



ENRICH

EUROPEAN NETWORK OF
RESEARCH AND INNOVATION
CENTRES AND HUBS, BRAZIL

CENTRO DE INOVAÇÃO BRASIL-EUROPA

Innovation Challenge of ENRICH in BR: Call for Challenges

Webinar, 17 June 2020,
15.00 CET / 10.00 BRT

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Innovation Challenge 2020

presented by Johanna Haunschild, Fraunhofer IPK

Innovation Challenge

Overview

Objective

- To assist organisations solving their problems caused by the situation of the COVID-19 pandemic
- Priority Fields: **Tourism & Leisure, Digitalization and Sustainable Development**

Why organisations and companies should open up their challenges and problems to outsiders?

- **Getting innovative solutions from external sources** can provide companies with new perspectives and out-of-the-box ideas for specific problems.
- By interacting with people from **diverse countries, backgrounds, and disciplines, companies and organisations get access to a wide range of different knowledge bases**, which often leads to better innovations.



Innovation Challenge: Description & Procedure



Innovation Challenge 1st Call for Challenges

Eligibility Criteria – Who can submit a Challenge?

- The applicant must be a **non-profit business from public or civil sector**, legally established in Brazil (*municipalities, innovation-funding agencies, universities, research organizations, chambers, intermediary organizations, Networks and NGOs; European organizations established as non-profit businesses in Brazil are excluded*);
- 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.**

Innovation Challenge 1st Call for Challenges

Eligibility Criteria – Who can submit a Challenge?:

Not being a non-profit organization or non-profit company from public or civil sector?

But facing similar challenges due to the covid-19 pandemic?

Please contact as via email: brazil@enrichcentres.eu

How to Apply?

Challenge Owners will submit their challenge by filling up a form:

<https://bit.ly/2XShW5h>

3 Sets of Questions to be answered:

1. Set of Questions: Basic Information about yourself and your Organisation
2. Set of Questions: Challenge Description
3. Set of Questions: Affirmations



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

<p>First Name *</p> <p>Your answer</p>	<p>Organisation Name *</p> <p>Your answer</p>
<p>Last Name / Family Name *</p> <p>Your answer</p>	<p>Address of Organisation (City, Country) *</p> <p>Your answer</p>
<p>Email *</p> <p>Your answer</p>	<p>Website of Organisation</p> <p>Your answer</p>
<p>Telephone Number *</p> <p>Your answer</p>	<p>Position in Organisation *</p> <p>Your answer</p>

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? (2.000 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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*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.**

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


☐ Send me a copy of my responses.

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Innovation Challenge 1st Call for Challenges

Evaluation & Selection Criteria – Which Challenges will be selected?:

- 
- 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 (complex problems that involve many aspects and interaction points cannot be understood and solved through such challenges).
 - The challenge 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. At the end of the evaluation process, three challenges from Brazil will be selected by August 10, 2020.

How to Write a Good Challenge?

Common Pitfall

- Challenge is too broad or too technical
- Not understandable for externals
- Too ambitious definitions such as “how to decrease the unemployment rate in our region?”



How to Write a Good 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>

How to Write a Good Challenge?

OPTION 1:

5 WHYS: GETTING TO THE ROOT OF A PROBLEM QUICKLY

The best way to use this technique is in a team of your organization

Step 1: Define the problem!

Example: We couldn't meet the deadline for our product release

Step 2: Ask the first 'Why' !

Example: Why could we not manage to meet the deadline?

