



# 2019

## SERVICE CATALOGUE



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# **SERVICE CATALOGUE**

## **2019**



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Enhancing  
science,  
innovation and  
business  
connections  
between **Europe**  
and **Brazil**



ENRICH is a global network of centres and hubs that promotes the internationalisation of European Science, Technology and Innovation (STI).

The ENRICH network offers services to connect European & Brazilian research, technology and business organisations.



# ENRICH in Brazil

ENRICH's mission is to encourage and facilitate the cooperation in research, technology and entrepreneurship between Europe and Brazil by supporting and empowering all innovation actors along the innovation value chain.

ENRICH in Brazil encourages a sustainable internationalisation of European and Brazilian research and business organisations to the Brazilian and European market, as well as promotes cooperation among European and Brazilian research, innovation and business (R&I&B) organisations.

The ENRICH Centre provides services, thanks to an extensive network and external service providers. Focusing on knowledge-intensive sectors, ENRICH aims to stimulate collaborative research-to-market (R2M) projects, ultimately contributing to European and Brazilian industrial competitiveness.



## ENRICH in Brazil - Services



The ENRICH centre is the main hub and contact point for European and Brazilian innovation actors interested in bilateral cooperation.

The services provided by ENRICH in Brazil supports users at each stage of their journey. The ENRICH Experience and the services available will contribute to the creation of research and business (R&B) opportunities for Europeans and Brazilians, stimulating the demand and cooperation among European and Brazilian research, innovation and business organisations and ensuring optimal conditions for a sustainable internationalisation of European research and business organisations to Brazil, and Brazilian research and business organisations to Europe.

ENRICH in Brazil offers a comprehensive range

of services tailor-made to address the needs of R&I&B organisations on a number of levels. Make the most of this unique centre - participate in activities, events, and benefit from the advice and opportunities on offer!

## INFORMATION

Relevant information - available on both a customised and general level - on doing business in Brazil and Europe, market & research studies, and upcoming events & fairs.

## FUNDING INFORMATION

Discover the latest funding opportunities, get specialised information based on customer needs and participate in focused matchmaking innovation events.

## GET ADVICE

Customised and top-shelf legal advice from experts on all relevant topics regarding the Brazilian & European markets and their challenges.

## CONTACTS & CONNECTIONS

Find new, reliable contacts from within ENRICH's extensive network, connecting to new partners and forming collaboration links.

## VISIBILITY

Consultancy services aimed at raising visibility, supporting users to operate successfully in their chosen markets.

## GET GOING

Training sessions to get fully prepared for business in order to hit the ground running, as well as secondment & workspace opportunities in key cities in Brazil and Europe.

## Four Categories

In this catalogue of ENRICH in Brazil services, you will find a provisional calendar of events and activities for 2019, and more details about each. They are marked according to four categories.

