

Press Release

Pioneering project in Portugal promotes Education for Ethical Advertising and Digital Literacy

/ Sines chosen as pilot to launch the pioneering project "Superpowers Portugal" for Digital and Socio-emotional Empowerment of Children



LEFT photo: (from left to right) Ricardo Torres Assunção, SG of APAN; Fernando Ramos, councilor for Education of the Municipality of Sines; Luís Marques, Senior Project Manager at Start Campus; Director of the Vasco da Gama School; Índia Branquinho de Oliveira, Sustainability Manager at Start Campus.

DTA Photo: (from left to right) Principal of Vasco da Gama School; Susana Paiva, APAN; Fernando Ramos, councilor for Education of the Municipality of Sines; Luís Marques, Senior Project Manager at Start Campus; Ricardo Torres Assunção, SG of APAN; Forming.

Lisbon, November 25, 2024 – The **Vasco da Gama School**, in Sines, was today the stage for the launch of "**Superpowers Portugal**", an innovative project aimed at empowering pre-school and 1st cycle teachers with essential tools for the development of digital and socio-emotional skills in children between 4 and 8 years old.

Developed by **Power of Zero**, in partnership with **APAN (Portuguese Association of Advertisers)**, through its **Media Smart Portugal program**, and with the support of **Start Campus**, this pioneering project responds to the growing need to prepare new generations for the challenges and opportunities of a digital world in constant transformation.

A decisive step in Digital Education

The launch ceremony was attended by representatives of the three partner entities, underlining the importance of this initiative.

Fernando Ramos, Councillor for Education of the Municipality of Sines, said: *"The Municipality of Sines is prepared for development. We have people trained to be up to the events and we thank APAN and Start Campus for choosing Sines as a pilot. May this initiative be an inspiration for the country."*

Ricardo Torres Assunção, Secretary-General of APAN, highlighted: *"Superpowers Portugal is a milestone in the creation of a safe and conscious digital environment for children. This project trains 27 teachers, allowing them to train a new, more informed generation, impacting about 350 children. Our goal is for this pilot in Sines to be a success and to expand to other regions."*

Luís Marques, Senior Project Manager at Start Campus, reinforced the company's commitment: *"Start Campus is proud to support an initiative that is at the basis of digitalization. Promoting digital literacy and socio-emotional skills is key to preparing children for the future. We are committed to making this initiative a success and continuing to invest in the development of the communities in which we operate."*

Educating for the future: Skills for the Digital World

"Superpowers Portugal" integrates skills such as empathy, critical thinking, resilience and online safety, promoting a healthy and inclusive digital environment. **Nicholas Carlisle**, CEO of Power of Zero, added: *"The digital revolution offers extraordinary opportunities, but it also exposes children to risk. This project teaches essential skills to navigate the online-offline world, and we hope it will serve as an example for other regions."*

Program and Pilot Evaluation

The event included practical sessions for teachers, interactive dynamics and demonstrations of activities focused on emotional regulation, critical thinking and digital safety for children. This pilot will be evaluated by the **Catholic University of Portugal**, to measure its impact on educational practices and children's development.

Inspiration for the Country

With the support of local and national entities, the **"Superpowers Portugal"** intends to expand, promoting a more inclusive and sustainable education, capable of preparing new generations for the challenges of the digital world.

For more information about the event and the "Superpowers Portugal" project, or to request an interview with the project's spokespersons, please contact:

Rui Martins

And. ruimartins@mediaway.pt
M. +351 919 923 752

Start Campus
Afonso Vaz Pinto
And. avazpinto@jlma.pt
M. +351 969 658 256

About APAN

APAN – Portuguese Association of Advertisers has as its specific objective the defense, safeguarding and promotion of the interests of its members in all aspects related to commercial communication. It has 83 effective members and 9 members, which together represent a sales volume of more than 46,000 million euros, more than 75,000 direct jobs and about 75% of advertising investment in our country. APAN is represented in the World Federation of Advertisers (WFA). Visit us in <https://apan.pt>.

Follow us on social media: [LinkedIn](#), [Facebook](#), [Instagram](#), [You Tube](#), [WhatsApp](#).

About Start Campus

Start Campus is developing SINES DC, the largest data center campus in Europe, located in Sines, Portugal, with a total IT capacity of 1.2 GW. This project will be the most extensive and environmentally sustainable data ecosystem in Europe, with market-leading global connectivity. SINES DC offers a wide range of options to customers, including powered shell, turn-key and build-to-suit solutions. Tailored to meet the growing demand in the sector, the company's state-of-the-art offerings are ready for Artificial Intelligence and incorporate the most advanced liquid cooling technologies in a versatile and evolutionary model. With a total investment of €8.5 billion, the project commits to using 100% renewable energy sources and aims for a sector-leading PUE (Power Usage Effectiveness) of 1.1, taking advantage of the ocean's natural cooling. Start Campus also commits to achieving net zero carbon emissions by 2030.

For more information, visit www.startcampus.pt