



CENTRO DE INOVAÇÃO BRASIL - EUROPA

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ENRICH MONTHLY



**MONTHLY BUSINESS & INNOVATION
NEWS COMPILED BY ENRICH IN BRAZIL**



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Brazil's National Innovation Policy



The National Innovation Policy aims to guide, coordinate and articulate strategies, programs and actions

ENRICH Success Story



Carnival, caipirinha, copacabana: Brazil's innovation potential far away from stereotypes

CONFAP – CNPq – H2020 Green Deal Call



Researchers from Brazil are invited to pursue research and innovation collaborations within Horizon 2020 Green Deal

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ENRICH

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

CENTRO DE INOVAÇÃO BRASIL - EUROPA

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EDITORIAL

Dear Reader,

a warm welcome and thank you for your time and interest in our eleventh edition of ENRICH Monthly in 2020. We are happy to greet you with a fresh design!

It has been **almost two years since we have issued our first edition of the ENRICH Monthly**. Each month, the ENRICH Team is excited to gather and prepare targeted information for our readers. We hope that you found the newsletter to be a useful resource. Therefore, **we'd love to know what you think about our newsletter** and ENRICH – just a few questions and you're done! [Click here to take the survey](#).

As we are continuously expanding our wide and varied balanced range of services, our customer base and network is continuously growing. **ENRICH in Brazil is proud to count the Embassy of Slovenia to Brazil among its new ENRICH members!**

In order to launch this new relationship, and as part of ENRICH's services to its members, a matchmaking session was organised on 29th October 2020 between key Slovenian and Brazilian innovation chain actors, specifically focusing on chemistry areas microplastics, bioplastics and catalysis of chemical reactors.

Great discussions took place and some exciting ideas of collaboration were identified between the Brazilian and Slovenian counterparts, with the participation of leading researchers from the **National Institute of Chemistry of Slovenia (NIC)** including ERC European Research Council Advanced Grantee Prof. Dr. Roman Jerala, and

various other Brazilian researchers including SENAI Institutes of Electrochemistry, Polymers and Biosynthetics representatives.

The conversations, moderated by the Embassy of Slovenia and ENRICH in Brazil, already got **a step closer to potential synergies** during a second meeting on 11 November between Brazilian counterparts and NIC to discuss collaboration ideas, like microwave-assisted chemical recycling.

We expect this launch event to be the start of a long and fruitful relationship, connecting successfully Slovenian and Brazilian key actors in several innovation areas!

For our Success Story column, we have interviewed Fabian Hecklau, who is a part of the team that supported the **planning, implementation and evaluation of the SENAI Innovation Institutes Network** for applied research in Brazil and who is a senior researcher and experienced international project manager at the Fraunhofer Institute for Production Systems and Design Technology (IPK) in Berlin. Fabian shared his experience on the **importance of embracing the local culture on both professional and personal level** when intending to carry out a successful international collaborative projects. He also disclosed the continuation of the successful partnership between SENAI and Fraunhofer IPK with the project ESCalate SENAI.

Pleasant reading!

ENRICH in Brazil Team

[CLICK HERE FOR THE NEWSLETTER SURVEY](#)

LATEST NEWS

BRAZIL AND

EUROPEAN UNION

EU Commission: Communication on a new European research area

The EU Commission has published a [communication on a new European Research Area \(ERA\)](#). The aim of the ERA is to integrate the scientific and technological capacities within the EU. The communication defines strategic goals by means of which the EU and the Member States should jointly further advance the realization of the ERA goals. An [information website](#) was also initiated that presents numerous practical examples from European research and illustrates performance, dynamism and value-based science and research. → [Publication Office of the European Union](#).

EU Commission: Knowledge Center for Biodiversity launched

The knowledge center aims to support policy making by identifying, structuring and making relevant information accessible and bringing together researchers, policy makers, non-governmental organizations, industry and citizens. It thus contributes to the implementation of the EU biodiversity strategy for 2030 (May 2020). → [EC](#) To the infographic.

Agreement reached on budget for Multiannual Financial Framework (MFF)

The German presidency of the Council today reached a political agreement with the European Parliament's negotiators in talks aimed at securing the Parliament's consent to the next multiannual financial framework, the EU's long-term budget.

