

**Interreg**  
*Mediterranean*



**CrealInnovation**

**Project co-financed by the European  
Regional Development Fund**

# **CrealInnovation Project**

## **3<sup>rd</sup> NEWLETTER JANUARY 2021**

**Creativity Ideas Inspiration Motivation Imagination**



**Green Growth  
Community**

**EU co-funded  
project**

# **CrealInnovation Project Overview**

**9 partners**

**Competitive  
SMEs**

**Sustainable  
Innovation**



# The Vision of the project

Mediterranean countries to develop continuous innovation in the region that is sustainable from



SMEs that know and use creative processes and techniques through permanent “creativity laboratories” supported by local institutions and development agents.

## CrealInnovation aims to:

- ~ extend and deepen both knowledge and practice of creative methodologies and processes in MED SMEs
- ~ To explore new opportunities for creativity-driven innovation
- ~ To help SMEs tap into their hidden capacity for growth and improved competitiveness

In order to achieve these goals the project’s partnership organized testing activities on a large scale, including the CrealInnovation Workshops that were delivered in 9 countries and involved two kinds of activities:

**The National Creativity Workshops**  
53 workshops, 59 SMEs

**The Transnational Creativity Workshops**  
3 workshops, 9 SMEs

## The objectives of the Creativity Workshops are:

- ~ to generate innovative and sustainable business ideas for SMEs
- ~ to let SMEs, students and managers appreciate the power of creativity approach as a structured process to generate new business ideas
- ~ to introduce the sense of creativity in companies and let participants focus on sustainable innovation by using the Ciset Model tool
- ~ to develop a network of SMEs, managers, students and other stakeholders, to generate further collaboration among them
- ~ to document the creativity methods and processes following the results obtained



# Deliverables of CrealInnovation Project

~ Recommendations in the project's evaluation report of CrealInnovation Labs Implementation which will include benefits for SMEs, new business ideas generated for the green sector

## SWOT analysis of the CrealInnovation Labs and success stories



- ~ **CISSET Model Tool – CrealInnovation Sustainability Evaluation Tool**  
An innovation sustainability assessment model, suitable in the evaluation process of the economic, social and environmental sustainability of business innovation solutions generated during the project implementation
- ~ **Handbook for CrealInnovation Labs design, management and implementation**  
Describes the creativity labs delivery process and design, logistics and technical equipment, the roles and best practices to management.  
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- ~ **Web Platform for accountability about CrealInnovation Labs Pilot Impact**  
Enables other SMEs and stakeholders to access data about the impact of the Labs
- ~ **International Handbook for CrealInnovation Labs**  
Outlines the models that were produced by the project based on pilot outcomes and best practices
- ~ **9 National Handbooks for CrealInnovation Labs**  
Detailed description of tested best practices
- ~ **18 National Seminars in all 9 countries**  
To disseminate the project results
- ~ **1 International Conference**



# National Seminars

9 Partners = 18 National Seminars

To present the project achievements to national institutions

To develop a culture of creativity and innovation for sustainable economic and social growth

To encourage creating permanent CreaLabs to facilitate SMEs' short paths toward development

Creativity workshops are a place where the companies themselves can face specific challenges and learn new styles of thinking

## Seminar topics

Digitalisation process  
for SMEs

Creativity should  
not be left behind

Technological and  
innovation challenges  
that SMEs are facing

The application of creative  
methods and processes to  
support sustainable business  
innovation

Dissemination of creative skills  
through initiatives of educational  
and academic institutes

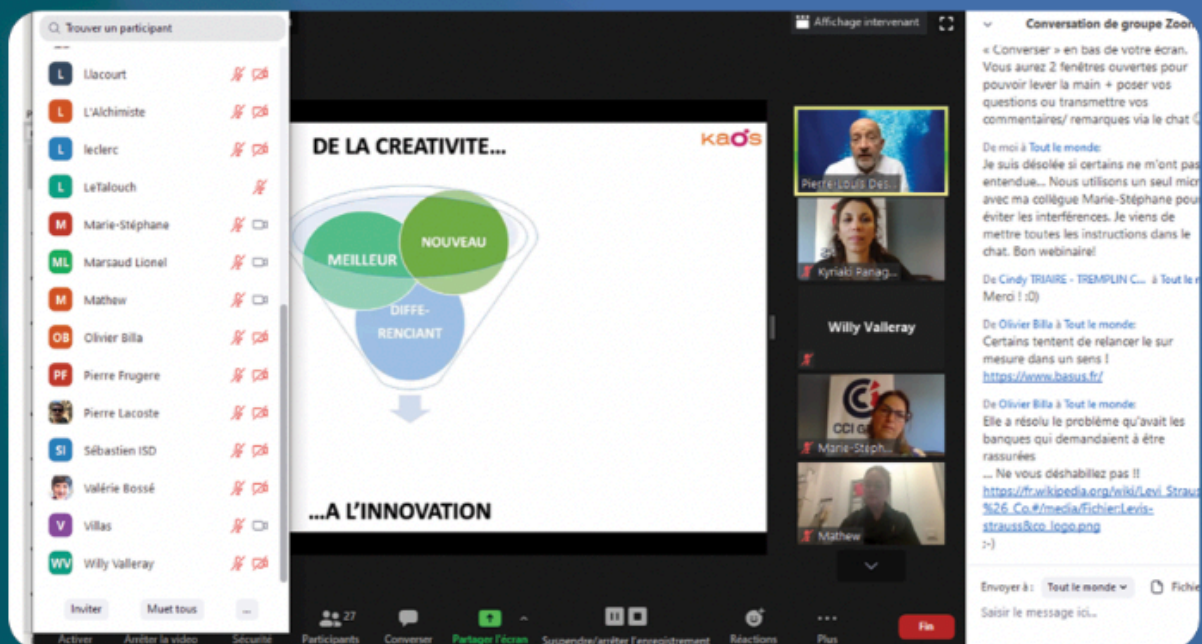
Presentation skills

How to bounce back through  
innovation and creativity after  
the crisis?

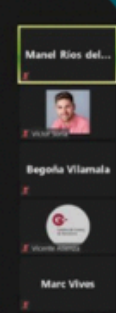
What development levers can  
SMEs operate to get out of  
the crisis?



# National Seminars Photos



digitalizacije podjetniškega okolja





# CreaLabs

CreaInnovation project demonstrated that it is possible to generate feasible, innovative and sustainable ideas during a one day workshop.

What you need is:

people from a SME

a managerial figure

a couple of students

and a creativity consultant to lead the process

...and the ideal environment to foster creativity and innovation is shaped!

What a CreaLab place  
needs to offer?



colours connectivity lights  
**elements facilitating and  
stimulating creativity**  
furnishings



room to work in large groups  
**logistics that facilitates group  
work**  
room to work in sub-groups



**tools to follow creativity  
process and facilitate the  
collection and documentation  
of contribution**



connectivity videoconferencing  
**tools that fascilitate  
comparison and synergy  
between people, onsite and  
remotely**  
brainstorming application  
functions

**support and guidance of  
professional fascilitators and  
experts in creative process and  
techniques for innovation to  
improve the productivity of  
work groups and the  
eneration of innovative idea**





# CREATIVE WORKSHOP ECOSYSTEM TOOLBOX

Three parts of creative workshop ecosystem are essential:

**Location:** the creative workshop ecosystem's establishment must carefully choose the location that will be approachable to target groups and be in accordance with received funds

**Human resources:** a creative expert, administrative help, experts from field of innovation, sustainability and finances

**Funds to support the ecosystem:** Creative workshop ecosystem needs to have secured financing system for preparational costs and employees and experts

location for  
CreaLab

funds to support  
the ecosystem

human resources to  
run the ecosystem

# CREATIVE WORKSHOP ECOSYSTEM





# **International Conference**

## **"CREATIVITY MEETS INNOVATION", 21 January 2021**

**The International Conference presented the Creative Problem Solving method as a solution to sustainable development. The technique is appropriate for facing different challenges – entrepreneurial, regional and local development, educational, cultural and social.**

**Two Creative Experts delivered the Creative Problem Solving Workshop where participants discovered how deliberate creativity and creative thinking can help you improve your team's collaboration and performance, your relationships, your professional and personal life.**

**A Creative Facilitator, conducted an online creative workshop with creative techniques like icebreaker, brainwriting and 4P technique**



# Lobbying

An online CrealInnovation Lobby meeting was held on 4th December 2020, involving 3 institutions and organisations specialised in the field of innovation and business development across Europe:

- 1 Association of the Mediterranean Chambers of Commerce and Industry (ASCAME) - <http://www.ascame.org/>
- 2 CEC European Managers - <https://www.cec-managers.org/>  
Association of Montenegrin Managers (AMM) - <http://amm.co.me/en/>
- 3 Euroregion (AIE) - <https://www.adriaticionianeuroregion.eu/>

## The Lobby meeting had 3 objectives:

Make the CrealInnovation project known to the participating stakeholders

Brainstorm together ways to stimulate institutions, representative associations, governments and the European Union to support the creation of Permanent CreaLabs for Sustainable Innovation in various countries

Let the participants experiment some techniques of the creative process

## CrealInnovation Lobby meeting was structured in three parts:

Welcoming: welcome of all participants and a warm up activity

CrealInnovation: project presentation to attendants by Andrea Vignoli (Viterbo Chamber of Commerce), Víctor Soria (Barcelona Chamber of Commerce) and Mirjana Nenad (SRC-Bistra)

CrealInnovation Virtual Workshop: a workshop for attendants to experience the power of creativity thanks to different creative-thinking techniques

*"All participants agreed on how important it is to promote creativity in SMEs to boost growth, innovation, and sustainability"*



# CrealInnovation Platform

A Platform for accountability about CrealInnovation Labs pilot impact.

Data collected from the project partners and key information on innovations developed, products improved, workshops held, SMEs involved and many more!

You can also find contact information for partners and experts by project country!

Visit the CrealInnovation Platform here <https://creainnovation.rasip.fer.hr/>

# CrealInnovation Group on LinkedIn

CrealInnovation Group is designed to bring together all parties interested in creativity and innovation!

CrealInnovation Group was created with the purpose of establishing and achieving various goals and objectives addressed to the SMEs.

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.

Join CreatInnovation Group and benefit from the results of the project and its Creativity Workshops that were designed and tested by the project's partners

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



# Follow US

## Website

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

## Crealnnovation Platform

<https://creainnovation.rasip.fer.hr/>

## Social Media

### Facebook

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

### Twitter

<https://twitter.com/creainnovation>

### LinkedIn

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

### Youtube

<https://www.youtube.com/channel/UCtF3mCfDwip387e-Q-CIVMQ/>



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EM ENGENHARIA DE  
ELECTRICIDADE E  
COMPUTACAO



Montenegro  
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