

## Guide for Online Academy participants

### Content

Innofoster project.....	2
Summary of the project.....	2
Register for the Online Academy.....	3
Log into the e-training .....	6
Training.....	7
1. Introduction to organizational innovations.....	7
2. Establishing innovation culture .....	8
3. Organizational innovations management .....	8
4. Introduction to marketing innovations .....	8
5. Building a brand.....	9
6. Marketing innovations in the 21 <sup>st</sup> century .....	9

## Innofoster project

### Summary of the project

#### General information about the project:

**Duration:** 18.10.2016 – 17.01.2018 (15 months)

**Priority axis 3:** Competitiveness

**Measure 3.1** Improving the competitiveness of business in the region

**Budget:** 113.827,22 euros

#### Partners of the project:

**Leading partner:** Association Business Information and Consulting Center – Sandanski

**Partner of the project:** Center for Development and Promotion 'Promo Idea' – Strumica, Macedonia

#### Target groups:

- Small and medium-sized enterprises (SMEs) from the cross-border region of both countries.
- Companies with good practices and implemented innovative projects.
- SMEs from industries with high added value for cross-border economy.
- Business-supporting organizations, business associations, branch associations, business clusters which foster and support the implementation and development of innovations in SMEs.
- R&D centers, universities and academic centers which undertake and support research and development activities.
- Local and regional authorities – main provider policies related to economic development of regions.

#### Final beneficiaries:

- The population of Southeast planning region of Republic of Macedonia, 10 municipalities;
- The population of Blagoevgrad region, Bulgaria, 14 municipalities.

## Register for the Online Academy

Click on the 'E-learning' button to access the Online Academy on the following website <http://innofoster.eu/bg/>.



The training platform should open. Of you still do not have an account click on "Sign up":



Fill in the register form for customers and click on 'Create my registration':





# Innofoster

Повишаване на конкурентоспособността на МСП  
в трансграничния район чрез насърчаване и  
популяризиране на нетехнологичните иновации

**Interreg - IPA CBC**  
CCI 2014TC16I5CB006



EUROPEAN UNION

Този проект е съфинансиран от Европейския  
съюз чрез Интеррег-ИПП Програма за  
трансгранично сътрудничество България -  
Бивша югославска република Македония

## ▼ More details

Email address\*

Email (again)\*

First name\*

Surname\*

City/town

Country

Security question ?



Enter the words above

[Get another CAPTCHA](#)

[Get an audio CAPTCHA](#)

**CREATE MY NEW ACCOUNT**

CANCEL

There are required fields in this form marked \*.

After this process is over your request will be considered by the platform's administrator and you will receive an email of approval.



ул. „Скопие“ № 5, П.К. № 50  
2800 Сандански, България  
Тел: +359 746 30549 • Факс: +359 746 32403  
[office@bicc-sandanski.org](mailto:office@bicc-sandanski.org)  
[www.bicc-sandanski.org](http://www.bicc-sandanski.org)



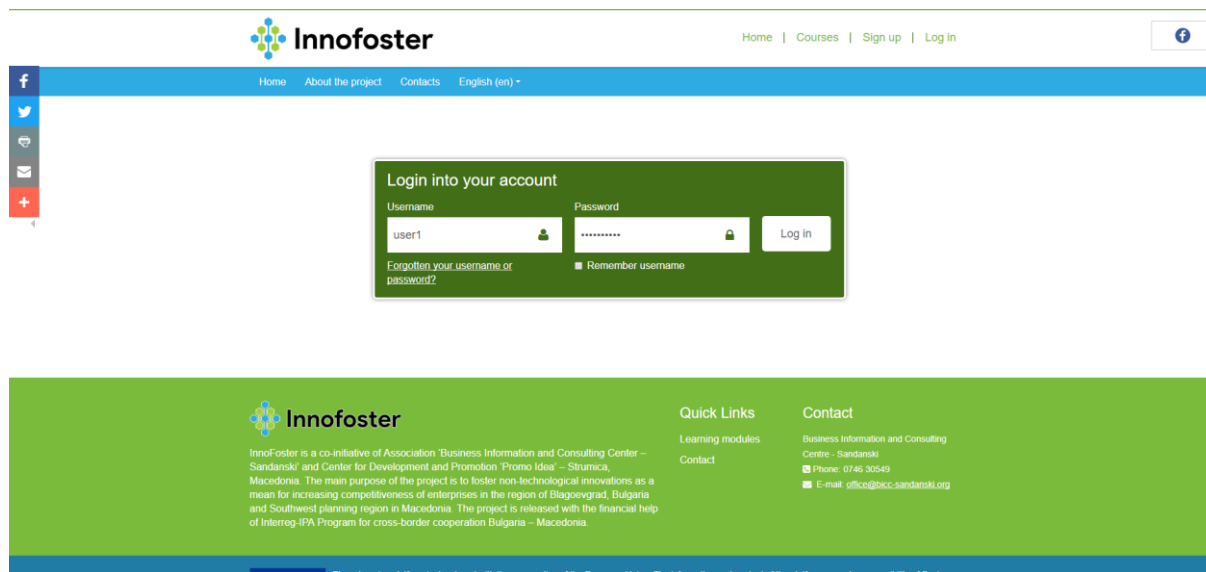
**PROMOIDEA**

ул. „Братство единство“ № 6/8-13  
2400 Струмица, Република Македония  
Тел: +389 34 612 697  
[contact@promoidea.org.mk](mailto:contact@promoidea.org.mk)  
[www.promoidea.org.mk](http://www.promoidea.org.mk)

## Log into the e-training

After your account is approved you can go back to the e-training platform and log into it with your user name and password.





