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Abstract

U.Porto plays a major role in the Northern region of Portugal and aims to continue to play a major role in the development of the region's future. Key elements of the evolution of U.Porto were the Strategic Plans 2009?2013 and 2011?2015. An important line of action of both strategic plans is the university contribution to the economic and social development of the region and the country. This article describes the methodology used to develop and support the implementation of the strategic plan and presents three success stories of working with the community: the "Mostra", the U.Porto's Fair; the Junior University; and U.Porto's Science and Technology Park. These stories illustrate the strong impact of such activities in the development of the region, together with their mobilizing effect on key stakeholders. (HRK / Abstract übernommen)