

# ANNUAL REPORT **2024**



Centers of Reference  
in Innovative Technologies





**LAB METRO**  
UFSC FLORIANOPOLIS



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# PRESENTATION

This chapter offers a comprehensive overview of CERTI, beginning with a message from the Superintendence that highlights the institution's main directions and achievements.

In addition, the Reference Centers and the institutions that make up the CERTI ecosystem are presented, highlighting the breadth and relevance of its performance in the innovation and technology scenario.

## Topics covered:

- Letter from the Superintendence
- CERTI 's Structure
- Reference Centers
- Ecosystem



# Letter from the Superintendence

Florianópolis is nationally recognized as the “Silicon Island” and the “Capital of Startups” thanks to its vibrant Innovation Ecosystem, in which Fundação CERTI plays a strategic role. With its institutions and affiliated companies, the Foundation structures its own ecosystem, focused on technological innovation, entrepreneurship and environmental sustainability. This structure offers clients a comprehensive portfolio of skills and technologies, operating throughout Brazil and abroad.

In its 40th year operating in the market for innovative technological solutions, CERTI has led developments that have led and will lead to the creation of innovative products in different areas such as machine learning, electric mobility and subsea oil exploration. In the broad technological spectrum of its six Reference Centers in Innovative Technologies, it contributed to the improvement of productivity in the production line of Boreo and Lenovo, including the application of computer vision.

It also assisted Equatorial Energia in the structuring and implementation of infrastructure for electromobility, and created the planning of the Amazon Bioeconomy and Innovation Park for Fundo Vale and the Government of the State of Pará. It is important to highlight that this bioeconomy park is

an important element for the COP30 event in 2025, and has synergy with the CERTI program “Jornada Amazônia”, whose objective is the economic development of the region “keeping the forest standing”.

This year, CERTI was responsible for the implementation of innovation parks in several states, supporting entrepreneurs in more than 250 municipalities in the creation and management of almost 1,000 startups through the CELTA, InovAtiva, Centelha 3, Tecnova, Citztech and Jornada Amazônia programs.

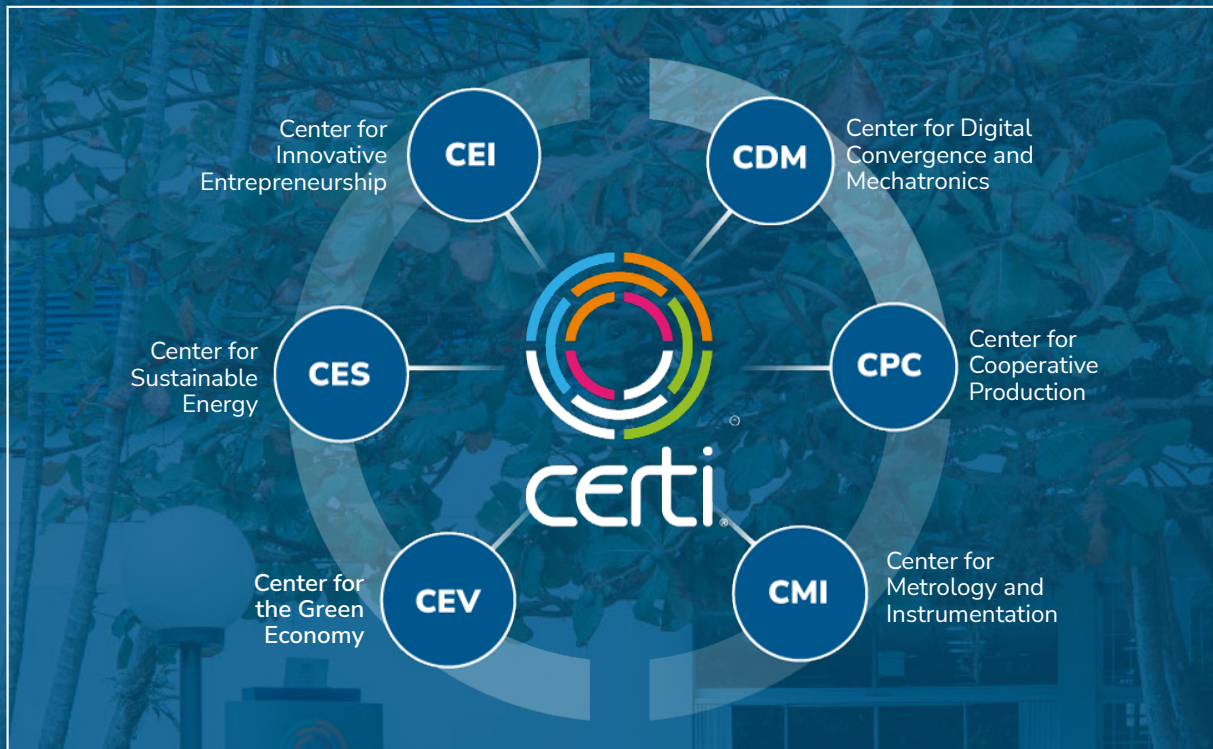
We continue to progress internally, with emphasis on the talent attraction and retention program “I want to work at CERTI”, and the promotion of a collaborative work culture, aiming at the best solutions by integrating several multidisciplinary technological domains of the centers and units.

The Superintendence of Fundação CERTI appreciates the commitment of its employees, essential to overcome the challenges faced throughout the year. It also thanks its advisors for their support and its customers and suppliers for their trust, and reaffirms its commitment to the country’s development through technological innovation and the continuous promotion of innovative entrepreneurship.



# Reference Centers

CERTI develops its activities through a highly qualified multidisciplinary team, distributed among its six Reference Centers in Innovative Technologies.



CERTI is recognized for its authority in diverse competencies, offering a wide range of technologies by connecting academic knowledge and an ecosystem of technology providers to develop innovative solutions for the market.

- Industry 4.0
- Mechatronics
- Software
- Artificial Intelligence
- Computer Vision
- BIM
- Integrity Management
- Power Systems
- Bioeconomy
- Entrepreneurship



# Ecosystem

CERTI creates and develops solutions in innovation, technology and entrepreneurship through a consistent and dynamic ecosystem performance, formed by:



First business incubator in Brazil, CELTA offers an environment dedicated to startups, through infrastructure, mentoring, networking and technological acceleration with the support of CERTI's reference centers.



Electronic Manufacturing Laboratory-Factory is one of the most modern and technological environments in Brazil, dedicated to the development and validation of digital technologies for Industry 4.0.



Contract Manufacturer partner that assembles boards and electronic products, prototypes and pilot batches. With the capacity to assemble small or large series, it operates in several segments.



Program for structuring, accelerating and expanding technology-based companies and other innovative ventures through the management of investment funds in Venture Capital.



Headquartered in the Federal District (DF), it specializes in product and system projects, with a main focus on digital transformation and energy. It stands out in multinational projects that concentrate skills in Software Development and Artificial Intelligence (AI), with an emphasis on business strategy.



Headquartered in Manaus (AM), it is dedicated to solutions in Digital Transformation, Intelligent Systems, Industry 4.0, Bioeconomy, Energy and Entrepreneurship. It stands out in Bioeconomy, with Jornada Amazônia, promoting innovative entrepreneurship through Florestal's Digital Platform, which connects cooperatives of extractivists with the industry via the marketplace.



# MANAGEMENT 2024

This chapter presents the organizational structure of Fundação CERTI, detailing the composition of the Board of Trustees, the Audit Committee and the Superintendence.

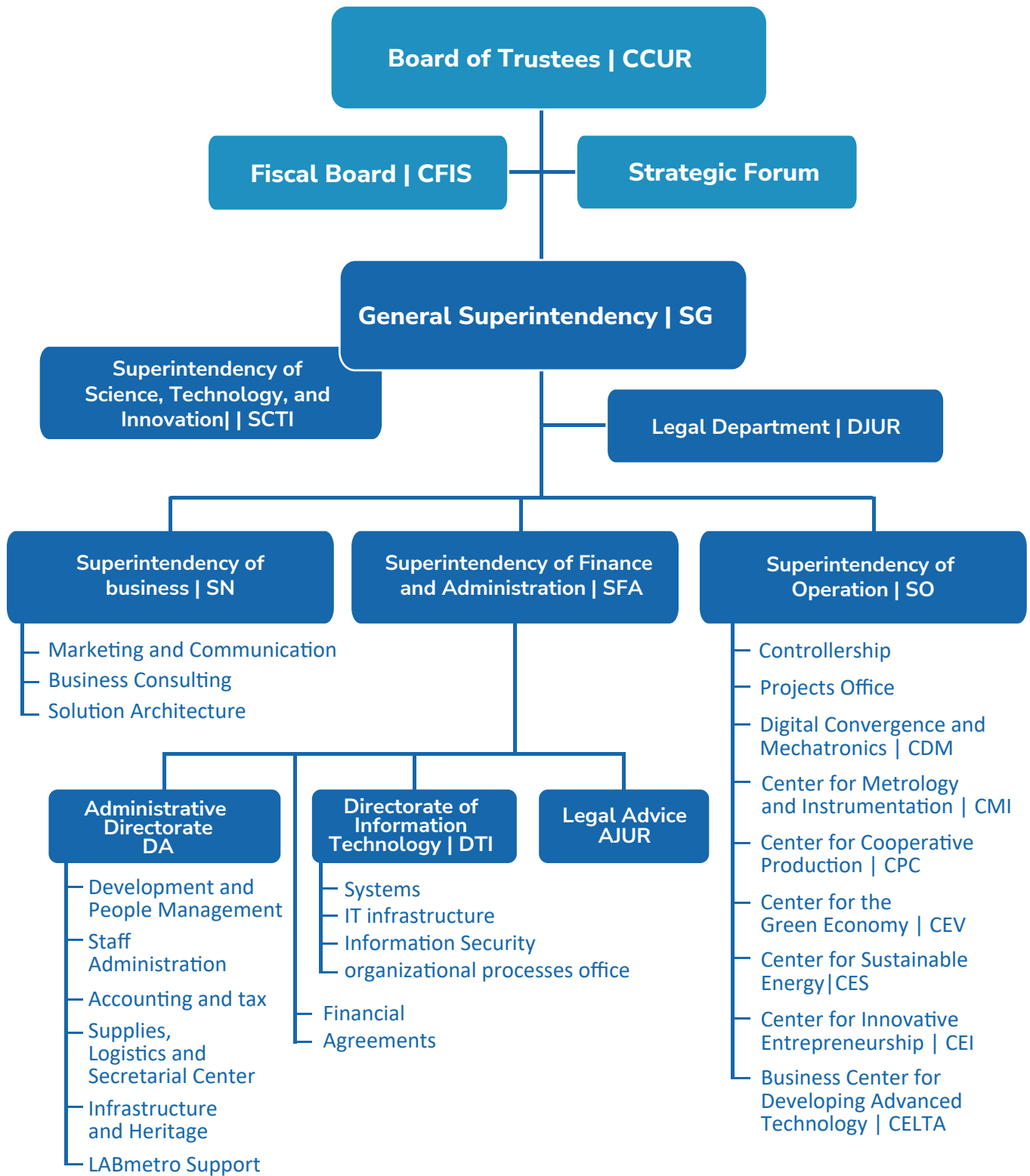
The organization and responsibilities of each of these bodies are fundamental to the governance and strategic conduct of CERTI's activities.

