

BlendEd Mobility Edition 2026 - project proposal

Submit your idea for Blended Mobility Project - *in English*

Send us a brief description of your company and a clear description of the project you have in mind. You are welcome to offer several projects. Please present them separately (one proposal per google form). Make sure your project proposal is interesting for IT, project management, design, marketing and/or business students. Proposals will be shared with participating lecturers of the Blended program for selection. We will consider if your proposal meets our criteria and when selected, we will get back to you to discuss the project in further detail.

The client (company/start-up) has ownership of the results of the projects (POC, Marketing/Business plan, ...). At the start of the project (February 2026) a Non-Disclosure Agreement will be signed between participating students, professors and companies/startups.

Call deadline: **30/10/2025**

E-mailadres *

maria.dinis@adidas.com

Q1. Company name *

adidas Business Services, Lda

Q2. Company website *

<https://www.adidas-group.com/en/>

Q3. Contact person *

Maria Inês Dinis

Q4. Email contact person *

maria.dinis@adidas.com

Q5. Phone number contact person (incl. country code) *

910665868

Q6. Brief description of the company (2 sentences) *

adidas Business, based in Portugal, provides services for other adidas companies located in Europe.
Main service areas: Finance, Human Resources, Accounts and Sales Management, Supply Chain, Digital Services and Tech.

Q7. Title of the project you have in mind *

Foster our international

Q8. Short description of the project you have in mind. *

Students of multiple disciplines work together on one big project. The project must be relevant for IT, Project Management, Design, Business and/or Marketing students.

Note: Your proposal can be quite open at this stage. If so, it will be refined at a later stage. If you have several project variations in mind, give a short description the way you see it (desired project outcome, possible addition(s), possible extension(s), possible variation(s), ...)

As a business service company operating for several European countries, adidas in Porto has more than 900 employees with around 22% of our workforce being foreign.

Our organization operates in a highly international environment, engaging daily across 15 different business languages. This diversity is a strength, but it also presents a strategic challenge: how can we attract, develop, and retain language capabilities in a sustainable way within our workforce in Portugal? This would be a real-world project that addresses this challenge and the goal is to design a framework and sustainable strategy that enables us to:

- 1) Attract talent with critical language skills.
- 2) Maintain and develop these capabilities over time.
- 3) Ensure alignment with our long-term business objectives and cultural diversity.

This project offers students:

Practical experience in HR strategy and global workforce planning.

Exposure to multilingual and multicultural business environments.

The opportunity to create a solution that could have a tangible impact on a leading international company.

A) KICK-OFF WEEK: getting started

Students will meet each other in real life in the week of **16-20th of February 2026 in Heraklion, Greece** and work together during that week.

You are expected to attend the introduction & briefing on Monday morning, to explain the project to the students and to introduce yourself. Furthermore, it is advised to give as many feedback and communicate intensively with your student team during this first week. Best is to have them collect all questions & issues (IT, Marketing, Design), and schedule an online sparring meeting per day. You decide if this will be with the whole team, with some representatives (e.g. with IT, Marketing and Design) or only with the project manager.

During this kick-off week the team will follow a Scrum workshop to strengthen their organizational skills. They will learn to divide tasks and to organize themselves: a scrum master, a project manager, ... Because the students will mainly work virtual during the project semester, it is important that they feel connected as a team. Therefore, your team will also participate in a Team Dynamics & Cultural Cohesion workshop, with a focus on cultural communication (how they can give and receive feedback to each other in a respectful way), while building trust and cohesion. You don't have to attend these workshops.

At regular times during that week, the students will give us a status overview where they inform us about their findings, process, issues and questions. These short presentations will be attended by the professors and preferably also by you as client.

On Friday afternoon the student teams will deliver a first real problem-solution pitch. In this pitch they will focus on how they plan to tackle the problem, show the roadmap with defined tasks, division of the work, collaboration tools and time-schedule.

What do we expect from you as client (evt. online if not physical present):

- Monday morning: Introduction & briefing to your student team
- During the week (time agreed between you & your student team): feedback sessions with students
- Attend (some of) the intermediate status presentations of the students
- Friday afternoon: End week-pitch

Q9. Kick-off week commitment *

- Yes, we will be present on Monday morning
- Yes, we will be present on Friday afternoon
- Yes, we will give our student team regular feedback throughout the kick-off week
- Yes, we will try to be present on the intermediate status presentations

B) ONLINE PHASE: regular feedback sessions (around an hour per week)

After the kick-off week, all students return to their home institution and from there, they work together on a remote base, using online collaboration tools.

Give regular feedback and communicate intensively with your student team during the whole project. Best is to have them collect all questions & issues (IT, Marketing, Design), and schedule one online sparring meeting per week. You decide if this will be with the whole team, some representatives (e.g. one for each discipline), or only with the project manager.

The more time you spend giving feedback on their work and process, the better your students will understand the project goals, the better you will keep them motivated and the easier it will be to keep them on the right/desired track.

During this online phase **two online intermediate presentations** will be planned where the students present their progress and intermediate results. Professors will attend these pitches, we will appreciate it if you can attend these presentations as well!

Q10. Running project commitment *

- I definitely understand the value of providing frequent feedback as 'real client in the field'
- Yes, we will (try to) attend both online intermediate meetings

C) FINAL WEEK: finalize project and deliver outcomes

The closing week is planned in the week of **6-10th of July 2026 in ISEP, Portugal**. Students will meet a second time in real life, they will participate in team-building activities, work intensively together on the project to finalize it. At the end of the week, the students present their final pitch to their professors and client (company/founder). Students & universities prefer that you will attend this last meeting & closing activities in real life as well. You can sit together with your team to receive all deliverables, to provide and receive individual feedback and potentially discuss further collaboration with these talents (e.g. internships/employees). However, if it is not possible for you to come physically, we expect you to join the last presentation online.

Q11. Project closing commitment *

- We will try to be present in real-life during the final week
- We intend to be present in real-life for the final presentation only and give other support from remote
- We will assist the final week from remote

Q12. Financial contribution *

We count on a contribution of 2000€ to support our program. The money will be spent during the kick-off and final week, in support of the students and related activities.

- Yes definitely. We understand the importance of providing this fee

Q13. Do you have questions/remarks?

Dit formulier is gemaakt in Ikdoeict - Opleiding Elektronica/ICT.

Google Formulier