It complements the comprehensive financial package of EUR 1.824,3 billion negotiated by EU leaders in July, which combines the next MFF – EUR 1.074,3 billion – and a EUR 750 billion temporary recovery instrument, Next Generation EU (in 2018 prices). The political package agreed with the Parliament includes: Horizon Europe: EUR 84,9 billion (+ EUR 4 billion), EU4Health: EUR 5,1 billion (+ EUR 3,4 billion), and Erasmus+: EUR 23,4 billion (+ EUR 2,2 billion). → [EC](#)

Report on the Future of Universities in Research & Innovation in Europe

In the light of the new ERA communication, this expert report on behalf of the EU Commission presents a strategic »Vision 2030 for the future of universities in Europe in research and innovation«, supported by interest groups. Taking into account the diverse higher education landscape in Europe, the study examines to what extent and how the ongoing transformation processes at universities could best be accompanied by EU support. → [Publications Office of the European Union](#).

European Commission advisors jointly provide recommendations on pandemic preparedness and management

On 5 November 2020, the European Commission's independent Group of Chief Scientific Advisors, the European Group on Ethics in Science and New Technologies (EGE) and Peter Piot, special advisor to the President of the European Commission on COVID-19, communicated joint recommendations providing guidance on how to improve pandemic preparedness and management in Europe and beyond. → [EC](#)

The European Commission published its biennial report "Science, Research and Innovation Performance of the EU 2020"

Given the current challenging times, including COVID-19 crisis, climate change, loss of biodiversity, an ageing population, and growing inequalities, this year's edition entitled "A Fair, Green and Digital Europe" also looks at how research and innovation (R&I) can contribute to sustainability and help the EU to deliver the SDGs. → [EC](#)

LATEST NEWS

BRAZIL AND

EUROPEAN UNION

Fiat Chrysler, PSA win Brazil antitrust approval for merger

Fiat Chrysler and Peugeot maker PSA have won a green light from Brazil's competition watchdog for their planned USD 38 billion merger, the regulator said. The two companies are set to win European Union's approval for their merger, removing a major potential hurdle towards the closing of the deal and the creation of Stellantis, the world's fourth largest carmaker. → [Reuters](#)

Brazil creates national AI innovation network

The Brazilian government has announced the launch of a national innovation network focused on artificial intelligence (AI) with the aim of increasing the production capacity and competitiveness of local companies. Described as the largest in the country, the network is the result of the cooperation between the Ministry of Science, Technology and Innovations (MCTI) and the Brazilian Industrial Research and Innovation Company (EMBRAPII). → [ZD Net](#)

Brazil's Reserve Bank Introduces Regulatory Sandbox Program to Support Financial and Payment Innovations

Brazil's National Monetary Council (CMN), which is responsible for establishing monetary and credit policies, will be working with Banco Central do Brasil (BCB), the nation's reserve bank, in order to create guidelines for managing the operation of the "Controlled Tests Environment for Financial and Payment Innovations" (basically a regulatory sandbox or testing environment for new Fintech solutions). → [Crowdfunder](#)



SCHOLARSHIPS

FUNDING

ANNOUNCEMENTS

PUBLIC CALLS

EUROsociAL+ and EU-LAC Foundation call for proposals

Call for Proposals for the Study on Progress and Challenges of Policies Promoting Women's Participation in the Labour Market in Latin America, the Caribbean and Europe in the Context of Post-Pandemic Economic Recovery.

At the beginning of 2018, the European Union Programme EUROsociAL+ and the EU-LAC Foundation launched a call for proposals on "Good practices and innovations for the inclusion of young women in the labour market in Latin America, the Caribbean and the European Union". The purpose of this call was to collect and share among social organizations, business actors, public institutions and decision makers, those positive experiences that succeeded in reducing the gender and generational gaps which still persist in the economic, political and social systems of both regions.

