

Deliverable number: 3.6.1 – Title of deliverable: Public advice/tender to collect SMEs

Work package number and name: WP 2 - Communication

Activity number and name: 3.6 – Collection of SMEs candidate for creativity innovation workshops



## **Creainnovation – Create sustainable Innovation in SMEs using creative methods and processes**

### **Interreg MED Programme**

**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**

## ***Public advice/tender to collect SMEs – PR2***

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

Partner in charge (author): CERTH

Partners involved: All

Date: 28<sup>th</sup> of February 2019

Status: final – Distribution: All

# Call for SMEs participation in the « Creainnovation » project Terms of Reference

## 1. Introduction

« Creainnovation » that stands for “Create Innovation in SMEs using creative methods and is a European project whose main objective is to assist Small and Medium Enterprises (SMEs) in **developing new innovative products/ services through creative and processes** and let them learn proven methods new ideas targeting the improvement of their skills. Initially considered as an innate capacity of a few, the expansion of technology, knowledge and neuroscience and sociopsychology have made it possible to ascertain that the creative capacity, if stimulated and developed through specific methods and processes, allows a more profitable and easy skills to generate innovative ideas both in individuals and, even more, in heterogeneous working groups.



sustainable  
Processes”  
assist Small  
sustainable  
methods  
to generate  
business

The final goal is to help SMEs to boost their competitiveness through experimentation and learning of the creative process to generate new ideas aimed at: business innovation, the development of sustainable products or services or the improvement of internal procedures and processes.

The project started the February 2018 and will last until July 2020. The project is co-funded by the European Territorial Cooperation programme of the Mediterranean area (INTERREG MED) and it is carried out by a consortium consisting of nine (9) partner organizations:

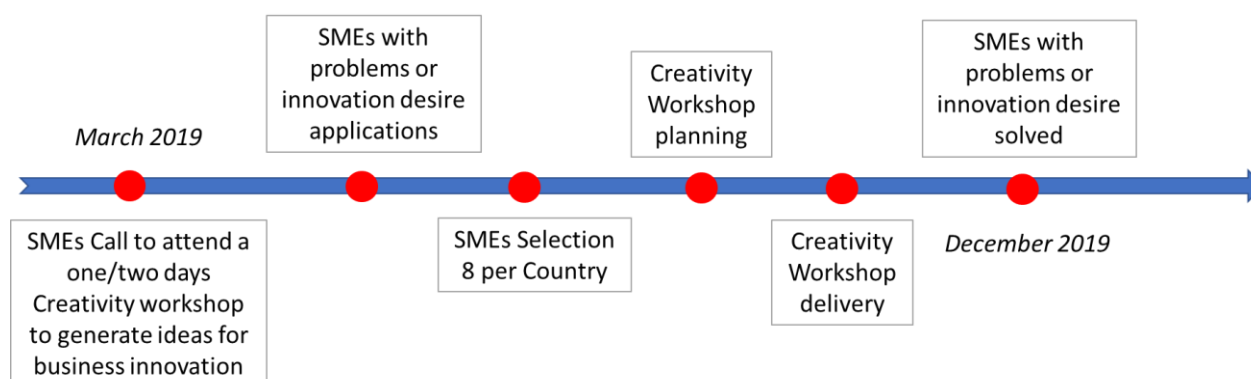
- CCIAA VT- Chamber of Commerce of Viterbo – Lead Partner (Italy)
- UAlg- University of Algarve (Portugal)
- CERTH- Centre for Research and Technology Hellas (Greece)
- BCC- Barcelona Official Chamber of Commerce, Industry, Services and Navigation (Spain)
- SRC BISTRA PUTJ- Scientific Research Centra Bistra Ptuj (Slovenia)
- UNIZG-FER- University of Zagreb, Faculty of Electrical Engineering and Computing (Croatia)
- CCI du Gers- Gers Chamber of Commerce and Industry (France)
- SERDA- Sarajevo Economic Region Development Agency (Bosnia and Herzegovina)
- DDSME- Ministry of Economy (Montenegro)

The project gives the opportunity for SMEs to be guided and facilitated, **free of charge**, by experts in creativity for innovation, along a short path (**one or two days workshops**) in which they can learn the basics of the creative process and techniques/methodologies used to generate innovative ideas to solve their problems, and to generate ideas to solve their problems or to seize opportunities for innovation of their business.

