

# INDUSTRY DEVELOPMENT PROGRAM

## INNOVATION COMPASS

The Innovation Compass is a strategic tool used by Sistema FIEC in association with SEBRAE and trade unions to foster business innovation across the industry landscape of Ceará.

In addition to the Ceará Industry Innovation Profile, the project involves release of 10 sector reports and disclosure of individual survey findings to 436 participating businesses.

Each domain of the Innovation Compass comprises a set of key topics and contains a description of actions implemented, goals reached, and how innovation is managed.

This infographic provides key outcomes for the many topics and domains. Each domain in the Innovation Compass was assigned a score ranging from 0 to 4.

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INDUSTRY DEVELOPMENT PROGRAM

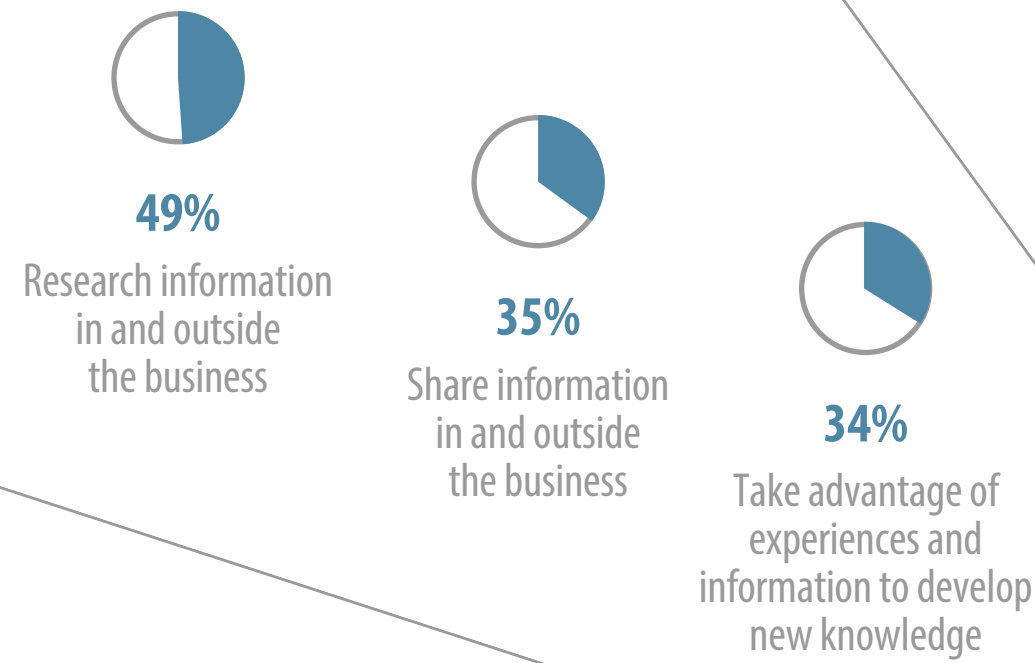
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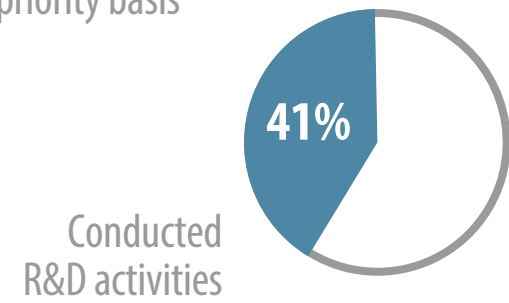
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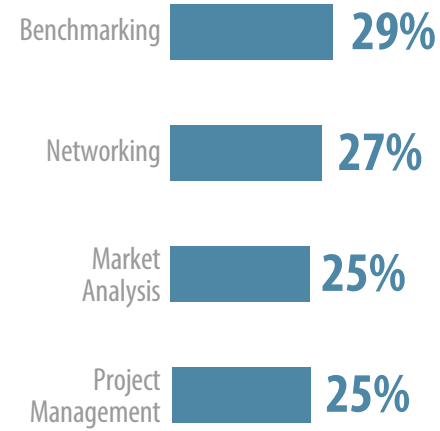
### HIGHLY POPULAR INFORMATION AND KNOWLEDGE ACTIVITIES