In addition, the Executive Officers who lead the Reference Centers and other key areas of the institution are presented, demonstrating the breadth and expertise of the management team responsible for executing projects and maintaining CERTI's operational excellence.

## Topics covered:

- Institutional organization chart
- Board of Trustees
- Audit committee
- Superintendents
- Executive Officers

# Institutional organization chart



The CERTI Foundation is a Science, Technology and Innovation organization overseen by the State Public Ministry of Santa Catarina



## Board of Trustees



**Amir Antônio Martins de Oliveira Júnior**  
(President)



**Eric Nilson de Castro Santos**



**Luis Carlos Guedes**



**Joel Risso**



**Luis Gonzaga Coelho**



**Julia Midori Shimonaga Kodaira**



**Humberto Luiz de Rodrigues Pereira**



**Guilherme Ary Plonsky**



**José Eduardo Azevedo Fiates**

## Fiscal Board



**Aloisio dos Santos**  
(President)



**Augusto Luiz de Oliveira**



**Edilson Paulo**



**Octávio Henrique Porto Carradore**



**Neri Müller**

## Superintendencies



**Erich Muschellack**  
General Superintendent  
& of Science, Technology  
and Innovation



**Günther Pfeiffer**  
Superintendent of  
Operations, Finance &  
Administration



**Laercio Aniceto Silva**  
Superintendent  
of Business

## Executive Directorates



**Aucinei Angenor  
Brandão**  
Administrative  
Directorate | DA



**Carlos Alberto Fadul  
Correa Alves**  
Center for Cooperative  
Production | CPC



**Fernanda Konradt de  
Campos**  
Center for Innovative  
Entrepreneurship | CEI



**Gustavo Daniel  
Donatelli**  
Center for Metrology and  
Instrumentation | CMI



**Marcos Aurélio  
Da-Ré**  
Center for the Green  
Economy | CEV



**Mauricio Ibarra Dobes**  
Digital Convergence and  
Mechatronics | CDM &  
Sustainable Energy | CES



**Gabriel Rodrigo  
da Silva**  
Information  
Technology | DTI



**Tony Chierighini**  
Business Center for  
Developing Advanced  
Technology | CELTA HUB



# CERTI IN NUMBERS

The numbers that reflect CERTI's performance and evolution are presented in this chapter.

Here, we detail the main indicators that reflect the institution's performance on various fronts, from financial and operational performance to the impact of its initiatives on innovation, technology, and society.

A comprehensive analysis of governance, market, technology, evolution, and capital provides a complete overview of CERTI's trajectory and achievements.

## Topics covered:

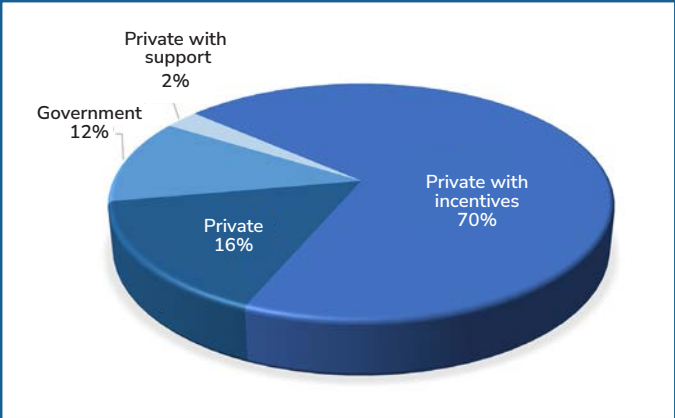
- Indicators
- Institutional Evolution
- Technology
- Governance
- Market
- Capital
- Management
- Team
- Products and Solutions
- Infrastructure



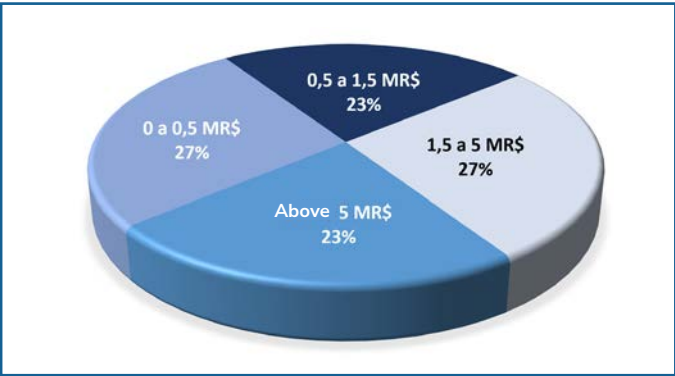
INDICATORS

Signed Project Agreements	142 (R\$ Million)
Net Operating Revenue	120 (MR\$)
Market Sectors Served	08
Projects Supported by Incentive and Funding Programs	85%
Staff	393
Increase in Employer Recommendation at CERTI (eNPS)	13%
Projects Delivered in the Year	82
Clients Served	727