At the end of the creative process, SMEs will be able to use innovative solutions to their unsolved problems or new business ideas to seize valid market opportunities.

The project partners would like to involve at least 72 Micro, Small and Medium Enterprises in the Creativity workshops for Innovation, that is to say, 8 SMEs per partner/country (8 SME/partner \* 9 partners = 72 SMEs). These companies will participate in creativity workshops at local and/or transnational level in order to develop innovative business ideas which will lead to new sustainable products/services or more efficient internal procedures and processes. The workshops will be animated by external experts specialized in creativity and/or innovation.

The duration of the project is 30 months and the creativity workshops will run from March to December, 2019<sup>1</sup>.



Creainnovation addresses MSMEs operating in Italy, Portugal, Greece, Spain, Slovenia, Croatia, France, Bosnia and Herzegovina, and Montenegro (the full list of eligible areas figures in Article 4). The targeted companies can be micro, small or medium-sized according to the [definition of the European Commission \(see chapter 4\)](#), willing to develop new business ideas through creativity methods.

A phase of research and recruitment of companies is foreseen starting from March 2019. Partners will make the selection of the participating companies on the basis of transparent and relevant criteria (Article 7). It is expected that each partner selects 8 companies that will benefit from the creativity workshops services for the emergence of new business ideas.

## 2. Purpose of the call for participation

The purpose of this call is the selection of companies which will participate, **for free**, in the testing activities of the Creainnovation project, and specifically in the Creativity workshops to generate new business ideas for their innovation development.

Creainnovation project is a testing project. The pilot testing is based on, at least, **36 national creativity workshops and 3 transnational creativity workshops. Each national creativity workshop will be delivered for one national SME, while the transnational creativity workshop will involve three SMEs of different countries to develop jointly new ideas for co-business innovation.**

It is expected the selection of minimum 72 SMEs. At least 8 companies will be selected by each partner organization to attend the national workshops. Project partners are free to select a higher number of companies according to their specific objectives and available budget. One of the Companies selected to attend the national workshops can attend also the transnational creativity workshops.

This call specifies the eligible criteria for the selection of companies, the description of services and assistance that will be offered to companies by the project partners, as well as the responsibilities that companies have to take into account while applying to participate in Creainnovation project.

This call establishes the rules for participation and the best scenario to maximize the Creativity workshop results<sup>2</sup>.

<sup>1</sup> However, each partner could decide to develop further and extra workshops till the end of the project (July 2020).

<sup>2</sup> All partners are advised to follow the call to the fullest extent possible. However, if the region to which the partner belongs finds it impossible to meet some of the criteria, the national call can be adapted/ modified to benefit the region and its company as much as possible, according to the region circumstances and national legislation, taking always into account the objectives of the project. More information can be found in section 8

### 3. Creativity workshops: Objectives, activities and specific requirements for national and transnational Creativity workshops.

---

CrealInnovation is a large-scale pilot test project aiming to implement Creativity Laboratories to boost innovation capacity for SMEs. Various actions are planned to reach this objective. One of these actions is the **organization of creativity workshops** that will be organized and lead by external experts on creativity and/or innovation at national and transnational level.

