



PROGRAMME OF OUTREACH WEBINARS

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1 SUMMARY

This programme of outreach webinars (POW) was planned by the EULAC Focus project to take place at the end, and beyond the end, of the project in order to disseminate and communicate the project conclusions and recommendations to a wider audience. A mixture of live and recorded webinar material has been provided. The original plan was adapted in order to duly take into account the recommendation in the Review of the Second Periodic Report according to which *“At the moment, EULAC Focus does not have a detailed sustainability plan. A plan with this purpose should be undertaken during the coming period in order to ensure the continuity and expansion of the project actions and results after its closure in 2019. This is a critical issue that should be addressed as a key component of the project management process”*.

Indeed, the webinar materials already existing and new ones will be used by the EULAC Focus Network in order to continue ensuring outreach and impact. One possibility currently under study is that of transforming the webinars into an element of the MOOC/SOOC (Massive/Small Open Online Courses) that the Network is envisaging.

2 AIMS AND OBJECTIVES

2.1 COMMUNICATING WITH A WIDER AUDIENCE ANYWHERE IN THE WORLD

Use of the internet to conduct meetings and events opens the door to the participation of people from a wide audience from around the world to a dissemination event that would otherwise be restricted to a small number of people on a limited budget.

In the case of the EULAC Focus project where the audience is spread across 2 different continents and includes high level people whose availability for events is very limited, use of webinars to spread the message and in particular recommendations from the Action Plan, is an efficient way to communicate.

Another main advantage of webinars is that the audience gets a voice. They can chat, vocalize opinions, ask questions, answer questions, and more. When someone is asking questions and chatting about what they're being told, they're more focused and engaged by default.

It is for this reason that both the project's live and recorded webinars allowed for the possibility of chats during the presentations and a questions / answer session after each presentation. This is still possible after the live webinar as they are recorded and posted to the website.

3 PROGRAMME OF WEBINARS

With this in mind the EULAC Focus project has put together the following programme of webinars:

