

**INSTITUTIONAL PROJECT FOR
INTERNATIONALIZATION
UNISINOS**

Themes and Goals

THEMES AND GOALS

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THEME: IOT AND HEALTH

According to business consulting firm Grand View Research, the global healthcare market invested US\$ 58.9 billion in IoT devices, software, and services in 2014 and the amount should reach US\$ 410 billion by 2022. In 2017, the Royal Philips Institute published for the first time the Future Health Index (FHI), which revealed the Brazilian need to increase access to healthcare services and to education regarding the benefits of adopting connected technologies for health care. It is also common sense that the development of new technologies must be associated with public access to the benefits they can provide, where the area of healthcare is an important space for scientific production on access, adherence, and impact of these technologies on the lives of individuals and society. The choice is justified because the theme mobilizes the priority areas defined by Unisinos in its internationalization plan in a cross-functional and multidisciplinary way. The development of actions, research and interaction with international researchers and excellence centers could guarantee the use of microelectronic devices for the development of technologies applied to health and well-being, as well as studies on the adoption of responsible innovations based on IoT. The research, development, and innovation generated on the theme will make an important contribution to the national scenario and is in line with the international strategic agenda, especially with UN's sustainable development goal 9, titled "health and well-being". Also, the development of research that mobilizes the theme "IoT and Health" will allow Unisinos to consolidate its position on the international scene through the interaction with important institutions of the global innovation clusters, especially by strengthening the relationship with Friedrich-Alexander-Universität Erlangen-Nürnberg (FAU), Germany and the actors of the Medical Valley network, such as Siemens. In addition to expanding the health and medicalization systems, this theme is strongly connected with the national concerns shown in the National Policy on Health Technology Management - PNGTS. This is mainly due to the fact that information and communication technologies have the potential to revolutionize healthcare, particularly because of the advances in the area of distributed systems, microelectronics, and the Internet of Things, as well as artificial intelligence.

POSTGRADUATE PROGRAMS LINKED TO THIS THEME

Business Administration

The Graduate Program, through the Ubi_Business research group, has been researching innovations for more than 10 years with the use of ubiquitous computing, whose technological platform is currently the IoT (Internet of Things). In addition, there is plenty of room for other Business

Administration Graduate Program research groups and other Graduate Programs to work on various types of IoT-related innovations, such as product innovations, processes (Industry 4.0), social services, and innovations, including human smart cities. This project can be related to both microelectronics and the area of innovation and entrepreneurship.

Applied Computing

This Graduate Program has been focusing on efforts to consolidate partnerships in the area of Applied Health Computing. Of particular note are projects developed jointly with Brazilian and German institutions, such as Friedrich-Alexander-Universität (FAU), located in the city of Erlangen/Germany, Medical Valley, a medical technology cluster, and German Siemens. Some research projects are already underway. Project "Hospital Rooms of the Future" has the following partner institutions: Friedrich-Alexander-Universität Erlangen-Nürnberg – FAU (<https://www.fau.de>); Zentralinstitut für Medizintechnik – ZiMT (<http://zimt.uni-erlangen.de>); Medical Valley Europäische Metropolregion Nürnberg – Medical Valley EMN (<http://www.medical-valley-emn.de>); SAP Labs Latin America (<http://www.sap.com.br>); Sistema de Saúde Mãe De Deus (<http://www.maededeus.com.br>). Project "Technological Innovations in Hybrid Rooms" implements an applied research partnership between UNISINOS, the German company Siemens Healthineers and the German university Friedrich Alexander-Universität (FAU). Regarding this project, a number of results have already been observed, such as: International recognition of published works, as evidenced by citations found in ISI, Scopus and Google Scholar; publications with international co-authors; research projects with international cooperation; sabbatical and postdoctoral internships at international centers of excellence, universities and research laboratories; student exchange, accepting and sending students; faculty members in positions of recognized academic prestige at international scientific organizations. In addition, a number of actions are planned, such as attracting international faculty and postdoctoral students; attracting renowned international researchers for long- and short-term visits; participating in thesis committees for doctoral degrees in foreign institutions; introducing faculty member of the Graduate Program in other foreign institutions (e.g. co-advisor, visiting professor, research fellow, etc.); in addition to developing software (free or proprietary), standards and technologies with proven use in the national and international community.

