

EU-Brazil ICT Collaboration Conference and Coaching Courses

Sao Paulo, 6-7 April 2009

Venue: University of São Paulo, São Paulo

Organised by the City of Knowledge Research Group at the University of São Paulo and PRO-IDEAL Consortium, with support from RNP (National Research Network) and the Technological Policy, Management and Innovation Research Group (PGT) at the University of São Paulo.

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Programme



Monday 6 April

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 Gilson Schwartz, City of Knowledge, USP
- 9.30-9.50 Welcome and introduction to the PRO-IDEAL events, Guilherme Ary Plonski, USP and ANPROTEC, Vahan Agopyan, Coordinator of Science and Technology, Secretary of Development of the State of São Paulo
- 9.50-10.15 ICT collaboration between Brazil and the European Union, Marcelo Knorrich Zuffo, Polytechnic School, Graduate Program on Digital Television, University of São Paulo
- 10.15-10.45 EU-Brazil ICT Cooperation under the EU 's 7th R&D Framework Programme, Klaus Pendl, European Commission, DG Information Society and Media, International Relations Unit
- 10.45-11.15 Coffee break
- 11.15-11.40 PRO-IDEAL project: strengthening ICT cooperation between Europe and América Latina, Yolanda Ursa, INMARK, Spain
- 11.35-12.00 RNP and Global Networking Infrastructures: lessons learned, opportunities found in the European Framework Program, Márcio Faerman, Rede Nacional de Ensino e Pesquisa (RNP, t.b.c.)
- 12.00-12.30 PRO-IDEAL: How it can help the local research community to get involved in ICT projects, Margaretha Mazura, European Multimedia Forum – EMF
- 12.00-13.00 Q&A
- 13.00 Lunch break

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

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.

15-30-16.00 **MODULE 1: Basic understanding of EU funding rules for ICT projects**, Yolanda Ursa, INMARK, Spain

16.00-16.30 **MODULE 2: How to understand "Eurojargon"**, Margaretha Mazura, European Multimedia Forum – EMF



- 16.30-17.00 **MODULE 3: International cooperation in ICT research: opportunities for Latin America participants**, Gilson Schwartz, City of Knowledge, USP
- 17.00-17.30 **Q&A and feedback**

Tuesday 7 April

Coaching course for trainers/coaches Session 2

- 9.30-10.00 **MODULE 4: Building ICT Projects. Getting through the maze**, Yolanda Ursa, INMARK, Spain
- 10.00-10.30 **Modules 5: Project idea questionnaire and assessment**, Philippe Wacker, EMF
- 10.30-10.45 Coffee break
- 10.45-11.45 **MODULE 6: Steps to a good and successful proposal**, Yolanda Ursa, Carlos López, INMARK, Spain
- 11.45-12.15 **MODULE 7: How are project proposals evaluated?** Margaretha Mazura, EMF
- 12.15-14.00 **Individual Coaching Sessions.** Potential proposers and coaches work together about project ideas for ICT call for proposals, Yolanda Ursa, Carlos López (INMARK), Margaretha Mazura, Philippe Wacker (EMF), Gilson Schwartz (USP)
- 14.00-15.30 Lunch break

Coaching course for potential project participants Session 3

- 15.30-16.15 **Proposal Case Studies.** Each proposer can present his/her project idea in 5 minutes followed by public assessment by coaches (INMARK, EMF). Alternatively, the partners prepare Case studies for public discussion. Interactive Session
- 16.15-17.15 **MODULE 8: Project ideas self-assessment.** Individual test for self-assessment of knowledge gained so far, followed by solutions and briefings (INMARK, EMF).
- 17.15-17.30 **Wrap up and courses evaluation questionnaire**

