



## **CURRICULUM- Felipe Chibas Ortiz**

Chibas Ortiz is Associate Professor at the University of São Paulo (USP), where he teaches the subject Posthuman Diversities, Ethics and MIL Cities or Media and Information Literacy (MIL) Cities, for master's, doctoral and postdoctoral students of PROLAM (Program of Latin American Integration) with a transdisciplinary approach. He also teaches the disciplines of LGPD, Innovation in the Marketing and Digital Communication courses of the CEACOM (Marketing and Communication Evaluation Center) within that university.

He coordinates the international research and consulting team CRIACOMC (Creativity, Innovation, Marketing, Communication and Cities) of the University of São Paulo.

He has been closely involved for years as an organizer, speaker and lecturer at UNESCO's Global MIL Week (2018-2023), international World Press Freedom Day ceremonies(2022), World Forum on Human Rights (2023), World Forum Against Racism (2023) and other global events of that entity and the UN. He coordinates in Havana the International Meeting CULTURE, COMMUNICATION, MARKETING AND CITIES, an annual event supported by UNESCO and UNICEF. Chibás Ortiz is the author or organizer of 32 books and scientific articles published in several languages in the areas of Smart Cities, MIL Cities, Communication, Creativity, Entrepreneurship and Innovation. Some of them are international references. He is also one of the developers of the MIL Cities Metrics application for evaluating cities. He is the author of the Methodology of the 20 Cultural Barriers to Communication and the 5 Dimensions of Creativity (20 CBC-5 CR), both recommended by UNESCO, as well as some of the books organized by him such as "On Smart Cities to the MIL Cities, Metrics according to the vision of UNESCO".

He currently leads a transdisciplinary team that investigates the competencies and values of the UNESCO Media Literacy Curriculum with Artificial Intelligence, in Brazil and other countries.

Former CEO of Perfectu Empresarial and Former Representative for Latin America and the Caribbean of the International Steering Committee of UNESCO MIL ALLIANCE.

He is currently the co-leader of the Innovation Working Group of the International Steering Committee of the UNESCO MIL Alliance and is actively involved in the creation of the UNESCO MIL Cities Network around the world. This approach is considered an innovation within the AMI approach and can be applied in neighborhoods, communities, villages, etc. He also implements the aspect of MIL University Cities, which is the practical application of the principles, indicators and metrics of MIL Cities on university campuses.

In recognition of his outstanding and pioneering contributions to MIL Cities, he received the Leader Award for Vocation in Poland and Aspiring to MIL Cities (2022, 2023), in Havana, Cuba and **First Place in the UNESCO World Prize, Global MIL Award 2023**

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