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**A Virtual Technological Park,
an innovation towards the Federal Institute Identity**
(<https://tinyurl.com/VirtualTechPark>)

1. INTRODUCTION
 2. JUSTIFICATIVE
 3. OBJETIVES
 4. PROBLEM IDENTIFICATION
 5. PROJECT PLAN
 6. FINAL CONSIDERATIONS
 7. REFERENCES
- APPENDIX 01: OPENING PROJECT TERM (TAP)
APPENDIX 02: PRESENTATION LETTER
APPENDIX 03: AUTHOR BIOGRAPHY



INNOVATION
MANAGEMENT
PROFESSIONAL

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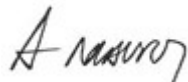
Declaration

Affidavit

I, Antonio Mauro Barbosa de Oliveira, born on the September 20, 1954, in Fortaleza (Ce)/Brazil, hereby declare:

1. that I have independently written my Project Study Paper. I have neither made use of any other sources, tools and resources as those given nor have I used any other unauthorized,
2. that I have neither at home nor abroad presented my Project Study Paper in any other form as examination paper,
3. that I have informed my employer and obtained his understanding concerning the title, form and content of this Project Study Paper.

Aracati, 09 de abril de 2018



Antonio Mauro Barbosa de Oliveira

“O aluno nos percebe mais pelo que fazemos do que pelo que dizemos”

(The students notice us more what we do than we say)

*“E quando nosso aluno for tentado a mentir,
a humilhar ou a ser injusto
que ele honre sua Escola que o preparou ...
dono de seu destino, capitão de sua alma”!*

*(And when our student tempted to lie,
to humiliate or to be unfair
he may honor his school that prepared him...
owner of his destiny, captain of his soul!*

*“Uma Escola que é o reflexo da sociedade
não serve a ela... nem pra ela”
(A School that reflects the Society
doesn't serve to it... neither for it)*

(in ESCOLA PRA VALER book)

Summary

RESUMO

ABSTRACT

1. INTRODUCTION

- 1.1. Network Federal Institute Mission
- 1.2. About IFCE LAR - Computer Network and System Laboratory
- 1.3. About EMBRAPII
- 1.4. IFCE EMBRAPII

2. JUSTIFICATION

- 2.1. Virtual Technological Park Approaches
- 2.2. Some LAR Results

3. OBJECTIVES

- 3.1 General
- 3.2 Specific
- 3.2 Execution Plan

4. PROBLEM IDENTIFICATION

- 4.1. Pest Analysis
- 4.2. BCG Matrix
- 4.3. SWOT Analysis

5. PROJECT PLAN

- 5.1. Project Scope Management (Project Map - EAP)
 - 5.1.1. Justification
 - 5.1.2. Project Effects
 - 5.1.3. Final Results
 - 5.1.4. Requirements
 - 5.1.5. Stakeholders
 - 5.1.6. Delivers
 - 5.1.7. Project Team
- 5.2. Chronogram
- 5.3. Costs
- 5.4. Risks, Premises and Restrictions

6. FINAL CONSIDERATIONS

7. REFERENCES

APPENDIX 01: Opening Project Term (TAP)

APPENDIX 02: Presentation Letter

APPENDIX 03: Author Biography

TITLE:

Virtual Technological Park, an innovation towards the Federal Institute Identity

RESUMO

Vários campi da Rede de Institutos Federais (IF) estão localizados em pequenas cidades que, em geral, não oferecem ao recém-formados dos IFs oportunidade de emprego ou facilidade para abertura de seu próprio negócio. Em consequência, estes egressos acabam aceitando trabalhos inapropriados com a sua formação ou migram para centros mais desenvolvidos de maior empregabilidade. Neste último caso, acontece um paradoxo em relação a missão do IF enquanto agente de transformação social da região, a medida que o município perde seus jovens com grande potencial para engendrar esta transformação. A proposta da criação de um Parque Tecnológico Virtual nos IF como componente de sua identidade, pode ser um mecanismo seguro para mitigar este problema que põe em xeque a eficiência da missão do IF. Este trabalho apresenta os resultados já alcançados com o Aracati Digital, uma experiência neste contexto levada a efeito no IFCE campus Aracati (Ce), além de uma metodologia baseada em um framework de Gestão da Inovação (PEST, BCG e SWOT) e pela metodologia PLANNER360, ambas propostas no Innovation Management Professional, um curso da Steinbeis Berlin University, promovido pela Secretaria de Ensino Profissional (SETEC) do MEC.

Palavras-chave: Parque Tecnológico, Inovação, Empreendedorismo, Planejamento Estratégico.

ABSTRACT

Nowadays, we have observed the positive expansion of several Federal Institutes of Technology (FI) campuses in small cities. However, most of these small cities are not prepared to offer facilities to absorb formed students, such as a job opportunity or facility to open their own business. As a consequence, these professionals end up accepting jobs that are not related with their formations or migrating to developed centers, where job offers in their areas are most attractive. In the latter case, we identify a paradox in relation to the IF mission once this institution tries to be a social transformation agent of the region, since these small cities lose the main subject of this transformation, the young people. Our proposal linked to the creation of Virtual Technological Park becomes an important component of FIs identity, which could be a safe mechanism to mitigate the negative results caused by these mentioned problems, as well as can increase the efficiency of the FIs. In this work, we propose a methodology for the creation a Virtual Technological Park, showing the positive results achieved in a small city jointly with a FI campus. An evaluation of the case study is presented, based on an Innovation Management Professional framework (PEST, BCG and SWOT) and the PLANNER360 Methodology, both presented by the Steinbeis Berlin University, promoted by the Secretariat for Professional Education (SETEC) of the MEC.

Keywords: Technological Park, Innovation Management, Entrepreneurship, Strategic Planning.

1. Introduction

1.1 Network Federal Institute Mission

The network of the Federal Institute (FI) has about six hundred units spread out in the country. The most of these units are in the small cities where the local market is sometimes inappropriate regarding to the formation given by the Institute. As a consequence, these professionals end up accepting jobs that are not related with their formations or migrating to developed centers, where job offers in their areas are most attractive.

Unfortunately, this reality threatens the FI mission. When it happens, the small cities lose their potential young people able to transform the local society. To mitigate this problem, one of the solutions is to create appropriate jobs for these young people. This is an important challenge to be considered by the FI national network.

In the context of the FI Identity, another problem with most of young people is to have a public job as a priority for their professional future, although the market is tending for entrepreneurship. To have their own business is sometimes outside of students' professional plans. Maybe it's a cultural problem. In general, the young people that come to the FI have a lack of initiative and capability to solve problems.

To try to solve these two problems above we propose the Virtual Technological Park, a new concept without a physical space, different of the traditional ones. In this new concept, the FI labs are used for all activities.

Actually, the IFCE- Campus Aracati has already an experience that can be considered a case study for the Virtual Technological Park proposed here. This experience, named Aracati Digital (www.aracatidigital.com.br), began four years ago and it is linked strongly with two supporting actions: LAR lab and EMBRAPII.

