

2020

# Annual Report

BRAZILIAN RESEARCH AND STUDIES CENTER



Brazilian Research and Studies Center  
Würzburg  
Germany

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March 2021

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## MESSAGE FROM THE PRESIDENT

When the idea to create a platform for research on Brazil was born in early 2019, we hardly imagined the scope and dynamic this initiative would develop. It all started with a preliminary version of a website designed mainly to bring together scholars from Brazil based in Germany. Since then, the initiative grew impressively and now includes scholars not just from Germany and Brazil but also from other European countries and the United States. Thanks to the group members' enthusiastic work, the website's content expands continuously and attracts a growing number of visitors.

Over time, we experienced not only a growth in membership and activity but also an enlargement and concretization of our original idea: to bring together scholars from different social science disciplines based in Brazil and abroad, to exchange their views on the country's present state and future development and to share them with a broader public.

The past year of 2020 has brought us a big step further in turning this vision into practice. We developed vital publishing activities on our Blog, partly in collaboration with renowned Brazilian journals and institutions. Thanks to the association of Prof. Vinicio Carrilho Martinez and his research group from the Federal University of São Carlos, we enlarged our network considerably. The organizational structure of BRaS was further built up, and new responsibilities were assigned to the group members. With the proposition to launch BRaS-J, an interdisciplinary journal for social science research on Brazil, we set an ambitious goal that has already come much closer.

This report provides an overview of the manifold activities and achievements accomplished in the past year. All this was made possible by the incredible engagement of our group members, who invested, who invested uncountable hours of work, for which I want to express my highest respect and great thanks.

Looking ahead, we see already many new tasks and initiatives on the horizon: an online event is planned for June, conference participations are prepared, and new working and research groups are under construction. Above all, we will make the final preparations for launching BRaS-J. In the present year, we will continue our efforts to reach these goals, expand our group further, and attract an ever-broader audience to our publications. Thus, just as I thank you for the past year's accomplishments, I wish all group members an equally successful year 2021.

Kind regards,



Thomas Kestler

## BRaS

The Brazilian Studies and Research Center (BRaS) is an inter and transdisciplinary research and publication platform based at the University of Würzburg, Germany. BRaS brings together scholars from Brazil and abroad engaged with political, social, economic, and cultural developments on Brazil to promote scientific exchange and stimulate collaborations between Brazil specialists.

BRaS was founded in 2019 by scholars of different disciplines from Brazilian and European universities, who shared a growing concern about Brazil's increasingly difficult social sciences research situation over the past years. With BRaS, they sought to establish a communication channel and bring scientifically informed knowledge about recent developments in Brazil to an international audience. In 2020, the online platform started with a Blog. By now, BRaS counts on the collaboration of scholars from five countries (Brazil, Germany, Austria, Portugal, and the United States) and nine universities.

BRaS's mission is to promote and disseminate inter and transdisciplinary research on Brazil from all fields of social sciences. The goal is to provide researchers with an accessible platform for developing joint projects and publishing their research. Furthermore, as BRaS advocates scientific knowledge exchange, it aims at bringing social science research to a broader public, especially in Europe.

Drawing on the mission, BRaS's objectives are to promote social science research about Brazil internationally; to connect Brazilian scholars and researchers from different countries and social science branches; to develop innovative ways of bringing scientific knowledge to a broader, non-scientific audience; to establish itself as a center of scientific excellence on Brazilian studies.

# 1 GENERAL SECRETARIAT

The General Secretariat is responsible for managing administrative duties, maintaining records, such as elaborating and sharing reports and minutes, as well as for internal communication and organization within the Executive Board and the Research Council and with the members. Moreover, it is in charge of maintaining the infrastructure of the association.

## 1.1 ACTIVITY REPORT

After establishing the first BRaS's general outlines, there was an open call for Academic Committee members. Anna Paula Bennech and Matheus Zago evaluated the applications (CV and motivation letter) and conducted interviews with pre-selected candidates. Finally, after a joint deliberation with Dr. Thomas Kestler, the Academic Committee incorporated six new members.

As of April 2020, BRaS holds monthly meetings with its academic committee to address various matters regarding the organization, e.g. updates, decisions, among others. In 2020, there were nine monthly meetings (April, May, June, July, August, September, October, November, and December), two special meetings focused on structuring the first steps of BRaS-J, and one of BRaS-Blog to create the Editorial Board. All minutes are available to the academic committee on the website.

The General Secretariat was approved and created on the November 8 meeting when Anna Paula Bennech and Giovanna Imbernon were elected, respectively, as Secretary-General and Deputy Secretary-General. Since then, the General Secretariat is responsible for elaborating and organizing the agendas of monthly meetings, as well as conducting them, taking the minutes, writing reports, and taking care of internal affairs.

### 1.1.1 Organizational Chart

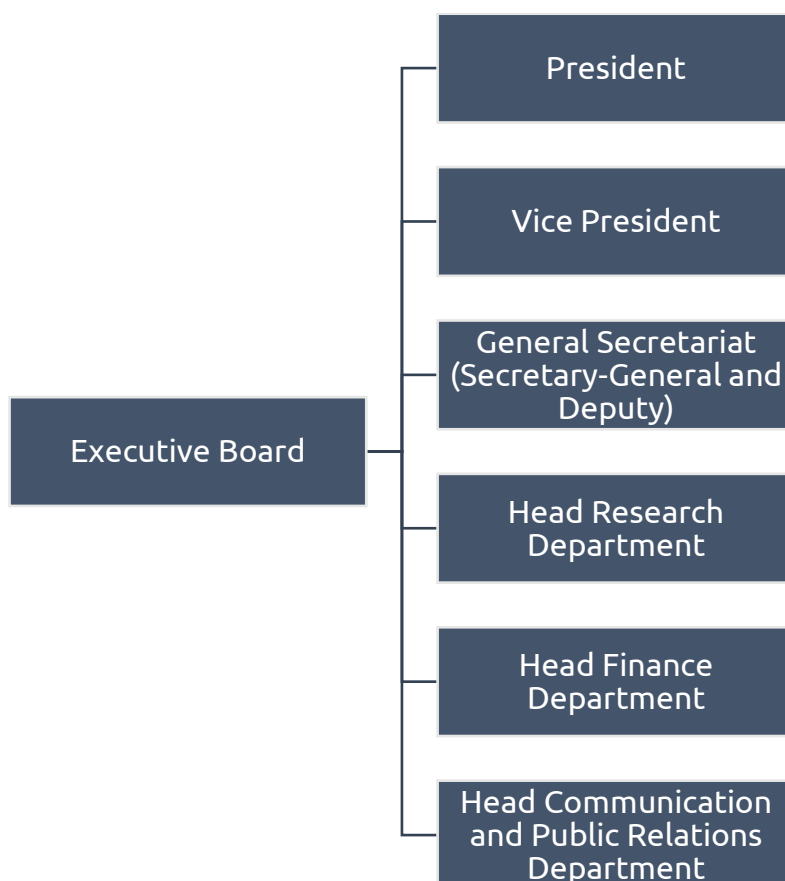
The first official project of the General Secretariat was to lead the creation of BRaS's organizational chart, starting from a draft proposal presented in the October monthly meeting. After its approval, an online document containing the description of boards and positions was shared with all members, who could edit, suggest, and volunteer for them. Finally, after debating and deliberating about the chart, democratically and encouraging everyone's participation, BRaS members voted to decide who would fill each position.

