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Key Action n°4: City of Tomorrow and Cultural Heritage  
Project duration: March 2003 - February 2008

## The Matosinhos SHE Project

NORBICETA

União Cooperativas de habitação

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8<sup>th</sup> April 2006

Matosinhos, Portugal

## The Success of the Presentation of the Model Apartment

### Ponte da Pedra 2<sup>nd</sup> Phase

The 8<sup>th</sup> of April 2006 was a memorable day for all the people involved, on one way or another, in the construction and promotion of the Ponte da Pedra 2<sup>nd</sup> Phase building. We presented our model apartment to the society in general and to the Cooperative members, local authorities, central government and media in particular.

The visit to the already known as the **“House of Future”** was preceded by a presentation enhanced by José Coimbra, focused on the sustainable and innovative aspects of the construction, aiming to show the visitors and future owners all the structure behind the exterior aspect of the apartment and explaining how to optimise the use and performance of those characteristics.

The event had the presence of the Mayor, Guilherme Pinto, who said that *“if something new had to happen in the Cooperative Sector it had to be in this Local Council”*. He recognized the importance of the Cooperative Movement for the Council development, underlining that *“the rehabilitation of the territory enhanced by the Housing Cooperatives requires an effective answer by the Council House in order to qualify the envelope”*. In fact, one pushes the other and both push the development. He added that *“if any promoter in general wants to reproduce these constructive principles in the buildings to be born, the Council House will support those initiatives in order to give the example to the whole country how things must be done”*.

In so being, we can perfectly say that the purpose of the SHE Project to involve local authorities in the Project, supporting sustainable initiatives and fully achieving and putting into practice our slogan “Moving from the extraordinary to the ordinary” is a reality in Portugal.

The event also had the presence of the Under Secretary of State for Land and City Management, João Ferrão. This representative from the Portuguese Government recognized that **“this moment really is the turn over of the Cooperative Sector”** [...] **“from now on, we don’t have excuses to do, at least, the same”**, he said.

He also informed that “this building method is a government priority and it will use the next Community Support Framework between 2007 and 2013 to stimulate sustainable construction”. He finally recognized that **“the Cooperative Movement heads this initiative”**, that’s why we already call our promotion **“The First Cooperative Building of Sustainable Construction in Portugal”**.

By this wide recognition of our project and our work, covered by several newspapers, the President of the Cooperative Union NORBICETA, Guilherme Vilaverde, assured that **“We are building the future”**.



We would like to thank the Coordination of the SHE Project for all the decisive support in our social affirmation.

We attach some photos of the event.

→ Minute prepared by Liliana Marquez, NORBICETA



Eng. José Coimbra introduce to the participants the sustainable and innovative aspects of the construction



... explaining how to optimise the use and performance of those characteristics.

## **SHE partners in Portugal**

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