



Miguel Neiva (Porto, Portugal, 1969) is a Designer in Visual Communication, with a Master Degree in Design and Marketing, and also a social entrepreneur – Ashoka Fellow. He is the creator of ColorADD. Color identification system for colorblind people, a pioneer, universal and inclusive code which allows the inclusion of about 350 million people around the world. He is committed since 2008 with the worldwide implementation of this communication system – considered by the GALILEU magazine, of GLOBO editors, Brazil, as one of the “40 ideas to improve the World”. In fact, this code is already being implemented by several entities from different economic sectors of society.

Miguel has also created an NGO, ColorADD.Social, so that ColorADD may be used in education, free of costs, thus allowing the inclusion of colorblind children without discriminating, always having in mind his mission of taking this tool all around the world, as far as one can reach... trying to promote a better World for All!!!

Invited to several national and international events/seminars/conferences, where he acts as speaker and takes the opportunity to share his experience and passion with everyone. His passion and work has been recognised and he has been awarded with several distinctions:

- . Order of Commercial Merit – Officer level, by the President of the Portuguese Republic during the celebration of the Day of Portugal, of Camões and of the Portuguese Communities, 2015;
- . Gold medal concerning the “50th anniversary of the Human Rights Universal Declaration”, by the Presidency of the Portuguese Republic Parliament, 2012;
- . Municipal Merit Silver Medal, and by the Mayor of the Porto City Hall, 2013.