Therefore, this section presents BRaS Center's organizational chart, describing the responsibilities and prerogatives of its boards, councils, and departments. Moreover, it aims to specify their structure and define the activities for which each area is responsible.

### 1.1.1.1 *Executive Board*

The Executive Board encompasses seven members: President, Vice President, General Secretariat (Secretary-General and Deputy Secretary-General), Head of Research Department, Head of Communications and Public Relations, and Head of Finance Department. This board is the core area of BRaS, and it coordinates all activities and work, besides advising and assisting on partnerships and allocating funding/financial resources. The Executive Board is also responsible for all matters concerning human resources development.

Chart 1 - Executive Board





Aiming to clarify each position's responsibilities and limits, a table containing the description for each one of them will be presented as the one hereinafter. Table 1 encompasses the descriptions related to the Executive Board.

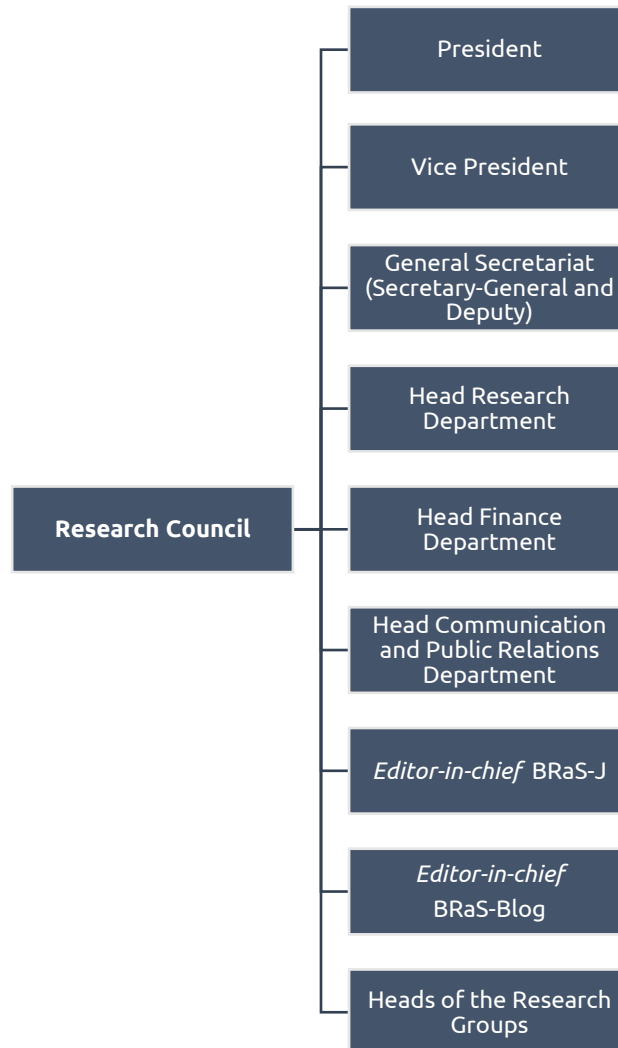
Table 1 - EB Description

Department	Position	Job Description
Presidency	President	The President leads BRaS and is the Chairperson of the Executive Board. The President determines the guidelines for achieving BRaS's purposes and ensures all cooperation opportunities with other research organizations are taken advantage of. All decisions taken by the President require approval by the Executive Board. Further duties of the President include preparing the Executive Board's meetings and preparing the Annual Report in close collaboration with the Executive Board, besides externally representing BRaS.
	Vice President	The Vice President is the Deputy Chairperson of the Executive Board. In case of unavailability of the President, these duties shall be discharged by the Vice-President.
General Secretariat	Secretary-General	The Secretary-General is responsible for the internal communication and organization within the board and with the members, such as elaborating and sharing reports. The person is also in charge of maintaining the infrastructure of the association.
	Deputy Secretary-General	The Deputy Secretary-General supports the Secretary-General. In case of unavailability of the Secretary-General, the Deputy Secretary-General shall discharge these duties.
Research Department	Head of Research Department	The Head of the Research Department is responsible for the academic alignment and cohesion among BRaS on different research fronts.
Communication and Public Relations (PR)	Head of Communication and PR	The Head of Communication and PR is responsible for marketing, C&PR strategies, development and implementation of external communication policies, and branding guidelines. The person is also responsible for the overall performance of social media, IT, Institutional Relations, Translation and Virtual Event areas.
Finance Department	Head of Finance Department	The Head of Finance Department is responsible for the internal financial infrastructure and coordination of external funding searches.

### 1.1.1.2 Research Council

The Research Council is composed of all Executive Board members, heads of the Research Groups (RGs), and BRaS-J and BRaS-Blog Editors-in-chief. The Research Council orients BRaS researches, supporting debates and discussions and implementing research plans and publishing strategies of BRaS-J and BRaS-Blog. It also advises the Executive Board on research and personnel matters, particularly on: definition of guidelines, planning of partnerships with national and international institutions, status of Research Groups.

Chart 2 - Research Council



### 1.1.1.3 Research Department

The Research Department organizes the collaborative academic work, ensuring the alignment with standards and the cohesion among the Research Groups, BRaS-J, and BRaS-Blog.



