



# **SUSTAINABLE DEVELOPMENT GOALS**

**4** QUALITY  
EDUCATION



# Sonkei Fest



UPC's Audiovisual Communication and Interactive Media Program organized the "Sonkei Fest" event, which aims at **disseminating aspects related to traditional and popular Japanese culture**. In addition, it seeks to raise awareness about respect for other cultures, specifically that of Japan. This event was held on digital platforms on November 27, 2021, and the beneficiary institution was the "Huellitas" Animal Shelter located in Ventanilla, which promotes the rescue, sterilization and responsible adoption of pets.



# Mira UPC Festival



Students and graduates of UPC's School of Communications organized a festival of screenings of semi-finalist short films and lectures with guests from the audiovisual world with extensive experience and presenting specific topics in the various areas within the filmmaking team, documentaries, TV shows, etc. The event was held virtually from November 2 to 6, 2021, and the invitation was free and open to the public.

The activities of this festival included short film competitions and the discussion panel "Song without a name, from Cannes to Goya, representing Peru," which was led by Melina León, director of the film "Song without a name," who talked about her experiences in the event. In addition, different lectures were held during the festival addressing the following topics: "I have an audiovisual project, where do I start?," the support mechanisms of the IBERMEDIA Program, building stories with documentary characters, the importance of the Collective Management of audiovisual projects in Peru and Latin America, among others.



# Workshop: Digital Fashion 3D Design



UPC's Fashion Design and Management Program organized the "Workshop: Digital Fashion 3D Design," which was held on October 14, 2021 during the Design Week. The event was free and open to the public, and a 3D program was presented to aid production processes in the dressmaking industry.

The speakers talked about the benefits of the program and interacted with the attendees to explain in detail what can be done with this digital platform. It was concluded that there is not only a time benefit for users, but also for designers and business owners whose processes would become more efficient, thus avoiding the waste of materials during them.

Semana del diseño

## DESIGN MATTERS

Design is business | business is design



### JUEVES 14

- 10:00 – Independientemente de todo (PER)
- 11:00 – Workshop: Digital fashion 3D design (PER)
- 14:00 – Alumni Talks 2º (PER)
- 16:00 – El talento no es suficiente (ARG)
- 17:00 – TIC TAC TOE: 3 Charlas de 20 min (PER)

Actividades dentro de la Semana del Diseño, encuentra los links en la BIO



# Third Symposium on Science for Sustainable Development



UPC's Environmental Engineering Program organized the Third Symposium on Science for Sustainable Development, which was held from October 19 to 22, 2021. This is an international, interuniversity and multidisciplinary academic event organized by a team of universities with extensive experience in Latin America, such as Universidad Peruana de Ciencias Aplicadas, together with the International Office and the Environmental Engineering Program; Universidad Latina de Costa Rica, Universidad del Valle de México, Universidad Andrés Bello in Chile and Universidad del Magdalena in Colombia.

The event was held virtually, being an open platform that promotes the exercise of scientific research developed as part of class exercises, undergraduate assignments and/or independent projects carried out by university students. The purpose was to give continuity to student projects—and disseminate them—in terms of sustainable development from the scientific and social point of view of various disciplines with a global perspective.



**III Simposio de Ciencia para el Desarrollo Sostenible**

**Formando enlaces regionales para la sostenibilidad 2021**

**Fecha de ejecución:**  
19, 20, 21, 22 de octubre de 2021  
(martes a viernes)

 **UNIVERSIDAD LATINA DE COSTA RICA**  
POWERED BY Arizona State University

# Lecture: “The Environment in the Context of International Relations: The Case of Costa Rica”



UPC's International Relations Program organized the virtual lecture “The environment in the context of international relations: The case of Costa Rica,” held on April 7, 2021. During this event, environmental issues were put into context and assessed within the international context of a changing world, placing special emphasis on the treatment and development of the environment by the Costa Rican government.



