

PRO-IDEAL Project:

Strengthening ICT cooperation between
Europe and America Latina



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The Project

PRO-IDEAL - PROMotion of an ICT Dialogue between Europe and
America Latina

- A Specific Support Action, supported by the ICT programme of FP7
- 30 months duration (starting 1 November 2008)
- 6 Partners:

- INMARK, Spain
- European Multimedia Forum – EMF, UK
- Asociación de Derecho e Informática de Chile
- Laboratorio Tecnológico del Uruguay
- Universidade de Sao Paulo, Brazil
- Ministerio de Ciencia, Tecnología e Innovación, Argentina

- To promote the ICT programme
- To develop strategic ICT Partnerships between Europe and LA
- To position potential partners from LA in – successful – ICT project proposals
- To enhance the Information Society policy dialogue between EU-LA
- To encourage and facilitate proactive participation of Universities, research centres, industry, SMEs and other stakeholders from LA in the activities of the ICT programme

Target countries >>> emerging market in ICT with a huge potential for international cooperation

- ICT and innovation is a declared priority area for target LA governments
- S&T agreements with Argentina, Brazil and Chile
- Uruguay and Colombia adopted the European standards for digital terrestrial television (DVB-T and DVB-H)





“ For a sustainable future, think ICT! ”

Viviane Reding



- **ICT driving the economic change**
 - New economy of Internet-based services
 - Web 2.0 as a business tool
- **ICT driving the social evolution**
 - Social networking
 - Knowledge sharing



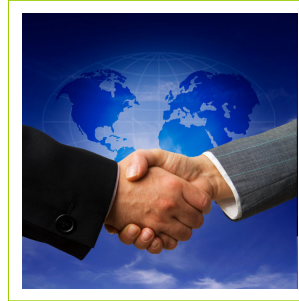
- **ICT enabling environmental sustainability**
 - ICT applications for improving energy efficiency and reducing CO2



Source of picture: Toshiba.com



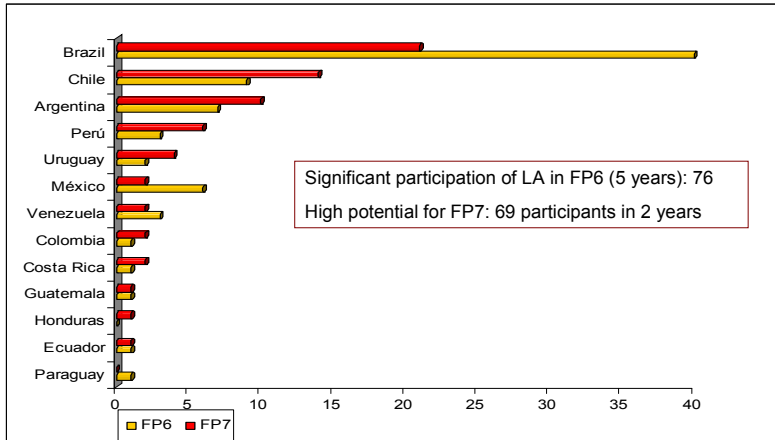
- Investment in research
 - To improve our capacity to innovate and grow
- No country or region alone can tackle today challenges in research
- We need to cooperate
 - To jointly respond to major global technological challenges
 - To jointly develop ICT solutions to major global societal challenges.
 - To improve scientific and technological cooperation for mutual benefit



Great opportunity for the scientific and industrial communities of **LA** to **participate as an equal** in international projects alongside great centres of excellence and European companies



Number of participants from Latin America

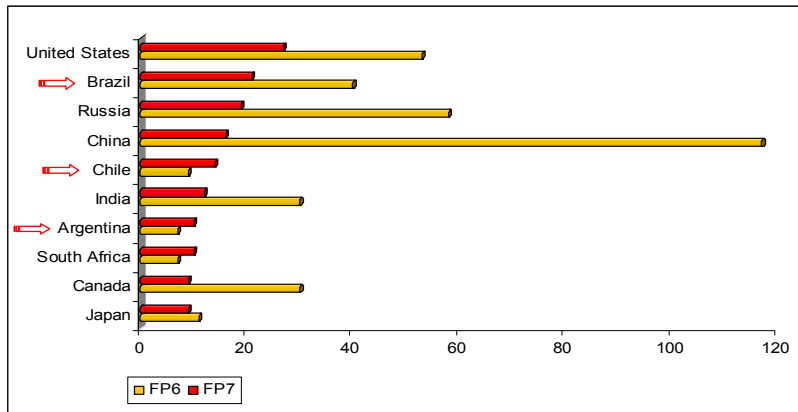


Significant participation of LA in FP6 (5 years): 76
High potential for FP7: 69 participants in 2 years

