



## Create sustainable Innovation in SMEs using creative methods and processes

### CrealInnovation

**Priority Axis 1: Promoting Mediterranean innovation capacities to develop smart and sustainable growth**

**Specific Objective 1.1: To increase transnational activity of innovative clusters and networks of key sectors of the MED area**

## *D.2.4.1: Network Agreement*

Project Partner in charge: LP – CCIAA VT

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## 1. BASIC INFORMATION

**Partner:** LP CCIAAVT

**Date of the creation of the Network Agreement in LinkedIn:** June 2019

**Duration of the Group:** Still alive after the duration of the project

**Location of the Network:** Online (through LinkedIn)

**Content of the activity:** Formalised grouping of actors

**Number of members of the LinkedIn CREAINNOVATION Group:** 173

### Description

This deliverable is the result of a participatory process on the construction of the key principles of the networking activity.

In July 2018, the lead partner, in agreement with the partners, laid the foundations for organizing an online forum, mainly aimed at initiating an exchange of information on the subject of creative processes and aimed at establishing a network.

The work was characterized by a preliminary work centered on the collection of information on the creative methodologies existing on the international scene and on the experts of these methodologies operating in the various territories.

The following was chosen the social platform that could best enhance the work promoted through CREAINNOVATION on a professional level and the choice was oriented towards LinkedIn, being one of the most widespread social networks in the world (in Italy it has over 14 million subscribers). It is a professional platform, owned by Microsoft, and its purpose is to enable interconnections between individuals in the business environment. Over the years it has undergone a substantial evolution from social media for job search, to a real virtual marketplace in the B2B area where professionals connect with each other for business purposes. It offers the possibility of a free account with many features that allow networking between professionals and neo-professionals.

LinkedIn is presented to the general public in a free version or, only for those who want, in a paid subscription both in self-service mode (payable by credit card) and in the enterprise version (by contacting a LinkedIn account directly) with a series of additional services such as: LinkedIn Recruiter, LinkedIn Sales Navigator, Premium Career.

LinkedIn like most sites is available in desktop version and in mobile version iOS and Android. The interface, although similar, does not always coincide and some features present in the desktop version may not

necessarily have the same in the mobile version. In some cases, such as for "Premium" subscription profiles, for example, it is necessary to download a separate app.

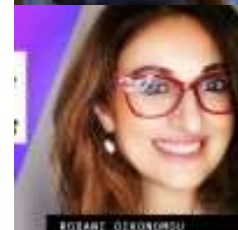
At the following link relating to the Creainnovation LinkedIn group there is a box with the description of the network agreement. In particular, when you request registration in the LinkedIn group or receive an invitation to join, the system asks you to accept this agreement. once approved, the user has joined the network and participates in the LinkedIn Creainnovation Group:  
<https://www.linkedin.com/groups/13722335>

**Number of participants:** 173

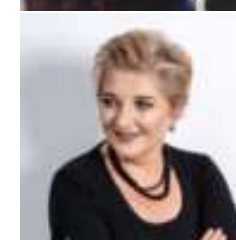
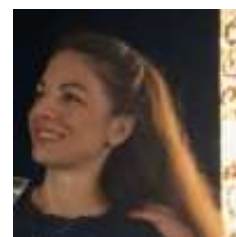
**List of participants**

### **Adhering to the CREAInNOVATION Network Agreement**

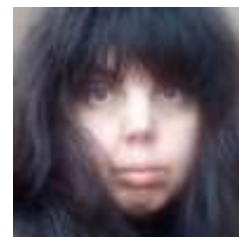
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|---|---------------------------------------|---|
| 1 | <a href="#">Erjon Curraj</a>          | Digital Transformation Expert / Founder<br>& Managing Partner at Tech360 - Smart<br>Solutions. . #EUvsVirus Mentor              |
| 2 | <a href="#">Roxani<br/>Oikonomou</a>  | TEDXSwansea Team Member<br>Bodylanguage Coach    Virtual<br>Presentation Mentor for CEOs and TV<br>Speakers    Microexpressions |
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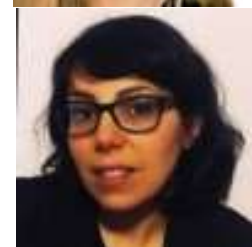
11 [Michaela Kozovska](#) Expert "Information and services" at District information center- Dobrich



