



Project co-financed by the European
Regional Development Fund

CrealInnovation **2nd** Project

NEWSLETTER

OCTOBER 2020

creativity ideas inspiration motivation **imagination**

The Project

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



Started officialy in February 2018

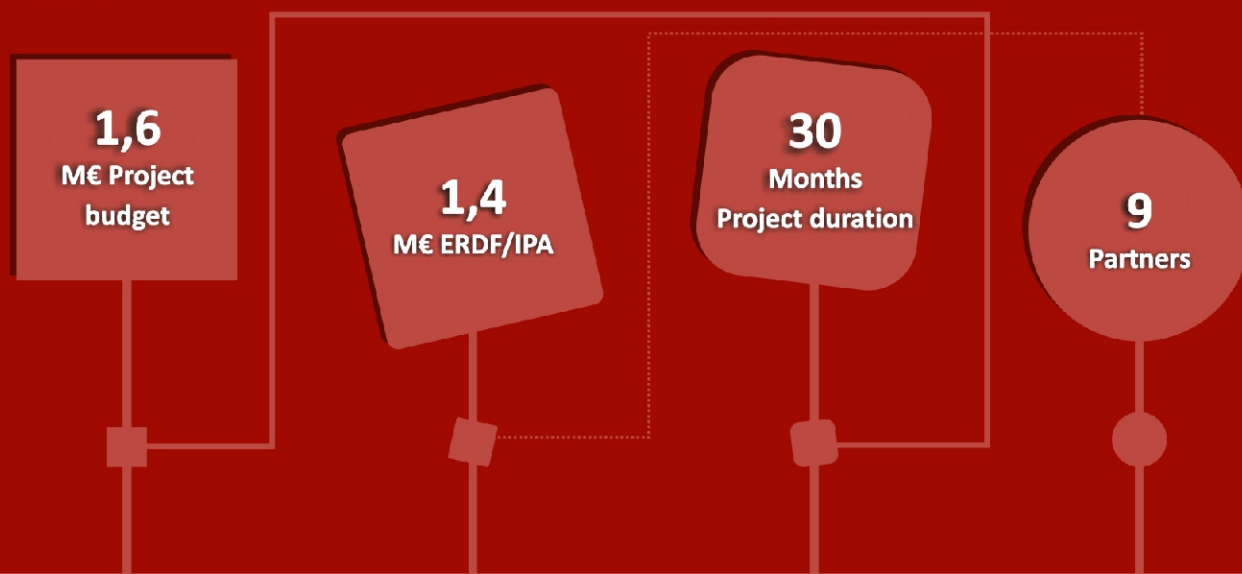
Was launched in March 2018 through a meeting that was held virtually over a video conferencing call

The Kick-off meeting was held in May 2018

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

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



CREAINNOVATION:

Creativity as a structured process
to foster innovation

Innovation

= Generating Ideas + Make them Work

Creativity

= New Perspective of Things + New Ideas & Concepts

Business Creativity is the process of transforming VISIONS
into FEASIBLE formats of services and products

Business Creativity means new perception of

NEEDS PRODUCTS SERVICES NEW WAYS OF DOING THINGS

= Being the FIRST MOVER with the COMPETITIVE advantage!

Creativity consists in giving birth to a new idea,
innovation in knowing how to apply it.

National and Transnational workshops

CreaInnovation Project
is strongly supporting MED
SMEs in Creativity and Innovation.

- **51** successful National Creativity Workshops delivered in 9 MED countries involving 56 SMEs
- **3** Transnational Creativity Workshops with 9 SMEs

Transnational Creativity Workshops Target:
the generation of new innovative and sustainable co-business ideas
between SMEs from different MED countries.

