

- Can creativity be enhanced?
- Is there a link between motivation and creativity?
- What are the personality traits of creative people?
- What is the relationship between intelligence and creativity?
- Under what conditions is a group creative?
- Motivation: Do you know what you want in life?
- Curiosity: Do you learn things daily that interest you?
- Management of stress: Are you able to face your fears with humour?
- Contact making: Do you enjoy new ideas, both yours and other people's?
- Self-Confidence: Do you think you are creative?



Education and Culture DG

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TRaining MAterial in Creativity and InnovaTion for EurOpean R&D Organizations & SMEs



www.train4creativity.eu
A Leonardo Da Vinci pilot project
October 2006 – September 2008

WHY CREATIVITY MATTERS?

In the 21st century, the criteria for business success is changing rapidly, continuously altering the competitive environment and in parallel, demanding that companies maintain flexibility and adaptability in the integration and implementation of new knowledge. Nowadays the requirements for successful businesses are represented by creativity, innovation and the effective use of knowledge. Therefore, the optimal exploitation of organizational creativity, innovation and knowledge is the great challenge for all enterprises whatever their size and sector.

THE PROJECT IN SHORT

Within this framework the TRACTORS project team is developing an integrated training framework (material and methodologies) for creativity and innovation in the working place.

AIMS:

- To provide European SMEs, R&D organisations and potential users with fully documented training materials in Creativity and Innovation Management.
- To increase the competitiveness and innovation capacity of European SMEs and other interested organisations.
- To provide the vocational training community with integrated training materials and a methodology in order to enrich the existing courses.

THE BENEFICIARIES/TARGET GROUPS

- European SMEs and R&D organizations – As the systematic management of creativity and innovation are key to success for all.
- Private business schools as well as university departments offering courses and MBAs – A course in Creativity & Innovation could be given as an add-on in managerial programmes.
- Training organizations, business associations & every possible stakeholder.



INNOVATIVE ELEMENTS

Training workshops in all countries mainly focused on the human factor, possibly the most important link in the innovation process, which is not frequently addressed in other innovation courses.

Full e-learning facilities and on-line tests at www.train4creativity.eu to assess and improve skills and competencies in creativity and innovation.

E-library facility including an extensive Business and Research Literature review of creativity and innovation including 340 research papers, 60 books and 30 URLs to ensure the high quality of the training materials.

Handbook on Creativity and Innovation to replicate the courses at any time.

BENEFITS FOR YOU!

SMEs managers, R&D officials and employees who will participate in the TRACTORS courses will understand the dynamic nature of creativity and the innovation process and will learn to meet the demands of creativity and innovation in the workplace.

People involved in the TRACTORS pilot workshops will not only have the opportunity to learn a set of creativity techniques but also to gain the skills to investigate the “creative health” of their organisation using a **creativity self audit tool**.

SMEs managers and R&D officials will understand the crucial role that key factors such as motivation, previous background, personality traits as well as group heterogeneity, organisational culture, leadership etc. play in individual and team creativity.

*“Change the way you look at things
and the things you look at change”
Sun Tzu*