The 2020 initiative aims to advance along the path that began with the call for good practices, examining the area of public policies implemented or being designed by the governments of the two regions to address issues related to the employment of young women. → [EU LAC Foundation](#)

Deadline: 06.12.2020

4th EU-LAC Call to Co-organise Events on topics relevant the Bi-Regional Partnership

The main purpose of this activity is to receive proposals for the co-organisation of events, resulting in a publication, on topics of relevance to the bi-regional association, especially those aimed at contributing to the fulfilment of the Foundation's mandate in particular in the following priority areas:

- Higher Education;
- Sustainable and inclusive economy;
- Climate Change;
- Culture;
- Multilateralism and Foreign Policies

The eligible events are: seminars, colloquiums, conferences, panels, round tables, including in virtual form, in which experts, academics, officials, decision makers, civil society actors and other interested parties from the EU and LAC regions discuss relevant issues for the bi-regional association. Events that aim to strengthen or promote bi-regional networks on priority issues will be considered as well. → [EU LAC Foundation](#)

Deadline: 04.12.2020



SCHOLARSHIPS

FUNDING

ANNOUNCEMENTS

PUBLIC CALLS

Tecpar launches notice for diagnostic kits from Covid and other diseases

The Paraná Institute of Technology (Tecpar) launched a public call for tenders to supply and transfer technology for rapid test diagnostic kits for Covid-19, in addition to other diseases such as dengue, HIV, Hepatitis B and C and beta HCG (pregnancy test). The focus is to expand the institute's portfolio aimed at supplying the Brazilian public health market.

According to the announcement, the technology transfer must be implemented in phases, comprising product registration in the name of Tecpar, supply of the product by the partner during the technology transfer stages and transfer of technical information to Tecpar for the production of the product by the institute itself.

Companies interested in participating in the notice must provide samples for technical evaluation and submit a Technical and Financial Feasibility Study (EVTF). "The announcement calls for the presentation of products that, together, make the technological platform financially viable. All the necessary investments will come from the margin of commercialization of the products in the first phase of the Technology Transfer", observes the CEO of Tecpar. → [ABIPTI](#)

Deadline: 07.01.2021

Confap and CNPq invite researchers from Brazil to participate at the EU Green Deal call

Within H2020, the European Commission decided to launch a €1 billion call for research and innovation projects that respond to the climate crisis and help to protect the unique ecosystems and biodiversity. The Horizon 2020-funded European Green Deal Call will support the recovery from the coronavirus crisis by turning green challenges into innovation opportunities. → [CONFAP](#), [EURAXESS](#)

Deadline: 26.01.2021

DAAD fosters global health research centers / pandemic and climate / environment prevention

The German Ministry of Foreign Affairs (AA) will allocate around 22 million euros until 2025 for the establishment of eight global interdisciplinary research centers designed to address two major global challenges. All of them will be installed in emerging and developing countries and made possible by cooperation agreements between a German higher education institution and one or more institutions in the partner country. → [DWIH Sao Paulo](#)

Deadline: 19.11.2020



BUSINESS AND SCIENCE

ARE THE TOPICS DISCUSSED AT

AMAZÔNIA + 21

© Rondoniagora

Discussions on the paths of sustainable development in the Amazon continued at the World Forum Amazon + 21, with debates on business and how the Amazon is seen from the perspective of Brazilians.

Efficient models were presented in the management of basic sanitation, urban mobility and job creation were some of the themes discussed in the Pan-Amazonian Cities panel of the World Forum Amazon + 21, which took place on Nov, 4th. The panel marked the official launch of the Pan-Amazonian Cities Forum, an initiative of ICLEI South America, in partnership with the Konrad Adenauer Foundation, through the Regional Program for Energy Security and Climate Change in Latin America (EKLA) and Way Carbon.

Demands of the sustainable economy

Under the mediation of the president of the Federation of Industries of Rondônia (FIERO), Marcelo Thomé, the topic was discussed from the perspective of human capital and the new demands of the sustainable economy and the bioeconomy.

Innovation, key to development

Innovation is the economic engine and cradle of technology. The challenges to leverage innovative businesses with environmentally sustainable technologies was the theme of the sixth debate on the first day of the World Forum Amazon + 21. One of the highlights highlighted was the edition of Decree 10,534 of 10/28/2020, which aims to address a national innovation policy to stimulate the productivity and competitiveness of companies in compliance with regional inequalities and environmental sustainability in formulation and implementation of innovation policies.

