



# **Collaboration Sweden and Brazil towards innovation**

**Alessandra Holmo – Managing Director (MD)**

**September, 2014**

# ABOUT CISB



# CISB AT A GLANCE

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A non-profit Research and Innovation Association focused on implementing Research, Technology and Innovation partnerships by:

- Exchanging technology and innovation with Sweden and Europe;
- Stimulating innovation locally and all around Brazil;
- Fostering synergy between Sweden, Brazil and other BRICS countries.



*Main office in São Bernardo do Campo, SP*



*Synergy between Sweden & Brazil*

# CISB AT A GLANCE

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## MISSION

*“Search for solutions of complex global and societal problems that can not be solved by individual organizations and that need to be addressed by open innovation and multi-institutional innovation network arenas.”*

*Hub in Gothenburg, Sweden*



# CISB AT A GLANCE

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Inspired by the Swedish Science Parks and the principles of:

- *Challenge-Driven Innovation*
- *Triple Helix*
- *Open Innovation*

## OPEN INNOVATION ARENAS



*Transports & Logistics*



*Defense & Security*



*Sustainable Energy*



*Urban Future*

# CISB MEMBERS AND PARTNERS

## Industry



## Research Institute



## Universities



**More than 100 Partners since the inauguration!**

# MARKETING

## Public Relations

- 56 appearances in specialized media
- 13 press releases
- 8 interviews
- 4 stories involving CISB at Valor Economico newspaper



## Communication

- Newsletter, Website, Facebook, Mailing List with 6,000 contacts



## Events

- 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> CISB Annual Meeting
- OILW September 2012
- Student Competition 1 and 2
- Workshops 1<sup>st</sup> WIEFP CISB LiU UFABC UFSC
- Open Innovation Seminar



**CISB has a strong presence in relevant media, social media and events!**

# PROJECT PORTFOLIO





# AGREEMENTS

## Agreements

- CISB-CNPq agreement involving Science without Borders Program;
- MoU signed between CISB and Army DCT on August 7<sup>th</sup>;
- MoU signed between CISB, Curitiba Municipality and 7 Universities (Brazil and Sweden) on Nov 12<sup>th</sup>;
- Cooperation Agreement: USP CILIP and UTFPR;
- MoU between USP and CISB will be signed until end of 2014;



# PROJECT PORTFOLIO

## CNPq-CISB- Saab: Exchange Program



**SAAB**



- 100 scholarship offered by Saab;
- Budget approved: R\$ 6 million (Saab) and R\$ 6 million (CNPq);
- 8 Guest Researches approved 1<sup>st</sup> Call and 10 Guest Researches in 2<sup>nd</sup> Call;
- 3<sup>rd</sup> Call closed last May and 4<sup>th</sup> will open until December 2014.



## Collaborative Platform

The screenshot shows the CIBS Collaborative Platform website. At the top, there's a navigation bar with links for 'Main Page', 'My Page', and 'Portfolio'. The main header features the 'CIÊNCIA SEM FRONTEIRAS' logo and the 'CIBS' logo. Below the header, a welcome message reads 'Welcome to the CIBS - Science without Borders community!'. The central part of the page is a flowchart with three main steps: 'Submission', 'Review', and 'Recommendation'. Under 'Submission', there are buttons for 'Search for a Research Area' and 'Register your Idea'. Under 'Review', there are buttons for 'Verify Minimum Requirements' and 'Invite Professor'. Under 'Recommendation', there is a button for 'Upload Recommendation Letter'. Below the flowchart, there's a section for 'Collaboration' with a bar chart showing the number of researchers from different groups: Brazilian Researcher (blue), CIBS & Saab (yellow), and Swedish Professor (green). The bottom of the page has two sections: 'Project Ideas' and 'Research Areas', each with a list of projects and their details.

# PROJECT PORTFOLIO

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## Army DCT CISB: Innovation Management Program

- Innovation Training according Army demands:

First Project: CISB IMA Executive Innovation Managemet (10 weeks): CISB – LiU - Swedish Armed Forces – SwE Industry - concluded in March 2014;

Program 2014 - 2016: Executive Innovation Management Course, Courses CD&E and Forecasting, Master Program and Pos graduation in Innovation