**EL MEDIO AMBIENTE EN EL CONTEXTO  
DE LAS RELACIONES INTERNACIONALES:  
EL CASO DE COSTA RICA**

**Miércoles**  
**07**  
**abril**

**05:00 P.M. (EST)**  
**Ponente:** Renato Víquez Jiménez  
Abogado con especialidad en Derecho Administrativo.  
Profesor de Derecho Internacional Público y  
Administrativo. Embajador de Costa Rica en Perú.

Organizan:



# Keynote Lecture: “The CAN Today”



UPC's International Relations Program organized the virtual keynote lecture “The CAN today,” held on August 17, 2021. The Andean Community (CAN)—made up of Bolivia, Colombia, Ecuador and Peru—has become the strongest integration organization on the continent, with a free trade zone, supranational regulations in various spheres of action, citizen rights such as the one that allows traveling without a visa or passport across the four countries and others recently approved, such as the regulation that eliminates international roaming costs, the Andean Migration Statute, the Andean Environmental Charter, the Mercury Observatory and the decision that promotes the empowerment of women.

The event addressed the impact of Covid-19 on the regional integration process and how this body guides its members during this situation.



# Scholarship Recipient Accompaniment Program



UPC's Educational Quality Department deployed the Scholarship Recipient Accompaniment Program during 2021 created by the National Scholarship Program (PRONABEC) with the aim of promoting emotional and academic skills in scholarship recipients of PRONABEC in order to contribute to academic permanence.

This deployment included several activities, such as:

- Diagnosis of emotional and academic needs, psychological counseling for emotionally vulnerable students.
- Vocational orientation and support in the process of changing programs, coordinating calendars with PRONABEC.
- Program for insertion into student life and training for new students with the aim of familiarizing them with educational platforms and adopt learning strategies before the start of classes.
- Discussion panels that promote healthy lifestyles aimed at students and parents.
- Workshops for the development of emotional skills.
- Workshops for the development of academic skills.



# UPC's "WeRun" Virtual Race



UPC's Student Life Department organized the WeRun virtual sports event held on October 16, 2021. It was the first virtual race organized by a Peruvian university and also the first event that included the entire UPC community (students, faculty, employees and graduates).

It consisted of a race of multiple distances, where registered participants could take part from anywhere, synchronizing their cell phones with the race application (Peru Runners). This event also raised funds for a social cause called "De Tambo a Tambo," raising a total of PEN 15,870.

**"De Tambo a Tambo" is a social program that seeks to bring comprehensive education to areas of low connectivity and extreme poverty, such as rural communities.** It has support points in Puno, Ayacucho, Apurimac, Cusco, Huancavelica and Piura. This program has a face-to-face and a virtual component. A laptop is given to each tambo with the ViajaMAB.com platform installed offline, so that the communities do not have problems surfing the Internet.