#### Objectives of the Creativity workshops:

- **Generate one or more new innovative and sustainable business ideas for the MSME in each workshop.**
- Let SMEs, Students and Managers try and appreciate the power of creativity approach, as a structured process<sup>3</sup> to generate new business ideas.
- Let participants focus on Sustainable Innovation (Economic, Environmental & Social) using the Ciset Model, developed by the CrealInnovation project, at the beginning of the workshop and at the end of it in order to evaluate the sustainability of the ideas generated during the workshop.
- Develop a network of SMEs, Managers, Students and other stakeholders to generate further collaboration among them.
- Document the creativity process followed and the results obtained that will be used as learned lessons. The results will be used for project dissemination purposes as well.
- According to the Application Form, the project should generate more than 18 innovative business solutions from the national creativity workshops and more than 9 innovative solutions from the three transnational creativity workshops.

#### National workshops

National workshops will be organized by each project partner in: Viterbo, Faro, Thessaloniki, Barcelona, Ptuj, Zagreb, Auch, Sarajevo and Podgorica (the final place of the workshops will be defined at a later stage)<sup>4</sup>..

At least 4 creativity workshops will be organized by each partner organization. In principle, each workshop will be organized just for 1 MSME. However, in the event that partners and local experts consider it useful and adequate:

- More than 4 workshops can be organized
- more than 1 company can participate in the same workshop. In this case, it is recommended that these MSMEs have something in common: sector, problem to solve, knowledge, motivation, etc.

**At least 1 new business idea should be generated during each creativity workshop.** The sustainability of the new idea, in economic, social and environmental terms, will be evaluated using the “Ciset model: CrealInnovation Sustainability Evaluation Tool” developed within the project.

In order to ensure efficiency in the proceeding and results of the workshops, the best scenario would be to organise a specific and tailored workshop for each MSME. Ideally, with **8 - 12 participants and minimum 8 participants per workshop:**

- **Representatives from the MSME:** ideally 8-9 participants, and at least not less than 5,<sup>5</sup> from different

---

<sup>3</sup> (Creative Solution Finding-CSF, Creative Problem Solving-CPS, FOURSIGHT, Perception Analysis Production Selection Application-PAPSA, etc.)

<sup>4</sup> A partner may decide to run some or all workshops, in any other eligible MED region<sup>4</sup> of their country if this will benefit the MSMEs. The workshops can take place at the premises of the partner organization or in any other adequate place defined by each partner

<sup>5</sup> It is highly advisable (but not mandatory) that at least 5 employees of each company participate in the workshop to achieve efficient results. However, The number of 5 employees attending the workshops is not an eliminatory criterion.

departments to guarantee a wide vision. If the MSME has an innovation department, at least 1 representative, and other professionals from marketing, sells, direction board, projects, etc. It is important that several persons working in the same MSME participate in the workshop because they have different points of view, visions, objectives, working methods. **Micro SMEs that could not count on the participation of 5 employees, are able to select and invite external professionals to arrive to the minimum requirements of 5 professionals. Participants are selected by the MSME**

- **Other participants<sup>6</sup>:**

- ✓ **1 creativity expert** as facilitator- mandatory. **Selected by the partner.**
- ✓ **2-3 students from the University/** Innovation school, private centre, etc. Ideally students from any degree, post-grade, master, training course, vocational course related to creativity and innovation and/or from the same field of the innovation project. **Selected by the partner and the MSME.**
- ✓ **1 expert in innovation.** It should be someone external from the MSME that could bring other fresh ideas and perspectives. **Selected by the partner and the MSME.**
- ✓ **1 experienced expert in management.** It should be someone external from the MSME that could bring other fresh ideas and perspectives and management point of view. **Selected by the partner and the MSME.**
- ✓ **1 expert in sustainability.** It should be someone external from the SME that could bring economic, social and environment sustainability perspectives. This is optional, depending on recruitment opportunities. **Selected by the partner and the MSME.**

Each workshop will be animated and lead by an external expert in creativity processes for business development. Specific creativity processes for generation of new business ideas will be applied by the expert.

The ideal length for a national workshop is 2 full days (morning and afternoon) possibly with evening activities like team-building, visits to other similar success companies, etc. If needed, workshops may last less time.