Education and research

One of the world's leading experts on innovation, Soumitra Dutta presented the panel "Innovation and Digital Acceleration for a Post-Covid World". Straight from New York, he spoke about the challenges of Brazil and the world to face the scenario we are experiencing.

All lectures are recorded on [CNI's YouTube](#) channel , and the full coverage of all debates can be followed on [the Amazon + 21](#) page .

→ [ABIPTI](#)

PROTOTYPE: FRAUNHOFER PRESENTS CORONA TEST MOBILE

The corona pandemic is causing noticeable cuts in work and private life, with drastic consequences for the global economy. Breaking chains of infection is key to overcoming the medical crisis. The basis for this are reliable test procedures that enable infections to be detected quickly and effectively. Fraunhofer researchers are currently developing a new SARS-CoV-2 test method that could reduce the previous minimum detection time from four hours to just 40 minutes - and should enable mobile on-site testing by eliminating complex, expensive analysis devices. The prototype of the mobile laboratory was jointly developed by the Fraunhofer Institute for Molecular Biology and Applied Ecology IME and the Fraunhofer Institute for Biomedical Technology IBMT. → [Fraunhofer Gesellschaft](#)



© Fraunhofer / Crispin-Iven Mokry

At the presentation of the Corona test mobile (from left to right): Prof. Welf-Guntram Drossel, Managing Director of the Fraunhofer IWU, Prof. Reimund Neugebauer, President of the Fraunhofer Society, Michael Kretschmer, Prime Minister of the Free State of Saxony, Prof. Gerd Geißlinger, Health Research Officer of the Fraunhofer Society and director of the Fraunhofer IME.

PLANALTO PUBLISHES DECREE ESTABLISHING THE NATIONAL INNOVATION POLICY

Decree 10,534 was published on October 29th, which establishes the National Innovation Policy (PNI) and provides for its governance. The National Innovation Policy aims to guide, coordinate and articulate strategies, programs and actions to foster innovation, as well as to establish cooperation mechanisms between states, the Federal District and municipalities to promote the alignment of initiatives and federal policies to foster innovation with the initiatives and policies formulated and implemented by other federal entities. It seeks to respond to historical problems, notably the low level of innovation of Brazilian companies, and the insufficient coordination of the different areas of the government to deal with the problem. → [ABIPTI](#)