1.2 About LAR - Computer Network and System Laboratory

The LAR is the first research and development computer lab of Ceará State, Brasil. It was founded in 1987 at the Federal Technical School of Ceará, called today Federal Institute of Ceará. At this time the LAR had the technical support of the Telemedia Lab from Pontifical Catholic University of Rio de Janeiro, created by Prof Luiz Fernando Gomes Soares (SOARES, 2018). He was the inventor of the Nested context language (NCL) and Ginga-NCL¹ for IPTV services, a declarative glue language that holds media object presentations synchronized in time and space.

LAR is a lab at the IFCE-Campus Aracati, Ceará State (Br), since 2014. It gives the technological and scientific support to the Virtual Technological Park, the project has been presented here. Nowadays, the LAR time has 3 PhD researchers, 5 PhD students, 10 MSc teachers and about 70 scholarship students from the Computer Science Bachelor of the IFCE-Campus Aracati. The PhD professors are also participants of the Post Graduate Computer Science Program at the IFCE. These 70 LAR students have scholarships supported from the R&D Brazilian Governmental Agencies (FINEP, CNPq, CAPES, FUNCAP) or from private companies encouraged by EMBRAPII, the Brazilian Agency for Industrial Research and Innovation that has had an important role (EMBRAPII, 2018) to the Virtual Technological Park concept..

1.3 About the EMBRAPII

EMBRAPII is a Social Organization connected to the Ministry of Science, Technology, Innovations and Communications (MCTIC) and to the Ministry of Education (MEC). Its operating model enables quickness, flexibility and reduced risk in supporting companies' RD&I projects. The non-refundable grants managed by EMBRAPII are invested in projects carried out by companies and research institutions, acknowledged for their excellence, technological focus and the ability to meet companies' RD&I demands.

¹ The Ginga-NCL becomes the Recommendation H.761 of the ITU-T, a specialized agency of the United Nations

EMBRAPII Units have funds that are available exclusively for innovation projects. It operates through cooperation with public or private technological and scientific research institutions, that are accredited as EMBRAPII Research Units. These Units focus on entrepreneurial demands and innovation projects that are in the pre-competitive stage.

How EMBRAPII works:

The R&D Institution submits proposals to the Public Call ([link](#)) accreditation, open periodically by EMBRAPII. Once accredited, through a Plan of Action, the EMBRAPII Units ([link](#)) and EMBRAPII Hubs ([link](#)) are able to develop RD&I projects with industrial companies.

Advantages for R&D Institutions:

- Investment is shared – EMBRAPII model affords lower risk and costs to innovation projects;
- Agility: a portion of financial resources is released immediately;
- Partnership with companies that commercialize products developed jointly with RD&I Institution;
- Professional qualification of RD&I management, supported by the EMBRAPII Operational Excellence System.

How financial resources are released:

- EMBRAPII anticipates resources for Unit hire projects with companies >resources for costs.
- Project is negotiated directly between the COMPANY and Accredited Unit.
- Enables agility, flexibility and speed in the use of resources and changing scope of projects.

1.4 IFCE EMBRAPII

The Federal Institute of Ceará (IFCE) has many laboratories specialized in computer networks, embedded and intelligent systems, and telecommunications and software engineering:

- LIT – Laboratório de Inovação Tecnológica, Sistemas Embarcados para energia;
- LDS – Laboratório de Desenvolvimento de Software;
- LAPADA – Laboratório de Pesquisa Aplicada e Automação;
- NASH – Laboratório do Núcleo Avançado em Engenharia de Software Distribuído
- FOTÔNICA – Laboratório de Fotônica;
- SISCOE – Laboratório de Controle e Medição de Energia;
- LAMP – Laboratório de Aplicações Maciçamente Paralelas;
- LAR – Laboratório de Redes;
- LIVIA – Laboratório de Inteligência, Visão e Automação;
- LARS – Laboratório de Automação, Redes e Sinais;
- GDESTE – Laboratório do Grupo de Desenvolvimento em Telecomunicações

The first IFCE industrial innovation project was carried out in partnership with COELCE in 2002. Since then, IFCE has increased the number of research projects carried out in partnership with companies, and over the past four years more than 100 projects have been developed with 73 firms from various sectors of the economy.

The experience accumulated by IFCE in recent years enabled a set of actions that resulted in its accreditation, through public call EMBRAPII 02/2014, as EMBRAPII Hub Fortaleza. It is accredited in the technological competencies associated with Embedded and Digital Mobility Systems. These skills enable industrial companies to develop innovative product design and processes.

2. Justification

2.1 Virtual Technological Park Approaches

We believe it's a FI mission to help the students for their professional career in terms of creativity, initiative, management knowledge and other activities needed to make them entrepreneurs even though isn't in their plans. Therefore, creativity, initiative and management knowledge are important skills for any kind of professional activities.

In fact, there are two approaches in this Virtual Technological Park strategy (VIRTUAL TECHNOLOGICAL PARK, 2017):

- Pedagogical approach: creativity, initiative and management knowledge are very important for graduate students independently if they decide to become the owner of their business, a public or private employee.
- Citizen approach: the knowledge about the set up and management of a company can help the students to become a conscious citizen and to collaborate much better to the society.

The FI must open the students' mind for the perception of this understanding and motivate them to become an entrepreneur, independently of their professional choice. The process of the production and sales of products and services is not easy and evident for the students. However, this understanding is indispensable for the company survival. This kind of subject about business management hasn't been developed properly in pedagogical programs by the FI teachers.

Finally, these pedagogical and citizen approaches concern the educational fundamentals from "Escola Pra Valer" book (OLIVEIRA, 2016), inspiration source to the Virtual Technological Park proposed here.

2.2 Some LAR Results

We can consider two classes of results from the LAR experience: RD&I and Education results:

Table 1 – RD&I and Education Results

Achieved Result	Discussions
RD&I Results	Since 2014, the LAR Lab has performed many research projects from the governmental agencies, in special from the CNPq. The LAR Lab average is about 10 projects per year, involving 40 scholarship students.
<ul style="list-style-type: none"> Scholarship student projects. 	<p>The most of these projects has served to guide the student TCC projects (Work of Course Conclusion) or as a solution for help the non-profit public or private institutions. We can highlight the following projects:</p> <ul style="list-style-type: none"> SISAPP to Peter Pan Hospital, supported by CNPq and Peter Pan Association NextSaude to Aracati City, supported by FUNCAP <p>These projects above and the other projects supported by the Government Agencies correspond the financial and economic investments around R\$2.000.000,00</p>
<ul style="list-style-type: none"> Energy Agency Projects 	<p>The second step on the LAR trajectory was the project demanded by ANEEL, the Brazilian Energy Agency, in collaboration with the IFCE-Fortaleza researchers.</p> <p>Financial and economic investments around R\$1.000.000,00</p>
<ul style="list-style-type: none"> EMBRAPII Projects 	<p>After EMPRAPII-IFCE Polo was inaugurated, the LAR lab started his collaboration with the private companies.</p> <p>Financial and economic investments around R\$5.000.000,00.</p>
<ul style="list-style-type: none"> Other projects 	<p>The LAR Lab has collaborated with many other institutions in order to find the innovation solutions for them:</p> <ul style="list-style-type: none"> Atlantico Institute: GISSA Project, supported by FINEP Avicena Software and Services: GISSA Urgency and Emergency, supported by FUNCAP