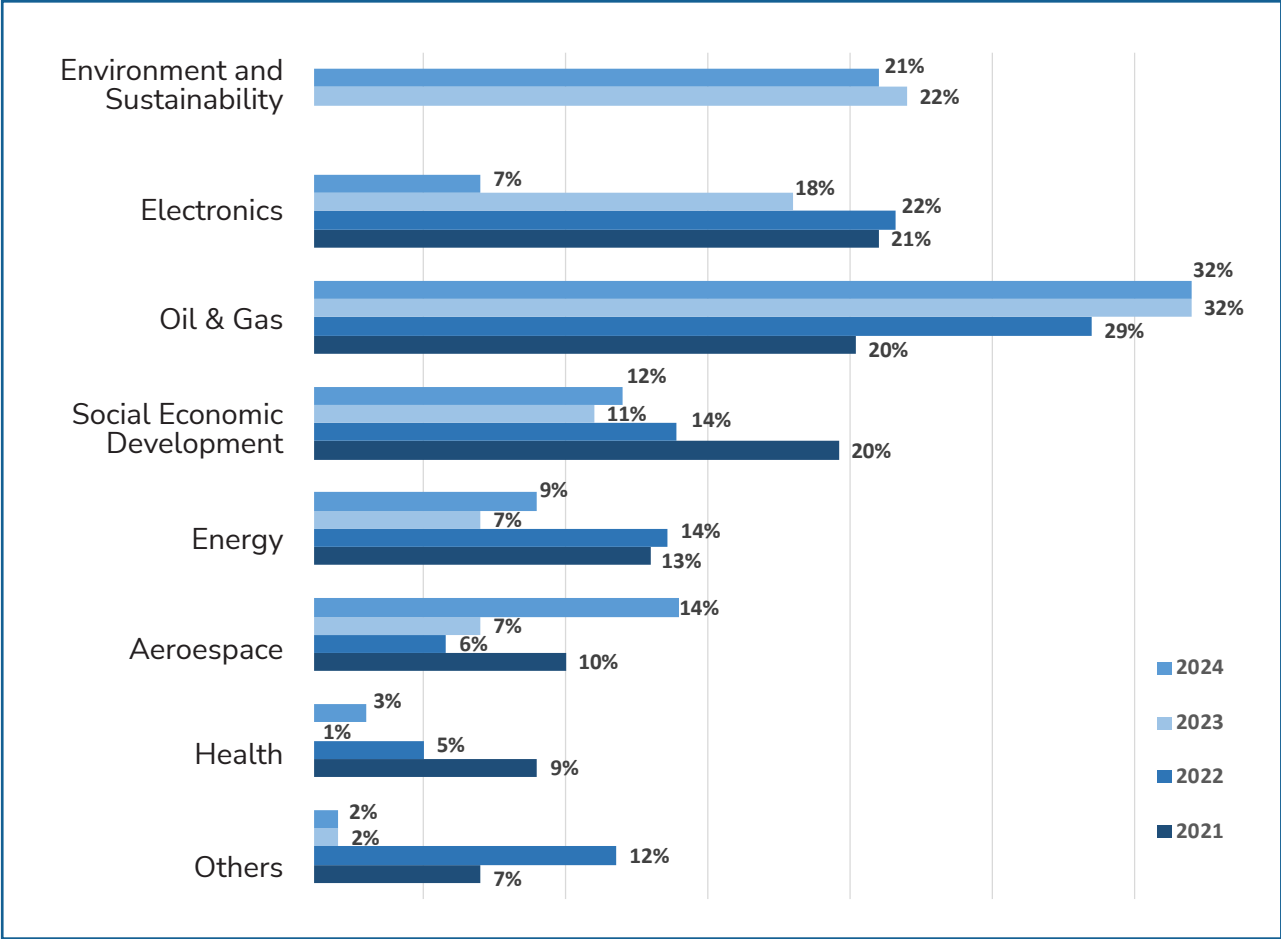
REVENUES BY TYPE OF RESOURCES



SIZE OF EXECUTED PROJECTS



CHANGE IN SHARE OF SECTORAL REVENUE IN ANNUAL REVENUE



## Institutional evolution

Fundação CERTI has in the creativity and competence of its engineers its main advantage to promote technological innovation. The same environment that attracts clients interested in advanced solutions also motivates and retains talent, by offering challenges, continuous learning and knowledge exchange. The technical diversity of its team enables the delivery of complex and innovative projects, aligned with the demands of a competitive market.

The institution continues safely on the path of its economic and financial recovery after the atypical year 2020, and in this year presents new historical records in sales and revenue reaching the marks of R\$142 and R\$120 million, respectively. Solid corporate governance has been fundamental in light of a challenging environment, aggravated in the last quarter of the year by the deterioration of the national situation.

## Technology

Keeping up with the speed of technology evolution in a fast-paced, intensely connected and deeply changing world is a very big challenge for institutions focused on technological development and innovation. In this context, the Foundation, as a learning organization, has intensely advanced in the study, use and contributions of knowledge and methods in digital technologies, especially in computer vision, digital metrology, BIM modeling in subsea environments, intelligent instrumentation, digital twins, collaborative robotics, critical real-time systems, federated learning, data mining, Natural Language Processing (NLP) and artificial intelligence. In addition to advancing in the consolidation of knowledge structures, experience and modeling of innovative business development methodologies, innovative entrepreneurship, impact entrepreneurship, planning and operation of innovation environments and corporate innovation.

A significant portion of these technologies are structuring for the strengthening of CERTI's three priority areas of action: I) Industry 4.0, II) Innovative Entrepreneurship and III) Green Economy. A strategic opportunity for CERTI is the qualified access of its employees to higher education, especially in specialization, master's and doctoral programs. In addition to enabling continuing education, this approach promotes the development and application of new technologies, creating a virtuous cycle of learning and innovation. Recognizing this potential, in 2024 CERTI intensified its coordination with higher education institutions and expanded partnerships aimed at technological cooperation.



# Market

Completing 40 years, CERTI has consolidated its status as an undisputed reference in innovation and digital transformation in Brazil. During its history, the institution has executed more than 20 thousand projects in various sectors of industry and services – such as IT, electronics, agro, health, oil and gas, aeronautics, automotive, energy, entrepreneurship and bioeconomy – demonstrating its versatility and ability to meet complex market demands.

In 2024, it registered a significant growth of 51% in the volume of contracted projects. This advance resulted from the intensified effort of prospecting and the expansion of strategic opportunities in emerging areas, driven by the resumption of industrial policies and stimuli to innovation. By entering into strategic partnerships and attracting investments from large companies seeking advanced technological solutions, the Foundation has expanded its portfolio, with a special focus on industry 4.0, BIM, energy, digital transformation, entrepreneurship and the green economy.

The implementation of innovative projects — focusing on the digitization of the shop floor through automation, computer vision and artificial intelligence — has been essential to boost the productivity and operational efficiency of the companies served. In this scenario, Fundação CERTI stands out as an innovation hub, promoting the integration between academia, technology suppliers and startups. Complementing this ecosystem, the CELTA incubator has played a strategic role in creating and strengthening technology-based ventures. This integrated action has fostered a virtuous cycle of innovation and entrepreneurship, which has contributed to Florianópolis achieving significant results, currently representing 25% of GDP from the technology sector and obtaining official recognition as the National Capital of Startups, as defined by Law No. 14.955 of 09/02/2024. CERTI's participation in national programs, such as Centelha (MCTI) and InovAtiva (MDIC), reinforces this commitment to technological development.

In the field of impact and sustainability entrepreneurship, it has expanded its operations through partnerships with renowned financial institutions – Santander, Bradesco, Itaú, Instituto Itaúsa, Fundo Vale, BID, Good Energies and Instituto Arapyaú – to implement the Jornada Amazônia program. This initiative is strategic for positioning Brazil, host of COP30 2025, boosting the bioeconomy in the region, developing and connecting local and international entrepreneurs and promoting business opportunities that respect and promote environmental preservation. In line with its commitment to sustainability, in the area of decarbonization and energy transition, CERTI has also developed innovative solutions, such as charging stations, electropost networks and microgrids with renewable energy, reiterating its leading role in the transformation of the energy sector.

## Governance

The CERTI System brings together a set of entities with complementary competencies and objectives, in favor of a common purpose: Contribute in an important manner to the competitiveness of companies and the sustainable development of Brazil. Based on strategic planning and in line with the guidelines of the Board of Trustees, the Superintendence of Fundação CERTI conducts, in an integrated manner, the activities of the Foundation itself as well as those of Instituto CERTI Amazônia and Instituto CERTI Sapiencia, both acting as ISTIs (Institutions of Science, Technology and Innovation), in addition to the companies CVentures and Produza. This joint action follows unified standards of administrative, operational and contractual processes, always in accordance with good compliance and corporate governance practices. Each of the ISTI's and companies are legally constituted with their respective statutes, governance bodies and independent audits.

## Capital

Brand, market, knowledge, human capital and R&D infrastructure represent the main capital of the institution and are the object of special focus of attention. It is in their combination that CERTI's ability to propose, generate and deliver innovative and competitive technological and entrepreneurial solutions to its customers lies. In addition to the very dynamics of the market that deserves extreme attention, the challenge with human capital and organizational culture are the object of attention through a targeted program, focusing on the retention, attraction and development of employees and people management practices.

This initiative is summarized in a specific chapter of this report, entitled "EQTC Program – I Want to Work at CERTI". At the same time, CERTI has been paying special attention to the management of knowledge and intellectual capital, focusing on the transformation of tacit into explicit knowledge, the definition of procedures and systematized documentation. These practices are fundamental to ensure the sustainability of innovation and maintain institutional competitiveness.

In the equity component, the institution pursues the strategy of permanent updating of its laboratory infrastructure - especially through public notices and the monetization of its own assets for the benefit of economic and financial sustainability. However, it is important to highlight that the scarcity of public resources for the expansion of laboratory and technological infrastructure has limited the achievement of the boldest goals, a factor that penalizes the scientific and technological development of the country. Despite this reality, CERTI maintains its commitment to the development of its technological skills, with the improvement of knowledge management and seeking unique solutions to maintain its competitiveness and relevance in the country.



## Products and Solutions

CERTI's solutions comprise: I) technological development, entrepreneurship and innovation projects; II) technical advisory services and short-term training, and III) specialized technological services and support services for startups in the process of incubation and acceleration. Operating revenue from projects (91%) remained at the same level in 2024 as in previous years. The number of projects executed in the year grew 17% in 2024 compared to the previous year, characterizing a portfolio of smaller projects (value and term), seasonal situation, considering that the sales trend points to growing projects.

The growing demand from customers for solutions in more advanced stages of TRL 6 to 8, closer to the final solution for use in the market, has driven the trend toward solution production, an issue on which the Foundation clearly differs from the vast majority of ISTs in the country—especially in the electronics, oil and gas, aerospace, and healthcare sectors, whose revenues accounted for 56% of annual project revenue. The offer of technological solutions, increasingly in the form of “final product”, demands a high level of technical and management expertise, both in the design and delivery of these solutions, involving aspects such as post-development support, maintenance of the product life cycle and market viability, requiring continuous alignment with customers throughout the cycle. This approach converges with Fundação CERTI's view that innovation is effective when the solution developed reaches the market and generates value for the customer and society.

## Infrastructure

In 2024, the capture of investments for laboratory infrastructure and also for incubation of startups and information security at the institution were low compared to previous years. As a private non-economic IST, the Foundation historically seeks to access non-refundable resources for this purpose, in agencies such as FINEP, BNDES or incentive structuring programs, which have not been so significant compared to previous years.

Even so, with its own resources and in cooperation with the supplier ZEISS do Brasil, an important upgrade in the industrial computed tomography infrastructure was made possible, opening new spaces for CERTI's performance in digital metrology. CERTI also continued the essential investments in connectivity and data security, ensuring that the institution is in compliance with the LGPD and prepared to meet the demands of its customers and suppliers.

