
HEDCOM PROJECT 2023

LISBON - PORTUGAL

Escola Superior de Comunicação Social Politécnico de Lisboa



ESCOLA SUPERIOR DE COMUNICAÇÃO SOCIAL (ESCS)

“We shouldn’t be just another school, otherwise we will be one school of many”

- A **branch of the Instituto Politécnico de Lisboa** especially aimed at preparing communication experts, comprising four areas: **AUDIOVISUAL AND MULTIMEDIA, JOURNALISM, ADVERTISING AND MARKETING and PUBLIC RELATIONS**
- Our aim is to **prepare future generations capable of intervening strategically in organisational environments** through systematic and deliberate communication planning efforts
- ESCS teaching practice is based on the **convergence of both theoretical and practical experiences** and different areas of knowledge in which activities are structured by a strong communicative and participative business culture.

BUSINET – Global higher education network

- Businet was **established in 1987** by a **group of higher education business institutions** keen to develop international programmes in Business and to promote opportunities for Institutes of Higher Education, their staff, and their students.
- At the moment the organisation has **127 members and is represented in 36 countries**.
- Provides an environment that encourages the **sharing of good practice and encourages co-operation** between like-minded individuals and like-minded organisations.





HEDCOM PROJECT

- Promoted by the **Businet Communications Working Group since 2009**
- HEDCOM is an international project runned, nowadays, by higher education institutions
- About **6 international teams are formed** (6 participants per team). Each team gets the same Communication briefing and has to **develop a Communication Strategy** – as in a real pitch – which has to be presented at the end of the Project to a real cliente



HEDCOM PROJECT- PAST EDITIONS

- **2022** – Courtrait (Belgium) – City of Iepier
- **2021** – Online – Tourism in Europe after COVID
- **2019** – Durham (UK) – Beamish Museum
- **2018** - Paris (France) - Noémie Briand, a French artist-jeweller
- **2017** - Lisbon (Portugal) - Sumol+Compal
- **2016** - The Hague (Holanda) - Koppert Cress
- **2015** - Mons (Belgium) - Mons 2015
- **2014** - Paris (France) - Piaget
- **2013** - Courtrait (Belgium) - Sea Shepherd
- **2012** - Pori (Finland) - Satmatic
- **2011** - Hasselt (Belgium) - Oxfam Wereldwinkels
- **2009** - Lisbon (Portugal) - Amnesty International



HEDCOM PROJECT 2023- CLIENT BRIEF

- Looking for a partner to present a **Communication Briefing**
- **A topic relevant for the company and for international teams**



HEDCOM PROJECT 2023- SCHEDULE

- **February** - Introducing the Briefing to the teams (online)
- **20 to 24th March** - HedCom Meeting in Lisbon
- **24th** - Final presentation to the Client (ESCS)

(Final December – countries and teams)

Contacts – Ana Raposo, araposo@escs.ipl.pt; Sandra Miranda, smiranda@escs.ipl.pt

- BIP? How many partners will attend?

(at least **3 higher education** institutions awarded with an ECHE coming from at least **3 Programme Countries**; at least **15 students**, in order for the programme to be eligible for funding)

3 ECTS credits for students.

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CLIENT BIEFING - NOVEMBER 2022

L'ORÉAL
FOR THE FUTURE

L'ORÉAL FOR THE FUTURE OUR SUSTAINABILITY COMMITMENTS FOR 2030



WHAT IS
L'ORÉAL FOR THE FUTURE?

Global warming is accompanied by environmental changes that threaten potentially permanent degradation of human and natural habitats. Sea levels, melting glaciers, ocean warming and acidification as well as extreme weather events are on the rise. With higher stakes must come stronger commitments.

This is the reason why L'Oréal has decided to take its efforts even further through a program called “L'Oréal for the Future”. Our commitments towards 2030 mark the beginning of a more radical transformation and embody our view as to what a company's vision, purpose and responsibilities should be to meet the challenges facing the world.

