



# TRACTORS

**TR**aining **MA**terial in **C**reativity and **I**nnova**T**ion  
for Eur**O**pean **R**&D Organizations & **S**MEs

## Programme

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Leonardo da Vinci

## Project Duration

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10/2006 – 10/2008 (24 months)

## Project Partners

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ES Fundación LABEIN  
EL Thessaloniki Technology Park Management & Development Corporation S.A  
EL ATLANTIS Consulting S.A  
EL University of Western Macedonia  
IE WESTBIC – Western Business and Innovation Centre  
IT Firenze Tecnologia Special Agency of the Florence Chamber of Commerce  
LT Kaunas University of Technology Regional Business Incubator  
AT MERIG – Multidisciplinary European Research Institute Graz

## Project Description

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Creativity management has gained much ground as a strategic choice both in the academic and in the business community.

The TRACTORS project specifically aims to set the boundaries and define the role of all sciences involved in Creativity and Innovation Management and to provide a certified training process and curricula, combining tools and practices from several sciences. In addition the project intends to provide target groups and potential users with a fully documented training material in Creativity and Innovation (C&I). Fundamental results are a handbook in C&I Management (provided in 6 languages), a C&I Self-Audit tool and a portal for training in C&I with an electronic curriculum covering all relevant issues and a comprehensive training e-platform including a big selection of models, practices as well as tools from several related sciences. The website will also include an electronic library providing numerous academic articles and case studies in creativity management provided by practitioners and business consultants.

Concerning transfer of the results to potential users, it is crucial to stress that there are large networks that all projects partners belong to and that they have access in many companies, universities, schools and associations.