# Management

In order to strengthen its competitive position, CERTI invests relevant efforts in management, especially in the continuous improvement of the performance of an organization that operates by projects and in a matrix arrangement of competencies. In 2024, new interaction dynamics and management support tools were developed, including goal monitoring indicators, performance measurement, collegiate meetings between the business and operations areas, periodic communication of strategies, goals and results achieved for all employees through weekly and informative live videos.

In order to evaluate the effectiveness of the changes and the satisfaction of the employees, internal surveys were conducted every six months using the NPS® (Net Promoter Score) method and the Employee Satisfaction Survey, providing relevant information to optimize the management and operation of the institution. An important management goal for 2024 has been achieved, which provides for the availability by the tenth business day of all economic-financial, accounting, production and sales results in the previous month and future revenues and business 12 months ahead.

The positive results of the management trajectory are reflected in the 2024 financial statements, audited by the big four Independent Audit PwC – PricewaterhouseCoopers, approved without reservations by the audit and by the Audit Committees and Trustees, evidencing the adequacy and compliance of institutional management.

# Team

In 2024, Fundação CERTI's staff grew 6% compared to the previous year, totaling 393 professionals in December. The hybrid work model, adopted in 2023, was maintained, with 15% of the team on-site, 45% in hybrid format and 40% working remotely. Although this model yields good results considering the multiple factors involved, it poses challenges for strengthening team spirit and a culture of collaboration—fundamental aspects for the constant reconfiguration of teams based on project dynamics.

To celebrate the achievements and strengthen the bonds between employees, we hold periodic meetings, such as get-togethers, visits to the units and celebrations of the goals achieved. These events played a key role in promoting the exchange of information and experiences, being widely valued by employees throughout 2024. The great internal and external positive impact on the team was reflected in the acts of celebration in October 2024 of Certi's 40 years of operation.

Despite the important advances made, CERTI recognizes that there are still great challenges to be overcome, especially regarding the strengthening of employees' sense of belonging, even if in a hybrid and remote regime, to build an even more integrated and collaborative work culture.



# People development and management

In 2024, the institution prioritized strengthening the organizational culture and optimizing people management practices. In addition to recruitment activities, feedback, trainee monitoring and exit interviews, actions focused on welcoming, conflict resolution, integration between units and events were carried out to strengthen interpersonal and professional relationships.

- **Welcoming new employees:** 44 on-site onboarding meetings were held to integrate new talent into the institution.
- **Dissemination of knowledge:** The weekly program of live videos called “Learning Breaks” addressed technical and informative topics about the institution, projects and results, under the themes CERTI Informs, CERTI Tech, CERTI Facts & Data and CERTI Reflects.
- **Career development:** In partnership with LIOP, a meeting on future prospects and career development was held to guide and assist trainees.
- **Talent attraction:** More than 100 new employees, including barristers, trainees and young apprentices, were selected and hired.
- **Employee satisfaction:** Two satisfaction surveys were conducted, with the following eNPS (Employee Net Promoter Score) results:
  - Evolution from 23 in the first half to 33 in the second half, the highest rate since 2022.
  - Evolution from 36.4 in the first half to 44.5 in the second half, also the highest value since 2022.

## Social Management

In 2024, social management focused on promoting the health of employees, making referrals to various specialties. The community garden provided two monthly vegetable harvests, distributed to employees of CERTI Sede, Cooperative Production Center (CPC) and CELTA, accompanied by messages on healthy eating. In response to the catastrophe in Rio Grande do Sul, the “Let’s Help Rio Grande do Sul” campaign raised 1,200 500ml water bottles, 200 5-liter gallons and 11 food baskets, which were sent to the victims. The Clothing Campaign, in June, collected donations for the Social Action of the Church of the Holy Trinity, located in Florianópolis. The institution reaffirms its commitment to the well-being of employees and support for external demands.

## EQTC Program (I Want to Work at CERTI)

The EQTC program, launched in 2021, aims to attract, retain and value employees, in addition to promoting collaborative work and multidisciplinary integration. In 2024, the celebrations of 40 years of Fundação CERTI contributed to the objectives of the program, valuing employees and strengthening ties with partners and admirers. The management of the program has been reorganized, with a dedicated manager, committee and working groups (WGs) reporting to the Board of Superintendents (SC) and the Board of Trustees of CERTI. The replanning of the program, scheduled to end in 2027, seeks to incorporate new processes and routines.

# PERFORMANCE 2024

Each of the Reference Centers on Innovative Technologies presents a comprehensive overview of its contribution to the global results of Fundação CERTI. In this chapter are the achievements, challenges and prospects for the future.

The information presented here reflects CERTI's commitment to transparency and accountability, offering stakeholders a clear understanding of the performance of their areas of expertise.

## Topics covered:

- Reference Centers
- CELTA
- Instituto CERTI Amazônia
- EMBRAPIL unit
- Technological Services



# Reference Centers

## Digital Convergence Center | CDM

CDM executed a total of 23 projects, covering the areas of software, embedded, hardware and artificial intelligence. The cross-cutting areas of systems engineering, quality assurance and UX actively participated in the projects. Total revenue for the year was R\$ 24.8 million, compared to a budgeted revenue of R\$ 24.2 million. Year-to-date IMC was 32.6%.

The year started unfavorably for the CDM due to the lack of projects, presenting an accumulated IMC in the first half of 26.4%, but the IMC of projects presented a good performance, of around 43.6%. The second half was more productive, with practically the entire team allocated to projects with revenue, which allowed a significant improvement in the center's IMC, maintaining the same good performance in the projects. In the strategic sphere, we highlight the consolidation of the employee feedback process, including managerial functions, and the development of a strategic technological management plan, with emphasis on the area of artificial intelligence. o estratégico de MANAGEMENT tecnológica, com ênfase para a área de inteligência artificial.

- **Employees: 73**
- **Executed Projects: 24**
- **IMC: 32,6%**

## Cooperative Production Center | CPC

The year 2024 marked the continuity of the growth of CPC's competencies and projects, especially the areas of BIM and Lean 4.0, which maintained the trajectory started in the previous year, consolidating itself as a national reference in the subject, through the creation and implementation of a new standard of interoperability in the area of oil and gas, also expanding its performance at the international level.

In the industrial context, the main highlight was the finalization and validation of CERTI's Strategic Plan for Industry 4.0, which defines and guides the guidelines and actions that will be implemented throughout 2025 to expand and consolidate the institution as a reference in supporting the industrial competitiveness of its customers, through the implementation of Industry 4.0 technologies on the factory floor.

- **Employees: 74**
- **Executed Projects: 13**
- **IMC: 27,1%**

# Reference Centers

## Center for Innovative Entrepreneurship | CEI

The CEI maintained its focus on three areas of activity: innovation ecosystems and environments, innovative entrepreneurship and corporate innovation. It has won important recognitions, such as the awards of InovAtiva for “Top Innovation Support Program” by the 100 Open Startups Ranking and “Growth Agent and Institution” by the Startup Awards, and the Centelha Program in the category “Innovation in services or public policies in the Federal Executive Branch” of the 28th ENAP Innovation Competition.

With a team of 53 people, the CEI executed and supported 13 projects in 2024, impacting more than 1,040 companies. Among the projects executed are the planning of the innovation ecosystem in Bahia and the consolidation of the innovation ecosystem of Angra dos Reis by strengthening the actions of the Marine Technology Park. It also secured new opportunities such as support for the Tecnova 3 operation in Rio Grande do Sul, the Centelha 3 Program operation, the InovAtiva addendum for another year, among others.

- **Employees: 37**
- **Executed Projects: 11**
- **IMC: 41,8%**

## Centro de Economia Verde | CEV

The CEV consolidated the Jornada Amazônia platform, expanding its impacts with inducing mechanisms and support for the bioeconomy entrepreneur, creating a business community that shares an entrepreneurial, innovative culture with a positive impact on the forest. Also on the agenda of the Amazon bioeconomy, CERTI's involvement in the design and implementation of innovation-inducing environments stands out, with emphasis on the Amazon Bioeconomy and Innovation Park, in partnership with the Government of Pará and Fundo Vale.

Another approach that gained strength was Neo-Agro in Regenerative Chains, integrating innovation and neo-industrialization in food systems as drivers of the forest-based bioeconomy, sustainability and climate resilience, in a scenario of greater industrial and agricultural competitiveness. CERTI's role in Brazil's climate agenda is also complemented by large-scale restoration projects in partnership with major actors such as IBAMA and BNDES.

- **Employees: 28**
- **Executed Projects: 13**
- **IMC: 34,4%**



# Reference Centers

## Sustainable Energy Center | CES

The CES executed a total of 7 projects, covering the areas of energy asset management, electric mobility and regulatory. Total revenue for the year was R\$ 4.4 million, compared to a budgeted revenue of R\$ 4.2 million. The accumulated IMC in the CES year was 31.6%. The beginning of the year began with a shortage of projects, with an accumulated IMC in the first half of 26.4%, but the IMC of projects performed well, of around 12.3%.

The second half was much more productive, with practically the entire team allocated to projects with revenue, which allowed an improvement in the center's IMC, maintaining the good performance in the projects. The year 2024 was a great transition for CES, due to the director's departure at the end of 2023. The CDM management has temporarily taken over the management of the CES, promoting significant changes at all levels of the CRIT. A clear definition of areas of expertise was established, and the staff was reorganized to seek profiles more closely aligned with CES's areas of interest and with greater seniority. Priority was also given to changing the profile of project deliveries, seeking, together with SN, new challenges and initiatives with higher levels of technological readiness (TRL).

