



United Nations
Educational, Scientific and
Cultural Organization

USP

GLOBAL MIL WEEK 2016

OCT 31 - NOV 6



QuickTime™ and a decompressor are needed to see this picture.

PRACTICAL INFORMATION

FEATURE EVENT
02-05 NOVEMBER
SÃO PAULO, BRAZIL
SCHOOL OF COMMUNICATION AND ARTS
UNIVERSITY OF SÃO PAULO



GAPMIL
GLOBAL ALLIANCE FOR PARTNERSHIPS
ON MEDIA AND INFORMATION LITERACY

eca 50 ANOS
ESCOLA DE COMUNICAÇÕES E ARTES
UNIVERSIDADE DE SÃO PAULO



pró-reitoria de cultura
e extensão universitária



BACKGROUND

The Fifth Annual UNESCO-led global celebration of Media and Information Literacy (MIL) Week will take place from 31st October to 6th November, 2016. The Feature event spearheaded by UNESCO in São Paulo will start with the Youth Agenda Forum on November 2nd and the main conference on 3rd – 5th November 2016. The Feature event is hosted by the University of São Paulo, Brazil, and in collaboration with the Global Alliance for Partnerships on Media and Information Literacy (GAPMIL), and the UNESCO-UNAOC MIL and Intercultural Dialogue University Network (MILID). The highlights of the Global MIL Week 2016 include the Sixth MILID Conference and the First General Assembly of GAPMIL. Partners' side-events will enrich the participants' experience of leading educational, technological and artistic trends in the MIL arena.

The activities, roundtables and conference of the Global MIL Week are indispensable opportunities for members of GAPMIL and the International University MILID Network to meet and share their latest research results, ideas, projects and information, accompanied by a diverse gathering of stakeholders involved in information media literacy in print and in digital media.

For the first time in Brazil, international organizations, universities, associations, research groups and educators, media professionals, information specialists and librarians, policy makers and regulators, NGOs and practitioners in MIL from around the world will be connected through the Conference and General Assembly to amplify public awareness of the importance of media and information literacy. Artists, journalists, information specialists and other professionals who work on after-school and community-based MIL programs will also be featured in this year's event.

ORGANISERS, HOST AND STRATEGIC PARTNERS

The Global MIL Week is organized by UNESCO. The event will be hosted by the University of São Paulo, in São Paulo, Brazil with support from the British School of Creative Arts in São Paulo and the Youth Portal of the Municipal Secretary of Human Rights and Citizenship of São Paulo.

Folha de S.Paulo and Deutsche Welle are media partners of the Global MIL Week. Main partners at the University of São Paulo are CINUSP, the Department of Film, Radio and TV, the City of Knowledge Research Group at the School of Communication and Arts, the Center for Society and Technology Studies at the School of Engineering and the Institute of Advanced Studies.

Beyond USP, the Brazilian Association of Educommunication Teachers and Practitioners (ABPEducom), the Museum of the Person, the Media and Education Lab (MEL), Dentsu Brasil and SPCINE, the São Paulo City Film Commission have joined as strategic partners.

The team responsible for the event is led by Mr Alton Grizzle, (a.grizzle@unesco.org). The Local Organizing Committee is led by Esther Hamburger, the 2016/2017 Chair of the UNESCO-UNAOC MILID University Network, Professor, USP ehamb@usp.br, (+55) 11 3091-4305, and Executive Secretary, USP Associate Professor Gilson Schwartz, (+55) 11 3091-4305 at City of Knowledge lab, schwartz@usp.br.

CONTACTS FOR SPECIFIC REQUESTS:

- Ms Matilda Boateng, UNESCO, m.boateng@unesco.org – Agenda issues, bios etc.
- Mr Xu Jing (Marco), UNESCO, ji.xu@unesco.org - Agenda issues, communication, MILCLICKS.
- Ms Tatjana Ljubic, UNESCO, t.ljubic@unesco.org – SIDE EVENTS, Pratical Guidelines, MIL CLICKS.
- Mr Shee Ern Ng (Linus) se.ng@unesco.org – Youth Agenda
- Professor Cláudia da Natividade, claudia.natividade@zencrane.com, (+55) 11 98158-6697 - Operational and Guests issues in Brazil
- Mrs Ivone Vantini, ivontini@usp.br (+55) 11 3091-4332 - Airtickets and Hotel issues (copy to Cláudia da Natividade)
- Eduardo Gameiro, eduardogameiro@gmail.com - Materials, Visual Programming

DATE AND VENUE

The Global MIL Week Feature event will take place from 2nd to 5th November, at Cidade Universitária, the main campus of the University of São Paulo (USP). The address is: Avenida Professor Almeida Prado, 1280 - Butantã, São Paulo.

The Youth Agenda kicks-off on November 2nd and the Closing Party will take place at the British School of Creative Arts (EBAC).

Escola Britânica de Artes Criativas (EBAC) - Rua Mourato Coelho, 1404 - Vila Madalena

Venue for Plenary Sessions:

Plenary Sessions on November 3rd will take place at Biblioteca Brasileira Guita e José Mindlin, USP Campus, Rua da Biblioteca, s/n, Cidade Universitária - www.bbm.usp.br

Plenary sessions (aside from the Opening Session and 1st Plenary Session on November 3rd) will take place at Auditório Paulo Emílio, Escola de Comunicações e Artes da Universidade de São Paulo (ECA/USP)

Venue for Round Table Sessions:

The round table sessions will take place at Building 4 (Auditoriums A, B, and various classrooms) at The School of Communication and Arts (ECA) of University of São Paulo - A Escola de Comunicações e Artes (ECA) da Universidade de São Paulo

Cidade Universitária - Av. Prof. Lúcio Martins Rodrigues, 443 - Butantã.



TRAVEL DOCUMENTS

Nationals from Mercosur countries (Argentina, Brazil, Paraguay, Uruguay and Venezuela) coming to Brazil need passports or national IDs to travel. Other nationalities must present a valid passport. Other information about the Brazilian visa can be found at:

www.visacentral.com/brazil-visa

www.portalconsular.mre.gov.br/estrangeiros.

OTHER USEFUL INFORMATION

Persons with disabilities: Facilities are accessible to persons with disabilities and assistance will be provided if needed.

Interpretation: The working languages of the Global MIL Week Feature event are Portuguese and English. Interpretation is provided for the all sessions of the Feature event.

Language: Brazil's official language is Portuguese; even though English is not widely spoken, public transportation and public spaces have instructions in other languages (i.e. Spanish).

Weather: the weather in São Paulo is quite changeable. It can rain unexpectedly, and it is recommended to have summer clothes as well as warmer ones. The month of November is characterized by gradually rising daily high temperatures, with daily highs around 27°C throughout the month, exceeding 32°C or dropping below 20°C only one day in ten.

Local time: the official time is GMT -3. From October 16 to February, the local time will be GMT -2.

Currency: the official currency in Brazil is the real (R\$). Other currencies can be exchanged for reals in exchange offices.

Useful numbers: the international dial code for Brazil is +55. Emergency numbers:
190 - Police / 192 - Ambulance / 193 - Fire Department

Internet Access: some squares and parks have free Wi-Fi provided by the municipal administration. Wi-Fi will be provided in all event spaces for the Global MIL Week Feature event.

Power Supply: The type N socket and plug are the official standard in Brazil and the voltage varies from 110-220 V. Brazil is one of the very few countries that does not have a standard voltage, but at the same time it has only one official type of socket. Make sure to check out the voltage at the venue before plugging something in. In the city of São Paulo the voltage is usually 127V.

Links to Tourist Information:

www.saopaulo.sp.gov.br/en/conhecasp/turismo.php

www.travelchannel.com/destinations/brazil/sao-paulo/articles/sao-paulo-s-6-must-see-museums

www.tripadvisor.com.br/Attractions-g303631-Activities-c49-Sao_Paulo_State_of_Sao_Paulo.html

ABOUT SÃO PAULO

The largest city in Brazil, São Paulo was founded in 1554. Throughout its history, the city preserved its role as a commercial center, as well as a plural and diverse composition. It became of utmost importance to the country's economy during the nineteenth century, when the coffee plantations and commerce boomed in the state of São Paulo and in the world. In 1828, one of the oldest institutions of education in Brazil was created, the Faculdade de Direito da Largo de São Paulo. Culturally diverse, São Paulo is home to people from all nationalities, a fact that is reflected in a lot of neighborhoods, like Bixiga and Liberdade. Now, the city has over 11 million residents and it is the most important economic center in the country.

São Paulo hosts some of the world's most important museums and parks. MASP is considered one of the most important museums of art in Latin America as well as a landmark in creative architecture. Its permanent collection includes works by Monet, Cézanne and Van Gogh, as well as iconic Brazilian artists such as Anita Malfatti and Portinari. Near the Luz subway station, the Pinacoteca de São Paulo displays contemporary and classic Brazilian paintings and installations. The interactive soccer museum located just under the Pacaembu Stadium is another must-go site, like the science museum Catavento and the Latin America Memorial. The Ibirapuera, one of the largest parks in Latin America, hosts several museums, cultural activities and open spaces for walks and all sorts of outdoor practices. Other neighborhoods to visit include Vila Madalena, Baixo Augusta and Liberdade, the Japanese and Chinatown territories in the City. Look for the special MIL Tours agenda which will also take you to landmark territories of culture in the peripheric áreas of São Paulo.

ACCOMMODATIONS

Reservations and all accommodation is the responsibility of participants.

OFFICIAL HOTEL FOR THE EVENT

Golden Tower Hotel

Rua Deputado Lacerda Franco, 148
Phone: +55 (11) 3094-2200 / 3094-2212
www.goldentowerhotel.com.br

OTHER OPTIONS

Blue Tree Faria Lima

Avenida Brigadeiro
Faria Lima, 3989
Phone: +55 (11) 3896-7544
www.bluetree.com.br

Mercure – São Paulo Funchal

Rua Funchal, 111
Phone: +55 (11) 5188-3855
www.mercure.com

Quality - Faria Lima

Rua Diogo Moreira, 247
Phone: +55 (11) 2197-7050
www.atlanticahotels.com.br

Howard Johnson (Ibis Styles)

Rua Tavares Cabral, 61
Phone: +55 (11) 3093-7200
www.accorhotels.com

GO Inn Jaguaré

Av. Jaguaré, 1.664
Phone: +55 (11) 3716-2656
www.atlanticahotels.com.br

TRANSPORTATION

FROM THE AIRPORT TO THE CITY

The main international airport of Sao Paulo International Airport Guarulhos is the larger of Sao Paulo's two airports and is about 30km north of Sao Paulo. All international flights operate from this airport. It is located in the municipality of Guarulhos in Greater São Paulo (<http://www.aeroporto guarulhos.net/en/>). The Guarulhos International is located 25 km from the city center of Sao Paulo. Several bus, taxi and transfers companies provide airport shuttle. At the airport, you will find major air companies offices, currency exchange booths, banks and ATM machines.

Taxi services:

Taxi services are available at Guarulhos airport 24 hours a day and are located outside the arrivals area. Guarucoop is the only taxi service allowed to operate from the international airport. Uber was cleared to operate out of the Airport in early 2015, however they cannot pick up passengers on the near curve, but on the far curve.

The average taxi fare from the airport to the city center is R\$100,00 to R\$150,00 (around U\$20 to U\$50). Blue-and-white Guarucoop radio taxis (www.guarucoop.com.br) provide a flat rate from the Airport (approximately R\$ 110-140 as of October 2011). The common taxis are metered, with drives beginning at R\$4,50 and costing R\$1.20 per Kilometer. Taxis from Sao Paulo airport can also be booked online with companies such as Sao Paulo Airport Transfers, Concierge Car, OnWay Executive Car Services and LingoTaxi, who charge a flat rate and allow travelers to book prior to arriving at Sao Paulo airport.

