



Brazil and Mexico: 2015 and beyond

Fernando Cano, British Council
Gustavo Mattos, British Council

SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING
CONFERENCE 2014



Future Possibilities in Brazil

Gustavo Mattos, British Council

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EDUCATION
MARKETING
CONFERENCE 2014

Summary

Dilma's Government Plan and Indicators

“Without Borders” Opportunities

Newton Fund

Services for International Education Marketing Opportunities

FAUBAI



June 2013



Dilma Rousseff
reelected - Term 2015-2018

Dilma's Government Plan 2015-2018

Defense of macroeconomic stability

Continuity and strengthening of social policies

Inclusive and sustainable economic growth

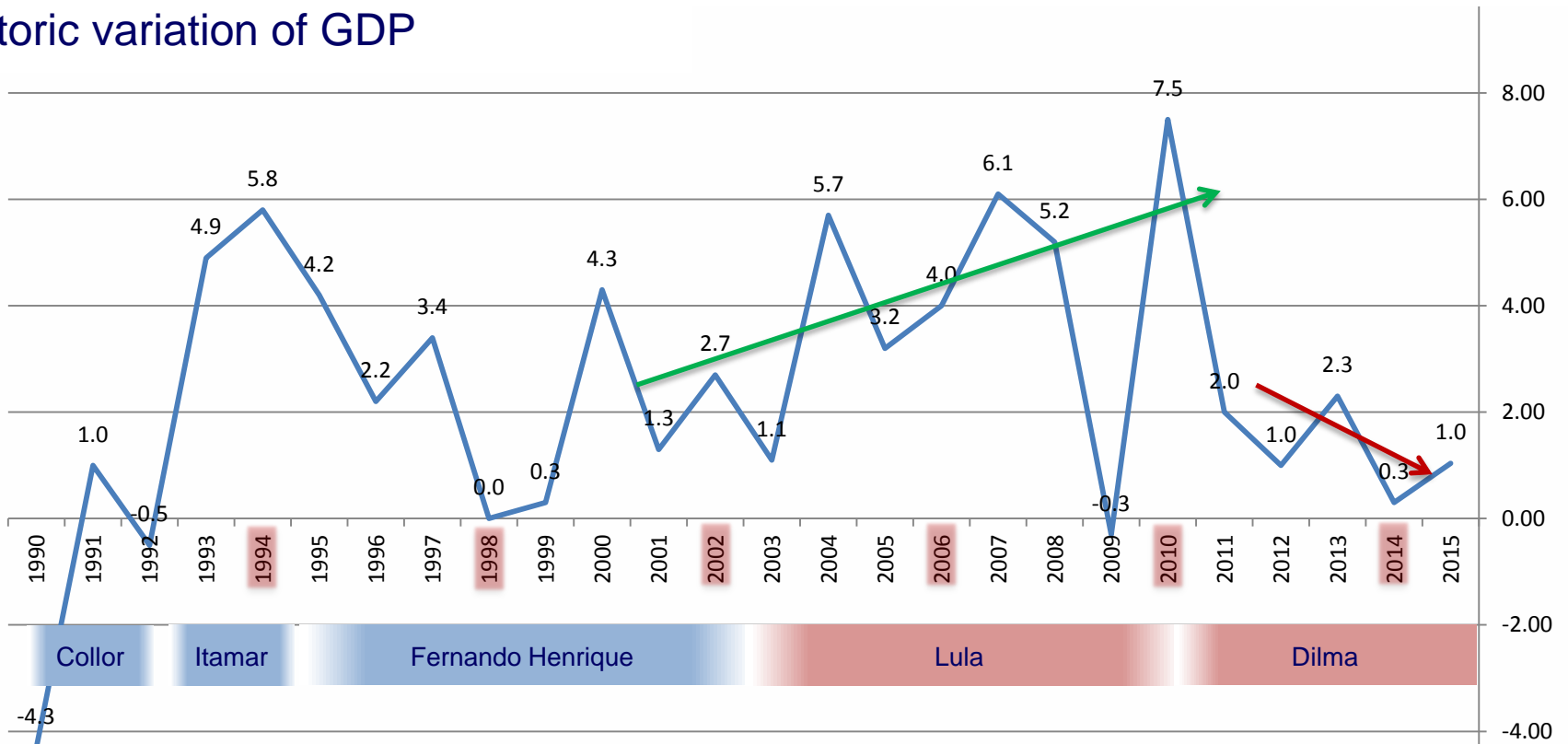
Promoting productive competitiveness and ensuring access to **quality education** as the major engine of transformation

New proposed historical cycle passes through politics, federal, urban and public service reforms.



Dilma's Government Plan 2015-2018

Historic variation of GDP



Source: IBGE

Dilma's Government Plan 2015-2018

Priorities for Education

Access to early childhood education

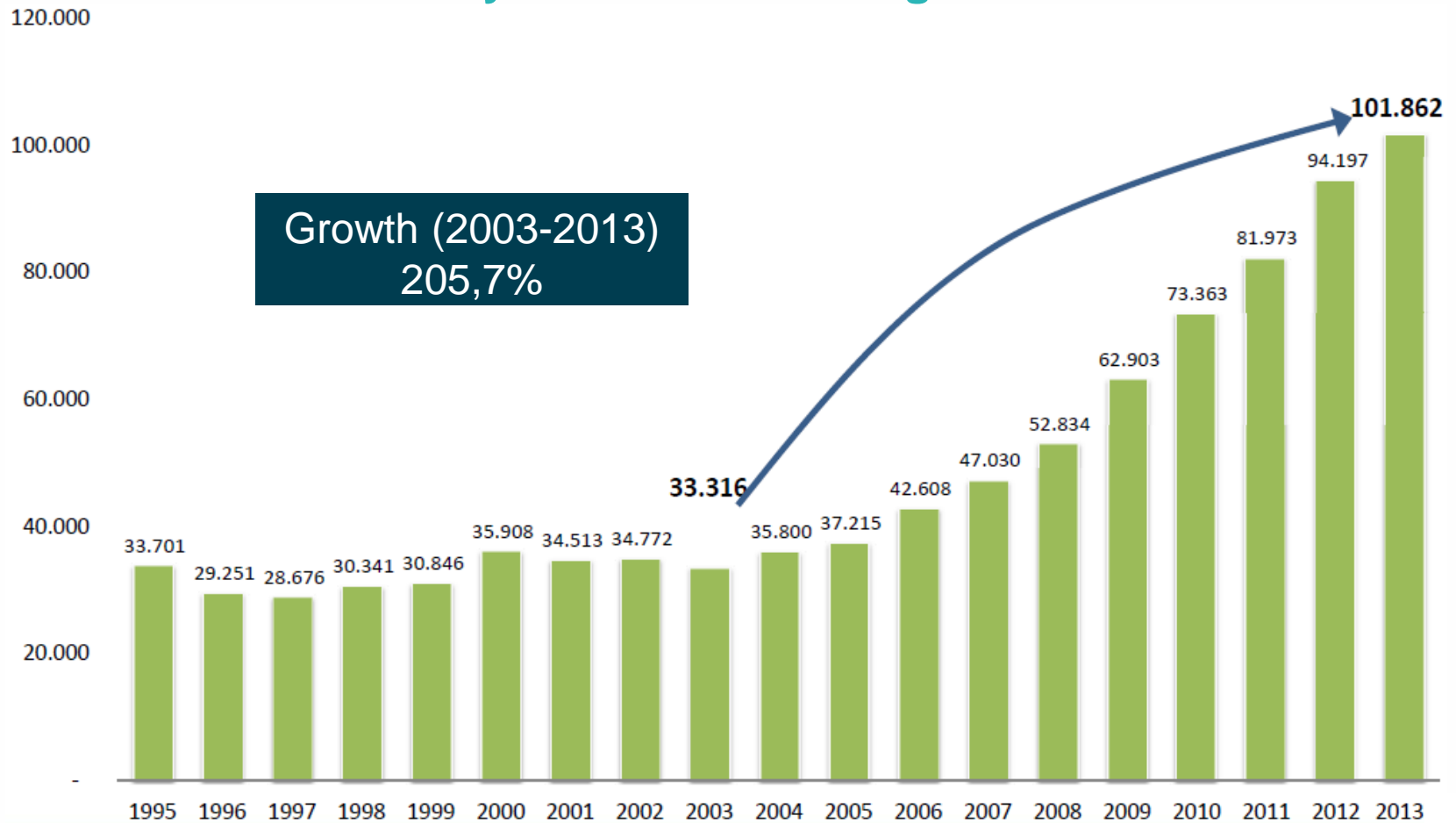
Increase number of full-time schools

Improve quality of secondary schools

2nd edition of SwB, with 100K more scholarships from 2015-2018

Pronatec 2 (National Access to Education and Employment)

Ministry of Education budget – R\$ mi



Source: Ministry of Education

National Education Plan (PNE)

approved June 2014

Targets:

Higher Education

- Raise the gross enrolment ratio in higher education to 50% of the population between 18 and 24 years, ensuring its quality, and expand enrolment in the public sector by at least 40%.
- Ensure that at least 75% of professors are MA/MSc holders and 35% PhD holders.
- Expand enrolment in postgraduate programmes to meet annual output of 60K masters and 25K PhDs.

Investment

- Reach, in ten years, the equivalent investment of 10% of GDP on public education.

Royalties Law

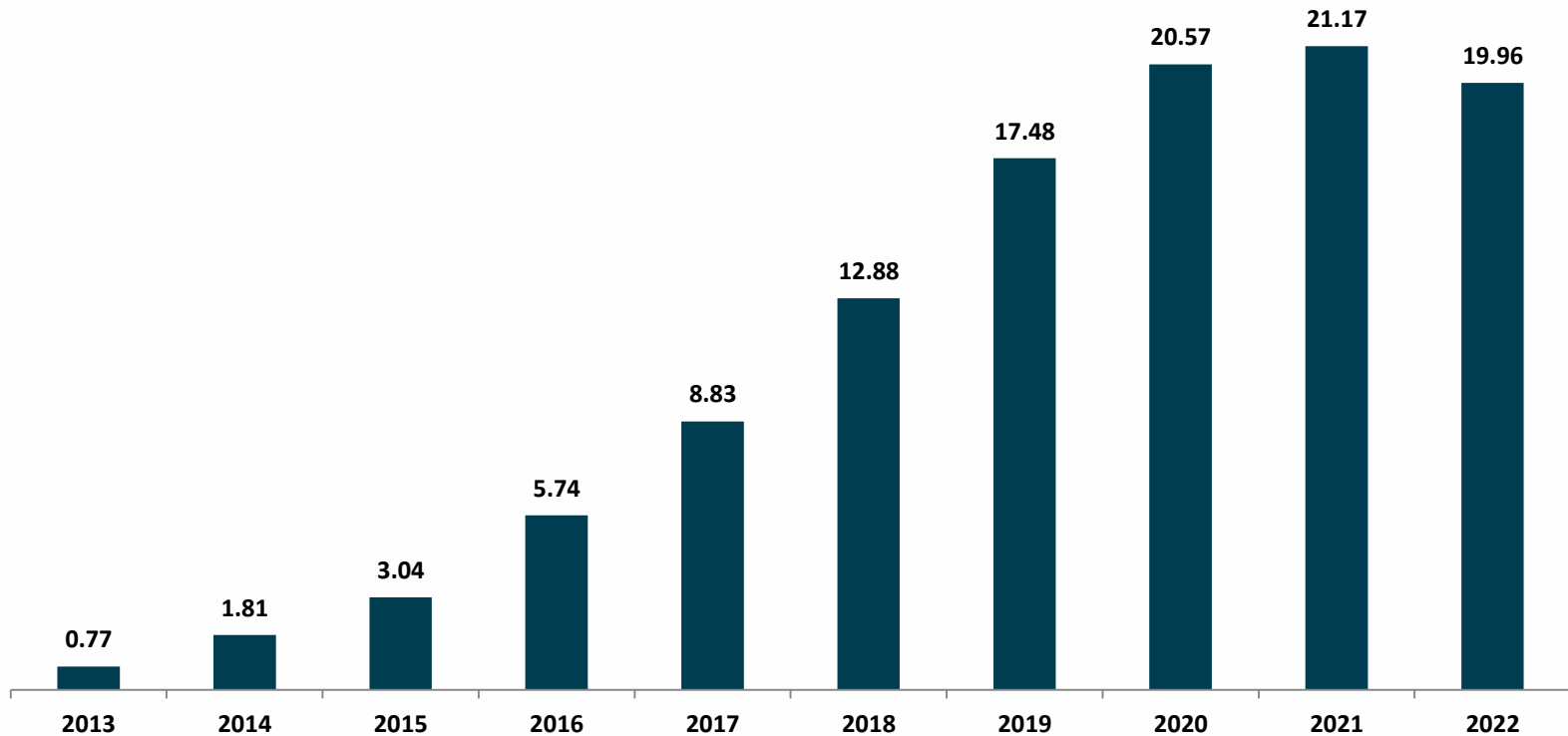
approved September 2013

- 75% of oil royalties and 50% of the surplus oil in pre-salt will be gradually available for education.

“The resources from the pre-salt oil revenue will turn the **National Education Plan (PNE)** into reality.”

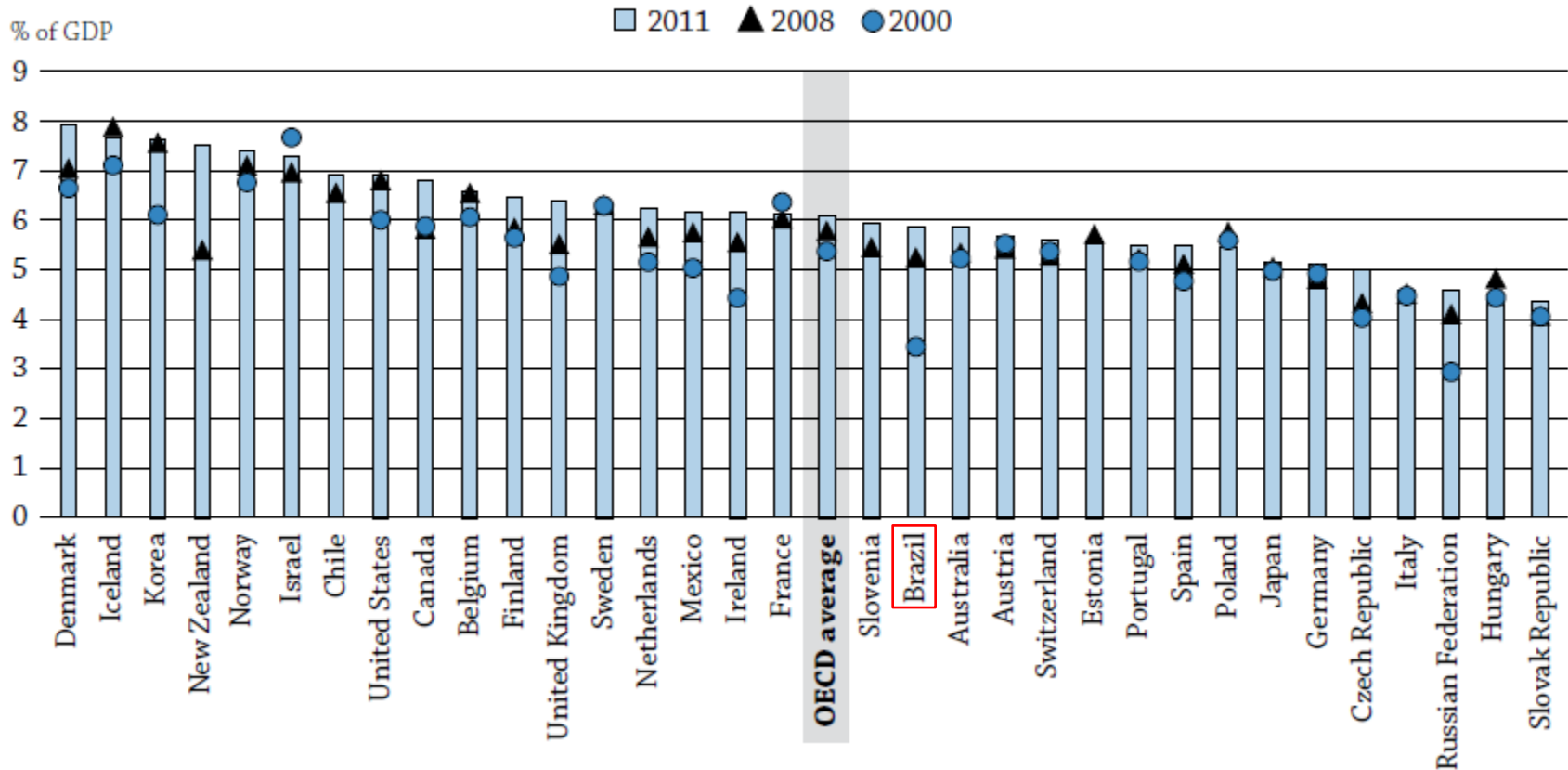
Source: Ministry of Education

Additional amount available to education (Royalties) – R\$-bi



Source: Planalto.gov.br

Expenditure on educational institutions as a percentage of GDP for all levels of education (2000, 2008 and 2011)



Source: OECD, Education at a Glance, 2014

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Science
Language
Culture



without Borders

Science without Borders 2.0



100.000 more scholarships announced for 2015-2018

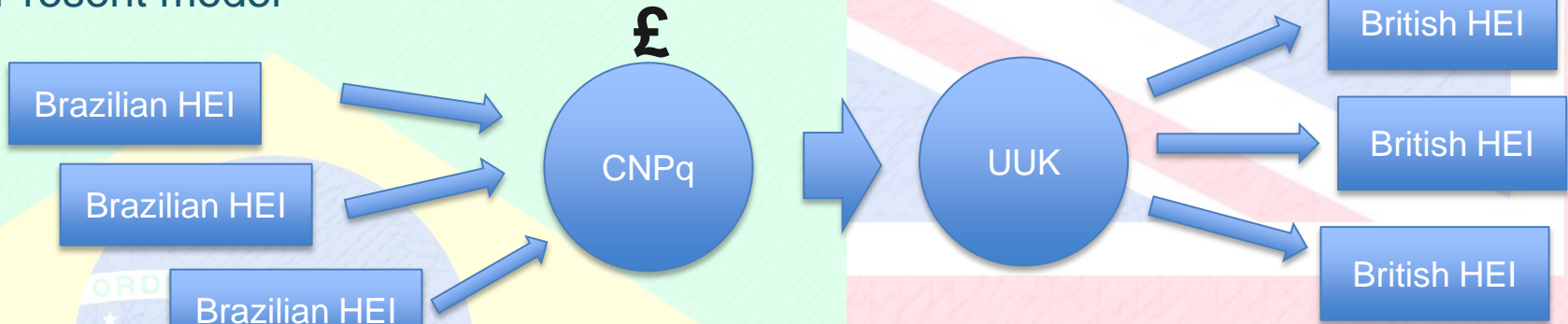
Cohorts likely to happen every March and October

