

CreaInnovation Project

1st NEWSLETTER

March 2019



Crea**INN**OVATION
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Welcome to

1st Creainnovation NEWSLETTER

March 2019

**Boosting SMEs competitiveness
through Creativity & Innovation...**

9 partners from different European countries work together with SMEs in workshops where creativity tools, methodologies and processes are translated into innovation for delivering sustainable competitiveness.



Our moto:

**“fostering sustainability and
green competitiveness in SMEs”**

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THE PROJECT

Creainnovation is a project co-funded by the European Union (European Regional development Fund) in the framework of the Interreg MED Programme. Creainnovation stands for "Create sustainable Innovation in SMEs using creative methods and processes" and it is a modular project within the Green Growth Community.

Started officially in
February 2018

The Kick-off meeting
was held in May 2018

Was launched in
March 2018 through a
meeting that was held
virtually over a video
conferencing call

The 2nd Project &
Steering Committee
meeting took place in
December 2018

The
Project

OBJECTIVES

- involves SMEs, stakeholders, young people and managers to work together targeting real business innovation problems/opportunities, pushing their employment in the new generated business, creating innovative transnational clusters
- involves the Universities helping them understand the importance of sustaining the culture of the usage of horizontal competencies starting from the youth training, in particular on the Creativity methodologies and technics usable in most of the business activities of Green SMEs
- collects and spreads success stories on creativity approach and methodologies as testimonials so to promote their adoption by the SMEs.
- develops and shares a model for assessing the economic, social and environmental sustainability of innovation projects - Ciset Tool
- studies and designs the structure, logistics, functionality of the Creativity laboratories and draws up a "Handbook for Creainnovation labs design, management and implementation"
- aims at encouraging SMEs to adopt a new way of training that is more based on networking
- experiments with some SMEs creative processes to develop innovative ideas for sustainable businesses
- creates and promotes a sustainable business model to stably operate Creativity Laboratories for Innovation serving SMEs and their cooperation at transnational level



1,6
M€ Project budget



1,4
M€ ERDF / IPA



30
Months
Project duration



9
Partners



IMPORTANT EVENTS ATTENDED

April 2018
Rome, Italy

MED Green Growth
community building event



April 2018
Rome, Italy

MADE in MED – Crafting the
future Mediterranean



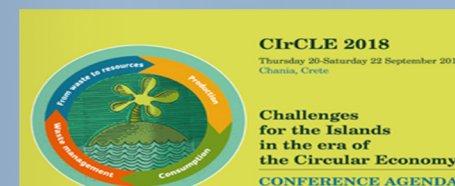
June 2018
Faro, Portugal

Advocacy Bootcamp



September 2018
Chania, Greece

Challenges for the Islands in
the era of Circular Economy



November 2018
Rimini, Italy

ECOMONDO



November 2018
Durrës, Albania

Role of regional & local
policy makers in enhancing
Green Innovation



MED Green Growth community building event

Targets of the event:

- get to know the eight (8) new projects of the community
- learn from the experiences of the previous ones
- analyse various green growth policies
- debate on the potential contribution of the projects to the key pillars of the European resource policies, i.e. Circular economy package, in order to build a common capitalization approach of the community.

MADE in MED – Crafting the future Mediterranean

An innovative event where participants had the opportunity to feel, test and taste the Mediterranean territorial cooperation.

The event:

- Was built on the concept of Fablab
- Presented the first results of the ninety(90) Interreg MED projects through a conference and an exhibition

The Conference was articulated around:

- three transversal themes: climate change, blue economy and inclusive growth
- three parts: technical part, scaling up strategic actions with PANORAMED and the political part.

Advocacy Bootcamp

2 days, 3 trainers, 5 testimonials, 120 participants, 2 European Cooperation Programmes: Interreg Sudoe & Interreg MED Programmes

The mission:

- to provide project partners with all the communication and promotional tools necessary to guarantee their success.

How?