National Workshops

- 
- Italy 8
 - Portugal 4
 - Greece 7
 - Spain 9
 - Slovenia 4
 - Croatia 4
 - France 6
 - Bosnia & Herzegovina 4
 - Montenegro 5

creativity can make a difference!

workshops

Croatia

Spain

Montenegro

Italy

Greece

Slovenia

France

Bosnia & Herzegovina

Portugal



Slovenia



Bosnia & Herzegovina



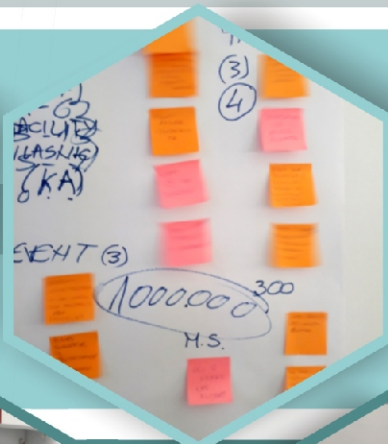
France



Montenegro

Workshops:

Croatia



Greece



Italy



Portugal



Spain



National Workshops

CreaInnovation National Workshops aimed to:

- Generate new innovative and sustainable business ideas for the MSMEs participating in the workshop
- Let participants appreciate the power of creativity approach, as a structured process to generate new business ideas.
- Develop a network of MSMEs, Managers, Students and other stakeholders to generate further collaboration among them

Participants

An open Call for MSMEs was launched by all partners; the selected MSMEs had common features and characteristics, were located in MED regions and GREEN driven.

Facilitation was done by Creativity Experts assigned to assist the workshops and implement the appropriate techniques/methodologies/processes.

University and Innovation school students related to creativity and innovation

An innovation expert who brought in fresh ideas and perspectives

An experienced expert in management

An expert in sustainability

A representative of the partners

For MSMEs - The most effective way to generate a greater diversity of ideas is to have participants from different departments.

The approach used in the workshops consists of the following phases:

Sustainability Awareness
Analysis Divergency
Innovation Stimuli
Convergence
Innovative Business Idea
Sustainability Evaluation (CISSET Tool)

CISSET Model

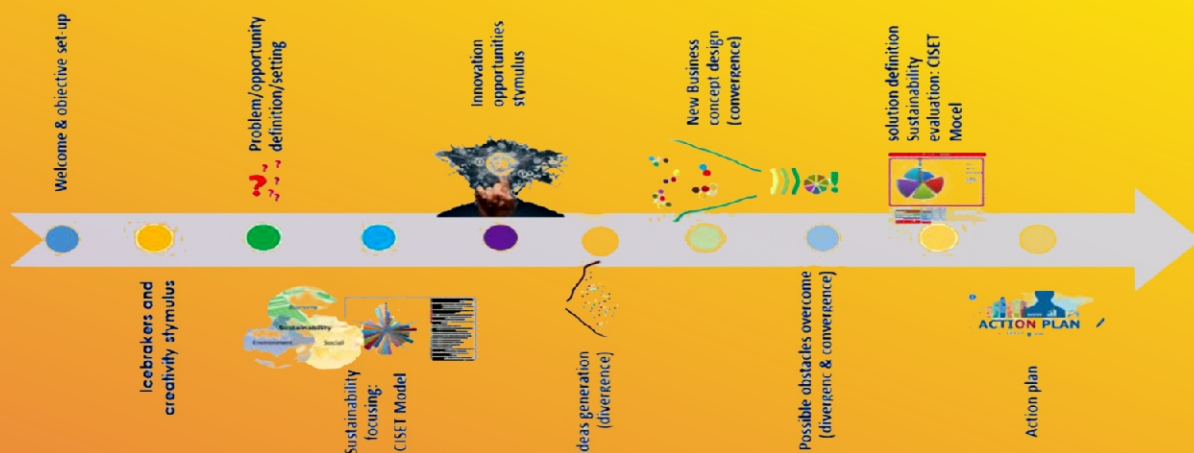
The CISSET sustainability assessment model was used in National and Transnational Creativity Workshops in the sustainability awareness-raising phase and on the variables to be considered in order to ensure that new business initiatives have positive impacts, not only from economic but also from a social and environmental point of view.