PARTNER COUNTRIES

Activities funded under this theme should be restricted to the following countries:

1. Germany
2. South Korea
3. UK

GOALS

GOAL	ACTION	INDICATOR	FINAL GOAL
Foster the relationship between Unisinos and universities and organizations of the global cluster of research and innovation in the health field	Double degree / joint supervision abroad	Number of joint supervisions/double degrees on the theme	Current: 0 2nd year: 0 Final: 1
	Postdoctoral internships abroad	Number of faculty members that did their postdoctoral internship on the theme	Current: 5 2nd year: 7 Final: 9
	Increase the number of joint research projects	Joint Research Projects	Current: 2 2nd year: 3 Final: 4
	Ph.D. internships abroad	Number of students that did their Ph.D. exchange internship on the theme	Current: 2 2nd year: 4 Final: 6
	Conduct technical visits to Centers of Excellence on the theme	Number of technical visits conducted	Current: 0 2nd year: 4 Final: 8
Qualify the health sector in Brazil, making Unisinos a benchmark in the area of health and technology	Register software for use in hospitals	Protected software	Current: 0 2nd year: 0 Final: 1
	Biannual seminars on Health and Technology	Seminars	Current: 0 2nd year: 1 Final: 2
		Number of participants	Current: 0 2nd year: 30 Final: 50
	Produce software prototypes for hospitals	Number of software prototypes	Current: 0 2nd year: 0 Final: 1
		Software evaluation	Current: - 2nd year: - Final: good
Qualify researchers for responsible IoT-based innovations	Develop joint articles of international relevance	Joint publications	Current: 2 2nd year: 3 Final: 5
		Impact Factor of Publications	Current: Good 2nd year: Great Final: Great

BUDGET

Year	Activity	Qty,	Unit value	Total amount
2019	Work missions	4	R\$ 17.100,00	R\$ 68.400,00
2019	Short term courses (1 month)	1	R\$ 15.458,40	R\$ 15.458,40
2019	Dissemination of research results	2	R\$ 20.000,00	R\$ 40.000,00

2020	Work missions	2	R\$ 17.100,00	R\$ 34.200,00
2020	Short term courses (1 month)	1	R\$ 15.458,40	R\$ 15.458,40
2020	Young Talent with Experience Abroad (6 months)	1	R\$ 59.155,29	R\$ 59.155,29
2020	Dissemination of research results	1	R\$ 20.000,00	R\$ 20.000,00
2021	Work missions	2	R\$ 17.100,00	R\$ 34.200,00
2021	Dissemination of research results	1	R\$ 20.000,00	R\$ 20.000,00
TOTAL AMOUNT				R\$ 306.872,09

THEME: INNOVATION ECOSYSTEMS

Innovation is developed in a complex, self-regulated and self-organized environment similar to a tropical forest (Hwang and Horowitz, 2012), where interaction and creative processes become key elements in understanding an innovative institutional context. The development of entrepreneurship and innovation ecosystems presupposes understanding that the way of creating business has changed all over the world and the culture of isolation must be replaced by the culture of interaction and interorganizational relations. Unisinos is already recognized in the national scenario for the research addressing the phenomenon of cooperation networks and has been constantly developing collaborative projects with the government of the State of Rio Grande do Sul. In addition, in April 2018 an "alliance for innovation in Porto Alegre" was signed, where the university will be the protagonist of different actions for the development of the ecosystem where it operates. Unisinos has recently become involved in the undertaking of attracting one of the largest semiconductor production plants in Latin America to its technology park, having been recognized for transforming the ecosystem and becoming an entrepreneurial university case. It has been nominated for the Place Marketing Forum 2018 award, held annually in France, which rewards the best worldwide practices for the development and promotion of territories. Thus, this theme has major interdisciplinary relevance in the actions and research developed by different Graduate Programs at Unisinos. Also, attention to this theme is in line with other global actions for sustainable development as it aids the construction of resilient infrastructures, promotes inclusive and sustainable industrialization and fosters innovation, that is, it is closely related to UN sustainable development goals "9" – industry, innovation and infrastructure –, "11" – sustainable cities and communities –, and "15" – terrestrial life. This theme mobilizes the priority areas established by Unisinos in its internationalization plan as it focuses attention on understanding the different actors and the different creative processes existing in an ecosystem. Also, the development of research that mobilizes the theme "Innovation Ecosystems" will allow Unisinos to secure a position in the international landscape by interacting with major institutions of the global innovation clusters.

