



IDEA

ideation process to innovation

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

NEWSLETTER 2

Prepared by E&D Knowledge
Consulting

SECOND TRANSNATIONAL PROJECT MEETING HOSTED IN MATERA, ITALY!



MATERAHUB hosted the first IDEA project face to face meeting, on the 9th and 10th of November 2021, in the beautiful city of Matera.

During these days, partners had the opportunity to review the project plan and strategy, analyze tasks accomplished, and define next steps.

The meeting had a particular focus on the presentation of the ideation techniques research, group work and consolidation of the list of techniques to work with, and design of a solution approach highly based on practicality, user friendly, and oriented to support the achievement of results by the target group.

The partners had, also, the opportunity to meet the local creative dynamics and ecosystem getting closer to the reality of the target groups.

All partners are highly motivated to develop and deliver you a very useful tool to support your business innovation!

Project achievements and next steps

To achieve the project goals and deliver high quality contents to our target groups, all partners have been working hard and engaged, during the first semester of the project, creating the basis and structures for the output development. During this period, the partnership has completed the following tasks:


- ✓ **Research on ideation techniques for innovation** – The research included a literature review and interviews with SMEs managers aiming to identify the most practical, easy to use and impactful ideation techniques to be delivered to the target groups
- ✓ **List of ideation techniques** – based on the research conducted, the partnership compiled a list of 10 ideation techniques.
- ✓ **Solution Structure** – In order to deliver a very practical and simple to implement tool, partnership worked toward the design of content and online platform.

Next steps

During the next semester, partners will be working in:

- ✓ Development of ideation techniques contents and supporting tools;
- ✓ Development of the online platform to support ideation techniques implementation by the target groups.



designed by  freepik

Source: <https://www.freepik.com/vectors/background> vector created by freepik - www.freepik.com

Selected Ideation Techniques



Source: <https://www.freepik.com/photos/business> Business photo created by freepik - www.freepik.com

The 10 selected ideation techniques resulted from an extensive work of research aiming to identify the most practical, easy to use and effective tools to be used by SMEs. From this research resulted a list of the following 10 techniques that will incorporate our solution to be delivered within a few months:

- **Brainstorming**
- **Brainwriting**
- **635 Method**
- **Morphological Box**
- **Mind Mapping**
- **Provocation**
- **Ideart**
- **Painting**
- **Moodboard**
- **Method SCAMPER**

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.

To deliver highly practical and adjusted to the target group needs solutions is our important goal! Share your stories, experiences, and questions with us. Take part of the solution process development from the beginning!

WHAT IS IDEA PROJECT?

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

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.

FOLLOW US ON:

Website: <https://ideaproject.erasmus.site/>

Facebook: <https://www.facebook.com/IDEAErasmusplusproject>

LinkedIn: <https://www.linkedin.com/company/ideaproject/>

IDEA Consortium:

