

NATIONAL  
CONTACT  
POINT  
PORTUGAL

**RESPONSIBLE  
BUSINESS  
CONDUCT**



Promotional Plan  
**2025**

**dgade**

DIREÇÃO-GERAL DAS  
ATIVIDADES ECONÓMICAS

## Promotional Plan 2025

### Introduction

1. The Portuguese National Contact Point for Responsible Business Conduct (NCP PT) is coordinated by the Directorate-General for Economic Activities (DGAE) in conjunction with the Portuguese Investment and Foreign Trade Agency (aicep Portugal Global).
2. Since they were established in 1984, the NCPs have been responsible for promoting the OECD Guidelines for Multinational Enterprises on Responsible Business Conduct ('the Guidelines'). The promotion of the Guidelines, together with the promotion of instruments arising from issues emerging from the implementation of the Guidelines, comprise the mandate of the NCPs.
3. Promotional activity is essential to the effectiveness and implementation of the Guidelines and the related Due Diligence Guidance and contributes to the functional equivalence of the NCPs, enabling them to be more visible, accessible and transparent.
4. NCPs should promote and make available the Guidelines through appropriate channels and in national languages, with a view to raising awareness about the Guidelines and their implementation procedures. NCPs should also promote the Guidelines through cooperative processes with the business community, workers' organisations, other non-governmental organisations and the interested public, as appropriate. The current wording of the Guidelines does not define minimum promotion requirements or the types of promotional activities that NCPs should carry out.

### Framework

5. All the NCP PT activities that took place in 2024 can be consulted in the document Activity Report 2024, published in Portuguese and English, respectively, in the '[Relatórios](#)' and '[Reports](#)' areas of the NCP PT website.
6. Although it is recognised that NCPs should organise physical, decentralised events that ensure greater proximity to different local communities and foster opportunities for cooperation in the implementation of the Guidelines, the financial constraints of the NCP PT restrict the type and scope of promotional activities it can carry out. In this sense, the NCP WP will give priority to organising online events that allow for faster coordination and do not require the allocation of financial resources. Promotional materials will also mostly be developed in a virtual format, with the aim of facilitating rapid dissemination to interested parties.
7. The drafting of this Communication Plan is based on the note '[Developing Promotional Plans for NCP](#)' prepared by the WPRBC Secretariat and presented at the NCP Network meeting in June 2022. This note presents a set of considerations that are relevant to the construction of an NCP PT Promotional Activities Plan and highlights the factors to be considered when planning promotional activities. The drafting of this plan also considers the guidelines shared in the brochure '[COMMUNICATIONS BOOKLET | National Contact Points for Responsible Business Conduct](#)', June 2019, prepared by the WPRBC Secretariat.
8. The communication plan, contextualised through the points above, also includes two tables: 1) The first identifies all the activities that are expected to be carried out in 2025 - hereinafter referred to as the 'Identification of Activities' table; 2) The second is a timetable that marks out the expected period for carrying out the activities identified in the previous table, hereinafter referred to as the 'Activities Timetable'.
9. The 'Identification of Activities' table is made up of the following fields:

- a. ID: Activity identification number.
  - b. Topics: Refers to the themes that will be addressed within the scope of each activity (e.g., Guidelines/NCP PT/Due Diligence Guides, Prioritised RBC Issues, Emerging CER Issues, among others).
  - c. Target Audience: Identifies the audiences to whom the activity is aimed (e.g. Companies, Trade Unions, NGOs, Academia, Public Bodies, among others). Depending on the topic, there may be multiple target audiences covered by an activity.
  - d. Format: Typology of the activity in question, namely Events (Live - location, Hybrid - location, Online), Promotional Materials (Print, Social Media, Website).
  - e. Partners/Multipliers: Entities that can disseminate information related to the Guidelines and/or NCP PT, organise events, support the organisation of events (e.g. business entities, academia, journalists).
  - f. Month of Implementation: The month in which the activity is expected to take place.
- 10.** The realisation of the activities identified presupposes the collaboration of the various stakeholders identified in the 'Partners/Multipliers' column, who may play the role of multiplier/disseminator or, due to their competences and/or attributions, support the NCP PT in the development of the activity. In both cases, partners are considered crucial elements in leveraging the NCP PT's promotional activities.
- 11.** The timetable defined in the schedule may change as a result of unplanned activities that fall within the remit of the human resources assigned to the NCP PT team.