POSTGRADUATE PROGRAMS LINKED TO THIS THEME

Business Administration

The Lines of Research of these Graduate Programs show their adherence to the theme. Two lines of research should be highlighted (1) strategies and (2) competitiveness and interorganizational relationships. The former looks at both the external and the internal environment of a company, focusing on market positioning, strategic choices and resource management. The main areas of knowledge addressed are (1) international business; (2) service strategy; (3) sustainability; (4) market, consumption and acquisition studies; (5) structuring and organization of resources and capacities. The latter investigates management in complex interaction systems between organizations that establish individual and collective competitive advantages in industrial and service sectors. The main areas of knowledge addressed are (1) interorganizational relations, (2) innovation (3) technological management and organizational competitiveness, from a perspective that dialogues with studies from related areas, such as Economics, Sociology and Psychology. Both lines approach the topic in question, but the latter focuses more specifically on studies in the area of entrepreneurship and innovation.

Design

The Unisinos Graduate Program in Design focuses on strategic design. In this sense, projects, traditionally limited to the material attributes of artifacts, had their scope expanded. Interorganizational relationships and the innovation ecosystems within which the projects are located have become key analysis points for researchers, as Design cannot be understood out of a context. The relationship networks between organizations are treated as part of an ecosystem in which the elements are not dissociable. In this context, the creative processes characteristic of Design are a way forward for organizations, since projects in this area privilege creativity, interorganizational collaboration networks and the ecosystems surrounding them.

PARTNER COUNTRIES

Activities funded under this theme should be restricted to the following countries:

4. France
5. Spain

6. United Kingdom
7. Canada
8. Italy
9. Norway
10. United States
11. Germany

GOALS

OBJETIVO	AÇÕES	INDICADOR	META
Consolidate interdisciplinary research networks and promote the Unisinos S&T&I System	International Seminar	Number of participants	Current: 0 2nd year: 70 Final: 130
		Number of Scientific and Technological Articles Submitted	Current: 0 2nd year: 20 Final: 40
		Evaluation of participants	Current: - 2nd year: good Final: great
	Summer School	Number of participants	Current: 0 2nd year: - Final: 40
		Evaluation of participants	Current: - 2nd year: - Final: great
	Academy of Innovation	InovaNet	Current: 0 2nd year: 0 Final: 1
		Number of Members in the InovaNet Network (institutions)	Current: 0 2nd year: 5 Final: 10
		Level of Interaction among Members in the InovaNet Network	Current: - 2nd year: low Final: medium
		Joint Actions Developed by the Network	Current: 0 2nd year: 1 Final: 3
	Making Unisinos a reference in matters involving interorganizational relationships and creative processes in innovation ecosystems	E-book	E-book
Generate knowledge about the process of creation and development of innovation ecosystems based on benchmarks, case studies and different practices in the context of partner countries	Ph.D. internships abroad	Number of students that did their Ph.D. exchange internship on the theme	Current: 2 2nd year: 6 Final: 14
	Develop joint articles of international relevance	Joint publications	Current: 12 2nd year: 14 Final: 16
		Impact Factor of Publications	Current: good 2nd year: great Final: great
	Increase the number of joint research projects	Joint Research Projects	Current: 7 2nd year: 12 Final: 14

	Double degree / joint supervision abroad	Number of joint supervisions/double degrees on the theme	Current: 1 2nd year: 1 Final: 2
	Conduct working missions	Number of missions carried out	Current: 0 2nd year: 10 Final: 20
	Postdoctoral internships abroad	Number of faculty members that did their postdoctoral internship on the theme	Current: 5 2nd year: 8 Final: 17