The CISSET Model had two main purposes acting as a:

- Tool for the qualitative assessment of economic, social and environmental sustainability of innovation projects
- Checklist on sustainability: used in the generation of innovation projects, stimulating Reflections on important areas/topics to put attention on the sustainability criteria

The model was used at the beginning and at the end of the Creativity workshops

The simplicity and ease of use of the model allows all those who wish to pursue a sustainable innovation to evaluate this innovation during both phases, the design and the implementation one.



Transnational Creativity Workshops

CreaInnovation Transnational Workshops aimed to:

- Generate new innovative and sustainable co-business ideas for the MSMEs in each workshop
- Let participants appreciate the power of creativity approach, as a structured process to generate new business ideas.
- Develop a network of MSMEs, Managers, Students and other stakeholders to generate further collaboration among them

Participants

3 Transnational Creativity Workshops (TCWs) were delivered
In each TCW - 3 MSMEs from 3 different project partners' countries (3 locations)

In 1 of the 3 locations:

1 Innovation Expert

1 Sustainability Expert

1 CreaInnovation team member who will be the responsible to compile all the information for the workshop report

In each of the 3 locations:

MSMEs employees

Students

A manager outside the MSME

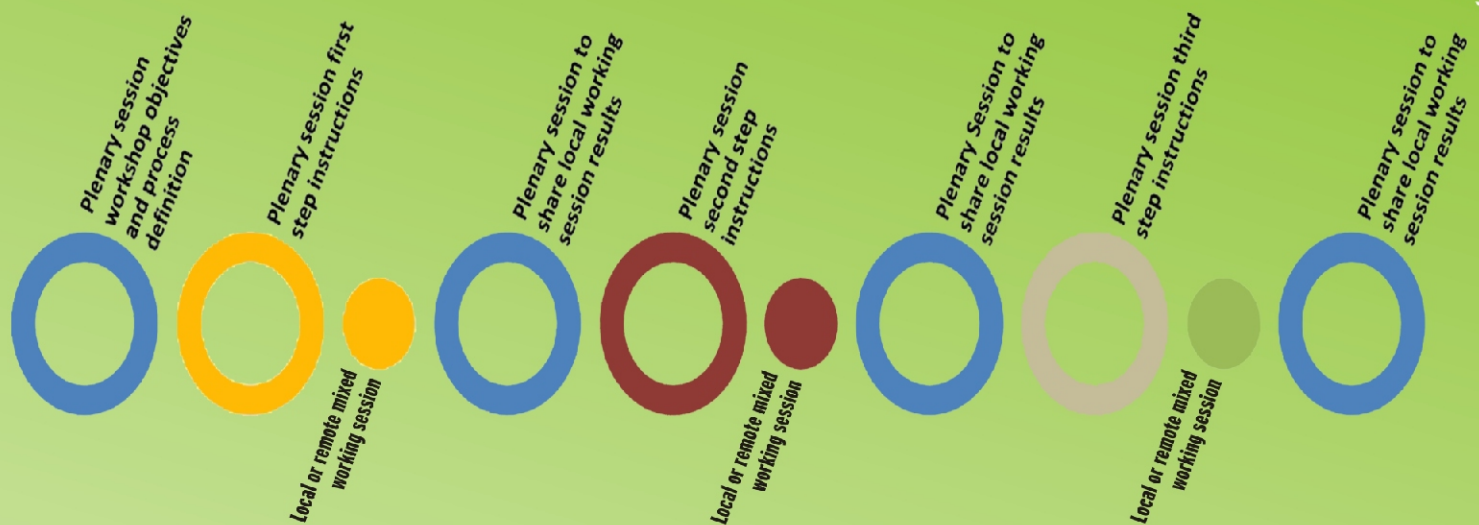
A Creativity Expert facilitating the local team

A representative of the partners

STORMZ Consultants acted as facilitators in the Transnational Creativity Workshops
as they have a depth and breadth of expertise in the process



Stormz & ZOOM were used to implement the TCWs since it has all necessary resources, expertise and tools to help companies to design and facilitate collective intelligence sessions that will enable the teams to voice their opinion and co-construct creative solutions addressing business strategic challenges.