- through practical training in strategy, political influence, storytelling and digital communication

Challenges for the Islands in the era of Circular Economy

The International Conference Circle 2018 was held under the auspices of the European Commission.

The conference aimed at:

- highlighting cross border cooperation
- enhancing bilateral & multilateral relations
- strengthening economic & business opportunities
- promoting growth, sustainable development and circular economy practices in the islands and coastal areas of the Mediterranean by building capacity to that effect.

ECOMONDO – The Green Technologies Expo

ECOMONDO is an international event with an innovative format that brings together all sectors of the Circular Economy in a single platform: from material and energy recovery to sustainable development.

MED Green Growth community attended this event in a common promotional stand together with other Horizontal Projects of the programme and also organized:

- a general session of the Interreg MED programme where Modular Projects presented results related to the topics of the conference.

- a specific session focusing on sustainability practices in clusters/networks

Role of regional & local policy makers in enhancing Green Innovation

The 3rd transnational event of the Green Growth Community:

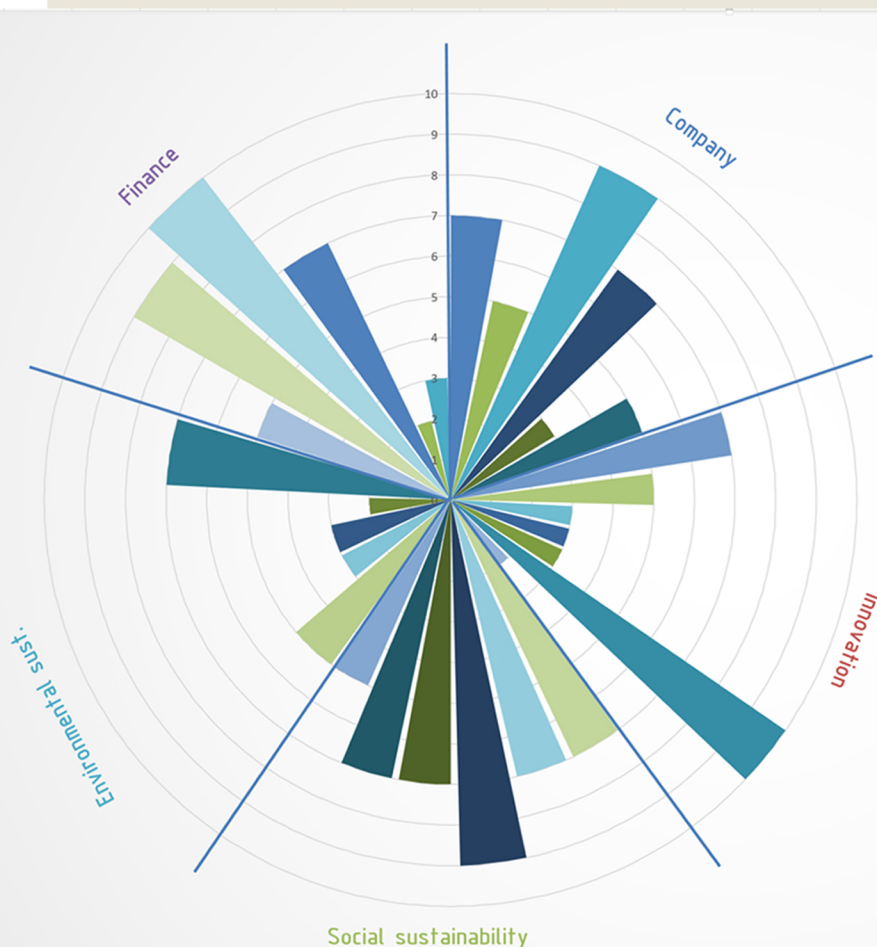
- analysed the role of policy makers in enhancing the Green Growth innovation and policies
- created contexts of exchanges on the impact of several key players in boosting Green Growth economies.

The conference was structured into different panels with interventions from selected Modular Projects and local and international speakers.