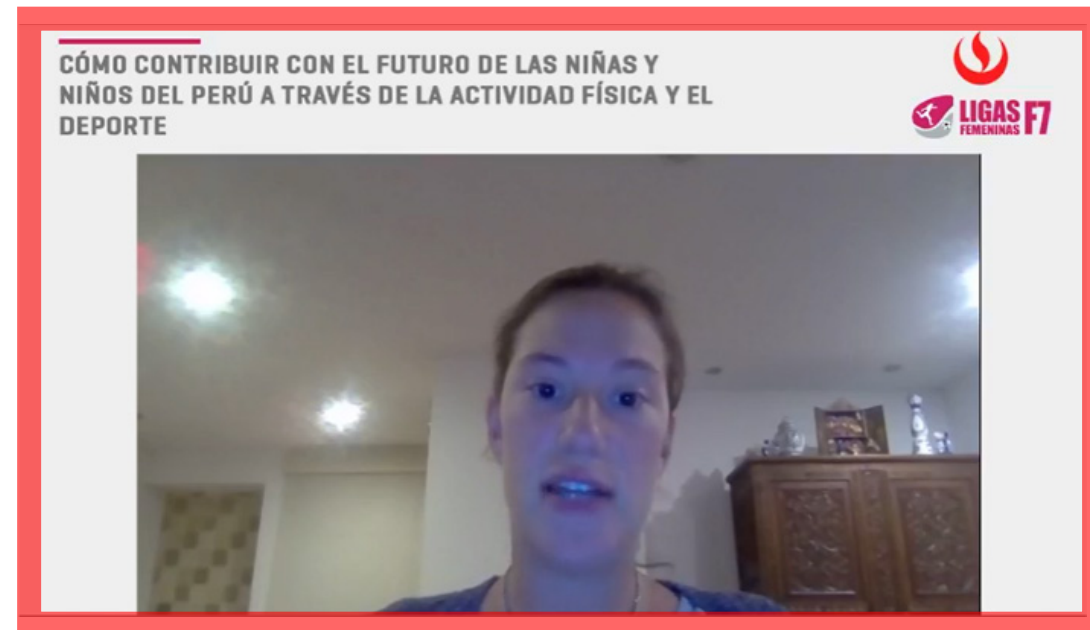


# Webinar: “How to Contribute to the Future of Girls and Boys in Peru through Physical Activity and Sports”



UPC's Student Life Department organized the Webinar “How to Contribute to the Future of Girls and Boys in Peru through Physical Activity and Sports” on May 25, 2021. The event aimed to raise awareness about the gender dimensions of the pandemic in sports and how women and girls in their diversity—race, social class, physical ability, sexuality, etc.—are impacted differently compared to men and boys. Likewise, the importance of changing the culture and the social perspective towards the participation of women in sports and of involving allied men in efforts for gender equality was highlighted.

The different stereotypes for some sports that are traditionally considered masculine and the concern of parents about the safety of girls to carry out sports activities, among others, were also addressed.



# Sports Entrepreneurship Workshops



UPC's Student Life Department, in coordination with Sports Leagues, organized "Sports Entrepreneurship Workshops" from September 20 to 22, 2021. These workshops were aimed at understanding sports and cultural practices as methodological tools for the discipline of social work. The purpose of these workshops was to explore the experience around life projects through a methodological process based on the following phases: Starting point, importance, experience, purpose and product.

The objective of the workshops was to contribute to the construction of the personal identity, empowerment and life project of these young people through business entrepreneurship practices aimed at creating their own brand. In this respect, they were taught how to invest in their potential to defend their rights towards a more equitable and prosperous future.

## TALLERES DE EMPRENDIMIENTO DEPORTIVO

LUNES 20/09 - 7:00 PM

 Tema: ¿Por qué es una buena idea emprender en el deporte femenino?

 Marca invitada: 

MARTES 21/09 - 7:00 PM

 Tema: Herramientas para diseñar tu modelo de negocio

MIÉRCOLES 22/09 - 7:00 PM

 Tema: Emprendimientos enfocados en el deporte femenino

 Marca invitada: 

PONENTE: JOSE EDUARDO MACO

- Profesional con más de 10 años de experiencia en marketing deportivo
- Coordinador de la carrera de Administración y Negocios del Deporte de la UPC