**Information  
Service**

**Training  
& Infrastructure**

**Matchmaking  
& Events**

**Consultancy  
Service**

# ENRICH in Brazil - Services 2019

## Provisional Calendar

Service Category	Service	Date	Where
Information Service	Monthly Business & Innovation News (ENRICH Monthly)	February-December 2019	Sign Up List & Download
Information Service	Webinar: Introduction of Soft Landing Hubs (SLH) (1)	12 March 2019	online, webinar
Information Service	Webinar Series: Thematic & Sectorial Webinars (1) – Health	March (tbc)	online, webinar
Information Service	Webinar: INNOWWIDE Calls 2019	26 March 2019	online, webinar
Information Service	Guidelines for Innovation Funding Possibilities in Brazil	April 2019	Download
Information Service	Guidelines for Innovation Funding Possibilities in Europe	April 2019	Download
Information Service	Webinar Series: Thematic & Sectorial Webinars (2) - Agro/Food	April 2019 (tbc)	online, webinar
Training & Infrastructure	Boot Camp in Brazil	31 May 2019	Curitiba, Brazil
Information Service	Webinar: Showcasing Applied Research Sector (1) – Chemical Industry	14 May 2019	online, webinar
Information Service	Webinar Series: Thematic & Sectorial Webinars (3) - Marine Research	May 2019 (tbc)	online, webinar
Training & Infrastructure	Training: Marketing & Sales	May/June 2019	São Paulo, Brazil
Matchmaking & Events	Roadshow („Fact Finding Mission“) in Europe	May/June 2019	Sofia & Plovdiv, Bulgaria
Training & Infrastructure	ERC Training	July 2019	São Paulo, Brazil
Training & Infrastructure	Training: Strategic Business Partnerships	26-27 June 2019	Campinas, Brazil
Training & Infrastructure	Training: Strategy and Management of International Operations	28 June 2019	Campinas, Brazil
Information Service	Webinar Series: European STI Landscape in a Nutshell (country webinars)	June-December 2019	online, webinar
Training & Infrastructure	Training on RRI (in Turkish)	1 July 2019	Istanbul, Turkey
Training & Infrastructure	Training: Foresight & Beyond - Prospective, Prioritization and Decision in STI	22-26 July 2019	Campinas, Brazil
Training & Infrastructure	Webinar on RRI	15 July 2019	online, webinar
Training & Infrastructure	Training: Innovation Management (1)	July 2019	tbc, Brazil
Training & Infrastructure	Legal Requirements - Internationalisation to Europe (1)	August 2019	Brazil
Information Service	Webinar: Showcasing Applied Research Sector (2) & (3)	August – December 2019	Online, webinar
Information Service	Internationalisation of Research at Universities and Research Organizations	1 September 2019	Online, webinar
Training & Infrastructure	Training: Toolbox on RRI	16-17 September 2019	Campinas, Brazil
Matchmaking & Events	Pitching Training & Co-incubation Opportunities Workshop	September 2019	Europe
Training & Infrastructure	Training: Innovation Management (2)	September 2019	Brussels, Belgium
Matchmaking & Events	Innovation Tour to Brazil	23-27 September 2019	Foz de Iguaçu/ Curitiba, Brazil
Matchmaking & Events	Thematic Workshop: Renewables and Biogas	September 2019	Foz de Iguaçu, Brazil
Information Service	Webinar: Introduction of Soft Landing Hubs (SLH) (2)	October/November 2019	online, webinar
Information Service	Webinar Series: Thematic & Sectorial Webinars (4) - 5G	November 2019	online, webinar
Training & Infrastructure	Legal Requirements - Internationalization to Brazil (2)	November 2019	Europe
Training & Infrastructure	Boot Camp in Europe	7-8 November 2019	Europe
Information Service	Market & Research Study: Industry 4.0	November 2019	Download



Information  
Service

A light gray background pattern featuring abstract geometric shapes, including lines and circles, representing infrastructure and training.

Training  
& Infrastructure

A light gray background pattern featuring abstract geometric shapes, including lines and circles, representing matchmaking and events.

Matchmaking  
& Events

A light gray background pattern featuring abstract geometric shapes, including lines and circles, representing consultancy services.

Consultancy  
Service





# Information on Funding Possibilities

In 2019, ENRICH in Brazil will publish two funding guides explaining the funding eco-systems of Brazil and Europe. The aim of these resources is to provide an overview of public funding schemes with a special focus on innovation funding streams in both regions.

## 1. GUIDELINES FOR INNOVATION FUNDING POSSIBILITIES IN BRAZIL

This guide will provide information on various public innovation funding programmes/instruments in Brazil that might also be accessible for Europeans. It contains information on the details of the programme such as scope, programme objectives, eligibility, funding streams, documents and links. This guide will present many details in each funding line. The document will be available in English.

## 2. GUIDELINES FOR INNOVATION FUNDING POSSIBILITIES IN EUROPE

This guide will focus on other European funds for STI, apart from H2020, focused on internationalisation at European, national and regional scales and provide information on programmes and calls, eligibility and application rules and procedures, deadlines, funding rules and other important details. The document will be available in English.

### Who is it for?

Research Actors, R2M Intermediaries from Brazil and Europe

### What are the benefits?

Comprehensible and summarized overview of Framework Knowledge and tools to attend future funding opportunities (easy access to relevant information on funding opportunities)

### When?

April 2019

### Where?

Available to download from website

### Price?

Free-of-charge

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# Market & Research Study: **Industry 4.0**

In November 2019, ENRICH in Brazil will publish a study, which will analyse the digital transformation in Brazil and Europe. The study will be based on a global survey.

