



**PORCIDE** - Projecto Original para a Rentabilização de Capacidades Integrando Deficientes na Economia  
**THINK** - Towards Handicap Integration Negotiating Knowledge

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**FOR IMMEDIATE RELEASE**

Portugal, Lisbon, 09<sup>th</sup> October 2002

**Conference PORCIDE II / THINK:**

**“Telework: Sustainable Integration” - A success model to be followed!**

*In the past 08<sup>th</sup> October took place the conference PORCIDE II / THINK: “Telework: Sustainable Integration” in Microsoft’s Portugal installations at Paço D’ Arcos (Lisbon) - see Program in annex . This event had as main purpose the evolution report of a project which have already recruited more than 1650 candidates, creating 69 new job opportunities for disable people, in a telework basis, in eight European countries, being expanded trough project PORCIDE III, which launch is set up to January of 2003, with the support of the Portuguese Parliament.*

All the different participants in the project (partners, teleworkers, customers and public entities) have been present and through their testimonies wished to promote and explain an initiative that can and should be expanded and according speakers’ common opinion *“has it’s own merit not just because his social value, but as it is also economically viable and implemented in a sustainable way”*.





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This conference had as main purpose to report the evolution of a project that on national and international level, since September 2000 until June 2002, which has already recruited more than 1650 candidates, creating 69 new job opportunities. All this was accomplished concerning the partnership of 25 top companies, 8 of them multinationals, which contributed to project's viability, supplying its products or services, with an estimated value of more than € 650.000. It has been presented a promotion and advertising level valorized in more than € 1.150.000 and has been generated an approximated value of € 2.400.000. Presently the customer satisfaction level is higher than 97%, because the demand of service quality **“paid by their own success”**- Eng. Miguel Reynolds, CEO of TELEMAnutenção.

The success of PORCIDE II/THINK is the result of a different vision of a problem that more often affects the modern world and the commitment of all partners that made it possible. This project **“should be a professional solution of continuity”**. – Ms. Josete Berrones, Administrator of PT Comunicações.





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THINK is a project that will professionally integrate 300 disabled people, as teleworkers, in eight European countries (Portugal, Spain, Italy, Greece, Scotland Latvia, Lithuania and Estonia).

PORCIDE II/THINK - the Portuguese "arm" of THINK - is set up in a consortium with TELEMantenção, PT Comunicações, Microsoft, Telepac, HP, EDSON/FCB, DiárioouseCoopers, Rumos, Desktop Streaming, 3C, Alcatel e ServerArts. Each partner contributes with his know-how, products or services in order to promote the sustainable integration, being a technological, organisational and social model, recognised in Europe as an innovative solution for disabled people.

***“The PORCIDE II/THINK project represents a corporate more value and is a good example that partnerships between companies in fact work, in this case developing a traditionally State function: the integration of disabled people”.***

This affirmation was made by Dr. Jorge Gaspar, Office Chief of the Labour Secretary of State, in the opening of the conference PORCIDE II / THINK: “Telework: Sustainable Integration”, that took place last 08<sup>th</sup> October in Microsoft’s Portugal installations at Paço D’ Arcos (Lisbon).

***“...without society there is no business.”***

Eng.<sup>a</sup> Clara Cidade Lains

The growing importance of telework in the Portuguese labour context, mainly in the legislative level in the new “Code of Labour”, was also focused.

In this event was also present the Director of the Customer with Special Needs Office from PT Comunicações, Eng.<sup>a</sup> Clara Cidade Lains, that framed project PORCIDE II / THINK as a reference of her company activities in terms of social marketing, as result of a strong bet in partnerships and the offer of knowledge and technology and as a way to consolidate the practise of corporate citizenship and social responsibility, since “...without society there is no business”.

A position subscribed by Eng. Miguel Reynolds, that after refer THINK objectives, accentuated the fact that the innovative model started and developed in Portugal - project PORCIDE (1997-2000), has been exported to eight European countries, with the goal of the professional integration of 300 disabled people, in a telework basis.

