



Building with BRICS:

Towards furthering Emory-Brazil Collaborations



Acronyms

ARJSCF	Atlanta-Rio de Janeiro Sister Cities Foundation
BRICS	Brazil, Russia, China, India, South Africa
CAPES	Coordenação de Aperfeiçoamento de Pessoal de Nível Superior (Brazilian Office of Improvement of Higher Education)
FIOCRUZ	Fundação Oswaldo Cruz (Oswaldo Cruz Foundation)
IAPP	International Academic Partnership Program
IIE	Institute of international Education
MOU	Memorandum of Understanding
PUC	Pontifícia Universidade Católica (Pontifical Catholic University)
PUC	Pontifícia Universidade Católica do Rio de Janeiro (Pontifical Catholic University of Rio de Janeiro)
UERJ	Universitário Estadual de Rio de Janeiro (State University of Rio de Janeiro)
UnB	Universidade de Brasília (University of Brasilia)
UNESP	Universitário Estadual de São Paulo (State University of Sao Paulo)
UNIC	United Nations Information Center
UnICEUB	Centro Universitário de Brasília (Central University of Brasilia)
USP	Universidade de São Paulo (University of Sao Paulo)

Executive Summary

Following an investigative trip to Brazil in August 2011 a series of recommendations regarding furthering Emory Brazil relations have been developed. These recommendations are based upon themes that emerged as a result of in country meetings on this trip. These themes include:

1. Expansion of existing academic partnerships with select Brazilian universities;
2. Strategies for increasing interest in studying and working in Brazil among Emory faculty and students in particular with regards to language acquisition; and
3. The need for a deliberate and intentional strategy for Emory policy, programs and research related to Brazil including capturing information about existing collaborations and exploring further possibilities.

In brief the recommendations are to:

- Consider the development of an MOU with the University of Sao Paulo (USP) for the purposes of allowing graduate exchange in English language based instruction currently under development there;
- Purchase an Emory University license and/or consider an MOU related to use of the USP online Portuguese language program;
- Engage in conversation with the Catholic Pontifical University of Rio de Janeiro (PUC-Rio) regarding alternate models of study abroad and student exchange.
- Consider the development of a conference or symposium in collaboration with PUC-Rio on the topic of Olympic cities (past and future).
- Consider the development of a conference or symposium in collaboration with PUC-Rio on the topic of the development of graduate studies in health.
- Increase Portuguese language instruction on the Emory campus;
- Pursue alternate models for Portuguese language acquisition among faculty and students via distance learning and/or onsite in Brazil;
- Including increasing the number and type of courses which include substantive information about Brazil across the disciplines;
- Convene a Brazil Working Group consisting of Emory faculty, staff, and student representatives with active interests in Brazil;
- Participate in the Institute of International Education's International Academic Partnership Program focusing on Brazil between Nov 2011 and Oct 2012.

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The BRICS States and Brazil

The original motive for formulation of the BRIC concept by Jim O’Neill in a 2001 paper entitled "Building Better Global Economic BRICs" was that the BRIC countries (Brazil, Russia, India and China) all shared common characteristics: large populations, large land masses, and thus potential for rapid growth.¹ A later Goldman Sachs report weighed in, arguing that by 2050 the combined BRIC economies could eclipse the combined economies of the current richest countries of the world. (Currently they account for more than a quarter of the world’s land area and more than 40% of the world's population).²⁻³ The BRIC acronym calls to mind construction and growth and has taken on a life of its own; the BRIC countries, or the BRICS with South Africa tacked on, are now holding regular conferences and attempting to form joint policy.⁴

This report focuses on one of the “golden” BRICS, namely Brazil with an eye towards furthering relations between Emory University and select Brazilian academic, governmental and civil institutions given the inherent possibilities for growth present within BRICS States.

Current Emory Memoranda of Understanding

Currently Emory University maintains three Memoranda of Understanding (MOUs) with Brazilian academic Institutions (See Table 1 below). These MOUs exist within three separate units of the university (namely the Candler School of Theology, Emory College and the School of Medicine).⁵ An additional MOU was more recently signed between Emory University and Faculdade de Saúde e Ecologia Humana Vespasiano.⁶ The purposes of these MOUs are principally for student and faculty exchange and research. The existing MOU between Emory and the Pontifical Catholic University (PUC) of Rio de Janeiro also includes the possibility study abroad.