The focus will be on Industry 4.0 initiatives in Brazil and Europe, but also on competencies, services and concrete technologies.

## **Who is it for?**

European & Brazilian Research actors, R2M intermediaries, business actors, governmental actors, B2B actors

## **What are the benefits?**

The reader will get a comprehensive and summarized overview of the current trends in Industry 4.0 in Brazil

## **When?**

November 2019

## **Where?**

Available to download from website

## **Price?**

Free-of-charge

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# Montly Business & Innovation News (‘ENRICH Monthly’)



In February 2019, ENRICH in Brazil launches its monthly mailing service Business & Innovation News (‘ENRICH Monthly’).

To receive the compiled news on a monthly basis, interested Europeans or Brazilian need to sign-up on the mailing list of ENRICH in Brazil. The ENRICH Monthly will inform about latest business and STI news, provide information on law regulations, thematic focus topics, “hot” topics and country specific regulations.

## Who is it for?

Mainly for European players – companies, universities, research institutions; also for Brazilians with interest in relations between Europe and Brazil

## What are the benefits?

Staying up to date on European – Brazilian collaboration in the area of business and innovation on a monthly basis

## When?

Every month starting from February 2019

## Where?

Online; Sign-up on ENRICH in Brazil mailing list or download from ENRICH in Brazil publication website

## Price?

Free-of-charge

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[www.brazil.enrichcentres.eu/mailling-list-sign-up](http://www.brazil.enrichcentres.eu/mailling-list-sign-up)

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# Webinar Series: Showcase the Brazilian Innovation Ecosystem with Focus on the Applied Research Sector

Three webinars will be offered by ENRICH in Brazil to showcase Brazilian innovation ecosystem with a special focus on the applied research sector. The topic of the first webinar is Chemical Technologies, the topics of the next webinars will be announced on ENRICH in Brazil website.

The structure of the webinar will be following:

- Overview of the Brazilian innovation eco-system
- Industry overview & innovation potential in Brazil
- Q&A

All webinars will be recorded and can be viewed any time at ENRICH in Brazil website.

## Who is it for?

European & Brazilian companies, researchers, startups

## What are the benefits?

Find out about the innovation scenario in in Brazil, research and market opportunities in the individual industries

## When?

1) 14 May 2019 – Chemical Technologies  
2) June 2019  
3) August 2019

## Where?

online

## Price?

Free-of-charge

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[www.brazil.enrichcentres.eu/presentations-and-training](http://www.brazil.enrichcentres.eu/presentations-and-training)



# Webinar Series: Introduction of ENRICH in Brazil's Soft Landing Hubs (SLH)

The two webinars will present the concept of ENRICH in Brazil SLHs and introduce the organisations which have been accredited as such. Each session will introduce the role of the SLHs, explain the application and accreditation processes.

Representatives of two accredited SLHs will present their support services for European and Brazilian companies and explain their conditions.

They will also present their regional ecosystems (sector and main stakeholders). Finally, the webinars will present available opportunities for collaboration, especially the funding opportunities (e.g. INNOWWIDE call in the Spring edition).

SLHs are specialized ENRICH in Brazil service providers which deliver services, such as:

- Localization guidance
- Offer of co-working space
- Administrative and secretariat support
- Compliance check on laws and regulations
- Introduction to the local scientific and business community.

All webinars will be recorded and can be viewed any time at ENRICH in Brazil website.

## Who is it for?

Brazilian and European incubators, accelerators, innovators, enterprises, researchers and policy makers interested in the thematic market

## What are the benefits?

Participants will get to know representatives of accredited, already existing SLH and the services they have to offer

## When?

- 1) 12 March 2019
- 2) October / November 2019

## Where?

online

## Price?

Free-of-charge

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[www.brazil.enrichcentres.eu/presentations-and-training](http://www.brazil.enrichcentres.eu/presentations-and-training)

# Webinar Series: Sectorial & Thematic Webinars

ENRICH in Brazil will run a series of thematic webinars during 2019 to present opportunities, actors and trends of key priority cooperation areas between Europe and Brazil.