	<p>Nowadays, the LAR Lab has two researchers with FUNCAP Productivity Scholarships that involves 10 students and almost R\$300.000,00 for computer material, participation in scientific events and scholarship students.</p>
<p>Education Results</p>	<p>Likewise, the RD&I Results, the Education Results play an important role in the Virtual Technological Park proposal. However, this kind of results are, naturally, more abstract than the RD&I Results presented before. We consider here the pedagogical and social aspect provided by the LAR lab environment. It is very common we hear all the time that there are two kinds of students in the IFCE-Aracati Computer Science Course: the regular students and the LAR scholarship students.</p> <p>In the LAR Lab the students are involved on an intangible atmosphere, a fantastic pedagogical mix between the academic scenario and the market real scenario. These scenarios correspond respectively the academic projects and the projects related with the private companies encouraged by the EMBRAP II as mentioned before.</p> <p>Anyway, this pedagogical mix experience is very rich in terms of the entrepreneurship skill. It is a very important concept for the Virtual Technological Park and is not easy to find it in regular classes.</p>

3. Objectives

3.1 General

Create a methodology to develop and manage a Virtual Technological Park proposal based on the Aracati Digital (ARACATI, 2018), an experience taken by the IFCE Aracati campus (IFCE-Aracati, 2018). The main issue of this proposal is to use this methodology as an innovation pilot project for a new pedagogical initiative to be adopted by the FI national network. For that, we expect to be supported by the local, national and international private companies and public programs as EMBRAPPII, SEBRAE, Governmental Sponsored Agencies (FINEP, CNPq, FUNCAP, etc.).

3.2 Specific

1) Elaborate a study about the Aracati Digital experience (ARACATI, 2018) in terms of its social and economic impacts and other technological parks available in the country and abroad, their successes and fails.

2) Define a Virtual Technological Park proposal as a new concept and highlighting the advantages and disadvantages issues comparing it to the traditional Parks based on physical spaces.

3) Prepare a Strategical Plan based on the innovation management concepts, using IMP framework (STEINBEIS BERLIN UNIVERSITY, 2018).

4) Describe a new methodology composed by the steps able to develop and manage a Virtual Technological Park.

5) Elaborate a business model to involve the FI community (students, administrative and teachers) and the entrepreneurs about the importance of the Virtual Technological Park to the FI mission and the socioeconomic advantages for the local society.

6) Prepare an installation and operation Guide of the Virtual Technological Park based on the IMP innovation framework (DOSTLER, 2016).

3.3 Execution Plan

In order to achieve the objectives above, we propose:

1) Visit the following case studies:

- Porto Digital (<http://www.portodigital.org>),
- São José dos Campos (<http://www.pqtec.org.br/>),
- Sapiens Parque de Florianópolis (<http://www.sapiensparque.com.br/>);

2) Perform the partnership with the sponsors mentioned in General Objective: EMBRAPPII, SEBRAE, Governmental Sponsored Agencies (FINEP, CNPq, FUNCAP, etc.).

3) Install new cell productions based on the lab models that work properly in the Aracati Digital experience.

4) Training new cell productions using the installation and operation Guide of the Virtual Technological Park based on the IMP innovation framework.

5) Make a marketing plan for the consolidation of the Virtual Technological Park.

4. Problem Identification

The strategic planning presented here is based on the Innovation Management Professional (IMP) course from the Steinbeis Berlin University (STEINBEIS BERLIN UNIVERSITY, 2018), supported by SETEC/MEC initiative (BRASIL, 2017).

4.1 PEST Analysis

PEST Analysis is a simple and widely used tool that helps you analyze the Political, Economic, Socio-Cultural, and Technological changes in your business environment. This helps you understand the "big picture" forces of change that you're exposed to, and, from this, take advantage of the opportunities that they present (MINDTOOL, 2018).

4.1.1 Political Aspects that may affect the Virtual Technological Park Project

- New Elections in the country:

CURRENT SITUATION: In Brazil when we have national or regional elections and change of political parties running the country, many governmental programs don't continue. For instance, the Virtual Technological Park project depends on the programs involving strong relationship between FIs and the private companies, as proposed by the EMBRAPII strategy. Unfortunately, this political behavior is still a cultural problem in Brazil that we consider as a challenge for the education system.

TENDENCY: Nowadays, the new vision and perception about the innovation concept is spread out in all private and even more in public companies worldwide. So, it is easy to conclude innovation concept that support the relationship with the market has a big chance to remain, independently of the political ideology running the country.

- Lack of an integrated internal policy of innovation

CURRENT SITUATION: Supposing the FI Superior Council decides to approve an innovation policy to improve the integration of the Institution with the society. For that, this council, through the FI main board, proposes to apply this policy in all FI units. Nowadays, each unit is a little bit independent to adopt or not the policies that are out of the FI regular education statute, because each general director is elected by the local community. If this is good to the FI democracy practical, on the other hand is not evident the introduction of new general policies in the Institute, as the innovation management.

TENDENCY: We believe the adoption of an integrated internal policy of innovation management, for instance, is a fact in all units of the FI network, independent of the political vision of the general director because the unit that does not adopt the innovation tendency take a risk to fail in terms of the local administration. There are many opportunities that a unit can miss if it keeps isolated of the society and its market and the local community understands that.

4.1.2 Market Aspects that may affect the Virtual Technological Park Project:

CURRENT SITUATION: The health of the Brazilian economy has been very unstable in the past years. One of the consequences of this instability is the fragility of the market for attracting international investments. The result is a low growth rate of our economy. The Virtual Technological Park proposal depends of the market projects. So, the RD&I results of the Virtual Technological Park are strongly dependent of the local and national current economy.

TENDENCY: Recently, the Brazilian economy has given little signs of growth. We expect the Brazilian economy may recover its growth rate. The country has great potential to add innovation in their products considering

the recent approach of the market with the academy. We consider also a better maturity of the society in terms of the innovation understanding and better mechanisms of the political control despite the inefficiency of current political class.

4.1.3 Social Aspects that may affect the Virtual Technological Park Project

CURRENT SITUATION: The most of the FI students come from poor families, especially in the small towns far from the capital. Sometimes, these students leave the course before ending it. Their socioeconomic situation makes them to find a job in order to help their family. Associated to this financial problem, there is another higher problem: the drugs have increased in all the Brazilian cities.

TENDENCY: Unfortunately, different of the economic situation, the social problem has gone up. The Brazilian education model has failed in both problems: to keep the students at school, as it happens in the developed countries and about the drugs spread out among young people.

4.1.4 Technological Aspects that may affect the Virtual Technological Park Project

CURRENT SITUATION: Recently, the Information Technology seems to be the aspect that more affect the youth daily routine. The new generation born in this century is distinguished by the excessive use of digital technology, as the smartphone, associated to its social medias. This kind of situation could be good or bad depending on the social, cultural and economic context where the youth is involved. After all, the introduction of the digital technology in our lives is inevitable, as the artificial intelligence.