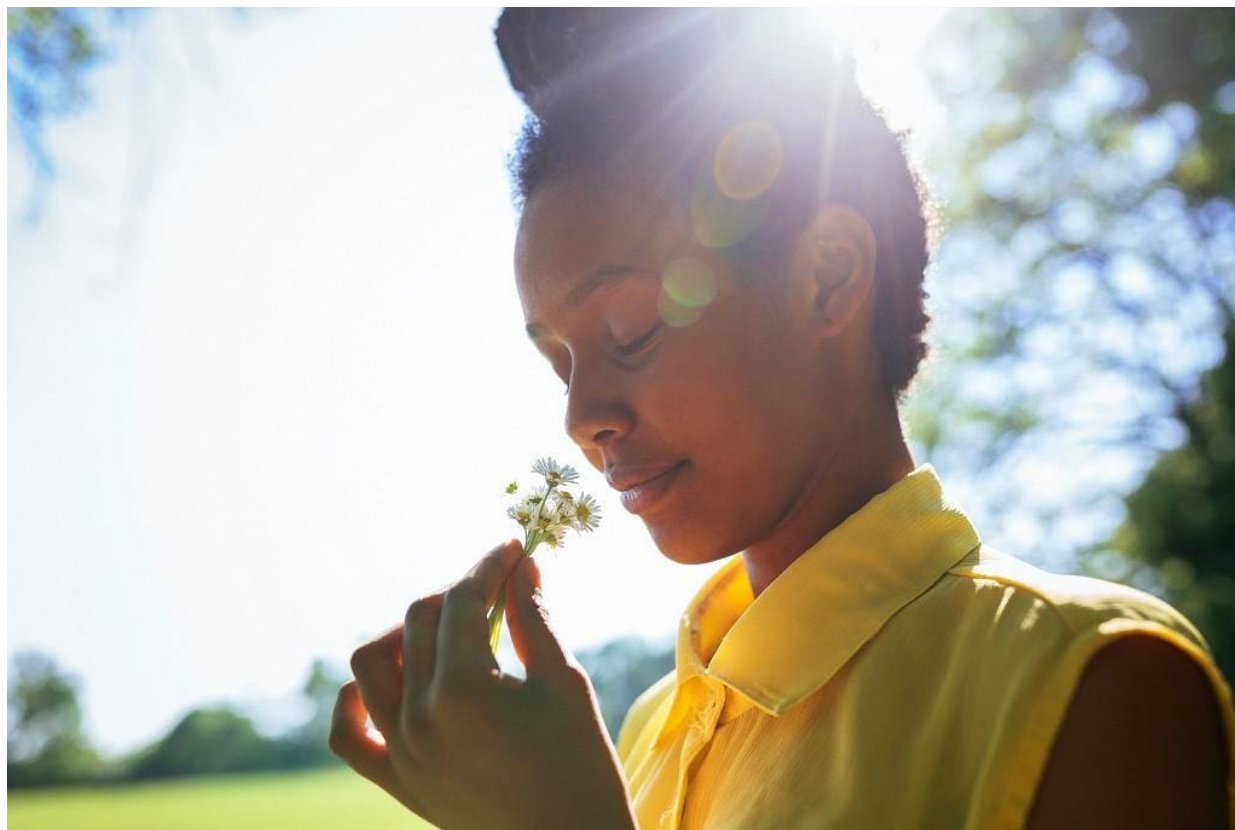


ABOUT
L'ORÉAL FOR THE FUTURE

1. Transforming L'Oréal's business to respect the planet's limits
1. Contributing to solving the world's challenges by supporting urgent social and environmental needs, through an unprecedented plan launched in May 2020
1. Transforming L'Oréal's business to respect "planetary boundaries"