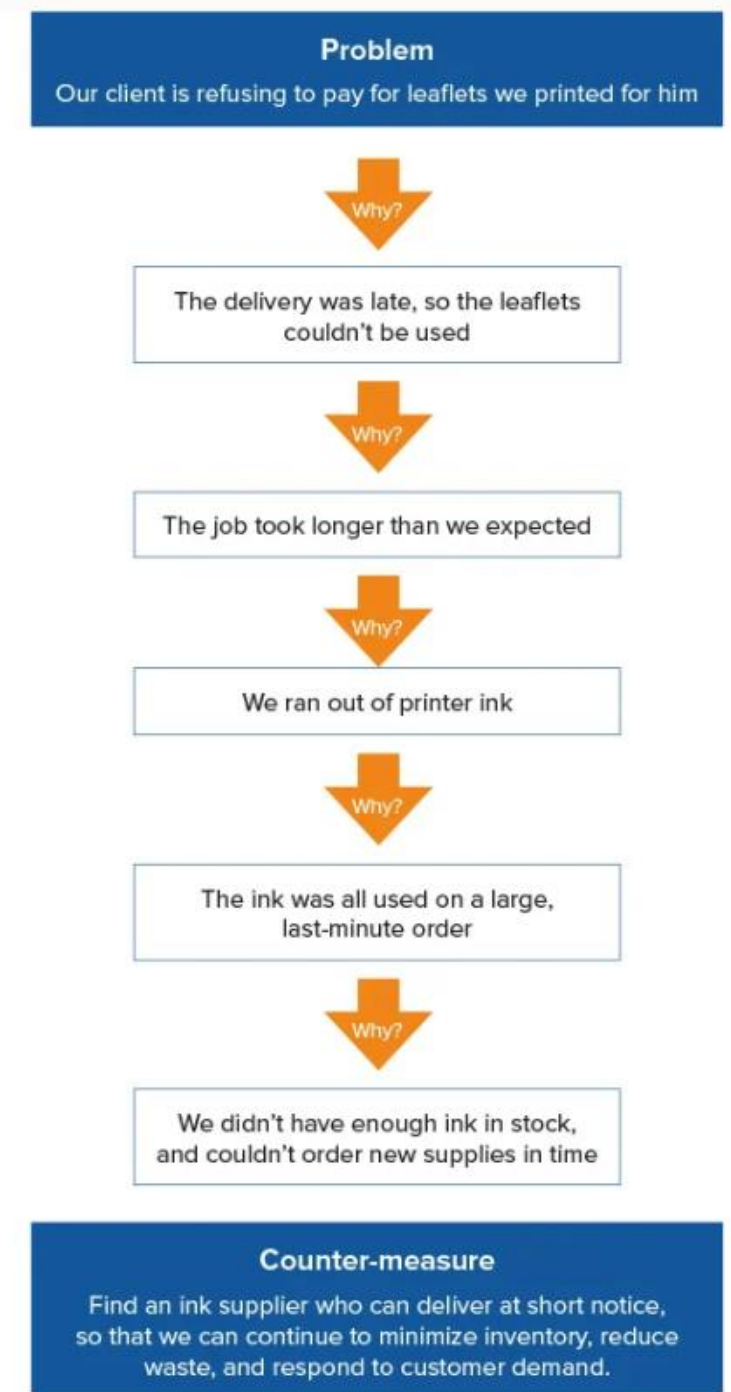
Answer: The deadline was too tight! (several answers possible!)

Step 3: Ask the second 'Why'! (for each answer found in step 2)

Example: Why was the deadline too tight?

Answer: Our planning was not well organized (several answers possible)

Step 4: Ask the third 'Why' and two more times



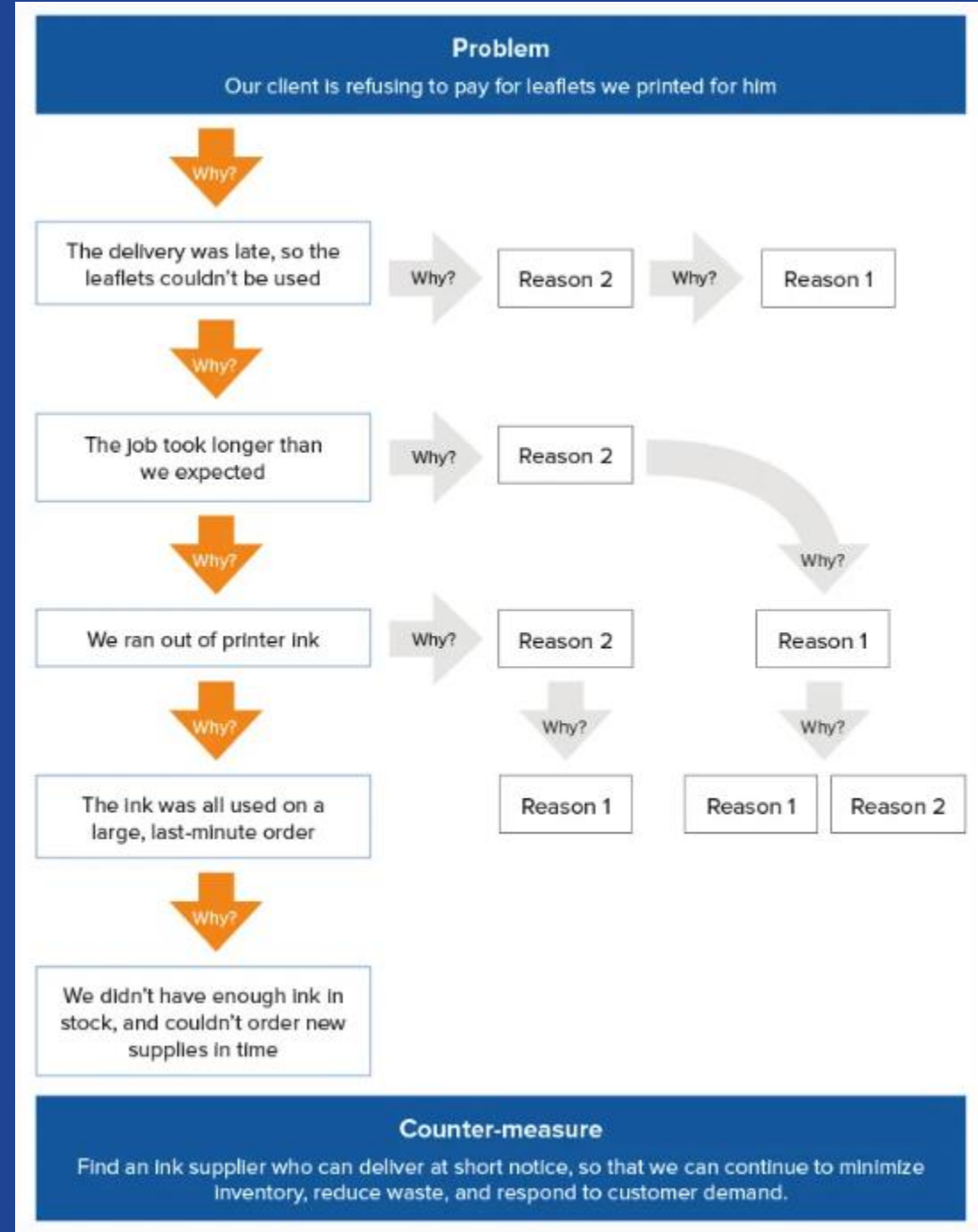
How to Write a Good Challenge?

