



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

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**Introducing the IDEA platform and
matching tool**

ABOUT THE IDEA 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.

The IDEA partnership has been busy working on **solutions to leverage creativity, innovation and cross-sectoral and multidisciplinary collaboration and engagement methodologies** to help the entrepreneurial ecosystem, and specifically SMEs, become more innovative, react faster, be more flexible and therefore resilient in the face of unexpected change.

A **new development pathway leveraging ideation techniques** through user friendly tools has been created to;

- **identify new and original solutions to professional challenges** and;
- **stimulate closer collaboration between creative professionals and SMEs** and startups, across all sectors.

In this way, the quality of ideas generated can be enhanced, unlocking new and sustainable opportunities for everyone.

INTRODUCING THE IDEA PLATFORM AND MATCHING TOOL

The IDEA team is proud to present the IDEA platform where participants will find;

- **a learning pathway to implement ideation techniques specifically matched to each professional challenge** submitted
- **an opportunity to collaborate with creative professionals/companies in the development of new and innovative solutions**

The tool can be used as many times as a company needs, for any type of professional challenge they experience in the workplace, from marketing to production activities.

Follow three simple steps to make the most of the IDEA platform and matching tool:

STEP 1 - Complete your profile

- What type of company are you?
- What is the existing culture/mindset of your company?
- What current professional challenge are you experiencing?

STEP 2 - Choose the most suitable ideation techniques

Review the suggested ideation techniques, adjusted to your needs and experience and pick the one you want to experiment with.

The platform will help you do this by highlighting the key characteristics of each technique:

- Learning method
- Learning outcome
- Strengths
- Limitations
- Group size

A step by step guide on how to use each technique has been created including top tips, follow up, case studies and further reading...

STEP 3 - Start Ideating!

Ideation is the first step to innovate and find new and creative solutions to challenges.

If at first, the implementation of an ideation technique may seem to take time, soon it will become part of the daily habits of your company. And the benefits are huge! More than just increasing the pool of new ideas within your organization, it highly engages your team in the innovation process of your company.

PILOTING OF THE PLATFORM IN JANUARY 2023

The IDEA can be accessed from the 9th - 27th January for piloting - please join us in testing the platform. Your valuable feedback will help us finetune the user experience to make the tool as effective as possible!

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

Who can benefit from the IDEA platform?

- Managers and staff members of SMEs and startups
- Creative SMEs and professionals who can help companies harness and develop these skills further can submit their profiles to become part of the matching tool

PARTNERSHIP

IDEA is an Erasmus+ partnership made up of 5 partners organizations based in Italy, Spain, Portugal, and Poland.

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 - Italy

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