



CEPA Scope of Work



“Smart City Berlin”

Germany

June 22 - 29, 2024 (8 days)



2406EESPMConsumer

Customized for:

Dr. Vivian Lara Strehlau, Full Professor
Consumer Behavior Professional Master
ESPM, Brazil

September 14, 2023



Dear Vivian,

Thank you for your interest to in partnering with us on your study abroad program. Our mission is to deliver excellent academic and cultural experiences that are carefully planned to ensure participant safety. Likewise, we handle onsite practical matters with efficiency, enabling you and your students to focus on the activities related to your course. We appreciate the opportunity to work together with you in achieving this common goal.

CEPA's multilingual team provides you with extensive knowledge of European destinations, close connections to local communities and cultures, as well as over 25 years of experience as provider of university-level study abroad programs. Additionally, we have great partners on hand that allow us to serve multiple locations in Asia, Africa, Latin America, and Australia.

We believe the educational enrichment that international experiences, guest lectures, and intercultural exchange opportunities provide to students is far too valuable to lose during these unpredictable times. Therefore, if due to extenuating circumstances, your planned program cannot run onsite, we will be happy to work with you on a virtual or hybrid format study abroad program. You will find further information at: <https://www.cepa-foundation.org/virtual>

We have designed a unique program for you, which is customized to fit your course goals and participants' needs, and we are committed to continuing our collaboration in the development of this program until we meet your level of satisfaction.

The following proposal has been prepared for you by:



Tatiana Visnevski
Institutional Relations Brazil
tatiana@cepa-abroad.org



About CEPA

***Founded in 1997**, CEPA is a family-run, German-based company which specializes in customized university-level academic faculty-led programs, academic year, semester, and summer programs, as well as executive seminars and professional workshops.*

***Our mission** is to enable faculty leaders to provide academic courses held in destinations that complement their expertise and course content. By entrusting us to carefully plan the educational and cultural excursions as well as travel logistics, faculty leaders are free to focus on teaching and students are free to focus on learning.*



Uli Leibrecht
Executive Director
uli@cepa-abroad.org

"As the head of a talented, dedicated, and well-organized team of professionals, I am confident in our ability to deliver an unparalleled level of service and attention to personalization that simply cannot be rivaled. With over two decades of experience at your disposal, we are excited to work closely with you during each phase of the process. As partners throughout the journey, we share the same goals - to ensure an educational and safe program. Most importantly, we look forward to building a long-term and trusted relationship with you and your institution in the years to come."



Now discover what we have planned for you:

Day 1 Saturday, June 22

- Depart for Berlin, Germany



Airfare is **not** included in the program fee but can be booked separately through CEPA.

Day 2 Sunday, June 23 – – Berlin – – – –

- Arrive at Berlin Brandenburg Airport (BER)
- Transportation from the airport to your hotel at your own expense
- 6 nights in twin rooms with private bathrooms incl. breakfast at the 3-star [Aletto Hotel Kudamm](#) in Berlin
- Public transportation pass for the duration of your entire stay in Berlin
- **Orientation session** by your on-site coordinator at the hotel
- **Welcome dinner** at a restaurant in Berlin to kick off the program
(can be planned alternatively on Day 3, depending on your preference)

Day 3 Monday, June 24 Berlin

- Breakfast at the hotel
- Public transportation during the day
- Visit of the **UREF Campus**. The EUREF AG has developed the city district around the Gasometer into a real laboratory of the energy transition. Get to know the vision of the campus, the development of the area as well as current and future projects of established institutions and companies and their innovation centers. Visible technological solutions such as electric charging stations, wind turbines or electric cars will give you an insight into the topics of "networked mobility", "intelligent energy supply" and "energy-efficient construction."
- Lecture on the **"Smart City Concept Berlin"**. Berlin has developed a model for how the city can function and its people can live together in a way that is able to deal with global challenges. The city has defined certain needs and goals in six different areas of activity which are being worked on by a combination of forces from the administration, economy, research, and civil society sectors.





Day 4 Tuesday, June 25 Berlin

- Breakfast at the hotel
- Public transportation during the day
- Visit to the science and technology park **Berlin Adlershof** for a presentation and guided tour. You will get an overview of their local research institutions and current research from Adlershof as well as the close cooperation between science and business which is a fundamental feature of the site. Berlin's most important scientific, business and media location is home to renowned non-university research institutions, six Humboldt University institutes and 1,270 companies. The science city of Adlershof covers an area of 4.6 km². More than 34,000 people work and study there.
- **Guided walking tour of Berlin** at the newly renovated Potsdamer Platz with the architecturally unique Sony center, pass the Holocaust memorial by New Yorker architect Peter Eisenman, and discover the government district of Berlin.

