



IDEA

ideation process to innovation

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

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Erasmus+

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ABOUT THE PROJECT

IDEA - *Supporting tools and training to support multidisciplinary IDEAtion processes for innovation* is an Erasmus+ KA2 Project, that started in March 2021 and has a duration of 24 months.

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.

OBJECTIVES

IDEA project aims to develop a new tool to support innovation, creativity and collaborations as a mean to growth, sustainability and resilience under unexpected situations. The following objectives are:

1. To provide new tools and development path to support companies to develop new solution through ideation processes
2. To increase the quality of the ideas for innovation developed
3. To reduce the existing gap between companies from traditional sectors and creative SMEs and startups

TARGET GROUPS

The main target group of the project is: traditional and creative SME and startups managers and staff. From the beginning of the project, the partnership will look to engage the target group with the project through targeted communication activities. Through early contacts with associated partners, the partnership aims, also to reach the target groups with information about the project and start grab their attention into the opportunities offered by the project.

The additional target group is: 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.

PARNERSHIP

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

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



PROJECT MEETINGS



An online **kick-off meeting** was held on the 14.04.2021. During the meeting the partners discussed general issues of the project management and ways to approach the tasks of each organization according to the project application. All project results have been presented and discussed.

Next online **meeting** took place on 14.07.2021. The focus of the meeting was on the development of IOs, research on ideation techniques and innovations and all kinds of matters on dissemination, communication and administrative information.

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