Regardless the taxi option, the ride to the city should take around 45 minutes from the International Airport during off peak hours, but can take up to 2 hours during peak travel times.

Airport Bus Service:

Buses depart from Guarulhos International Airport, bound for the Congonhas Airport, Republic Square, Bus Terminal Tietê and Barra Funda, Itaim Bibi, Paulista / Augusta Hotels Circuit and Tatuapé Metro Station. Schedules and lines can be consulted through the following link: <http://www.airportbusservice.com.br/en/linhas>. The ticket price is around R\$40,00 and R\$50,00 (around U\$11 and U\$14). More information about Airport Bus Service can be found at the website of the Airport, at this link: <http://www.aeroporto guarulhos.net/en/guarulhos-airport-bus-service>

Public transportation/Bus:

Another bus option across the street from the Airport Bus Service and it is also the most affordable. The ticket price is R\$5,55 (around US \$2) and the bus number is 257 to/from Metrô Tatuapé (subway line red). The bus leads to the Metro station, from where the train is taken to the destination.

TRANSPORTATION

TRAIN / SUBWAY (METRO) TRANSPORTATION

Trains:

There are train (CPTM) and subway (Metrô) lines that connect the city.

The metro station nearest the airport of Guarulhos is Tietê (Line 1 – Blue). There, passengers must use buses to get to the airport, every day from Plataforma 60 – Line Aeroporto Internacional de Guarulhos.

Time table for metro Tietê station : 05:00* 05:45 07:00 07:40 08:35 09:35 10:25 11:15 12:25 13:25 14:15 15:15 16:15 17:05 17:55 18:35 19:35 20:35 21:35 22:25 23:15 00:30* 02:00* 03:30*.

Time of bus running from Tiete to Guarulhos Airport is around 40minuntes.
Price for bus course: R\$ 60,00.

Other stations that have direct connection by bus to the airport:

Barra Funda (Line 3 – Red)

República (Line 3 – Red)

Tatuapé (Line 3 – Red)

Subway:

The subway opens at 04h40am and closes at midnight. On Saturdays, it's possible to travel until 01h am. Each station has a time-specific functioning. The boarding after Midnight until the closing time of the season can be performed exclusively for travel on the same line.

Specific information about hours of operation of stations can be found at www.metro.sp.gov.br/en/your-trip/operation-hours/stations.aspx

Timetable can be found at:

www.metro.sp.gov.br/en/your-trip/operation-hours/integration.aspx

Map of the subway network can be found at:

www.metro.sp.gov.br/redes/mapa.pdf

Buses, SPTrans are also available anywhere in the city, additional information is available at: www.sptrans.com.br

The fares to each are R\$3,80 (around U\$1,20).

RESTAURANTS

The School of Communications and Arts (ECA) has a variety of options, such as a college restaurant, food trucks and many restaurants at the other Institutes nearby ECA.

Restaurante CEPEUSP
Praça 2, Prof. Rubião Meira, 61
Phone: +55 (11) 3091-3554

Restaurante Escola Politécnica
Avenida Professor Melo Morais, 927
Phone: +55 (11) 3034-1418

Restaurante Faculdade de Arquitetura
Rua do Lago, 876

Restaurante Faculdade de Educação
Av. da Universidade, 308
Phone: +55 (11) 3091-3551

Restaurante CEPAM
Avenida Prof. Lineu Prestes, 913
Phone: +55 (11) 3811-0300

Restaurante Sweden (FEA Institute)
Avenida Prof. Luciano Gualberto, 908
Phone: +55 (11) 3483-9990

APPS

USP provides a variety of Official Apps for mobile devices, ranging from maps, security, food options to important news, which can be found at:

www.app.usp.br
(also available on AppStore and GooglePlay)