TENDENCY: The studies performed by the social and education researches point out to the influence of the information technology tools in young people lives, added with artificial intelligence (AI) structures. According to Elon Musk, Tesla and SpaceX CEO, AI can threaten the democracy and the human future (MUSK, 2018).

4.1.5 Environmental Aspects that may affect the Virtual Technological Park Project

CURRENT SITUATION: Nothing special relates the environment aspects and the Virtual Technological Park aims, except the common proceedings like the conscious to treat properly the nature: garbage, selected garbage, recycling, energy economy, etc.

TENDENCY: The conscious awareness campaigns are more often at schools, on the news and by the government institutions.

4.1.6 Legal Aspects that may affect the Virtual Technological Park Project

CURRENT SITUATION: As the Virtual Technological Park is based on the projects involving FI and the private companies, it strongly depends on the legal aspects for this relationship.

TENDENCY: The good results got with the first experience inside the FI labs with EMBRAPAII strategies seem to be enough to guarantee the continuation of the relationship between FI and the market.

4.2 BCG Matrix (Boston Consulting Group)

The BCG matrix assesses products on two dimensions. The first dimension looks at the products general level of growth within its market. The second dimension then measures the product's market share relative to the largest competitor in the industry. Analyzing products in this way provides a useful insight into the likely

opportunities and problems with a particular product. Products are classified into four distinct groups, Stars, Cash Cows, Problem Child and Dog (PROFESSIONAL ACADEMY, 2018).

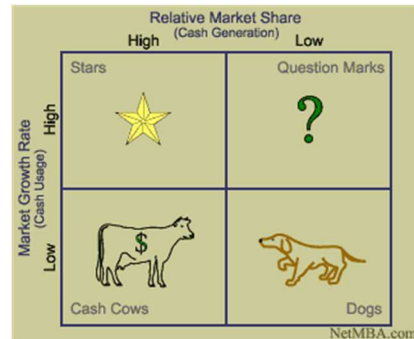


Figure 01: BCG Matrix

Let's have a look at what each one for Virtual Technological Park decision-making process.

4.2.1 STAR: HIGH market growth rate and HIGH market share

- Development of web solutions (front end and back end) in all modern platforms for the international and national market;
- Governmental programs help to initial support of the Virtual Technological Park process.

4.2.2 Question Marks: HIGH market growth rate and LOW market share

- Development of web solutions (front end and back end) in all modern platforms for local market.

4.2.3 CASH COW: LOW market growth rate and HIGH market share

- Development of solutions involving modern technologies (Artificial Intelligence, Internet of Things - IoT, Big Data, Web Semantic) for the international and national market.

4.2.4 DOG: LOW sales growth rate and LOW market participation

- The internal fake image built by the colleagues not advised about the target and the results of the Virtual Technological Park.
- The prejudice of the market about the technical competence of the labs in the FI in the small cities located in the underdeveloped cities..

4.3 SWOT Analysis

It is a strategic planning technique used to help a person or organization identify the Strengths, Weaknesses, Opportunities and Threats related to business competition or project planning. It is intended to specify the objectives of the business venture or project and identify the internal and external factors that are favorable and unfavorable to achieving those objectives.

	Opportunities (external, positive)	Threats (external, negative)
Strengths (internal, positive)	Strength-Opportunity strategies Which of the company's strengths can be used to maximize the opportunities you identified?	Strength-Threats strategies How can you use the company's strengths to minimize the threats you identified?
Weaknesses (internal, negative)	Weakness-Opportunity strategies What action(s) can you take to minimize the company's weaknesses using the opportunities you identified?	Weakness-Threats strategies How can you minimize the company's weaknesses to avoid the threats you identified?

Figure 02: SWOT Matrix

4.3.1 Strength about the Virtual Technological Park Project

- Believe the school is truly a space for the transformation of the society through the good education, awakening their students to become the actors of this transformation.
- The commitment with the FI mission as a real mechanism able to give the opportunities for the students, preparing them to face the society challenges.
- Consider the tradition of the FI network into the solution of the real society problems, due its different trajectory from the formation of the basic professional to the high-level research in all the areas.
- Assume FI network has a mystic identity able to influence the future of each student and, as consequence, the nation.
- The need to have strategies able to motivate the former students to stay in their cities, helping to mitigate their social, cultural, technological and economic problems.
- The FI network has a recognized group of teachers, administrative people and researchers able to perform a high quality of products and services for the market.

4.3.2 Weakness about the Virtual Technological Park Project

- Some teachers and administrative employees don't understand the FI identity, its mission, and its capability to change the society. When the new employees are hired they are influenced by this behavior.
- In general, the FI campus doesn't have an efficient marketing strategy able to be known by the society and collaborate with it in many. This situation interferes in the close relationship with the market and, consequently, difficult to catch projects to keep the Virtual Technological Park.

4.3.3 Opportunities about the Virtual Technological Park Project

- In terms of technological formation, the FI network is known as an institution of excellence. So, the market is more accessible to our professionals.
- In terms of education, the FI network has (still) a good reputation in the society, in the market and the public and private institutions. This image makes easier the participation of our students in management position.
- The government mentality about innovation is fundamental to keep strategies to grow the development and research involving students towards entrepreneurship and start-up concepts.
- The existence of programs like EMBRAP II are fundamental for the incentive of the creation of the mechanisms like the Virtual Technological Park.

4.3.4 Threatening about the Virtual Technological Park Project

- Unstable economy seems to be the first issue that can threaten the creation and maintenance of a Virtual Technological Park.
- A conservative policy in terms of Federal Innovation Law that denies the recent progress achieved, making it harder the relationship between the FI and the private companies.
- The current model of internal elections for rector and general director that sometimes uses the bad procedures used in the regular political elections not recommended for a school. Sometimes, groups that support a candidate receive privileges from the winner.

5 Project Plan

5.1 Project Scope Management (Project Map)

The scope of the project considers the focus, the target, the objectives of the project and the goals that need to be met to achieve a good result. There are some steps that can be followed when doing this.