¹ O’Neill, Jim, “Building Better Global Economic BRICs” Global Economics Paper No 66. 2001. Available: <http://www2.goldmansachs.com/our-thinking/brics/brics-reports-pdfs/build-better-brics.pdf>

² Wilson, Dominic and Purushothaman, Roopa, “Dreaming with BRICs: The Path to 2050” Global Economics Paper No.99 2003 Available: <http://www2.goldmansachs.com/our-thinking/brics/brics-reports-pdfs/brics-dream.pdf>

³ “Another BRIC in the wall: The perils of overestimating emerging markets” The Economist. April 21, 2008. Available: http://www.economist.com/node/11075147?story_id=11075147

⁴ “BRICS in search of a foundation” The Economist. April 16, 2011 Available: http://www.economist.com/blogs/banyan/2011/04/emerging_economic_powers

⁵ Emory University, International Partnerships Database. Available: <http://international.emory.edu/about/mou/search.php>

⁶ This MOU is not currently listed in the Emory University International Partnerships Database but was signed by Emory University Provost Earl Lewis on June 23, 2011 and is available in PDF form from the author.

Table 1. Emory University Memoranda of Understanding with Brazilian Academic Institutions

Partner	Emory School	Partner Type
Methodist University of Sao Paulo	Candler School of Theology	Faculty Exchange
	Candler School of Theology	Grad/Undergrad Exchange
	Candler School of Theology	Research
Pontifical Catholic University of Rio de Janeiro	Emory College	Grad/Undergrad Exchange
	Emory College	Study Abroad
Universidade Federal Da Bahia	School of Medicine	Faculty Exchange
	School of Medicine	Other
	School of Medicine	Research
Faculdade de Saúde e Ecologia Humana Vespasiano (Minas Gerais)	Rollins School of Public Health	Faculty Exchange
	Rollins School of Public Health	Grad/Undergrad Exchange
	Rollins School of Public Health	Research
	Rollins School of Public Health	Other

The partnerships listed above do not account for informal relationships and research between Emory Faculty and their Brazilian counterparts, the number of which is unknown at this time. However, recommendations for capturing and capitalizing upon such relationships will be discussed in the recommendations section of this report.

Methods

Between August 9-27, 2011 Assistant Research Professor Dabney Evans visited the Brazilian cities of Brasilia, Sao Paulo and Rio de Janeiro. The purpose of the trip was to:

- Visit the international affairs offices of six major universities in the cities of Brasília, Rio de Janeiro and São Paulo in order to identify potential points of collaboration;
- Raise the public profile of Emory University and in particular the Rollins School of Public Health and the Institute of Human Rights among various governmental and civil society institutions;
- Disseminate at seven events Emory University publicity and admissions materials; and
- Disseminate the *Sergio* curriculum among public health, legal, and human rights students and professionals.⁷

The objectives of the trip were successfully completed as follows:

- Visits to six Brazilian universities were completed as planned;
- Additionally, meetings were also taken with various civil society and governmental institutions including: the Brazilian Ministries of Education and Health, the Pan-American Health Association (OPAS), the Oswaldo Cruz Foundation (FIOCRUZ), the Atlanta-Rio Sister Cities Foundation (ARJSCF), the Brazilian UN Peacekeeper Training facility (CCOPAB), the United Nations Information Center (UNIC) and an extended interview on the University of Brasilia television network.
- Emory University publicity and admissions materials were distributed at each of the above mentioned meetings and including at four screenings of the documentary film *Sergio* to which Dr. Evans contributed an educational curriculum at which in total over 500 people were present.