Adding that “nowadays about 10% of the European population is disable”, the CEO of TELEMantenção, considered the vector of sustainability as master key for a perfect





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professional integration and with this one raising the development of new markets, through an enlargement of the customer segment to the population with disabilities.

Eng. Miguel Reynolds also presented the results achieved in Portugal and in remaining countries: since September 2000 until June 2002, THINK has recruited more than 1650 candidates, trained 272 persons in 9 occupations creating 69 new job opportunities. All this was accomplished concerning the

***“...THINK has recruited more than 1650 candidates, trained 272 persons in 9 occupations creating 69 new job opportunities in 5 countries... a customer satisfaction level higher than 97%”***

*Eng. Miguel Reynolds*

partnership of 25 top companies, 8 of them multinationals, which contributed to project's viability, supplying its products or services, with an estimated value of more

***“an example of the Portuguese excellency in Europe”***

*Octávio dos Santos*

than € 650.000. It has been presented a promotion and advertising level valorized in more than € 1.150.000 and has been generated an approximated value of € 2.400.000. Presently the customer satisfaction level is higher than 97%, because the demand of service quality ***“paid by***

***their own success”***, this is, if the objectives defined by the customer will not be achieved, he doesn't have to pay anything.

This intervention was followed by the remaining testimonies of the Portuguese consortium partners about their participation in the project, their contributions and their experiences, being common to all the opinion that information and communication technologies for telework are tools of great importance, especially for people with disability, ***“contributing to transpose physical and psychological barriers, to suppress difficulties and develop valid and incessant work”***.

They consider also that the Project was embraced ***“not just because his social value, but as it is also economically viable and implemented in a sustainable way”***.

In this group of speakers, it deserves prominence the intervention of commentator Octávio dos Santos, journalist of the magazine “Comunicações” from APDC – Portuguese Association for the Communications Development - , that considered project PORCIDE II / THINK as ***“an important initiative in more than one level: political, economical, organizational, technological, social,...”*** and “an example of the Portuguese excellency in Europe” because the leadership of an international





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consortium, distinguished and awarded in the last years. It seems important to refer also the proposal made by Eng.<sup>a</sup> Clara Cidade Lains related with the **“introduction of a new criterion of project results evaluation: Teleworkers Satisfaction Index”**.

In the subsequently section were reported the successful experiences of four teleworkers integrated not only in the pioneer PORCIDE Project, as well as in his successor THINK. They spoke about professional backgrounds, the reasons for integration, the job description and a little bit of their daily, to demonstrate their productivity, self-sufficiency and renewed confidence levels.

A group of customers was the next speaker, reporting the more value that for their own companies represented the contracting of some services of their own evolution. Microsoft Portugal decided to sub-contract part of the technical support software to the **“contributing also for the success a stable, homogeneous and united team”** Dr. Vítor Marques PORCIDE group, and to renew the contract in favour of PORCIDE II/THINK. The team consists of 9 disabled people who work from their homes, supplying technical support, by telephone, to Microsoft clients. The telephone calls made to Microsoft by the clients are re-directed to a teleworker available at the time, just as if a Microsoft technician had answered them.

The responsible for the technical support, Dr. Vítor Marques, referred that **“since this is a very specialized service, is object of surveys carried out by Microsoft to its clients who have used the Help Desk service supplied by THINK technicians.”**, producing objective data on the performance of the teleworkers supplying the service: Customer Satisfaction Index, that in this moment is placed at 94%, what shows well the speed and efficiency of this solution, **“contributing also for the success a stable, homogeneous and united team”**.

For the Portuguese Parliament, a team of transcribers was formed to work in the transcription service of the Writing and Audio-visual Support Department. Was developed the basic technology and started off by training the team, as it is a very demanding service that requires a high degree of technical expertise.