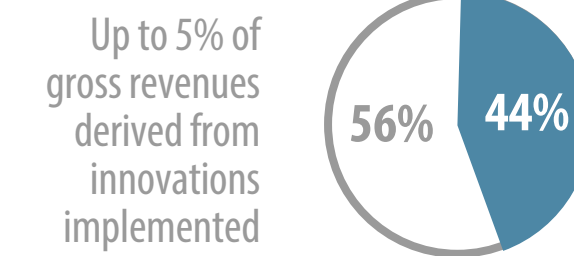
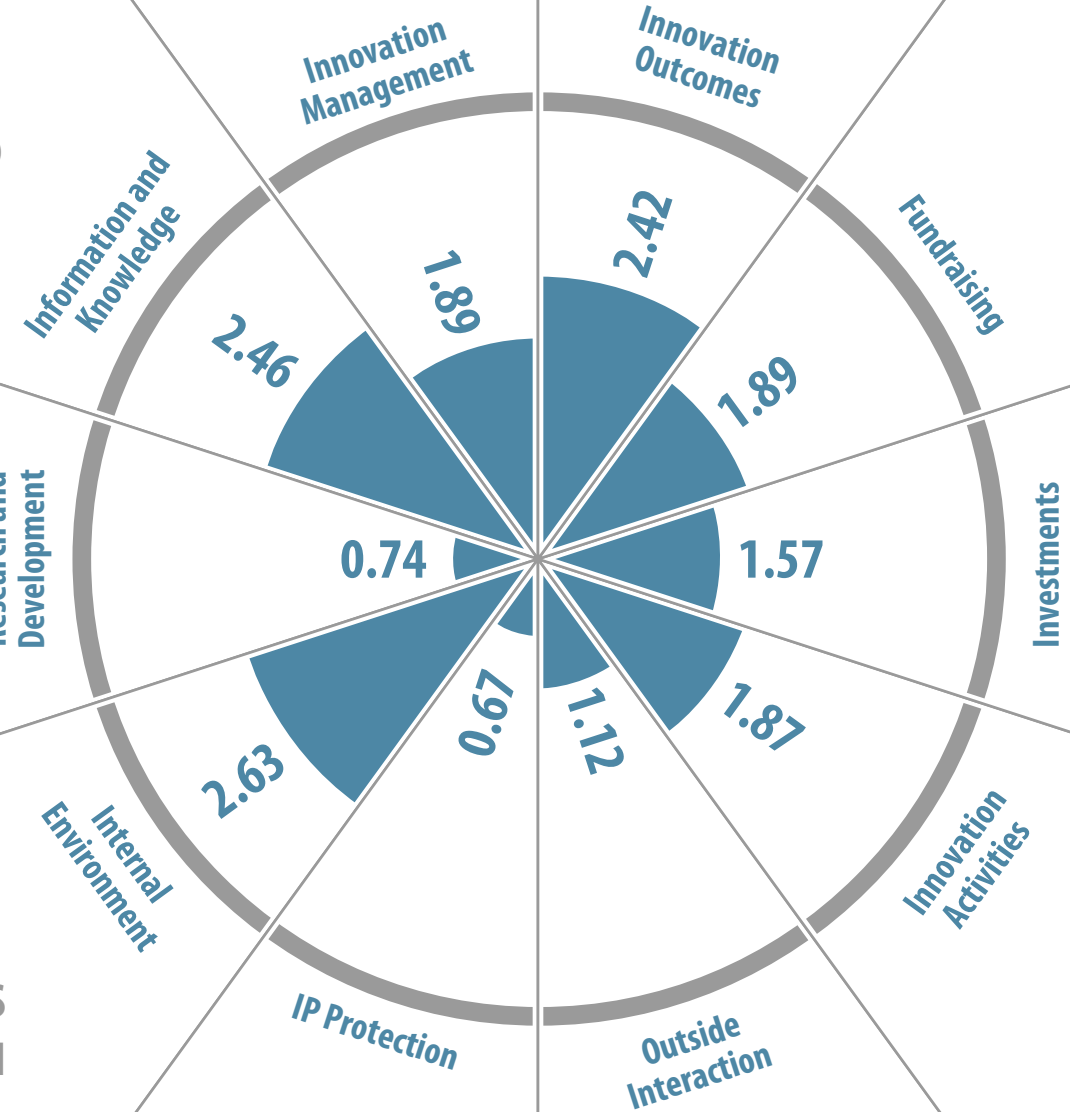
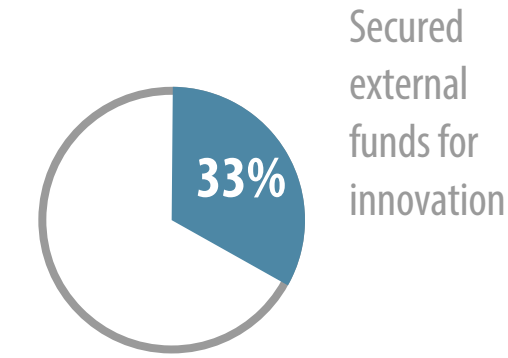
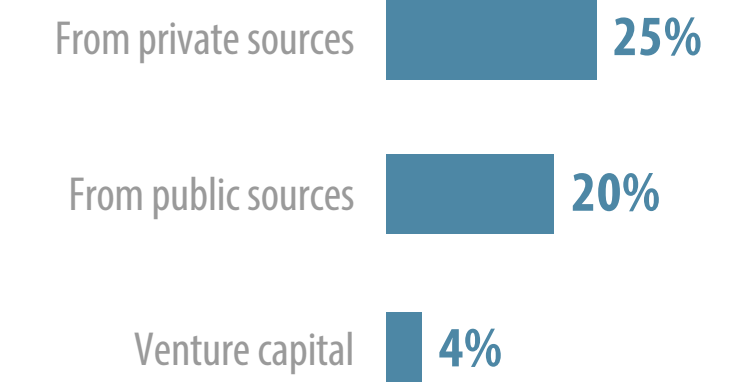
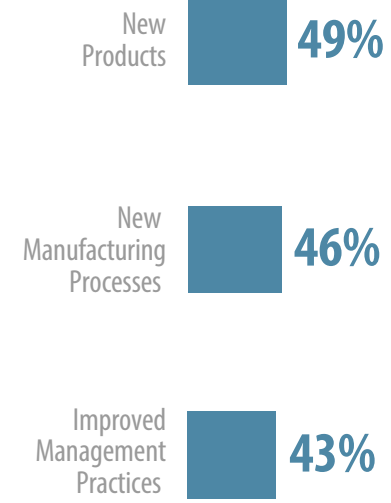
- 4% using well-defined procedures
- 5% with a dedicated team
- 6% on a high-priority basis
- 7% frequently