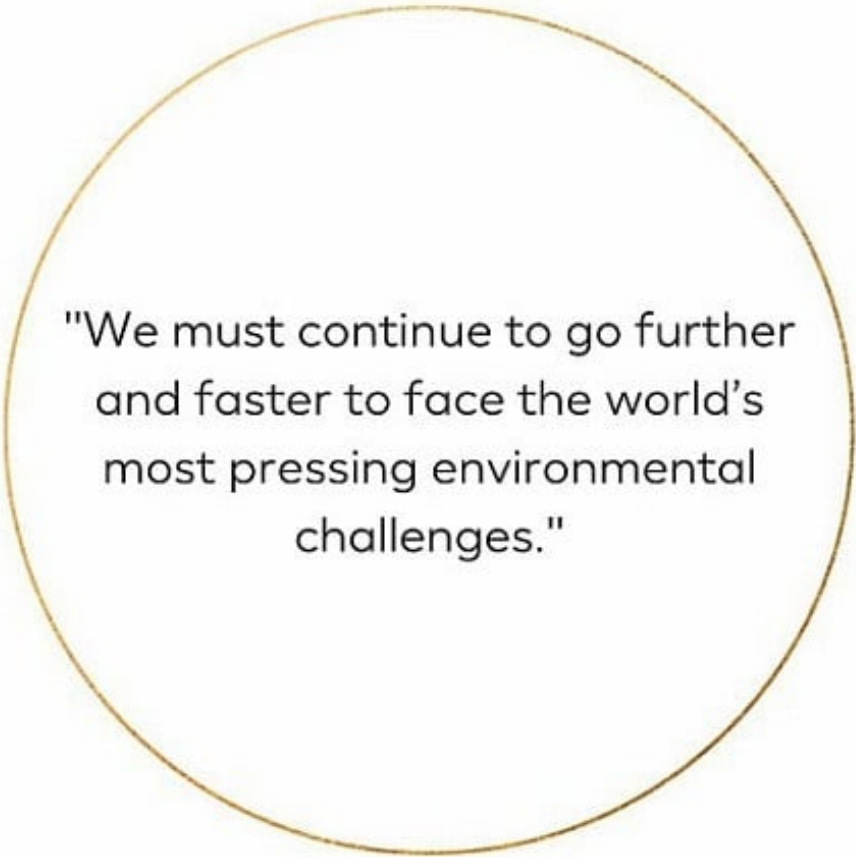
L'ORÉAL
FOR THE FUTURE



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DETAILS ABOUT
L'ORÉAL FOR THE FUTURE



"We must continue to go further
and faster to face the world's
most pressing environmental
challenges."

Nicolas Hieronimus, CEO of L'Oréal



ORÉAL
FOR THE FUTURE



**OUR CHALLENGE
L'ORÉAL FOR THE FUTURE**

Create a BIG
communication initiative
to raise awareness for the
L'Oréal For the Future
Program in Europe Market
in 2023, as one of the
priorities for the company

L'ORÉAL
FOR THE FUTURE



YOUR CHALLENGE
L'ORÉAL FOR THE FUTURE

- Create a Communication Strategy with the **same master guidelines** for all **European countries** ;
- Focus on a **unique initiative** that you can **support with a 360° communication plan** online and/or offline (media advisor, social media, branded content, influencer marketing, event, internal and external channels and formats, etc....);
- **External** (clients, consumers, universities, associations, influencers, press...) but also **internal** focus. As a programme with an important contributor for L'Oréal reputation you can segment your target but **justify your choices**;
- **Think BIG, Be Creative** but be “simplicity” .





L'Oréal for the future is a global programme



Sustainability means environmental but also social contribution



You are in the digital age, do not forget it



Whatever you do, do it with a sustainability mindset

L'Oréal owns more than 30 brands from different segments

All countries have their digital channels and there are also global channels of the L'Oréal group

L'ORÉAL FOR THE FUTURE



ASSUMPTIONS
L'ORÉAL FOR THE FUTURE



CITIZEN DAY
ANNUAL VOLUNTEER DAY



TALKS FOR THE FUTURE
SUSTAINABILITY CONFERENCES

L'ORÉAL
FUND FOR WOMEN

FUND FOR WOMEN
SUPPORTING PROJECTS OF
HIGHLY VULNERABLE
WOMEN



EXAMPLES OF INITIATIVES
ALREADY DONE
L'ORÉAL FOR THE FUTURE

“Over the past decade, we have profoundly transformed our company, putting sustainability at the very core of our business model. With our new commitments, we are entering a new phase of acceleration of that transformation: going beyond our direct environmental impact, helping consumers to make more sustainable choices, as well as generating positive social and environmental contribution. As an industry leader, we consider that it is our role to contribute to building an inclusive and sustainable society”

Alexandra Palt , L'Oréal Chief Corporate Responsibility Officer.



INSPIRATION
L'ORÉAL FOR THE FUTURE

About L'Oréal Group: <https://www.loreal.com/en/>

About L'Oréal For The Future: <https://www.loreal.com/-/media/project/loreal/brand-sites/corp/master/lcorp/documents-media/publications/l4f/loreal-for-the-future-booklet.pdf>



MORE INFORMATION



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Thank you!
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