The exact dates of the individual seminars will be announced on ENRICH in Brazil website and social media.

All webinars will be recorded and can be viewed any time at ENRICH in Brazil website.

## Who is it for?

Brazilian and European researchers and businesses working in the particular field

## What are the benefits?

The participants will gain an understanding of the needs of the individual sectors in both regions, will get to know the key players and possible fields for cooperation

## When?

- 1) March 2019 – Topic: Health
- 2) April 2019 – Topic: Agro/Food
- 3) May 2019 – Topic: Marine Research
- 4) November 2019 – Topic: 5G

## Where?

online

## Price?

Free-of-charge

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# Webinar: INNOWNWIDE - Calls for Viability Assessment Project

INNOWNWIDE is a new European programme funding SME's viability assessment projects. The goal is to provide SMEs with head start in their target market.

The INNOWNWIDE programme helps innovative SME gain access to new international markets by funding viability assessment projects in cooperation with local stakeholders around the world.

The webinar will provide practical information about the first INNOWNWIDE call, which opens on 1 April 2019.

**Who is it for?**

SMEs in Brazil and Europe

**What are the benefits?**

Participants will learn about the scope of INNOWNWIDE and how to apply for it

**When?**

26 March 2019

**Where?**

online

**Price?**

Free-of-charge

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[www.brazil.enrichcentres.eu/presentations-and-training](http://www.brazil.enrichcentres.eu/presentations-and-training)

# Webinar Series: European Science, Technology & Innovation Landscape in a Nutshell

ENRICH in Brazil will offer a series of webinars on Science, Technology and Innovation (STI) landscape in various European countries, starting from June 2019.

Each webinar will provide information about the collaboration and funding opportunities between the specific EU country and Brazil. Additionally, they will draw upon success stories of European organisations operating in Brazil or collaborating with Brazil and feature speakers with relevant local knowledge. Featured countries in 2019: Austria, Hungary, Turkey, Spain, Germany.

All webinars will be recorded and can be viewed any time at ENRICH in Brazil website.

## Who is it for?

Brazilian research actors, R2M intermediaries, B2B, business actors in Europe and Brazil

## What are the benefits?

The webinars will provide information about STI in the highlighted European countries, as well as about funding possibilities and opportunities to collaborate with Brazil

## When?

- 1) June 2019 – Austria
- 2) September 2019 – Turkey
- 3) November 2019 – Spain
- 4) November 2019 - Hungary
- 5) December 2019 - Germany

## Where?

online

## Price?

Free-of-charge

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Information  
Service



Training  
& Infrastructure



Matchmaking  
& Events



Consultancy  
Service

# Training: Legal Conditions & Requirements

ENRICH in Brazil will offer two trainings focusing on legal issues concerning running business in Europe and Brazil. The trainings will discuss legal conditions and requirements that companies must adhere to when considering internationalisation of their businesses to Brazil or to Europe respectively.

The participants will learn how to run their business legally, what are good models, which partnerships are legally possible. In the workshop with focus on Europe also GDPR will be covered.

**Who is it for?**

European and Brazilian companies

**What are the benefits?**

One-stop-shop for all legal issues regarding doing business in Europe or in Brazil

**When?**

- 1) August 2019 - in Brazil, training with focus on Europe
- 2) October 2019 - in Europe, training with focus on Brazil

**Where?**

tbc

**Price?**

Paid Service. The participation fee of the training will be announced on the ENRICH in Brazil website

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# Boot Camp in Europe & Brazil

## 1. BOOT CAMP IN **BRAZIL**

The ENRICH in Brazil Boot Camp aims to provide a framework for Brazil-based companies and entrepreneurs to create a solid foundation on how to expand their business towards Europe. Thus, the purpose of the Boot Camp is to show to startups, researchers and corporates what are the opportunities and good practices for getting access to relevant business, partnership and funding in the EU, with the support of ENRICH.

Additionally, the Boot Camp will also include an information and feedback session on ENRICH portfolio and opportunities for startups, researchers and corporates in Brazil and in Europe. The participants will have the opportunity to develop their ideas within an intensive one-day program, which includes seminars, training and coaching sessions. The particular focus of the Boot Camp is to develop global competences for the European market and setting up a business in Europe. Participants will be provided the skills and knowledge in developing their ideas, sustainable business modelling, partner finding and legal advice.

