

EMPOWERING KNOWLEDGE

INAUGURAL EVENT

CBAE's Lab-DIGITAL

April 24-25, 2025
CBAE-UFRJ

Promoted and organized by:



UFRJ
UNIVERSIDADE FEDERAL
DO RIO DE JANEIRO



COLÉGIO BRASILEIRO DE
ALTOS ESTUDOS

PPGHIS



In 2025, the Laboratory of **Education and Public Policy Projects in Digital Transformation (Lab-Digital)** was created in complete alignment with the structure of the programs developed at the Brazilian College of Higher Studies. This project is configured as a space for critical thinking and transdisciplinary collaboration that can guide the Federal University of Rio de Janeiro in formulating guidelines on the ongoing digital transformation, particularly regarding the use of AI in higher education.

The Conference "**EMPOWERING KNOWLEDGE**" aims to discuss the university's capacity to deal with these challenges through conceptual discussions and the consequent elaboration of protocols. It promotes an education that not only accompanies the digital transformation but also conducts it in an inclusive, ethical, and innovative way. The focus is on an educational model that empowers teachers and students as creators of knowledge, stimulating collaboration and critical thinking.

In addition to fostering academic debate, the Conference thus reaffirms the university's commitment to democratizing knowledge and promoting scientific dissemination as an instrument of social empowerment. By making research advances accessible beyond the university walls, the initiative fulfils the objective of expanding the impact of knowledge, strengthening critical thinking and contributing to constructing a more informed and equitable society.

PROGRAM

April 24th | Afternoon

2:00 – 2:45 pm

PRESENTATION OF LAB-DIGITAL

Ana Célia Castro, Director of CBAE-UFRJ
Andrea Daher, Professor Emeritus of UFRJ
Papa Ndaye, Superintendent of International Relations of UFRJ

2:45 – 3:30 pm

Keynote Conference

HIGHER EDUCATION FOR THE FUTURE

Chie Adachi (Dean for Digital Education, Queen Mary University)

3:30 – 5:00 pm

OPENING SESSION

Roberto Medronho, Rector of UFRJ

Distinguishing guests:

Evânio Antonio de Araújo Junior, Secretário de Gestão e Avaliação de Políticas Educacionais

Ana Estela Haddad, Secretary of Information and Digital Health

Adalberto Vieyra, Professor Emeritus at Federal University of Rio de Janeiro, CENABIO Director

Register at: <https://labdigitaldocbae.org> or <https://www.powr.io/form-builder/i/39385664#page>

Av. Rui Barbosa, 762 – Flamengo/RJ – Brazil ■ In-person event with live streaming on: <https://www.youtube.com/@CBAEUFRJ>

April 25th | Morning

EDUCATION AND DIGITAL TRANSFORMATION

Education in the digital age transcends the transmission of content. In this sense, it is essential to promote digital literacy, creating spaces that empower individuals not only to use technological tools but also to understand and critically question their social, ethical, and cultural implications. Integrating AI can optimize pedagogical processes, such as personalizing learning and analyzing educational data. Still, it also requires critical reflection on the role of the teacher and the limits of the use of technology.

9:00 – 9:30 am

GENERATIVE AI AND EDUCATION

Mairéad Pratschke – Independent Researcher and Advisor. Visiting Professor at LSE Data Science Institute. Research Fellow and Advisory Board Member at AI-ALOE

9:30 – 10:00 am

CHINA'S POLICIES FOR THE DEVELOPMENT OF ARTIFICIAL INTELLIGENCE

LIANG Zheng – China Institute for Science and Technology Policy (CISTP) at Tsinghua University

10:00 – 10:30 am

DISCUSSION OF PROPOSITIONS

10:30 - 10:50 am

Coffee Break

10:50 - 11:20 am

BRAZILIAN DIGITAL GOVERNMENT. GOVERNANCE AND INNOVATION

Eduardo Salinas (SERPRO)

11:20 - 11:50 am

METACOGNITION AND ARTIFICIAL INTELLIGENCE

Ronaldo Mota (CBAE-UFRJ)

11:50 – 12:30 am

DISCUSSION OF PROPOSITIONS

| Afternoon

PUBLIC POLICY FORMULATION IN THE DIGITAL AGE

Digital transformation impacts the formulation of public policies, offering opportunities to modernize management and expand citizen participation but also imposing challenges of inclusion, ethics, and regulation. This requires strengthening digital governance, promoting policies that ensure equitable access to technologies and protecting fundamental rights. In this sense, it is necessary to rethink the use of data and ensure that digital tools encourage inclusion. In particular, in the field of biomedical sciences, AI is an accelerator of discoveries, optimizing diagnoses and personalizing treatments by expanding the possibilities of research and clinical practice.

2:00 – 2:20 pm

DIGITAL HEALTH AS OBJECT AND FIELD

Naomar de Almeida Filho (Consultant to the Ministry of Health, Federal University of Bahia)

2:20 – 2:40 pm

THE BRAZILIAN PLAN FOR ARTIFICIAL INTELLIGENCE (2024-2028) AND MISSION-DRIVEN POLICIES

Caroline Nascimento Pereira (Center for Management and Strategic Studies, MCTI)

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2:40 – 3:00 pm

ARTIFICIAL INTELLIGENCE AND PUBLIC POLICIES: CHATPP AND OTHER INITIATIVES

Paulo Jannuzzi (Director, National School of Statistics Sciences, ENCE/IBGE)

3:00-3:20 pm

Coffee Break

3:20 - 3:50 pm

STRATEGICAL ACTIONS OF THE MINISTRY OF EDUCATION, SECRETARY OF INFORMATION MANAGEMENT AND EDUCATIONAL POLICIES EVALUATION (SEGAPE)

Fernando de Barros Filgueiras (Director, Strategic Information and Innovation, Ministry of Education)

3:50 - 4:10 pm

PROJECT PRESENTATION "HEALTH IN BRAZIL 2050"

José Carvalho de Noronha (FIOCRUZ)

4:10 - 4:40 pm

DISCUSSION

4:40 - 5:30 pm

Closing Remarks

PERSPECTIVES AND FUTURE DEVELOPMENTS

Chie Adachi (Dean for Digital Education, Queen Mary University)

Mairéad Pratschke (Chair in Digital Education, University of Manchester)

Naomar de Almeida Filho (Consultant to the Ministry of Health, Federal University of Bahia)

Coordinated by Lavínia Barros de Castro (BNDES)

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