12 [Annabelle Faiß](#) Projektmanagerin & Consultant bei Tripl3Leader

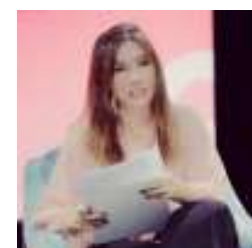


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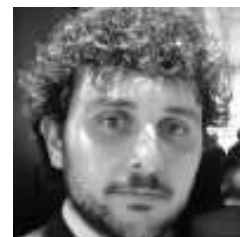
16 [Paolo Capeci](#) Industrial, Product, Concept Designer, Head of Industrial design dept. presso KORG Italy



17 [Massimo Caltavuturo](#) Financial officer



18 [Paolo Barone](#) Senior Innovation & Open Innovation Expert



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20 [Andrea Castellano](#) [Director at Accenture](#)



21 [Monica Margoni](#) [Facilitating the Co-Creation, Self Leadership, Self Organization / Facilitator, Coach, Trainer, Consultant](#)



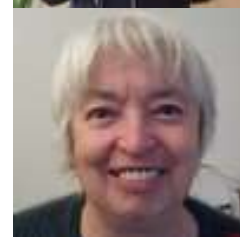
22 [Enrico Strada](#) [Senior Executive Advisor at FCA Fiat Chrysler Automobiles US LLC](#)



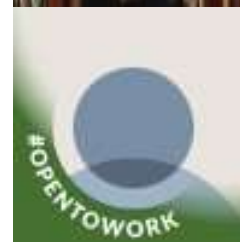
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33 [Cinzia Fanciulli](#) Hospitality management



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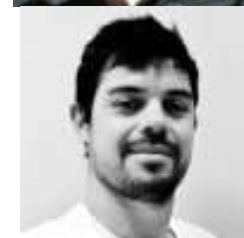
40 [Umberto Capponi](#)  
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Sustainable Innovator, working and studying to re-design industries as we know them.



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Direttore di Sede - responsabile di una unità di business con capacità di gestione di relazioni interfunzionali interne e visione per lo sviluppo del mercato.



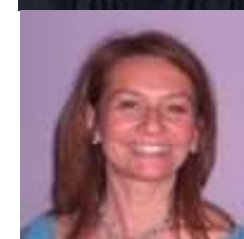
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Senior Program Manager | Management Consultant | Temporary Manager



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Marketing Manager presso Consis - Soluzioni informatiche per la PA



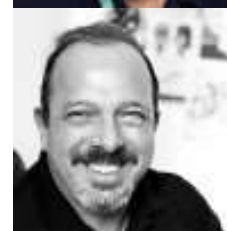
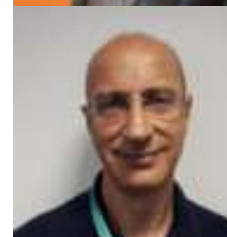
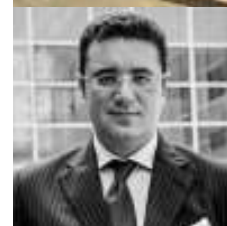
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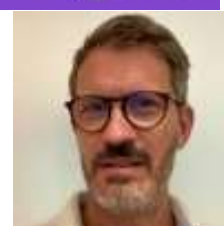
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63 [Tommaso  
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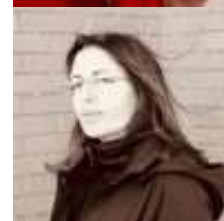
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problemi



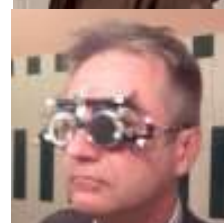
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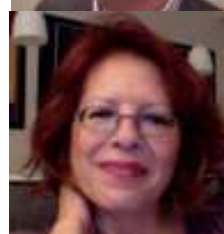
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Consulente di Organizzazione aziendale -  
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proprie aziende attraverso il  
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Senior Managing Partner



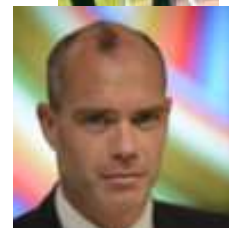
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Formatore, coach, life trainer,  
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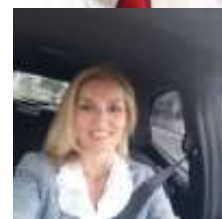


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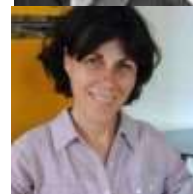
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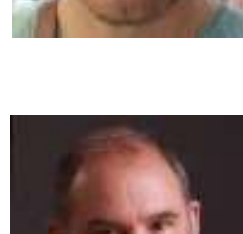
118 [Roberto Malvezzi](#) Senior research fellow at CNR - National Research Council of Italy

