

Creainnovation



Project co-financed by the European Regional Development Fund



Creainnovation is a project financed by Interreg MED, a transnational co-operation programme co-financed by the European Regional Development Fund. Interreg MED supports the sharing of experiences, knowledge, and the improvement of public policies between national, regional and local authorities and other territorial actors of eligible regions of the MED area.

The project's aim is to overcome growth impediments in Mediterranean Green SMEs by offering them a methodology and structured approach to innovation. It draws on young peoples' fresh minds combined with managerial expertise and technical knowledge of experts and academics brought together in workshops to exhaust their full creativity potential and convert it into innovation and tangible business ideas and models.

Specific objectives

- Strengthen the competitiveness of Mediterranean Green SMEs by enhancing their innovation potential and turn their innovative business ideas into sustainable products and services.
- Establish Creativity Laboratories in the partner regions where SMEs can generate new business ideas working with creativity experts, managers and students, both at local and international level.
- Develop and test innovative methodologies applied during Creativity workshops, where real business problems are tackled.
- Facilitate the entry of young people into the labour market by enhancing their creative thinking and problem solving capacities as well as establishing contact to local and international SMEs.
- Create an innovation fertile ground inside SMEs to enable innovation processes that can result in new products and new jobs.

Key Outcomes

- Creativity innovation working model design to support SMEs sustainable innovation.
- Creainnovation methodology transferred to Green SMEs to develop new business sustainable ideas.
- Methodology to participatory design, management and implementation of Creainnovation Labs.

Countries involved

Italy
Portugal
Greece
Spain
Slovenia
Croatia
France
Bosnia and Herzegovina
Montenegro

Barcelona Chamber role

Partner

Duration

From February 1st 2018
to July 31st 2020

Budget

Global: € 1,627,450
For Barcelona Chamber:
€ 240,950

Programme contribution

85%

Tags

Innovation
Competitiveness
SMEs
Green Growth
Creativity

<https://interreg-med.eu/>

Funding Programme