Transnational Creativity Workshops' Methodology

- Plenary sessions led by the Creativity Experts the Workshop Leader who gave the instructions to the other two remote groups on how to conduct the next phases
- Three remote workshops conducted by a remote facilitator based in one of the three locations with 1 or two participants from each location.
- Results of the Local Working Sessions shared with the other two groups in the plenary sessions.

Transnational Creativity Workshops

Creativity Techniques used

Constructive brainstorming

generate creativity and innovation co- business

Voting the better ideas Transformation into viable business cooperation
Presentation of Business Concepts Evaluation

1st Transnational Creativity Workshop 03.03.2020

Partners: University of Zagreb Faculty of Electrical Engineering and Computing from Croatia
Sarajevo Economic Regional Development Agency from Bosnia & Herzegovina
Ministry of Economy from Montenegro
with the 3 ground breaking SMEs ConVita Ltd.(Bosnia and Herzegovina), Consultecca (Croatia)
and Bild Studio Ltd. (Montenegro)

the Creative ideas produced:

1. "Interregional Project Concept"- Creating the software for the medical purpose by SME 1 developed by SME2 and promoted by SME3
2. "Grow Regional Cooperation" - To create joint transnational product in providing healthcare consultancy
3. "QR Code that leads to a Web Site with more Information about your disease" - Create a common offer of digital services for the health industry Participants were really enthusiastic about the cooperation ideas proposed, they pointed how important sustainability is for the three involved SME and they were really satisfied with the work done and the emerged ideas.

2nd Transnational Creativity Workshop

10.03.2020

Partners: Gers Chamber of Commerce and Industry from France

University of Algarve from Portugal

Barcelona Chamber of Commerce from Spain with the 3 ground breaking SMEs Ecotempo (France), Zoomarine (Portugal) and Sloppy Tunas (Spain)

the Creative ideas produced:

1. Zoomarine staff wearing sloppy tuna and EHO watches: Using manufacturing capabilities of partners for merchandising in Zoomarine
2. Gift box for customers and for staff
3. New products development in line with the past of animals of the rescue center of Zoomarine that can be sold at its shops Participants were astonished by the results. They understood how useful the used methodology was when ideating business cooperation ideas involving more than one SMEs. Funny, instructive and agile both methodology and workshop!



3rd Transnational Creativity Workshop

14.09.2020

Partners: Scientific Research Center Bistra of Ptuj (BISTRA Ptuj) from Slovenia,
Centre for Research and Technology Hellas (CERTH) from Greece
Camera di Commercio Industria Artigianato Agricoltura di Viterbo (CCIAVT) from Italy
with the 3 ground breaking SMEs Plistor (Slovenia), Biogas Lagada SA (Greece)
and Falchetti Woodstyle (Italy)

the Creative ideas produced:

1. "The Independent House" - Create a stand-alone independent house using the experience of each company in terms of energy saving, using different glass type for each window and specific energy resource that fits with the local environment.
2. "Bioplastic films and materials to build the structure of a wooden window" Develop and use bioplastic films and material to build a more sustainable window.
3. "Engineer training exchange" - The 3 SMEs would exchange their engineer employees to gain the wider understanding of the circular economy and also to look for business opportunities in each other's countries.

Due to COVID-19 restrictions, the 3rd Transnational Creativity Workshop was delivered in a different way compared with the previous ones: each participant was connected from his own laptop and there were no "local groups" but "transnational subgroups" sessions. The participants were split in virtual subgroups each one composed of 1 Creativity Facilitator and 1 member of each of the three MSMEs attending the workshop. Each subgroup elaborated its concepts and, when returning to the plenary virtual sessions, all subgroups results were reported.