## Training

After you log into the platform you will gain access to all courses. Start training yourself as you take the courses one by one in the following order:

### 1. Introduction to organizational innovations

An innovation is the process of introducing a new idea which is about to create value for the organization. This idea could be put into action in many and various forms – creating a new service, system or a process, or improving the ones already existing. Innovations could also be linked to the termination of an ineffective or outdated service, system or a process. You will learn more about:

- What is an innovation and which are main types of innovations?
- What is an organizational innovation and which are its distinctive features?
- Examples of organizational innovations.
- Advantages of organizational innovations.
- Which are the factors which influence organizational innovations?

## 2. Establishing innovation culture

If you wish to make your organization more innovative, you need to establish an innovation culture which accepts and supports innovations. This should be a risk and challenges-adapting culture. Otherwise, innovative ideas would not come into existence:

- Establishing innovation culture.
- What is creativity? Factors influencing creativity.
- Brainstorming.
- Other techniques for supporting creativity.
- How to choose the best innovative idea?

## 3. Organizational innovations management

The process of managing innovations has become an important part of many companies' activity. However, you need to pass through several stages of development of the innovative idea to make the process successful. You will learn more about:

- The process of managing innovations.
- Advices for managing organizational innovations.
- The role of a leader and teams in the success of innovations.
- How to finance your innovation ideas?

## 4. Introduction to marketing innovations

Marketing comprises of all activities which make customers choose your product instead of your competitor's one. You need to acquire the right marketing method and create influencing marketing message to achieve that. The message must convince customers not only to choose your product, but also to keep using it in future. You will learn more about:

- What is marketing? What is its main purpose? Why do you need marketing?
- What is a marketing mix?
- How to establish innovations in individual elements of the marketing mix?
- What makes service marketing different from product marketing?



## 5. Building a brand

For centuries branding was understood as the name, slogan, symbol, or design of an organization, or the combination of those elements because they identify products/ services. Today, a brand is something quite more complicated and even more significant in the world of marketing. In this module you will learn more about:

- What is a brand and which are its main levels?
- Which are the main goals of a brand?
- Which are the main principles of innovative branding?
- How to add passion to your brand?

## 6. Marketing innovations in the 21<sup>st</sup> century

Nowadays, people spend a huge amount of their time online. In the Internet they look for information, make researches, purchase – all these making offline marketing less and less effective. The term 'digital marketing' includes all the efforts a business puts into promoting its brand in the Internet. You will learn more about:

- What is a digital marketing? Which are its main components? How could you make use of it?
- What is a content marketing?
- What content should you create according to your target auditory and the stage of decision-making you are in?
- How to make an innovation in the field of content marketing?
- Examples of content marketing innovations.

## Available courses



**Creating  
Innovation  
Culture**



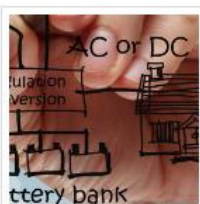
**Introduction to  
organizational  
innovations**



**Managing  
Organizational  
Innovations**



**Introduction to  
Marketing  
Innovations**

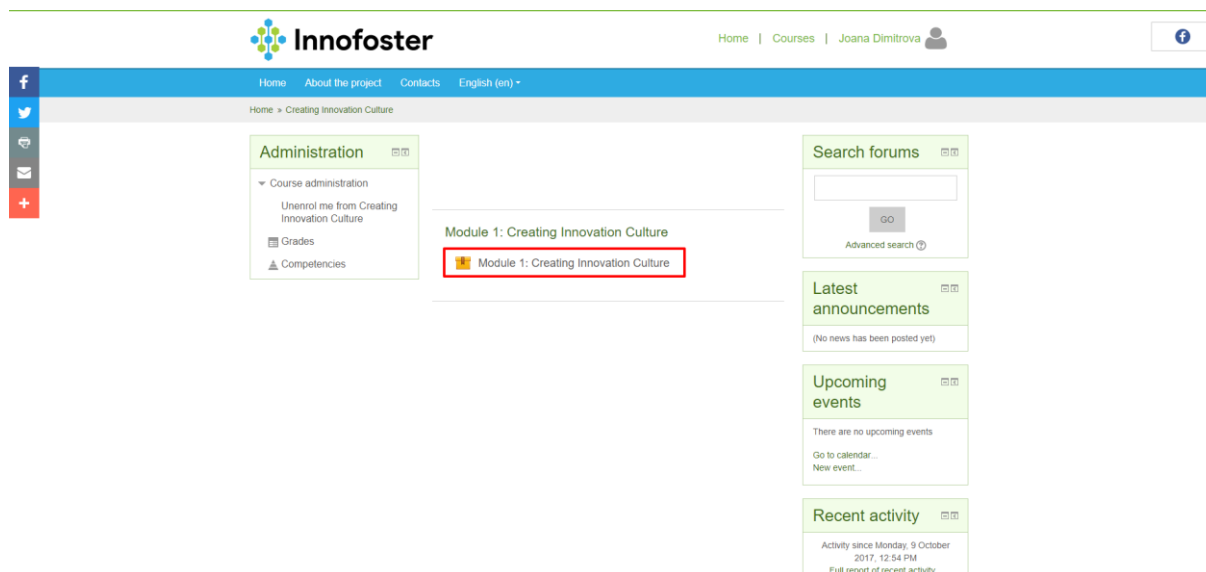


**Building a  
Brand**



**Marketing  
Innovations in  
the 21st  
century**

When you log into the training, go to the training module.



After you have completed it, proceed to the next course.