Chart 3 - Research Department

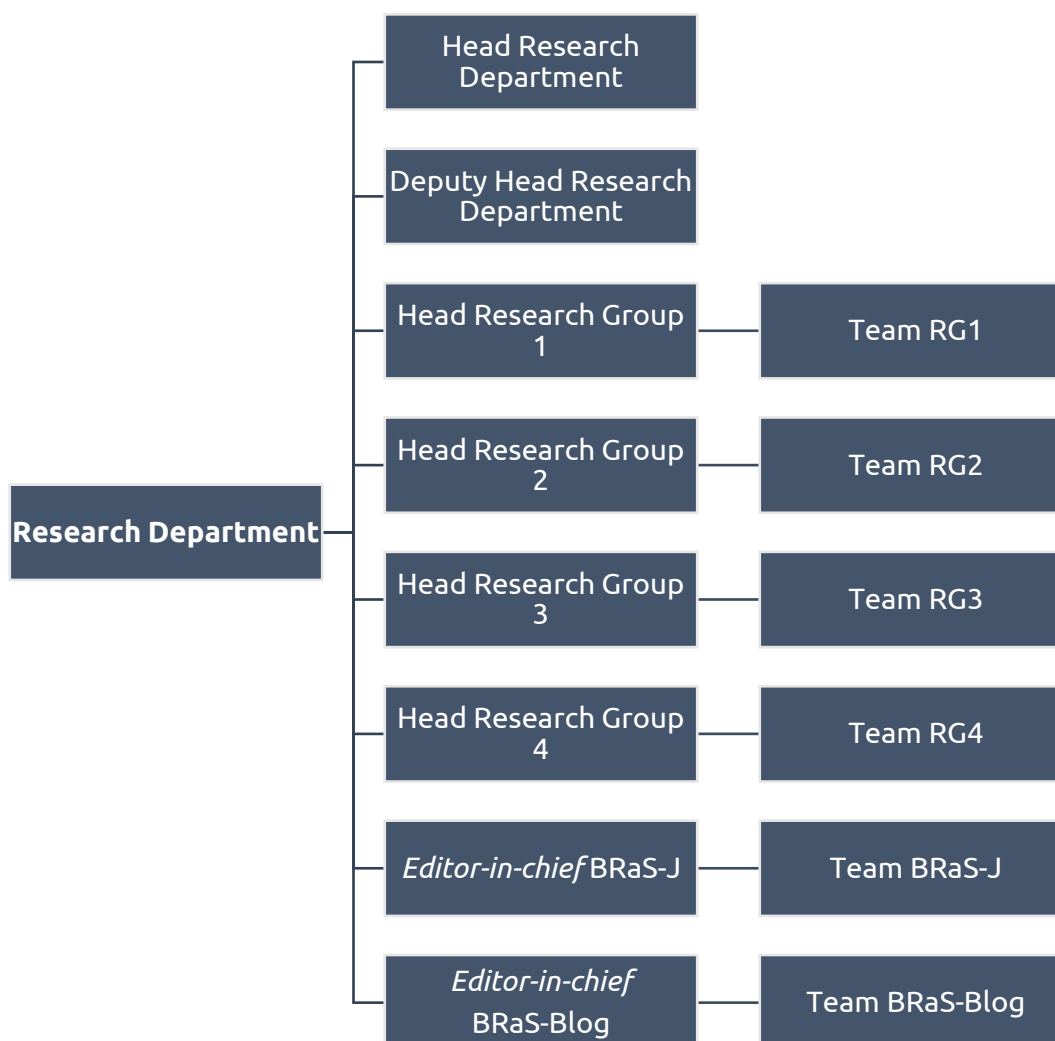


Table 2 - RD Description

Position	Job Description
Head of Research Department	The Head of Research Department is responsible for the academic alignment and cohesion of BRaS on different research fronts.
Deputy Head of Research Department	The Deputy Head of Research Department supports the Head of Research Department in tasks. In case of unavailability of the Head of Research Department, Deputy Head of Research Department shall discharge these duties.
Heads of Research Groups	The Head of an RG is responsible for organizing its activities (meetings, joint publications, participation in events), as well as reporting to the Head of the Research Department. The RGs integrate BRaS but are free to decide and create their own meeting and research routines. The Heads participate in both the Research Council and the Research Department.
Editor-in-chief BRaS-J	The BRaS-J <i>Editor-in-chief</i> is responsible for the peer review evaluation; decisions regarding the publications; budget, editing and dissemination of the journal; representation of the journal; qualification and indexing processes;
<i>Editor-in-chief</i> BRaS-Blog	The BRaS-Blog <i>Editor-in-chief</i> is responsible for the peer review evaluation; decisions regarding all publications; managing all blog's endeavors; editing and representing the Blog.

#### 1.1.1.4 Communication and PR Department

The Communication and Public Relations Department is responsible for creating and implementing BRaS's marketing, communication, and PR strategies, developing and implementing external communication policies, as well as establishing branding guidelines in accordance with the organization's strategy. The C&PR is also responsible for the overall performance of social media, IT, Institutional Relations, Translation and Virtual Event areas.