- **Employees: 15**
- **Executed Projects: 8**
- **IMC: 31,6%**

## Metrology and Instrumentation Center | CMI

In 2024, the CMI continued to support the market with metrological services, training and research and development projects, always focusing on the quality and technical density of deliveries and the generation of value for the customer.

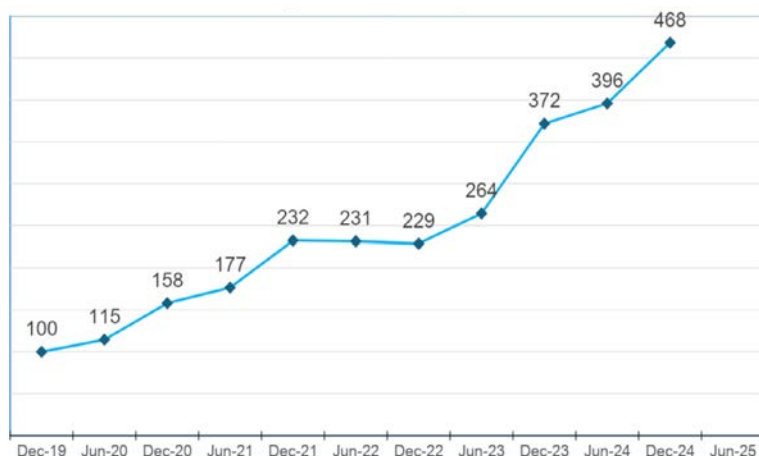
There have been significant advances in the competencies of X-ray computed tomography, computer vision with artificial intelligence, test benches for advanced electronic systems, and digital twins for integrity management of subsea equipment and pipelines. The results were presented at national and international events, highlighting the technical consistency and innovative character of the Center.

- **Employees: 56**
- **Executed Projects: 13**
- **IMC: 36,0%**

# Business Center for Developing Advanced Technology | CELTA



CELTA-R INDEX (Revenue Growth)



CELTA recorded an average revenue growth of 26% among incubated companies, accompanied by the entry of four new startups: Altrum, Reatto Ambiental and SANAPP, in addition to the startup Horus Aeronaves that completes the list as a R&D company. In the same period, four companies graduated: Biorob, Foodtest, Payface and Rhizon. This success is shown by the CELTA-R index, which measures the revenue growth of all incubated companies and reached 468 points (2019 reference = 100).

The prestige of the CELTIC was also enhanced by the achievements of its incubated companies. The startups 4FeedStock, Predialize and Incentiv were awarded respectively in the categories 'Water and Sanitation', 'ConstruTech' and 'ESG Tech' in the 100 Open Startups Ranking, the main reference of the Brazilian innovation ecosystem. The startup SANAPP was the winner of the Water and Sanitation Award for Latin America and the Caribbean, promoted by BID and Fundação FEMSA. Among 207 projects, it stood out in the Sanitation category with the Bizu Platform, a SaaS solution for asset management in sanitation companies and municipalities. The development was supported by public notices such as Centelha/SC, Florianópolis Innovation Incentive Program and Sanepar Startups.

The Tecnova and Impulsa programs, promoted by FAPESC, played a crucial role in fostering innovation and strengthening startups. More than R\$5 million were raised by CELTA companies, demonstrating the significant impact of government incentives on the growth and consolidation of innovative businesses. Currently, about 730 employees work in the 36 startups in CELTA.

## CERTI Institute Amazônia



The ICA maintained its operations in the areas of Bioeconomy and Industry 4.0. The Forest Digital Platform started its operation with the BIOCONEX Marketplace, ending the year with the registration and coordination of businesses in 31 cooperatives based in Amazonas, Pará, Rondônia, Acre, Amapá, Mato Grosso and Maranhão. Through participation in events and fairs in the food and beverage sector, BIOCONEX was presented to the market, enabling the registration of 20 companies with purchasing potential. The result in sales in 2024 was about R\$106 thousand in logistics operations carried out by the Platform.

Competencies in digital transformation, embedded systems and intelligent systems were the most requested throughout the year by ICA customers. Thus, ICA's software development team maintained its allocation in the projects contracted with Fundação CERTI, Norte Energia, Jabil, Positivo Informática and Boreo, among which generated as a result a new product with potential for replication - the Control Tower - a specialized system applied to the quality sector of electronic board assembly processes.

Technical cooperation with Fundação CERTI was the highlight in 2024. Seven of the ten contracts executed in the year were for specialized services provided by the ICA in the development of WEB applications and embedded systems. Through these opportunities, the ICA contributes to the improvement of solutions for new customers, such as Kaco and Lenovo. New business generating actions were expanded with the institutions that coordinate the Industry 4.0 and Bioeconomy Priority Programs in PIM, and new projects were made available on the investment platforms, such as the Industrial Management and ESG Training Program.



## Embrapii Unit for Intelligent Systems



CERTI is an EMBRAPII Unit accredited for Intelligent Systems, with expertise to boost the business. It assists in capturing funding opportunities and resources for research, development and innovation. With access to financial resources, infrastructure and technical expertise, it develops solutions transforming ideas into high-impact products and services, in addition to facilitating the connection with large players and companies in search of innovations.

In 2024, nine projects were signed with partner companies in strategic sectors, such as automotive, electronics, electromedical, energy and IST, totaling investments in excess of R\$17 million. The initiatives include both national cooperation and international partnerships, especially the collaboration with the Swedish agency Vinnova.

The applications were widely diversified involving technologies such as Artificial Intelligence for quantitative assessment of lung diseases in CT (Computed Tomography) examinations and audit of health insurance processes, industrial product design projects, automated line solution for computer manufacturing, embedded software for corporate access electronic equipment, test benches for equipment simulation, among others.

# Metrology and Instrumentation technological services



The Dimensional Metrology Laboratory maintained its excellence in offering measurement and calibration services of high complexity and low uncertainties, with more than 600 customers served and 3,876 certificates issued.

In line with the demands of Industry 4.0 and part of the MCTI National Research Infrastructure Platform, the Digital Metrology Laboratory worked on the analysis of parts and products using computed tomography and contactless measurement resources, supporting research, industry and society in general.

The training activity registered a significant growth, with 929 trained professionals in 58 classes, driven by the strength of the CERTI brand and the joint efforts of sales, digital marketing and operation, resulting in the increased impact of the institution on the technical qualification of society.

# HIGHLIGHTS

Learn about the projects and initiatives that stood out throughout the year, highlighting CERTI's ability to develop innovative and high-impact solutions.

Each highlight illustrates the technical excellence, collaborative approach and commitment to meeting the needs of its customers and partners, driving technological development and digital transformation in various sectors.

The projects demonstrate the breadth and depth of CERTI's performance, as well as its relevance in the scenario of innovation, entrepreneurship, bioeconomy and technology.

## Topics covered:

- Customers and partners
- Featured projects
- Sustainable Development Goals | SDGs





## Clients



## Partners



## Featured projects



### Bahia Ecosystem

CERTI was hired by Sebrae BA to mentor the application of the local innovation ecosystem methodology in six cities in Bahia. Throughout 2024, the CEI team mentored seven consultants accredited at Sebrae BA and monitored the planning work of the innovation ecosystem of the

municipalities of Alagoinhas, Barreiras, Camaçari, Entre Rios, Ilhéus and Luís Eduardo Magalhães. The work involved the survey of scientific and technological potential, as well as the vocations of each municipality, the identification of the level of maturity of the innovation ecosystem, the analysis of points for improvement and the elaboration of intervention strategies.



### Marine Technology Park in Angra dos Reis

The strategic coordination for the consolidation of the innovation ecosystem of Angra dos Reis was carried out. 49 interviews were conducted with key actors, promoting a broad mapping of the local scenario. The mobilization and engagement resulted in workshops to define

strategic sectors and build an Action Plan. The strengthening of the Marine Technology Park advanced with the structuring of the innovation portfolio, the definition of the monetization logic and the development of guidelines for the managing entity. In addition, operational manuals for the park spaces and legal documents essential for its governance were prepared. Training the team, attending events, and hosting webinars have driven strategic connections. The first incubation notice and a monthly newsletter were also launched, consolidating the park's communication and promotion. Jornada Ignite and the events held reinforced the dynamics of innovation and entrepreneurship in the region.

## Featured projects



### CitizTech

The CitizTech program is an acceleration initiative promoted by Sebrae in partnership with Fundação CERTI, Labhacker - Citizen Innovation Laboratory of the Chamber of Deputies and the UK Brazil Tech Hub, an entrepreneurship initiative of the British Government. The

objective of the program is to accelerate startups that can offer citizens the means and conditions to interact with the government, promoting citizenship and enabling them to monitor their actions more closely, with transparency and innovation. The program is nationwide, hybrid, free of charge, and equity-free, with an approximate duration of 5 months. It consists of two main stages: enrollment and training (stage 1) and acceleration (stage 2). The selected startups receive support to accelerate their innovative solutions through training, business mentoring with professionals with market experience, strategic connections and visibility.



