

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

Why

Creativity, stimulated and developed through specific methods and processes, and the management of **Innovation** are considered important factors for development processes, balanced growth and strengthening of a company's profile.

Mediterranean SMEs, often lacking in innovation capabilities, must be provided with the necessary creativity tools and practices.

The project aims:

- To extend and deepen both knowledge and practice of creative methodologies and processes in SMEs
- To explore new opportunities for creativity-driven innovation mainly focusing on SMEs sustainable development
- To help SMEs tapping into their hidden capacity for growth and improved competitiveness

How

Creainnovation project will:

- Define and test with regional/transnational stakeholders a working model to boost SMEs innovation capability through an extensive use of creativity technics and carrying for innovation sustainability (best practices, resources, actors, activities, competencies, tools, roles, KPIs, skills).

- Develop regional Creativity Laboratories, for creativity technics implementation, where SMEs can generate feasible and sustainable business innovation ideas together with other Mediterranean SMEs
- Involve SMEs and regional/transnational stakeholders to experience Creativity technics for innovation and create an Innovation Cluster to build capacity for business innovation through creativity

Results

- Transnational Innovation Cluster
- "Open Space Technology" to define innovation strategies and correspondent policies and "Creativity sessions" to address real problems and identify innovation opportunities
- Solutions for sustainable innovation
- Regional and Transnational Working Model of Creativity for sustainable innovation in SMEs
- MED Regional Creativity Labs for Sustainable Innovation with functionalities of Collaborative Virtual Environments
- Model for assessing the sustainability of regional and transnational innovation projects