



# GOAT POLICY

People-Centred Public Policies

2025





# WHO WE ARE

GOAT Policy is dedicated to the design, implementation, and evaluation of public policies, with an interdisciplinary and scientifically grounded approach. Founded with the purpose of contributing to more effective, fair, and sustainable policies, our team brings together expertise in the areas of governance, law, psychology, and data analysis.

We believe that the most successful public policies are those that are built with and for people. That is why we place them at the center of decision-making processes, without compromising technical rigor, institutional feasibility, and respect for the legal framework.



# OUR COMMITMENT



Ensure technical and methodological quality at all stages of the decision-making process, supporting our clients in making informed and effective decisions.



Value active listening, citizen participation, and inclusion.



Promote adaptable, innovative, and sustainable policy solutions, tailored to the real needs of populations and the contexts in which they operate.



# WHAT WE DO AND FOR WHOM

**We offer comprehensive support tailored to the needs of public and private entities – national and international, from local authorities and international organizations to foundations and associations – throughout the entire public policy cycle:**

- **Diagnosis and Analysis:** We identify issues of public interest and assess existing measures, using robust qualitative and quantitative methodologies.
- **Policy Design:** Development of strategic proposals adjusted to the context, based on best practices and scientific evidence.
- **Research and Data Analysis:** We use advanced research and analysis tools to produce useful knowledge.
- **Social Acceptability Testing:** Analysis of the receptiveness and understanding of proposals among target populations, ensuring their relevance and feasibility.
- **Monitoring and Evaluation:** We systematically monitor and evaluate results, impacts, and processes, with informed recommendations for continuous improvement.





# EXPERIENCE AND TEAM

Our team is made up of researchers, consultants, and specialists with proven experience in national and international projects, including collaborations with public administrations, universities, foundations, and multilateral organizations.

We have in-depth knowledge of governance systems, emerging social challenges, and the demands of practical implementation on the ground.





**Ana Lapa**

PhD in Social Psychology. Assistant Professor at ISPA – University Institute and researcher at the William James Center for Research. Specialist in cognitive processes such as memory, learning, and perception.



**Cristina Mendonça**

PhD in Social Psychology, postdoctoral researcher at LIP, and visiting lecturer at Católica Lisbon School of Business & Economics. Researches the role of social factors in judgment and decision-making contexts, with a focus on ethics, organizations, and disinformation.



**João Martins**

PhD in Social Psychology. Specialist in social cognition, with a focus on attitudes, behavior, memory, and perception. Guest lecturer in Social Psychology at ISPA – University Institute.



**Heloísa Oliveira**

PhD in Law. Assistant Professor at the Faculty of Law of the University of Lisbon and researcher at the Lisbon Public Law Research Center. Works in the areas of public law and public policies, with experience in government roles.





### **Miguel Martinho**

Degree in Law. Specialist in plain language and institutional communication.

Founding partner of Claro, where he held executive management roles. Has worked in contexts related to justice, citizenship, and culture.



### **Peter Janson**

Master's in Economic Development. Economist and collaborator at Universidade Católica do Porto in the area of social economy. Works on impact evaluation in the third sector and has experience in parliamentary advisory.



### **Sílvia Pereira**

Degree in Languages, Literatures, and Cultures. Specialist in public administration, with experience in political advisory, working in government offices related to European and interministerial affairs.



# CONTACT US

Get to know our work better and come explore ways of collaborating to add value to your project or organization.



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