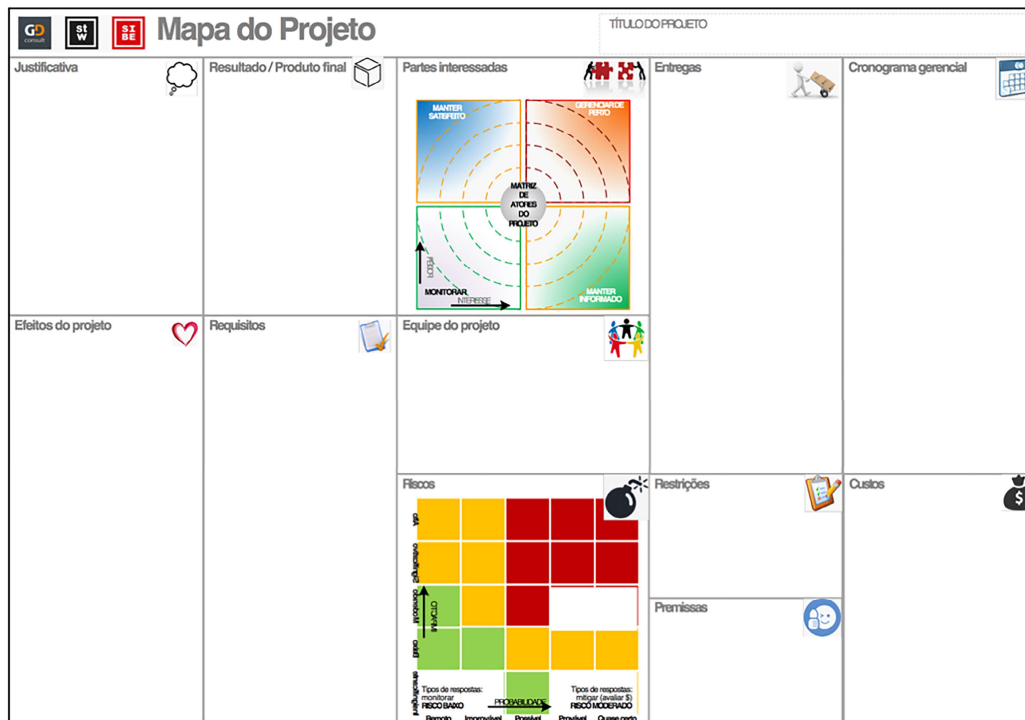


Figure 03: PLANNER 360 Project Map – Steinbeis Methodology

In this work we adopt the “Mapa do Projeto” from the Planer360, a tool used in the IMP Innovation Management Course of the Steinbeis Berlin University (BRASIL, 2017), as shown on the figure 3. It uses the following components:

a) Justification

- **POST-IT J1:** The FI has many units in small cities where the local market is sometimes inappropriate regarding to the formation given by the Institute.
- **POST-IT J2:** many graduate students take a local inappropriate job or go away to a big city

- POST-IT J3: when it happens, the small cities lose their potential young people able to transform the local society.
- POST-IT J4: this reality threatens the FI mission.

b) Project Effects

- POST-IT E1: Appropriate jobs for the former students
- POST-IT E2: More startups created by the former students
- POST-IT E3: Attraction of the private companies to the city
- POST-IT E4: More interaction and participation of the former students in the social and political issues of the city.
- POST-IT E5: Gradual improvement of the cultural, education and social solution in order to solve the local problems.

c) Final Results

- POST-IT F1: Definition of the Virtual Technological Park model
- POST-IT F2: Preparation of a methodology to create a Virtual Technological Park
- POST-IT F3: Implementation of the Virtual Technological Park Methodology
- POST-IT F4: Build a set of strategies to maintain of the Virtual Technological Park
- POST-IT 54: Adoption of the Virtual Technological Park as a concept of the FI national network identity

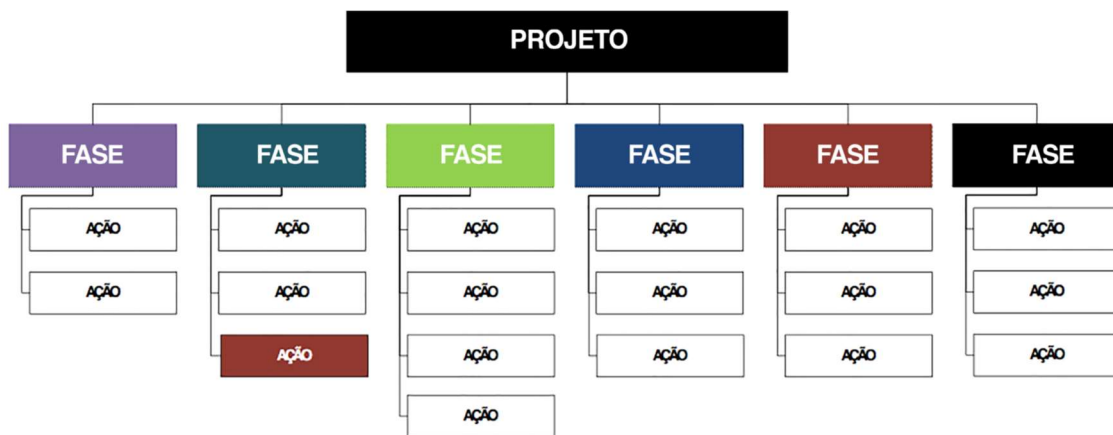
- **Requirements**

- POST-IT R1: A favorable local culture oriented to the innovation management
- POST-IT R2: The support to the project from the FI General Direction and the IF leaders
- POST-IT R3: Economic innovation policies as the EMBRAP II program

- **Stakeholders**

- POST-IT S1: Teachers and coordinators of all FI areas.
- POST-IT S2: FI Administration staff
- POST-IT S3: Students and former students
- POST-IT R4: Local Management

- **Deliveries (EAP)**



- POST-IT F1: Definition of the Virtual Technological Park
 - Report describing four Brazilian Technological Park and the two international Technological Parks.
 - Report about the Virtual Technological Park concept, highlighting the difference to a conventional Technological Park concept.
- POST-IT F2: Methodology to create a Virtual Technological Park
 - Report about the methodologies used by the four Brazilian and the two international Technological Parks.
 - Report proposal highlighting the steps to create a Virtual Technological Park methodology in the IFCE context.
 - Design interactive website mockups of the Virtual Technological Park defined above

- POST-IT F3: Implementation of the Virtual Technological Park Methodology
 - Definition of an IT architecture to support the Virtual Technological Park Methodology based on the website mockup designs.
 - Development of a frontend interface (IT System) for the Virtual Technological Park Methodology APP.
 - Development of a backend (IT System) to support the related frontend interface.

- POST-IT F4: Strategies for maintenance of the Virtual Technological Park

- POST-IT F4: Virtual Technological Park as a concept of the FI identity
 - **Project Team**

- POST-IT T1: Management Committee
 - General Director of IFCE
 - IFCE Education Director
 - IFCE Coordinator Courses
 - Representative of the IFCE Rector
 - Project Leader

- POST-IT T2: Project Leader
 - Prof Mauro Oliveira

- POST-IT T3: Action Coordinators
 - Collaborator teachers and administrative people

- POST-IT T4:
 - Collaborator teachers, administrative people scholarship students and Former Students

5.2 Chronogram

(GANTT Chart in progress)

5.3 Costs

(in progress)

5.4 Risks, Premises and Restrictions

5.4.1 Risks

Risk management is defined as an uncertain event or condition that, if it occurs, has a positive or negative effect on a project's objectives. According to the Project Management Institute's PMBOK, Risk management is one of the ten knowledge areas in which a project manager must be competent. The following are listed three risks that threaten the Virtual technological Park project, proposed here:

a) **PRIVATE PROJECTS:** The main risk to implement The Virtual Technological Park is probably the lack of projects coming from private companies. These projects provide the financial support to maintain the appropriated jobs to the former students in the initial period of their professional life. They come from many different sources and can be motivate by the governmental politics. For instances, the EMBRAPII program is a good example of a source of the private projects in the IT area.

b) **UNDERSTANDING:** The rejection of the Virtual Technological Park idea by the local IF community due the lack of information about the project proposal and the innovation management concept. Unfortunately, this kind of proposal the innovation concept are outside of the current cultural in the Federal Institutes, neither in the universities.

c) **ECONOMY:** The weakness of the national economic system that may affect the ordinary activities of the IF, as the administrative internal works (cleaning, security, material maintenance, electricity, etc.). Besides this, this kind of weakness inhibits the private companies to invest in new projects.

