



CENTRO DE INOVAÇÃO BRASIL - EUROPA

INNOVATION CHALLENGE CALL -I
GUIDELINES

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I. Introduction

ENRICH in Brazil is a non-profit organization established in Brazil as a result of a collaboration between European and Brazilian STI Actors. It is established by a European Initiative called CEBRABIC, funded by the European Commission under Horizon 2020 Programme. ENRICH in Brazil acts as the focal point of the European Network of Research and Innovation Centres and Hubs to strengthen cooperation in research, innovation, and business between Brazil and Europe.

II. Timetable

Opening of the Challenge Call I	June 10, 2020
Webinar about the Call for Challenges	June 17, 2020
Deadline for Application	July 15, 2020
Feedbacks to Proposers	July 27-31, 2020
Selection of the Challenges	August 10, 2020
Notification of the Proposers	August 11-14, 2020
Opening of the Call for Solutions	August 17 2020
Webinar about the Call for Solutions	September 3, 2020
Deadline for Application	September 15, 2020
Shortlist of Solution Providers	September 30, 2020
Pitching of the Solution Providers	October 7-9, 2020
Selection of the Solutions	October 15, 2020
Contracting & Prize Delivery	October 30, 2020
Implementation & Closure	December 31, 2020

III. Call Description

The global outbreak of the coronavirus pandemic has hit us all. Not only sanitarily has the pandemic brought us into trouble, but several sectors are also suffering severely around the world from the economic situation caused by the preventive measures. This new has an impact on all of us.

ENRICH in Brazil is therefore launching its first Innovation Challenge, aimed at matching the needs of Brazilian non-for profit organisations with innovative and tailored solutions proposed by European companies and organisations. Innovation challenge is a scheme that enables companies and organizations to get innovative solutions from external sources, gain new perspectives and out-of-the-box ideas for specific problems. ENRICH in Brazil takes this scheme a step further and places in an international context to support collaborations between Europe and Brazil.

According to its mission, ENRICH in Brazil brings together players from diverse countries, backgrounds, and disciplines providing access to a wide range of different knowledge bases and supporting the co-creation of innovative products and services answering today global challenges.

In particular, the challenges that the COVID-19 has put forward all around the world can be similar, and the solutions can be transferable.

IV. Scope of the Call

ENRICH in Brazil is currently calling Brazilian non-for profit organisations/businesses to propose their challenges.

Brazilian non-for-profit public organisations (the so-called challenge owners) in need of innovative solutions to COVID-19 related challenges in the areas of **Tourism & Leisure**, **Digitalization**, and **Sustainable Development** are invited to apply to this Challenge Call. However, challenges in other areas will also be accepted.

The solution types that the challenge owner can look for should be one of the following: an already existing product, service, business model, technology, or process. This Call does not consider challenges that require solutions at the “idea” stage.

Eligibility Criteria for Innovation Challenge Owners

Who can apply (Challenge owners)?

- The applicant must be a non-profit business¹ from public or civil sector, legally established in Brazil²;
- The prior business activities must be in one of the following areas: education, science, technology, innovation, business support.
- The applicant cannot be related to ENRICH in Brazil, e.g., as Associate or to the CEBRABIC partners;
- The applicant must commit to assess possible sustainability options for the selected solution;
- The applicant must appoint a “challenge manager” for coordination, who is proficient in English.

If you are a for-profit Brazilian company, but facing similar challenges in areas mentioned above due to the COVID-19 pandemic, please contact us via brazil@enrichcentres.eu to discuss further options.

V. Submission of Innovation Challenges

Applications must be submitted online by July 15 2020 by the following link:

[Application Form](#)

The form must be filled thoroughly. No other document is required in the submission phase. The preview the Application Form is indicated in Annex 1 of this document.