Participants highlighted their astonishment regarding the power of the methodology adopted during the workshop as they had not thought before the workshop that so many co-business ideas could have been generated.

We are excited to have achieved the Creative Workshops' target to generate new innovative and sustainable co-business ideas among the participating MSMEs

CreaInnovation Workshops' impact on SMEs creativity



Sloppy Tunas

Sloppy Tunas is a sustainable clothing brand born in 2017 in the Balearic Islands and currently based in Barcelona that makes swimwear out of plastic that has been collected in the sea.

What makes Sloppy Tunas a first mover in the market?

the **idea** of collecting plastic waste from the Mediterranean Sea and transforming it into something useful in our daily life

the **creativity** of designing and producing swimwear and other products out of plastic waste

Resulted in the **innovation** of a clothing brand focused on creating quality clothing, out of recycled materials and fully produced in the Iberian peninsula

"As a clothing brand, creativity is extremely important; not only for our designs but also for the way we rule our business. In general terms, creativity is a big input that can make a big difference", Edu Ferrer, Sloppy Tunas CEO

CreaInnovation Workshops are enriching, opening, funny, and profitable for SMEs. Interacting with people from other SMEs, countries, and university professors is an added value and one of the best things of the CreaInnovation Workshops.

"Some of the ideas generated during the national workshops have already been implemented like organising ECO-Olympics: A group of activities thought for children that aim to teach how important is to recycle and what happens to the maritime ecosystem if plastics end in the sea", Aitor Tendero, Sloppy Tunas CCO

CISSET Model:

CreaInnovation Sustainability Evaluation Tool

An easy to - use tool for evaluating the sustainability of a project

What is it?

An Innovation sustainability assessment model suitable in the evaluation process of the economic, social and environmental sustainability of business innovation solutions.

During the design phase
+
In the Implementation phase

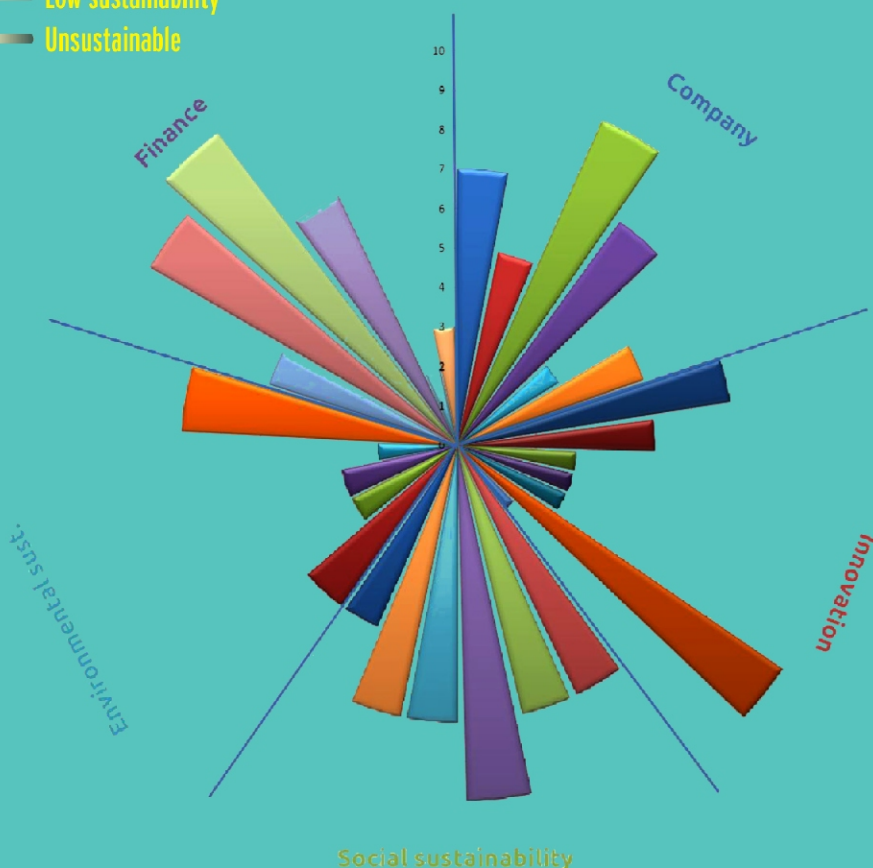
How it works?