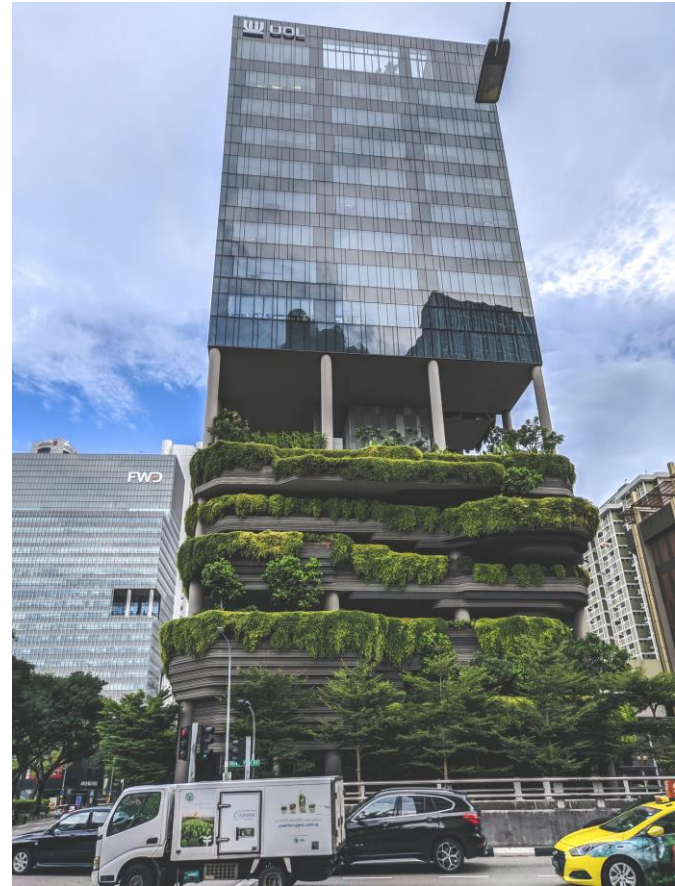
INNOVATION OBSERVATORY FOR SUSTAINABLE

CITIES LAUNCHED

The Center for Management and Strategic Studies (CGEE), a social organization of the Ministry of Science, Technology and Innovations (MCTI), on Nov, 5th, at 4 pm, launched the new platform of the Observatory of Innovation for Sustainable Cities (Oics). The initiative is carried out within the scope of CITinova, a multilateral project developed by MCTI. The event takes place virtually and will be open to all audiences. Oics aims to promote sustainability in Brazilian cities, through innovative technologies and integrated urban planning.

The observatory's job is to disseminate content and support evidence-based decision-making. With a virtual platform, the aim is to map and disseminate innovative urban solutions, contextualized to the national territory. The mapped proposals are classified in the areas of water, solid waste, mobility, solutions based on nature, energy and the built environment. "In a country whose population mainly inhabits urban areas, thinking about the sustainability of Brazilian municipalities is an important step in order to offer a better quality of life for the population", highlights the technical advisor of CGEE and project coordinator, Marco Lobo.

The new platform will bring a database of innovative solutions for consultation on issues related to urban sustainability; a dynamic map, to cross the information of the solutions with the sociodemographic and environmental characteristics of the different types of territory that make up Brazil; publications related to the themes and works developed; information on the progress of the pilots of the CITinova project (Brasília and Recife); and news about events and current events that involve sustainability. → [ABIPTI](#)



USD 25 m

Funding from GEF -
UNEP

86.8 %

Brazil's urban
population

200.000

Rural-urban
commuters a
day



"In a country whose population mainly inhabits urban areas, thinking about the sustainability of Brazilian municipalities is an important step in order to offer a better quality of life for the population", said ethnical advisor of CGEE and project coordinator, Marco Lobo.



SUCCESS STORY

CARNIVAL, CAIPIRINHA, COPACABANA: BRAZIL'S INNOVATION POTENTIAL FAR AWAY FROM STEREOTYPES

by Johanna Haunschild & Sara Tsog, Fraunhofer IPK
Berlin. Based on an interview with Fabian Hecklau for
ENRICH in Brazil

This month, the ENRICH Monthly interview series spoke with Fabian Hecklau, who is a part of the team that supported the planning, implementation and evaluation of the SENAI Innovation Institutes Network for applied research in Brazil which is oriented on the model of Fraunhofer Gesellschaft e. V. in Germany.

Carnival, Caipirinha and the Copacabana were the first things that came into Fabian's mind prior to arriving for the first time in Brazil in 2015. Fabian Hecklau had already gathered project experience at the Fraunhofer Institute for Factory Operation and Automation (IFF) in Magdeburg during and after he studied industrial engineering and joined the Fraunhofer Institute for Production Systems and Design Technology (IPK) in Berlin in January 2015. A personal interest in changing his career path towards a more management-orientated field led him to the Fraunhofer internal transfer from Magdeburg to Berlin.

Fabian's First International Project

Looking back after more than five years, Fabian sees things much differently than at the time when he just started working

on the project between SENAI and Fraunhofer IPK. Just as many of us, he regarded Brazil solely as a marvelous touristic country with breathtakingly diverse culture. Today, in his perception Brazil is the economic leader in South America and the key player in Latin America. The country has a large and continuously growing domestic market and is a major exporter of essential raw materials. What is more important is that during his work Fabian recognized that Brazil is a country with strong trends in applied research and has an immense potential particularly in the thematic areas that Fraunhofer IPK Business Excellence Methods (BEM) department focuses on, where he works.

Besides being the most attractive market in South America in terms of both market dynamics and sales volume, Brazilians warm and welcoming nature as well as the unique eating and drinking culture make Fabian appreciate Brazil even more. In work culture, Fabian highly values the openness and transparency of Brazilian colleagues. Since all matters are discussed candidly, it leads to an efficient and valuable outcome.



