

ION 2012  
V EDIÇÃO

PREV

Crescimento sustentável  
apoiado em redes de inovação:  
Agenda Brasil

- ### Creating the right culture
- Send highly competent people with 1)research, 2)industry and 3)patent background into the research environments
  - TechID – Involve local leaders in evaluating projects
  - Involve industry in advisory role at a very early stage
  - Set up awareness campaigns and testimonials
  - Put up cash awards for best spin-outs