5.4.2 Premises

Premises are the hypotheses or statements that an argument claims will induce or justify a conclusion. In other words, a premise is an assumption precise and clear that something is true for the planning project. The following are listed two premises about the Virtual Technological Park project:

a) **INNOVATION POLICY of the FEDERAL INSTITUTE UNIT:** The adoption of the innovation concept as a general direction for education policy in the Federal Institute. For that the rector and his staff must to consider the research and development as important activities as the education action. Unfortunately, it isn't the reality in many Federal Institute units that consider research activities more concerning with the university mission. In this case, the premise is to have a FI staff strategy against this conservative action.

b) **CULTURAL ORGANIZATION:** While the adoption FI INNOVATION POLICY is a premise concerning the FI staff, the CULTURAL ORGANIZATION is related to the each FI unit. Actually, the FI units are different spaces in terms of cultural organization that depend on the many abstract aspects able to promote changes: commitment of the teachers, administrative people and students; political vision of them; general sensibility to changes; etc.

5.4.3 Restrictions

In project management restriction is any constraint that defines a project's limitations and difficult what is expected to accomplish it. Although, the three most significant project restrictions are schedule, cost and scope, each project's scope involves the specific goals, deliverables and tasks that define the boundaries of the project. The following are listed threes concerned restrictions about the Virtual Technological Park project:

a) **TECHNICAL INFRASTRUCTURE:** The term "virtual" in the title of the proposal is an import feature of the project because dismiss the big investment in buildings, as happen in the conventional Technological Park concept. However, in order to implement the proposed here it is indispensable to have adequate labs to execute the projects, the main requirement to execute the Virtual Technological Park project.

b) AVAILABILITY TIME of RESEARCHS and COLLABORATORS: The availability of the research professors and collaborators teachers to coordinate and manage the projects is indispensable to execute the main activities of the Virtual Technological park. Sometimes these professors and teaches are very charged in education activities and there isn't time to dedicate to the projects.

c) FINANCIAL SUPPORT of the SCOLARSHIP STUDENTS: Besides the TECHNICAL INFRASTRUCTURE and the AVAILABILITY TIME of RESEARCHS and COLLABORATORS restrictions above, without the scholarship students is also impossible to archive the objective of the proposed here. After all, the professional formation of these students and their experience in real scenarios provided by the projects come from the private companies is the main strategy proposed by the Virtual Technological Park.

6 Final Considerations

The Virtual Technological Park proposed in this work is based on two perspectives. In the Pedagogical approach are considered the creativity, initiative and knowledge management, important aspects for graduate students independently if they decide to become or not the owner of their business or maybe a public or private employee. The Citizen approach take in account the knowledge about the set up and management of a company and how this can help the students to become a conscious citizen and to collaborate much better to the society.

Actually, this proposal is part of the Call for Participation (BRASIL, 2017) to an Innovation Management Professional (IMP) from the Steinbeis Berlin University, promoted by the SETEC/MEC to IF teachers and administrative people involved in the innovation theme. The aim of this IMP course is the dissemination of the technology transfer cultural in IF environment to help all the IF campuses to add the innovation management as regular process in their daily routine.

The results presented by the initial experience from the Aracati Digital (ARACATI, 2018), listed before (item 2.2), are positives towards the Virtual Technological Park objectives and they prove that the FI Mission could be helped in this way.

We truly expect the IMP methodology will improve the Virtual Technological Park experience in order to create more local opportunities for the former student for his professional career and formation of a new Brazilian citizen through commitment, innovation and a change in attitude.

Acknowledgement:

I'd like to thank SETEC/MEC, IFCE/PRPI and Steinbeis Berlin University, especially Mr Peter Dostler who runs this IMP Course like a maestro who takes care of his orchestra

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APPENDIX 01: Opening Project Term (TAP)

TAP - Termo de abertura de projeto (apresentado na candidatura ao curso – nov/2017)

TÍTULO

Parque Tecnológico como estratégia de inovação profissional e fortalecimento da identidade dos Institutos Federais

JUSTIFICATIVA

Almejar um emprego público ainda é desejo profissional prioritário de muitos jovens, apesar de que a realidade de mercado tem despertado neles a busca de empreendimento em seu próprio negócio. Este desejo do emprego público tem fortes razões culturais e educacionais: a falta de iniciativa dos alunos, dificuldade na resolução de problemas, falta de criatividade na solução destes, costume de deixar incompleto e mal feito o que lhes é confiado.

É dever do Instituto Federal ajudar o aluno a ter iniciativa, exercitar sua criatividade, zelar pela completude e qualidade das tarefas. Para tanto, faz-se necessário um leque de conceitos até então desconhecidos do aluno, tais como Economia Criativa, modelos de negócio ou gestão que se originam em atividades, produtos ou serviços desenvolvidos a partir do conhecimento, criatividade ou capital intelectual de indivíduos com vistas à geração de trabalho e renda. Iniciativa, criatividade e determinação são, portanto, requisitos desejáveis em qualquer atividade profissional, mas indispensáveis para quem quer ser dono do seu próprio negócio.

Preparar o aluno nesta direção faz parte do conceito do Instituto Federal, mesmo que o aluno não tenha a vocação empresarial. Afinal, existem riquezas pedagógica e cidadã neste processo:

- Pedagógica: o conhecimento sobre os mecanismos de gestão de uma empresa pode ser importante para o futuro pessoal e profissional do aluno, independentemente dele ser empregado no setor público ou privado. A aprendizagem da gestão de coisas pessoais, seja em casa quanto na Escola, é um primeiro benefício para o aluno envolvido nestas atividades.
- Cidadã: à medida que o aluno compreende melhor as etapas na criação e manutenção de uma empresa, ele passa a ter melhor consciência dos desafios diários enfrentados por um dono de um negócio qualquer, do “fantasma” da folha de pagamento no final do mês, etc. Sua criticidade e capacidade de colaborar com a sociedade serão mais refinadas, justas e eficientes.

Fazer o negócio acontecer, ou seja, vender o produto ou o serviço é uma parte complexa e determinante na sobrevivência de uma empresa de qualquer porte.

É dever do Instituto Federal ajudar o aluno a ampliar estas percepções e incentivá-lo a empreender, a se preparar para ter seu próprio negócio, mesmo que não seja esta a sua vocação. Nota-se que esta percepção do negócio pelo nosso aluno não tem sido bem cuidada na sua formação.

OBJETIVOS

Objetivo Geral

Criação de uma metodologia de implantação e gestão de Parques Tecnológicos baseada no Aracati Digital (<https://www.aracatidigital.com.br/>), experiência em curso no IFCE campus Aracati, como uma ação piloto inovadora, propositiva de uma política educacional a ser adotada pelos Institutos Federais envolvendo educadores e discentes, apoiada por programas privados e públicos, tais como EMBRAPIL, Rede de Incubadoras, Agências de Fomento (FINEP, CNPq, Fundações Estaduais, etc.), SEBRAE, etc.