Need Help? We have seven experienced mentors from Brazil and Europe who can support the applicants with their “outsider” perspective to describe the challenge clearly and understandably. Please note that these mentors are not supposed to write the challenges on behalf of the applicant. Their role is to provide comments and recommendations about the formulation process:

- [Chiara Davalli](#), EBN, Brussels, Belgium (in English)
- [Berna Windischbauer](#), FFG, Vienna, Austria (in English)
- [Thais Soares](#), SPI, Porto, Portugal (in Portuguese)

¹ Refer to tax-exempt organization. Also, any money earned must be retained by the organization, and used for its own expenses, operations, and programs. Can be owned by government and/or civil society.

² Such as municipalities, innovation-funding agencies, universities, research organizations, chambers, intermediary organizations, Networks and NGOs that are active in the above-mentioned sectors. European organizations established as non-profit businesses in Brazil are excluded.

- [Filipe Miguel Cassapo](#), Sistema FIEP, Curitiba, Brazil (in Portuguese)
- [Marcela Flores](#), ANPEI, São Paulo, Brazil (in Portuguese)
- [Jaqueline Gil](#), ENRICH in Brazil, Brasília, Brazil (in Portuguese)
- [Johanna Haunschild](#), Fraunhofer IPK, Berlin, Germany (in English)

Mentors will provide support to requests received no later than July 10th.

Moreover, a **Webinar** will take place on June 17, 2020, between 3:00-4:00 pm CET/ 10:00-11:00 am Brazil, to go over the Call process and answer the questions of the potential applicants.

For registration: <https://register.gotowebinar.com/register/4132163016447057934>

How to formulate your challenge?

Formulating the problem into a solvable challenge is a challenge itself! However, there are useful methods to achieve that.

The first step is to be able to identify the base problem. What is the problem you try to solve? One method that is widely used not only by business but also by children is to ask “Why” questions until you reach the “root cause.”

The second step is to define your challenge into a question by using how frames. How can/might we.....?

The third step is to define the impact that you want to achieve with your challenge.

The fourth step is to come up with some possible solutions. This step is not to solve your problem but to understand/test if the solutions are indeed relevant to the question.

The fifth step is to add some context to your challenge, so it gives more information, facts that are relevant to the original question.

The final step is to check if your question is the right one when you dig deeper into the problem, or if you need a reframing the question.

Some useful sources to understand the process are:

- https://design-kit-staging.s3.amazonaws.com/procedures/worksheets/000/000/060/original/DesignKit_Frame_Your_Design_Challenge_Worksheet.pdf?1590436157
- <https://www.creativejeffrey.com/creative/innovationchallenges.php>
- <https://www.forbes.com/sites/benjaminkomlos/2019/10/14/before-you-try-to-solve-a-complex-challenge-stop-and-formulate-the-right-question/#6189cab18168>

VI. Evaluation and Selection of the Innovation Challenges

Criteria

- The challenges focused on one of the three areas will be given priority: Tourism & Leisure, Digitalisation, Sustainable Development.
- The challenge should describe a particular issue to be solved related to the situation caused by COVID-19 (i.e., for funding agencies: how to improve the efficiency of the application process for the support measures during the Corona crisis). Complex problems that involve many aspects and interaction points cannot be understood and solved through such challenges.
- The challenge problem should be defined in a widely understandable way with short background information, considering that the solution may come from any sector or technology.
- The organisation commits to assess sustainability models for the selected solution.

Evaluations will be done by a group of European and Brazilian experts from the [Partners](#) of ENRICH in Brazil.

After the deadline, ENRICH in Brazil will check all challenges received and will contact applicants to provide initial feedback, if the proposal is eligible and if any further clarification is requested.

The Evaluation Committee consists of experts from Brazilian and European ENRICH in Brazil Consortium Partners. At the end of the evaluation process, **three challenges** from Brazil will be selected by **August 10, 2020**. The committee will also decide the total prize for each challenge chosen which will be given to the solution providers. The maximum prize amount is **10.000 Euro**.

VII. Call for Solutions

Following the selection of the three challenges, ENRICH in Brazil will launch another call latest on **August 17** to invite European companies and organizations to provide their solutions addressing these specific challenges. The deadline for submitting solutions is **September 15, 2020**.