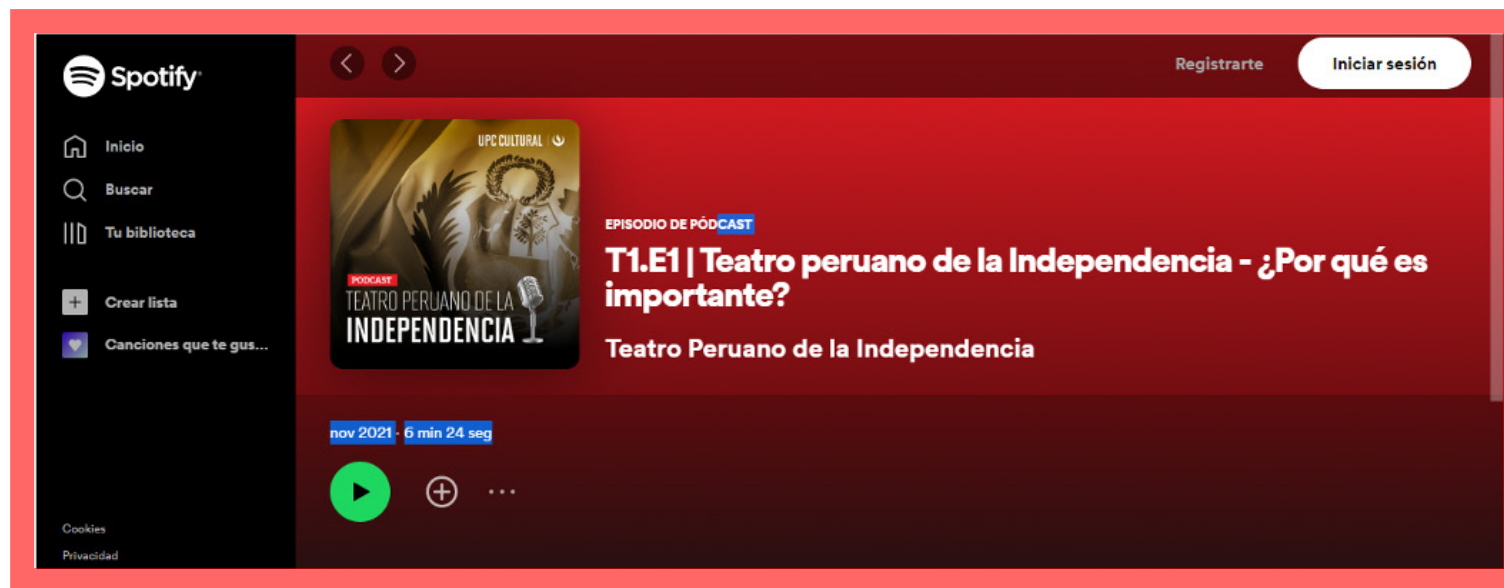


# Podcast: “Peruvian Theater of Independence”



UPC's Student Life Department launched the “Peruvian Theater of Independence” podcast launched on Spotify on November 11, 2021. It was a podcast based on the Doctoral Thesis of Miguel Ángel Vallejo Sameshima, the same author who adapted the text to, accompanied by Sandra Munte, present iconic moments in the permanent evolution of Peruvian theater and how it has represented different visions of Peru.

This activity aimed to promote art, culture and national heritage.



# UPC's Image Wiiiik: Inspire, Innovate, Imagine

## Discussion Panel: Does Technology Humanize or Dehumanize Relationships in Organizations?



UPC's Communication and Corporate Image Program organized the discussion panel: "Does Technology Humanize or Dehumanize Relationships in Organizations?" In this panel, scenarios that organizations in Latin America have faced and the strategies that have had a positive impact on strengthening relationships between leaders and employees were discussed; which was led by experts in internal communication, climate, culture and technology. The event was held virtually on May 17, 2021.

The purpose of the discussion panel was to demonstrate how technology affects relationships within an organization, based on different experiences of companies around Latin America. Additionally, it was organized in coordination with the Peruvian Association of Internal Communication (APECI) and Vixonic (company in charge of providing hardware and software solutions).



# UPC's Image Wiiiik: Inspire, Innovate, Imagine Lecture: Communicational Management of Emotions in Electoral Campaigns



The Communication and Corporate Image Program organized the lecture “Communicational Management of Emotions in Electoral Campaigns,” held virtually on May 17, 2021, in order to demonstrate that an electoral campaign is not just an intensive use of different tools and means of communication. To approach success, communication strategies must take into consideration the emotional state of the audiences involved.

The following topics were addressed: research as a starting point, importance of the strategy of campaign debates and the connection between the feelings and needs of the campaigns and those of the voter, among others.