Objetivos Específicos

- 1) Elaborar estudo sobre a experiência do Aracati Digital (<https://www.aracatidigital.com.br/>), além dos impactos socioeconômicos de outros parques tecnológicos existentes, razões de êxitos e fracassos;
- 2) Elaborar uma metodologia para a implantação de Parques Tecnológicos como estratégia de inovação profissional e fortalecimento da identidade dos Institutos Federais, capaz de fortalecer sua identidade;
- 3) Implantar células de produção, a partir dos laboratórios "treinados", como prova de conceito da proposta de Parques Tecnológicos como estratégia de inovação profissional e fortalecimento da identidade dos Institutos Federais;
- 4) Realizar parceria com o setor produtivo na perspectiva da instalação e manutenção de um parque tecnológico piloto, a partir dos resultados obtidos nas células de produção;
- 5) Elaborar um manual de gestão da inovação com recomendações para a replicação do projeto em qualquer Instituto Federal.

Estratégia de Execução

- 1) Realização visitas de campo e estudos sobre casos de Parques Tecnológicos de sucesso no Brasil: Porto Digital (<http://www.portodigital.org>), São José dos Campos (<http://www.pqtec.org.br/>), Sapiens Parque de Florianópolis (<http://www.sapiensparque.com.br/>);
- 2) Construção de um modelo que junto à comunidade docente, servidores e representação de empresários concernentes que potencialize um Parque Tecnológico de TI como estratégia de inovação profissional e fortalecimento da identidade dos Institutos Federais, capaz de fortalecer sua identidade;

- 3) Criação de processos que definam requisitos objetivando a especificação formal do modelo construído;
- 4) Apresentação de objetivos, metas e simulações que melhor ilustrem para a comunidade discente a proposta da criação de um Parque Tecnológico, seu contexto, seu universos de capacitação e de oportunidades;
- 5) Definir um modelo de negócio para o funcionamento do Parque Tecnológico no contexto da proposta apresentada.
- 6) Treinamento de laboratórios de P&D dentro da metodologia da proposta de um Parque Tecnológico de TI como estratégia de inovação profissional e fortalecimento da identidade dos Institutos Federais, capaz de fortalecer sua identidade;
- 7) Apoio a programas locais de redes de incubadora e ações similares (SEBRAE, governo, empresas, etc.), corredores digitais (Secretaria de C&T do Ceará);
- 8) Visitação de empresas para prospecção de parcerias e fortalecimento da proposta do Parque Tecnológico como estratégia pedagógica a ser adotada pelos Institutos Federais;
- 9) Realização de workshops com empresários e gestores, organizado por professores e alunos envolvidos na execução, objetivando facilitar a prospecção de futuras parcerias
- 10) Publicização da proposta com o intuito de consolidar o Parque Tecnológico como estratégia de inovação profissional e fortalecimento da identidade dos Institutos Federais, tornando-a pública;

Equipe do projeto

Profa Dra Marcia Negreiros (<http://lattes.cnpq.br/4324545790655825>)
-Coordenadora do PARTEC – NUTEC;

Profa Dra Carina Oliveira (<http://lattes.cnpq.br/2893590409825756>)
-Coordenadora P&D-IFCE Aracati;

Prof Dr Reinaldo Braga (<http://lattes.cnpq.br/6508590684390942>)
-Coordenador de Projeto de TI

APPENDIX 02: Presentation Letter

Carta de Apresentação (apresentada na candidatura ao curso – nov /2017)

A expansão recente dos Institutos Federais de Ensino vem se configurando como uma das medidas mais impactantes na história da Educação profissional no Brasil, desde o decreto 7.566 do Presidente Nilo Peçanha que cria, em 23 de setembro de 1909, a Escola de Aprendizes e Artífices.

A visibilidade deste impacto é, talvez, mais nítida para quem teve a oportunidade de acompanhar a evolução desta instituição centenária. Em 1970, ingressávamos no curso de Eletrotécnica da então Escola Técnica Federal do Ceará (ETFCE), denominação que acabara de substituir a Escola Industrial do Ceará. Já em 1974, tornávamo-nos professor da ETFCE, iniciando uma carreira no magistério e toda uma saga que conduziria nossa vida pessoal e profissional, definitivamente, afetadas por esta instituição. Nos anos 80, assumíamos a coordenação do Curso de Eletrotécnica sem imaginar que teríamos, na mudança de século (e de milênio), a nobre missão de comandar, como Diretor Geral, a transição da ETFCE para Centro Federal de Educação Tecnológica do Ceará (CEFET Ceará).

Éramos, na ocasião, o único professor com doutorado em uma comunidade originária dos ensinos médio e técnico de segundo grau. Assumir responsabilidade no ensino superior apresentava-se como um grande desafio cultural e científico, por vezes assustador. A formação maciça de mestres e, posteriormente, de doutores era a alternativa mais segura para o CEFET Ceará encontrar sua nova identidade que exigia ousadia nos novos caminhos na educação superior. Sim, defendíamos já no raiar do novo século a ideia de uma universidade tecnológica, inspiradas nos institutos de tecnologia da Alemanha que já “respiravam” o conceito de inovação, dando maior brilho à clássica tríade Ensino, Pesquisa e Extensão.

Ao presenciarmos, hoje, a solidez dos Institutos Federais, há de se considerar sua origem fundamentada numa estrutura que possuiu, em algum momento de sua história, mais laboratórios do que salas de aula convencional. Talvez este perfil, alicerçado no praticar as “coisas da teoria”, seja o diferencial maior que dá aos Institutos Federais uma característica de uma instituição de ensino mais próxima da sociedade, de seus anseios e demandas.

Não é por acaso que nossos alunos apresentam um potencial mais criativo em soluções tecnológicas, deixando o primor científico às universidades. Afinal, seus professores foram forjados, historicamente, numa ambiência que associa a prática à teoria, num equilíbrio que se adequa à evolução temporal da instituição e seus contínuos desafios.

Se a missão da universidade, do latim “universitas” (conjunto, universalidade, comunidade) está associada ao pensamento empírico e às descobertas científicas que vieram na sequência da revolução industrial iniciada no século XVIII, há de se perguntar: teriam os Institutos Federais a mesma missão?

Claro que não! Não haveria um porquê de se criar um “outro” pra se falar “do mesmo”. O clássico diagrama de Venn-Euler ajuda na busca da identidade dos Institutos Federais. No que se refere ao que há em comum, em sendo instituições de nível superior as universidades e os Institutos Federais, demanda das mesmas um diferencial de formação propedêutica em relação ao ensino médio. Isto é lógico! Há também nesta visão comum uma perspectiva vertical: universidade e institutos federais devem(riam) zelar por desenvolver habilidades criativas em seus alunos. No entanto, creio que os Institutos Federais são mais pragmáticos do que as universidades em relação as demandas da sociedade às suas instituições de nível superior. A EMBRAPA e os Institutos Federais ilustram bem esta sinergia.