As this could be difficult to achieve in all pilot regions, each creativity expert/facilitator will decide the length of the working depending on the typology and circumstances of the SME recruited and its participants. Each workshop may last between 1/2 day to 2days.

## Transnational workshops

The project foresees the organization of 3 transnational workshops among companies from at least 3 different project partner countries. The transnational workshops will be organized online via web conference. All necessary equipment will be provided by project partners.

In addition to the general objectives described in section 2, the specific aim of the transnational workshops is to **generate new innovative and sustainable co-business ideas among the MSMEs that will participate in each workshop.**

The recommendable mix of participants to the transnational workshops are described hereinafter. **However, the minimum participants in each of the 3 countries involved should be 5. In addition, a workshop facilitator will be hired by the project to lead the whole group and the 3 countries:**

- **In each of the 3 country locations (minimum 5 participants from the list):**
  - 2-3 employees of the MSME. Selected by the MSME.
  - 2 Students. Selected by the partner and the MSME.
  - 1 Manager from outside the MSME. Selected by the partner and the MSME.
  - 1 Creativity Expert facilitating the local team. Selected by the partner.

---

<sup>6</sup> These participants are external from the SME. Their no participation is not an eliminator criterion. These participants will be accepted in advance by the companies.

- 1 member of the project. Selected by the partner.
- **In 1 of the 3 locations:**
  - 1 Innovation Expert
  - 1 Sustainability Expert
  - 1 CrealInnovation team member who will be the responsible to compile all the information for the workshop report.

The workshops will be animated and lead by a consultant in creativity processes for business development. Participating companies will be assisted during the web workshop by a local creativity expert. Specific creativity processes for generation of new business ideas will be implemented by the expert.

Each workshop may last between 1/2 day and 1 day according to local circumstances and needs of companies.

In order to facilitate communication among the participants, the work language during the workshops will be in English. It is highly advisable that participants understand and speak English fluently. Partner organizations may assist participating companies in case they need help in terms of communication.

The transnational workshops would take place ideally from March 2019 to December 2019. They are expected to be after the national workshops, so in late 2019, or first trimester of 2020 the latest. Further information and eventually more precise dates will be given to participating companies mid-2019.

## 4. Eligible criteria

- In line with the INTERREG MED programme co-funding this project, this call for participation is open to **Micro, Small and Medium Enterprises** according to the European Commission, MSMEs are defined as follows:
  - Micro enterprises: with less than 10 persons employed and less than 2 million of annual turnover
  - Small enterprises: with 10-49 persons employed and less than 10 million of annual turnover
  - Medium-sized enterprises: with 50-249 persons employed and less than 50 million of annual turnover

More information about the definition of a MSME can be found on the [website of the European Commission](https://ec.europa.eu/economy_finance/interreg-med/).

- **MSME headquarters must be located in the Interreg Med eligible regions<sup>7</sup> of Italy, Portugal, Greece, Spain, Slovenia, Croatia, France, Bosnia and Herzegovina, and Montenegro:**

COUNTRY	Eligible regions	Partner in charge
Italy	Abruzzo, Apulia, Basilicata, Calabria, Campania, Emilia-Romagna, Friuli-Venezia Giulia, Lazio, Liguria, Lombardy, Marche, Molise, Piedmonte, Sardinia, Sicily, Tuscany, Umbria, Valle D'Aoste, Veneto	CCIAA VT- Chamber of Commerce of Viterbo – Lead Partner (Italy)
Portugal	Algarve, Alentejo, Lisbon	UAlg- University of Algarve (Portugal)
Greece	The entire country	CERTH- Centre for Research and Technology Hellas (Greece)

