

## Blended Intensive Programme

### Urban Identity, Image, and Attractiveness

#### Enhancing City Competitiveness and Appeal

**Miguel Torga Institute of Higher Education (ISMT)** and **Instituto Superior de Entre Douro e Vouga - Higher Education (ISVOUGA)** are jointly organizing a **Blended Intensive Program (BIP)** within the **Erasmus+ Consortium Right to the City**, under the topic of “Urban Identity, Image, and Attractiveness: Enhancing City Competitiveness and Appeal”, in **Portugal** (Coimbra and Santa Maria da Feira), from **14 to 18 July 2025**.

The BIP “Urban Identity, Image, and Attractiveness: Enhancing City Competitiveness and Appeal” aims to explore how cities build their identity, and image to attract residents, tourists, and investments while addressing the challenges of sustainability and social inclusion. The event will address urban identity, image, and attractiveness in constructing cities' identities and images and analyse real cases related to the impact of factors such as culture, fashion, sport, gastronomy, and sustainability.

There will be lectures, debates, and indoor and outdoor activities conducted by experts and professionals in the field, concerning the following topics, among others:

- City Branding: brand, identity, and image of cities
- Communication strategies for cities
- The role of social networks and digital marketing in promoting cities
- Culture, tourism, sports, and fashion in constructing the city's image
- Gastronomy, city identity, and local economy
- Sustainability, social inclusion, and innovation in promoting the city
- Green marketing of cities

**We welcome a group of students, accompanying lecturer(s), and/or staff from partner HEI to participate in the event.**

If you are a **Professor** or **Staff** interested in collaborating with us, by giving a presentation or proposing some other activity within the topics above and/or enrolling and accompanying students, please contact us for further details and discussion of your proposal. You can participate with a STA or STT Erasmus scholarship from your university.

If you are a **Student** in areas related to Management, Economics, Marketing, Advertising, Public Relations, among others, interested in participating with a short term Erasmus mobility for studies scholarship, please contact us as well as the IR department of your university.

A **certificate for 4 ECTS** will be delivered upon completing the BIP.

**On-line Sessions:** 07 and 24/07/2025 at 2 p.m. Portuguese time

A more detailed **Program** will be issued in June.

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