Possibility of de-centralisation

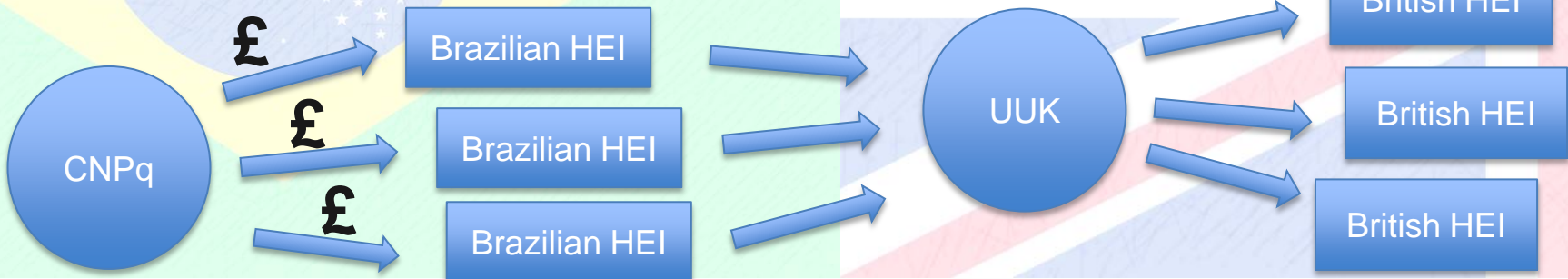
Science without Borders 2.0



Present model



Possible Future model

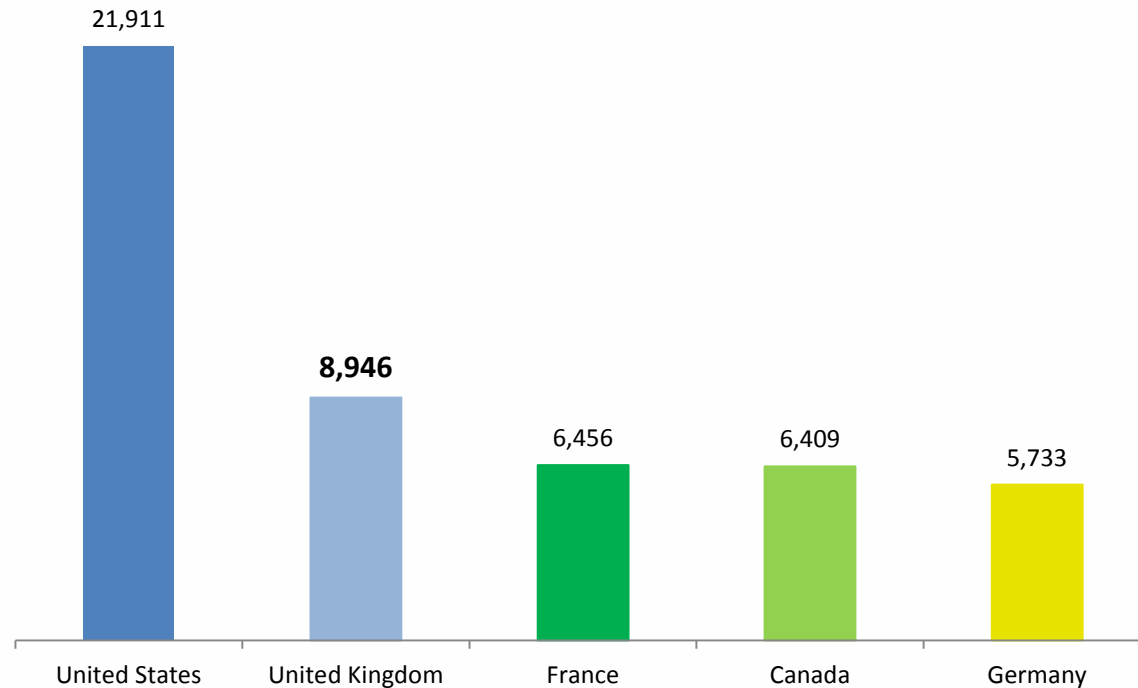


Science without Borders 2.0



Performance of SwB 1.0

Distribution of scholarships implemented by country of destination (Top 5)



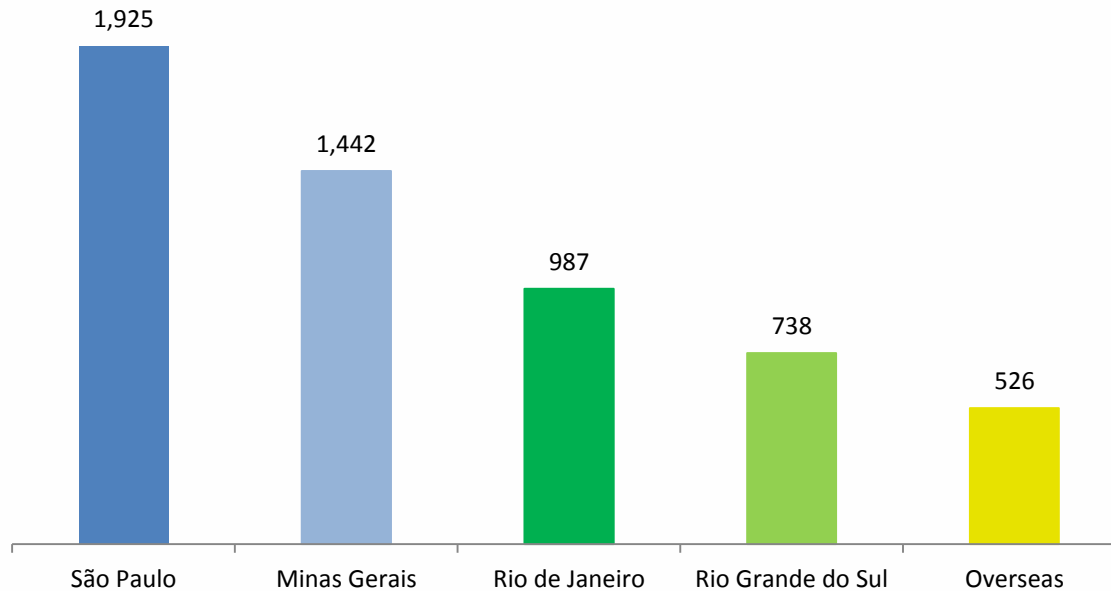
Source: CNPq, October, 2014

Science without Borders 2.0

Performance of SwB 1.0



Distribution of scholarships implemented by state of origin - United Kingdom



Source: CNPq, October, 2014

Language without Borders

- Promoted by the Ministry of Education - Higher Education Secretariat and Training Coordination of Higher Education Personnel (CAPES),
- To encourage the learning of the English language, providing a wide and structural change in the teaching of foreign languages in universities.



LwB programme – English

- To provide access opportunities, through the SwB programme, to universities in countries where higher education is conducted entirely or partially in English.
- The actions include the provision of distance learning courses and classroom courses, as well as some proficiency tests.

English without Borders



The screenshot shows a web browser window with the URL <https://myelt.heinle.com/ilrn/authentication/signIn.do?inst=MYELT>. The page features the MyELT logo and a navigation link for 'Ajuda'. The main content is divided into two sections: a login form on the left and a welcome message on the right. The login form includes fields for 'Nome do usuário' and 'Senha', an 'Entrar' button, and links for 'Saiba mais', 'Como funciona', 'Esqueci minha senha', and 'Suporte ao produto'. The welcome message, titled 'BEM-VINDO!', provides information about the My English Online - MEO course and includes a link for users who want to register.

MyELT [Ajuda](#)

Login

Nome do usuário

Senha

[Entrar](#)

[Saiba mais](#) [Como funciona](#)

[Esqueci minha senha](#) [Suporte ao produto](#)

BEM-VINDO!

Bem-vindo ao My English Online – MEO, curso de inglês online do Programa Inglês sem Fronteiras. Uma iniciativa do Ministério da Educação (MEC) e da Coordenação de Aperfeiçoamento de Pessoal de Nível Superior (Capes) destinado aos alunos de graduação e pós-graduação, de instituições de ensino superior públicas e privadas brasileiras.

Eu quero ser um usuário

Se você faz parte de uma instituição conveniada e está interessado em fazer um curso de inglês online, [clique aqui](#).



Culture without Borders

Conexão Cultura Brasil – Culture Brazil Connection



Ministry of Culture

Professional and academic opportunities abroad in areas related to
art, culture and creative economy

Flexible format and duration

Culture without Borders

Conexão Cultura Brasil – Culture Brazil Connection

Examples of possible offerings

- Professional development experiences: secondments, job shadowing, internships, special projects. Pre-existing schemes or new, tailor-made professional opportunities in specific areas. These schemes can involve work experiences in one or more departments in your organisation, or even other partnering institutions
- Educational opportunities: short courses, seminars, technical training schemes
- Artistic development: artistic residencies and opportunities for artistic collaborations with one or more British artists/companies
- Existing relationships and partnerships: if you have existing partnerships or collaborations with a specific Brazilian artist, group of artists, or institution, these can also benefit from the programme. Once your organisation has designed a specific collaboration opportunity, you can encourage your partner in Brazil to apply for the programme's funding.



Culture without Borders

Conexão Cultura Brasil – Culture Brazil Connection



	PHASE 1 Jan - Mar 2015	PHASE2 Apr 2015 - Mar 2016
Period	Jan - Mar 2015	Apr 2015 - Mar 2016
Total Investment	£ 1,000,063	£ 10,630,000
Items covered	International flights Accommodation Subsistence Accessibility costs*	International flights Accommodation Subsistence Accessibility costs* Course and tuition fees Management fees (to host organisations)
Maximum duration of international travel	90 days	One year
Total number of grants	400	4,000
Brazilians travelling to the UK	40 – 50	400 – 450

**New MoE and MoC
are not appointed yet**

**Accessibility costs comprise of additional financial support for travel expenses and professional fees of caretakers and/or sign language translators accompanying Deaf and Disabled artists.*

Summary



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FAUBAI

Newton Fund in Brazil



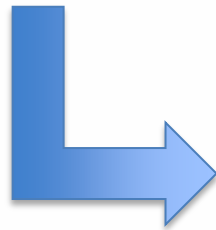
The Fund will cover three broad categories of activity:

British Council Brazil

- **People:** capacity building, people exchange and joint centres;
- **Programmes:** research collaborations on development topics; and
- **Translation:** innovation partnerships

Brazil Budget: £ 9 million/year x 3 years (2014-2017)

Distributed
by four delivery
partners



British Council + UUK's International Unit
Innovate UK
Research Councils UK
The Academies

Newton Fund in Brazil



How does NF work?

