



**XII CREAD
MERCOSUR/SUL**
DISTANCE EDUCATION AND CITIZENSHIP:
THE ROAD TO SOCIAL JUSTICE

October 5 – 8, 2008
Rio de Janeiro – Brazil

1. Introduction

The concept of citizenship, which goes far beyond civil and political rights, relies on a connection with values such as ethics, social equality, democracy, justice and human dignity. This vision, which also ties in with the contemporary concept of health, is realized through access to education and to other cultural goods such as leisure and work.

Rather than being a passive system of lecture based education, citizen education is training within a framework of dialog, access and transformation. That is why the *Escola Nacional de Saúde Pública Sergio Arouca*, of the *Fundação Oswaldo Cruz* (ENSP/Fiocruz), while remaining faithful to its mission and its national training experience in the health field, and the Inter-American Consortium for Distance Education (CREAD), an important promoter of distance education internationally, have proposed to hold CREAD MERCOSUR/SUL XII, to reflect on the role of this educational modality in its pursuit of social justice and citizenship.

2. Target Population

- Professionals, investigators and students involved in educational activities that may be facilitated by distance education, in different areas of knowledge and social practices.
- Número estimado de participantes – 1.000

3. Date and Place

The conference will be held from October 5th to 8th, 2008, on the following schedule:

Table 1 – Conference Schedule

Programa	02	03	04	05	06	07	08
Set-up							
Mini-courses							
Accreditation/reception							
Opening ceremony (evening)							
Conference							
Closing							

The event will take place in the **Centro de Convenções Sul América**, located in Av. Paulo de Frontin, n. 1, Cidade Nova – Rio de Janeiro – RJ, CEP: 20260-010, tel.: 55-21-273-8827, website: <http://www.riocidadenova.com.br>.

Located in the center of the city of Rio de Janeiro, this complex occupies an area of 16 thousand square metres, with a 42 thousand square meter building, containing an auditorium with a six thousand person capacity.

The center extends over two floors and has two mezzanines and an underground garage with space for 1,300 vehicles.



The *Conference and Convention Center*, is located on the second floor, and one of the multifunctional spaces of this center, the *Conference Room*, has a total area of 2,500 square metres, plus a number of open areas of 60m x 40m with a height of 8 metres. The room can be subdivided into eight large rooms of 300 square metres each by means of mobile acoustic panels.

The *South America Convention Center* has service access adjacent to the exhibition area. This enables the loading and unloading activities and the collection of refuse to be performed with utmost environmental security. This route provides access for trucks and other vehicles used for the set-up of events.¹

4. Estructura

- MERCOSUR/SUL Distance Education Exhibition
- Product launches (books, software, platforms, processes)
- Meetings
- Strategic meetings of Companies, Business groups, Teaching Institutions, Corporate Universities and others
- Support/Press Room and VIP lounge – equipped with microcomputers with Internet access
- *Special Room* – for assistance to participants
- General Secretariat of the Conference – accreditation performed by trained, identified and uniformed personnel

¹ Extract from <http://www.rio.rj.gov.br/riotur/pt/pagina/?Canal=342>

5. Promotion of Event

Both the Conference and the MERCOSUR/SUL distance education exhibition will be widely disseminated throughout the preceding months. Publicity, which will begin on April 5th, 2008, will include:

- A campaign of mass electronic communications, announcements and invitations
- Digital Electronic Bulletins
- Special Event Web Site

6. Conference themes

1. Distance Education as an expression of social and technological development for the construction of initiatives and policies for social justice.
 - Distance education as a strategy for the operationalization of public policies: indicators of effectiveness
 - Workforce training in different contexts: the contributions of distance education
2. Education, cooperation and solidarity: a distance perspective
 - Solidarity in distance education and inter-sectoral and international projects
 - Humanity and identity in the network
 - Ethics and networked relationships as cultural diversity
3. Social meaning: an essential condition of quality in distance education
 - Elements that determine political-pedagogical quality in distance education
 - Pedagogic innovation and social justice: a challenge for distance education
 - Academic and pedagogical support and evaluation of learning in distance education
 - Interactivity in distance education fostering student autonomy
4. Overcoming distances and promoting social inclusion: technologies in distance education
 - Information and communication technologies: possibilities and limitations
 - Virtual environments, learning objects and the paradigm of collaboration
 - Technological standards, diversities of context and interaction
 - Technological possibilities for evaluation in distance education
 - Citizenship, solidarity and education: the contributions of free software