### Programa Centelha 3

CERTI has already been a partner of the Centelha Program in the first two editions and has renewed its collaboration with the Ministry of Science, Technology and Innovation - MCTI to support the implementation of the Centelha 3 Program. The program is an initiative promoted by MCTI, Financiadora de Estudos e

Projetos (Finep) and Conselho Nacional de Desenvolvimento Científico e Tecnológico (CNPq), in partnership with Conselho Nacional das Fundações Estaduais de Amparo à Pesquisa (Confap) and Fundação CERTI. Centelha aims to stimulate the creation of innovative ventures, from the generation of new ideas, and disseminate the culture of innovative entrepreneurship throughout the national territory, encouraging the mobilization and institutional articulation of actors in the local, state and regional innovation ecosystems of the country. In 2024, it was responsible for hiring 218 companies, in addition to winning the "Innovation in services or policies in the Federal Executive Branch" award at the 28th ENAP Innovation Competition.



## Featured projects



### Inovativa

In 2024, Fundação CERTI completed the second call for proposals for InovAtiva. At the request of the Ministry of Development, Industry, Trade and Service (MDIC), which carried out the program together with Sebrae, an amendment was signed to ensure the execution of the hub by CERTI for another year, with the co-execution of the Impact Hub.

The program supported more than 620 startups and impacted 236 municipalities throughout Brazil with startup acceleration, events, training and regional connection activities. With this performance, InovAtiva was recognized in 2024 with two national awards: “Innovation Support Program” by Top Open Startups and “Growth Agent and Institution” by Startup Awards.



### Support in the operation of Tecnova 3/RS

The Tecnova 3/RS Program is promoted by Fundação de Amparo à Pesquisa do Estado do Rio Grande do Sul (FAPERGS), BADESUL Desenvolvimento S.A. - Agência de Fomento/RS and Sebrae RS, in partnership with Financiadora de Estudos e Projetos (FINEP).

In Rio Grande do Sul, the program is executed by FAPERGS and has the support of CERTI, in the context of Contract Term No. 02/2025, which provides for the provision of technical advisory services to support the operationalization of the Tecnova III Program, Notice 01/2024. The objective is to stimulate innovative ventures, from the generation of new ideas, encouraging the mobilization and institutional articulation of actors in innovation ecosystems. Eight months after its launch and three selection stages (documentary analysis, merit analysis, and oral presentation), the Tecnova 3/RS Program reached its final classification, releasing the list of 49 projects that, after contracting, were awarded up to R\$ 602,000.00 in economic subsidies each. The total amount made available to the companies is R\$ 24,000,000.00.

## Featured projects



### Modeling and planning of the Campina Grande Technology Park

CERTI was hired by the City Hall of Campina Grande to plan and model a technology park in the municipality. The work has been developed based on the methodology “Octagram for the

development of technology parks”, created for the development of technology parks. In 2024, the CEI team defined the vocations, concept and priority technologies, as well as advanced in the construction of the urban model and proposition of the legal model.



### Amazon Bioeconomy and Innovation Park

Project in partnership with FundoVale and the State Secretariat for the Environment and Sustainability of Pará (SEMAS). One of the deliverables was the conceptual planning of the Amazon Bioeconomy and Innovation Park, which aims to consolidate the state as a global reference in regenerative

bioeconomy. The Park will integrate community businesses, startups, industries and research institutions, focusing on innovation, applied research and development of Amazonian production chains. The Park will also be used as a showcase for Pará at the 30th UN Climate Change Conference (COP30), to be held in 2025.

Another initiative aimed to develop the executive project of the Bioeconomy Innovation Center of Pará, focusing on the infrastructure of Warehouse 06 for food and beverage processing. The activities included the conceptual modeling of the operation strategy, with identification of technological gaps, validation of integration with startups and product development chain, modeling of the business unit and generation of commercial and financial strategy. The infrastructure and production processes were also detailed, including product type, equipment survey, utilities and human resources, factory layout structuring, and monitoring of the civil project and equipment selection/acquisition process.

## Featured projects



### Territorial and Water Management System (SGTH) of Ilha Grande in Angra dos Reis

The objective of the project was to develop a plan to support the implementation of the Territorial and Water Management System (SGTH) of Ilha Grande in Angra dos Reis, initially developed in the context of the Sustainable Ilha Grande Project (2013). The SGTH aims to strengthen the socio-environmental management of the region, mitigating risks and promoting the sustainability of the territory. The plan revisits and updates the assumptions and requirements of the original project, detailing implementation actions, monitoring mechanisms, partnerships, costs, and necessary structures. In addition, it defines a roadmap for the Municipality of Angra dos Reis, contemplating modalities such as the own or outsourced execution of the services. The plan also justifies public and private participation in the action fronts, ensuring the competitiveness and viability of the SGTH in the long term, with a focus on integrated water and land resource management and stakeholder involvement to ensure the sustainability and efficiency of the system.



### Jornada Amazônia

The Gênese program expanded its reach through new training modalities, resulting in more than 1,500 trained talents, with most of the states of PA, MT and AM. Of these, 17.5% are from traditional communities, highlighting

this representativeness. The Sinapse Bio program maintained its regional relevance, with 70 business ideas approved mainly in the areas of food and beverages and biotechnology. With more than half of the projects having institutional ties, it is clear how innovative ideas are driven by partnerships with universities in the region. Sinergia had 52 approved deals and highlighted the different stages of development, with a focus on the food and beverage sectors, agribusiness and a growing interest in cosmetics. The most present production chains are cocoa and chestnut, native fruits and vegetable oils and butters. Sinergia Investimentos approved 10 innovative businesses for acceleration, out of 92 applicants. The foodtech and greentech segments are highlighted and have female leadership in 60% of the approved initiatives.



## Featured projects



### MOBEQ 2

Continuing the partnership with the Equatorial Group, an infrastructure system for electromobility was developed considering the following aspects:

- **Intelligent Management and Control System (Smart Charging):** Development of an innovative management and control system, with dispatch intelligence and integration of renewable resources for electric vehicle recharging stations;
- **Business Model:** Structuring of a commercial model to enable the exploration of the solution and ensure financial return after completion of the project;
- **Implementation and Commissioning:** Installation and activation of two smart charging stations in the states of Goiás (GO) and Amapá (AP).

The project also included the production of two articles, one of them referring to the development of the Smart Charging system, published in Energies magazine.



### V2G (Vehicle to Grid)

The highlight is the development of a charging station capable of managing the bidirectional flow of the CCS2 standard for charging/discharging in accordance with ISO 15118-20 and related standards. The project provided for the development of a proof of concept and laboratory validation at TRL 4 maturity level.

## Featured projects



### Desktop 4.0

System with centralized control via software for coordinating automated manufacturing line resources. The proposed solution included the integration of different technologies to solve the problems of loss of efficiency in the desktop computer assembly environment, using techniques of:

- Automation to replace manual operations that cause operator fatigue and consequently reduce the efficiency ratio
- Internet of Things (IoT), for real-time equipment data collection and decision making to increase machine usage time
- Development of systems for communication of the various equipment and processes, in addition to data visualization for production planning and management
- Artificial intelligence, using large volumes of data, for predictive analysis of bottlenecks and optimization of the assembly process



### Federated Learning 2

The objective of the project was to extend the research and development of a federated platform to support the distributed and decentralized training and validation of AI models, specifically for medical imaging diagnostics. The outcomes achieved included an increase in technology maturity

through system enhancements and the addition of new functionalities, such as a solution to support the development of multimodal pipelines, which were identified as critical for a more robust version to be deployed in a representative environment.

## Featured projects

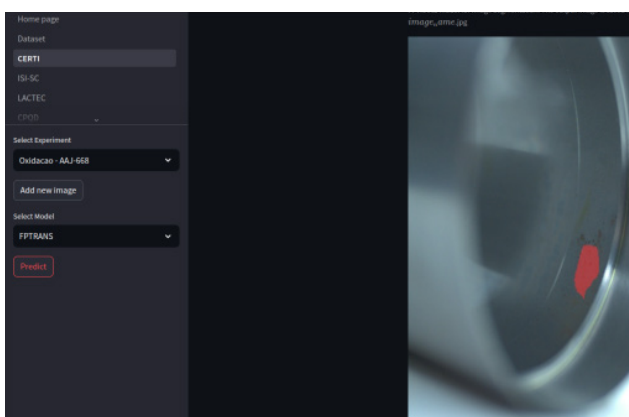


### BOREO 4.0 Control Tower

System to monitor quality and productivity indicators of electronic board assembly lines at production time, aiming to minimize losses in the process through faster management.

#### Main modules and functionalities:

- **Quality Indicators:** Monitoring of different quality indicators, configurable and displayed for different machines/inspection operations and assembly lines, automated graphical analysis, and automatic blocking of bare boards entering SMT lines.
- **OEE Indicators for Inserters:** Automated analysis using graphs of measured values for availability, performance, quality rate, and OEE, and comparison with established targets.
- **Remelting Furnace Data:** Viewing of key parameter data and alarms for different oven models, automatic signaling alerting about temperature compliance and/or possible plate drop.



### Few Shot Learning

The project Platform for the development of few-shot learning for computer vision and natural language processing “FEWSHOT” aimed to develop Few-Shot Learning (FSL) models for classification, detection and segmentation of industrial objects and for the Portuguese language. An experimentation platform was

developed to group the developed models and enable rapid tests. CERTI focused its activities on the development, implementation and testing of few-shot learning models aimed at object segmentation applications with the objective of sizing objects, finding and sizing manufacturing failures.