University Visits

The six universities visited on the trip were:

- Centro Universitário de Brasília (Central University of Brasilia)(UniCEUB)

⁷ *Sergio*, a documentary film directed by Greg Barker documents the life and tragic death of Brazilian born diplomat and former United Nations High Commissioner for Human Rights Sergio Vieira de Mello who was killed in the bombing of UN Headquarters in Iraq in 2003. Based on the book by Pulitzer Prize winning author Samantha Power and produced by HBO Films the film has won acclaim. By the request of the filmmaker Dabney Evans, PhD, MPH has developed a teaching curriculum aimed at public health students and professionals which uses the film *Sergio* as its basis.

- Pontifícia Universidade Católica do Rio de Janeiro (Pontifical Catholic University of Rio de Janeiro (PUC-Rio)
- Universidade de Brasília (University of Brasilia)(UnB)
- Universidade de São Paulo (University of Sao Paulo)(USP)
- Universitário Estadual de Rio de Janeiro (State University of Rio de Janeiro) (UERJ)
- Universitário Estadual de São Paulo (State University of Sao Paulo) (UNESP).

Meeting with each of these universities proved to be a worthwhile venture.⁸ Following the trip two potential academic partners are suggested for further collaboration:

- University of Sao Paulo (**USP**) which shares an equivalent ranking with Emory University on the Shanghai Rankings;⁹ and
- Pontifical Catholic University of Rio de Janeiro (**PUC-Rio**) which already maintains a memorandum of understanding with Emory University for the purposes of study abroad and student exchange.

USP is a public university of the Brazilian state of Sao Paulo. Founded in 1933 USP was Sao Paulo's first university and it is currently the largest Brazilian university as well as one the country's most prestigious.¹⁰ According to reports by the Ministry of Science and Technology, more than 25% of the articles published by Brazilian researchers in high quality conferences and journals are produced at the University of Sao Paulo.¹¹ USP ranks 102-150 on the 2001 Academic Ranking of World Universities (Shanghai Rankings) which incidentally is the same ranking that Emory University currently holds.¹² USP currently has international exchange programs with 35 universities worldwide including 5 US based universities.

The following bullet points describe potential points of interest and collaboration for USP and Emory:

- In September 2011 USP will launch an **online Portuguese language program** with up to three levels of instruction. Licenses will be available for individuals and/or institutional purchase. Language instruction for both faculty and students prior to conducting research and/or exchange in Brazil is crucial and the ability to participate in online training in advance of time in country is invaluable.

⁸ It is worth noting that all of the Brazilian institutions mentioned in this report were familiar with the MOU concept and in fact all maintain MOUs with American academic institutions. The UniCEUB even went so far as to share a copy of an existing MOU which is on file with the author.

⁹ Academic Ranking of World Universities, 2011. Available: <http://www.shanghairanking.com/ARWU2011.html>

¹⁰ The World University Rankings, Times Higher Education. Available: <http://www.timeshighereducation.co.uk/world-university-rankings/2010-2011/south-america.html>

¹¹ "Public institutions concentrate on scientific research" National Association for research and development in Innovation. Available: <http://www.anpei.org.br/imprensa/noticias/instituicoes-publicas-concentram-as-pesquisas-cientificas/>

¹² Academic Ranking of World Universities, 2011. Available: <http://www.shanghairanking.com/ARWU2011.html>

- Additionally, USP is planning to begin offering **select graduate level program in English** which would allow for graduate level exchange in select disciplines.

PUC-Rio was selected for further inclusion due to the existing MOU between Emory and PUC-Rio as well as the existence of the Atlanta Rio Sister Cities Foundation and the common bond shared by Atlanta and Rio de Janeiro as Olympic host cities.

PUC-Rio is a private and non-profit Catholic university, located in Rio de Janeiro. The Brazilian Ministry of Education (MEC) ranked PUC-Rio as the best private university in the country in 2009.¹³ In 2010, PUC-Rio ranked second amongst all universities in the country (behind only the University of São Paulo) in the triennial research assessment exercise conducted by Brazilian Ministry of Education. PUC-Rio is consistently recognized as one of the top universities in Brazil. In 2009, it outperformed all other private Brazilian universities in ENADE, an important benchmarking exercise of the Brazilian Ministry of Education.¹⁴ One can fully appreciate the scale of this in noting that in 2009, Brazil had over 2,000 higher education institutions.¹⁵

The following bullet points describe potential points of interest and collaboration for PUC-Rio and Emory:

- As a private university PUC-Rio charges tuition to its students which allows for greater flexibility in student exchange. Currently PUC-Rio receives approximately 3 times as many exchange students as it sends to foreign universities. The university has indicated an interest in **alternate models for exchange** (rather than the traditional 1 to 1) given its revenue generation from tuition and newly available funds from the Brazilian Ministry of Education.
- PUC-Rio offers outstanding support for international students. PUC-Rio offers **5 levels of Portuguese language instruction** on site, more than any other university in Brazil, a resource which is highly desirable for Emory students.
- In addition to the existing MOU between Emory and PUC-Rio for study abroad and student exchange PUC-Rio also has the capacity to host faculty exchanges, researchers for conferences and symposia, and customized faculty led-study abroad programs. Given the shared bond as Olympic Cities PUC-Rio has indicated interest in developing hosting a **symposium with Emory scholars on the topic of Olympic Planning**.
- PUC-Rio is currently constructing a **new school of biology and medicine** to be launched in phases between 2012-2015. The school will host 36 specializations and PUC-Rio is keen to collaborate with

¹³ "PUC-Rio is the best private university in the county" Available: <http://puc-riodigital.com.puc-rio.br/cgi/cgilua.exe/sys/start.htm?inoid=4865&sid=56>

¹⁴ "The state of Rio receives the highest marks on ENADE" Available: <http://oglobo.globo.com/educacao/mat/2009/09/04/estado-do-rio-tem-maior-indice-de-notas-maximas-no-enade-767469129.asp>

¹⁵ "Synopsis of statistics in graduate level education" Available: <http://portal.inep.gov.br/superior-censosuperior-sinopse>

Emory on the development of this new program given Emory's existing expertise in the health sciences. This proposition provides an opportunity for substantive collaboration.

Recommendations for Academic Partnerships

Historically the greatest challenges for partnerships efforts between Emory University and Brazilian institutions have been financial. As Brazil's economy has increased the Brazilian government has pledged large sums for the purposes of supporting higher education.¹⁶ Such promises should assuage the concerns of American partners considerably and provide support for the exploration of new possibilities for Emory-Brazil relations. Specific recommendations for action based on these facts follow.

- **Consider the development of an MOU with USP** for the purposes of allowing graduate exchange in English language based instruction currently under development there. Additionally, consider an MOU related to the use of the USP online Portuguese language program (alternately see recommendation below);
- **Purchase university license for participation in USP's online Portuguese language program.** Make this program available to Emory faculty, and students whose use of the program could be tracked via an Emory based registration system for use of the license. This registration system could be used to gauge interest in Portuguese language training for the purposes of further developing Portuguese language instruction at Emory.
- **Engage in conversation with PUC-Rio regarding alternate models of study abroad** and exchange given PUC-Rio's tuition revenue and newly available funds from the Brazilian Ministry of Education.
- **Consider the development of a conference or symposium in collaboration with PUC-Rio on the topic of Olympic cities** (past and future). The Atlanta Rio Sister Cities Foundation may also be a potential partner for this type of event.
- **Consider the development of a conference or symposium in collaboration with PUC-Rio on the topic of the development of graduate studies in health** given Emory's existing expertise in the health sciences and PUC-Rio's plans for a new graduate degree in this field.

Recommendations for work on campus and beyond

“O que você faria se não tivesse medo?” What would you do if you had no fear?

~Grafitti in Rio de Janeiro

International partnerships inherently and rather ironically suggest that the work to be done will take place far away one or the other participating institution. Rather the opposite is true. In order for international collaborations to work effectively each partner institution must deliberately undertake

¹⁶ The Chronicle of Higher Education, “Brazil reaches out” Available: <http://chronicle.com/blogs/worldwise/brazil-reaches-out/28436>

efforts at home. The following section outlines some suggestions for efforts that Emory University may choose to undertake in order to support potential Emory –Brazil collaborations.