### TOP SUPPORT TOOLS USED BY BUSINESSES

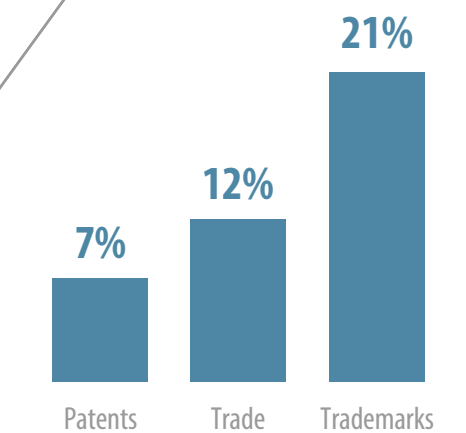
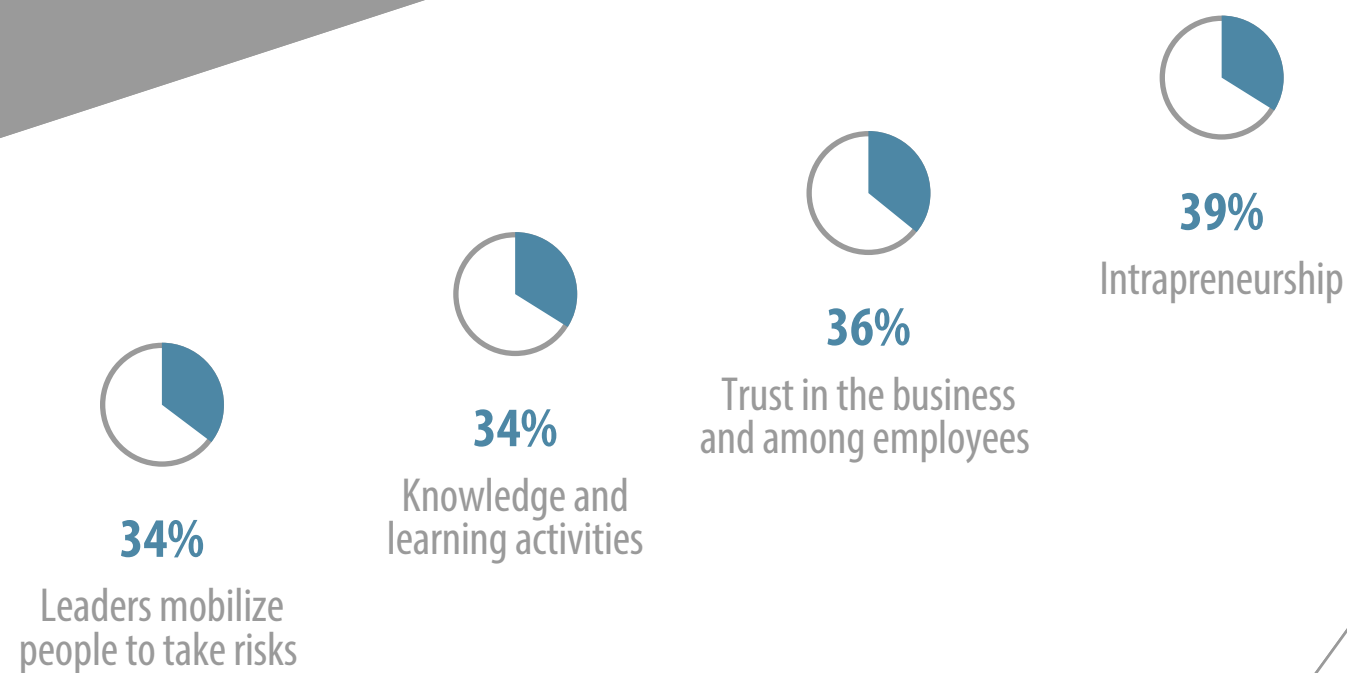