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121 [Charo Camacho Cabello](#) Senior Officer at Interreg Europe

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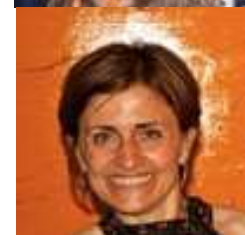
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131 [Raul Alvarez](#) Owner - Senior Partner at INALTO



132 [Julie Andrada](#) Freelance Recherche clinique



133 [Massimo Del Monte](#) Direttore presso Scuola di Coaching Creativo



134 [Raffaella Pederneschi](#) CONSULTANT OF CREATIVE PROCESSES FOR INNOVATION



135 [Domenico Nesci](#) Entrepreneur, Advisor, Investor



136 [Luca Crocioni](#) Ability to see the solution in a complex, uncertain and confused contest





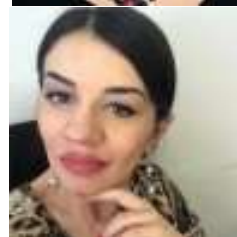
137 [Konstantina Vasiliki Iakovou](#)

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139 [Yoseph Fatucci](#)

Laureato in Ingegneria Gestionale, studente magistrale presso Sapienza Università di Roma



140 [Romeo Jerčić, MBA](#)

Director and Senior business trainer/consultant at DEVELOR- helping people and organisation in their professional growth



141 [Claudio La Torre](#)

Investment Manager | Advisor | M&A | Strategy & Operations | Global Business Development



142 [Luka Macan](#)

Research and Teaching Assistant at FER

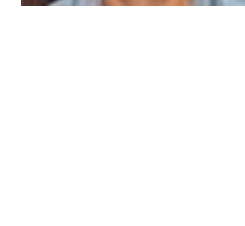


143 [Nikola Mijanovic](#)

Senior Business Adviser at Old Royal Capital Cetinje - Center for Local Economic Development and EU Funds



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|-----|---|---|
| 144 | <a href="#"><u>Almedina Bajić</u></a>       | Worker at COMP-2000 Ltd.  |
| 145 | <a href="#"><u>Élio Vicente</u></a>         | <a href="#"><u>Biólogo Marinho - Dir. Relações Externas (Zoomarine) / Dir. External Affairs (Zoomarine)</u></a> |
| 146 | <a href="#"><u>Batrić Krvavac</u></a>       | Business Development Director at Bild Studio  |
| 147 | <a href="#"><u>Nikos Katsiadakis</u></a>    | Knowledge & Innovation Consultant at Thessaloniki Technology Park   |
| 148 | <a href="#"><u>Matteo Maria Ambrogi</u></a> | CIO (Chief Innovation Officer) presso Arkage (Artattack Group)  |
| 149 | <a href="#"><u>Hatidza Jahic</u></a>        | Head of International Office at School of Economics and Business Sarajevo                                       |
| 150 | <a href="#"><u>Luca Casalena</u></a>        | Regional Manager Southern Europe at ClaroNav, Author  |





151 [José Nunes](#) President, Project manager at Make it Better (miB)



152 [Niccolò Bruno Cammarella](#) [Business Development presso SMART-I](#)



153 [Maurizio Angeli Felicioni](#) President at ANFELMA S.r.l.



154 [Anci Lazio](#) Associazione dei Comuni del Lazio presso ANCI Lazio



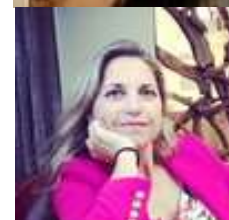
155 [Christian TURPAUD](#) Co-gérant chez Océan Bleu - Conseil & formation en innovation stratégique



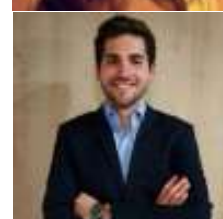
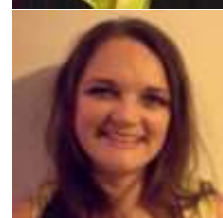
156 [Laurence Almendros](#) Conseillère d'entreprise à la Chambre de Commerce et d'Industrie du GERS



157 [Marie-Stéphane CAZALS](#) animateur économique tourisme, Ambassadrice du bien manger, créatrice de liens professionnels



