of filtering the water from all the taps in the house, improving the appearance of the hair and bringing benefits to the skin. Given this, one of our brand strategies involves forming a partnership with some beauty influencers. They receive our project free of charge and have to share their opinion and the improvements they notice in their skin and hair on social media. This strategy gives us the chance to reach a target audience that is not typically ours (which is more focused on beauty and wellness and not so much on sustainability and saving water) and thus spread the word about our business more widely.

Lastly, we would like to make our business known through the various local media such as newspapers and radio programs.

5. Financial analyses

5.1 Funding

In terms of funding, since our project is sustainable, it is eligible for some funds to support green entrepreneurship. Some of the European Union green funding programs are:

- LIFE program
- Horizon Europe

Another example is the Voucher for startups - new green and digital products, a fund created to help finance digital businesses, products or services with a strong environmental component.

Another way of helping to finance our project initially would be a partnership with town halls or parish councils.

Our business also fulfills the criteria of the Taxonomy Regulation, in that it is a project whose main objective is to protect water and consequently combat climate change and does not undermine any other objective for sustainable development.

5.2 Cash Balance

Here we present our main costs / bills and also our generated incomes:

1) Costs:

a. Production and distribution costs

The costs related with the production of 100GOTA devices will have to be discussed with our partners, since it mainly depends on how many waste pieces

we can reuse, how much we will pay for them, and the value that we will need to invest on new pieces if any are extremely necessary.

Since we look forward to selling our devices for 200€-250€, we would ideally spend around 100€ on their production.

Regarding their distribution, since we will produce small and light devices and only distribute them in the region of Porto city, we can deliver them by bicycle or bus, preventing further costs (at least in a pilot phase).

b. Marketing expenses

Initially, our marketing strategies will lie on social networks, emails and university newsletters, along with our partners. Hence, we do not expect to have significant initial costs with our marketing plan.

In the future, we aim to create press kits with our products - mainly regarding the water-analysis part - to influencers and content creators, which will have a cost of around 250€ (product + transport), but this will only be made in the future.

c. Outsourcing services

We do not expect to adopt outsourcing in our business.

d. Fair salaries

At first, we intend on paying our workers the Portuguese minimum wage, which currently is 760€, with addition of the food allowance, making a total salary of 900€. Since we intend to establish partnerships with the Portuguese Institute for Employment and Vocational Training, IEVT (in Portuguese, Instituto de Emprego e Formação Profissional, IEFP, they will assume 50% of this value, which makes our dispensation of around 500€ per worker. In the beginning, we plan to hire four workers: two university students and two individuals inserted in a sensitive financial and social context.

We intend to increase the salaries according to the growth of our sales volume.

2) Income generation:

a. Product/service retail value – make sure it's reasonably set.

By analyzing the market, it is safe to say that our target customers are willing to pay at least 400€ for a similar product. We are aware that our device brings several advantages when compared to other products on the market, but we

intend to take the fact that some of the existing products and brands might have conquered peoples respect and loyalty with care. Hence, we intend to retail 100GOTA for a value between 200€ and 300€, with the final price being adjusted in agreement with the price that we will pay for our materials.

b. Sales volume

We will consider an amount of 4000€ in dispenses, to make safer projections. If we can sell our devices for 200€ (that is our goal, to make it accessible for as many people as possible, as quickly as possible), we will need to sell 30 100GOTA devices per month to cover our expenses and still have profit.

6. Sustainable approach

6.1 How the product/service fits in the green business concept model

It is common knowledge that a genuine green business is grounded in the three pillars of sustainability: environment, economy, and society. It is common for the environmental component to be in the spotlight, but efforts must be made to implement all of these aspects, and only then a sustainable business can help everyone cyclically. With 100GOTA, we hope to have reached these criteria with our politics of transparency, sustainable sourcing, energy use politics and waste management practices.

Our product fits into the ecological company concept model, as we follow and respect environmental purposes. We aim to be entirely transparent with our customers, and as a first step towards full transparency, all our environmental values, such as water protection, increasing the life cycle of materials with their reuse and recycling, as well as all the measures used to achieve these objectives will be clearly stated in our platforms.