The challenges will be posted on our website /platform and will seek for solution providers in Europe. The selection of the solution will be made by the challenge owners based on an evaluation grid, prepared by ENRICH in Brazil. The challenge owners will be asked first to shortlist three solutions that they are most interested in (only when there are more than three for each challenge). ENRICH in Brazil will organize pitching sessions with the shortlisted companies/organizations, and the challenge owners can get to know the solution providers and their offers better. ENRICH in Brazil will not take part in the evaluation process unless otherwise is requested by the challenge owner.

ENRICH in Brazil will offer its online platforms to reach out to potential solution providers and, at the same time, coordinate the process, offer the prize to the solution providers, and kickstart a longer-term collaboration between the challenge owners and solution providers.

The selection of the solution providers for each challenge is due **October 15, 2020**.

Solution Providers can apply for the three challenges selected by following the link:

<https://forms.gle/4sPrgQ86K6yEmion6>

Evaluation and Selection of the Solution

Who can apply:

- The solution provider or any of its consortium partners cannot be related to ENRICH in Brazil, e.g. as Associate or to the CEBRABIC partners.
- The solution owner needs to be a legal entity registered in at least one European Union member state or associated country. It can be a for profit or non-profit company, a non-governmental organization or a governmental organization. International organizations are not eligible.
- Missing competencies by a solution provider can be complemented by jointly applying in a consortium. This will be considered as one solution and only one prize will be made available for the consortium. In this case, a signed consortium agreement, which explains the rights and obligations amongst partners must be submitted together with the solution proposal. It should also include information about the prize payment to the consortium partners.
- The solution proposed to the challenge needs to be 'ready-to-use'. Solutions on an idea stage will not be accepted. One company/organization or consortium can only apply for one challenge.

Criteria for selection:

- Suitability & appropriateness
- Innovativeness
- Unique Selling Proposition
- Scalability
- Competencies
- Market Barriers

A **webinar** will take place on the **3rd September 2020, 14.30 CET** in which the Call for Solution will be explained in detail. Participation is free, but registration is required: <https://bit.ly/33YVCtA>

After the call closure (15th September), Pitching sessions between the challenge owners and the solution providers will be organized. The challenge owner will select the best solution and the implementation will start. The prize will be provided by ENRICH in Brazil based on a Price Acceptance Agreement.

VIII. Prize & Implementation of the Solution

The solution owners will receive their prizes, after signing a contract with ENRICH in Brazil by the end of October 2020. Implementation of the solution by the challenge owner will be supported both by the solution provider as well as ENRICH in Brazil. Implementation must be completed by December **31, 2020**, at the latest. **The prize covers the solution as well as the support for its implementation. No other payment will be made to the solution provider within this call.** However, further contacts and agreements can be made directly with the challenge owner.

The solution owner needs to sign a prize acceptance agreement with the CEBRABIC coordinator– a sample can be read in the Annex; which might differ based on the specific requirements.

ENRICH in Brazil will promote the winning solutions in Brazil via its communication and dissemination channels.

IX. Contact

For questions please contact:

- **Johanna Haunschild**/Call Coordinator: johanna.haunschild@ipk.fraunhofer.de
Fraunhofer IPK, Berlin, Germany (in English)
- **Jaqueline Gil**: jg@brazil.enrichcentres.eu
ENRICH in Brazil, Brasilia, Brazil (in Portuguese)
- **Marcela Flores**: marcela@anpei.org.br
ANPEI, Sao Paulo, Brazil (in Portuguese)

X. Annex

Annex 1 – Preview of the Online Application Form (Call for Solutions)

1 - Basic Information: Information about your Organisation & Yourself as Legal Representative or the Appointed Contact Person!