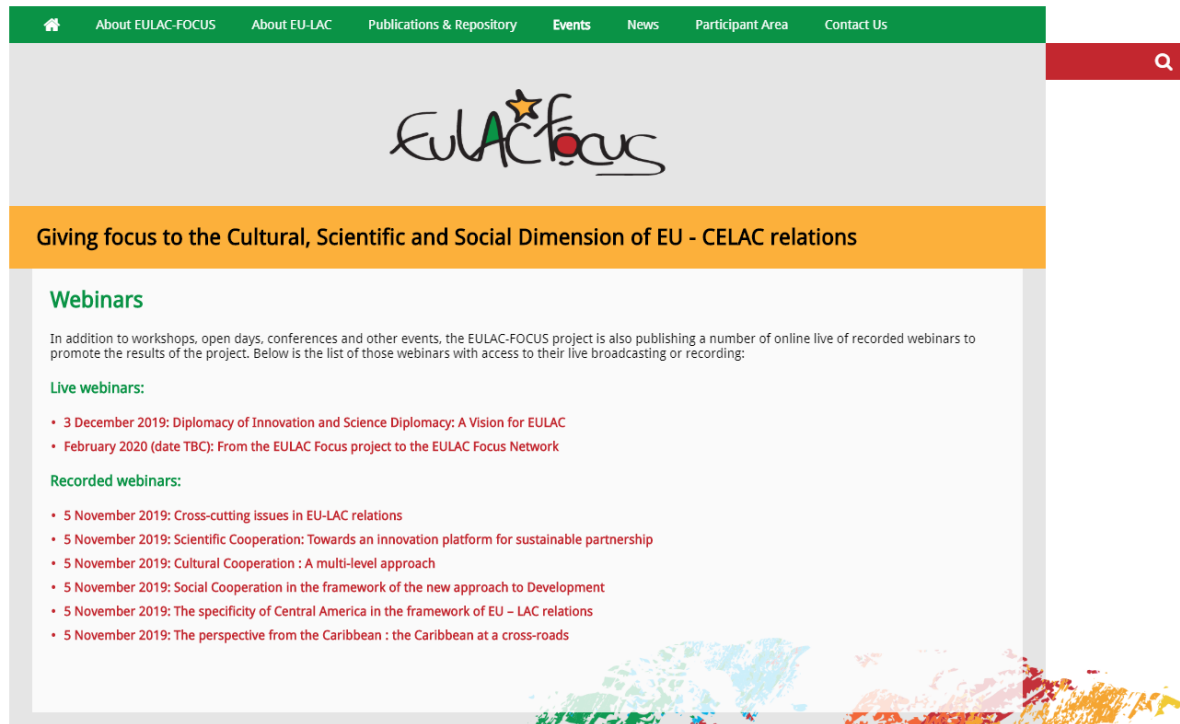


Figure 1 Programme of webinars on the EULAC FOCUS website

3.1 LIVE WEBINARS

Live webinars include:

- **3rd December 2019: Diplomacy of Innovation and Science Diplomacy: A Vision for EULAC:**
A workshop on Diplomacy of Innovation and Science Diplomacy that has as its theme the interaction between academia, industry and government and where presentations by experts from EULAC, research and business institutions about the complementarities and challenges of these three sectors were presented. The webinar was organized by IBE-USP and took place on 3rd December 2019 from 9 to 12:30 Brazilian time and had 27 participants online, most of which interacted with presenters through comments and questions. The workshop was recorded and is published on the EULAC Focus website on page <http://eulac-focus.net/events/webinars/diplomacy-of-innovation-and-science-diplomacy-a-vision-for-eulac/>

Giving focus to the Cultural, Scientific and Social Dimension of EU - CELAC relations

Diplomacy of Innovation and Science Diplomacy: A Vision for EULAC

We invite you to participate in the above webinar that will take place on December, 3rd 2019 - 09:00 - 12:30 (BRT) 13:00 - 18:30 (CET)

The economic literature and the experience of industrialized countries show that economic growth with social inclusion depends on scientific-technological development and a social environment favorable to innovation.

This webinar on Diplomacy of Innovation and Science Diplomacy has as its theme the interaction between academia, industry and government where we intend to present presentations by experts from EULAC, research and business institutions about the complementarities and challenges of these three sectors. For greater knowledge about international cooperation focused on learning and the incorporation of innovation practices and processes within national innovation systems, and their results seek to be very useful for the formulation of public policies for S&T, which count with the invaluable contribution of diplomatic agents.

Agenda

09:00 – 09:10 (BRT) 13:00 – 13:10 (CET)	Welcome Prof. Moacyr Martucci Jr. IRI/IBE USP
09:10 – 09:30 (BRT) 13:10 – 13:30 (CET)	The EULAC Focus Project Prof. Ramon Torrent – OBREAL
09:30 – 11:00 (BRT) 13:30 – 15:00 (CET)	Panel 1: "Diplomacy of Innovation" Speaker 1: Ms. Marcia Matsubayashi - Deloitte Touche Tohmatsu Speaker 2: Mr. Pedro Ivo / Luiz Fernando - Ministry of Foreign Affairs of Brazil Speaker 3: Myriam Moise, the Secretary General of Universities Caribbean
11:00 – 12:30 (BRT) 15:00 – 16:30 (CET)	Panel 2: "Science Diplomacy" Speaker 1: Simone Belli – UCM Spain Speaker 2: Agustina Blanca Velo / Ministry of Science, Technology and Productive Innovation – Argentina Speaker 3: Elke Dall / Centre for Social Innovation (ZSI) S4D4C Austria
12:30 – 12:40 (BRT) 16:30 – 16:40 (CET)	Summary and closing remarks Cecilia Matsumura-IBE-USP/Moacyr Martucci Jr – IBE-USP Reporteur: Juliana Moretti-USP/Cecilia Matsumura-IBE-USP

Audience:

Teachers, researchers, students of the diplomatic service and experts on EULAC relations.