Supporting Army in the implementation of Open Innovation Arena



# PROJECT PORTFOLIO

## Collabora



& other 12  
partners

## Green Corridor

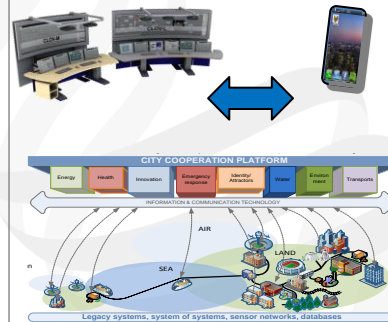


## Polynol



& other 10  
partners

## Smart City Concepts



KTH, Volvo, UTFPR,  
Municipality Curitiba and  
others



SWIFTLY



# About CISB Plataforma



**Exchange  
People**

**Arenas**  
Transport & Logistics  
Urban Development

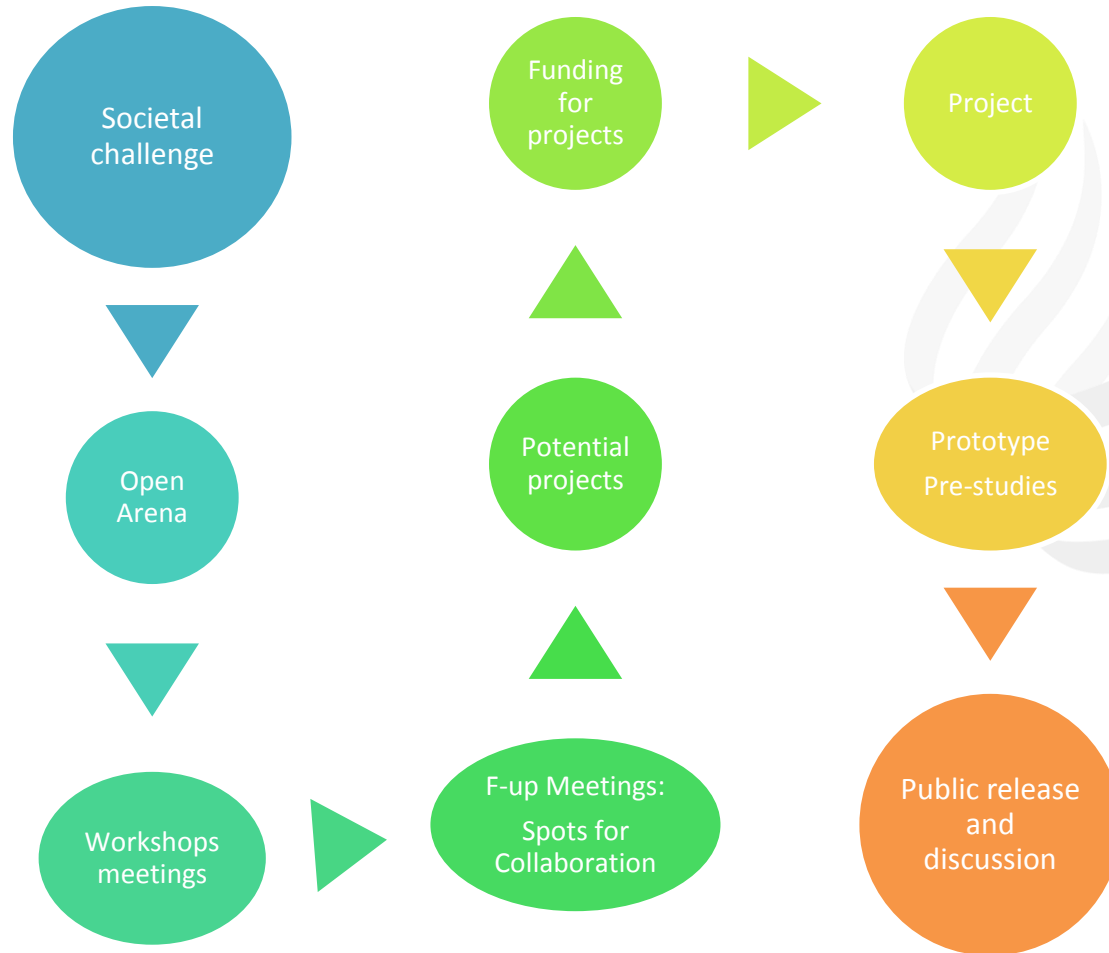


**+ CISB  
Members**



**Demonstrator**

# About Arenas



# Arena Transport & Logistic and Urban Future

## CISB 3<sup>rd</sup> Annual Meeting

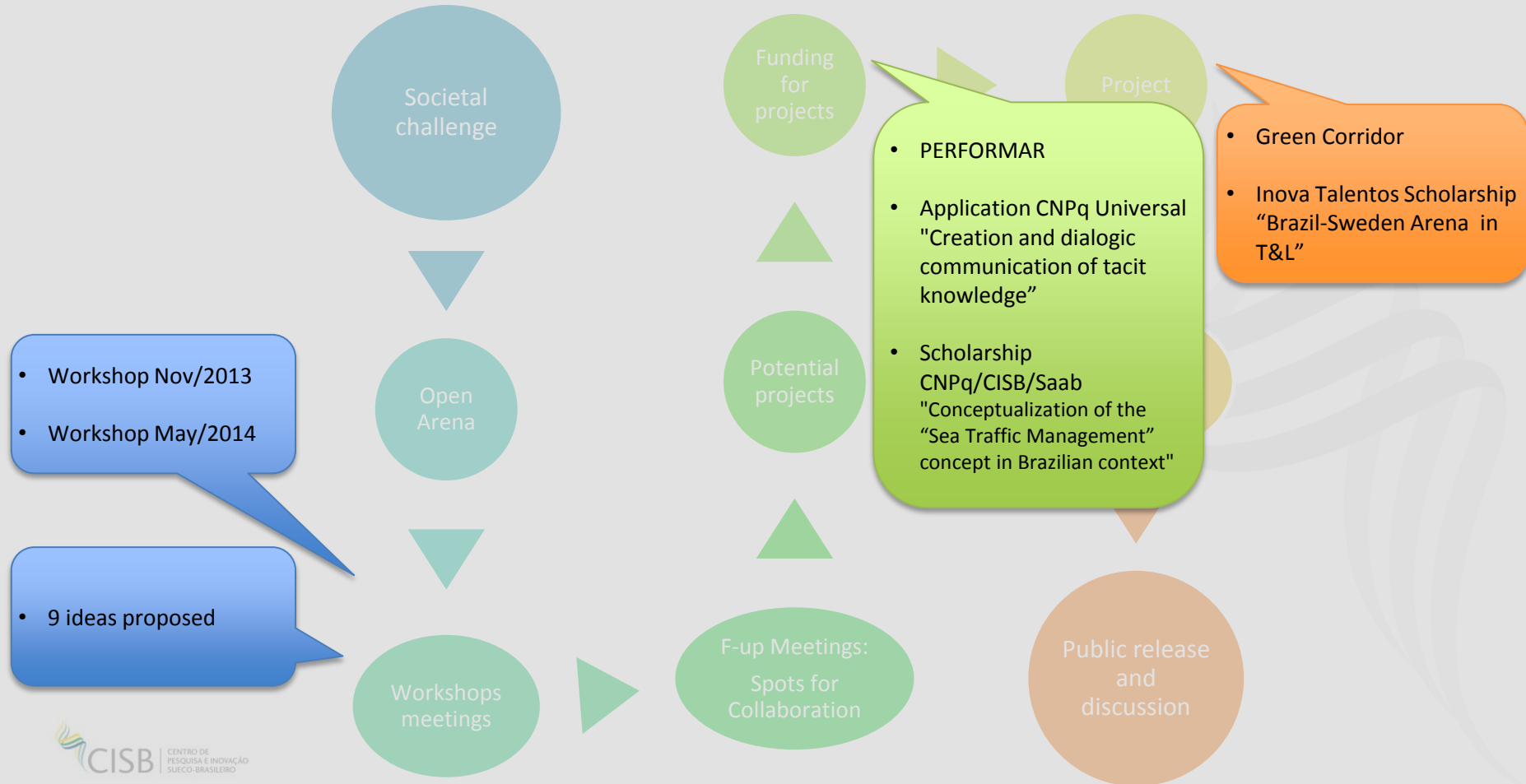
- Create project opportunities based on Open Arena approach (challenges, solutions and stakeholders);
- Promote matchmaking between all the participants;
- CISB 3<sup>rd</sup> Annual Meeting – nov, 2013:
  - 137 participants (72% Brazilian and 28% Swedish);
  - Workshops: Attractive Cities and Transport & Logistic;
  - 29 Potential Projects idealized by discussions;
  - Work Plan during 2014.



## Transport & Logistic Arena



# Arena T&L: Challenges for Ports and Maritime Logistics





# Arena T&L: Challenges for Ports and Maritime Logistics

	Challenge	Open Arena Definition	Workshops	FUP Meeting Spots for Collaboration	Potential Projects	Funding
<b>Swedish-Brazilian innovation in Sea Traffic management (PERFORMAR)</b>	A partnership was established with the research group CILIP-USP. It was performed a pre study to understand the demands and challenges of the ports sector	Considering the inputs of this pre-study, experience in this area of LSP and