## 2. BOOT CAMP IN **EUROPE**

The ENRICH in Brazil Boot Camp aims to provide a framework for Europe-based companies and entrepreneurs to create a solid foundation on how to expand their business towards Brazil.

The participants will have the opportunity to develop their business ideas within an intensive 1.5 – 2 day programme which includes seminars, training and coaching sessions. The particular focus of the Boot Camp is to develop global competences for the Brazilian market and setting up a business in Brazil.

Participants will gain skills and knowledge in developing their ideas, sustainable business modelling, partner finding and legal advice.

### Who is it for?

European / Brazilian R&I companies, researcher/university representatives (BR) and startups,

### What are the benefits?

Participants will gain valuable knowledge and skills on how to expand their business towards Europe / Brazil

### When?

- 1) Brazil: 31 May 2019
- 2) Europe: 7-8 November 2019

### Where?

- 1) Curitiba, Brazil
- 2) tbc, Europe

### Price?

BR: Free-of-charge  
EU: Paid Service. The participation fee will be announced on the ENRICH in Brazil website

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# Innovation Management Training

The 1-day training for researchers and innovators will be held both in Brazil and in Europe. Each of the workshops will thus address concrete needs of the respective market.

The goal of the training is to make participants better understand the process of innovation management and innovative tools to support the process.

Main topics of the training:

- Introduction to innovation management: key-concepts
- Innovation management: evolutionary and change perspectives
- Innovation and technology intelligence: how to stay on top of the latest developments and trends
- Managing innovation and disruptive innovation: key concepts
- Open innovation: how to harmonize all demands
- Strategic innovation management: finding the right tools
- Managing international partnerships: understanding Brazilian / European cultural and business language
- Roadmapping activity: how to effectively manage an innovation cooperation project

## Who is it for?

Innovation managers, Research Actors, R2M, B2B, Business Actors  
Brazil and Europe

## What are the benefits?

Knowledge on Innovation Management tailored to innovation managers and researchers. A very practical approach and with a presence of a specialist in the field in both Europe and Brazil

## When?

- 1) July 2019
- 2) September 2019

## Where?

- 1) tbc, Brazil
- 2) Brussels, Belgium

## Price?

Paid Service. The participation fee of the training will be announced on the ENRICH in Brazil website

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# Marketing & Sales Training: Adapt Your Product / Service to the European Market

This 2-day training will focus on Brazilian participants, mainly SMEs and startups which are preparing to launch their products or services in Europe.

The training will provide them with valuable strategies and best practices how to succeed on European markets, it will consist of practical hand-on exercises.

<b>Who is it for?</b>	Brazilian startups and SMEs
<b>What are the benefits?</b>	Learn how to be successful in Europe and adapt to European market conditions
<b>When?</b>	May / June 2019
<b>Where?</b>	São Paulo, Brazil
<b>Price?</b>	Paid Service. The participation fee of the training will be announced on the ENRICH in Brazil website

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# Training: Strategic Business Partnerships

In this tech-transfer training, Strategic Business Partnerships (SBPs) will be examined in all their forms, with special emphasis on partnerships involving the implementation of new ideas and marketing of innovative products.

The discussion will focus on the incentives to cooperate, the advantages and disadvantages of partnerships for the various parties involved, the organisational forms of partnerships, and the process of partnership negotiation, management and resolution.

The role of multinational corporations and of smaller companies in setting up and participating in alliance networks will be covered in detail.