**Gestión comunicacional de las emociones en campañas electorales**

**Martha Hernández**  
Directora académica  
ACEIPOL

**Miguel Antezana**  
Profesor de la Carrera de Comunicación e Imagen Empresarial  
UPC

**Enrique Tinoco**  
Responsable de la Maestría en Comunicación Social y Política  
Universidad La Salle Oaxaca

**FECHA:**  
Lunes 17 de mayo

**HORA:**  
4:00 p.m.

Vía **zoom**

**IMAGEN Wiiiik**  
inspira innova imagen

**CARRERA DE COMUNICACIÓN E IMAGEN EMPRESARIAL**

# UPC's Image Wiiiik: Inspire, Innovate, Imagine Lecture: "Strategic Communication Trends for the Next Five Years"



UPC's Communication and Corporate Image Program organized the lecture "Strategic Communication Trends for the Next Five Years," held on May 19, 2021. Research on the Latin American Communication Monitor - LCM was presented at the event to contribute to academic and professional development in strategic communication and public relations, evaluating current trends and changes.

The results were shared, explaining the operation of the research team, the definition of certain topics, the preparation of reports, dissemination for professionals and articulation with professional entities. It is worth mentioning that the event had a Peruvian sign language interpreter and was held virtually.



**Tendencias sobre Comunicación  
Estratégica para el siguiente  
quinquenio**

 **Andréia Silveira Athaydes**  
Coordinadora  
Latin American Communication  
Monitor (LCM)

**FECHA:**  Miércoles 19  
de mayo

**HORA:**  4:00 p.m.

Vía **zoom**

**IMAGEN Wiiiik** inspira  
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CARRERA DE COMUNICACIÓN E IMAGEN EMPRESARIAL

# UPC's Image Wiiiik: Inspire, Innovate, Imagine Lecture: "Winning on Purpose through Sustainable Agriculture"



UPC's Communication and Corporate Image Program organized the lecture "Winning on Purpose through Sustainable Agriculture," held on May 20, 2021. The event showed the connection between PepsiCo's mission, vision, values and organizational culture; and the actions of the sustainability and corporate citizenship agenda, covering issues related to agriculture in our country; support and work with farmers; business challenges and the commitment to encourage the social and economic development of the country.

During the presentation, the business model, its operation, the importance of caring for water and its strategies were addressed, as well as the reason why PepsiCo considers itself an agribusiness company and its future commitment to agriculture with the "Positive Agriculture" program in conjunction with its farming partners. The event was held virtually and with a Peruvian sign language interpreter.



**Ganando con propósito  
a través de la agricultura  
sostenible**

**Mirko Astudillo**  
Gerente General  
PepsiCo Alimentos Perú

**FECHA:** Jueves 20 de mayo  
**HORA:** 4:00 p.m.  
Vía **zoom**

**IMAGEN Wiiiik**  
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CARRERA DE COMUNICACIÓN E IMAGEN EMPRESARIAL

# UPC's Image Wiiiik: Inspire, Innovate, Imagine Lecture: "The Pandemic: An Opportunity for the Future of Events"



UPC's Communication and Corporate Image Program organized the lecture "The Pandemic: An Opportunity for the Future of Events," held on May 21, 2021. The event had the purpose of demonstrating the current importance of thinking outside the box and proposing different solutions to generate a WOW effect with virtuality.

The differences in the actions that were carried out before and during the pandemic were also addressed, and it was analyzed whether the world is prepared to set the trends that should be followed for future events. The lecture was conducted virtually and with a Peruvian sign language interpreter.



**La pandemia:  
una oportunidad para el  
futuro de los eventos**

 **Jorge De Blas**  
Director Grado en Comunicación Corporativa,  
Protocolo y Organización de Eventos  
Universidad de Nebrija

**FECHA:**  Viernes 21 de mayo

**HORA:**  1:00 p.m.

Vía **zoom**

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CARRERA DE COMUNICACIÓN E IMAGEN EMPRESARIAL

# UPC's Image Wiiiik: Inspire, Innovate, Imagine Lecture: "Corporate Communication in Daily Life"



UPC's Communication and Corporate Image Program organized the lecture "Corporate Communication in Daily Life," held on May 24, 2021. The event portrayed the best way to conduct personal communication efficiently, favoring personal branding.