Chart 4 - Communication and PR

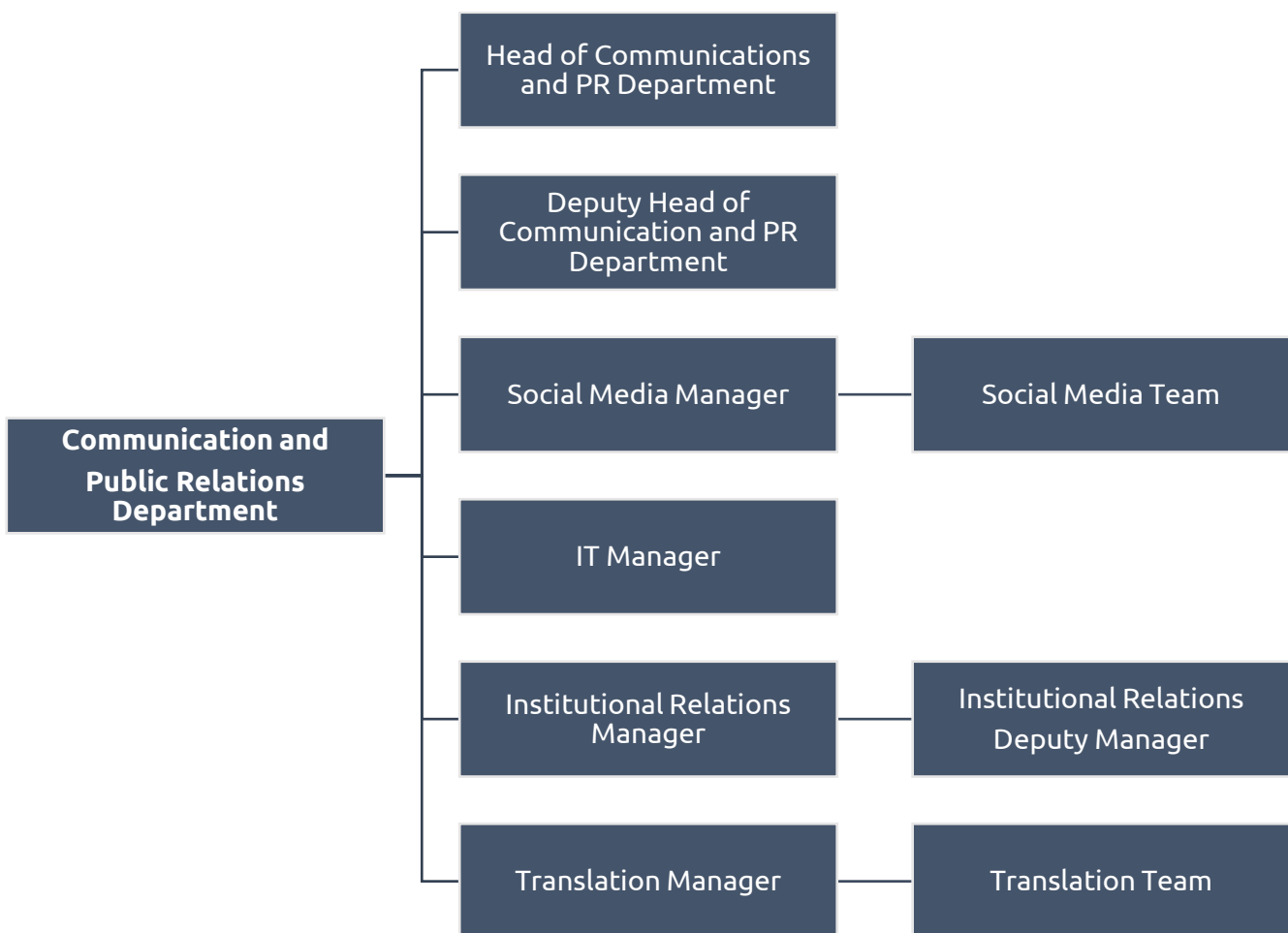


Table 3 - C&amp;PR Description

Position	Job Description
Head of Communication and PR	The Head of Communication and PR is responsible for marketing, communication, and PR strategies, development and implementation of external communication policies, and branding guidelines. The person is also responsible for the overall performance of social media, IT, Institutional Relations, Translation and Virtual Event areas.
Deputy Head of Communication and PR	The Deputy Head of Communication and PR supports the Head of Communication and PR in the tasks. In case of unavailability of the Head of Research Department, the Deputy Head of Communication and PR shall discharge these duties.
Social Media Manager	The Social Media Manager supports the development of communication strategies, manages BRaS presence online by developing a strategy, creating content, analyzing data, setting social media goals, facilitating customer service, and managing projects and campaigns.
Social Media Intern	The Social Media Intern supports the Social Media Manager in creating content, analyzing data, and managing projects and campaigns
Information Technology (IT) Manager	The IT Manager supports and manages BRaS's IT needs by ensuring information security, creating IT policies and guidelines, and coordinating the development and implementation of institutional information systems.
Institutional Relations Manager	The Institutional Relations Manager manages and develops BRaS's academic network through partnerships with academic/research organizations, universities, and non-governmental organizations.
Institutional Relations Deputy Manager	The Institutional Relations Deputy Manager supports the Institutional Relations manager in the tasks. In case of unavailability of the Institutional Relations Manager, the Deputy Institutional Relations Manager shall discharge these duties.
Translation Manager	The Translation Manager leads the translation team to provide proofreading for BRaS's academic products and carrying out the translation of content for BRaS's social media accounts and Blog.
Virtual Event Manager	The Virtual Event Manager is responsible for creating, producing, and broadcasting audiovisual events and activities of BRaS, supporting, and expanding the scope of research.

### 1.1.1.5 Finance Department

The Finance Department of BRaS manages the financial infrastructure of the center. Moreover, it is responsible for developing and coordinating applications for research funding opportunities.

Chart 5 - Finance Department

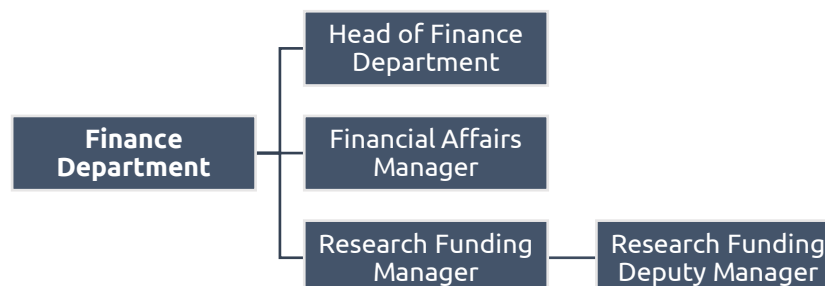


Table 4 - FD Description

Position	Job Description
Head of Finance Department	The Head of the Financial Department is responsible for organizing the internal financial structure and coordinating the external financing research. It will also be responsible for supervising the internal financial control practiced over BRaS activities.
Financial Affair Manager	The Financial Affair Manager is responsible for BRaS treasury, and operation of its financial structure. It will also be an internal control assistant, and its duties will include cash flow operationalization, and banking account management.
Research Funding Manager	The Research Funding Manager leads the research funding team when elaborating and managing applications and projects for research funding opportunities.
Research Funding Deputy Manager	The Research Funding Deputy Manager supports the Research Funding manager in the tasks. In the case of the Research Funding manager's unavailability, these duties shall be discharged by the Research Funding Deputy Manager.

### 1.1.1.6 Organizational Structure

The current members will remain in the current positions at least until December 2022. After the definition of the statutes of BRaS, fixed-term mandates and elections processes shall be established.

Table 5 - Positions and responsible persons

Department	Position	Responsible
Presidency	President	<u>Dr. Thomas Kestler</u>
	Vice President	Awaiting confirmation
General Secretariat	Secretary-General	<u>Anna Paula Bennech</u>
	Deputy Secretary-General	<u>Giovanna Imbernon</u>
Research Department	Head of Research Department	<u>Matheus Lucas Hebling</u>
	Deputy Head of Research Department	<u>Dr. Eric Noqueira</u>
	BRaS-J <i>Editor-in-chief</i>	<u>Dr. Thomas Kestler</u>
	BRaS-Blog <i>Editor-in-chief</i>	<u>Matheus Lucas Hebling</u>
	Head Research Group Global IR	<u>Luíza Cerioli</u>
	Head Research Group Subnational and multilevel politics	<u>Jayane Maia</u>
	Head Research Group Constitutional Studies	<u>Prof. Dr. Vinício C. Martinez</u>
	Head Research Group Social Media Studies	<u>Claudia Pires de Castro</u>
Communication and Public Relations (PR)	Head of Communication and PR	<u>Claudia Pires de Castro</u>
	Deputy Head of Communication and PR	<u>Luísa Turbino Torres</u>
	Social Media Manager	Awaiting confirmation
	IT Manager	<u>Matheus Zago</u>
	Institutional Relations Manager	<u>Anna Paula Bennech</u>
	Institutional Relations Deputy Manager	<u>Thaís Martins</u>
	Translation Manager	<u>Giovanna Imbernon</u>
	Virtual Event Manager	<u>Prof. Dr. Vinício C. Martinez</u>
Finance Department	Head of Finance Department	<u>Lucas Fraga</u>
	Financial Affairs Manager	Awaiting confirmation
	Research Funding Manager	<u>Jayane Maia</u>
	Research Funding Deputy Manager	<u>Luíza Cerioli</u>

## 2 RESEARCH DEPARTMENT

As part of BRaS's efforts to organize its members and activities, BRaS members identified the need for a Research Department, which after a joint discussion between July and October 2020, it was created at the October 2020 meeting, when Matheus Hebling was elected as the Head of the Department.