The 3-day training is structured as follows:

- Day 1 (8.30 – 18.00): Definition, rationale, global perspective
- Day 2 (8.30 – 18.00): Negotiating and managing strategic business partnerships
- Day 3 (8.30 – 18.00): Lessons for successful strategic business partnerships

## Who is it for?

R&I actors – universities, research organisations, technology-intensive companies in Europe and Brazil; R2M and B2B intermediaries in Europe and Brazil

## What are the benefits?

Participants will get a complete vision of inter-organisational cooperation with focus on research, development and innovation. They will learn how to find partners, how to negotiate a partnership, how to manage it successfully and how to end the partnership. The training is based on a series of case studies from around the world, including Europe and Brazil

## When?

26 – 27 June 2019

## Where?

UNICAMP, Campinas, Brazil

## Price?

Paid Service. The participation fee of the training will be announced on the ENRICH in Brazil website

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# Training: Strategy & Management of International Operations

The main purpose of the training is to explore the context where internationalisation activities of international offices of universities, research and private organisations require resources and continuous development. Participants will learn how to define and implement internationalisation strategies, manage their international operations effectively and collaboratively with other stakeholders from and outside of their organisation. The workshop also aims to improve strategic decision-making capacities of participants. It will introduce practices of some successful international offices in different countries.

The full-day workshop is structured as follows:

- Morning session: context, tools and techniques for international operations related to STI
- Afternoon session: practical examples from STI institutions

## Who is it for?

All R&I actors from innovative agencies; research centers, universities' international offices, public organisations etc.

## What are the benefits?

Participants will get an overview of the main concepts, tools and techniques on international operations in STI. The training will follow an interactive approach and will display practical sample cases of STI institutions. The goal is to empower the participants on the main challenges in international agreements

## When?

28 June 2019, 1 day workshop (9.00 – 18.00)

## Where?

UNICAMP, Campinas, Brazil

## Price?

Paid Service. The participation fee of the training will be announced on the ENRICH in Brazil website

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# Training: Responsible Research & Innovation (RRI)

The training aims to improve decision-making capacities of researchers and policy makers in two specific questions:

- (1) opportunities and obstacles in moving towards RRI; and
- (2) practical tools in measuring the impact of RRI. Participants will learn the theoretical fundamentals of RRI and get to know practical tools which help in assessing R&I projects from the RRI perspective. The interactive part of the training will teach participants to integrate RRI practices into their daily decisions.

The training will be offered in two formats:

- 1 day on site training in Turkey
- Online training in English

## Who is it for?

All R&I actors, in particular funders and managers; the on site training is exclusively dedicated to R&I actors in Turkey

## What are the benefits?

Participants will learn to consider and integrate RRI metrics to projects

## When?

- 1) 1 July 2019 (on site training in Turkish)
- 2) 15 July 2019 (online training in English)

## Where?

Sabanci University, Istanbul, Turkey

## Price?

Free-of-charge



# Webinar: Internationalisation of Research at Universities & Research Organisations

This training aims to improve strategic decision-making capacities of managers of “International Offices” and/or “Technology Transfer Offices (TTOs)” at universities or research organisations.

The training will focus among others the following key themes:

- How could managers of international offices/TTO deal with a variety of academic stakeholders from different institutional environments?
- How could universities and research organisations position themselves within the web of international collaborations?
- What are practical tools and guidelines in reaching out and establishing efficient international collaborations?
- What might be the measures of the impact of international collaborations?
- How could international offices/TTOs manage diverse practices and lack of communication between academic and supporting units of their organisations such as International Tax, the Office of the General Counsel, and Sponsored Research?

## Who is it for?

All R&I actors in Brazil and Europe

## What are the benefits?

Participants will learn to apply internationalisation strategies into their daily decisions at their universities or research organisations

## When?

1 September 2019

## Where?

online

## Price?

Free-of-charge

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# Training: Toolbox on Responsible Research & Innovation (RRI)

The purpose of this training course is to provide an introduction to the concept of and current discussions around Responsible Research and Innovation (RRI) and to introduce what the current discussions and debates are around RRI.

This includes introducing the idea of RRI and the intellectual discussion of the concept, discussing pathways to implementation in research institutions, barriers and drivers for RRI in Brazil and empirical cases.

The 2-day workshop is structured as follows:

- Day 1 (8.30-18.00): Basic concept of RRI and toolbox
- Day 2 (8.30-18.00): Analysis of specific RRI cases, including the role of the funding agencies in Brazil and EU

## Who is it for?

Universities, research organisations, and funding agencies in BR and EU

## What are the benefits?

Participants will get a complete vision of RRI discussion in Brazil and Europe and its impact on Science, Technology and Innovation environment. Integrating RRI metrics to strengthen the collaboration of STI actors in BR and EU

## When?

16 - 17 September 2019

## Where?

UNICAMP, Campinas, Brazil

## Price?

Paid Service. The participation fee of the training will be announced on the ENRICH in Brazil website

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# Training: How to acquire ERC Grants?

