

PRO-IDEAL

PROMotion of an ICT Dialogue between Europe and America Latina



PRO-IDEAL – PROMotion of an ICT Dialogue between Europe and America Latina – aims to promote the ICT programme of the European Commission, within its 7th Framework programme, in Argentina, Brazil (Sao Paulo southwards), Chile and Uruguay. These countries were selected because they represent a) a powerful emerging economies on the subcontinent, b) have a similar social and industrial level of development, and thus c) are valuable potential partners for Europe.

At the same time, project partners from these third countries enjoy the same funding opportunities as European partners. Thus, it represents a considerable opportunity to collaborate in high-level partnerships and to realise one's innovative ideas at a truly international level.

PRO-IDEAL plans a series of activities that are geared at improving the overall performance of the countries' research community in the ICT programme. The main activities consist in:

- Coaching courses to **"coach the coaches"**: This allows active knowledge transfer that creates a multiplying effect in the target region. The trained coaches will, in turn, act as **"Project Angels"** for their region.
- Organising awareness raising and coaching events for **potential partners in ICT projects**, three in each target country, linked to open calls for proposals.
- Reinforce the **ICT policy dialogue** with key stakeholders.

These efforts will be supported by the **PRO-IDEAL ICT promotion platform**, an on-line tool based on the Web 2.0 paradigm of knowledge sharing comprising:

- an ICT Wiki providing easy access to information,
- Blogs displaying coaching modules for self-learning,
- news feeds on events, calls, etc.

The platform will be a **free, permanent source of information** and communication tool that will be sustained beyond project duration by its user community.

The above activities are carried out by an **experienced partnership** that has a proven track record in successful international projects: **INMARK** from Spain will co-ordinate the consortium; the **European Multimedia Forum** disposes of the network in the ICT sector and takes care of the dissemination strategy as well as the Web 2.0 tool; the partners in the target countries (Ministerio de Ciencia, Tecnología e Innovación Productiva, Argentina, Universidade de Sao Paulo, Brazil, ADI- Asociación de Derecho e Informática de Chile, Laboratorio Tecnológico del Uruguay), will act as "hubs" implementing the promotion activities at local level, using their established networks covering academic and industrial research communities, and public institutions.

More information on the project Blog: <http://pro-ideal-project.blogspot.com>
[And soon at: www.pro-ideal.eu]