



SUSTAINABLE DEVELOPMENT GOALS

17 PARTNERSHIPS
FOR THE
GOALS



“Casa de Todos”: School of Communications gives a face to the most vulnerable during the COVID-19 pandemic



The COVID-19 pandemic has revealed many deficiencies; among them the state of destitution in which more than 3,000 people live. Faced with this reality, the Municipality of Lima and Lima's Welfare Agency set up a space called “Casa de Todos” (A House for All) in the Acho Bullring located in the district of Rimac. This initiative aims to provide shelter and food to homeless people in the city.

Under the direction of Ursula Freundt-Thurne, Dean of UPC's School of Communications, and a team made up of members of the faculty, such as photographers Franz Krajnik and José Vidal, and journalists Carlos Fuller and Luis Cáceres, almost 30 people have been portrayed and 12 testimonies have been captured. Through them, we reveal the harsh reality of the streets and how hope can be nurtured in times of crisis.

This work has been carried out by UPC's School of Communications and has been co-funded by UPC's International Office and the Erasmus Scholarship, a grant awarded by the University of Hertfordshire located in the United Kingdom. This prestigious British educational institution maintains a close relationship, which allows students and teachers of the Peruvian institution to carry out exchanges and the possibility of cooperating in academic projects.



“Casa de Todos”: School of Communications gives a face to the most vulnerable during the COVID-19 pandemic



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Students of the School of Law participated in the MOOT Madrid 2020



The **School of Law** of Universidad Peruana de Ciencias Aplicadas (UPC) participated in the MOOT Madrid 2020, organized by Universidad Carlos III de Madrid and the United Nations Commission on International Trade Law (UNCITRAL), with the sponsorship of the Spanish Arbitration Club. This competition has several objectives regarding the training of law students in matters relating to the Uniform Law of International Trade and its resolution through International Commercial Arbitration.

After four days of demanding hearings, the UPC team made it to the semifinals and was among the top four Competition Teams. They won Third Place for Best Lawsuit Memorial and Second Place for Best Speaker, which was awarded to Paulo Castañeda.

This year, due to the COVID-19, the competition was held online. The students felt it was important to compete, despite connectivity issues, and to give our university community the message of facing this adversity and fighting for your dreams.



UPC's Architecture teachers and students represent Peru at DigitalFUTURES World



Represented by its research professors and students from the **School of Architecture**, Universidad Peruana de Ciencias Aplicadas (UPC) is the only university in Perú invited to participate in the **DigitalFUTURES** conference. This renowned global non-profit event, which consists of workshops, conferences, and exhibitions, brings together the most famous architects and academics in the world. This edition, called **DigitalFUTURES World**, offers talks on architecture in the context of **COVID-19**, highlighting themes such as the digital world and the future. UPC is one of the 30 teams from all over America, alongside universities such as MIT, Harvard, UCLA, Cornell, and UPenn that join others from Europe and Asia.

UPC's School of Architecture participated in the event with the seminar **"Responsive Design for Emergency"**, which will be led by UPC's researcher **Pablo C. Herrera** and professors **Pedro Arteaga, Michael Hurtado, José Reátegui, and Darío Sánchez**. This seminar considers that emergencies, such as the COVID-19 pandemic, expose the need to rethink the way we design our environment. In this context, the information produced by people, statistics, and geo-referenced data is the input to drive design solutions when we use technologies such as data science, machine learning, computational design, and augmented reality.



Editorial UPC in libraries in 34 countries



Currently, books published by Editorial UPC can be found in 359 libraries in 34 countries, as registered in Worlcat.org, the online catalog managed by OCLC (Online Computer Library Cooperative), considered the largest online bibliographic catalog in the world.

Editorial UPC's presence in libraries around the world has grown significantly since 2016. That year, Worldcat.org registered 82 of our titles in 117 libraries in 16 countries. Today, it registers 151 of our titles and the presence in libraries has grown 307%.

These results support our mission to share knowledge and are largely explained by our commitment to electronic publishing: 49% of the copies of our titles available in these 359 libraries are digital.



Environmental Engineering students will represent UPC at the Third Latin American Student Environmental Summit