Day 5 Wednesday, June 26 Berlin

- Breakfast at the hotel
- Public transportation during the day
- Presentation of the I-AT project by a representative of **IKEM**, Germany's leading climate policy institute, on Smart City related themes such as electromobility, recycling management and building efficiency business. The purpose of the I-AT project is to develop and test technologies for the automation of vehicles for passenger transport and logistics. Automated vehicles will be tested in "Living Labs" at Weeze Airport (parking space shuttle), in a cross-border transport corridor (Aachen-Vaals) and in the Food Valley between Ede and Wageningen.
- Visit and presentation of the **Einstein Center for Digital Future (ECDF)**, the center for digitization research in Berlin. Since its opening on April 3, 2017, scientists have been conducting research in the core area Digital infrastructures, methods and algorithms as well as in the innovation areas Digital health, Digital society, Digital industry and services. The ECDF project is based on a large public-private partnership (PPP) of more than 30 companies and organizations, all four Berlin universities, Charité – Universitätsmedizin Berlin and more than ten research institutes from Berlin's scientific community.

Day 6 Thursday, June 27 Berlin

- Breakfast at the hotel
- Public transportation during the day
- Visit to the **Agentur für Erneuerbare Energien e.V.** to learn about their task to communicate the most important advantages of a sustainable energy supply on the basis of renewable energy. These include security of supply, innovation, employment, export potential, climate protection and the conservation of resources.
- Visit to **the VMZ – Transportation. Mobility. The Future.** VMZ's clients include municipalities and regional agencies, technical ministries and public administrations, industry and economic associations, public and private companies. They all value the unique combination of innovative drive, grounded knowledge and long experience in transportation and mobility. Founded in 1999 as VMZ Berlin Betreibergesellschaft GmbH, since 2006 the company is a 100% subsidiary of today's Yunex Traffic.





Day 7 Friday, June 28 Berlin

- Breakfast at the hotel
- Public transportation during the day
- **Plant tour** of the legendary BMW motorbikes: You will visit their new logistics center, which is one of the most modern in the worldwide motorbike industry. The future is electric, digital, and circular: the economic success of the BMW Group is based on great inventions, long-term thinking and responsible actions, as well as ecological and social sustainability.
- Guided tour of the **Berlin Wall Memorial**. This is the central memorial site of German division, located in the middle of the capital. Situated at the historic site on Bernauer Strasse, it will eventually extend along 1.4 kilometers of the former border strip. The memorial contains the last piece of Berlin Wall with the preserved grounds behind it and is thus able to convey an impression of how the border fortifications developed until the end of the 1980s.
- **Farewell dinner** at a restaurant in Berlin to wrap up the program.

Day 8 Saturday, June 29 Berlin

- Breakfast at the hotel
- Transportation at your own expense from the hotel to the airport
- Departure from Berlin Brandenburg Airport (BER) to Brazil (airfare not included)





What's included?

Carbon Neutral Study Abroad



The CO₂ emissions and environmental impact created by this program, including those resulting from accommodation, transportation, meals, and other activities, are offset by CEPA through our carbon mitigation pledge and ecosystem recovery project in Costa Rica. Learn more at: cepa-foundation.org/offset

Academic and Professional Experiences



CEPA arranges for highly qualified academics and professionals to teach specialized courses or provide guest lectures. Guided visits and meetings at EU institutions, NGOs, organizations, national and multi-national corporations are carefully selected to match the focus of your course and meet your individual program goals.

- Visits, guest lectures and meetings are representative and will be subject to the companies' availability and guest speakers' schedules and might be replaced with equally valuable substitutions in case a cancellation by a company/institution or guest speaker occurs. The visits will be requested and reserved after the program is confirmed. If it is not possible to find a suitable replacement due to time and availability, or if a cancellation occurs after the program has begun, CEPA will replace the cancelled activity with a cultural visit which CEPA deems suitable for the program.

Cultural Experiences



The study abroad specialists at CEPA provide expert knowledge and personal experience to design original and authentic cultural experiences based on your needs. The itinerary may include: **entrance tickets only** (to explore the site at your own leisure), **entrance tickets and audio-guides** (to explore the site at your own pace with information through an audio-system) or **entrance tickets and a guided tour** (to explore the site with a professional guide).

