



# SUSTAINABLE DEVELOPMENT GOALS

**8** DECENT WORK  
AND ECONOMIC  
GROWTH



# Tax matters in the context of COVID-19



On June 5, 2020, the Accounting & Administration and Accounting EPE programs held a talk on tax matters in the context of the COVID-19 pandemic. This is just one of the many events developed by the program that seeks to make students and the general public aware of the changes that affect us worldwide. These events are very important, as knowledge of tax issues is essential to innovate in ventures that help us overcome the crisis. To reach a broader audience and continue taking care of ourselves, this training was free of charge and online.



**CONFERENCIA ON LINE**

## Asuntos de interés tributario en el contexto del Covid 19



**Ponente**



**JOHN CASAS AGUILAR**

**Socio PWC**

 **Viernes 5 de junio**

The graphic features a white piggy bank wearing a light blue surgical face mask. To its left is a stack of coins and a rolled-up banknote. A white marker with a red tip lies in front of the piggy bank; the marker has 'CORONAVIRUS COVID - 19' printed on it. The background is a light gray grid pattern.



# Tax matters in the context of COVID-19



# KAMAY: The virtual fair



On December 5, 2020, students of the Audiovisual Business and Cultural Management course of the Audiovisual Communication and Interactive Media program at Universidad Peruana de Ciencias Aplicadas organized the virtual fair called “Kamay.” This initiative was created to support, educate, and value the art and entrepreneurship of national artists and entrepreneurs during the health emergency caused by COVID-19.

Artists and independent entrepreneurs participated in KAMAY. They were able to introduce themselves to the public and share their products and contact information. The Fair was attended by more than a thousand people, who had the opportunity to purchase their creations and products.



# KAMAY: The virtual fair



**KAMAY** presenta a:

**Mayra García**  
**Alessandro**  
**Gotuzzo**  
músicos






**KAMAY** presenta a:

**Keyra Nails**  
belleza



**KAMAY** presenta a:

**HoneyBee-You**  
moda y accesorios



# Protagonistas del Cambio UPC



Protagonistas del Cambio UPC (Champions of Change) is a sustainability program of Universidad Peruana de Ciencias Aplicadas that aims to recognize and strengthen the innovative spirit of young social entrepreneurs from all over the country. Through this program, UPC reaffirms its strong commitment to youth, the main promoter of social development and transformation of the country.

In 2020, a new national call for proposals was launched to identify the 10 best proposals of the Protagonistas del Cambio 2020 program. This program was adapted to the situation and became the first virtual call of the ecosystem of social entrepreneurship, once again setting a milestone in the country. This initiative aimed to strengthen the long process of rebuilding the innovation ecosystem.

With the premise of improving the presentation of proposals, virtual training was provided on topics such as entrepreneurship and social innovation, leadership in a crisis environment, and a workshop to design a social and environmental enterprise.



# StartUPC



The Innóvate Perú Program, of the Ministry of Production, has recognized StartUPC, the incubator of Universidad Peruana de Ciencias Aplicadas (UPC), as the first Contest for Strengthening Financial Intermediation Agents - Incubators 2.0. To achieve this, our incubator presented the “Project for Strengthening and Scaling the StartUPC Innovation Ecosystem for the Acceleration of Dynamic Entrepreneurship at a National Level.”

As part of the recognition, UPC received funding of up to S/ 1,470,000 of non-refundable resources in two modalities: funding for the incubator’s performance for up to S/ 650,000 and funding for the results of the venture portfolio for up to S/ 820,000.

## About Innóvate Perú

The National Innovation Program for Competitiveness and Productivity (Innóvate Perú) of the Ministry of Production was created on July 24, 2014, by Supreme Decree No. 003-2014-PRODUCE, as an Executing Unit of the Ministry of Production, with economic, administrative, financial, and technical autonomy. The program seeks to increase business productivity by strengthening the stakeholders of the innovation ecosystem (companies, entrepreneurs, and support entities) and facilitating the interrelation between them. This year, six incubators have been recognized in the contest.