## Featured projects



### Eyes-of-Things

The EoT project, in partnership with Lenovo, developed an intelligent system for automatic visual inspection of computers. Using computer vision with AI, the system verifies the presence/absence of screws, type and positioning of labels, keyboard integrity and detects anomalies, such as TrackPoint, on/off button

and rubber feet. The EoT conducts ongoing AI training on the ThinkEdge SE450 Edge AI server, while inferences occur on the ThinkEdge SE50 Edge Client. Thus, in addition to providing a solution for inspection on the factory floor, the project made it possible to demonstrate the potential of Lenovo equipment. From the results of the project, a demonstration bench was created that is installed in the Digital Metrology Laboratory, for the purpose of disseminating competence in computer vision, artificial intelligence and automation.



### Asset Monitoring Phase 1

Project with the objective of structuring an Asset Monitoring Center that would meet the needs of ISA CTEEP, providing efficient management of its assets. As a result, a survey of the solutions available for continuous online asset monitoring and a methodology for asset

prioritization with a focus on sensing investments was delivered to the CMA. In addition to the mapping of ongoing monitoring initiatives in the ISA CTEEP park — including sensors already acquired and installed, under consignment or evaluation, and in the development phase; the Technical Specification for Phase 2 of the Pilot Project, accompanied by the evaluation of the proposals received; and the Technical and Economic Feasibility Study (EVTE).

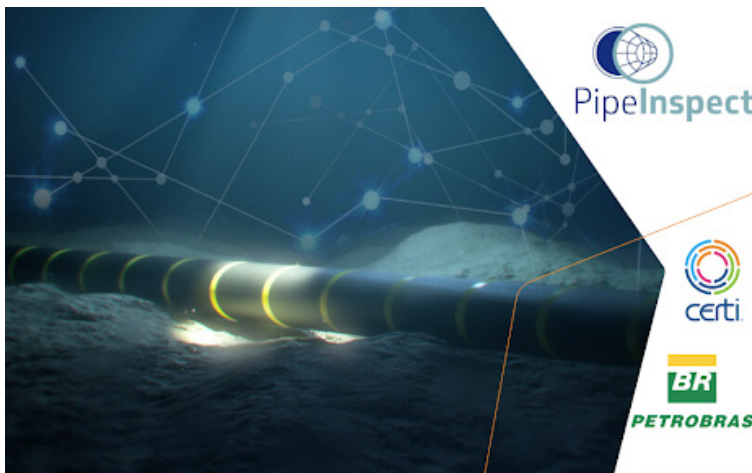
## Featured projects



### iLFD

The iLFD (interactive Large Format Display) project consisted of the development of software based on the Android operating system. Following the AOSP (Android Open Source Project) regulations, the objective was to make the user interface and interactions with iLFDs more ergonomic and accessible,

improving the user experience and allowing wireless sharing and interaction of the screens of other devices.

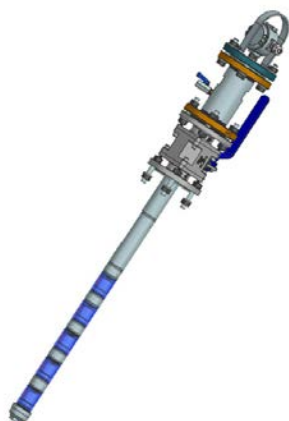


### PipeInspect

The project, financed by Petrobras, aims to promote the use of digital models to predict the effect of corrosion on gas and oil pipelines. By comparing the results of computer simulations with experimental data obtained using inspection equipment known as “pigs,” the objective is to determine the reliability

of existing models and build a knowledge base that will enable predictions to be adjusted. Studies carried out in 2024 allow us to affirm that the simulation results with digital models are comparable to those obtained by inspection, when considering the respective uncertainties. If this trend is consolidated, the knowledge generated by the project will have a significant impact on the rationalization of costs with inspection and maintenance of subsea pipelines, while preserving operational safety.

## Featured projects



### PerCap

In 2024, the capacitive water-oil profiler project for deployment in separator and offloading tanks within the O&G sector advanced to a third-generation prototype, engineered with a modular architecture to enable hot insertion, eliminating the need for operational shutdowns. The sensor's embedded electronics underwent independent third-party assessment and demonstrated full compliance with

IEC 60079 standards, achieving certification for operation in hazardous (explosive) atmospheres. Signal processing was enhanced through the integration of artificial intelligence techniques, specifically deep learning algorithms, to optimize water-oil interface detection accuracy. The prototype was subjected to rigorous testing within an automated test rig replicating the pressure and temperature conditions of an actual separator, successfully validating the technology's progression to Technology Readiness Level 5 (TRL5).

## Sustainable Development Goals

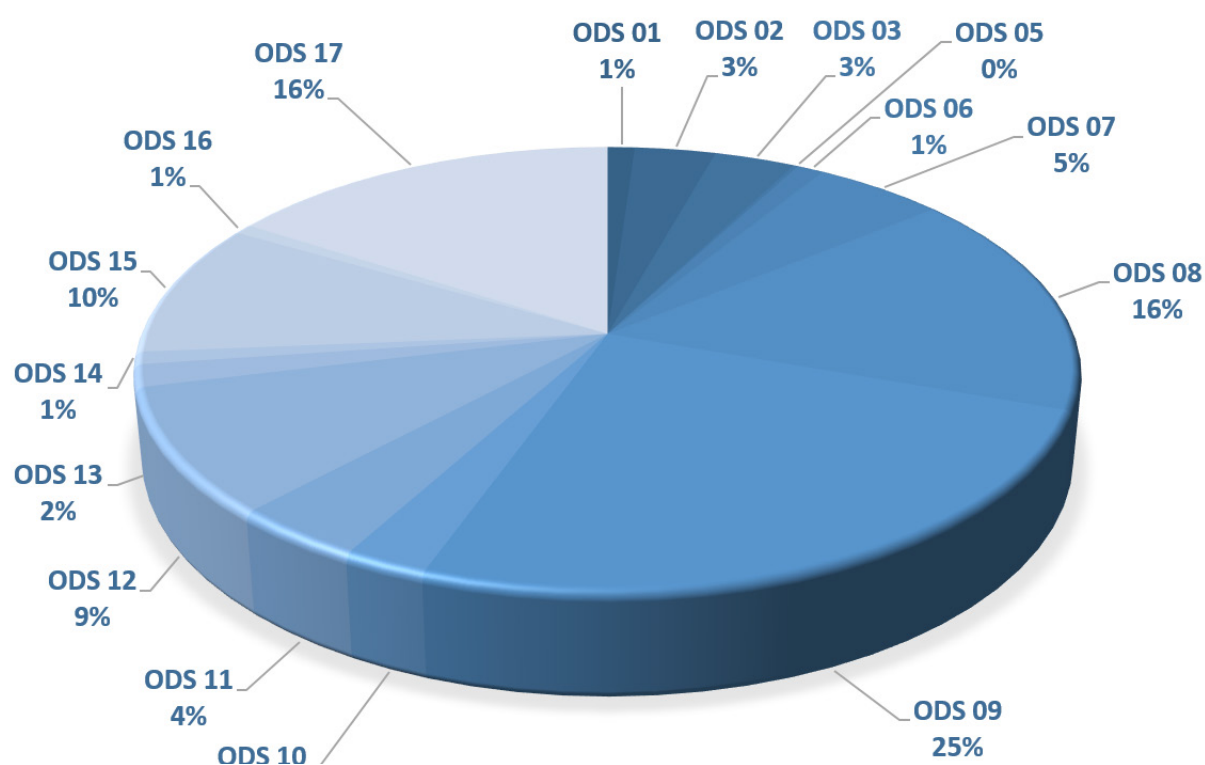
### SDGs - UN



To understand how CERTI's activities align with the Sustainable Development Goals, we cross-referenced the 169 goals associated with the 17 SDGs with the projects developed throughout 2024, building the SDG 2024 Profile. The analysis reveals that the projects connect with multiple objectives simultaneously, reflecting the transversal and integrated nature of the solutions developed.

Among the highlights are SDGs 9, 17, 8 and 12, which appear with significant frequency among the projects and help to reveal CERTI's vocation to boost innovation, foster partnerships, support economic growth responsibly and contribute to the advancement of the bioeconomy in the country. These data reinforce the coherence between the technological paths taken by the Foundation and the challenges of sustainable development. The following visualization graphically expresses this relationship, showing how CERTI's projects are distributed among the 17 SDGs and indicating the most recurring focuses in the year.





CERTI reinforces its commitment to the 2030 Agenda by developing technology and innovation in an integrated way to the climate agenda. With consolidated experience in promoting innovation, entrepreneurship, and sustainable industrialization, it presents itself as a strategic institution to support the development of solutions aimed at climate challenges at the national and global levels.

Acting in a transversal way and connecting different areas of knowledge, CERTI contributes to the construction of solutions capable of promoting adaptation and response to climate change. The initiatives conducted in the Amazon, with emphasis on bioeconomy and valuation of territories, illustrate how the innovation ecosystem can drive new paths for sustainable development in the country.

# BRAND COMMUNICATION

The communication of the CERTI brand plays a strategic role in the construction of the institutional image and in the achievement of organizational objectives.

This chapter presents the main actions and campaigns developed throughout the year, highlighting the impact of communication in promoting the brand, in the relationship with the public and in generating results.

## Topics covered:

- Integrated actions
- Presence on social media
- Offline actions connected to online
- Visibility in the press

# Integrated actions



This was an important year for the CERTI brand, considering its 40th anniversary. The theme permeated most of the actions and campaigns developed throughout 2024, bridging the gap between the institution's origins and its future prospects. Read more about the 40th anniversary campaign activities on page 46.