OPTION 1:

5 WHYS: GETTING TO THE ROOT OF A PROBLEM QUICKLY

Important: Know when to Stop!

The method allows you to find the **challenge** behind the obvious problem and helps you to **describe properly the challenge** you are facing based on several circumstances which needs to be considered.



Innovation Challenge 1st Call for Challenges - Need Help?

We have **experienced mentors** from Brazil and Europe who can support you with their “outsider” perspective to describe your challenge in a clear and understandable way:

- Chiara Davalli, EBN, Brussels, Belgium (in English)
- Berna Windischbaur, FFG, Vienna, Austria (in English)
- Thais Soares, SPI, Porto, Portugal (in Portuguese)
- Filipe Miguel Cassapo, FIEP, Curitiba, Brazil (in Portuguese)
- Marcela Flores, ANPEI, Sao Paulo, Brazil (in Portuguese)
- Jaqueline Gil, ENRICH in Brazil, Brasilia, Brazil (in Portuguese)
- Johanna Haunschild, Fraunhofer IPK, Berlin, Germany (in English)



Innovation Challenge 1st

Call for Challenges –

What's Next?

- Deadline for Submission: **15 July 2020.**
- **Eligibility check** and coordination of the evaluations by a committee of experts comprised of Brazilian and European ENRICH in Brazil partners.
- **Decision by our committee of the total prize** for each selected challenge. The maximum prize amount is 10.000 Euro (**for solution providers!**)
- If you are one of the lucky chosen ones, you challenge will be posted on our website /platform and **we will seek for solution providers in Europe who can support you to overcome (2nd Call), starting from August 17th on.**



**What's
Next?**

Innovation Challenge 2nd Call – Call for Solution Providers –

What's Next?

- 2nd Call for Solution Providers based on the requirements of your challenge will be launched on August, 17th
- The challenge owners need to shortlist the three most valuable solutions received; based on **the following criteria:**
 - Innovativeness;
 - Unique Selling Proposition (USP);
 - Scalability;
 - Competencies;
 - Market Barriers.
- **Pitching session** between challenge owner and the solution provider will be organized by ENRICH
- Challenge owner will select the best solution and the implementation will start (until December 31st)!
- ENRICH in Brazil will provide the Prize



**What's
Next?**

Innovation Challenge 1st Call for Challenges - Timetable

1st Call – Call for Challenges

2nd Call – Call for Solutions

Opening of the Challenge Call I	June 10, 2020
Webinar about the Call	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
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

Please check the Call Guidelines for detailed information:
<https://bit.ly/3dQl4DN>

THANK YOU!



CENTRO DE INOVAÇÃO BRASIL-EUROPA