The lecturer provided the key tools for individuals to enhance their personal brand as if they were a company, through personal growth and constant learning, breaking paradigms and developing assertive communication. The lecture was conducted virtually and with a Peruvian sign language interpreter.



**La comunicación corporativa en la vida diaria**

 **Hugo Ernesto López**  
El Comunicólogo de Tik Tok

**FECHA:**  
Lunes 24 de mayo

**HORA:**  
4:00 p.m.

Vía **zoom**

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CARRERA DE COMUNICACIÓN E IMAGEN EMPRESARIAL

# UPC's Image Wiiiik: Inspire, Innovate, Imagine Lecture: "Collagen for Organizations: Employability of Young Talent"



UPC's Communication and Corporate Image Program organized the lecture "Collagen for Organizations: Employability of Young Talent," held on May 25, 2021. This talk was aimed at addressing issues such as the value of interns in organizations and employability: What are the challenges that the pandemic brings for new communication strategists? What was the profile of communicators like before the pandemic and what should it be like now? What are the required capabilities and what do organizations expect from us?

The lecturers provided important information on youth employability and the management of the personal brand, the management of social and personal networks, among other topics. The lecture was conducted virtually.

**Colágeno para las organizaciones: la empleabilidad de los jóvenes talentos**

**Gabriela Denegri**  
CEO de Brandtech Perú, emprendedora y especialista en reputación y marca digital

**Mirella Santa Cruz**  
Jefa corporativa de gestión de personas y responsabilidad social de RH Chile

**Jorge Alvarado**  
Director Consultor Outplacement Coaching / MBA / Director / CEO

**FECHA:** Martes 25 de mayo

**HORA:** 4:00 p.m.

Via **zoom**

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**CARRERA DE COMUNICACIÓN E IMAGEN EMPRESARIA**

# UPC's Image Wiiiik: Inspire, Innovate, Imagine Discussion Panel for Integration: Getting to Know the Perspective of the Communities



UPC's Communication and Corporate Image Program organized the "Discussion Panel for Integration: Getting to Know the Perspective of the Communities," held on May 27, 2021. In this event, some community leaders shared their perspective and attendees learned first-hand the feelings and logic of their actions in the face of what affects their environment.

It is important to mention that two leaders of peasant communities in Peru participated and commented on the problems of their territories, their expectations about future business projects, the internal communication processes in their respective communities and how communication with the State is, etc. The lecture was conducted virtually and with a Peruvian sign language interpreter.

The poster features a circular collage of three individuals: a man in a suit and blue sash, a woman in a traditional hat, and a man in a plaid shirt. The event title is prominently displayed in bold black text. Below it, the names and titles of the speakers are listed. The date and time are provided with icons, and the Zoom link is indicated. The 'IMAGEN Wiiiik' logo is at the bottom, along with the program name.

**Conversatorio para la integración:  
Conociendo la mirada de  
las comunidades**

**Segundo Mendoza**  
Presidente  
Federación Provincial de  
Rondas, Cajamarca

**Amalia Villanueva**  
Presidenta  
Rondas Femeninas,  
Cajamarca

**Iván Martínez Zazueta**  
Maestro en Geografía por la  
Universidad Nacional Autónoma  
de México (UNAM)

**FECHA:**  
Jueves 27  
de mayo

**HORA:**  
2:00 p.m.

Vía **zoom**

**IMAGEN Wiiiik**  
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**CARRERA DE COMUNICACIÓN E IMAGEN EMPRESARIAL**

# UPC's Image Wiiiik: Inspire, Innovate, Imagine Lecture: "Mental Health: How to Manage it in Organizations?"



UPC's Communication and Corporate Image Program organized the lecture: "Mental Health: How to Manage it in Organizations?," held on May 28, 2021. The event addressed the strategies that Scotiabank and UPC applied within their company during the pandemic.