The Research Department organizes the collaborative academic work and ensures the alignment with standards and cohesion between Research Groups, BRaS-J, and BRaS-Blog. The Research Department is responsible for supervising BRaS's activities and its academic endeavors, encompassing decisions on which areas and themes the Center will be focusing its research and investigation projects. All projects carried out by BRaS should be previously approved by the Research Department to ensure that all projects are appropriately resourced and comprise appropriate planning, team development, as well as aiming to discuss, together with the key departments, help with the proposed schedules and proposal. This structure shall provide support to the cohesion and quality of the works developed by BRaS and its member.

### 2.1 BRaS-Blog

The Brazilian Research and Studies Blog (BRaS-Blog) provides a space focused on Brazil for researchers and students to publish their research and opinions to a broader audience. BRaS-Blog has an interdisciplinary outlook integrating Human, Social, and Applied Social Sciences. We welcome opinion articles, essays, research excerpts, and summaries within the BRaS-Blog scope.

#### 2.1.1 Objectives

Our purpose is to open a space between the Academia and the public to debate Brazilian politics, society, economics, and culture, either of current or historical phenomena in/that include the country. We strive to present scientific discussions about the country favoring access to knowledge democratization. BRaS-Blog publishes articles only in English, and all articles are peer-reviewed before publishing.

#### 2.1.2 Frequency and language

BRaS-Blog publishes original content weekly. Beyond this, interviews, funding opportunities, and partnerships are published once a month. These results in new publications twice a week. The

official publication language is English, and in case of a submission in a different language, the author will be asked to translate before its final approval.

### 2.1.3 BRaS-Blog's competencies and attributions

BRaS-Blog's main competencies and attributions are: (I) edit, produce, and publish high-quality publications; (II) disseminate knowledge made by Brazilian scholars to an international audience through the publication of their work and opinion in English; (III) disseminate the knowledge produced by foreign scholars to a Brazilian audience; (IV) foster the production of knowledge about Brazil through the publication of essays, interviews, and research notes that meet the editorial line of BRaS-Blog provided in the Editorial Policy; (V) disseminate, preserve and archive the production published in the Blog; (VI) establish partnerships for the Blog; (VII) provide open and direct access to its content; (VIII) make its content available free of charge to the academic community and interested audience; and (IX) perform other activities inherent to the Blog, which the Editorial Board may delegate.

### 2.1.4 Editorial Board

The Editorial Board consists of 1) the *Editor-in-chief*, 2) the *Deputy Editor-in-chief*, 3) the Associate Editors. The flow chart and job descriptions:

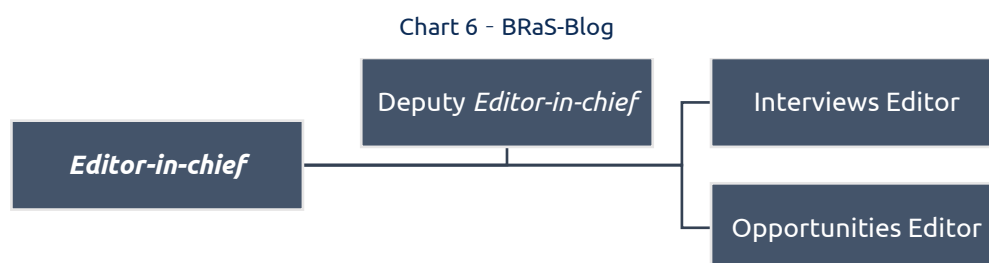


Table 6 - BRaS-Blog Description

Position	Job Description
<i>Editor-in-chief</i>	The <i>Editor-in-chief</i> is responsible for the peer review and decisions for all publications; budgets of the Blog, editing and dissemination; representation of the Blog; and partnership handling.
<i>Deputy Editor-in-chief</i>	The <i>Deputy Editor-in-chief</i> is responsible for representing the Editor-in-chief when necessary; active handles and publishes all partnerships.
Associate Editors	<p>The <i>Associate Editors</i> are responsible for specific areas of interest of the Blog, which are not the main weekly publication – Interviews and Opportunities and Funding.</p> <ul style="list-style-type: none"> <li>The <i>Interviews Editor</i> is responsible for handling all the processes associated with interviews.</li> <li>The <i>Opportunities Editor</i> is responsible for handling all the processes associated with funding and opportunities publications.</li> </ul>



## 2.1.5 BRaS-Blog Annual Report for 2020

The BRaS-Blog is one of the academic ventures of BRaS Center and was built to be a more informal and accessible means of publication when compared to the BRaS-Journal. The starting point, which remains until today, is to be a place for scholars based in Brazil and outside to publish ongoing research notes and opinion essays and to be an outlet to highlight the science made in or about the country. Its publications started on June 2020.

The first project was to translate and publish the articles of social scientists originally published in Portuguese by the National Association for Post-Graduation in the Social Sciences (ANPOCS), the largest association in Latin America in the field. This project aimed to create visibility to Brazilian social scientists' work on social, economic, and political issues brought up by the pandemic in the country. This partnership was made possible by the members of BRaS, who translated and reviewed all 24 published texts, and by all the authors who, through ANPOCS, graciously agreed to have their works published in English.

During the first project, the German National Library granted us the ISSN number, reorganizing the Blog structure into Volumes and Numbers. Each number and volume correspond, respectively, to six months and a year. Special volumes can be created to better organize publications.

In October, the Blog started publishing opinion essays and research notes by the academic committee members and other scholars. Seventeen posts were published, with themes representing most of BRaS's Research Groups, from economy to constitutional studies, from institutional politics to culture, and from gender and culture to communication.

The BRaS-Blog was officially approved and created during the March monthly meeting, and Matheus Hebling was elected as *Editor-in-chief* on August 21, 2020.