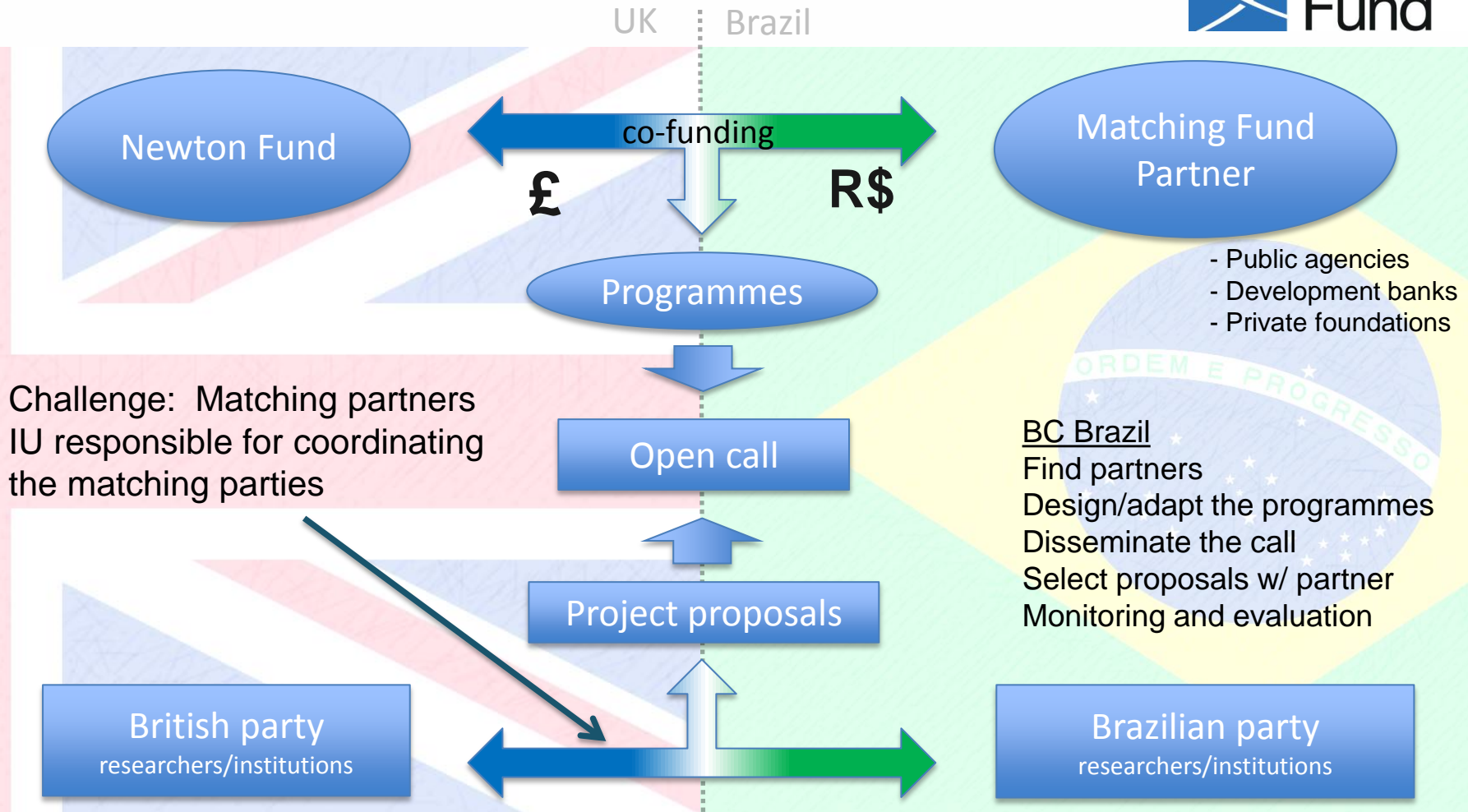
Promotion of the economic development and welfare of developing countries - Official Development Assistance (ODA) requirement through science and technology

Project must be locally-driven: reflects local needs

Projects can happen either in Brazil or in the UK

Open and transparent funding: everything we fund must be chosen through an open, transparent and competitive process

Newton Fund in Brazil



Newton Fund in Brazil



PhD Programmes

In partnership with UUK's international Unit

Focus on social sciences

Timeline a challenge (4 years x 3 years funding)

Option: PhD Sandwich / Post-Docs

Status: call under negotiation for 2015 – not sure yet

Newton Researcher Links

Travel grants (between 1 month and 6 months)

Grants for bilateral workshops aligned with the in-country Newton Fund priority areas and designed for UK and partner country researchers to share their research and establish relationships for longer term collaboration

Status: call closed 20th Nov. Selection processes ongoing
2 calls for 2015: one in each semester

Newton Fund in Brazil



Newton Institutional Links

2 year grants to initiate new research and innovation partnerships between groups, departments and institutions in partner countries and the UK

Develop existing partnerships at group, departmental and institutional level

Establish local hubs for UK-partner country activity in a particular research area, enabling engagement from the wider research community

Status: call closed 20th Nov. Selection processes ongoing

2 calls for 2015: one in each semester

STEM Education Programme

STEM curriculum development – focus on basic education

Partnerships for STEM resource development

Pilot innovative approaches to formal and informal STEM learning, for example by establishing a national STEM Ambassadors network,

Summer programme for school students at UK unis or research institutes (immersion)

Status: call under negotiation for 2015 – not sure yet

Newton Fund in Brazil



Technical Training and Employability Programme

Support in develop new curriculum to match industry needs

Apprenticeship pilot scheme for laboratory technicians

Supporting dialogue and partnerships in TVET

Internship schemes in UK universities and businesses

Status: call under negotiation for 2015 – not sure yet

Professional Development and Engagement Programme

Skills training for research management – focus on Brazilian academics

Best practice sharing, training and study tours and work shadowing for senior research managers/policymakers/SME leaders

Engaging researchers with end-users - support for community engagement and research-policy interface

Status: negotiating a call for 38 workshops for the Researcher Connect programme under negotiation with funding agencies in Brazil

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FAUBAI

SIEM in Brazil

UK Universities Tour in March

Recife - 09, Monday

Curitiba - 11, Wednesday

Porto Alegre - 13, Friday



SIEM in Brazil

UK Universities in October

São Paulo - Saturday

Belo Horizonte - Monday

Rio de Janeiro - Wednesday



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FAUBAI

FAUBAI

Brazilian Association of International Education

25-29 April, Cuiabá

- meet partners
- improve the management of international policies and programs
- discuss creative pathways to develop sustainable partnerships aiming an equitable internationalization



FAUBAI

Programme

	Saturday April 25, 2015	Sunday April 26, 2015	Monday April 27, 2015	Tuesday April 28, 2015	Wednesday April 29, 2015
7 AM					
8 AM	Registration (until 5 PM)		Registration (until 5 PM)		
9 AM	Workshop	Network Activity	Opening Session	Parallel Sessions	Parallel Sessions
10 AM			Coffee Break	Coffee Break	Coffee Break
11 AM			Plenary Session	Parallel Sessions	Plenary Session
12 PM			Lunch	Lunch	Lunch
1 PM	Lunch		Lunch	Lunch	
2 PM	Workshop		Parallel Sessions	Plenary Session	Matchmaking
3 PM			Parallel Sessions	Parallel Sessions	
4 PM	Coffee Break		Coffee Break	Coffee Break	FAUBAI Plenary Session
5 PM	FAUBAI Assembly	Registration (until 21 PM)	Matchmaking	Matchmaking	Closing Ceremony
6 PM		Opening of the Conference	Cocktail		
7 PM		Opening Cocktail			
8 PM				Dinner	
9 PM					
10 PM					



**Services for International Education
Marketing Brazil**

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Obrigado!



Mexico: 2015 and beyond

Fernando Cano, British Council

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INTERNATIONAL
EDUCATION
MARKETING
CONFERENCE 2014

Sponsored by



D.J.G. EXHIBITION FREIGHT SERVICES LIMITED



The Context:





¿Qué cosecha un
País que
S iembra
Cuerpos?

NO! quitaron
tanto, que nos
quitaron el maíz



JORGE LUIS
GONZALEZ PARRAL

21 AÑOS

¡VIVOS SE LOS LLEVARON!
¡VIVOS LOS QUEREMOS!



AYOTZINAPA ¡ LOS QUEREMOS VIVOS !

Invitamos a todas las escuelas a discutir e
impulsar la jornada de movilización
#JusticiaAyotzinapa

1er
paro de
48 horas
Ma 14 / Mi 15
de octubre

2do
paro de
48 horas
Mi 22 / Ju 23
de octubre

Ayotzinapa en CU
15 miércoles **11:00 am**
frente a la biblioteca Central



¡En defensa de las normales rurales!
¡En defensa de la educación pública!
¡Ayotzinapa somos todos!