Em nosso livro Escola Pra Valer, lançado em 2016, destacamos como missão maior de uma Escola “ajudar o aluno a ser feliz”. Em seguida, defendemos que “uma escola que é reflexo da sociedade não serve pra ela... nem a ela”. Argumentamos também a indispensabilidade de uma quinta linguagem (além de português, matemática, inglês e informática) a qual chamamos de estética (na falta de um termo melhor), para designar a importância da arte e da filosofia na formação deste aluno que o queremos feliz e transformador da sociedade.

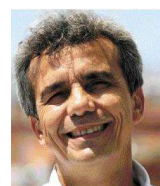
Voltando à busca da identidade dos Institutos Federais, advogamos que o conceito de Parque Tecnológico fortalece a vocação dos Institutos Federais. Por isso defendemos que este conceito deve estar presente no imaginário do aluno de um Instituto Federal, desde o seu primeiro dia na instituição.

Este trabalho propõe a adoção de um Parque Tecnológico em cada Instituto Federal como uma ação pedagógica, tendo como estratégia o envolvimento de educador comprometido e do discente cúmplice de um ecossistema empresarial a ser exercitado nesta nova ambiência, durante toda a sua permanência na instituição. Este ecossistema fortalece a identidade dos Institutos Federais, ajudando-os a melhor cumprirem seus papéis de formação profissional e cidadã, incentivando o espírito empreendedor do aluno e a cultura de inovação tecnológica nos campi da Instituição.

APPENDIX 03: Author Biography (www.maurooliveira.com.br)

Education:

Mauro Oliveira is a former IFCE (Insituto Federal de Educação Ciência e Tecnologia do Ceará - 1974) student and holds an Electrical Engineer degree from UFC (Federal Universidade do Ceará – 1983). He earned his Master of Science degree in Computational Systems from the PUC-Rio (Universidade Católica do Rio de Janeiro - 1987) and earned his PhD in Computer Science from the Université Pierre et Marie Curie (Paris VI, France/1993). He then carried out a postdoctoral stage at the Centre for Telecommunication Research (CTR) at the King’s College of London (2003). He finished another postdoctoral stage at the School of Information Technology and Engineering (SITE), University of Ottawa (Canadá/2009).



Current Situation:

He was born in Fortaleza/Brazil, works at the Aracati City and lives in Canoa Quebrada beach. At the IFCE he teaches Computer Networks, Computer Architecture and Scientific Methodology since 1974 and he is also Professor of the Postgraduate Program at the IFCE where he researches the theme Computer Application in Health Systems. He founded a computer network research group in 1987. Nowadays this group applies Computational Intelligence in Health Systems. Mauro Oliveira has created the BARCA – Bodega de Artes Raimundo de Chiquinha do Aracati, the first bookstore of Aracati city, a little “café des arts” that promotes many cultural activities and each year give the prize “Prêmio LF de Computação” (<https://amaurooliveira.wordpress.com/galeria/meus-amigos/prof-luiz-fernando-lf/>) for the best social project.

Administrative Experiences:

He served as The National Secretary of Telecommunications of the Brazilian Communications Ministry (MC) from June 2004 until September 2005, where acting as responsible by the Brazilian Digital TV Project. He was also Adjunct Secretary of Science & Technology and Higher Education at the State of Ceará, from January 2007 to April 2008. Prior to his nomination as MC’s Telecommunication Secretary, Professor Mauro Oliveira was IFCE General Director (1988-2003). He spearheaded the IFCE's education activities, particularly a social project at Pirambu, a disadvantaged district of Fortaleza with many problems of infrastructure, unemployment, drugs and marginalization among the young people. This project, initiated in 1993, is an experience of success in the Digital Divide context. The youths were trained at the IFCE in Software Development and Network Connectivity. Nowadays, they are entrepreneurs of the IT sector, in their own neighborhood. This project, called “Pirambu Digital”, is based on the cooperative model and uses concepts of solidarity economy. His methodology has been replicated in other suburbs of the Ceará state. He participated of the first meeting (1988) for the implementation of the Internet in Brazil and was member of the CGI.BR (Manager Committee of the Internet Brazil).

Personal information:

Mauro Oliveira has 4 daughters: Karol, Carolina, Carina e Raquel. He likes music and in his free time, sings, plays tambourine (Dr Luiz Fernando’s student) and writes poems.

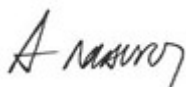
International Experiences:

On the international scene, Professor Mauro Oliveira actively participated in several meetings on the ADVANCE Project / RACE European Program (1991-1993) and he has given countless technical lectures about Digital TV and Computer Networks in Europe (Paris, Zurique) and Digital Divide lectures in Latin America (Santiago, Buenos Aires). As Telecommunication Secretary of Brazil, he attended meetings for the Preparatory Committee (met in Geneva at 19 Sep.2005) for the World Summit on the Information Society (WSIS) in Tunis, in 2005. He served as The National Secretary of Telecommunications of the Brazilian Communications Ministry (MC) from June 2004 until September 2005, where acting as responsible by the Brazilian Digital TV Project. He was also Adjunct Secretary of Science & Technology and Higher Education at the State of Ceará, from January 2007 until April 2008. He was Guest Professor of the DEA Program at the Université de Technologie de Troyes (2003). He also gave lectures in the Département D’Informatique at the Université Claude-Bernard, Lyon 1 (1991). Mauro Oliveira is proficient in three languages: French, English and Portuguese.

Decorations and honorary titles:

- Medalha de Honra ao Mérito Raimundo Cesar G. A. Araripe, IFCE (2018)
- The Best Paper Award In 1st IEEE Summer School on Smart Cities, UFRN (2017)
- Requerimento do Vereador Evaldo Lima transcrevendo o artigo "Porque hoje é sábado" nos anais da Câmara de Vereadores de Fortaleza (fevereiro de 2016)
- Menção Honrosa no Prêmio Celso Furtado de Desenvolvimento Regional do Ministério de Desenvolvimento Social com o Projeto PRECES – PROfissionalização do dependentE químico, Como Estratégia de inserção Social (2015)
- Ordem do Mérito Judiciário - Grau Distinção, Superior Tribunal Militar (2010)
- Homenagem da Assembleia Legislativa do Estado do Ceará: TV Digital & CEFET Ceará. (2010)
- Homenagem do IFCE: Dia do Ex-Aluno, Instituto Federal de Educação C&T do Ceará. (2008)
- Segundo Lugar no Prêmio FINEP de Inovação - Região Nordeste, FINEP (2008).
- Prêmio Vivaleitura, Ministério da Educação - OEI. (2008)
- Transcrição para os Anais do Artigo "O Abraço do Dragão" - Jornal O POVO, Assembleia Legislativa do Ceará - Requerimento do Dep Roberto Claudio - No 1081 de 03 de abril de 2008.
- Voto de Congratulação pelo Projeto Titanzinho Digital, Assembléia Legislativa do Ceará - Requerimento do Dep Artur Bruno No 1384 de 23 de abril de 2008. (2006)
- Medalha do Mérito da Educação Profissional, Secretaria de Ciência e Tecnologia do Ceará 2005
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