

2023

SEMANA DE INOVAÇÃO

Manual for the Public Call for **On-site** **Activities**

2023 SEMANA DE INOVAÇÃO



With "**RECONNECT TO REBUILD**" as its theme, the INNOVATION WEEK reaches its **9th edition** in 2023.

Committed to **addressing the great challenges and rescuing the core values of public service**, the Innovation Week is consolidated as the largest public innovation event in Latin America.

Contemplating both on-site and online activities, the event will take place from **November 7 to 9, 2023 in Brasilia.**

2023 SEMANA DE INOVAÇÃO

THE TIME HAS COME TO REBUILD BRAZIL

In the last few years, we have experienced the most challenging moments in our recent history. After a global pandemic, natural disasters and the silencing of various peoples, it is urgent to **reconnect** to what unites us: our commitment to **people** and to **democracy**.

Together, we can **rebuild** a country where public servants are real **agents of change**. In the face of increasingly complex realities, it is not enough to just follow the same old paths. **Innovation is a must**. This includes new forms of collaboration, experimentation and a better understanding of the **differences** present in our **territories**.

Innovative practice within **public service**, paired with a transversal view, enables the **transformation of realities**. Therefore, in 2023, we issue this invitation: **reconnect to rebuild**. A new connection that allows us to understand **differences**, share **ideas** and learn **new technologies** and methodologies to innovate.

Reconnect to address **public challenges**; to rebuild a robust and representative **democracy**, committed to **diversity** and the environment. Reconnect in order to serve.

United, we can innovate to build a country that is more **inclusive, sustainable** and committed to **democracy**. A Brazil that acts responsibly towards the future of all people.


About this Manual


This manual aims to guide the submission of activities by the proponents and present rules for participation and selection of the public call for On-site Activities during the INNOVATION WEEK 2023.

Get familiar with the modalities and formats of the activities set to be at the event before submitting your proposal. When submitting your proposal, you will have to choose from one of the following modalities:

About the modalities


The **2023 edition of the INNOVATION WEEK** will take place in hybrid format. Therefore, the activities that make up the program will take place in two modalities: **On-site** and **Online**.

 The main focus of the **on-site mode** is the collaborative and interactive construction, aiming at practical learning experiences. On-site activities will take place at **Enap's headquarters, in Brasilia**.

 Whereas the **online mode** is comprised of content **broadcast through the event's online platform**, as well as its exclusive interactive activities, allowing access to participants everywhere in the world.


On the Format for On-site Activities

For the on-site mode, the activities will be carried out following specific formats:


 **Workshops** are the activities in which the facilitator seeks to stimulate a group of people to explore, develop and implement innovative ideas in a collaborative way. Through sharing knowledge, experiences and perspectives, participants seek to find creative solutions to address specific problems or identify opportunities for improvement.

Priority will be given to **interactive activities** using innovative tools that encourage participants to think unconventionally, challenge assumptions and explore new approaches for spurring innovation.

Activity duration - 2 hours

 **Lectures** consist of specialized content, preferably unprecedented, that inspire good practices in innovation, diversity, sustainability, public services and citizen services.

Activity duration - 1 hour

 **Initial Steps** consist of introductory activities on innovative tools and concepts. They should preferably involve methodologies that stimulate interaction between participants.

Activity duration - 1 hour

🌀 **Round tables** are activities composed of **3 or more guests** who put forward their respective points of view and interact with each other, along with the presence of a suitable moderator according to the theme. They can be organized as classic roundtable discussions, interviews or panels.

Activity duration - 1 to 2 hours

On-site Activities

maximum length shall be in accordance to what the format allows for, and must be able to accommodate **between 20 and 40 participants**.

Activities Content

What are we looking for:

- ✅ Content that provides learning potential;
- ✅ Content that can potentially broaden and/or prompt thought and action towards innovation;
- ✅ Content that provides initiatives, methodologies, techniques and/or approaches that can be used directly or indirectly in the work routine;
- ✅ Content that can be applied and replicated within the reality of the public sector;
- ✅ Interactivity in the presentation of content.

O que não queremos

- ❌ Inappropriate content of sexual nature, cult of violence, or any kind of prejudiced and/or party political approach;
- ❌ Content with a marketing bias or aimed at commercial promotion of products, methods, courses, etc.

Subject Areas

In 2023 we will focus on **four subject areas** to guide the content curation of the event. When submitting an activity proposal, you must make sure it fits into only one of the following subject areas. In case it fits into more than one category, select the one that best represents it.

🏠 Territories and Governance

This subject area focuses on exploring innovations in territory and governance, fostering critical thinking on the challenges faced by public administrations and seeking creative and sustainable solutions for them. The activities provided in this field aim to encourage participants to rethink the role of governance and to explore new approaches to territorial management, taking into account aspects such as: the demands of each territory, citizen engagement, technological improvements and sustainability.

Public Services

This subject area is dedicated to promoting knowledge and awareness about public policy, as well as innovative approaches, tools and methodologies, whether technological or not, that have a direct or indirect positive impact on society.

Diversity and Inclusion

These activities provide a safe platform for reflection and discussion on themes of diversity and inclusion. They raise awareness about the importance of equality and respect for differences, as well as provide tools and strategies for social transformation within the public service context or elsewhere. By bringing critical reflections to the forefront, these activities have the potential to spark significant change in attitudes, behaviors and policies, promoting a more inclusive, fair and diverse society.

