Exploring the Prospective Acceptance of Evidence-based Innovation in Fortaleza, Brazil
SCHEDULE AND CONTENT
PERIOD: 08 – 12.05.2023

DAY/TIME	SESSION TITLE	FORMAT + DESCRIPTION	OBJECTIVES
Monday May 8th			
9:00 AM	Course Opening	*Content delivery* - Team intros - Intro to the project - Positionality	- Outline the goals for this week's workshops - Provide clarity on what teams are expected to do (eg. take their learning outside of the classroom, take leadership over their learning, etc.) - Describe the impacts of people's social position on how they experience problems differently
9:30 AM	Evidence-based Innovation Approaches	*Content delivery* - Theory, background, and operating principles	- Provide an understanding of the processes the students will work through this week
10:00 AM	Ice breakers	*Facilitated workshop* - Students are led through 2-3 icebreakers	- Get to know everyone - Give us time to create teams (interdisciplinary & 4-5 students each)
11:00 AM	Team building Pt.1 - Mapping Needs & Assets in Fortaleza	**Brainstorming activity as a group. 1) what are the assets (strengths) of Fortaleza. 2) what are the needs (weaknesses) that must be considered with actionable items**	Assests and Needs Assessment is a visual mapping process by which information is gathered a community which leads to the development of actionable steps.
BREAK			

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2:00 PM	Team building Pt.2 - SWOT Analysis	Content delivery	- Introduce the matrix - have teams fill it out together
3:00 PM	Human-Centered Problem Statements	**Right now, the session is outlined to talk about problem statements + creating them, but is this where you want to introduce the problem instead?** *Content delivery*	- Why problem statements are key - Introduce the ad-lib
3:15 PM	Breakout Session	*Independent work* - Brainstorming for teams - **This depends on the 3pm session. if the problem intro is Day 2 (cell C16) what are they brainstorming here?**	*this might be shifted down to cell E19* - teams break down the challenge into more specific problems - teams identify shared areas of interest re: the problems they want to focus on
3:30 PM	Intro to Reflection & Journaling	*Content delivery*	- Why it's helpful for the creative process & in identifying growth - Best practices/tips
3:45 PM	Reflection & Journaling	Independent work	
Tuesday May 9th			
9:00 AM	About the Problem Landscape	*Q&A with partners* **- if row 11 is not for problem intro, I imagine that will take place here**	- Provides students with context re: how the challenge impacts society, economy, environment, etc.
10:00 AM	Strategies for Innovation Pt.1	*Content delivery* - Design thinking - Lean Launchpad	

10:45 AM	Empathy & Ideation Techniques	*Content delivery* **- what content will be shared here?**	- describe why it's important to center people and their experiences during this process
11:00 AM	Ideation	*Independent work* *- independent **problem & solution (?)** brainstorming, team sharing, and team grouping*	
		BREAK	
2:00 PM	TMU's Reflection on UECE's SWOT Analysis	***This is where we will share our own observations about some of the additional challenges, and opportunities in Fortaleza from our own independent analysis (and our lived Candian context and observations).***	
2:30 PM	Communities & Identities	**- What is being covered here?**	
3:30 PM	Reflection & Journaling	*Independent work*	
		Wednesday May 10th	
9:00 AM	Strategies for Innovation Pt. 2 - Validation & Prototyping	*Content delivery* - POCs / MPVs / Prototypes - Pivoting - lo-fi prototypes	

		- customer discovery - test & learning cards	
10:00 AM	Identifying your Stakeholders	*Content delivery* - customer personas - value proposition canvas - empathy approaches	- Taryn introduces these templates, how to use them, and why they're helpful **- The students actually populate the templates in the next two sessions?**
10:30 AM	Brainstorming: Who are your customers?	*Independent work* - solo brainstorming + team grouping	- Students gather their ideas and identify commonalities between the team **- Teams perhaps populate their customer persona templates?**
11:00 AM	Draft your first VP canvas	*Group work* - populate the templates shared in the previous session	
BREAK			
2:00 PM	Validation & Prototyping Pt. 1.a	*Independent work* - students get out of the classroom and do customer discovery **- should this be set for earlier in the day, eg. right before teams break for lunch so they can wander off together to eat, work, and team-build?**	- Teams gather feedback on their ideas and use insight to refine/pivot
03:30	Reflection & Journaling	*Independent work*	
Thursday May 11th			
9:00 AM	**Interested in studying/innovating abroad**	Mitacs, BCCC & Canada-Brazil Exchange	

		Opportunities & soft-landings down in TMU/Canada	
10:00 AM	How to Pitch an Idea Effectively	*Content delivery*	- some things in this deck might be helpful
11:00 AM	Storyboarding	**Independent work facilitated by Greta?**	
BREAK			
2:00 PM	Validation & Prototyping Pt.1.b	*Independent work* - students get out of the classroom and do more customer discovery **- should this be set for earlier in the day, eg. right before teams break for lunch so they can wander off together to eat, work, and team-build?**	- Teams gather feedback on their ideas and use insight to refine/pivot
03:30	Reflection & Journaling	*Independent work*	
Friday May 11th			
9:00 AM	Final Day insights/instructions		
9:15 AM	Pitch prep	*Independent work* - last minute validation - pitch practice	
BREAK			

1:30 PM	Pitches!!!	Format: 10 teams x 5-7 min presentation + 3 min Q&A	
3:30 PM	Last round of Ideation	*Facilitated workshop* - what problems would you like to tackle in the future?	
4:00 PM	Journaling & Reflection	*Independent work*	
4:15 PM	Closing remarks		

**Session Formats include: content delivery (presentation-style), facilitated workshops (leading the group through an activity), and independent work

PERIOD: 15 – 19.05.2023

DAY/TIME	SESSION TITLE	FORMAT + DESCRIPTION	OBJECTIVES
TIMES TO BE AGREED	Projects	Groups will be composed, and organize work according to the instructions.	develop projects or discuss project proposals to solve problems

PERIOD: 22 – 25.05.2023

DAY/TIME	SESSION TITLE	FORMAT + DESCRIPTION	OBJECTIVES
TIMES TO BE AGREED	Experiences and manuscripts	1- TMU students' presentation- Summary of gained information/knowledge.	summarize the experiences and plan manuscripts in english and portuguese

		2- UECE students' and faculty's feedback about the week 2 activities (educational component)
		3- UECE students' and faculty's feedback about the week 3 activities (project design and refinement)
		4- Collective discussion of most relevant findings from the both sides' evaluation
		1- Team #1: Definition of a topic for a manuscript to be developed in English- *Target journal: Ibero-american Journal of Entrepreneurship and Small Enterprises (http://www.regepe.org.br/regepe)*
		2- Team #2: Definition of a topic for a manuscript to be developed in Portuguese- *Target journal: Revista de Gestão em Sistemas de Saúde / Health System Management Journal (http://www.revistargss.org.br/ojs/index.php/rgss).*