Presentation of the project

CREATE
Creative Processes for Enterprise Innovation

SUMMARY
1. Presentation of the project program, review of technical objectives and timescales
2. Review of dissemination of results
3. Review of project administrative procedures and requirements

PROJECT PROGRAM

CREATE
Creative Processes for Enterprise Innovation

CONTEXT
- Today’s global competition forces companies to perpetually seek ways of improving their products/services.
- Organizations increasingly aspire to become more creative and capitalize on the benefits of creativity.
- The topic of creativity has inspired voluminous research with the aim, among other things, of developing techniques and methodologies that may enhance idea generation process inside the organizations.
RATIONAL

• Level of awareness about importance of creativity needs to be raised
• Lack of experts prepared to implementation of creative techniques
• Lack of information and references of case studies to investigate and “measure” the effectiveness of creative methodologies and techniques.

BACKGROUND

• Analysis and benchmarking of 16 methodologies and 80 techniques developed both by scholars and consultants at international level.
• Individuation of 5 methodological phases that characterize the idea generation process:
  1. Predisposition: create a work environment to allow employees to free their creativity
  2. External mapping: analysis of the external environment
  3. Internal mapping: analysis of the internal environment
  4. Creative process: proper creative session
  5. Evaluation: evaluation of the results coming out from the creative process

PHASES AND TECHNIQUES

1. External mapping
   - Morphological Analysis
   - SWOT Analysis

2. Internal mapping
   - Value Chain
   - Attributes

3. Creative process
   - Prov. & Mov.
   - 6 Hats
   - Morph.

4. Evaluation
   - Creativity Template

EDUCATION QUESTIONARY SESSION GROUP SESSION

MAIN OBJECTIVES

• To increase the awareness and the capacity of the European enterprises and stakeholders about the need of promoting the creative climate inside the organisations
• To enable the organisations involved in the project activities to:
  - Understand and develop the factors that facilitate creativity
  - Be capable of improving the idea generation process
• To test and validate the proposed approach by theoretical and practical sections covering all the different phases of the creative process

EXPECTED BENEFITS

• Enhancement of the “soft skills” of the managers
• Enhancement in product and process innovation
• Faster response to changes in the business environment.

MAIN ACTIVITIES

• Accompanying actions (not core activity)
  - Working and training material
  - Roadmap for future research activities
  - Working sessions in Merloni and Derbi
  - Awareness sessions in Slovenian and Norwegian companies (2 days lasting)
• Dissemination actions
  - Seminars within European research programmes
  - Scientific publications
  - Presentation during academic courses
  - Local seminars with companies
  - Web forum
  - Etc.
WORKPLAN OVERVIEW

WP1: PARTNERS’ ROLE

WP2: PARTNERS’ ROLE

WP3: PARTNERS’ ROLE

WORK PLAN: WP1

• Prepare and submit management reports
• Co-ordinate the project implementation
• Co-ordinate the contacts to the EC
• Ensure smooth and regular progress of the project
• Attend to the drafting of the mandatory deliverables

Objectives

Start date: JAN 2004
End date: MAR 2005

Deliverables

D1.1: Project Presentation (M3)
D1.2: Periodic Activity Report 1 (M6)
D1.3: Per. Management Report 1 (M6)
D1.4: Periodic Activity Report 2 (M12)
D1.5: Per. Management Report 2 (M12)
D1.6: Final Activity Report (M15)
D1.7: Final Management Report (M15)

The work package will contain the management and co-ordination of the project.

WORK PLAN: WP2

Objectives

Start date: JAN 2004
End date: JUL 2004

Tasks

D2.0: Methods and techniques for creativity enhancement (M1)
D2.1: Working material and questionnaires for Session 1-2 (M2)
D2.2: Working material and questionnaires for Session 3-6 (M6)
D2.3: Assessment criteria for the second set of sessions
D2.4: Material for the second set of sessions

Deliverables

WP3: PARTNERS’ ROLE

Objectives

Start date: MAR 2004
End date: NOV 2004

Tasks

D3.1: Working and awareness sessions description (M11)
D3.2: Data analysis (M11)
D3.3: Roadmap for future studies on creativity (M15)

The work package will aim to prepa the material (presentations, role play exercises, questionnaires, etc.) for the working and awareness sessions that will be delivered in the second phase of the project.
**DISSEMINATION OF RESULTS**

**CREATE**

Creative Processes for Enterprise Innovation

It is important to take into account every dissemination opportunity:

- Reports (guidelines, handbooks, draft standards etc.)
- IPR (Patents, copyrights, etc.)
- Educational (Lecture material, courses etc.)
- European and national projects
- Dissemination (Workshops, seminars, conferences etc.)
- Media (Portal, Video, CD etc.)
- Publications (Journals, Newsletter, Proceedings etc.)

**DISSEMINATION TARGETS**

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<th>Dissemination activities</th>
<th>Object of dissemination</th>
<th>Targets</th>
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<td><strong>European Commission</strong></td>
<td>Roadmap for future research</td>
<td>Stake of the project</td>
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<td>Sustainability work</td>
<td>Research delays</td>
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<td>General group of interest</td>
<td>Information about creativity through the CREATE website</td>
<td>General concepts about creativity</td>
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<td>Results of the projects</td>
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<td>Best techniques</td>
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<td>Exercises and games to enhance creativity</td>
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<td>News about creativity</td>
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<td>etc.</td>
<td>Opinions about creativity</td>
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<td>Scientific Community</td>
<td>Attendance of conferences, delivery of papers, etc.</td>
<td>General concepts about creativity</td>
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<td>Results of the projects</td>
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<td>Future opportunities</td>
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<td>Sustainability</td>
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<td>EU and Institutions</td>
<td>Courses at UNIMB, SINTEF, etc.</td>
<td>General concepts about creativity</td>
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<td>Practical exercises, games and techniques for creativity</td>
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<td>500 students</td>
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