- |     |  |   |
|-----|--|---|
| 158 | <a href="#"><u>Claire Charrois</u></a>     | Supportrice de Team, semeuse de bonne humeur, récolteuse d'idées                      |
| 159 | <a href="#"><u>Andrea Vignoli</u></a>      | European Projects Manager at ANCI Lazio - Associazione Regionale dei Comuni del Lazio |
| 160 | <a href="#"><u>Giorgio Scavino</u></a>     | Senior project manager at ANCI LAZIO  |
| 161 | <a href="#"><u>Claudio Bordi</u></a>       | architect/urban planner, european projects expert                                     |
| 162 | <a href="#"><u>Mirjana Nenad</u></a>       | Senior Project Manager at ZRS Bistra Ptuj   |
| 163 | <a href="#"><u>Víctor Soria Corral</u></a> | European Project Manager   NextGeneration EU ☐☐☐   Economist                          |
| 164 | <a href="#"><u>DANILO CEH</u></a>          | Lead project manager at Scientific research Centre Bistra Ptuj                        |



165 [Eurídice Cristo](#) Storyteller. Producer of digital contents.  
Entrepreneur. at Eurídice Cristo

166 [Paolo Fedi](#) Co-founder at Benefit Innovation -  
società benefit



167 [Daniel Hofman](#) Assistant Professor at University of  
Zagreb, Faculty of Electrical Engineering  
and Computing (FER)

168 [Georgina Padilla  
Mascarell](#) EC R&I Policy and Strategy consultant en  
i2CAT Foundation



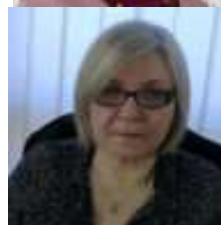
169 [Sanja Varajic](#) Adviser for International Cooperation at  
EEN Montenegro



170 [Kyriaki  
Panagiotaki](#) Initiating+coordinating projects for the  
development of companies and rural  
areas - Ideas developer +always positive  
:)



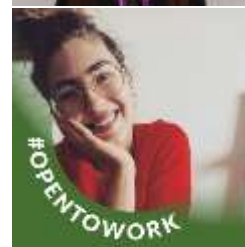
171 [Maria  
Apostolidou](#) Project manager at CERTH



172 [Maite Guerrero](#)  
[Giráldez](#) Innovation Coordinator en Inercia Digital



173 [Gilda Galli](#) Collaborator c/o De Agostini Scuola



## 2. SUMMARY OF THE Network Agreement

Creainnovation offers enormous potential for creative experts because they can offer support to small businesses, which must resist the acquisition threats from the market giants in different sectors. Often these small businesses are not even aware of the possibilities they actually have by turning to the support of creativity workshops.

For this reason, the choice of using a professional social network such as LinkedIn was an ideal vehicle for disseminating the objectives of Creainnovation.

The partners were aware that small, medium and micro enterprises (SMEs) make up 99% of EU enterprises and there are many small enterprises in the European Union that have a long tradition, experience and history and therefore a great potential for development if only such small businesses had support to develop innovative ideas.

In this sense, Creainnovation's communication through LinkedIn had to be very clear and well targeted, with communication styles such as, "Are you a company that needs creative and innovative support to establish itself on the market? part of the Creainnovation Network! Creainnovation Network will allow your business to acquire new creative skills and this will help you grow and innovate, as well as become part of a European network ... "

Going into more detail on which new tools companies can acquire by developing creative and innovative skills, several topics were mentioned:

- 1) strategic planning
  - 2) organizational processes
  - 3) production capacity / efficiency
  - 4) logistic production tools
  - 5) marketing communication
  - 6) commercial network
  - 7) financial resources
- etc.

The text for joining the Network was created to summarize the advantages of being part of the network and specifies the level of cooperation and networking methodology between the members. Membership is open and it is expected that the LinkedIn Group created will continue to be used by the partners even after the conclusion of the project.

Below is the text for joining the Network through the group specifically created on LinkedIn:

*CrealInnovation Group under LinkedIn was created in the framework of the CrealInnovation project under Interreg Mediterranean Programme, with the purpose of establishing and achieving various goals and objectives addressed to the SMEs and aimed to: - extend and deepen both knowledge and practice of creative methodologies and processes in these companies; - explore new opportunities for creativity – driven innovation mainly focusing on companies' sustainable development - help SMEs tapping into their hidden capacity for growth and improved competitiveness The idea is to bring together all Parties interested in joining the CrealInnovation Group and benefit from the results of the project and its Creativity Workshops that were designed and tested by the project's Consortium composed of 9 partners: Chamber of Commerce of Viterbo (IT), University of Algarve (PT), CERTH – Centre for Research and Technology Hellas (GR), Barcelona Official Chamber of Commerce, Industries, Services and Navigation (ES), SRC Bistra Ptuj –Scientific Research Centre Bistra Ptuj (SL), University of Zagreb Faculty of Electrical Engineering and Computing (HR), Gers Chamber of Commerce and Industry (FR), Sarajevo Economic Regional Development Agency SERDA (BA), Ministry of Economy of Montenegro (ME). The CrealInnovation Consortium will extend the CrealInnovation Group beyond the end of project implementation, March 2018 to January 2021, rendering impacts and spillover effects sustainable by ensuring permanent locations for Creative Workshops across Europe and beyond.*

