



TITLE

Virtual Technological Park, an innovation towards the Federal Institute Identity

INTRODUCTION

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. So, in general, many graduate students have two bad options in these small cities: take a local inappropriate job or go away to a big city.

Unfortunately, this reality threatens the FI mission because when it happens the small cities lose their potential young people able to transform the local society. To mitigate this problem, one among 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 this context, another problem with most of young people is to have a public job as a priority for their professional future, although the market is calling for entrepreneurship. To have their own business is sometimes outside of their professional plans. Maybe it's a cultural problem. In general, the young people that comes 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 of Park without a physical space, different of the traditional ones. In this new concept, the FI labs are used for all activities.

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 become them entrepreneur 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:

- 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, and this understanding is indispensable for the company survival. This kind of subject about management knowledge hasn't been developed properly in pedagogical programs by the FI teachers.

OBJECTIVES

General objective

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

Specific objectives

- 1) Elaborate a study about the Aracati Digital experience 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 as a new concept, and highlighting the advantages and disadvantages comparing it to the traditional Parks based on physical spaces.
- 3) Prepare a Strategic Plan based on the innovation management concepts, using IMP framework.
- 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 local 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.

PLAN of EXECUTION

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.pgtec.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.

Acknowledgement:

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

Mauro Oliveira (www.maurooliveira.com.br)

Virtual Technological Park: www.youtube.com/watch?v=qszVROMUpQU