### 2.1.5.1 Summaries of areas

BRaS-Blog activities are reflective of BRaS's research goals, providing young and senior researchers and scholars an opportunity to publicize their work and broaden their audience. Compared to BRaS-J, BRaS-Blog represents a more informal approach to academic production by the publication of research notes, interviews in text and/or video, and research opportunities.



### 2.1.5.1.1.1 *BRaS-Blog Articles*

- **Structure:** 1 post per week (March-November); 2 posts per week (November-December).
- June-December:
  - partnership with ANPOCS and with Boletim Lua Nova;
  - publication of original research content by members of the Academic Committee;
  - reception of articles from other scholars.

### 2.1.5.1.1.2 *BRaS-Blog Interviews*

- **Creation:** October 14 when Anna Paula Bennech was elected the Editor.
- **Structure:** 1 interview per month.
- October-December:
  - Contact interviewees: 10 acceptances from 3 countries [Brazil, Germany, and the United States] and 9 organizations/universities.
  - Contact interviewers: 8 interviewers, only one is a BRaS member.

### 2.1.5.1.1.3 *BRaS-Blog Opportunities*

- **Creation:** October 14. Claudia Pires de Castro was elected the Editor on October 30, 2020.
- **Structure:** 4 to 15 Opportunities per month (always on the last Friday of the month).
- November-December: total of 13 publications.
  - The purpose was to map scholarships and job opportunities for scholars. The search was made on websites and social media such as Plataforma 9, ECPR, EURAXESS Brazil & LAC, Universities websites, Twitter, and others.

## 2.2 BRAZILIAN RESEARCH AND STUDIES JOURNAL (BRaS-J)

The Brazilian Research and Studies Journal (BRaS-J) will be a periodical affiliated to the Brazilian Research and Studies Center, based in Würzburg, Germany. BRaS-J will be an open-access scientific publication with the core mission to publish original and high-quality works about Brazil.

The project for a journal was born from the monthly meetings held during the first semester of 2020, when the group identified the need to create a scientific journal to address themes related and about Brazil with a transdisciplinary perspective. A total of 6 ordinary editorial meetings and one extraordinary were held in the second half of 2020, and all of them with the minutes and registrations on BRaS website.

The first activity performed in August 2020 was a journal editing workshop to understand the editing work and the publishing platform. The workshop was offered by Professor Lucas Máximo de Souza, professor at the International University Center (Uninter) and *Editor-in-chief* of the journal “Sociologia e Política” of the post-graduate program in political science of the University of Paraná

(UFPR). The group also participated in a workshop on copyrights and the effects of free publication and received legal advice on this matter.

The journal's editorial team is currently composed of six Associate editors, two Assistant Editors, one Secretary, and one *Editor-in-chief*, being divided into three main areas Editorial Board, consultation, and implementation. The journal will be hosted on an Open-source platform called OJS/PKP that allows storage, editorial production, communication with other libraries, and free distribution of its content. It was established that BRaS-J will have a quarterly periodicity (April, August, and December), with the first publication scheduled for April 2022.

## 2.2.1 Editorial Board

The Editorial Board consists of 1) the *Editor-in-chief*; 2) the Assistant Editors; 3) the Associate Editors. The job descriptions are as follows:

Table 7 – BRaS-J Description

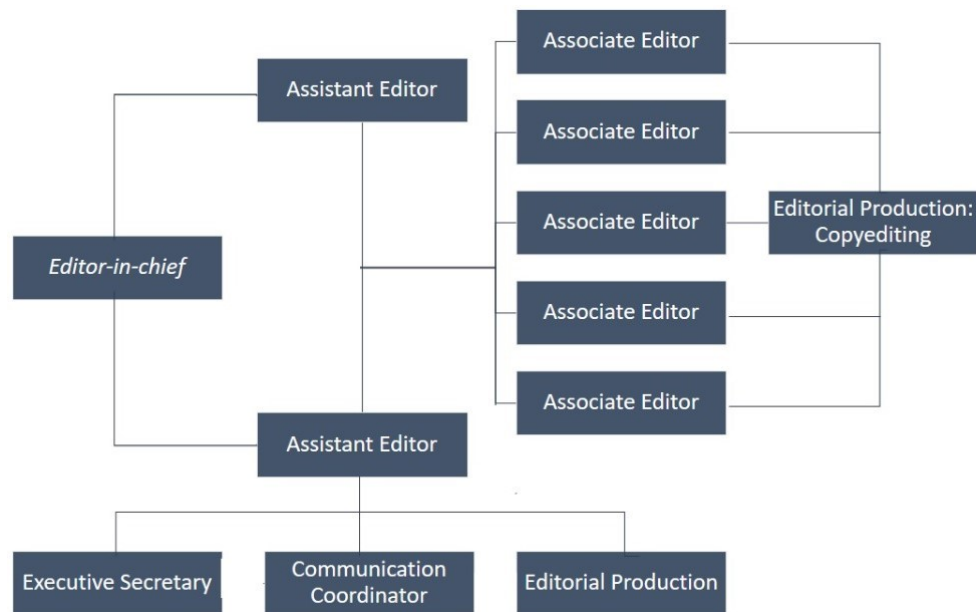
Position	Job Description
<i>Editor-in-chief</i>	The <i>Editor-in-chief</i> is responsible for the evaluation of the peer review; decisions about publications; budgets of the journal, editing and dissemination; representation of the journal; qualification and indexing processes.
Assistant Editors	The <i>Assistant Editors</i> are responsible for pre-evaluation (desk-review), coordination of the evaluation process and the editorial production, editorial flow, representation of the Editor-in-chief when necessary.
Associate Editors	The <i>Associate Editors</i> are responsible for pre-evaluation (desk-review), selection of referees and peer review, coordination of the evaluation, communication between referees and authors; evaluation and performance of "ad hoc" referees.

## 2.2.2 Editorial Commission and Administration

- The *Executive Secretary* responsible for the organization, control of and carrying out routines and administrative and support activities for the BRaS-J.
- The *Communication Coordinator* is in charge of planning and executing the communication plan and disclosure of the journal.
- The Editorial Production is responsible for developing operational activities directly related to the production of articles published by BRaS-J.



Chart 7 - BRaS-J



## 2.3 RESEARCH GROUPS

The BRaS Research Groups (RGs) are spaces for developing and disseminating inter and transdisciplinary research on Brazilian political, social, economic, and cultural contexts. As collaborative environments, BRaS RGs welcome a broad range of scholarly experiences from undergraduate students to senior researchers, favoring knowledge exchange and academic partnerships. The RGs conduct independent research supported by BRaS structures, such as opportunities for publishing on BRaS-Blog, among others.