### INNOVATION IMPLEMENTED



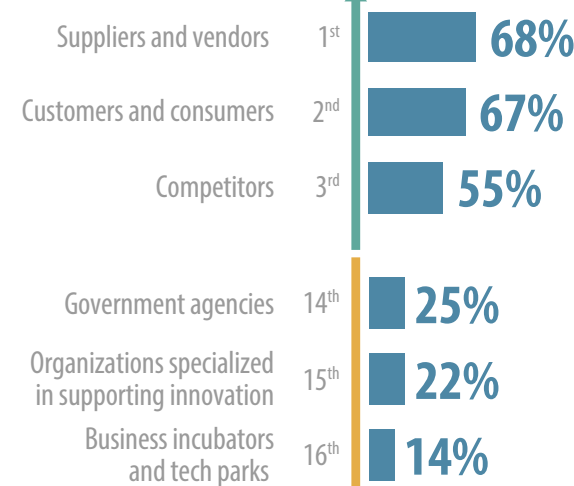
Over 5% of gross revenues derived from innovations implemented

### HIGHLY FREQUENT PRACTICES WITHIN THE ORGANIZATION

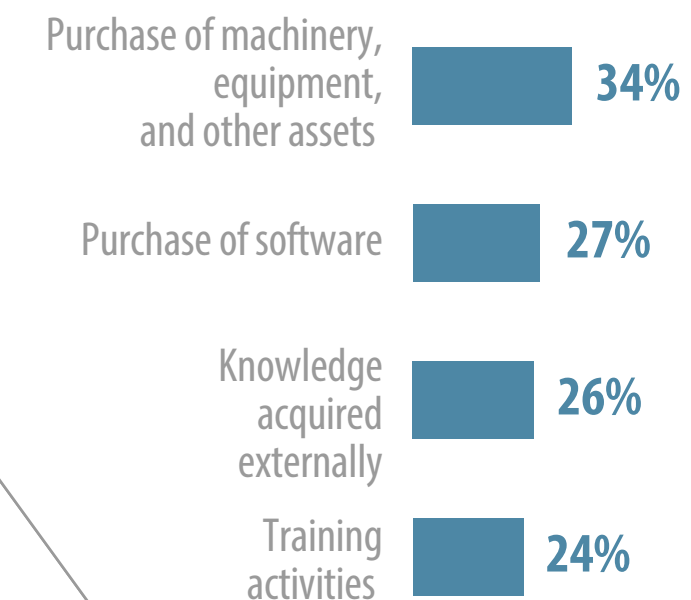


### IP PROTECTION METHODS MOST USED BY BUSINESSES

### INNOVATION-RELATED INTERACTIONS WITH THE BUSINESS



### ACTIVITIES CONTRIBUTING GREATLY FOR INNOVATION



Data reported for the period between 2014 and 2015

### Municipalities covered

27 REPRESENTING 79% OF CEARÁ'S INDUSTRIAL GDP\*

### Businesses

436 PARTICIPATED IN THE CORPORATE SURVEY AND RECEIVED REPORTS

### Sectors surveyed

- Food and beverage
- Construction
- Hides and footwear
- Electric metal-mechanic
- Wood and furniture
- Paper manufacturing and graphical
- Chemical and pharmaceutical
- Garment and textile
- Information and communication technology

Survey period  
11/5/15 to 7/30/16

\* Refers to the industrial value added