The marketing and communications team focused on attracting new business and brand positioning. In terms of content marketing strategy, CERTI achieved good results, ending the year with 24 new pieces of content published on the blog. These are texts that vary the themes, always relevant to the target audience and validated by CERTI experts. Still within this strategy, SEO (Search Engine Optimization) was worked on so that more than 90 keywords placed the CERTI website in the first position of Google searches.

CERTI's monthly newsletter was a great channel for customer and prospect relationships, with an average open rate above 45%. CERTI News brought blog content, media highlights, dissemination of events, agenda of metrology courses, among other topics relevant to the target audience.



## Presence on social media

Integrated with content marketing, the reach of social media showed a positive result for the brand. With a more consistent posting schedule and medium duration campaigns, it was possible to attract qualified followers. The visual identity on social media was revised and the new aesthetic standard reflected the maturity of a brand with 40 years of history.

## Offline actions connected to online



The marketing and communication team also acted in the dissemination, participation and execution of events in 2024. The highlight was the Startup Summit, where CERTI was present with a booth with more than 30 m<sup>2</sup>. The team was responsible for creating and operationalizing the positioning strategy at the event, showing the relevance of the CERTI brand throughout the innovation and entrepreneurship ecosystem of Florianópolis.

# Visibility in the press

Through strategic planning with the press office, it was possible to work on the dissemination of projects in the priority areas: entrepreneurship, bioeconomy, industry 4.0 and energy. There were more than 2 thousand placements in all media formats (radio, TV, digital and print), contributing to brand authority, value perception and reputation building with credibility.

In 2024, the relationship with national, regional and niche media vehicles was also expanded, with important publications in vehicles such as Valor Econômico, O Globo, Globo Rural, Terra, Exame, among others. An effort was also made for branding, reinforcing the role of CERTI in these four decades in various information vehicles. Below are some examples:



## **Celta Incubator Reports a 30% Increase in the Revenue of Its Companies**

TI Inside  
09 de jan. de 2024



## **Santa Catarina Has Over 17,000 Electric Vehicles in Circulation**

Programa  
ND Notícias - ND TV  
22 de mar. de 2024



## **CERTI Foundation Hosts a Lecture Series on Innovation at the Startup Summit**

SC Inova  
12 de ago. de 2024



## **Second Edition of CitzTech Seeks 80 GovTechs for Acceleration**

Pequenas Empresas & Grandes Negócios  
23 de ago. de 2024



## **'Amazonian Gold': Rich in Vitamin C, Camu-Camu Is a Promising Bet for a New Sustainable Impact Value Chain**

O Globo  
5 de set. de 2024



## **Impact Entrepreneurship: Platform Connects Industry with Amazon Communities**

Terra  
7 de set. de 2024



## **The Challenges of Using AI as an Ally in Industry**

A Voz da Indústria  
24 de out. de 2024



## **Startups Selected for the Santa Catarina Edition of the Tecnova Program**

Canal Executivo Blog  
28 de out. de 2024



## **Brazil-Sweden Cooperation Week Showcases Santa Catarina's Potential in Aeronautical Innovation**

Aeroin  
13 de nov. de 2024



## **CERTI Foundation Celebrates 40 Years with Lectures and Tributes**

NSC TV - Tech SC  
25 de nov. de 2024

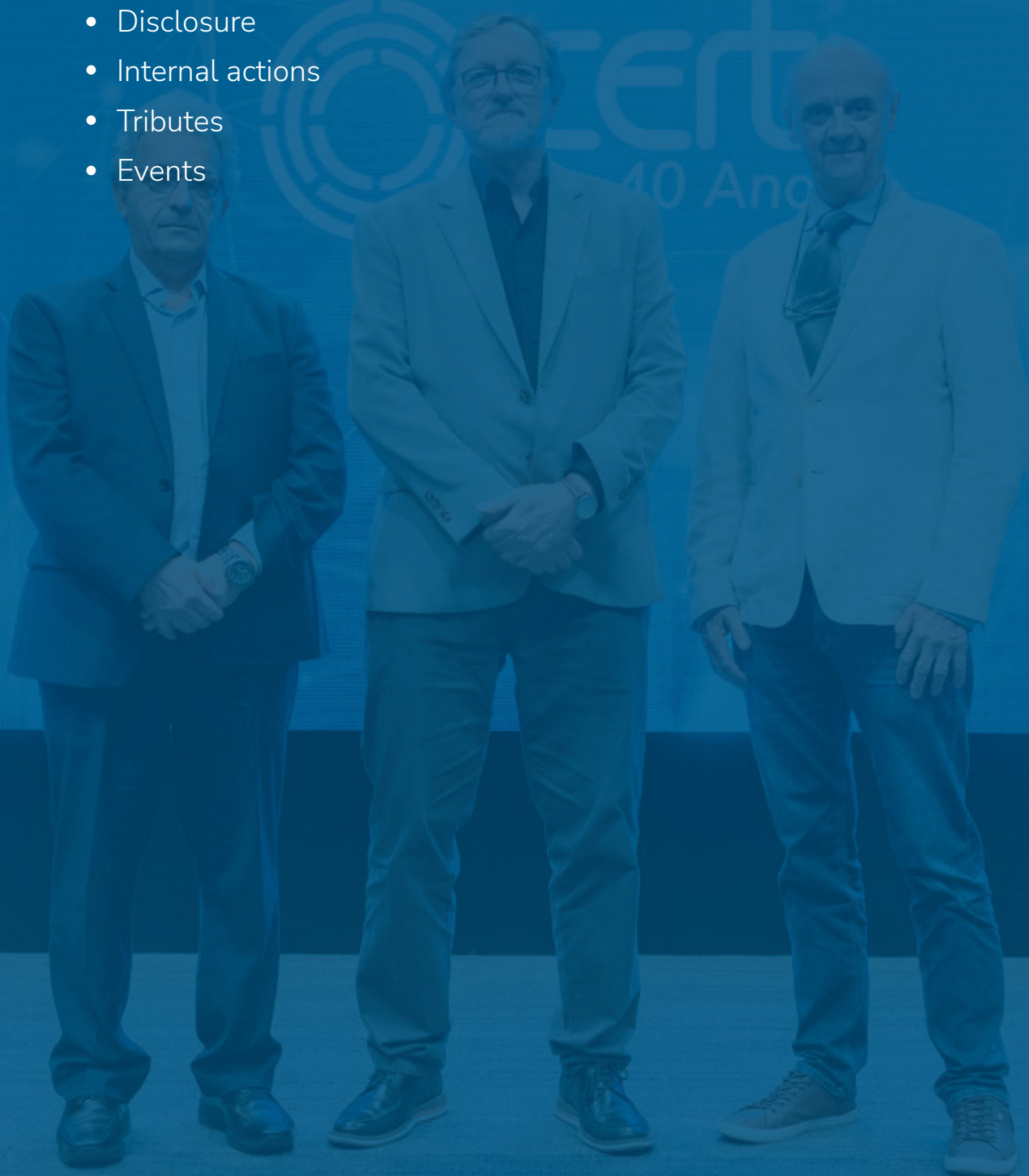


# CERTI 40 YEARS

In 2024, CERTI celebrated its 40-year history with a series of memorable actions and events. The main objective was to express gratitude to all the people, companies and institutions that contributed to this trajectory, in addition to honoring the current employees who will shape the future of the Foundation.

## Topics covered:

- Disclosure
- Internal actions
- Tributes
- Events





## Disclosure



The celebrations began with the participation in the book “Santa Catarina Big Brands - Volume II”, published by Instituto Amanhã, linked to the Group that publishes the main magazine that covers entrepreneurship in the Southern Region of the country. At the largest innovation and entrepreneurship event in SC, the Startup Summit, the 40th anniversary commemorative visual identity was launched, present in all disclosures and subsequent events.

## Internal actions



Internally, breakfasts, special live videos and communications were held to celebrate the history and engage the employees of the CERTI Ecosystem. All employees received a button with the commemorative brand, as well as a cover of LinkedIn and other digital pieces for dissemination.

## Tributes



At the institutional level, CERTI received several honors. At the Florianópolis City Council, councilwoman Manu Vieira proposed the presence of CERTI at Tribuna Livre where we had the opportunity to present a little of the history of the institution and the desired future.



At ALESC, on the initiative of state deputy Marcos da Rosa, a Motion of Applause and a commemorative plaque were delivered. In the Federal Senate, on the initiative of Senator Esperidião Amin, the passage of 40 years was recorded in an ordinary deliberative session. CERTI was also present at FIESC, participating in the FIESC System Board Meeting in September.



## Events



In order to include the city's innovation ecosystem in these celebrations, CERTI organized an event open to the public in which it brought together relevant speakers and debaters in the panel “Innovation Directions in the Current Competitive Environment”. The event took place at Impact Hub Primavera, in partnership with ACATE, and was broadcast live.



The celebrations ended with a ceremony and festive event at the Impact Hub Sapiens, culminating in a gala evening for CERTI employees, partners and admirers. Special tributes were paid to the founder, Prof. Carlos Alberto Schneider, and to José Eduardo Fiates, who began his career at CERTI as an intern and rose to the position of General Superintendent. The event was attended by important actors who were part of the construction of this innovation ecosystem in Florianópolis. The celebrations had wide repercussions in the media, with interviews in different media outlets, in addition to the presence of journalists at the commemoration events.





Follow us:



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