BUDGET

Year	Activity	Qty.	Unit value	Total amount
2019	Work missions (7 days)	4	R\$ 17.100,00	R\$ 68.400,00
2019	Short term courses (1 month)	1	R\$ 15.458,40	R\$ 15.458,40
2020	Work missions (7 days)	5	R\$ 17.100,00	R\$ 85.500,00
2020	Short term courses (1 month)	1	R\$ 15.458,40	R\$ 15.458,40
2021	Work missions (7 days)	5	R\$ 17.100,00	R\$ 85.500,00
2021	Short term courses (1 month)	1	R\$ 15.458,40	R\$ 15.458,40
TOTAL				R\$ 285.775,20

THEME: DIGITAL TRANSFORMATION AND HUMANITIES

Global society is undergoing the “fourth industrial revolution” (Klaus Schwab, 2016), based on the development of technologies: the Internet of Things; communication network technology; artificial intelligence; big data; connected intelligent production; advanced bioprocesses and biotechnologies; nanotechnology; advanced materials and energy storage. These technologies could impact all sectors of society, people's lives and the environment. It is believed that countries and regions that fully exploit these new technologies will be at the forefront of advanced and sustainable economies (EUROPEAN UNION, 2017, MCTI, 2017). And, therefore, there is a concern about the challenges and opportunities that these technologies pose to nations, especially with respect to the impacts caused by the digital transformation on the future of the humanities from a philosophical, politico-sociological, historical and educational point of view and regarding social processes. Considering the challenges and opportunities related to digital transformations, Unisinos understands that choosing this topic is justified given its potential to mobilize transversally the three thematic areas established in its internationalization plan, as it supports the debate on social, managerial and educational impacts, and also regarding social processes, of adopting new technologies in the face of digital transformation. In addition, the debate between the humanities and technology is a tradition at Unisinos. Thus, choosing this theme should strengthen actions that already exist at the University, such as the humanities observatory (HUM). Focus on this theme is also justified by the importance

and potential of contributions towards consolidating the Brazilian Strategy for Digital – E-Digital Transformation (MCTI, 2018) and other international agendas for development. Among them, the United Nations 2030 Agenda for Sustainable Development stand out, especially with regard to goals "Quality Education" and "Sustainable Cities and Communities". Also, the development of research that mobilizes the theme "Digital Transformation and Humanities" will allow Unisinos to secure a position in the international landscape by interacting with major institutions of the global innovation clusters that discuss and produce relevant knowledge on this subject.

POSTGRADUATE PROGRAMS LINKED TO THIS THEME

Communication

The Unisinos Graduate Program in Communication Sciences has a number of researches already consolidated in the field of communication focusing on media processes, mediatization and culture. Its Lines of Research have research groups and networks of significant national and international relevance, such as PROCESSOCOM – Communication Processes: epistemology, mediatization, mediations and receptions, member of the AMLAT Network, and the Mediatization and Social Processes Research Group. The academic production of these groups has been developed by researchers who endeavor to build collaborative networks with other programs and universities. These relationships increase the possibilities of research and generation of knowledge about how media processes change and evolve in the face of mediatization, just as the cultures of different countries are impacted by the progress of mediatization processes. The potential for innovation of the research carried out contributes to broadening the understanding about the media landscape of different cultural contexts, by observing and analyzing media processes, communication means and devices, as well as the development of applied research.

Education

This is a program of national and international renown for its academic excellence. Having received grade 7 twice and grade 6 three times by Capes, it has three Lines of Research that make it possible to keep the focus of research on educational policies, curriculum and teacher training, and technological development. It is one of the Graduate Programs participating in the Humanities Observatory (HUM) and, therefore, it is responsible for promoting the philosophical, sociological, historical and educational debate on the future of the humanities and human education in the face

of relationship virtualization, blurred geographical and identity borders, economic and social inequalities and social and environmental injustices.