<p>Basic Information</p> <p>Information about your organisation & yourself as legal representative or the appointed contact person!</p> <p>First Name *</p> <p>Your answer</p> <p>Last Name *</p> <p>Your answer</p> <p>Email Address *</p> <p>Your answer</p> <p>Organisation *</p> <p>Your answer</p>	<p>Address of Organisation (City, Country) *</p> <p>Your answer</p> <p>Position in Organisation *</p> <p>Your answer</p> <p>Thematic sector & area of organisation *</p> <p>Choose</p> <p>Type of Organisation *</p> <p><input type="radio"/> Corporate / Business Organisation</p> <p><input type="radio"/> Business to Business Organisation</p> <p><input type="radio"/> Government / Regulatory Body</p> <p><input type="radio"/> Research-to-Market Organisation</p> <p><input type="radio"/> Research Organisation</p> <p><input type="radio"/> Other</p>	<p>What type of legal entity has your organisation? *</p> <p>Your answer</p> <p>Please upload a copy of your legal documents</p> <p>Add file</p> <p>What is the size of your entity? *</p> <p>Choose</p> <p>Description of organisation (2.000 characters max.) *</p> <p>Your answer</p> <p>For which challenge you would like to submit a solution? *</p> <p><input type="radio"/> Challenge 1: NATURE TOURISM & DIGITALISATION</p> <p><input type="radio"/> Challenge 2: HEALTH & DIGITALISATION</p> <p><input type="radio"/> Challenge 3: SUSTAINABLE DEVELOPMENT & DIGITALISATION</p> <p>Back Next</p>
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2 – Solution Description: Very Specific Description of the Solution Your Organization can solve!

<p>What is the type of your solution? *</p> <p><input type="checkbox"/> Product</p> <p><input type="checkbox"/> Service</p> <p><input type="checkbox"/> Business Model</p> <p><input type="checkbox"/> Technology</p> <p><input type="checkbox"/> Process</p> <p><input type="checkbox"/> Other: _____</p> <p>Describe your offer and innovative solution (3.000 characters max.)</p> <p>Your answer</p> <p>Describe how your offer meets the challenge? (3.000 characters max.)</p> <p>Your answer</p> <p>What differentiates you from competitors? (max. 2.000 characters) *</p> <p>Your answer</p>	<p>What's new? Does your solution solve the challenge in a completely new way? (max. 2.000 characters) *</p> <p>Your answer</p> <p>Do your organisation have the right competencies to implement this innovation successfully alone? Or are competencies missing? (Please note, that you can also apply together with partners, but this will be count as one solution) (max. 2.000 characters)</p> <p>Your answer</p> <p>If applying as Consortium, please submit a Consortium Agreement. It should explain the rights and obligations among partners and also information about the prize payment to the consortium partners.</p> <p>Add file</p> <p>Are there any potential market barriers:conditions for this solution to be applied with regard to regulatory or other issues in the challenge owner's location? (max. 2.000 characters) *</p> <p>Your answer</p>	<p>Is it possible to implement your solution remotely and provide online support until the implementation is completed? Please also describe briefly if and what barriers you might facing (max. 2.000 characters) *</p> <p>Your answer</p> <p>Please indicate briefly the implementation plan (from October 30 until December 31, 2020) (max 2.000 characters)</p> <p>Your answer</p> <p>Are there any other specific terms or conditions for the implementation of the solution fully? If yes, please indicate here (max. 2.000 characters)</p> <p>Your answer</p> <p>Back Next</p>
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3 – Affirmation

Affirmations

Affirmations *

I confirm, that my organisation has a legal entity registered in at least one European Union memberstate or associated country

I authorize ENRICH in Brazil team to share my information with partners that are part of the reviewing committee as well as to the challenge owner and to contact me for further information needed

I acknowledge that, if accepted as solution provider, my solution will be made public

I confirm that I have indicated all terms and conditions for the implementation of our proposed solution above, and there are no other conditions, additional or hidden costs that are required for the solution.

I confirm, that if my solution will be selected, that i am able to implement the solution until Dec 2020 to the challenge owner in Brazil

I confirm that I have read and agreed the prize acceptance agreement

I confirm that I am able to communicate in English

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Annex 2 – Price Acceptance Agreement (EXAMPLE)

PRIZE ACCEPTANCE AGREEMENT

ENRICH in Brazil: Innovation Challenge, Call for Solutions

This Prize Acceptance Agreement must be signed, and returned within five (5) days, or the prize may be forfeited and awarded to an alternate winner.

