

**EU-Colombia ICT Collaboration  
Conference and Coaching Courses  
Bogotá, 9-10 July 2009**

**Venue: Auditorio COLCIENCIAS**

Carrera 7ª B Bis No 132 -28, Bogotá

Organized by the PRO-IDEAL Consortium, with the support from Departamento  
Administrativo de Ciencia, Tecnología e Innovación

COLCIENCIAS

Financed by the European Commission

**Programme**

## EU-Colombia ICT Collaboration Conference and Coaching Courses

**Bogotá, 9-10 July 2009**

**Thursday 9 July**

### **Conference: Latin America-Europe cooperation in Information & Communication Technologies – ICT: Opportunities and challenges**

9.00-9.30	Registration and documentation pick up
Conference chaired by Sara Araujo, Subdirección Programas Estratégicos, NCP INCO-FP7, Colciencias	
09.30-09.40	Welcome and introduction to the PRO-IDEAL events, Alexis De Greiff A. Subdirector de Programas Estratégicos de Colciencias
09.40-09.50	Welcome by (t.b.c.), Representative of the European Commission Delegation in Colombia and Ecuador
09.50-10.15	Digital Strategy 2009, Challenges for a Better Country Using ICT, Patricia Azmar, Ministerio de Comunicaciones de Colombia
10.15-10.45	EU-Colombia ICT Cooperation under the EU's 7 <sup>th</sup> R&D Framework Programme, Klaus Pendl, European Commission, DG Information Society and Media, International Relations Unit.
10.45-11.05	Making the Best of Collaborative Opportunities between Latin America and Europe, Philippe Wacker, Member of the Board of Directors, EMF – The European Network of eExcellence.
11.05-11.25	Role of the Liaison Office of Colciencias within the Context of FP7, Sara Araujo Santos, NCP INCO FP7.
11.25-11.45	Coffee break
11.45-12.05	Cooperation Opportunities in the Networked Electronic Media Sector: The experience of Sala+, Fernando Alarcón, CINTEL, Colombia
12.05-12.25	The PRO-IDEAL Project: Strengthening ICT Cooperation between Europe and América Latina, Yolanda Ursa, INMARK
12.25-12.45	PRO-IDEAL: How it Can Help the Local Research Community to Become Involved in ICT Projects, Margaretha Mazura, Secretary General, EMF
12.45-13.00	Q&A
13.00-14.30	Lunch break

### **Session 1 - Coaching course for trainers/coaches –potential project participants**

Coaching sessions will allow the participants to get a thorough understanding of FP7-ICT programme, the rules for participation and existing resources for ICT research. They are practice-oriented so that at the end of the session the participants will be familiar with the procedures of international cooperation and proposal submission. This face-to-face coaching course will be followed-up by a distance-coaching phase where the PRO-IDEAL partners act as tutors and the potential coaches will perform practical exercises to get fully familiar with European projects. The coaching courses consist of 3 half-day sessions and it is strongly recommended to attend all three to get to know mechanisms and principles of European research projects.

First-hand information is guaranteed through the participation of Klaus Pendl, European Commission, DG Information Society and Media, International Relations Unit, who kindly agreed to participate in the coaching courses and who will be available for concrete questions on project proposals.

14-30-14.50	<b>MODULE 1: Basic understanding of EU funding rules for ICT projects</b> , Yolanda Ursa (INMARK)
14.50-15.20	<b>MODULE 2: Success factors for international cooperation in ICT projects</b> , Carlos López (INMARK)
15.20-15.40	<b>MODULE 3: Project idea questionnaire and assessment</b> , Philippe Wacker (EMF)
15.40-16.15	<b>Interactive session: Profile writing</b> , Margaretha Mazura (EMF)



Friday 10 July

**Session 2 - Coaching course for trainers/coaches –potential project participants**

- 9.30-9.45 **Ingredients for a successful proposal**, Klaus Pendl, European Commission, DG Information Society and Media, International Relations Unit
- 9.45-10.15 **MODULE 4: Building ICT Projects. Getting through the maze**, Yolanda Ursa (INMARK)
- 10.15-10.45 **MODULE 5: Practical steps to a successful proposal**, Margaretha Mazura (EMF), Yolanda Ursa (INMARK)
- 10.45-11.00 **Q&A**
- 11.00-11.30 Coffee break
- 11.30-12.00 **EU projects success stories – first-hand experiences:**
- The experience of **LEKTOR and PRO-IDEAL**, Humberto Carrasco, ADI Chile
  - The experience of **EELA-2**, Harold Castro, Universidad de los Andes, Colombia
- 12.00-12.20 **MODULE 6: How are project proposals evaluated?** Margaretha Mazura (EMF)
- 12.20-12.45 **Q&A**
- 11.30-12.30 **Personal meetings with Klaus Pendl**, European Commission, DG Information Society and Media, International Relations Unit.
- 12.45-14.30 Lunch break

**Session 3 - Coaching course for trainers/coaches –potential project participants**

- 14.30-15.30 **Individual Coaching Sessions.** Each participant makes an appointment with a European team member: Yolanda Ursa, Carlos López (INMARK), Margaretha Mazura, Philippe Wacker (EMF).
- 15.30-16.00 **MODULE 7: Project ideas self-assessment.** Individual test for self-assessment of knowledge gained so far, followed by solutions and briefings Margaretha Mazura (EMF).
- 16.00-16.45 **Wrap up and courses evaluation questionnaire**