Performs evaluation through series of statements divided in five main categories

Company - Innovation - Social sustainability - Environmental sustainability - Finance

Two reports produced:

- EVALUATION SUMMARY REPORT presenting all data inputs in a radial-pie manner for better perception of the key elements of the innovation project
- EXECUTIVE SUMMARY REPORT presenting, in brief, key scores of the innovation project
- Resulting in innovation project's Level of Sustainability
- High sustainability
- Medium sustainability
- Low sustainability
- Unsustainable



- Company structure/activities supports innovation (existing expertise can support innovation process)
- Company capacity is sufficient to address to execute the innovation process (sufficient number of personnel, company size, infrastructure, financial capacity...)
- Existing expertise in the company sufficient to support proposed innovation
- Company is experienced in using external funding or support for innovation (public funding, VCs, crowd funding...)
- Company has enough resources to deliver the innovation to the market (sales and distribution channels, marketing...)
- Company has business relations with possible customers of innovation
- Innovation targets the wanted product/service (innovation is significant enough and will enable some/all of the required features of the wanted product/service)
- There is a need in target market for such innovation
- Innovation is in line with obligatory regulations (safety requirements, data protection, legal...)
- Innovation implementation process is in line with product/service planned time to market (R&D, testing, deployment...)
- TRL (technology readiness level) of the innovation is adequate for exploitation
- Innovation allows sustainable evolution (innovation will enable future investments in continuous innovation process)
- Innovation is unique on the market
- Innovation facilitates and/or promotes healthy lives and well-being
- Innovation facilitates and/or promotes inclusive and equitable quality education and lifelong learning
- Innovation facilitates and/or promotes gender equality
- Innovation facilitates and/or promotes clean environment and waste management
- Employment of human resources engaged in innovation mostly from the local community
- Use of resources (materials, services...) needed in innovation mostly from the local sources
- Innovation facilitates and/or promotes clean environment and waste management
- Innovation facilitates and/or promotes affordable and clean energy
- Innovation facilitates and/or promotes sustainable cities and communities
- Innovation facilitates and/or promotes climate change awareness
- Company participates in sustainability initiatives
- Planned innovation exploitation business model is well suited for target market (licensing, sales, subcontracting, consulting...)
- Cost of the innovation implementation can be financed from available sources
- Innovation added value exceeds all costs related to implementation of the innovation (innovation R&D costs, transition costs...)
- Innovation can be monetized in several products/services
- Creative factor of the innovation is fairly compensated (creativity is not only encouraged but also financially rewarded)
- Innovation value directly contributes to sustainability of innovation process financing (increased profit is partially reinvested in innovation processes)

Follow US

Website

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

Social Media

Facebook

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

Twitter

<https://twitter.com/creainnovation>

LinkedIn

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



CERTH
CENTRE FOR
RESEARCH & TECHNOLOGY
HELLAS



Cambra de Comerç
de Barcelona

ZRS Bistra
P T U J

ZNANSTVENO RAZISKOVALNO SREDISCE BISTRA PTUJ
SCIENTIFIC RESEARCH CENTRE BISTRA PTUJ



FER
UNIVERSITY OF JAGORICA
FACULTY OF
ELECTRICAL
ENGINEERING
AND COMPUTING

Sarajevska regionalna
razvojna agencija



Sarajevo Economic Region
Development Agency



Montenegro
Ministry of Economy



Contact person

Andrea Vignoli

Chamber of Commerce of Viterbo

Via Fratelli Rosselli 4

01100 Viterbo VT, Italy

Phone: +39 0761 23 44 57

Email: segreteria.generale@vt.camcom.it