

Problem Solving With a Focus on Innovation

PROMOTE CREATIVE PROBLEM-SOLVING THROUGH
STRATEGIC AND USER-CENTERED APPROACHES

KEY WORDS

INNOVATION,
SYSTEMS
APPROACH,
CO-CREATION

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DESCRIPTION

The Entrepreneurship and Innovation Laboratory (LEIND) possesses capabilities to analyze and solve complex problems through innovative approaches that integrate critical thinking, creativity and systemic analysis. This capability is developed through real-world projects, open challenges and participatory methodologies that transform technical, social and organizational problems into innovation opportunities

APPLICATIONS

- Solving industrial and organizational challenges;
- Social and territorial innovation;
- Development of innovative thinking skills;
- Support for strategic decision-making processes