Asamblea Interuniversitaria
Estudiantes de CCH Azcapotzalco, CCH Sur, ENP 2, ENP 3, Escuela Nacional de Trabajo Social, Facultad de Arquitectura,
Facultad de Ciencias, Facultad de Ciencias Políticas y Sociales, Facultad de Economía, Facultad de Filosofía y Letras, Facultad
de Ingeniería, Facultad de Psicología, Facultad de Química, FES Aragón, FES Zaragoza y UAM-Xochimilco





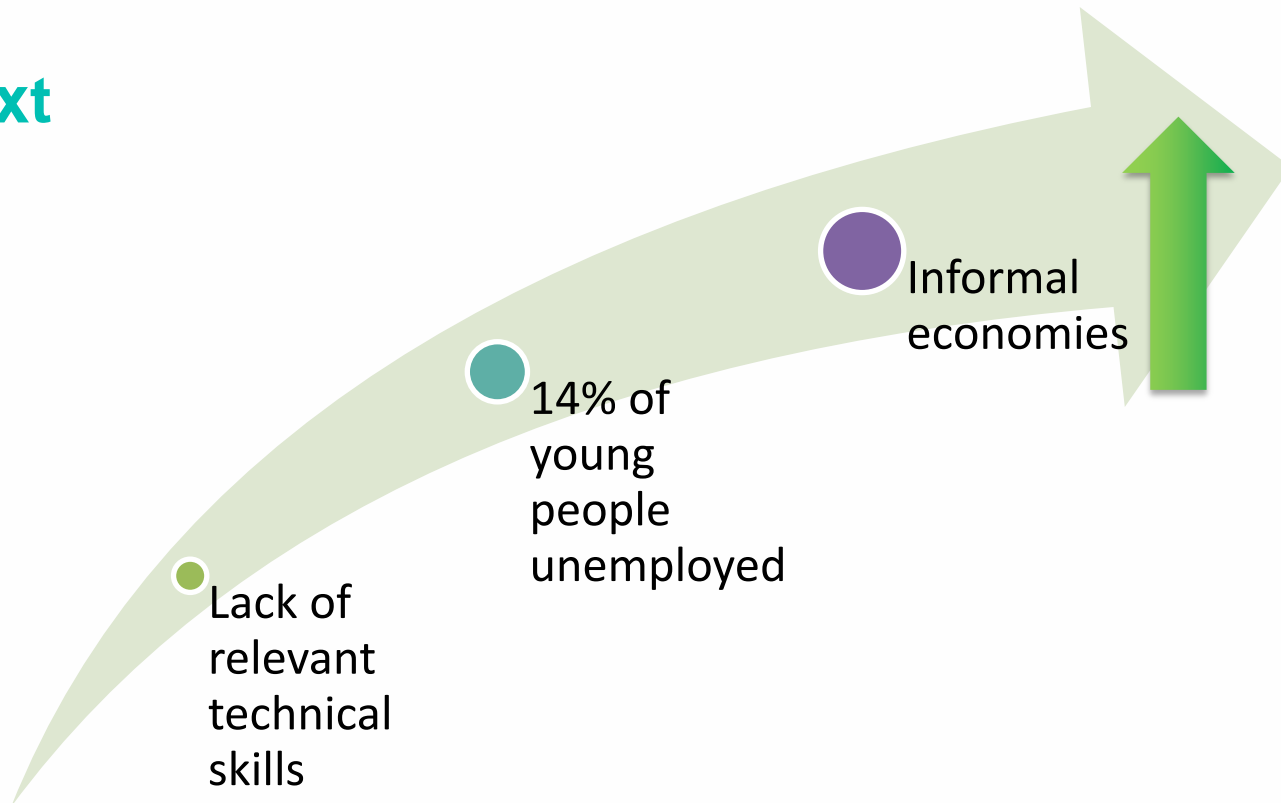


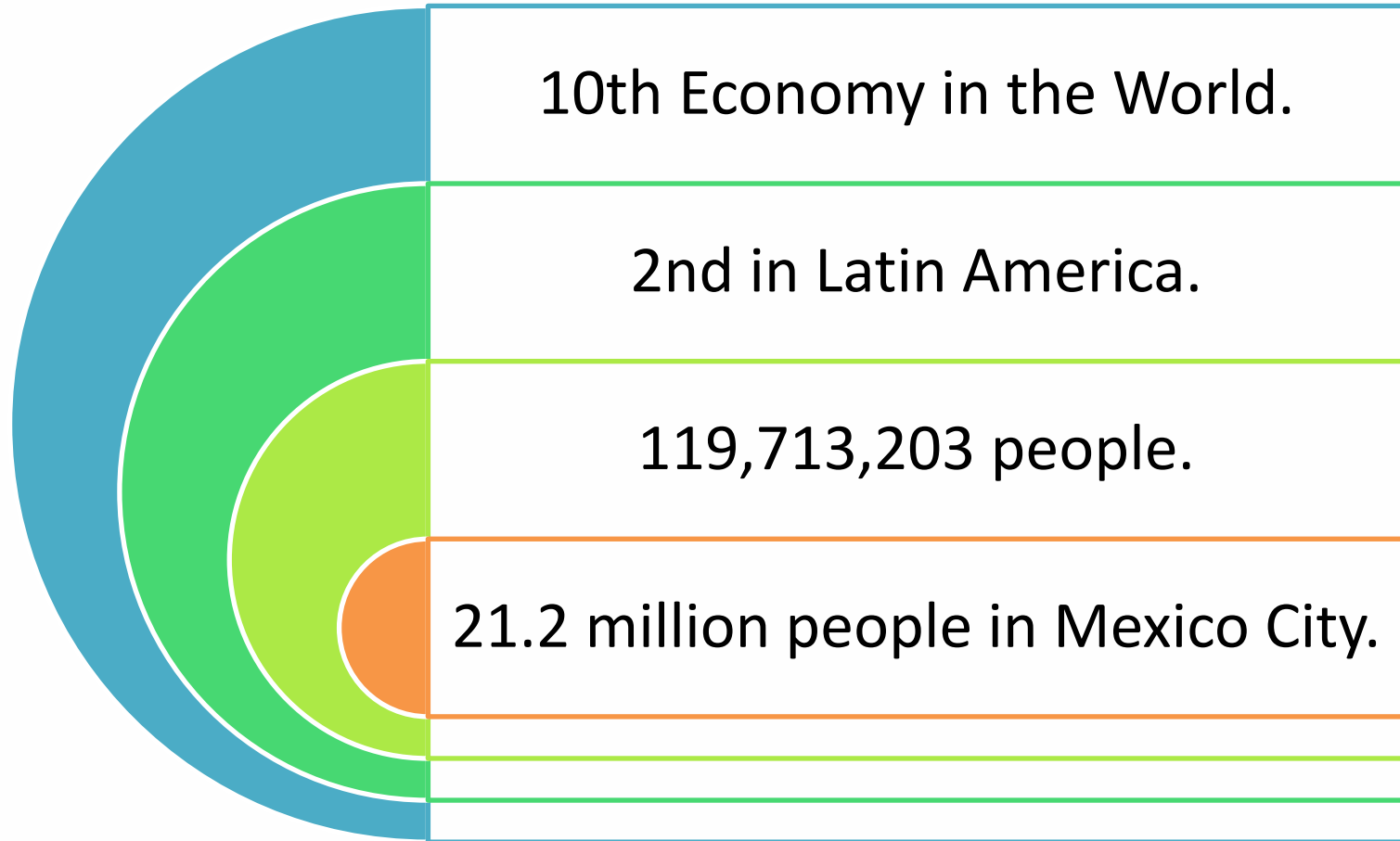
© 2012 Antonio Toriz
www.antoniotoriz.com
Twitter: @ingbruxo