Work begins at home: On campus efforts

A major challenge facing Emory University is that of language preparation for faculty and students interested in pursuing study and research in Brazil. Despite the existence of a Department of Spanish and Portuguese at Emory there is no tenure track faculty member dedicated to Portuguese language instruction. As such Emory it is recommended to:

- Increase Portuguese language instruction on campus;
- Pursue alternate models for Portuguese language acquisition among faculty and students via distance learning and/or onsite in Brazil; and
- Increase the number and type of courses which include substantive information about Brazil across the disciplines in order to stimulate the interests of Emory faculty and students in this area.

Aside from increasing support for language acquisition a more broad and deliberate strategy for furthering Emory Brazil relations is called for and as such it is recommended that Emory **convene a Brazil Working Group consisting of Emory faculty, staff, and student representatives with active interests in Brazil**. The initial objective of the working group would be to gather information about current projects related to Brazil and to devise a draft Emory policy along with a strategic plan for efforts related to Brazil. Initial members of the working group may include:

- Melissa Creary (ILA PhD candidate doing research on sickle cell anemia in Brazil)
- Wesley de Souza (Associate Professor, Candler School of Theology)
- Dabney Evans (Assistant Professor, Rollins School of Public Health)
- Jeff Lesser (Professor, Department of History)
- Juan Leon (Assistant Professor, Rollins School of Public Health)
- Tom Rogers (Assistant Professor, Department of History)
- Ana Santos (Lecturer, Department of Spanish and Portuguese)
- Dana Tottenham (Associate Director, Center for International Programs Abroad)
- Lisa Tedesco (Dean, Graduate School of Arts and Sciences)

After inviting those listed above to participate in an initial meeting participants would be asked to provide the names of other Emory faculty staff and students involving ongoing work within Brazil who would then also be invited to participate in working groups meetings. This snowball data collection would continue until the point of saturation.

Beyond the Emory Campus

After the development of an Emory based strategic plan with regards to Brazil the Emory working group may further be charged with opening its meetings to Atlanta based organizations with strategic interest in Brazil. Such external members may include either individuals and/or institutional representatives such as:

- Dinorah Calles (Former FIOCRUZ employee currently working at CDC in Atlanta)
- Erich Coleman (Atlanta Portuguese Meetup)
- Luciana Flannery (former FIOCRUZ employee currently residing in Atlanta)
- Franklin McGruder (President, Atlanta Rio Sister Cities Committee)
- Aldanio Senna Ganem (Consul General, Brazilian Consulate in Atlanta)

Following participation of external participants in working group meetings Emory University may choose to collaborate on strategic and/or programmatic events with Atlanta based partners such as those identified above who share similarly aligned interests.

Opportunely the Institute of international Education (IIE) is offering an International Academic Partnership Program (IAPP) focusing on Brazil taking place between November 2011 and October 2012. The objective of the IAPP to form an on-campus task force of faculty and administrators that will work on prospective partnerships mirrors the earlier recommendation of this report to form an on campus working group focusing on Brazil. Participation in the IAPP also provides the opportunity to participate in IAPP webinars, to share best practices and to participate in a study tour in Brazil in Spring 2012.

Therefore it recommended that Emory University complete the application for participation in the IIE IAPP focusing on Brazil. Applications are due Oct 1.

Conclusions

The Brazilian context is ripe for exploration due to the booming Brazilian economy and world focus on Brazil for the upcoming 2014 World Cup and 2016 Olympics. Emory already shares MOUs with several Brazilian academic institutions including PUC-RIO and based on recent conversation an additional MOU with USP may be useful. Aside from furthering study abroad and students exchange with Brazilian academic partners Emory may choose to deliberately encourage faculty and student interests in Brazil by engaging in activities to support Portuguese language acquisition via partnerships with Brazilian academic institutions and through further support for existing academic programs, namely Portuguese language and Brazil based substantive course work, on campus.

Before pursuing other activities related to Brazil a strong need exists to capture data and capitalize upon existing informal collaborations between Emory faculty and students and their Brazilian networks. As such the establishment of an Emory based Brazil Working Group has been recommended for the purposes of developing a deliberate and intentional strategy for Emory policy, programs and research related to Brazil. It is further recommended that Emory participate in the timely IIE IAPP offering on Brazil taking place during the 2011-2012 academic year.