The importance of providing security and reinforcing the mental health of employees of both companies was explained. Some of Scotiabank's strategies were to make buses and wellness activities available to employees to contribute to their mental health, support communication at all levels about the pandemic process, and receive psychological care through a call center. Likewise, the importance of supporting employees in their mourning process at Universidad Peruana de Ciencias Aplicadas was also shared. The lecture was conducted virtually.

**SEMANA 2**  
DEL 24 AL 28 DE MAYO

**24 MAY** La comunicación corporativa en la vida diaria  
LUNES - 4:00 PM  
Hugo Ernesto López  
El Comunicólogo de Tik Tok

**25 MAY** Colágeno para las organizaciones: La empleabilidad de los jóvenes talentos  
MARTES - 4:00 PM  
Alumnos del curso Producción de eventos

**26 MAY** ¿Cómo protegemos tu mundo e impulsamos tu bienestar?: Caso Seguros  
MIÉRCOLES - 4:00 PM  
Patricia Cortez  
Subgerente de Comunicación Externa  
Rimac Seguros

**27 MAY** Conversatorio para la integración: Conociendo la mirada de las comunidades  
JUEVES - 2:00 PM  
Segundo Mendoza  
Presidente de la Federación Provincial de Rondas en Cajamarca  
Amalia Villanueva  
Presidenta de las Rondas Femeninas en Cajamarca

**27 MAY** El impacto de las nuevas tecnologías en tiempos de Elecciones Presidenciales  
JUEVES - 4:00 PM  
Elaine Ford  
Directora fundadora D&D Internacional - Democracia Digital  
Dr. Manuel Santillán  
Experto en Comunicación Digital

**28 MAY** Salud mental: ¿Cómo gestionarla en las organizaciones?  
VIERNES - 1:00 PM  
Alumnos del curso Producción de eventos

**Wiiiik** Inspira innova imagina

CARRERA DE COMUNICACIÓN E IMAGEN EMPRESARIAL

# UPC's Image Wiiiik: Inspire, Innovate, Imagine

## Lecture: "Reputation and Future: How to Prepare for the Future by Managing the Present"



UPC's Communication and Corporate Image Program organized the lecture: "Reputation and Future: How to Prepare for the Future by Managing the Present," held on October 18, 2021. The event featured Dr. Alloza, who presented a road-map for the creation of differentiation, reputation, trust and social legitimacy for organizations today, and which is contained in the "Global PR and Communication Model," made in collaboration with the Global Alliance and Corporate Excellence - Center for Reputation Leadership.

This model was built with the collaborative and participatory effort of a network of 1,400 professionals from 46 countries in 5 different regions and is the result of global consensus on the present and future of the role and value of managing key intangibles such as reputation, brand and communication. The lecture was conducted virtually and with a Peruvian sign language interpreter.

The poster is framed in red and features a circular portrait of Dr. Ángel Alloza on the left. On the right, the title "Reputación y futuro: Cómo prepararnos para el futuro gestionando el presente" is displayed in bold black text, with a small black flame logo above it. Below the title, a Spanish flag icon is followed by "Ángel Alloza" and "CEO Corporate Excellence". The event details "FECHA: Lunes 18 de octubre" and "HORA: 1:00 p.m." are shown with a calendar and clock icon respectively, followed by "Vía zoom". At the bottom, the "Wiiiik" logo is prominently displayed in yellow and blue, with the tagline "inspira innova imagen" to its right. The footer reads "CARRERA DE COMUNICACIÓN E IMAGEN EMPRESARIAL".