Mixquic México



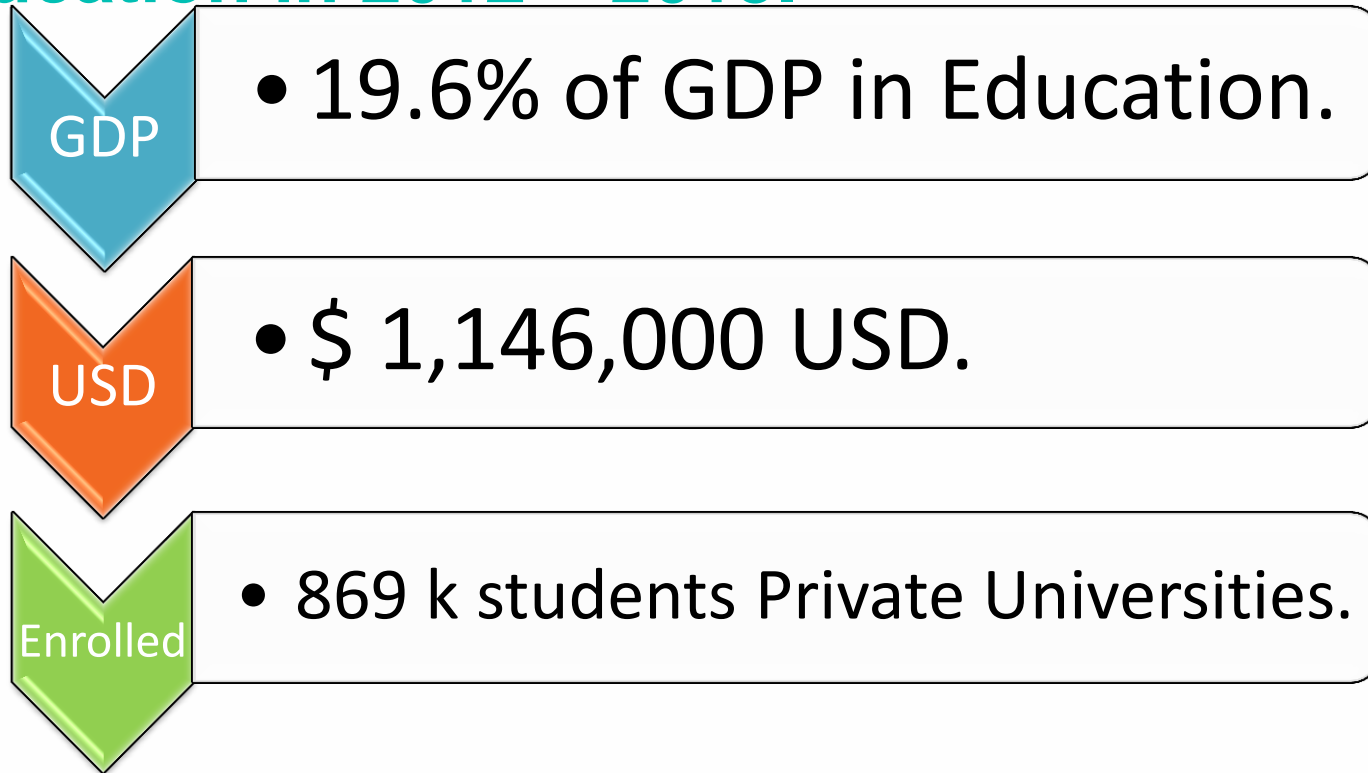
Context





source: <http://data.worldbank.org/indicator/NY.GDP.PCAP.PP.CD>

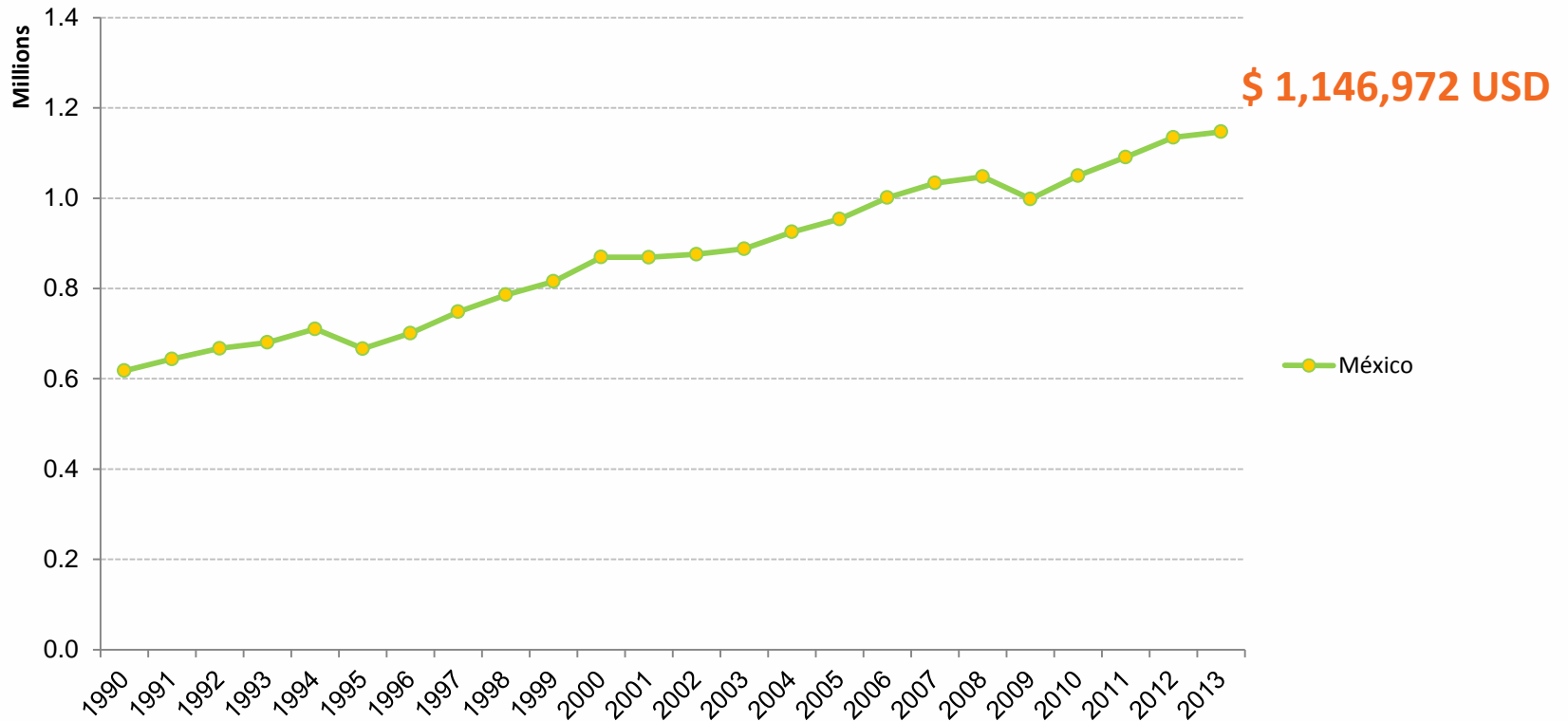
Education in 2012 – 2013.



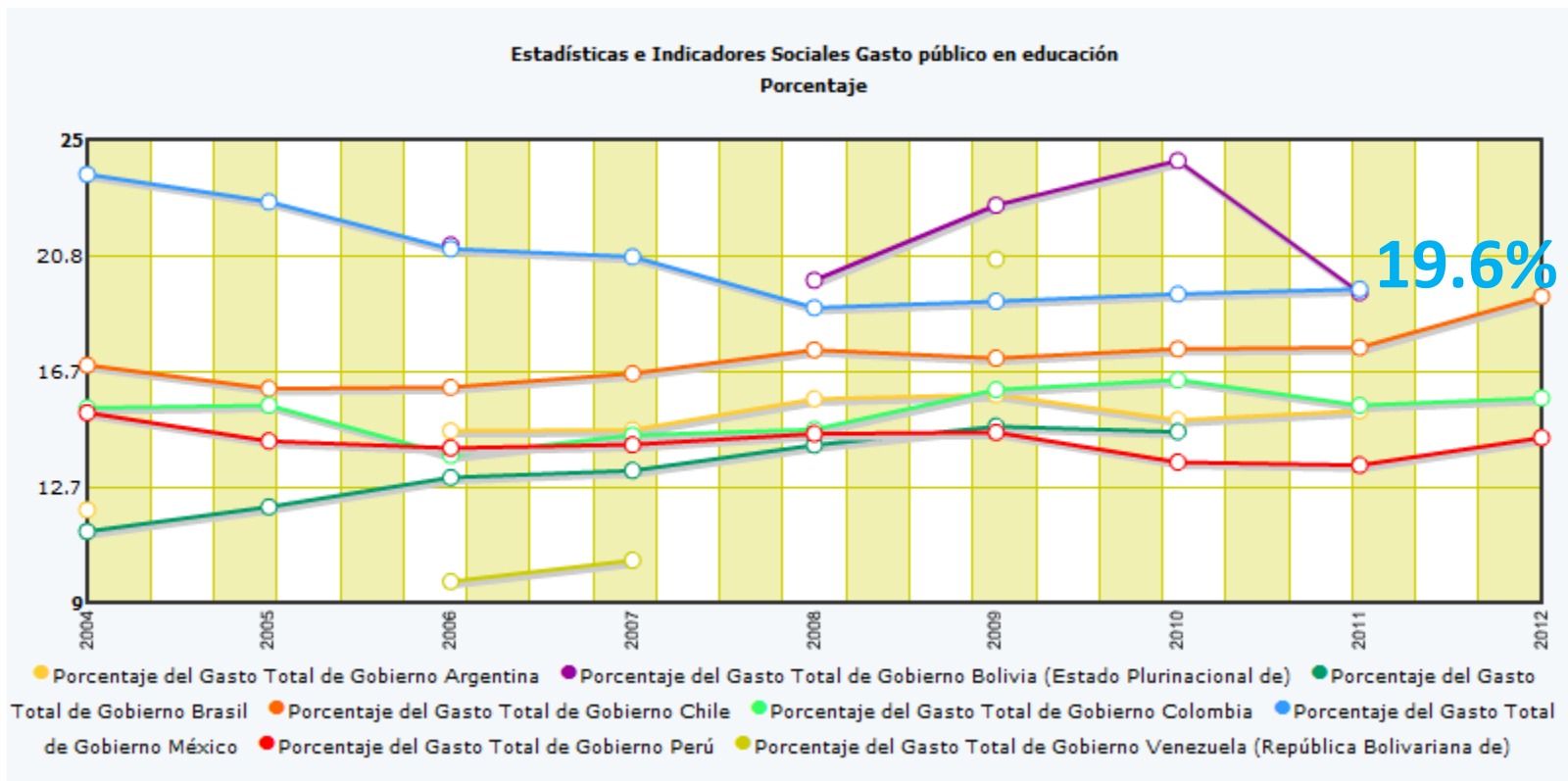
Source: www.cepal.org:

http://estadisticas.cepal.org/cepalstat/WEB_CEPALSTAT/estadisticasIndicadores.asp?idioma=e

Market Briefing



Percentage of GDP invested in Education in Mexico.



Where/How do we fit in here?

