The internationalisation process in which universities, including the University of Vic - Central University of Catalonia (UVic-UCC), are immersed is a response to the increasingly globalised socio-economic, cultural and academic context. New technologies have compressed time and space and knowledge in all fields now rapidly crosses borders to become available worldwide. It is in this context that UVic-UCC is creating the conditions to realise its full potential.

The promotion of mobility is a key factor for students to gain intercultural and foreign language competencies and facilitate personal development. The internationalisation of student curriculums and the academic, cultural and scientific cooperation between universities, businesses and educational institutions are vital to the mission of higher education institutions. The UVic-UCC internationalisation effort is a shared project that cuts across all departments and centres. That is why we invite international experts in many disciplines to give plenary lectures and take part in our panels on internationalisation, in support of this drive, which runs parallel to projects currently under way in leading universities around the world.

The first three International Workshops, held in December 2011, November 2012 and December 2013, converted UVic-UCC into an arena for discussion of international opportunities and challenges for UVic-UCC itself and for other business, education and health organisations.

The fourth International Workshop, which will be held 1-10 December 2014, will focus on the challenges of Horizon 2020 and the opportunities afforded by the new Erasmus programme. Furthermore, the International Workshop will be a meeting point where UVic-UCC researchers, PhD students and external institutions take part in discussions in various fields, together with specialists from all over the world.

The UVic-UCC International Workshop on Higher Education is sponsored by “La Caixa” Foundation Welfare Projects.
Monday 1 December

12:00-13:30
Opening lecture
SEGMÓN SERRALONGA HALL
European higher education, the contribution of Erasmus+- and Marie Skłodowska-Curie

Dr Jordi Curell. Director of Lifelong Learning. Higher education and international affairs; Erasmus+ (European Commission).

Tuesday 2 December

10:00-12:00
Workshop - ROOM F101
The keys to a successful strategic partnership
Dr Annemie Van Den Dries. Coaching and Expertise Work in EU Programmes (Belgium).

Wednesday 3 December

09:30-10:00
Research workshops
Doctoral Programme in Interactive Digital Communication
Room B101
Using digital storytelling in apps: marketing and creativity
Armando Luiá. Academic director of postgraduate studies in Digital Marketing, INESDI Digital Business School (Spain).

Co-creating a serious game with primary school teachers: a case study
UVic-UCC researcher: Dr Ruth Contreras. Koneto research group.

When open data becomes social
Javier Jiménez. Marketing and Art Director, 6TIC S.L.

Online knowledge management: strategies and knowledge platforms
PhD student: Diego Linares (UVic-UCC).

10:00-12:00
Workshop - ROOM F101
Problem Based, Project Organised Learning: Experiences from Aalborg University
Dr Aida Guerra. Research assistant, Aalborg Centre for Problem Based Learning in Engineering Science and Sustainability (Denmark).

Research in nutrition and dietetics: approaches of the Food, Health and Wellbeing research group
UVic-UCC researcher: Dr Cristina Vaqué. Food, Health and Wellbeing research group.

Translating molecular knowledge into clinical practice
Dr Joan Salgado. Geniagene, S.L.

Educação Física Mais: a training period on an intervention project abroad
PhD student: Ignasi Arumí. Sport and Physical Activity research group (UVic-UCC).

18:00-20:00
Research workshops
Doctoral Programme in Educational Innovation and Intervention
Room 103
From communicative competence to multimodal competence: A personal/academic journey
Dr David Block. ICREA Research Professor, University of Lleida (Spain).

The development of young learners’ competence in English as a Foreign Language (EFL) and Content and Language Integrated Learning (CLIL) contexts
UVic-UCC researcher: Dr Anna Vallbona. Education, Language and Literature research group.

Television and online video viewing, interaction and sharing among youth
PhD student: Idalia Astigarraga, Mondragon Unibertsitatea, and Dr Amaia Pavon, HEIKOM research group, Mondragon Unibertsitatea (Spain).

Research on the aesthetic dimension of the New School

Thursday 4 December

09:30-14:00
Research workshops
Doctoral Programme in Experimental Sciences and Technology (Biosciences)
Room 103
Waste prevention: principles, practice and lessons learnt from the WASP-tool project
Dr Katia Lasaridi. Department of Geography, Harokopio University, Athens (Greece).

Rivers of salt: assessing the effect of salinisation on rivers
UVic-UCC researcher: Dr Miguel Cañedo. Biodiversity, Ecology, Technology and Environmental Management research group.

Efficient transfer and application of environmental technologies from university to industry
Dr Oscar Prado. Manager, AERIS Technologies ambientales, S.L.

Evolution of agricultural mosaics and their effect on flora. The Vic plain

16:00-19:00
Research workshops
Doctoral Programme in Experimental Sciences and Technology (Technology)
Room TS116
Big Data Visualization in Research and Development from Galaxies to Visual Effects on Desktop PCs
Dr Rüdiger Westermann. Technische Universität München, Garching (Germany).

Augmented reality techniques
UVic-UCC researcher: Dr Sergi Grau. Department of Information and Digital Technologies.

Augmented reality: an opportunity for industry
David Reifs. Mobility-Product Manager, Seidor.

Comparing filters for denoising of fMRI signals
PhD student: Manel Bartès. Data and Signal Processing research group (UVic-UCC).

Doctoral Programme in Translation, Gender and Cultural Studies
SEGIMÓN SERRALONGA HALL
Accessible film-making: a bridge between film-making and audiovisual translation
Dr Pablo Romero Fresco. University of Lleida (Spain).

Theoretical perspectives on women’s cinema images: a historical approach
UVic-UCC researcher: Dr Mar Bimimelis. Audiovisual Translation, Communication and Place research group.

Tuesday 9 December

9:30-11:30
Research technique workshop
Mecenes Hall (CASA DE CONVALESCÈNCIA)
How to write a successful Horizon 2020 research and innovation programme.
Scoring on scientific excellence and management
Cristina Barragan. European funding expert, co-founder of Kneia, S.L.

12:00-13:00
Gender equality in Horizon 2020
Dr Capolitina Diaz. President of the Association of Women Researchers and Technologists (AMIT). University of Valencia (Spain).

Wednesday 10 December

9:30-11:30
Research technique workshop
Mecenes Hall (CASA DE CONVALESCÈNCIA)
How to write a successful proposal under the new Horizon 2020 research and innovation programme.
Describing impact and exploitation routes.
Practical exercises.
Cristina Barragan. European funding expert, co-founder of Kneia, S.L.