CREATE PROJECT

Deliverable 2.1

Working material and questionnaires
for the sessions 1 and 2

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Executive summary

This document is a deliverable drafted by the partners of Create Project (Creative processes for enterprises innovation).

It includes a detailed description of the working material and questionnaires used during the first and the second session with the industrial partners Derbi and Merloni.

The document is articulated as follows:

- **Presentations**
  - Creativity at the edge of chaos. It is a short overview about theory of complexity, which is the basis of the research carried out by University of Udine about creativity within organizations. An important principle of theory of complexity is the one about the edge of chaos, which states that animals, human beings and organizations can’t survive if there is too much order nor if there is too much disorder. They live and evolve in that area between order and disorder called the edge of chaos, where creativity can be generated;
  - How CREATE project was born: a theoretical framework. It is an introduction to creativity and to the proposed methodology for CREATE project. In this part we show the state of the art about creativity in literature and the research that finally lead to the proposed methodology, articulated in five phases (predisposition, external mapping, internal mapping, creative process, evaluation) and in some effective techniques for each phase;
  - Attributes-Value Chains. It is the proposed technique for the external mapping phase;
  - SWOT Analysis. It is the proposed technique for the internal mapping phase;
  - Creativity Template. It is the first proposed technique for the creative process phase;
  - Morphological Analysis. It is the second proposed technique for the creative process phase;
  - Provocation and Movement. It is the third proposed technique for the creative process phase;
  - Six thinking hats. It is the proposed technique for the evaluation phase.

- **Questionnaires**
  - Preliminary questionnaire. It is the questionnaire given at the beginning of the working sessions to pint out the initial knowledge about creativity and techniques;
  - Assessment questionnaire. It is the questionnaire given at the end of the working sessions to evaluate the improvements done by participants about creativity and to evaluate the effectiveness of the proposed approach;
  - SWOT Analysis questionnaire. It is the questionnaire used for the SWOT analysis.

This document will be initially distributed to the project partners and to all the participants to the proposed activities, e.g. working, awareness and dissemination sessions, but it will be soon available through CREATE web site, as well, for a broader diffusion.