It deserves prominence the availability demonstrated by Dr. José Nogueira Diogo, Director of this department, to host the next promotional event of project THINK.





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To close this group, Dr. Luís Afecto, General Manager of netvoice, a company that offers telecommunications fixed services, confessed his initial scepticism concerning Telemarketing service – appointment of commercial meetings - sub-contracted, being agreeably surprised with the fact of the goal of 200 meetings in two weeks was achieved by the project teleworkers, **“which overcome my own sales force”**, he concluded.

Regarding project’s future development, Eng. Miguel Reynolds considered that “still is a learning project”, reinforcing the bet in Research & Development, in order to find new opportunities for this work system. He focused also the importance of business development at the national level and, mainly, in the international scenario in the actual countries, but as well with the expansion to others of high potential as: Brazil,

Argentina, New Zealand, Malaysia, United States of America and Poland.

**“still is a learning project”**

Eng. Miguel Reynolds

In this last country was already been established a partnership with a local university, to train Project Managers in order their integration in projects of TELEMAnutenção on another places of the globe.

By his hand, Ms. Josete Berrones, express the idea that this model, **“result of a different group of contributions, must be a continuity professional solution”**. Following the will showed to take place in the Portuguese Parliament installations the next promotional event of Project, this Administrator of PT Comunicações proposed to submit this public organization as partner of PORCIDE III.

In the closing session of the conference, this project was again applauded, now by Ms. Cristina Louro, National Assistant Secretary of SNRIPD, which expressed great will in **“support this and other initiatives of kind and build up efforts of collaboration with the Portuguese consortium”**, in order to give permanence to this social-economical model.





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# ANNEX





**PORCIDE** - Projecto Original para a Rentabilização de Capacidades Integrando Deficientes na Economia  
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## PROGRAM

### PORCIDE / THINK

#### “Telework: Sustainable Integration”

2002/Out./ 08

#### 10.00h Welcome

- Carlos Lacerda  
Marketing Director of Microsoft Portugal

#### Opening session:

- Dr. Jorge Gaspar  
Office Chief of the Labour Secretary of State

#### 10.10h Corporate partnerships for the citizenship - a solution for integration problems:

- Clara Cidade Lains  
Director of the Customer with Special Needs Office from PT Comunicações

#### Sustainable Integration – Partnership testimonies:

- Miguel Reynolds  
TELEMANutenção
- Clara Cidade Lains  
PT Comunicações
- Carlos Lacerda  
Microsoft Portugal
- João Mouro  
Hewlett Packard Portugal
- Cláudia Brandão  
Diário de Notícias
- Carlos Andrade  
EDSON FCB
- José Pedro Vagos  
Rumos
- Pedro Morão  
Alcatel - e-Business Distribution Portugal

#### Commentator:

- Octávio dos Santos  
Journalist from APDC

#### 11.00h Coffee Break





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**11.15h Successful cases – Testimonies of teleworkers integrated by the Project:**

- Alexandra Relha
- Ana Martins
- Fernanda Raposo
- Ricardo Teixeira

**Commentator:**

- Lourenço Medeiros  
Journalist from SIC On-line

**12.00h Customer satisfaction – Customers testimonies:**

- Vítor Marques - Help-Desk com 94% de Customer Satisfaction  
Responsible for the technical support of Microsoft
- José Diogo - Transcriptions with strictness  
Director of the Portuguese Parliament Writing and Audio-visual Support Department
- Luís Afecto – Sales Force Rentability  
General Manager of netvoice

**Commentator:**

- Rodolfo Oliveira  
Press Office of Microsoft

**12.30h PORCIDE / THINK: What future?**

- Miguel Reynolds  
CEO of TELEMANutenção
- Josete Berrones  
Administrator of PT Comunicações



**12.50h Closing session**

- Ms. Cristina Louro  
National Assistant Secretary of SNRIPD

