

Winter School

*Innovation Ecosystems in Brazil: actors,
structures and relationships (e-learning)*

July 19 - 22, 2021.

Introduction

Innovation ecosystems are at the heart of thriving economies. Developed countries such as the United States, Germany and Israel, to name only a few, are known globally for having ecosystems that propel the creation of high value-adding businesses across different sectors. Industry 4.0, which promises to revolutionize various aspects of societies and economies, goes hand in hand with this reality. Both realms are intertwined.

A crucial question imposes itself in this context: how can innovation ecosystems related to industry 4.0 be created and expanded in developing countries? The answer to this question holds the promise that the gap between poor and rich countries will not continue to widen indefinitely.

This is the backdrop to our course. You will learn about the state-of-the-art of industry 4.0 and innovation ecosystems, but, most importantly, you will be able to see how such realities have been taking shape in the context of a major developing country. Brazil's economic, social, and institutional contexts are complex and present challenges for entrepreneurial and innovation initiatives, as well as offering great potential for development. Successful examples exist and they have been leading the dash towards industry 4.0 in the country.

In this course, you will:

- Learn the basics of innovation ecosystems and their specificities regarding the institutional context of a developing country*
- Understand the current streams of research involving innovation ecosystems*

This course is designed for:

- Undergraduate and graduate students, professors, researchers, professionals and policymakers who are interested in innovation ecosystems*

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Working Schedule

Day	Theme	Topics
07/19 09h00	Innovation Ecosystems (InEcS) in Brazil	What is an InEcS? The 'Eco' prefix as an analogy to a biologic concept InEcS as affiliation vs. InEcS as structure (activities, actors, position and ties)
10h10am	Collaboration in the context of Brazilian InEcSs	Concepts and kinds of stakeholders and collaboration The role of stakeholders in the collaboration network Reasons for and results of collaborating
12h15pm	Intensive knowledge-based entrepreneurship in Brazil	The broader context: Innovation and intensive knowledge-based entrepreneurship in Brazil and in the world

Day	Theme	Topics
07/20 09h00	Innovation Ecosystems (InEcS) in Brazil	InEcS building blocks Capital (banks, angel investors, accelerators funding IntKwSTs) Infrastructure (incubators, techparks, labs & research institutes supporting and disseminating innovation) Legislation (laws allowing, enabling and supporting innovation activities and commercialization) Intellectual capital (human resources available to develop new businesses and innovation) Opportunities that are enabled by InEcSs
10h10am	Collaboration in the context of Brazilian InEcSs	Analysis tools on the decision to cooperate Organizational skills for collaboration Collaboration formats (networks, alliances and partnerships)
12h15pm	Intensive knowledge-based entrepreneurship in Brazil	IKBs and their main characteristics How IECs can springboard IKBs

Day	Theme	Topics
07/21 09h00	Innovation Ecosystems (InEcS) in Brazil	InEcS as an organizational strategy The InEcS value proposition
10h10am	Collaboration in the context of Brazilian InEcSs	How to orchestrate collaborative networks Processes and routines to include clients/users
12h15pm	Intensive knowledge-based entrepreneurship in Brazil	The nature of knowledge and the complementarity of the local actors on IKB entrepreneurship: a Brazilian case study

Day	Theme	Topics
07/22 09h00	Innovation Ecosystems (InEcS) in Brazil	Growth canvas for IKBs High growth IKBs: remarkable examples
10h10am	Collaboration in the context of Brazilian InEcSs	Applying the Cooperation Canvas
12h15pm	Intensive knowledge-based entrepreneurship in Brazil	Lessons to public policies and organizational strategies

Faculty:

Prof. Dr. Janaína Ruffoni
Unisinos Business School

Main topics of interest: Innovation Systems; Firms' Dynamics of Innovation; Knowledge and Innovation Flows

Prof. Dr. Kadigia Faccin
Unisinos Business School

Main topics of interest: Knowledge, Collaboration and Innovation Ecosystems

Prof. Dr. Diego Marconatto
Unisinos Business School

Main topics of interest: Entrepreneurship and small business growth

Prof. Dr. Douglas Wegner
Unisinos Business School

Main topics of interest: Interfirm collaboration, Business networks, Networking capabilities

Prof. Dr. Luciana Maines
Unisinos Business School

Main topics of interest: Responsible Research and Innovation; Collaboration; Stakeholders inclusion; Innovation Ecosystems

International visiting professors may take part in the discussions.

When: July 19 - 22, 2021.

This course is designed for: Undergraduate and graduate students, professors, researchers, professionals and policymakers who are interested in innovation ecosystems.

Academic Load: 13,5 hours (total)

Daily Schedule: from 09:00 AM to 12:15 PM
(GMT - 3 hours.)(only on Monday the schedule ends at 12:45 PM)

Investment: Payment in two installments

1st payment (at registration): R\$250,00 + 2nd payment
(due date: 08/15/2021)

All classes and activities will be delivered online

SIGN UP

For more information, contact: minhapos@unisinos.br