Furthermore, as mentioned previously, the materials used to produce our devices will be leftover materials from factories, stores, and landfills in order to mitigate pollution and the waste of good materials. We also intend to promote circular economy by paying a fair price for these materials and reuse them for as long as possible.

Regarding energy use, our goal is to be strict with the amount and origin of energy that we use in our business, and as we grow, we plan to gradually adopt more renewable sources of energy. Moreover, we intend to use our website and online store to encourage our costumers (and everyone that visits our pages) to implement greener energy sources on their lives.

All our environmental practices, as well as the choice in the use of materials, are further specified above.

6.2 Environmental Risk assessment

To determine the environmental impact of 100GOTA, we followed the Principles of Life Cycle Analysis (LCA). This is an analysis used to assess the environmental impact of a product/service throughout its entire life cycle, namely at the design, production, and disposal stages. The aim of an LCA is not only to create data, but also to facilitate decision-making, and is always designed with a particular purpose, such as making a product more sustainable.

Our product is based on sustainable pillars, which is why we consider the environmental impacts of the product/service and have duly evaluated them. The main aspects considered in the creation/construction of the product were:

- Greenhouse gas emissions
- Energy consumption
- Water consumption
- Waste production and management/pollution mitigation
- Impact of materials (Purchase of raw materials)
- Recycling/reuse/repair potential
- Business ethics: environmental commitments to promote an environmentally balanced company

Of course, a risk assessment is a continuous process that we guarantee to keep monitoring and improving over time.

7. Social Approach

7.1 Labour safety and Health

As entrepreneurs of a green business, besides guaranteeing 100GOTA sustainability principles per se, we also want to ensure safe and pleasant work conditions for our workers - and that goes beyond their salaries. Here are some aspects that we will work to implement since day one:

Safety and well being measures:

Since this project portrays a pilot business model, we intend to perform the production of our devices with the help of our partners, that is at the universities, or workshop spaces provided by IEVT. In the future, we also might include outsourcing services. Nevertheless, there are some aspects that we will work to implement since day one:

- Adequate protection equipment (boots, glasses, gloves) will be provided to every worker, and its use will be mandatory. We will search for counseling near our partners in order to choose the materials and items that are best fitted for our employees. This equipment will also be inspected at every 3 months, and necessary substitutions will be guaranteed
- We will provide a lunch break of 1:15h hours to all workers
- Our workers will have to work either by standing or sitting down for several hours. Either way, we will encourage a 10 or 15 min break at every 2h of work for them to stretch, take a small walk or simply breath fresh air
- We will provide free fresh water every day
- We will provide work insurance to our workers, and every necessary day of will be accepted without any problem

Time off and work leaves:

- All our workers will have the right two days off per week, and 22 holiday days per year (however, we will be quite flexible with this part, whenever our workload allows)
- Every person with children at their care will have the exact same rights, which include parental leave, days off in order to accompany children to the doctor or any urgent matter, or the right to take the day off on the children birthday without any penalty

These are some of the measures that we will fight to implement to ensure the well-being of our workers. Overall, we aim to offer not only a fair salary, but also safe and comfortable work conditions.

7.2 Fairness and equality

As the social pillar is one of the most important in our project, we do not accept any kind of prejudice, be it gender, cultural, age or any other.

Initially, and in order to have a social impact, our criterion for hiring professionals is based on a partnership with training centers such as IEFP. People would receive the necessary training to install and maintain the device, with the possibility of working for our company after completing the training. As far as the criteria for selecting workers are concerned, it's obviously important to be successful during the course, but we give priority to disadvantaged people who have difficulty entering the labor market and come from a disadvantaged family background.

Employee remuneration will be fair, with a base above the Portuguese minimum wage and the possibility of improvement with bonuses and work objectives. The rights of our employees will be our priority, and we aim to create a good working environment with transparency on both sides so that all problems can be resolved.

Special attention will be paid to the existence of discrimination of any kind in the workplace, which will be severely punished.





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