PARTNER COUNTRIES

Activities funded under this theme should be restricted to the following countries:

1. Germany
2. Spain
3. USA
4. France
5. Italy
6. Sweden
7. Portugal

GOALS

OBJECTIVE	ACTIONS	INDICADORES	GOAL
Consolidate interdisciplinary networks of research on digital transformation and the use of new technologies, both to generate innovations and to study their consequences	Double degree / joint supervision abroad	Number of joint supervisions/double degrees on the theme	Current: 0 2nd year: 0 Final: 1
	Ph.D. internships abroad	Number of students that did their Ph.D. exchange internship on the theme	Current: 3 2nd year: 8 Final: 12
	Develop joint articles of international relevance	Joint publications	Current: 0 2nd year: 2 Final: 4
		Impact Factor of Publications	Current: good 2nd year: great Final: great
	Increase the number of joint research projects	Joint Research Projects	Current: 0 2nd year: 1 Final: 2
	Conduct working missions in partners institutions	Number of missions accomplished	Current: 5 2nd year: 11 Final: 19
	Training of professors, students and staff of the University	Number of members of the academic community trained abroad	Current: 0 2nd year: 2 Final: 4
	Postdoctoral internships abroad	Number of faculty members that did their postdoctoral internship on the theme	Current: 19 2nd year: 22 Final: 31
Create and institutionalize an interdisciplinary network to discuss the impacts of digital transformations related to education and communication	Create RIPDAC	RIPDAC	Current: 0 2nd year: 0 Final: 1
		Interaction level RIPDAC	Current: none 2nd year: low Final: high
Generate knowledge able to support decisions on public policies, governmental and	E-book	E-book	Current: 0 2nd year: 0 Final: 1

managerial actions, making the Unisinos reference in studies that involve digital transformation and humanities			
Participate in the global process of discussion on social and economic impacts that can account for the challenges and possibilities brought about by the new technologies	Receive young talents with experience abroad to minister educational activities with professors and students	Evaluation of Activities Conducted in Unisinos	Current: - 2nd year: great Final: great
	Receive visiting professors / researchers from national institutions to carry out activities with faculty and students	Number of Visiting professors in Brazil received at Unisinos	Current: 0 2nd year: 4 Final: 10
	Seminars and Courses in English	Evaluation of classes and / or seminars given	Current: - 2nd year: great Final: great
		Number of class hours in English	Current: 0 2nd year: 20 Final: 40
	Receive visiting professors / researchers from international institutions to teach educational activities with teachers and students	Number of postdoctoral candidates received at Unisinos	Current: 0 2nd year: 1 Final: 5
	To build a platform of collaborative authorship that supports the development of inventive methodologies and interventionist, aggregative and gamified pedagogical practices	Collaborative Authoring Platform	Current: - 2nd year: implementation Final: validation and test
	Develop guidance material for faculty education	Guiding material produced	Current: 0 2nd year: 1 Final: 2

BUDGET

Year	Activity	Qty.	Unit value	Total amount
2019	Work missions	6	R\$ 17.100,00	R\$ 102.600,00
2020	Work missions	4	R\$ 17.100,00	R\$ 68.400,00
2021	Work missions	4	R\$ 17.100,00	R\$ 68.400,00
TOTAL AMOUNT				R\$ 239.400,00

THEME: INDUSTRY 4.0

The context identified as the fourth industrial revolution, or Industry 4.0, is a natural evolution involving production aspects, relating new communication resources, data processing and approaches to manufacturing, expanding the possibilities of increasing industrial productivity with

positive impacts on several areas. This process allows new software and artificial intelligence resources to be continuously associated with production platforms and systems, using advances in the area of microelectronics and communication to generate the conditions for automation of prediction, monitoring and planning activities, thus optimizing production. Unisinos has been consolidating its status as a university dedicated to academic excellence and wholesome education, having chosen technological inflection as one of its priorities, observing a number of investments and actions in order to make consistent and continuous advances in this area. Unisinos now has undergraduate and graduate courses in strategic areas for industry 4.0, as well as a research park with intensive interaction with the productive sector, acting on key aspects in this scenario. We have agreements with institutions that have wide experience in related subjects, such as KAIST and SKKU in South Korea, EPFL (Ecole Polytechnique Fédérale) in Lausanne, Switzerland and also agreements with German universities, such as FAU (Friedrich Alexander University) in Erlangen, or the UAS7 consortium, which integrates nine applied science universities in Germany. Several challenges in this area have already been dealt with in an integrated manner with regional productive insertion, through a strong relationship with industries in different areas and interaction between the research and these entities, in a consistent knowledge transfer scenario. In addition, the theme is extremely relevant for the national scenario, highlighting actions such as the Work Group, created by the Ministry of Science, Technology, Innovation and Communication (MCTI) to develop and propose a National Strategy for Industry 4.0 (GTI4.0); the theme is also in line with UN's strategic goals, particularly goal 9 – Industry, Innovation and Infrastructure as its purpose is to improve the technological capabilities of industrial sectors and to significantly increase access to information and communication technologies, especially in developing countries.