The Head of an RG is responsible for organizing its activities (meetings, joint publications, participation in events), as well as reporting to the Head of the Research Department. The RGs integrate BRaS but are free to decide and create their own meeting and research routines. The Heads participate in the Research Council and the Research Department.

- July-November 2020: Concept and dynamics of the RGs were discussed and elaborated.
- October 2020: Prof. Dr. Vinicio Carrilho Martinez (University of São Carlos) joined BRaS's Academic Committee, affiliating his research group on Constitutional Studies to BRaS.
- November 2020: Official establishment of the first BRaS research group - Global IR and Brazil (Luíza Cerioli, University Marburg).
- December 2020: approval of the BRaS research group - Social Media Studies (Claudia Pires de Castro, University of Vienna).

### 3 COMMUNICATION AND PUBLIC RELATIONS DEPARTMENT

The C&PR plays a vital role in promoting the business and mission of BRaS. It is responsible for coordinating and creating all communication materials representing the organization. Moreover, it is in charge of reaching out to stakeholders while creating an overarching image representing BRaS in a positive light.

The duties of the C&PR Department encompass:

- defining and managing BRaS's brand, thus designing the experience that BRaS's stakeholders have when interacting with the center;
- conducting campaign management for marketing initiatives, identifying the products and services to focus on and producing materials and communication that get the word out;
- producing communication, marketing, and promotional materials that describe and promote BRaS's core products and/or services;
- creating material, monitoring, and managing social media;
- serving as media liaison and promoting PR activities: Press relations, Product / Service Publicity, Corporate communication, and Special events organization;
- ensuring information security, propose policies and guidelines in the information technology area, implement and manage information technology resources and identify, implement, and manage IT infrastructure solutions and provide search engine optimization (SEO) for BRaS's website;
- managing and developing a strategic alliance with the academic network;
- carrying out translation of BRaS's activities and providing proofreading of academic products;
- creation, production, and broadcasting of BRaS audiovisual events and activities.

#### 3.1 SOCIAL MEDIA DEPARTMENT

The Social media department is responsible for coordinating the various marketing and relationship actions associated with social networks. SMD is responsible for creating marketing strategies for social networks and generating results that increase the digital community around BRaS, taking into account the goals set by the Head of C&PR. Among SMD's main attributions are the definition of strategies, creation, and management of campaigns, content, calendar planning for social networks, monitoring metrics and indicators, and creating performance reports.

### 3.1.1 Area Report for 2020

#### 3.1.1.1 *Open social media channels*

Being present in different social media channels is crucial to disseminate information about BRaS, promote its content, reach new members, and interact with its target audience. This activity involved the Head of C&PR and the IT manager.

- **Creation:** June 8, 2020.
- **Executive Summary:**
  - selection of BRaS social media usernames;
  - creation of a Gmail account for SM;
  - open the social media accounts: Facebook, Instagram, and Twitter;
  - publication of the first post on June 19, 2020.

#### 3.1.1.2 *Social media posts automation*

At first, BRaS posting on social media occurred manually. The Head of C&PR and the IT manager automated this process to decrease manual work of sharing the BRaS-Blog posts.

- **Creation: August 30, 2020.**
- **Executive Summary:**
  - automate BRaS publications;
  - release automation of publications for members of the BRaS-Blog;
  - control automatic publications.

#### 3.1.1.3 *Social media Intern*

In order to support social media activities as creating content, analyzing data, and managing projects and campaigns; a Social Media Intern call was opened on November 16, 2020. The Intern selection was approved on the November monthly meeting. The Intern selected participated in the December 1st SM meeting.

#### 3.1.1.4 *Social media new layouts*

The Head of C&PR and the Social Media intern created new social media layouts; hence there would be a quicker connection between readers and the different kinds of BRaS-Blog posts.

- **Creation:** December 1, 2020.

- **Executive Summary:**
  - create new layouts so that readers can quickly and easily connect to the different types of posts on the Blog;
  - Instagram layout for Blog articles, BRaS-Blog interviews, Lua Nova articles, and BRaS-Blog Opportunities.



Layout for Blog articles



Layout for BRaS-Blog interviews



Layout for Lua Nova articles



Layout for BRaS-Blog Opportunities

## 3.2 IT DEPARTMENT

The IT Manager supports and manages BRaS's IT needs, encompassing the following responsibilities: ensure information security; create new processes to increase the productivity of the editorial staff; propose policies and guidelines in the information technology area; implement the necessary infrastructure; manage information technology resources within the editorial board; coordinate the development and implementation of institutional information systems, as well as

perform their maintenance; identify, implement and manage IT infrastructure solutions for institutional development, and perform content backup and search engine indexing.

### 3.2.1 Area Report for 2020

#### 3.2.1.1 BRaS Center platform and domain registration

- **Goal:** create BRaS Center platform, register BRaS domain and rent a server.
- **Executive Summary:**
  - Select and rent a server [WordPress] under the registered domain: <http://bras-center.com> / <https://bras-center.com>.
  - The portal has an SSL certificate, which guarantees greater security in the information transmitted to users.
  - Technical information:

20 GB SSD Storage ~25 000 Visits Monthly Free E-mail Free SSL Free Domain (first year) Unlimited Bandwidth Managed WordPress WordPress Acceleration Unlimited Database GIT Access SSH Access Weekly Backup	24/7/365 Support 99.9% Uptime Guarantee DNS Management Access Manager 100 Subdomains Unlimited FTP Account Unlimited Cronjobs 99.9% Uptime Guarantee DNS Management Access Manager 100 Subdomains Unlimited FTP Account
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#### 3.2.1.2 Web Hosting Plan

The goal was to choose an economically viable hosting plan for BRaS, considering Uptime, available storage, Monthly traffic, loading speed, data security, customer support.

- **Period:** 29/12/2019 – present.

#### 3.2.1.3 Development of BRaS's website layout

The IT Department worked along with the BRaS Academic Committee to develop BRaS's website layout. The main goal was to develop and maintain a website layout for BRaS, both mobile and desktop, capable of transmitting reliability, confidence and ensuring that users have a good browsing experience. Moreover, designing a layout following BRaS's branding concept enabling an intuitive, efficient, and simple user interaction with the website.



- **Period:** 01/12/2019 – present.
- **Executive Summary:**
  - The main page discloses core information about the center, its member, news (the ISSN and the partnership with Lua Nova, for instance), and information on how to join BRaS. Also, there are four blocks according to BRaS-Blog sections: research notes, interviews, partnerships with other organizations, institutions and websites, and opportunities.

#### 3.2.1.4 *Weekly backups*

Weekly updates aim to create a copy of data that can be recovered in case of a primary data failure. Consequently, it enables data Loss Prevention; operation Plan B if the original backups result in data corruption or hard drive failure; archiving of BRaS's history; improved productivity due to comparative studies of the past and present to devise a more effective plan; 'wasted time' reduction by preventing repetitions.