## **Rules**

It has to be underlined that the general objective of the CrealInnovation Group is to establish a common agreement – Network Agreement - between the Parties interested in joining, which implies a commitment to work together in such a manner that would promote a genuine atmosphere of collaboration and alliance aimed to jointly promote and develop creativity – driven innovation / Creativity Workshops that will help SMEs innovate and become more competitive. Therefore, the objective of the CrealInnovation Group is to jointly help SMEs establishing collaborations that will benefit companies in:

1. Delivering innovative new technologies or processes - Not all SMEs can provide the level of innovation or technology that they need to effectively compete on their own. By pooling resources to jointly deliver innovative technologies, all partners receive benefit from the collaboration.
2. Reducing financial risk of Research & Development - To help maintain innovation, some SMEs may find that the financial risk involved in developing a new product or production method is too great to

undertake alone. In such cases, two or more companies may agree to spread the risk between all of them.

3. Achieving competitive advantage - Small businesses can compete against larger firms by creating collaborations with other companies, both large and small, on a project-by-project basis. This can be strategic in both removing some of the competition and bolstering skills and capabilities.

4. Allowing pursuit of broader or larger scopes of work - Partnering with another organisation may allow businesses the opportunity to pursue larger or more complex projects. In particular, it allows specific skills or resource shortages of one business to be filled by collaborating with another business.

5. Gaining entry to specific or new markets - Partnering with a company can make the expansion into unfamiliar territory a lot easier and less stressful for a company. Research has identified growth strategies and entering new markets as among the top reason for forming strategic collaborations. Therefore, forming a Business Collaboration with a company already in a target marketplace is a very appealing strategy to enter in to a new supply chain, major project or market. By requesting to join or accepting an invitation to become a member of the CrealInnovation group, you declare that *"you have carefully read and accepted all the rules and terms of the group and you commit to strive to reach, to the best of your abilities, its goals and objectives"*.

Welcome to our community!

### 3. EVALUATION of the Network Agreement

The awareness raising activity through the LinkedIn social network has proved useful both in order to develop relationships in the professional world on the subject of creative methodologies and to help attract new opportunities for active members on the subject.

Personal profiles have become a very important channel of exchange and interaction and the page dedicated to the Creainnovation Group represents a good contribution to the overall communication strategy of the project, offering the possibility to spread a coherent message through collaborators and to carry out actions of dissemination of structured methodologies also through ad hoc interviews with well-known experts in methodologies and creative processes.

The LinkedIn Creainnovation group has been created and can be reached through the following link:

<https://www.linkedin.com/groups/13722335/>

The LinkedIn group turned out to be first and foremost a good way to affirm the general objective of the CREAINNOVATION project and to attract a transversal target of people, since creativity itself is transversal.

In summary, the most interesting contribution of the LinkedIn Creainnovation Group can be expressed in:

- increase of the project network on LinkedIn, for the greater possibility of identifying professionals close to their interests
- Initiation of relevant communications through direct messages
- Diversification of the presence and narrative role of the Creainnovation project, giving a different cut to the style of the project web portal
- Creation of an environment of cultural exchange
- Opportunity to be recognized as authoritative on the specific issue of the usefulness of introducing methodologies for creativity in organizations.



- Pictures
- 4 Interviews realized under Linkedin Group

- *Some pictures from the CREAINNOVATION LinkedIn Group*



- 4 Interviews realized under Linkedin Group
  - Interview to Paolo Sbuttoni, Trainer and facilitator of Creative techniques and process and Innovation.
  - Interview to Raffaella Pederneschi, management consultant and expert in Creativity and Innovation for leading companies
  - Interview to Gianni Clocchiatti, Innovationn advisor, management consultant and founder of Eticrea.
  - Video Interview to Federico Panetti, Psychologist
    - <https://www.linkedin.com/feed/update/urn:li:activity:6731868303511367681>