POSTGRADUATE PROGRAMS LINKED TO THIS THEME

Business Administration

The Graduate Program in Business Administration, through the Ubi_Business research group, has been researching innovations for more than 10 years with the use of ubiquitous computing, whose technological platform is currently the IoT (Internet of Things). In addition, there is plenty of room for other Business Administration Graduate Program research groups to work on various types of IoT-related innovations and processes related to Industry 4.0.

Applied Computing

The theme known as Industry 4.0, also referred to as fourth industrial revolution, is defined by the wide use of innovative features in operations automation activities and also, perhaps mainly, in the automatic monitoring of these operations, with large-scale data collection and their use for monitoring and prediction activities. Cyber-physical systems play a prominent role, as well as the Internet of Things, Cloud Computing and Artificial Intelligence approaches. Combining these heterogeneous sets of resources enables activities to be monitored and their results to be treated so as to generate predictive models, monitoring or simulation models, thus enabling a level of control and prediction of results never before available to the industrial sector. The Graduate Program in Applied Computing has active research lines with consistent experiences in these areas, which take into account agreements and collaboration with Korean institutions (such as KAIST, or SKKU), conducting notable studies on Internet of Things and development of microelectronic resources. The experience in productive environments, based on simulation, prediction, decision support and control systems, proves the Graduate Program's vocation.

PARTNER COUNTRIES

Activities funded under this theme should be restricted to the following countries:

1. Germany
2. South Korea
3. USA
4. Switzerland

GOALS

OBJECTIVES	ACTIONS	INDICATORS	GOAL
Generate academic immersion of Unisinos researchers in partner institutions	Postdoctoral internships abroad	Number of faculty members that did their postdoctoral internship on the theme	Current: 0 2nd year: 2 Final: 4
Consolidate interdisciplinary research networks and promote the Unisinos S&T&I System	Ph.D. internships abroad	Number of students that did their Ph.D. exchange internship on the theme	Current: 0 2nd year: 2 Final: 4
	Develop joint articles of international relevance	Impact Factor of Publications	Current: good 2nd year: excellent Final: excellent
		Joint publications	Current: 0 2nd year: 2 Final: 4
	Increase the number of joint research projects	Joint Research Projects	Current: 0 2nd year: 1 Final: 2

	Double degree / joint supervision abroad	Number of joint supervisions/double degrees on the theme	
Generate knowledge that can support decisions on public policies, governmental and managerial actions, making Unisinos a benchmark in studies related to industry 4.0	International Seminar	Number of participants	Current: 0 2nd year: 40 Final: 80
		Number of Scientific and Technological papers submitted	Current: 0 2nd year: 20 Final: 40
		Evaluation of participants	Current: - 2nd year: good Final: great
	Summer School	Number of participants	Current: 0 2nd year: 0 Final: 40
		Evaluation of participants	Current: - 2nd year: - Final: great
Qualify internationally the Unisinos researchers related to the theme	Conduct technical visits to Centers of Excellence	Number of technical visits conducted	Current: 0 2nd year: 4 Final: 8

BUDGET

Year	Activity	Qty.	Unit value	Total amount
2019	Short term courses (1 month)	1	R\$ 15.458,40	R\$ 15.458,40
2019	Work missions (7 days)	2	R\$ 17.100,00	R\$ 34.200,00
2020	Short term courses (1 month)	1	R\$ 15.458,40	R\$ 15.458,40
2020	Work missions (7 days)	1	R\$ 17.100,00	R\$ 17.100,00
2021	Short term courses (1 month)	1	R\$ 15.458,40	R\$ 15.458,40
2021	Young Talent with Experience Abroad (6 months)	1	R\$ 59.155,29	R\$ 59.155,29
2021	Work missions (7 days)	1	R\$ 17.100,00	R\$ 17.100,00
TOTAL AMOUNT				R\$ 173.930,49