- **Period:** 07/07/20 – present.
- **Executive Summary:**
  - weekly backups [free software Superdraft Plus Backup and Restore®];
  - backups' content storage in the Google Drive Cloud Platform® of BRaS institutional e-mail, recording and storing the data up to 1 month.

### 3.3 INSTITUTIONAL RELATIONS DEPARTMENT

The Institutional Relations (IR) department is responsible for coordinating and managing BRaS's institutional partnerships in academic and non-academic spheres to develop and strengthen BRaS's academic network. Furthermore, the department leads the organization of BRaS delegates' participation in external events.

#### 3.3.1 Area Report for 2020

##### 3.3.1.1 *Boletim "Cientistas sociais e o coronavírus"*

This project consisted of translating into English 25 texts originally written and published in Portuguese by the Boletim "Cientistas Sociais e o coronavírus" and posting them on BRaS-Blog. Therefore, there was an institutional partnership between BRaS and [Brazilian Political Science Association](#), [Brazilian Society of Sociology](#), [Brazilian Anthropology Association](#), and [Mercosur Association of Social Scientists of Religion](#) to coordinate the communication and translation processes.

- **Period:** May – September 2020.
- **Executive Summary:**
  - At the time of the partnership, BRaS did not have an institutional relations department. Therefore, BRaS-Blog Editorial Board, Academic Committee, Translation Department, and IT team managed the process.
  - Moreover, Matheus Zago represented BRaS in ANPOCS annual meeting and talked about the bulletin's translation project.

### 3.3.1.2 *Collaboration with Prof. Lucas Massimo (UNINTER)*

The workshop about editorial procedures for scientific journals served to train the BRaS-J Editorial Board regarding editorial flows and processes.

- **Period:** July – November 2020.
- **Executive Summary:**
  - at the time of the partnership, BRaS did not have an institutional relations department. Hence, the BRaS-J Editorial Board managed the process;
  - to return Prof. Lucas Massimo's collaboration, Anna Paula Bennech, Jayane Maia, and Matheus Hebling participated in an inaugural class in the Bachelor Programs in Political Science and International Relations at UNINTER, where Prof. Lucas works. The inaugural lecture entitled "*Caminhos para a internacionalização: a experiência do Brazilian Research and Studies Center (BRaS Center)*" was held on November 4, 2020. In that opportunity, as the BRaS-Blog Editor-in-chief, Matheus Hebling offered the students the possibility to submit contributions in Portuguese to the Blog, which would be translated into English by BRaS Translation department.

### 3.3.1.3 *Creation of the Institutional Relations Department*

The Institutional Relations department was approved and created on November 27 when Anna Paula Bennech and Thaís Martins were elected, respectively, as Institutional Relations Manager and Institutional Relations Deputy Manager.

## 3.4 TRANSLATION DEPARTMENT

The translation department is responsible for carrying out translation and proofreading of texts published on the different fronts of BRaS, having English as its target language. Besides coordinating the translation tasks throughout the organization, its goals are a. ensure standardization of language in BRaS's publications, including BRaS-Blog articles, internal documents, minutes, among others; b. support BRaS communication with the Academic community, members, and readers; c. contribute to access to content and knowledge democratization considering the aims

of BRaS. The Department was created on November 27, when Giovanna Imbernon was elected Translation Manager.

### 3.4.1 Area Report for 2020

#### 3.4.1.1 *Translation and proofreading for BRaS-Blog*

Since June 2020, the Translation Department (TD) was responsible for the translation, proofreading and standardization of texts before their publication on BRaS-Blog. Its tasks also involve BRaS-Blog *Editor-in-chief*, the authors and any other individuals or institutions which BRaS have, or will have, any agreement and/ or partnership established. Among the activities carried out in 2020, were the following:

##### 3.4.1.1.1.1 *Partnership BRaS-Blog and Boletim Lua Nova*

- **Period:** October 2020 – present.
- **Executive Summary:**
  - upon the request of the BRaS-Blog *Editor-in-chief*, ensure the translation, when needed, and standardization of texts of the Blog to be published on the partner's website;
  - follow up and guarantee that the partner's texts are translated, correct and ready to be published on BRaS-Blog.

##### 3.4.1.1.1.2 *Ongoing and spontaneous contributions*

- **Period:** May 2020 – present.
- **Executive Summary:**
- Proofread and standardize texts received through the form on BRaS website that have been accepted to publication, as well as the ones received through and as a result of other channels of submission.

#### 3.4.1.2 *Translation and proofreading for BRaS Center*

The department is also responsible for the translation and proofreading of internal documents, letters, e-mails, invitations, reports, as well the Annual Report and any other materials that can be disclosed to the public, or not, and refer to BRaS activities and members.

### 3.4.2 Virtual Events (VE)

The Virtual Events department is responsible for creating, producing, and broadcasting BRaS's events and audiovisual activities to support and expand BRaS's research scope. The VE intends to provide an important support mechanism to enhance scientific exchange and transfer of knowledge through intense dissemination of inter and transdisciplinary research. The Virtual Events Department was approved and created on December 18 when Vinicio Carrilho was elected the VE manager.

## 4 FINANCE DEPARTMENT

The Finance Department is responsible for dealing with issues related to internal finances - such as planning, managing, and controlling resources for own use - and external finance control - such as fundraising management and internal control of resources for development of projects - aiming to achieve the planning objectives within the scope of BRaS Center. Furthermore, it is from this department where guidelines for external partnerships and research funding are established.

The financial department's purpose is to execute the Executive Committee's decision-making instruments, an auxiliary tool in the execution of projects, investment planning, and an internal audit system.

The Finance Department was approved and created on the November 8 meeting, when Jayane Maia was elected as Research Funding Manager. Luíza Cerioli and Lucas Thixbai Fraga were elected, respectively, as Research Funding Deputy Manager (November 27) and Head of Financial Department (December 18).

### 4.1 RESEARCH FUNDING

The Research Funding department is responsible for assisting BRaS members and research groups throughout finding and applying for research or events financing. To support BRaS's activities, the department works by searching available funding calls and grants for books, conferences, training, courses, visits, research assistance, among others. Once applications for funding within the BRaS community are successfully submitted and approved, the department's function will be to follow the processes of funded activities. We will have a regularly updated database about the applications, results, and expectations of each funding project submitted. The department aims to work directly with the holders, ensuring compliance with BRaS's commitment to research excellence standards. The department will also support holders in preparing their reports and maintain a direct line for technical assistance and information.





Brazilian Research  
and Studies Center