- Admission/entrance tickets and group reservations are arranged for cultural visits (unless otherwise noted), including those visits where audio-guides or guided tours are described in the itinerary
- Local guides will be arranged to provide guided tours conducted in English as listed in the itinerary
- Guides at museums and sites will be arranged to provide tours exclusively for your group as listed in the itinerary (unless otherwise noted)
- Private guided tours cover sites and/or specific topics (depending on availability) as listed in the itinerary to complement your course
- Audio-guides (available in English) will be arranged at museums and sites as listed in the itinerary





On-site Coordinator



Your CEPA on-site Coordinator will be arranged individually for your group, whether it is for one day or the entire program. Their role is to chaperon and be the liaison between the faculty leader, the service providers, and CEPA. Like a tour escort, the CEPA on-site coordinator will also take care of logistical details and/or issues on-site so that faculty leaders can focus on teaching. They are not licensed tour guides.

- Arrival day orientation by on-site coordinator including health and safety information
- On-site coordinator to accompany your group during all CEPA planned visits and excursions while in Berlin (Tatiana Visnevski preferred)

Accommodation



CEPA carefully selects accommodation based on reputation, location, surroundings, and accessibility, while keeping in mind the best price-quality ratio: single room(s) for faculty member(s), twin rooms (or triple rooms, if uneven gender breakdown) for participants, private bathrooms and free wi-fi access unless otherwise noted. Local city taxes are included in the quote. Orientation and city maps will be provided for cities with an overnight stay.

City	Nights	Category	Description	Website
Berlin	6	3-star	Aletto Hotel Kudamm	aletto Hotel Kudamm in Berlin-Charlottenburg, directly at the Zoo train station



Provisional hotel reservations have been made for the group based on a maximum of 16 students. Further participants can be added depending on availability. Please keep CEPA informed about your anticipated group size.

Meals



To understand a culture is to taste its food, therefore meals are an important part to the experience abroad. A set menu will be chosen for the entire group. Dietary restrictions that need to be communication prior to departure to CEPA will be considered, and an alternative offered on-site. Tap water is included with all group meals. The costs for additional beverages are the responsibility of each participant.

City	Breakfast	Lunch	Dinner	Other
Berlin	✓	—	2	





Ground Transportation



CEPA will arrange the most affordable, efficient, safe and convenient transportation for your group. Private coach busses have proven to be optimal vehicles for group travel. However, in certain European cities or for certain transfers, it will be more feasible and affordable to use public transportation or other modes of transportation.

- Public transportation passes will be arranged for your stay in Berlin (zones AB)

Classroom or Meeting Space



CEPA generally uses meeting and conference rooms for classroom lectures, instructional meetings, and student presentations. Upon request and availability, facilities can also be arranged at local universities. If requested, time for informal meetings, e.g. at lobbies, cafés or parks has been included in the itinerary.

Health and Safety



The safety and well-being of every program participant is of utmost importance at CEPA. There are many types of situations which can happen unexpectedly which require assistance or advice. Should an issue arise during a program, our on-site coordinators and staff will help provide quick support to find medical care or navigate security concerns. Our head office in Germany constantly monitors European news channels and is quick to inform our university partners and parents of health or emergency situations:

<https://www.cepa-abroad.org/faculty-led-programs/health-safety/>

- Pre-departure guidance on safety measures while abroad
- Support and advice during emergency situations
- The CEPA Crisis Management Plan is available upon request
- CEPA holds third-party liability insurance for personal damages (up to € 10 million)
- CEPA reserves the right to make additions, deletions, and changes to the program that are directly related to the well-being of the group or changes in circumstances after consulting with key decision makers at the university/college. CEPA will notify its university partner of any proposed alterations to the program before confirming.

Other services which are included

- Certificate of participation





Not included

- Hotel charges for personal consumption, such as minibar, laundry, and phone calls
- Meals and beverages other than those listed above
- Personal or other miscellaneous expenses
- Individual or group airfare

CEPA partners with StudentUniverse, which specializes in academic travel booking services for students and faculty. Therefore, CEPA can offer special group airfare rates as well as individual flights for your program. For more information, please contact your CEPA Program Manager and refer to:

<https://www.cepa-abroad.org/faculty-led-programs/flight-arrangements/>

- Passport or visa expenses/requirements must be checked well in advance, especially for non-U.S. or Canadian citizens. Each participant is responsible for obtaining any travel documentation required such as visas and passports, which must be valid for all countries of travel. Upon request, CEPA can issue group travel tour confirmations e.g. “Tour Operator Information for the Application of Schengen Visa” to assist you. From 2024 onwards passport holders from visa-exempt countries, like the United States, Canada and Brazil can apply for travel authorization to the European Union via ETIAS (European Travel Information and Authorisation System: https://travel-europe.europa.eu/etias_en).

Please note that Schengen visas and ETIAS travel authorization does not include entry to the United Kingdom.