<sup>7</sup> <https://interreg-med.eu/about-us/cooperation-area/>



COUNTRY	Eligible regions	Partner in charge
Spain	Andalusia, Aragon, Catalonia, Balearic islands, Murcia, Valencia, Ceuta and Melilla	BCC- Barcelona Official Chamber of Commerce, Industry, Services and Navigation (Spain)
Slovenia	The entire country	SRC BISTRA PUTJ- Scientific Research Centre Bistra Ptuj (Slovenia)
Croatia	The entire country	UNIZG-FER- University of Zagreb Faculty of Electrical Engineering and Computing (Croatia)
France	Corse, Languedoc-Roussillon, Midi-Pyrénées, Provence Alpes Côte d'Azur, Rhône-Alpes	CCI du Gers- Gers Chamber of Commerce and Industry (France)
Bosnia and Herzegovina	The entire country	SERDA- Sarajevo Economic Region Development Agency (Bosnia and Herzegovina)
Montenegro	The entire country	DDSME- Ministry of Economy (Montenegro)

- In order to be eligible, the entity must be considered as a **green company**<sup>8</sup>, or at least, its practices and/or daily activities, the problem they want to solve, the innovative project they would like to work on during the creativity workshop, must be considered as a **green – driven innovation**.

## 5. Responsibilities and commitment of companies

Companies participating in CrealInnovation commit to cooperating actively in the execution of the project's activities they are involved in, in collaboration with the partner organization of their country. In particular, they commit to participate in the creativity workshops according to the instructions given by the expert and/ or the partner organization:

- Contribution to the preparation of the workshop
- Active participation and involvement during the workshop targeting the emergence of new business ideas according to the instructions given by the experts. Creativity experts and participating companies should do their best to generate sustainable business ideas from economic, environmental or social point of view.
- Contribution to the elaboration of the action plan to implement smoothly and efficiently the new business idea.

Confidential information and legitimate interests of participating companies will be protected during their whole participation in the project.

Companies are free to choose whether they participate in a national, transnational or both workshops.

Participants in the CrealInnovation workshops will be asked to give their authorization to use images and stories for publications (always protecting the privacy of some information deemed sensitive by the company), events organized by the project or dissemination purposes of the project.

<sup>8</sup> A business functioning in a capacity where no negative impact is made on the local or global environment, the community, or the economy. A green business will also engage in forward-thinking policies for environmental concerns and policies affecting human rights. Read more: <http://www.businessdictionary.com/definition/green-business.html>

## 6. Terms and conditions of participation

---

To participate in the project, companies have to submit a request for participation by filling in the attached template. Companies' candidatures should be sent by e-mail to local partners' organizations. The e-mail addresses of each partner organization will be mentioned in the related national Call.

## 7. Selection criteria

---

- The selection criteria will be made on a "first in, first served" basis. However, **priority will be given to companies from rural areas<sup>9</sup>** of the eligible countries areas, as well as to companies which can ensure the participation of 5 employees in the workshops. In the event that the number of requests to participate in the Creativity workshops exceeds the maximum planned in the project, the partners can establish a waiting list also based on "first in, first served".
- Partner organizations may not accept companies' applications for participation in the following cases:
  - The company does belong to Micro and SMEs as described in Chapter 4 of the present Call
  - The information provided by the companies is proven false and / or incomplete
  - Motivation for participation is not consistent with the objectives of the project
  - Company or project they would like to address doesn't comply with green driven innovation (detailed information in article 4)

## 8. Adaptation of national/ regional/ local calls

---

The present Call is generic and describes the general terms for MSMEs' participation in the Creainnovation project. This Call is in English and will be launched through the [Creainnovation website](#).

