THE SCIENCE PARK IS A DYNAMIC AND DIVERSE ENVIRONMENT THAT GENERATES INNOVATIONS RELEVANT FOR ECONOMIC, SOCIAL AND ENVIRONMENTAL GROWTH

LEADERSHIP
Active and pro-active role in boosting international innovation networks

DIVERSITY
Culturally diverse environment with national and international companies of any size working closely with UFRJ research groups, investors and entrepreneurs

DYNAMISM
Dynamic and light environment that is full of life and has a high capacity for renewal

MISSION
TO STRENGTHEN THE ECOSYSTEM’S CAPACITY FOR RENEWAL SO AS TO GENERATE WEALTH AND WELL-BEING FOR SOCIETY BY CREATING A NETWORK OF ENTREPRENEURIAL INITIATIVES AND PRODUCTION OF KNOWLEDGE

VALUES

INNOVATION-ORIENTED
Generation of innovations that improve the business, social and academic environments

COLLABORATION
Creation of innovation networks for the production of knowledge and technology

ENTREPRENEURSHIP
Being proactive and resilient helps strengthen the innovation ecosystem

UFRJ SCIENCE PARK’S STRATEGIC PLAN 2016-2045

Parque Tecnológico da UFRJ | Rua Paulo Emídio Barbosa, 445 – Ilha da Cidade Universitária Rio de Janeiro, RJ – Brasil – CEP: 21941-907 | Tel: +55 3733-1800 | e-mail: parque@parque.ufrj.br

Contribuição técnica:
In 2016, the UFRJ Science Park’s team together with a group of consultants thought deeply about the future of our Institution and about the ways in which the investment in research, science and technology could be used to contribute to the social and economic development of Brazil in a long lasting manner. Today we have the pleasure of inviting you to discover the UFRJ Science Park’s Strategic Plan for 2016-2045. It is a bold Strategic Plan that details the future 30 years of the Park in a very ambitious way.

The UFRJ Science Park plays an important role in the configuration of the Brazilian innovation ecosystem. It establishes a network of cooperation with national and international businesses as well as with institutes for Science and Technology actively working on innovative solutions. The Park needs to face many challenges at the moment. Therefore, we thought about the future carefully, analyzed several possible scenarios, and consulted strategic partners who have always helped us in our mission of transforming innovation into real assets for society. As a result, we have identified a new set of challenges and transformations that are ahead of us. The strategies that are presented here are based on the definition of a new mission, vision and position.

MISSION

“To strengthen the ecosystem’s capacity for renewal so as to generate wealth and well-being for society by creating a network of entrepreneurial initiatives and production of knowledge.”

FUTURE VISION

“The Science Park is a dynamic and diverse environment that generates innovations relevant for the economic, social and environmental growth of the country.”

The main changes that will take place are related to the way the Park acts: new services of high added-value will be offered, geographical limits will be expanded, discontinuous spaces, relationships with companies and research centers will change and, most of all, it will be created an environment more suitable for relationships with companies and research centers will change and, most of all, it will be created an environment more suitable for relations with companies and for discontinuous spaces, new services of high added value will be offered, geographical limits will be expanded, discontinuous spaces, relationships with companies and research centers will change and, most of all, it will be created an environment more suitable for increasing creativity, for the incubation of companies and for the reduction of innovation costs.

An action plan was created that organizes the implementation of the strategic plans as follows:

- Park Lab – Innovation and experimentation
- Innovation and experimentation
- Leisure and well-being services
- More companies
- Institution building and governance
- Park’s sustainability
- Management excellence

The visuals included here summarize the Park’s Strategic Planning. A full version can be accessed on the Park’s website www.parque.ufrj.br. We are thankful for the opportunity to share this process of reflection on the development of the Park and on the innovation environment of Rio de Janeiro and Brazil.