7. Sponsorship Opportunities

Sponsorship, apart from contributing to the realization of the event, also facilitates the exchange of information and ideas, debates, agreements, alliances, etc., making the sponsors into promoters of the process of the event and therefore deserving of the benefits indicated in Item 9.

The opportunities associated with sponsorship are connected to the following areas: exhibition area, electronic and printed messages, documents, general and specific publicity and special sessions. If any company or institution is interested in proposing a particular kind of participation, please send a proposal to contato@cread2008.com.br, and the Organizing Committee will do their best to accommodate them.

Sponsorship Levels

Sponsorship fees are in six categories, as follows:

1. Platinum – 2 registrations – R\$ 60.000,00
2. Gold – 4 registrations – R\$ 30.000,00
3. Silver – 5 registrations – R\$ 25.000,00
4. Bronze – 16 registrations – R\$ 15.000,00
5. Standard – 15 registrations – R\$ 9.000,00
6. Marketing – 10 registrations – R\$ 6.500,00

8. Registration

Registrations will be taken by Internet, on the following web page: www.cread2008.com.br, using the values shown in Table 2.

Table 2 – Registration fees by category and activity

Registration prior to August 30th, 2008			
	Brazil	LA/África/Caribbean	Other Continents
CREAD members	R\$	US\$	US\$
PROFESSIONALS	150,00	100,00	250,00
STUDENTS	50,00	30,00	70,00
Non-members of CREAD			
PROFESSIONALS	200,00	125,00	300,00
STUDENTS	50,00	30,00	70,00
Registration after September 1st, 2008			
	Brasil	LA/África/Caribbean	Other Continents
CREAD members	R\$	US\$	US\$
PROFESSIONALS	200,00	125,00	350,00
STUDENTS	75,00	45,00	100,00
Non-members of CREAD			
PROFESSIONALS	250,00	150,00	400,00
STUDENTS	75,00	45,00	100,00

9. Sponsors' Benefits

Benefits	Platinum (2)	Gold (4)	Silver (5)	Bronze (16)	Standard (15)	Marketing (10)
Exhibition stand (table, two chairs, light and energy source, Internet access)	Yes 24m ²	Yes 18m ²	Yes 15m ²	Yes 12m ²	Yes 9m ²	-
Placement of materials in participants' conference bags (supplied by interested party)	Yes	Yes	Yes	Yes	Yes	Yes
Logo on event publicity materials (printed and electronic). Produced after signing of sponsorship agreement.	Yes	Yes	Yes	Yes	-	Yes
Logo on the opening audiovisual of sessions alternating with logos of other sponsors	Yes	Yes	Yes	Yes	-	Yes
Logos on banners produced by the event organizers and placed in public areas	Yes	Yes	Yes	Yes	-	Yes
Logo on participants' conference bags	Yes	Yes	Yes	-	-	Yes
Logo on the special event web site linked to the sponsor's site	Yes	Yes	Yes	Yes	Yes	Yes
Presentation at the sponsors' session which will be widely advertised by the event organizers	30min	20min	15min	-	-	10min
Exclusive credentials for the official activities of the event	15	10	7	5	3	3

10. Conference Planning Consultants

Método Eventos Ltda.

Av. N. Sra. de Copacabana, n. 690, sala 1202

Copacabana – Rio de Janeiro – RJ – CEP: 22050-001

Tel.: 55 21 2548-5141 Fax: 55 21 2545-7863

E-mail: silvia@metodoeventosrio.com.br