- CHALLENGE Name: XXX
- Challenge Owner: XXX
- WINNER - Name: XXX

I am submitting this *Prize Acceptance Agreement* to confirm the terms and conditions explained in this agreement and the Call Guidelines applicable to my receipt of the prize in the 'ENRICH in Brazil Innovation Challenge – Call for Solutions' contest, made by CEBRABIC project, in which I have been selected as the potential winner.

1. Prize

I understand that the prize offered in the Contest is 10.000 €. All prize details will be determined by the CEBRABIC project in its discretion. Restrictions may apply. All expenses and costs associated with the acceptance or use of the prize that are not expressly specified are being part of the prize and in the responsibility of the winner. The prize covers the solution as well as the support for its implementation. No other payment will be made to the solution provider within this call. The right to receive the prize is not transferable. No substitution of the prize is permitted, except in the discretion of the CEBRABIC project, which reserves the right to substitute a prize of equal, minor or greater value.

2. Solution & Implementation

I understand, that the prize is offered for the solution and for the implementation at the challenge owners. Remote implementation is possible. The full implementation needs to be finalised until 31 December 2020 (Start date: 30th October 2020). Based on the plan for implementation of the solution provider, different instalments will be agreed, such as i.e. 25% - 50% - 25%. If a full implementation has not been taken place until December, 31, the CEBRABIC project has the right to reduce the prize accordingly and if necessary suspend the payment of an instalment. Details about the implementation and the selection criteria are outlined in the Challenge Call Guidelines. The solution provider is bound to the rules.

The implementation incl. KPIs and instalments are planned and agreed between the solution provider, the challenge owner and the CEBRABIC project as follow: XXX

3. Accuracy of Statements

I agree, that if any statement made by me in the solution proposal and its implementation plan is false, the CEBRABIC project has the right to reclaim the prize back that may be awarded to me.

Place, Date, Signature
WINNER

Place, Date, Signature
CEBRABIC Project, repr. by the Coordinator

Annex 3 - Preview of the Online Application Form (Call for Challenges)

1 - Basic Information: Information about your Organisation & Yourself as Legal Representative or the Appointed Contact Person!

Description of organisation (2,000 characters max.) *

Your answer

Thematic sector & area of organisation *

Choose

Type of Organisation (please note, that your organisation needs to be a non-profit organisation or non-profit company from public or civil sector in order to become a challenge owner) *

Corporate / Business Organisation

Business to Business Organisation

Government / Regulatory Body

Research-to-Market Organisation

Research Organisation

Other

What type of legal entity has your organisation? *

Your answer

What is the size of your entity? *

Choose

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2 – Challenge Description: Very Specific Description of the Challenge Your Organisation is Facing; needs to be Understandable for Externals!

What challenge would you like to address? Give a description of the issue, its causes, implications and magnitude! *

Your answer

Please specify and describe the target group that the proposed challenge is addressing? (1,000 characters max.) *

Your answer

Has your organisation been working on this challenge in the past? What are some examples of previous engagement? (2,000 characters max.) *

Your answer

What organizational resources are in place to support implementation of the solutions put forth for the challenge? (2,000 characters max.) *

Your answer

Desired type of ideas/solutions to overcome the challenge *

product

service

business model

technology

processes

Other: _____

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3 – Affirmation

Affirmations *

- I confirm, that my organisation is a Non-Profit Organisation or non-profit company from public or civil sector
- I confirm, that the prior business activities of my organisation are in one or more of the following areas: education, science, technology, innovation, business support
- I authorize ENRICH in Brazil team to share my information with partners that are part of the reviewing committee and to contact me for further information needed
- I acknowledge that, if accepted as challenge owner, my challenge will be made public in order to find a suitable solution provider
- I confirm, that a suitable presented solution by solution providers will be implemented at the organisation
- I confirm that I am able to communicate in English