The training aims to equip Brazilian researchers and multipliers with hands-on information about European Research Council (ERC) grants. ERC provides funding opportunities for excellent researchers and their teams from all over the world.

Many Brazilian researchers have already benefited from this opportunity to continue their research at a European host institution. The full day training will inform about practicalities, such as qualification criteria, how to find a hosting institution and how to apply for the grant. It will also feature success stories from Brazilian grantees.

Additionally, related sources of information for research funding will be shared.

## Who is it for?

Brazilian researchers who are interested in doing their research in Europe; representatives of universities and research institutions

## What are the benefits?

Participants will learn how to apply for ERC grants

## When?

June 2019

## Where?

São Paulo, Brazil

## Price?

Free-of-charge

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# Training: Foresight & Beyond - Prospective, Prioritisation & Decision-Making in STI

The objective is to provide a discussion of prospective deploying main approaches and to present and discuss essential concepts that form the pillars of prospective and decision making under regime of uncertainty. The very concepts of uncertainty, risk, ambiguity, rationality, intuition, possibility versus probability, are defined and discussed highlighting their implications for future studies and decision making in STI.

The 5-day training is structured as follows:

- Day 1 (8.30 – 18.00): Fundamentals and main concepts of future studies. How to build a future study considering prospective, prioritisation and decision-making.
- Day 2 (8.30 – 18.00): Future studies approach, corporate foresight and the methodological toolbox of prospective and prioritisation studies. Exploring opinion-driven prospective methods.
- Day 3 (8.30 – 18.00): Prioritisation and decision-making: combination and optimisation of methods, multi-criteria and economic approaches.
- Day 4 (8.30 – 18.00): Collection, representation and analysis of Brazilian academic data and social network analysis.
- Day 5 (8.30 – 18.00): Working groups are challenged to examine a prospective exercise.

## Who is it for?

Professionals from public and private organisations involved in STI strategies and policies; R&I actors – universities, research organisations, technology-intensive companies in Europe and Brazil; R2M and B2B intermediaries in Europe and Brazil

## What are the benefits?

Complete vision of the state of the art and discussions in foresight and prioritisation methods; foresight based on big data. Study of cases and hands-on working-groups

## When?

22 – 26 July 2019

## Where?

UNICAMP, Campinas, Brazil

## Price?

Paid Service. The participation fee of the training will be announced on the ENRICH in Brazil website

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# Innovation Tour to Brazil / to Europe

An Innovation Tour to Brazil will take place back-to-back with the ANPEI conference in September 2019 to Foz de Iguaçu.

The conference will take place two days, one additional day is intended for institutional visits. The programme will be prepared in cooperation with local experts and adapted according to the theme of the conference.

Besides that, ENRICH in Brazil organises Innovation & Matchmaking Tours to Europe and/or Brazil for interested STI actors from Brazil and Europe. This service is offered on demand. Please contact ENRICH in Brazil for details.

The aim of the Innovation & Matchmaking Tours is to get to know Europe / Brazil and its innovative industries and give participants the opportunity to network and find potential European / Brazilian partners.

## Who is it for?

European STI actors

## What are the benefits?

Participants will get to know Brazil's innovative industries and will have the opportunity to find partners for their projects in Brazilian top research and technology organisations

## When?

23 - 27 September 2019

## Where?

Foz de Iguaçu / Curitiba, Brazil

## Price?

Paid Service. The participation fee of the tour will be announced on the ENRICH in Brazil website. For individual or group tours, please contact ENRICH in Brazil

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# Roadshow as “Fact Finding Mission”

The ENRICH in Brazil roadshow is an awareness raising activity which aims at reaching out to potential clients and inform them about project services. There will be two roadshows in 2019, one in Europe and one in Brazil, both will take place back-to-back with bigger events.

Both will offer the following components:

- Presentation of services of ENRICH in Brazil
- Round table discussions, Q&A sessions, possibility for bilateral discussions.