Source: DG Information Society and Media



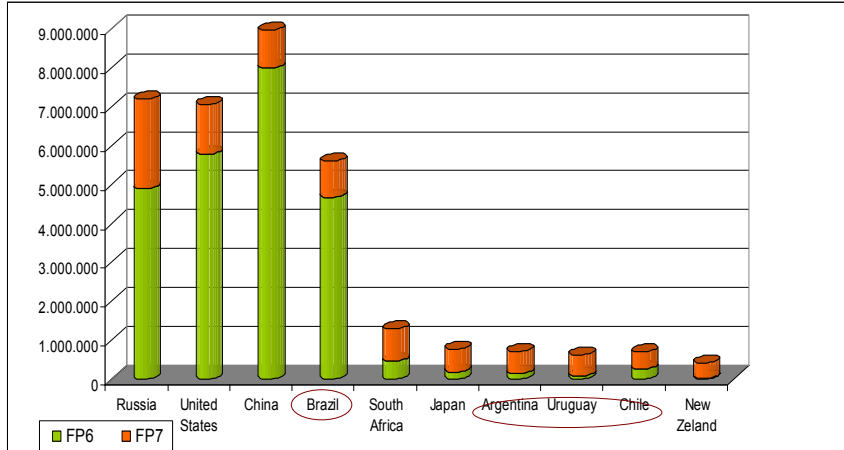
Number of participations of third country organisations – Top 10 countries



Source: DG Information Society and Media



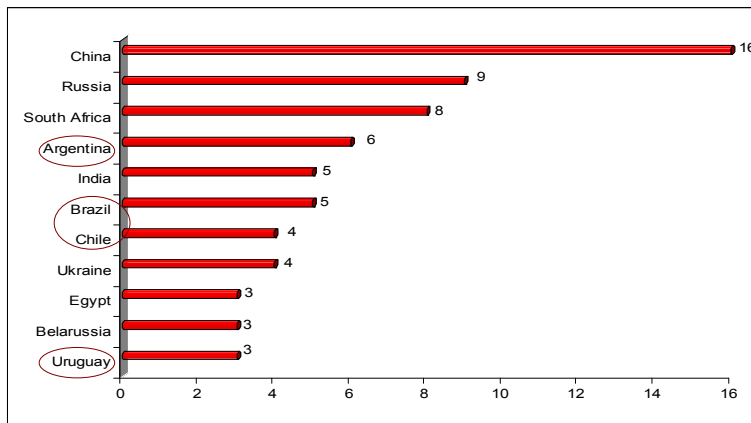
Top 10 participants



Source: DG Information Society and Media



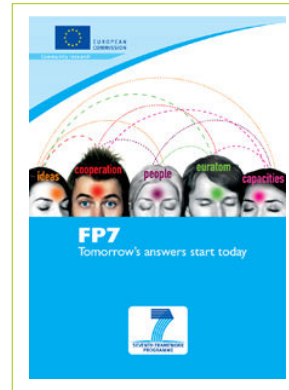
Top 10 participants



Source: DG Information Society and Media



- Lack of access to information
- Lack of understanding of “Eurojargon” of work programmes and calls
- Complexity of the administrative procedures
- Difficult access to potential partnerships
- Lack of knowledge about success factors when planning a project or participating in a consortium



- **PRO-IDEAL provides:**
 - Face-to-face awareness raising events
 - Coaching courses (ICT Programme mechanisms, proposal preparation, project management...)
 - Project facilitation ("Project Angels") >>> screen, validate and develop project ideas
- **Supported by the Web 2.0 PRO-IDEAL platform for ICT promotion:**

www.pro-ideal.eu



Source of picture: www.windows-vista-tips-and-tricks.com



Conferences and coaching courses to raise awareness of the ICT programme and to familiarize potential participants with EU projects:

- Buenos Aires 17/18 March 2009
- Montevideo 19/20 March 2009
- Santiago de Chile 2/3 April 2009
- Sao Paulo 6/7 April 2009
- Colombia, in collaboration with Colciencias mid July 2009

Events programmes available at www.pro-ideal.eu

THANK YOU

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