**Reputación y futuro:  
Cómo prepararnos para  
el futuro gestionando  
el presente**

**Ángel Alloza**  
CEO  
Corporate Excellence

**FECHA:**  
Lunes 18  
de octubre

**HORA:**  
1:00 p.m.

Vía **zoom**

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CARRERA DE COMUNICACIÓN E IMAGEN EMPRESARIAL

# UPC's Image Wiiiik: Inspire, Innovate, Imagine Lecture: "The 6 Keys to Personal Reputation Marketing"



UPC's Communication and Corporate Image Program organized the lecture "The 6 Keys to Personal Reputation Marketing," held on October 19, 2021. The lecturer talked about the challenges and opportunities of an increasingly competitive world, where the Internet is the opportunity, the talent, the argument.

Tools were provided to enhance the personal brand, which has an impact on employability. To this end, the successful experience of the company Café Taipá in managing business reputation was shared and it is applicable at the professional level, through platforms such as LinkedIn, Google, etc. The lecture was conducted virtually and with a sign language interpreter.

The poster features a circular portrait of Milton Vela, a man with glasses and a blue blazer, on the left. The background is white with a red border. At the top right is the UPC logo. The title 'Las 6 claves del marketing de la reputación personal' is in bold black text. Below it, the speaker's name 'Milton Vela' and title 'Director General CAFÉ TAIPIÁ' are listed. The date and time are specified as 'FECHA: Martes 19 de octubre' and 'HORA: 4:00 p.m.'. The platform 'Vía zoom' is mentioned. At the bottom, the 'IMAGEN Wiiiik' logo is displayed with the tagline 'inspira innova imagen'.

**Las 6 claves del marketing de la reputación personal**

**Milton Vela**  
Director General  
CAFÉ TAIPIÁ

**FECHA:**  
Martes 19 de octubre

**HORA:**  
4:00 p.m.

Vía **zoom**

**IMAGEN Wiiiik** inspira innova imagen

# Live Marketing Webinar Conference: “Consumer Trends”



The Communication and Marketing Program organized the conference “Consumer Trends,” held on May 20, 2021. The conference addressed the importance of having the techniques to excite and connect with the public in order to raise their interest.

**WEBINAR**  
**MARKETING** *live*  
Carrera de Comunicación  
y Marketing

**Las tendencias  
del consumidor 2021**

**JON PÉREZ URBELZ**  
DIRECTOR DEL ÁREA  
TALENT ENGAGEMENT  
DE LLORENTE & CUENCA

JUEVES  
**20 DE MAYO**  
7:00 P.M.

Conexión por ZOOM.  
Envío de link posterior a la inscripción.

# PADI - Faculty



The Diversity and Inclusion Program (PADI) was focused on accompanying faculty members in the teaching-learning process of students with a particular condition. Additionally, personalized advice was offered, as well as meetings where faculty members shared experiences in and strategies for working with students. Likewise, they worked hand in hand with the Psychopedagogical Orientation area to meet the needs of students and faculty members. These advisory sessions were held individually and in groups.

In addition, at the beginning of each academic term, a notice was sent to the entire faculty with the disability handbook and policy: How to Teach in an Inclusive Classroom?, which describes how UPC works on the issue of disability and inclusion and, in addition, provides information on the procedure for reporting an incident.

The handbook was created in 2021 in order to raise awareness among faculty members to incorporate inclusion and diversity strategies in their classes.



# Training Session for Teachers of Schools in Metropolitan Lima

This virtual training session was conducted by UPC's Department of Humanities at the Monterrico campus, and was intended for teachers of Public Schools in Metropolitan Lima. It was held between January 18 and February 4, 2021, with a duration of 130 hours, which were distributed in 65 face-to-face pedagogical hours and 65 virtual hours.

This project was carried out for the third consecutive year free of charge, and sought to enhance the skills of teachers. In this new edition, three workshops were given on the use of writing in project-oriented learning, pedagogy and functionality of argumentation in the classroom, and the development of qualitative research with the content analysis technique.

The focus of this project was the contribution to the professional development of participating teachers in order to positively impact the education of their students. In other words, the project was aimed at reaching students and significantly improve their written communication through their teachers.