## Who is it for?

Brazilian and European research actors, R2M, B2B, business actors

## What are the benefits?

The roadshow will provide potential clients with information on demands and requirements for starting a Brazilian – European R&I cooperation

## When?

May / June 2019

## Where?

Europe: Sofia & Plovdiv, Bulgaria  
Brazil: tbd

## Price?

Free-of-charge

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# Thematic Workshop: Renewables & Biogas

The Workshop will take place in the framework of the ANPEI Conference and will address the area of renewables and biogas. The subject is closely related to several Brazilian innovation actors in that area.

The interactive workshop will last 2-3 hours and will feature expert speakers, roundtable and/or consulting pitch on interests and concerns regarding renewables and biogas.

## Who is it for?

Entrepreneurs, investors, directors and managers in large companies from Brazil and Europe

## What are the benefits?

As the workshop takes place within the ANPEI Conference which goes back to back with Innovation Tour to Brazil for European companies, it will provide strong networking opportunities

## When?

26 September 2019 (tbc)

## Where?

Rafain Palace Hotel Convention – Foz de Iguaçu, Paraná, Brazil

## Price?

Conference Fee (travel & accommodation excl.)

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# Pitching Training & Co-Incubation Opportunities Workshop

ENRICH in Brazil will run a pitching training and co-incubation workshop aimed at introducing European SMEs to possible Brazilian partners. In particular, companies will be introduced to Business Support Organisations which can help them to discover available development and commercial opportunities in Brazil.

The pitching training will be complementary to the introduction to Brazilian partners. Organised as a half day event, the training will present the key features of the perfect pitch and will provide dedicated insights from international experts.

Participants will be matched with experts so as to explore possible co-incubation paths in Brazil.

## Who is it for?

European innovators, enterprises, researchers, Brazilian investors, incubators, ENRICH in Brazil soft landing hubs

## What are the benefits?

Representatives of European companies will learn to pitch their products/solutions in front of international experts. Additionally, European SMEs will be introduced to Brazilian experts who can indicate incubation and scaling up opportunities in Brazil

## When?

September – December 2019 (tbd)

## Where?

Europe (tbd)

## Price?

Paid Service. The participation fee will be announced on the ENRICH in Brazil website

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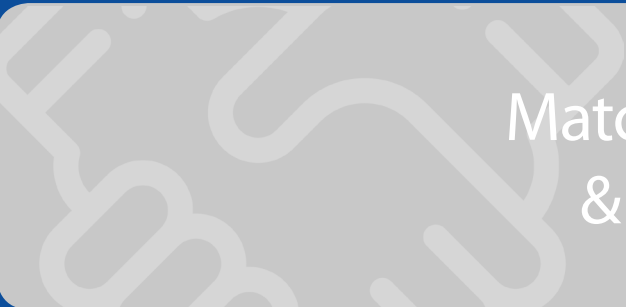
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# Customised Support: Individual Services

ENRICH in Brazil provides tailor-made consultancy support for all organisations of the innovation value-chain which seek to collaborate and do business with both Brazil and Europe.

ENRICH in Brazil is an expertise centre that will provide you with specific knowledge that you have been looking for to concretise your innovation potential abroad.

All consultancy services are provided on demand and are paid services.

Examples of consultancy services:

- Advice on Responsible Research and Innovation (RRI)
- Advice on branding
- Advice on communication
- Advice on technology transfer
- Advice on internationalisation
- Market analysis / Specific sector analysis
- Legal advice
- Advice on international investments
- Benchmarking studies
- Advice on developing business model and plan
- Advice knowledge management
- Organisation of business mission
- Organisation of roundtables and matchmaking sessions

The price for the ENRICH in Brazil Consultancy Services will depend on the individual demand and the respective efforts necessary.

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## CONTACT US AT:

[brazil@enrichcentres.eu](mailto:brazil@enrichcentres.eu)

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of the CEBRABIC project and its partners



Fraunhofer Institute for Production  
Systems and Design Technology (IPK)







# ENRICH

EUROPEAN NETWORK OF  
RESEARCH AND INNOVATION  
CENTRES AND HUBS, **BRAZIL**

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