

# Regional Helix'24

Conferência Internacional de Inovação  
Sustentável, Empreendedorismo, Tecnologia  
e Design

## PROGRAM

### DAY 1 | 14.11.2024

Escola Superior de Tecnologia e Gestão | Campus 2 | Morro do Lena – Alto do Vieiro 2411-901 Leiria

9h00 – Check-in [Ed. B | Piso -1 | Hall]

9h45 – Opening Session [Ed. B | Auditório 2]

Presidente do Instituto Politécnico de Leiria - **Doutor Carlos Rabadão**

Diretor da Escola Superior de Tecnologia e Gestão - **Doutor Carlos Capela**

Comissão Organizadora - **Doutor Marcelo Gaspar**

Comissão Executiva - **Doutor Luís Farinha**

10h00 – Plenary Session in Mechanical Engineering [Ed. B | Auditório 2] – Moderator: Marcelo Gaspar

**Doutor Paulo Bárto** - Executive Director, Singapore Centre for 3D Printing (SC3DP)

**Doutor Manuel Gameiro da Silva** - Presidente Associação para o Desenvolvimento da Aerodinâmica Industrial (ADAI)

11h15 – Coffee Break [Ed. B | Auditório 2]

11h30 – Plenary Session in Management [Ed. B | Auditório 2] – Moderator: Luís Farinha

**Doutora Noemi Barrientos** - CEO of León Startup

**Doutor António Moitinho Rodrigues** - Local Scientific Coordinator of UID IPCB-CERNAS, Professor of Polytechnic Institute of Castelo Branco

12h45 – Lunch [Cantina 2 | Campus 2]

14h30 – Plenary Session in Design [Ed. B | Auditório 2] – Moderator: Daniel Raposo

**Doutora Rita Almendra** - Professora Catedrática na Universidade de Lisboa, na Faculdade de Arquitetura (FA ULisboa)

**Doutor José Manuel Vicente** - Professor da Escola Superior de Artes e Design do Instituto Politécnico de Leiria

15h45 – Parallel Session 1E [Ed. B | Auditório 2] – Moderator: Leopoldina Alves

STUDY OF THE INFLUENCE OF OUTER LAYER THICKNESS ON THE MECHANICAL BEHAVIOUR OF COMPONENTS PRODUCED BY FDM

**M.F. Paulino, A.M. Amaro, M.S. Correia**

CHALLENGES AND OPPORTUNITIES FOR THE INDUSTRY IN IMPLEMENTING CIRCULAR ECONOMY THROUGH REPAIR - INSIGHTS FROM THE EUROPEAN UNION LEGISLATION

**Berta Costa, Susana Rodrigues, Susana Almeida**

CONTRIBUTION OF INDUSTRY 5.0 TO SUSTAINABLE DEVELOPMENT: A SYSTEMATIC LITERATURE REVIEW

**C. Nuevo-Gallardo, D. Gallardo-Vázquez, J.M. Santos-Jaén**

PREDICTIVE MAINTENANCE IN INDUSTRY 5.0: APPLICATIONS AND BENEFITS

**João Marcelino, Pedro Custodio, Joana Valente, Jorge Siopa**

WELDING PROCESSES ON COMMON TOOL STEELS FOR POLYMER INJECTION MOULDS

**J.P. Rasteiro, A.A. Nogueira, M.M. Vieira, M.A. Correia**

DEVELOPMENT OF AN OPTIMIZATION FRAMEWORK FOR SUSPENSION PARAMETERS IN AUTOMOTIVE VEHICLES USING GENETIC ALGORITHMS

**Íluri Silva, Fernando Batista, Olivier R. Gouveia**

**15h45 – Parallel Session1M [Ed. B | Sala Formação 1] – Moderador: João Ferreira**

THE ROLE OF ENTREPRENEURIAL ECOSYSTEMS IN THE DEVELOP. OF TERRITORIES: SYSTEMATIC LITERATURE REVIEW

**Marisa Leal, Carmem Leal, Rui Silva**

EDUCATION AND SUPPORT SYSTEM, TPB AND MINDSET: THE CONTEXT FOR ENTREPRENEURIAL INTENTIONS

**Maria P. Correia, Carla Marques, Rui Silva**

KNOWLEDGE CREATION AND INNOVATION: THE KEY DRIVERS OF ECONOMIC GROWTH ACCORDING TO THE GLOBAL INNOVATION INDEX

**Norberto Semião, Luís Farinha, Sara Nunes**

INSTITUTIONALIZATION OF THE ENTREPRENEURSHIP AND INNOVATION PROGRAM AT THE FEDERAL TECHNOLOGICAL UNIVERSITY OF PARANÁ, BRAZIL

**C.S. Siqueira, M. Jacometti**

**15h45 – Parallel Session1D [Ed. B | Sala Formação 2] - Moderador: Marcelo Gaspar**

DRIVING SUSTAINABILITY IN FASHION E-COMMERCE: THE ROLE OF DIGITAL VISUAL MERCHANDISING AND EMERGING TECHNOLOGIES

**D. Fonseca, C.Bozzi, D. Raposo**

DESIGN SYSTEMS APPLIED TO VISUAL IDENTITIES

**R. Ribeiro, D. Raposo, R. Almendra, J. Neves**

THE CONTRIBUTION OF BRAND IMAGERY TO SUSTAINABLE INNOVATION

**M. Gastaal, F. Oliveira, D. Raposo**

DESIGN AS A MEANS OF VALUING HERITAGE AND SUSTAINABLE REGIONAL DEVELOPMENT

**João Neves, Ricardo Silva**

TERRITORIAL BRAND BUILDING: AN INTEGRATED MODEL OF PLACE BRANDING AND IDENTITY DESIGN

**E.R. Santos, D. Raposo**

DESIGN AS A CONSIDERED DRIVER FOR ORGANIZATIONAL GROWTH: TRANSFORMING CREATIVE PRACTICE INTO VALUE CREATION INSIGHT

**J. Brandão Pereira**

**17h15 – Musical Moment [Ed. B | Piso -1 | Hall]**

TROVANTINA

**Tuna Académica do Instituto Politécnico de Leiria**

**20h00 – Gala Dinner [[@thenew.restaurante](#)]**

RESTAURANTE THE NEW

**R. Afonso de Albuquerque 14 Fração A, 2400-080 Leiria**