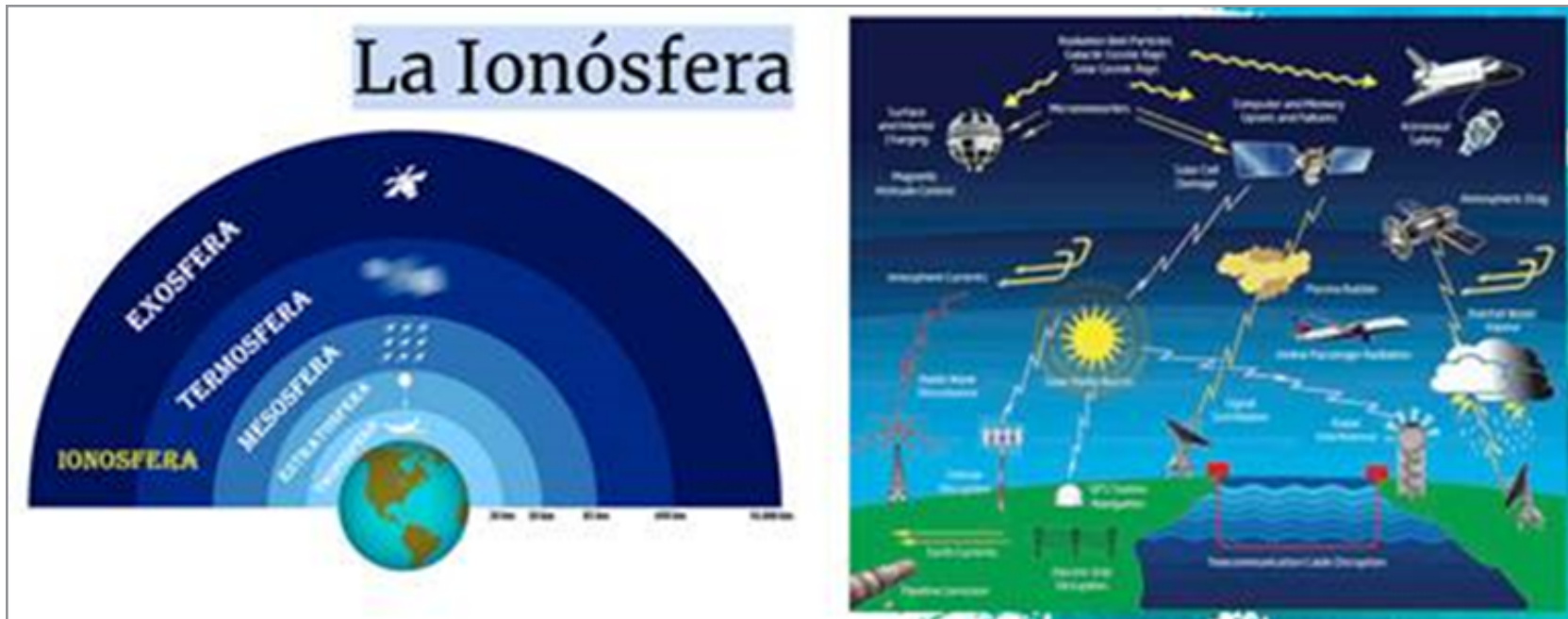


Crysty Varillas and Alejandro Palacios, fourth-semester students of the Environmental Engineering program at UPC, were selected to participate in the Third Latin American Student Environmental Summit. The students sent the abstract of their work “Trends in the F2 Region of the Ionosphere over Jicamarca” on July 15 of this year to the organizing committee of the WSEN (World Student Environmental Network) Summit, and after the observations, the project was admitted.

The Third Latin American Student Environmental Summit took place virtually in October 2020; and in October 2021, it was held in person in Buenos Aires, Argentina. WSEN is a student network dedicated to connecting higher education students from different countries around the world. It aims to effectively promote change from within the universities themselves, considering the transition to an environmentally sustainable society.



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Interbank, along with UPC, carried out the “Consultancy Program for Entrepreneurs”



On Friday, March 6, the **Administration and Marketing** program of Universidad Peruana de Ciencias Aplicadas (UPC) and Interbank held the kick-off of the “Consultancy Program for Entrepreneurs 2020,” with the objective of having students provide business advice to boost the business of Interbank clients.

As part of the “Marketing Plan Design” course, the students worked throughout the semester on different strategies to be applied to each of their clients, and then carrying out personalized consulting sessions.

This way, UPC reinforces its commitment to education by making strategic alliances that allow developing both the skills of students, leaders of the future, and business consulting geared toward the business community.



Research project: Olive farmers of the Ilo Valley



Between March and December 2020, the Industrial Engineering program implemented the research project “Olive Farmers of the Ilo Valley,” aimed at making suggestions to improve the productivity of the group of farmers in the study area.

To this end, the students made a diagnosis of a group of nine farmers regarding the problems they experience in terms of production and marketing. They were able to determine the causes of these problems and, consequently, proposed solutions to improve their productivity and competitiveness.

The project is currently undergoing validation by experts and users. After this analysis, evaluation of its impact is expected to occur.



Research project: Olive farmers of the Ilo Valley



Translation of modules from Education for Justice (DOHA)



The United Nations Office on Drugs and Crime designed educational modules for the training of trainers on anti-corruption, counter-terrorism, organized crime, cybercrime, crime prevention and criminal justice, human and wildlife trafficking during 2020.

