

## **EU-Uruguay ICT Collaboration Conference and Coaching Courses**

**Montevideo, 19-20 March 2009**

Venue: Laboratorio Tecnológico del Uruguay  
Av. Italia 6201, Montevideo

Organised by Laboratorio Tecnológico del Uruguay - LATU and PRO-IDEAL Consortium with the support of, ANII (National Agency for Research and Innovation) and CUTI (Uruguayan Chamber of Information Technologies). Co-financed by the European Commission.

### **Programme**



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## Thursday 19 March

**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 Manuel Bello, Manager of the Information Systems Department LATU
- 9.30-9.45 Welcome and introduction to the PRO-IDEAL events, Miguel Brechner, President – LATU
- 9.45-10.00 Science and technology public policies and the National Agency for Research & Innovation – Fernando Amestoy, CEO - ANII
- 10.00-10.15 Public and institutional policies supporting the financing of innovative projects and SMEs. Martín Dibarboure, President – CND
- 10.15-10.30 Science & Technology Cooperation between Europe and Uruguay. Esteban García de Motilola – Advisor for economic cooperation, European Comision Delegation
- 10.30-10.45 ICT industry in Uruguay and European Union collaboration– Leonardo Loureiro, Director – CUTI
- 10.45-11.00 Coffee break
- 11.00-11.30 PRO-IDEAL project: strengthening ICT cooperation between Europe and América Latina, Yolanda Ursa, INMARK, Spain
- 11.30-12.00 Local testimony from a former ICT project: CLARA (America Latina Interconectada con Europa – ALICE Project) – Ida Holz, Director - SECIU
- 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
- 12.30-13.00 Q&A
- 13.00 Lunch



**Thursday 19 March**

**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.

- 15-00-15.30    **MODULE 1: Basic understanding of EU funding rules for ICT projects**, Yolanda Ursa, INMARK, Spain
- 15.30-16.00    **MODULE 2: How to understand “Eurojargon”**, Margaretha Mazura, European Multimedia Forum – EMF
- 16.00-16.30    **MODULE 3: International cooperation in ICT research: opportunities for Latin America participants**, Manuel Bello, LATU
- 17.00-17.30    **Q&A and feedback**



## Friday 20 March

### 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
- 12.15-13.00 **Individual Coaching Sessions.** Potential proposers and coaches work together about project ideas for ICT call for proposals, Yolanda Ursa, (INMARK), Margaretha Mazura, Philippe Wacker (EMF), Manuel Bello (LATU)
- 13.00-14.30 Lunch break

### Coaching course for potential project participants Session 3

- 14.30-15.30 **Individual Coaching Sessions** (cont.)
- 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**

