

**Company:** Porto City Council

**Company Description:** The Porto City Council is the local governing body of Porto, Portugal.

**Nomination Category:** Corporate Communications, Investor Relations, & Public Relations Categories

**Nomination Sub Category:** Communications or PR Campaign of the Year - Diversity, Equity & Inclusion

**Nomination Title:** Desporto no Bairro

1. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched:
2. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:

A video of up to five (5) minutes

3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

<https://vimeo.com/1073646485/181142953e> password: PORTO2025

4. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):
5. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):
6. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of 2019. Even if your initiative started before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):
7. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

## Attachments/Videos/Links:

[Desporto no Bairro](#)



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