Creainnovation SUSTAINABILITY EVALUATION TOOL- Ciset

Ciset: an easy – to - use tool for evaluating the sustainability of a project.

Ciset was developed to be used both as a tool for the qualitative assessment of economic, social and environmental sustainability of innovation projects, and as a checklist for sustainability. If while preparing to generate new innovative ideas (be it product, process, market or organizational) leaf through the Ciset evaluation sheets, attention will be focused on the relevant criteria to ensure the sustainability of the ideas. The use of the posteriori model, to evaluate the sustainability of the ideas of the innovation generated, allows then to validate the level of sustainability of the innovations that are to be pursued.



Ciset

=

Evaluating the
Sustainability of
Innovation

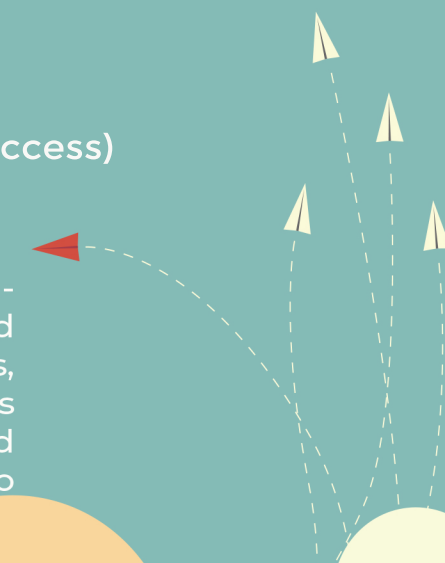
During the design
phase

In the
implementation
phase

WHAT IS CREATIVITY?

(And why is it a crucial factor for business success)

Creativity is the act of turning new and imaginative ideas into reality. Creativity is characterised by the ability to perceive the world in new ways, to find hidden patterns, to make connections between seemingly unrelated phenomena, and to generate solutions. Creativity involves two processes: thinking, then producing.



+ imagination

+ creativity

+ empathy

+ innovation

= value of creation

Creativity is a crucial part of the innovation equation. There is no innovation without creativity. The key metric in both creativity and innovation is value creation.

Innovation is the implementation of a new or significantly improved product, service or process that creates value for business, government or society.

“Of all the gifts we have as humans, the one that stands out, giant-like above all the rest, is our ability to be creative. It is responsible for all the progress we enjoy today.”— SIDNEY PARNES

PUBLIC ADVICE / TENDER TO COLLECT SMEs

Are you a ...

micro,
small,
medium enterprise?

- Do you want to foster your competitiveness?

If so ...

APPLY !!!

to the CrealInnovation call and benefit from the Creativity workshops



Step A - Evaluating SME

- State of the Art and business context
- Identification of Strengths & Weaknesses
- Needs & Expectations

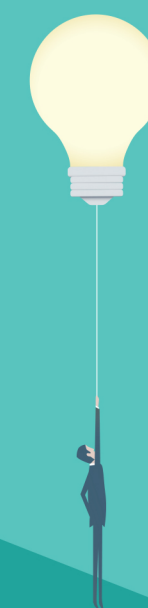
Step B - Creativity Workshops

- One or two half - days
- Led by Creativity - Innovation experts
- Creative ideas generation

Step C - Evaluating the outcomes

- Evaluation of emerged ideas - Identifying innovative ideas
- Elaboration of an Action Plan for the operational implementation of innovative ideas

s o l u t i o n





FOLLOW US!!!!

Website

<https://creainnovation.interreg-med.eu/>

Social Media

Facebook

<https://www.facebook.com/CreaInnovation-701947760136333/>

Twitter

<https://twitter.com/creainnovation>

LinkedIn

<https://www.linkedin.com/company/creainnovation/>



project partners



Cambra de Comerç
de Barcelona



ZNANSTVENO RAZISKOVALNO SREDIŠČE BISTRA PTUJ
SCIENTIFIC RESEARCH CENTRE BISTRA PTUJ



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