the interest of CISB members, it was proposed the themes for the Arena	A workshop involving stakeholders of the area was conducted to propose solutions within the challenges raised	One of the ideas generated at the workshop was made possible by the integration of a Swedish initiative and a Brazilian existing one	From this identification was co-created the <i>Swedish-Brazilian innovation in Sea Traffic management</i> project (PERFORMAR).	The Brazilian side is being funded by FINEP, while the Swedish side has submitted a proposal to a call at VINNOVA
<b>Proposition of Green Maritime Corridor for Brazil (GREEN CORRIDOR)</b>	During the discussion between CILIP, CISB and LSP it was Identified an opportunity to invest in the call MCTI / CNPq / CT-Aquaviário				It was proposed a mapping of the state of the art of the project in progress in Europe and to identify opportunities for collaboration between Brazil and Sweden	Two scholarships for interaction with Swedish actors and mapping opportunities were approved

# CISB TEAM



# CISB Team

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**Alessandra Holmo**  
Managing Director



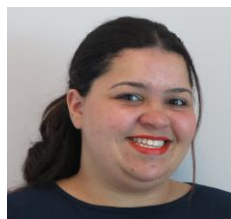
**Fellipe Sabat**  
Project Portfolio & Partnership  
Coordinator



**Andreia Pereira**  
Administrative and Financial  
Coordinator



• **Rosário Castro**  
CISB Sweden



**Juliana Miura**  
Institutional Relations &  
Communication Assistant

**Pamela Godoi**  
Administrative Assistant

• **External Consultants**

Defense – Francisco Taborda

Funding – Rafael Levy

## CONTACTS

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