Environmental sustainability

The Sustainability field seeks to investigate the ideas and challenges of sustainability in all of its facets. This thematic front aims to foster critical reflection and awareness of the relevance of sustainability for environmental preservation, balanced socioeconomic development, and the quality of life of current and future generations.

Rules for Submission of On-site Activities

Who is eligible to participate?

Any of the following may submit activity proposals for INNOVATION WEEK 2023: individuals or legal entities, representatives of the government, private sector, limited companies, organizations, non-state entities and others.

Amendments to proposals

The selected proposed activities will be a part of the INNOVATION WEEK - 2023 program. Therefore, **they must be submitted as final proposals.**

As a result, after confirmation of participation, **the inclusion, replacement or exclusion of the names, photos and mini bios of those responsible for the activities and their partners or guests will not be allowed.**

The person in charge of the activity

The person responsible for **submitting** the proposal must be the one in charge of the activity and also the copyright **owner or have explicit permission** from the owner. **They must authorize the use of promotional material for the activity, including still images, texts and videos to be used on the event's communication platforms.**

Submissions for the On-site Activities

The activity proposal will be submitted exclusively by filling

Incomplete forms **will be disregarded.**

In case of repeated submissions, only the **last** submitted proposal will be considered valid. [Click here to access the On-site Activities submission form.](#)

Proposals for On-site Activities must be submitted by the deadline of **August 25, 2023.**

Selection process

O processo de seleção das Atividades Presenciais acontecerá em duas etapas e será feito por um time de conteudistas especializados e contratados para compor a curadoria da SEMANA DE INOVAÇÃO.

Etapa I

A primeira etapa será a **Análise de Conformidade** que consistirá na conferência das regras estabelecidas neste manual pela coordenação do evento, a fim de identificar as inscrições válidas.

Etapa II

A segunda etapa será a **Avaliação Final** que consistirá na seleção das atividades que irão compor a programação da SEMANA DE INOVAÇÃO 2023, seguindo a metodologia estipulada pela organização do evento.

Os critérios para avaliação

A avaliação das atividades será realizada a partir dos seguintes critérios:

Aderência

Será avaliado o quão aderente está a proposta com a Frente Temática escolhida;


Potencial de aprendizado para a Inovação


Será avaliado o potencial da atividade em gerar aprendizagem e reflexões sobre inovação.


Aplicabilidade e Replicabilidade


Será avaliado se a atividade proporciona aplicação direta ou indireta no trabalho e sua possível replicação em outros contextos no Setor Público.


Informações Importantes!

 A submissão implica na concordância e na aceitação de **todas** as condições previstas neste manual;

 Todas as atividades devem ser organizadas por seus respectivos **Responsáveis por Atividades**, indicados no formulário de submissão;

 A coordenação do evento somente prestará **apoio** para a realização das atividades;

 O(a) responsável pela atividade deve submeter propostas que serão ministradas/conduzidas **por ele(a) e/ou seus parceiros(as) ou convidados(as)**;

 Toda a **comunicação**, por parte da coordenação do evento, será feita, **exclusivamente**, com o responsável pela atividade;

⚠️ As propostas selecionadas serão inseridas na programação do evento e acontecerão entre os dias **7 a 9 de novembro de 2023**; ⚠️ **Não** será dada garantia de **reserva de horário** para as propostas aceitas;

⚠️ **Não cabe recurso** contra o julgamento e seleção das atividades na fase de Avaliação Final;

⚠️ O **resultado** da seleção será publicado no [site da SEMANA DE INOVAÇÃO](#)

⚠️ Nosso objetivo é dar ampla divulgação às atividades da SEMANA DE INOVAÇÃO. Então, caso sua proposta de atividade seja aceita, ela poderá ser **divulgada** por meio de textos, vídeos ou imagens em nossas **redes sociais, sites e outras plataformas**;

⚠️ Ao enviar sua proposta, você **autoriza** a utilização, por quaisquer meios, do nome, da imagem e voz dos profissionais envolvidos;

⚠️ A SEMANA DE INOVAÇÃO 2023 será oferecida **gratuitamente** para o público em geral. Assim, **não serão aceitas** atividades que exijam qualquer modalidade de **pagamento**;

⚠️ Também não oferecemos **nenhuma forma de remuneração** ou retribuição às atividades selecionadas por esta chamada. O evento **não arcará** com custos de deslocamento (passagens, diárias, etc), insumos ou cachês;

⚠️ As pessoas condutoras das atividades selecionadas receberão **certificados** de participação;

⚠️ Caberá à Coordenação do evento deliberar, na ocorrência de eventuais situações não previstas, sendo suas decisões definitivas;

⚠️ Para **mais informações** ou **dúvidas**, entre em contato pelo e-mail:

semanadeinovacao@enap.gov.br

Os Prazos

✉️ **Submissão de propostas para atividades:** abertura dia **24 de julho** e fechamento dia **25 de agosto** de 2023

🏆 **Resultado da seleção de propostas:** **29 de setembro** de 2023;

[Formulário para submissão de atividades presenciais](#)

[Formulário para submissão de atividades online](#)

Aguardamos o envio de sua atividade!