José Carlos Pinto
CEO - UFRJ Science Park

---

**SMCs**

Social and environmental problems

**STRATEGIC ACTIONS**

High impact and high risk

An action plan was created that organizes the implementation of the strategic plans as follows:

• an environment more suitable for relationships with companies and research centers will change and, most of all, it will be created an environment more suitable for increasing creativity, for the incubation of companies and for the reduction of innovation costs.

The visuals included here summarize the Park’s Strategic Planning. A full version can be accessed on the Park’s website www.parque.ufrj.br. We are thankful for the opportunity to share this process of reflection on the development of the Park and on the innovation environment of Rio de Janeiro and Brazil.

José Carlos Pinto
CEO - UFRJ Science Park

---

**PRIORITIES OF PROJECTS**

- Low impact and high risk
- High impact and high risk

**IMPLEMENTATION PLAN | STRATEGIC PROJECTS 2017 - 2020**

**OBJECTIVES**

1. To promote steady growth in the ecosystem’s capacity for renewal
2. To enlarge the Park’s diversity in the economic arena, size of companies and scale of operations
3. To ensure the Park’s long-term sustainability by increasing the number of large companies, SMCs and startups and by diversifying the fields in which the companies act
4. To maintain the institutional sustainability that the Park establishes with certain entities and to maintain its long term financial sustainability so as to attract larger investments in the Innovation ecosystem

**FUTURE VISION**

“The Science Park is a dynamic and diverse environment that generates innovations relevant for the economic, social and environmental growth of the country.”

**MISSION**

“To strengthen the ecosystem’s capacity for renewal so as to generate wealth and well-being for society by creating a network of entrepreneurial initiatives and production of knowledge.”

**OBJECTIVE**

1. To increase the value of the companies associated with the Park and the ecosystem’s capacity for renewal, by offering a new portfolio of services so as to leverage network innovation and maximize the growth of startups and SMEs
2. To widen the innovation networks of the Park, to eliminate geographical limits by expanding the Park to other physical and virtual spaces, and to define new ways of relating with the companies
3. To ensure the Park’s long-term sustainability by increasing the number of large companies, SMCs and startups and by diversifying the fields in which the companies act
4. To maintain the institutional sustainability that the Park establishes with certain entities and to maintain its long-term financial sustainability so as to attract larger investments in the Innovation ecosystem

**MANAGEMENT OBJECTIVES**

- New portfolio of services
- Expansions of the Park
- More companies
- Park’s sustainability
- Management excellence

**FINAL OBJECTIVES**

1. To promote steady growth in the ecosystem’s capacity for renewal
2. To enlarge the Park’s diversity in the economic arena, size of companies and scale of operations
3. To ensure the Park’s long-term sustainability by increasing the number of large companies, SMCs and startups and by diversifying the fields in which the companies act
4. To maintain the institutional sustainability that the Park establishes with certain entities and to maintain its long-term financial sustainability so as to attract larger investments in the Innovation ecosystem

**OBJECTIVES**

1. New portfolio of services
2. Park’s expansion
3. More Companies
4. Park’s sustainability
5. To ensure the Park’s long-term sustainability by increasing the number of large companies, SMCs and startups and by diversifying the fields in which the companies act

**IMPLEMENTATION PLAN | STRATEGIC PROJECTS 2017 - 2020**

**OBJECTIVES**

1. To increase the value of the companies associated with the Park and the ecosystem’s capacity for renewal, by offering a new portfolio of services so as to leverage network innovation and maximize the growth of startups and SMEs
2. To increase the value of the companies associated with the Park and the ecosystem’s capacity for renewal, by offering a new portfolio of services so as to leverage network innovation and maximize the growth of startups and SMEs
3. To ensure the Park’s long-term sustainability by increasing the number of large companies, SMCs and startups and by diversifying the fields in which the companies act
4. To maintain the institutional sustainability that the Park establishes with certain entities and to maintain its long-term financial sustainability so as to attract larger investments in the Innovation ecosystem