



**Nerac Announces Collaboration with Poznan Supercomputing & Networking Center
Agreement sets stage for Innovation Ecosystem approach to address business
growth....and social responsibility**

November 5, 2019, Tolland CT & Poznań, Poland. In response to global business demands for deeper innovation that drives the dual goals of growth and societal impact, Nerac is harnessing its long track record in innovation to help our clients collaboratively work toward fulfilling the UN Sustainable Development Goals (UN SDGs). Our 50-year history of leveraging strong scientific expertise to aid clients as they explore the unknown, including IT and IP work, innovation advisory, and ecosystem enablement has ideally positioned us to help drive progress on the SDGs.

As part of this work, Nerac is pleased to announce a collaboration with the Poznan Supercomputing & Networking Center to enable the SDG 17 Partnerships.

Nerac's and PSNC's first joint SDG pursuit is a technology-enabled ecosystem to enable solutions such as smart farming to generate more efficacious food and nutrition benefits, second generation biomaterials feedstock creation, and cradle to cradle optimization and reporting capabilities. This will enable progress across multiple, cross-cutting SDGs. Anticipated results will ultimately include profitable and eco-friendly crop harvests (driving significant strides in core societal impacts such as reducing hunger and poverty and enabling well-being), along with a host of ancillary, circular economy benefits. These are expected to include using crop wastes as source material for bioplastics, biofuels, 3D printing filaments, pharmaceuticals, lithium ion battery anodes, and other responsibly sourced products.

Nerac brings directly relevant competencies and perspectives to enabling SDG collaborations, having served thousands of companies across countless industries since its founding as a joint venture with NASA and the University of Connecticut to commercialize the IP and IT from the Apollo Program. Nerac also brings five decades of information and communications technology (ICT) development expertise to this challenge. As a research center affiliated with the Institute of the Polish Academy of Sciences and the operator of the national cyberinfrastructure in Poland, PSNC is ideally positioned to enable data-centric smart agribusiness optimization, an ecosystem of providers, and ongoing program monitoring and evaluation support of all critical inputs. Additional value delivered to this collaboration are computational and cloud resources that PSNC offers in their daily business for science and industry in Europe.

Nerac and PSNC will be collaborating to advance the future-state SDG Partnership models similar to those outlined by the [Business & Sustainable Development Commission](#) (BSDC). Supported by PSNC technology, Nerac will help organizations collaborate to harness a broad range of new input, including:

- Materials
- Sciences
- Processes
- Convergences
- ICT developments
- IP landscapes
- Funding innovations
- Supply chains
- Value chains
- NGO support
- Grass roots participation

This will help to achieve the tremendous SDG growth opportunities – today’s new moonshots -- from which all participants can benefit.

Experts as diverse as Accenture, the Harvard Business Journal, and the BSDC have all called for a collaborative, data centric approach to the SDGs, in particular the management of SDG 17 – Partnerships. Crucial to the success of SDG Partnerships will be Nerac’s ability to deliver “M-4”, the continuous monitoring, measurement, management and monetization of partner collaborations, system inputs/outputs, and resulting societal impacts, to name just a few.

“We are excited to announce this agreement with PSNC for many reasons,” states Kevin Bouley, CEO of Nerac. “It allows us to leverage our legacy expertise in research and advisory services and IT and represents a significant step towards our vision of enabling a unique ecosystem of innovation to support companies and organizations who are adopting the UN SDGs. It’s a very exciting time!”

“For more than 25 years, PSNC has been addressing the challenges of overcoming barriers in scientific research, by means of advanced cyber-infrastructure and innovative ICT technologies. In recent years this goal has also been extended to the social dimension. Technological advances in areas such as Big Data, IoT, Artificial Intelligence and Virtual Reality offer huge potential for applications related to SDG objectives. Hence, technology partnerships with domain partners are extremely important for the PSNC, especially with companies that are leaders in a particular market segment,” explained Dr Cezary Mazurek, Director of PSNC.

About the Innovation Insights and Consulting Practice

Originally established to help NASA commercialize the Apollo’s program’s IP and IT, Nerac’s been providing deep, evidence-based innovation insights to top companies for over 50 years. Today, we are creating an inclusive “Innovation Ecosystem” to identify and capture value at the intersection of innovation, societal benefit and business growth. Through structured collaboration between diverse partners, we enable businesses to generate new profits by creating markets at the bottom of the social pyramid, while concurrently solving some of society’s most intractable challenges. Won’t you join us?

About Nerac

Nerac Inc. is a global research and advisory firm for companies developing innovative products and technologies. Nerac provides expert insights that equip clients with the knowledge to develop or refine a technology, explore market growth opportunities, evaluate intellectual property strategies and respond to regulatory changes. Nerac serves approximately 5,000 users worldwide and delivers over 12,000 research projects and custom alerts each year. Nerac has a long, successful consulting history in a wide-range of industries with significant expertise and extensive data resources supporting client requests in the areas of technology scouting, IP, medical device, engineering, chemistry and advanced materials. www.nerac.com

About Poznan Supercomputing and Networking Center (Poland)

Since 1993, integrating and developing the information infrastructure for science has been the mission of Poznan Supercomputing and Networking Center (PSNC) affiliated with the Institute of Bioorganic Chemistry at the Polish Academy of Sciences. PSNC is the major Polish academic HPC center and broadband network services provider (NREN for Poland) as well as

application and services developer and provider. PSNC runs a number of business-oriented initiatives and projects, widening its business ecosystem in the key industries across Poland, co-creating solutions with and for domestic market leaders in agrifood sector, furniture manufacturing, energy/sustainability and fintech. PSNC coordinates the leading Polish ICT research driven Wielkopolska ICT Cluster with 100+ members. PSNC created its Future Coworking Lab where it animates 16 user communities, gathered around ICT technologies and around ICT application areas (e.g.: Java, Erlang, Adobe, PHP, Android...). PSNC's Poznan Living Lab, as an effective member of the European Network of Living Labs (ENoLL), runs dedicated acceleration batches, city challenge workshops, hackathons and design thinking interdisciplinary programmes, such as d.challenge or Mobilizator. PSNC's coworking space gave birth to more than 10 IT startups. Following the open innovation paradigm, PSNC is quite successful in pragmatizing its ongoing research by massively engaging SMEs in R&D tasks and hence delivers top quality innovation and R&D services to otherwise hermetic corporates and/or SMEs .<http://www.man.poznan.pl/online/en/>

For more information:

Nerac:

Tim Maurer, Innovation Insights and Consulting Practice Lead

860.872.7000 ext 1220

tmaurer@nerac.com

Poznan:

Damian Niemir, Head of Cooperation with Social and Business Environment Department

+48 61 8582131

niemir@man.poznan.pl