1

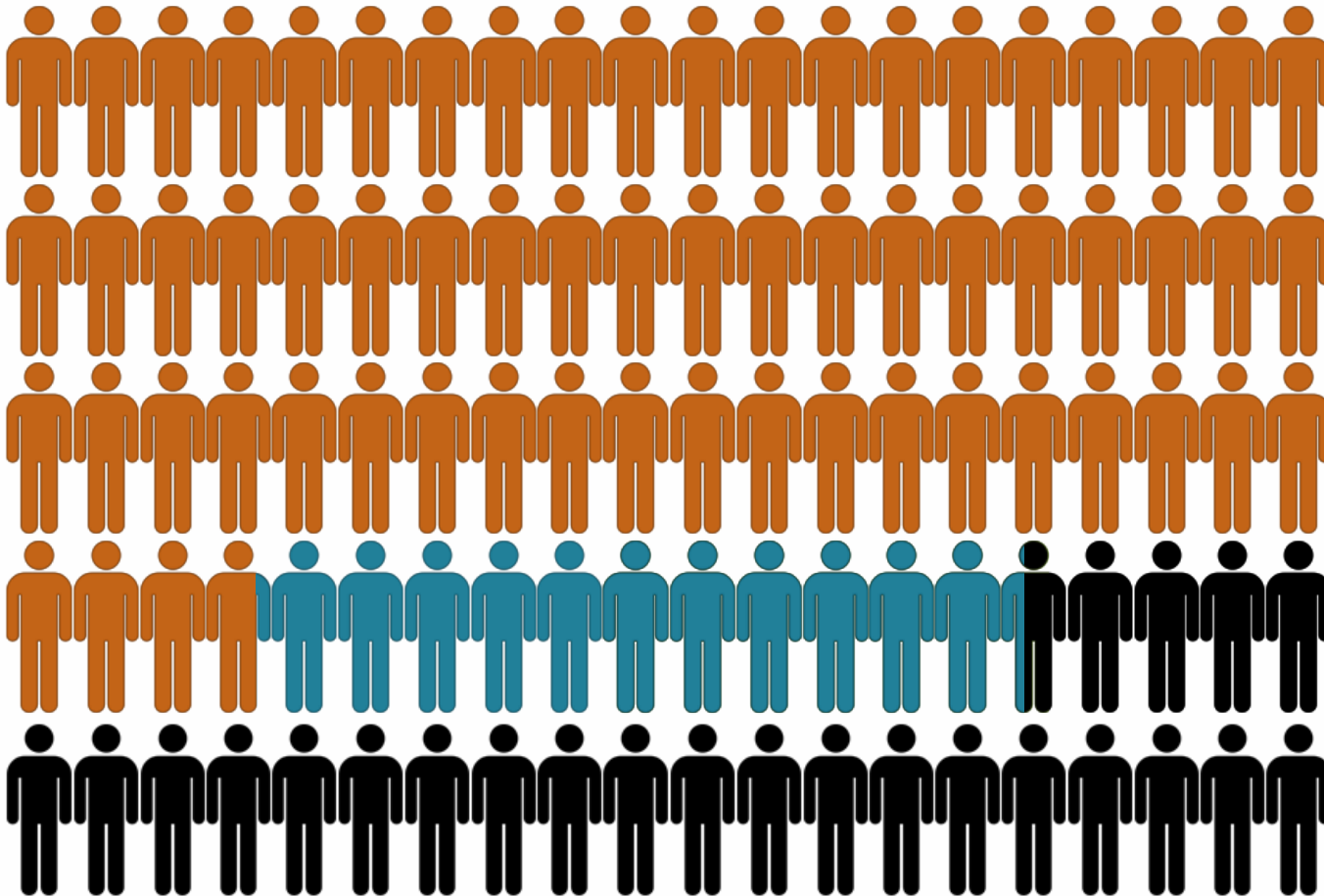
“A world where all citizens have opportunities to broaden their horizons and build secure futures through international education and more open societies”

2

We work with teachers, academics, schools, universities, colleges, higher education leaders and researchers. We work in primary secondary and tertiary students.

3

Competition and joint projects, work and study placements, exchanges, education fairs & scholarships



63.8 % of
absorption
in 2012

74.3 % in
2013

What does that mean?

1



Mexico provide higher education to a bigger number of students that ask for education compared with PRY.

www.britishcouncil.org/siem

2



The number of Mexican Students grows year after year.

3



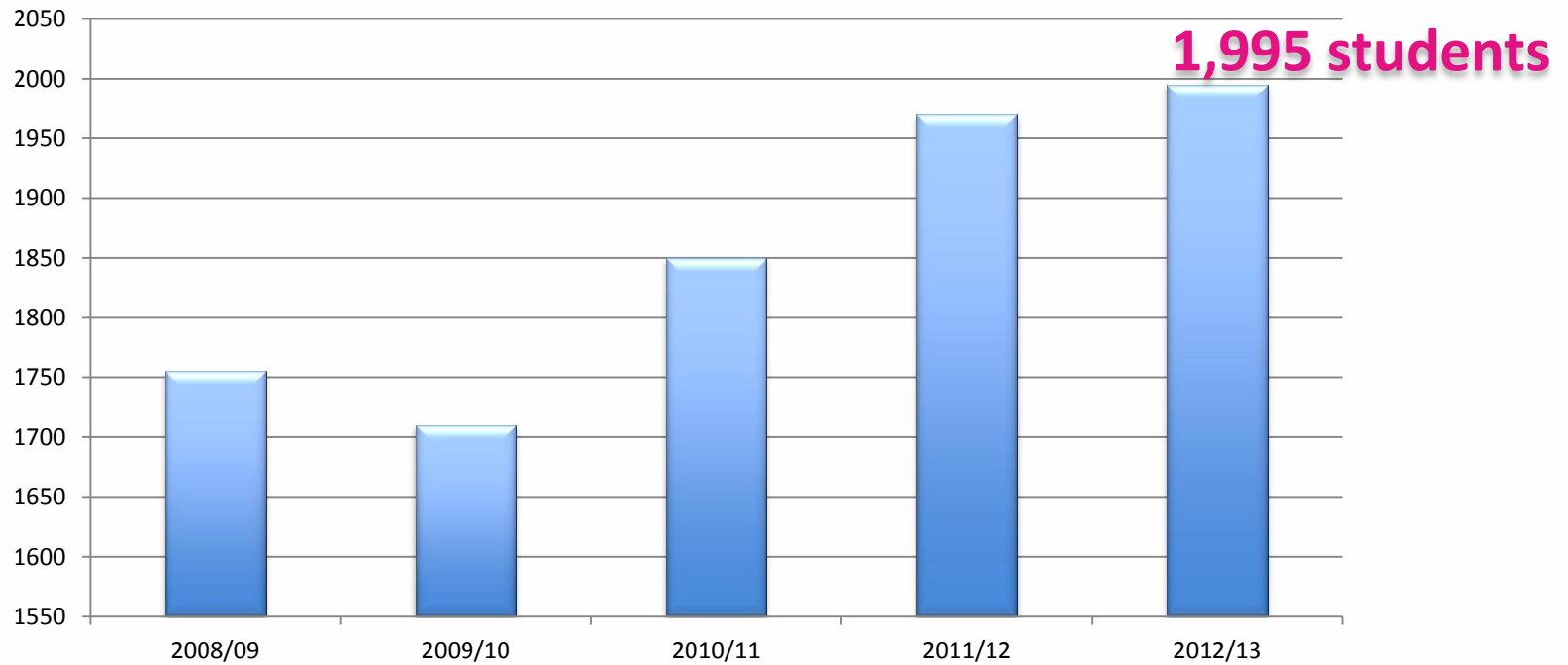
More mexican students go abroad.

4



More mexican students go to the UK.

Mexican students in the UK



Source: HESA
Student Record
©British Council

It Means...

More Mexican Students go abroad year after year and they acknowledge the quality of UK as education destination to go abroad.

More UK institutions are coming to Mexico as a result of getting more mexicans in their universities (in the last roadshow we increase the offer by 26% of Institutions and increased number of attending students in our roadshows by 50%)

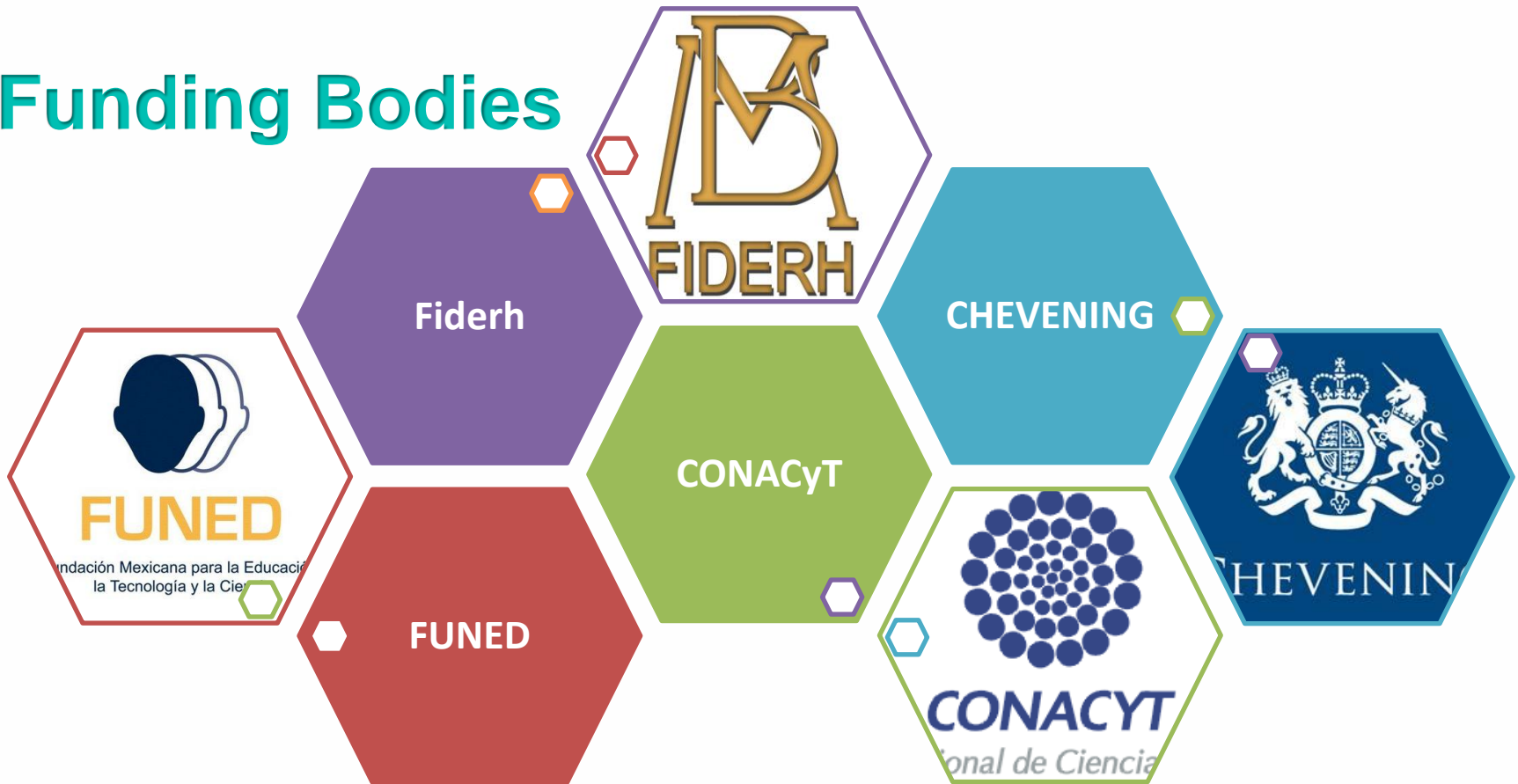


Then what?...