The photo was taken during a Technology Audit at the SENAI ISI for Engineering Structures in Maringá (December 2019). Fabian Hecklau (fourth from left) with the Director of SENAI ISI for Engineering Structures in Maringá Nerio Vicente Junior (first from right) and colleagues from Fraunhofer and SENAI ISI. © Fabian Hecklau

In the SENAI-Fraunhofer IPK project this had a great impact on co-development of necessary approaches.

Nevertheless, Fabian already had moments when he reached personal limits while working in the project. The Brazilian and German work culture differs in many ways. From his German perspective, Brazil could improve in standardized processes and approaches as they are sometimes not clearly structured, which leads to confusion and an inefficient use of time and resources. Thus, one can always expect both negative and positive surprises. As the positive experiences prevail creative solutions for problems and challenges of the SENAI ISIs could be developed in the past. Furthermore, as Fabian continues, process speed differs as well, especially if one is used to the German planning and preparing with enough lead time prior beginning any project and task. In Brazil, often processes are done in a more nonlinear way which could possibly prescribed to the creative culture of Brazil.

The Project: SENAI & Fraunhofer IPK

The project has been running since 2012 and began with the creation of the business plans of the institutes, moving on to the on-site implementation (realization of the business plans) and currently it is in the process of evaluation at management and technology level of the institutes. The main task for Fraunhofer IPK was to support SENAI in setting up an innovation institutes network comprised of 25 institutes (ISIs) in the field of applied research. The network structure is oriented on the Fraunhofer Gesellschaft e.V.'s concept and its technology-diverse focus in the area of applied research.

Central to the Fabian's work was the development of the management evaluation, in particular the evaluation of the strategy of the 25 institutes and the technical evaluation for last three years. The objective of the technical evaluation is to determine the state-of-the-art of the institutes in the area of their respective

technology fields. Therefore, it is important to include external technology experts in the technical evaluation process. For this purpose, the entire Fraunhofer network that works in identical technology fields are involved. In the past year, a total of 18 experts, 14 different Fraunhofer Institutes and RWTH Aachen have been involved. Correspondingly, as one of the lead members of the project, having the expertise and insight knowledge on the matter, Fabian Hecklau is in the process of writing his PhD thesis on the topic “Technology Maturity: Analysis and Assessment of Research and Technology Organizations”.



Get involved and succumb with the local culture, whether on the professional or personal sphere.



ESCalate SENAI: Project 2nd Phase

The first phase of the project (2012-2020) had a focus on building the fundament and structure of the network being an important step in the future development and success of the network as well as the Brazilian industry and R&D landscape. In the next phase “ESCalate SENAI” (2020-2025), the project prioritizes the improvement of the network. ESCalate SENAI stands for Excellence, Sustainability and Cooperation and has several essential actuation levels: technological competence development, managerial competence development, impact on innovation ecosystem and international cooperation. This phase also involves the impact assessment of the SENAI ISI Network on the Brazilian economy and the innovation system. From the economic perspective, the SENAI ISI Network is an advantageous

partner in the area of research and development (R&D) in Brazil. There is a significant demand for R&D services as well.

Summary

Prior to the project start, only a few institutes for applied research existed across Brazil. Basic research, on the other hand, has been conducted extensively by universities. The industry often referred to the universities seeking for solutions for their products and services.

On personal level, Brazilian culture had an impact on Fabian to be more relaxed and sometimes to ignore the German virtue of work culture by jamming on the breaks of always working at 150 percent speed. As someone who enjoys carnivals and much laughter, he fell in love with the Brazilian attitude to life.

Therefore, as one and only tip that Fabian would give all our readers who are interested in co-operation and collaboration with Brazil is to get involved and succumb with the local culture, whether on the professional or personal sphere. People in Brazil are very warm-hearted and friendly. If one has to choose a city to reside, Fabian recommends his most favourite city, Rio de Janeiro. The city has it all – mesmerizing beaches, mountainous landscape, vibrant night-life, a boiling pot of fusion of cultures. For working purposes, he considers the capital Brasília to be a great city. It has its own special flair and offers relatively higher level of safety and more relaxed and laid-back atmosphere.

We thank Fabian Hecklau very much for sharing his valuable insights and being an “Ambassador” for increasing scientific and technological cooperation between Europe-Brazil.