Figure 2 Webinar: Diplomacy of Innovation and Science Diplomacy: A Vision for EULAC

- February 2020: From the EULAC Focus Project to the EULAC Focus Network**
 EULAC Focus was not conceived as a usual research project on Social Sciences leading to literature to be published in academic journals or publishing houses. Its main objective was inherently policy oriented: Giving focus to three areas in EU – LAC relations. In the proposal, the sustainability of the project was already mentioned. The issue of the sustainability of the project as such was also raised during the project. Therefore, there is an obligation (moral if not legal) to give continuity to EULAC Focus. This is why, in order to continue contributing to give focus to EU-LAC relations, the EULAC Focus project will be transformed into an EULAC Focus informal-but permanent network. The webinar will present conclusions from the project (i.e. the action Plan) and then the objectives and purpose of this network. The workshop will take place in February and the preliminary programme can be found on page <http://eulac-focus.net/events/webinars/from-the-eulac-focus-project-to-the-eulac-focus-network/>.

Giving focus to the Cultural, Scientific and Social Dimension of EU - CELAC relations

From the EULAC Focus project to the EULAC Focus Network

Webinar Coming soon: From the EULAC Focus project to the EULAC Focus Network

EULAC Focus was not conceived as a usual research project on Social Sciences leading to literature to be published in academic journals or publishing houses. Its main objective was inherently policy oriented: Giving focus to three areas in EU - LAC relations. In the proposal, the sustainability of the project was already mentioned. The issue of the sustainability of the project as such was also raised during the project. Therefore, there is an obligation (moral if not legal) to give continuity to EULAC Focus. This is why, in order to continue contributing to give focus to EU-LAC relations, the EULAC Focus project will be transformed into an EULAC Focus informal-but permanent Network.

The webinar will present the objectives and purpose of this network.

Preliminary programme

TBC	Welcome Prof.Ramon Torrent – OBREAL
TBC	General Introduction Prof.Ramon Torrent and Mariana Szefer – OBREAL
TBC	EULAC Focus Network: A new contributor to EULAC relations studies: the EU perspective Peter Birle
TBC	EULAC Focus Network: A new contributor to EULAC relations studies: a LAC perspective Adrián Bonilla
TBC	Further than EULAC Focus' three dimensions: introducing a discussion on the EU Roberto Bouzas

Figure 3 Webinar: From the EULAC Focus project to the EULAC Focus Network

3.2 RECORDED WEBINARS

A series of recorded sessions which include presentations of the final dissemination / discussion event of the EULAC Focus project that took place on 5th November 2019 in Brussels are available online. Along with each recording there is a comments / discussion panel to allow for the possibility of online debate on the issues presented. The comments are posted on the website and will be sent by email to info@eulac-focus.net and then passed on to the relevant person within the team. Answers will be posted on the website in the comment section below each of the presentations. This will remain active on the website beyond completion of the project and helps transition from the project across to the EULAC Focus network.

The recorded sessions comprise:

- 5th November 2019: Cross-cutting issues in EU-LAC relations**
Recording and questions/answers can be found on <http://eulac-focus.net/events/webinars/Cross-cutting-issues-in-EU-LAC-relations/>
- 5th November 2019: Scientific Cooperation: Towards an innovation platform for sustainable partnership**
Recording and questions/answers can be found on <http://eulac-focus.net/events/webinars/scientific-cooperation-towards-an-innovation-platform-for-sustainable-partnership/>
- 5th November 2019: Cultural Cooperation : A multi-level approach**
Recording and questions/answers can be found on <http://eulac-focus.net/events/webinars/cultural-cooperation-a-multi-level-approach/>

focus.net/events/webinars/cultural-cooperation-a-multi-level-approach/

- **5th November 2019: Social Cooperation in the framework of the new approach to Development**
Recording and questions/answers can be found on <http://eulac-focus.net/events/webinars/social-cooperation-in-the-framework-of-the-new-approach-to-development/>
- **5th November 2019: The specificity of Central America in the framework of EU – LAC relations**
Recording and questions/answers can be found on <http://eulac-focus.net/events/webinars/the-specificity-of-central-america-in-the-framework-of-eu--lac-relations/>
- **5th November 2019: The perspective from the Caribbean : the Caribbean at a cross-roads**
Recording and questions/answers can be found on <http://eulac-focus.net/events/webinars/The-perspective-from-the-Caribbean/>