Specific Calls for MSMEs' participation will be elaborated by each partner organization. These specific calls will be elaborated in partner organizations' national languages and will be launched through partners' websites targeting local companies:

- Chamber of Commerce of Viterbo (Italy): [www.vt.camcom.it/it/](http://www.vt.camcom.it/it/)
- University of Algarve (Portugal): [www.ualg.pt/en](http://www.ualg.pt/en) , <http://www.cria.pt/>
- Centre for Research and Technology Hellas (Greece): [www.certh.gr](http://www.certh.gr)
- Barcelona Official Chamber of Commerce, Industrie, Services and Navigation (Spain): <https://www.cambrabcn.org/que-t-oferim/projectes-europeus/creainnovation>
- Scientific Research Centra Bistra Ptuj (Slovenia): [www.bistra.si](http://www.bistra.si)
- University of Zagreb Faculty of Electrical Engineering and Computing (Croatia): <https://www.fer.unizg.hr/en>
- Gers Chamber of Commerce and Industry (France): <http://www.gers.cci.fr/innover.html>
- Sarajevo Economic Region Development Agency (Bosnia and Herzegovina): <https://serda.ba/en>
- Ministry of Economy (Montenegro): [www.mek.gov.me/en/ministry](http://www.mek.gov.me/en/ministry)

For more information about national calls, you can contact Kyriaki Panagiotaki ([k.panagiotaki@gers.cci.fr](mailto:k.panagiotaki@gers.cci.fr), 0033 5 62

---

<sup>9</sup> Rural areas are which are not towns or cities. They are often farming or agricultural areas. Rural is the opposite of urban, which means places such as cities where buildings and places where people work and live are all close together.



## 9. Launching of the Call and deadline for submission of candidatures

The National/ Regional/ Local calls for participation of SMEs will decide on the date of publication of the call and the deadline for SME application form submission according to national regulation and companies' needs.



## Creainnovation – Application form for SMEs' participation

Compulsory information is mentioned with an \*

### 1 Identification of the company

Name of the company \*

Address

Town/ City

Country

Website \*


### 2 Contact details

Name, surname \*

Position

Tel number \*

E-mail \*


### 3 Activity of the company\* (necessary to check the eligibility for funding)

Sector \*

Products/ Services \*

Annual turnover \*

% of export (if applicable)

Staff (n° of people) \*

<input type="checkbox"/> <100K	<input type="checkbox"/> <250K	<input type="checkbox"/> <500	<input type="checkbox"/> < 1M	<input type="checkbox"/> > 1M
<input type="checkbox"/> <5	<input type="checkbox"/> 5-10	<input type="checkbox"/> 11- 25	<input type="checkbox"/> 26-50	<input type="checkbox"/> > 50

### 4 Markets

4.1 Clients / Distribution channels (if possible, please indicate the approximate percentages for each channel. Otherwise, please indicate in which channels your products are distributed)

	Regional	National	Export
Own shops			
Wholesalers			
Specialized stores (delicatessen, organic...)			
Small distribution channels			
Large distribution channels			
HORECA			

	Regional	National	Export
E-commerce			
Other – Please specify: .....			
Other – Please specify: .....			

## 4.2 International markets (if applicable)

Current international markets	International markets to be reached

4.3 Is the Company interested to establish business alliances with European countries? If yes, could you mention which countries?

## 5 Green Driven Innovation justification \*

Please justify the green component of your company or the green driven project/ innovation idea/ daily activities. \*

## 6 Motivation to participate in the project

6.1 Have you participated in creativity workshops or similar activities for the generation of new business ideas in the past? What is your knowledge about organized creativity processes to foster innovation? \*

☐ Yes

Please, explain:

☐ No

6.2 Why are you interested in participating in the CreaInnovation Project? How can creativity processes contribute to the development of your company? \*

6.3 Would you be interested to participate to the national, transnational or both Creativity workshops? \*

☐ National

☐ Transnational

☐ National and transnational

6.4 Describe briefly the innovation area, project, problem to solve in your company that you would like to work within the creativity workshops (if you have identified any at this stage)\*

☐ I have identified a project or problem on which I would like to work

Please, explain:

☐ I have not identified any project or problem on which I would like to work

**Commitment of participation**

Name, surname

Position

Company


On behalf of [name of the company] we express our interest in participating in the activities of the CreaInnovation project, co-financed by the INTERREG MED program, unconditionally and fully accepting the participation conditions established in this selection Call.

In [place], on [date]

Signature (no legal representative is needed)