



Project co-financed by the European Regional Development Fund

A project labelled by the UfM



Union for the Mediterranean
Union pour la Méditerranée
الإتحاد من أجل المتوسط

Creainnovation

Create sustainable Innovation in SMEs using creative methods and processes



Countries:

Bosnia & Herzegovina, Croatia, France, Greece, Italy, Montenegro, Portugal, Slovenia, Spain

Target Groups:

SMEs, Business support organisations, Higher education and research institutions, Sectoral agencies, Local and regional public authorities, National public authorities, Interest groups including NGOs.

Theme:

Eco-Innovation

Key Words:

Creativity processes, creativity-driven innovation, Green SMEs, creativity labs

Starting and Ending Dates:

1st February 2018 - 31st January 2022

Budget:

€1,627,450.00

Creainnovation stands for Creativity-driven Innovation and it aims to create sustainable innovation in SMEs using creative methods and processes. By adopting a 'creative entrepreneurship' approach to innovation, SMEs can cost-effectively tackle many of the challenges they face in growing their business. Creativity and innovation are important indicators of process development, balanced growth and strengthening of a company's profile. **Creainnovation** aims to

stimulate know-ledge-driven growth and provide Mediterranean Green SMEs - that often lack innovation capabilities - with the necessary creativity tools and practices in their everyday activities. The goals are to extend and deepen the knowledge and practice of creative methodologies and processes using Creative Problem Solving (CPS) or Creative Solution Finding (CSF) approaches (Alex Osborn and Sydney Parnes) in MED Green SMEs.

We address green rural SMEs to encourage them to adopt and manage creativity to tap into hidden capacity for growth and improved competitiveness.

Challenges

Creainnovation addresses the following challenges:

- **MED SMEs** have to compete in a globalised and highly competitive world where their unique skills and knowledge are what makes them stand out.
- SMEs' ability to learn and share knowledge depends on their level of innovation and competitiveness, enabling them to respond to external pressures.
- SMEs have to implement innovation systems to become competitive, enabling them to improve their products, processes and services.

What are the solutions and best practices proposed by the project?

Creainnovation developed and tested business innovation capabilities through the practice of creativity methodologies, tools and processes through creativity workshops with the MED SMEs, involving creativity experts, external managers and young students. The project tested the creativity workshop model, which will be used for young students and managers to

contact SMEs for potential further employment and to define new policies to support the development of Green SMEs. Testing the power of creativity workshops will allow stakeholders to confidently adopt these policies to implement innovation capabilities in SMEs and thus contribute to the Europe 2020 strategy.

Creainnovation Project Pilot Studies



What are the project's lessons learnt and broader recommendations?

- Encourage people to learn and apply creativity stimulation techniques and lateral thinking
- Raise awareness of the power of the creative process in generating new ideas and solutions to problems or new market opportunities
- Offer training courses on creative methods and processes in schools, universities, and through specialisation courses
- Share the pleasure, fun and satisfaction that participants experienced in creative workshops

Greater valorisation of creative processes and methods could be gained through:

- Subsidised financing programmes for innovative projects with social and environmental objectives
- Facilitation policies and economic support for SMEs to support participation in creativity for innovation
- Establishment of widespread territorial Permanent Creativity Laboratories where SMEs can learn innovation processes
- Specialisation courses to develop a "forma mentis" and provide transversal tools

How does the project contribute to Green Growth and the EU Green Deal?

Creainnovation contributes to generating green jobs and increases innovation in Green Med SMEs, supporting the transition to a green economy within the framework of the EU Green Deal.

Partners:



The InterregMED Green Growth Community

Green Growth is a thematic community that promotes sustainable development in the Mediterranean within the framework of the Interreg Med Programme. It supports the sound management of natural resources by enhancing cross-sectoral innovation practices through an integrated, territorially-based cooperation approach.

The community supports its projects in communicating and capitalising on their results to increase their impact at the policy level and ensure their potential transfer into other

Visit our website:
green-growth.interreg-med.eu

Join the Green Growth Capitalisation Platform:
interregmedgreengrowth.eu

Further Information:

finMED Website:
finmed.interreg-med.eu

Contact:
Mr. Andrea Vignoli
e: cciaavt.eu@gmail.com
tel: +39.339.3791615

Social Media Channels:



Project of interest:
<https://creainnovation.rasip.fer.hr/>