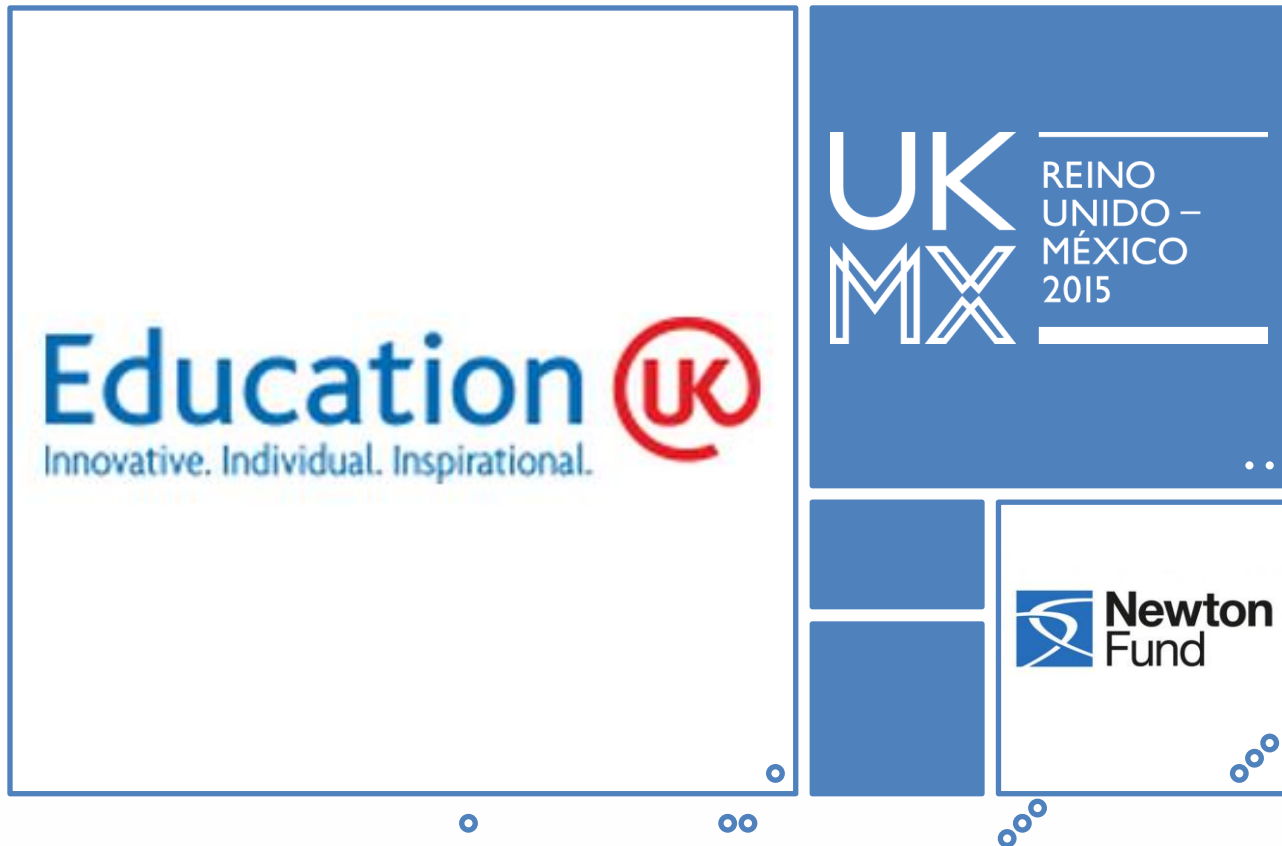
Greater educational and employment opportunities for individuals and in the UK and overseas through increased knowledge.

Promotion of UK as enhanced leadership of, and shared learning from international education.

Funding Bodies



How we will get you there?



Exhibitions



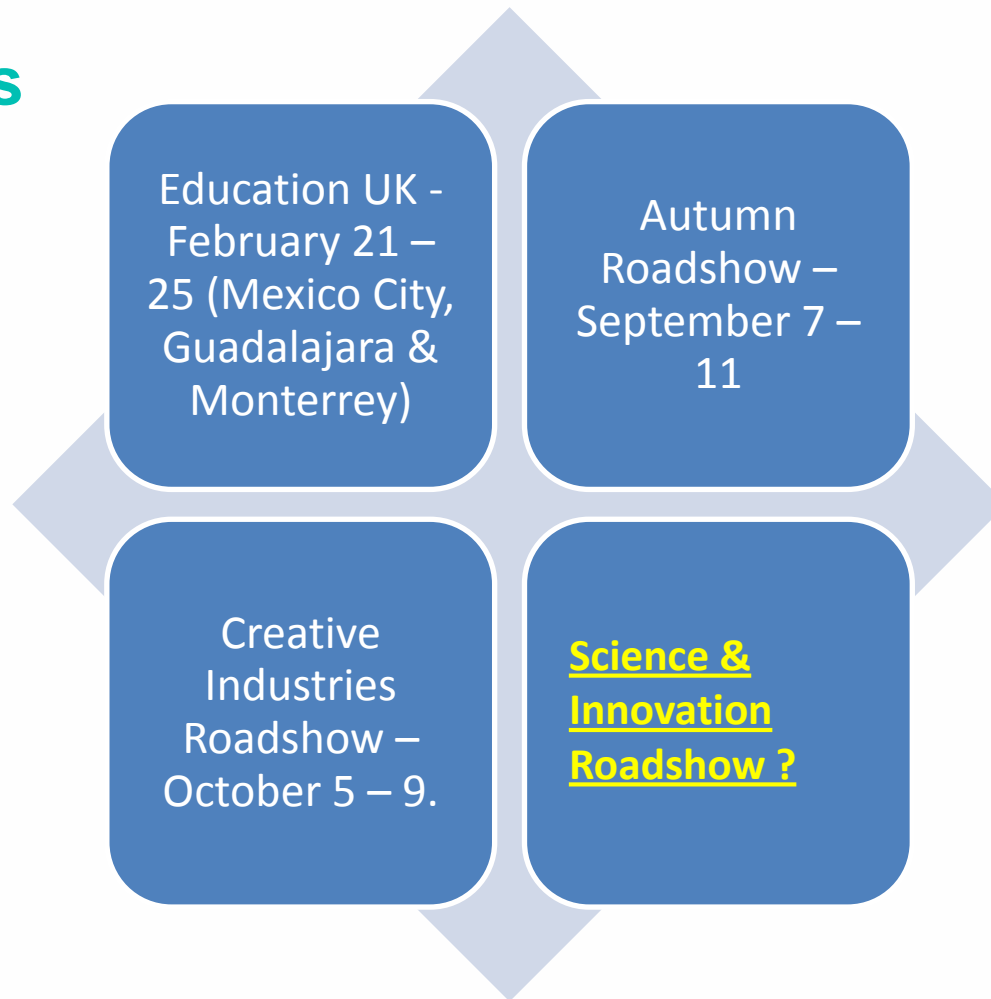
Localiza tu destino



Education UK
Innovative. Individual. Inspirational.



Exhibitions



Agents Certification Programme

- We believe in transcending and therefore that is why we believe in the power of reaching places where we normally we can't.
- With this programme we will reach a bigger number of mexicans where we normally cannot.

Dual Year of the United Kingdom and Mexico 2015

UK

MX

REINO
UNIDO –
MÉXICO
2015

MX

UK

MEXICO –
UNITED
KINGDOM
2015



3/11/2014



Mutual Recognition of Awards was signed by Ministry of Public Education Emilio Chuayfett and ambassador of the UK in Mexico Duncan Taylor.

DONDE EL ARTE COBRA VIDA
MICHAEL LANDY
SANTOS VIVIENTES



MUÈVEME

January

- Official launch of 2015.
- On the 27th: **Bridging the gap** (HE Policy Dialogue)

February

- BBELT (Best of British English Language Training)
- Education UK exhibition.

March

- British Landscapes Painting 1700-1990. Tate's major survey exhibition of last 300 years of British painting at the Arts National Museum.

April

- Creative Economies development programme and UK documentary showcase at Ambulante, short film festival.

May

June

- 1st and 2nd Going Global.
- All City Canvas. Intervention of a public place with the production of a mural.

July

August

- Dance Community. A dance project to create awareness of the art as a way of expression among young people from vulnerable communities.

September

October

- Special programme on Arts and Disability as part of Festival Cervantino. Major performing arts festival in Latin America.
- Special UK programme at Morelia International Film Festival.

November



Feria
Internacional
del Libro
de Guadalajara®



FIL
ACADÉMICA

December



Thanks

Sources:

- <http://planeacion.sep.gob.mx/principalescifras/>
- http://fs.planeacion.sep.gob.mx/estadistica_e_indicadores/principales_cifras/principales_cifras_2012_2013.pdf
- http://estadisticas.cepal.org/cepalstat/WEB_CEPALSTAT/estadistica_sIndicadores.asp?idioma=e
- http://www.sep.gob.mx/es/sep1/programa_sectorial_de_educacion_13_18#.VHoePm9aul
- http://www.sep.gob.mx/work/models/sep1/Resource/1899/1/images/Sistema_de_indicadores_educativos.pdf
- <https://siem.britishcouncil.org/institution/british-council>