IDEA
ideation process to innovation

IDEA. Supporting tools and training to support multidisciplinary IDEAtion processes for innovation

NEWSLETTER 1

ABOUT THE PROJECT

Erasmus+ Strategic Partnerships for Creativity in Adult Education
Agreement n.º: 2020-1-ES01-KA227-ADU-096094

Start date: 01.03.2021
End date: 28.02.2023

WHAT IS IDEA PROJECT?

IDEA is part of the Erasmus+ of 5 partners organizations based in Italy, Spain, Portugal, Poland and Romania.

IDEA project proposes a new solution to tackle the opportunity created, by providing new tools and development path to support companies to develop new solution through ideation processes.

WHAT IS ITS OBJECTIVE?

The main objective of the project is the development of an innovation, creativity and multidisciplinary collaboration awareness and engagement methodology and of a practical and user-friendly tool to *support SMEs from traditional and creative sectors to support the implementation of ideation techniques, with the engagement of multidisciplinary teams*.

This way, the project tackles a critical gap in the innovation process – access to knowledge and easy to implement tools to foster ideation sessions, as the first step in the innovation process, inside SMEs and startups.

MEET THE PROJECT PARTNERS!

1. UNIVERSIDAD DE EXTREMADURA - SPAIN (Coordinator)
2. E&D KNOWLEDGE CONSULTING, LDA - Portugal
3. DANMAR COMPUTERS SP ZOO - Poland
4. Asociación Valencia Inno Hub – Spain
5. CONSORZIO MATERAHUB INDUSTRIE CULTURALI E CREATIVE – Romania

3 OUTPUTS WILL BE DEVELOPED

For the accomplishment of the project objectives, partners will develop a set of tools and materials, to support learning and implementation of ideation techniques through collaborative processes:

- **IO 1: Innovation, creativity and multidisciplinary collaboration - Awareness and engagement methodology**. IDEA partnership will develop methodology for building awareness for the role of innovation for sustainability, competitiveness and ability to adjust to changing market conditions and unexpected events.

- **IO 2**: **Online platform**. A key IDEA output as a user friendly, portable and interactive solution to support implementation of optimal ideation techniques for innovation in SMEs and foster collaboration between traditional and creative SMEs

- **IO 3**: **Lessons learned and recommendations guide.** This guide is a tool to support implementation of the IDEA methodology, tools and the overall solutions by SMEs and innovation education support organisations and the tranferability of the methodologies and tools developed under the project. Its development aims to allow future user organizations to take full advantage of the potential of the solutions developed.

DON'T MISS THIS OPPORTUNITY, YOU WILL BE INTERESTED IF YOU ARE:

Main target group: Traditional and creative SMEs and startups managers and staff.

Secondary target group: Organizations working with the target groups (business associations, chambers of commerce, science and technology parks, incubators, consultants and trainers, universities, among others) as well as to local, regional and national political decision makers.

WE HAD OUR FIRST MEETING!

IDEA Kick-off meeting was held on the 14th of April. Due to the COVID-19 pandemic, this first project meeting was held online, under the coordination of the University of Extremadura and with the participation of all project partners.

The meeting was an opportunity for all the engaged partners' staff to meet and engage in a fruitful discussion that has created a common understanding of the partnership objectives.

During the meeting, the project was extensively discussed, roles and responsibilities were distributed and the tasks and goals to achieve for the first 6 months of the project were established.

The partnership is enthusiastic and looks forward to start building new solutions!

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