These modules were designed by subject-matter experts and are produced in English. To make them accessible to Spanish-speaking countries, CENTRAD, in cooperation with UNODC, has translated about 80 modules. This is the first time that academia has collaborated directly with the work of the United Nations.



The Doha Declaration:
PROMOTING A CULTURE
OF LAWFULNESS

TRANSLATION BUILDS BRIDGES



Professors and students of the Centro de Servicios de Traducción of the UPC, Peru, were involved in the translation of E4J university modules into Spanish.

- Integrity and Ethics
- Anti-Corruption
- Crime Prevention & Criminal Justice
- Organized Crime
- Trafficking in Persons & Smuggling of Migrants
- Firearms
- Cybercrime
- Wildlife Crime
- Counter-Terrorism

Acknowledgement Ceremony for Centrad by the United Nations Office on Drugs and Crime (UNODC)

 **July 9th**

 **9:00 am**

 **Free registration:**
<https://bit.ly/2D8eY4m>





Translation of Modules from Education for Justice (DOHA)



UPC, the only university certified to ISO 14001:2015 on all of its campuses, processes, and programs



As of January 2020, our international certification ISO 14001:2015 - Environmental Management System came into effect for all our programs and processes across all four campuses and the University Health Center. This achievement was reached after going through a strict audit process throughout 2019.

ISO standards are a set of internationally accepted and recognized models, oriented to organize the management and ensure the quality, safety, sustainability, and efficiency of companies and organizations in their different fields. These models are certified by the International Organization for Standardization (ISO).

An ISO certification recognizes that an organization has the elements to increase productivity levels, in addition to achieving and maintaining higher levels of quality in the product or service provided. It should be noted that some of the certifications granted allow validating sustainable business models as, in this case, the ISO 14001:2015 standard.

As a result of this audit, SGS issued a report certifying UPC's Environmental Management System. It is important to highlight that, during the internal audit process, some of the priority issues were efficient waste management, electric energy, water resources, responsible supplier management, eco-efficiency approach, and employee awareness, among others, which are related to the main environmental impacts of our operations.



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UPC climbs 11 positions in MERCO Corporate Responsibility and Governance ranking



The MERCO **Social Responsibility** and **Corporate Governance** ranking is the only one that evaluates the management progress among opinion leaders and specialists. In the latest ranking, published on February 28, 2020, in the newspaper Gestión, Universidad Peruana de Ciencias Aplicadas (UPC) is ranked 26th, among all public and private organizations in the country. Thus, it has moved up 11 positions since the previous measurement.

Among the aspects measured by the MERCO ranking are ethical behavior, transparency and good governance, employee responsibility, commitment to the environment and climate change, and community involvement.

Social responsibility at UPC is based on the objective of training innovative young people with social awareness who understand how they can contribute to the development of Perú from their role as professionals. Aligned with the University Law, UPC, in its educational model, develops the competence of citizenship among all its students, as well as learning in diversity with a global vision, and learning towards sustainability.





UPC climbs 11 positions in MERCO Corporate Responsibility and Governance ranking



UPC held second writing training for public and private teachers



Between January 20 and 29, UPC's Humanities Department carried out, for the second consecutive year, the project "Training in Project-Oriented Learning in Writing for Teachers of Schools Located in Metropolitan Lima," aimed at enhancing the skills of teachers in digital writing and the use of modern methodologies regarding written communication. Through this initiative, the aim is to contribute to the professional development of the participating teachers so that, subsequently, they could have a positive impact on the education of their students and significantly improve their written communication.

The training lasted 130 hours, which were distributed in 65 pre-classroom teaching hours and 65 virtual hours. The workshops were supported by a select university teaching staff, made up of writers, linguists, and educators specialized in literacy, the writing process, and reading comprehension.

In this second edition, 52 teachers from public and private educational institutions participated. The direct impact of this training is at least 10,400 students from these schools. It should be noted that the training hours completed may be counted towards a teaching degree, as they are in line with the minimum number of training hours required by the Ministry of Education.



UPC held second writing training for public and private teachers



UPC's 6th Inter-School Gastronomy Contest



The awards ceremony of the 6th Inter-School Gastronomy Contest was held on September 22, 2020. It was organized by the School of Hotel and Tourism Management of Universidad Peruana de Ciencias Aplicadas (UPC). For the first time in 6 years, this contest was held virtually and more than 600 schoolchildren from different regions of Perú were able to participate; only 18 reached the finale.

The finalists faced a challenge proposed by Virgilio Martínez, recognized as one of the best chefs in the world and co-founder of the Gastronomy and Culinary Management program. The contest was divided into two categories: the sweet category and the savory category. In the first category, participants had to include Amazonian fruits in the original recipe. In the second category, they were asked to include native potatoes. The objective of this challenge is to get young people to try new textures, flavors, and colors in their dishes, which will ultimately determine the winners.



UPC's 6th Inter-School Gastronomy Contest

