

**IN2IN Project**

*Invest in  
Innovation*



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Invest in Innovation  
THE IN2IN WEB-SITE

[www.investininnovation.org](http://www.investininnovation.org)

# NEWSLETTER



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***“Innovation provides real benefits for us as citizens, consumers and workers. It speeds up and improves the way we conceive, develop, produce and access new products, industrial processes and services” (publication of EU on Innovation, year of publication)***

In the context of rapid globalization and the re-balancing of the world economy, the European Union recognizes that innovation is essential to ensure the continuing ability of Europe’s businesses to compete in the labour market.

Funded under ERASMUS+ measured of KA2 in 2014, Invest in Innovation (In2In) focus on innovation and especially on the following areas of innovation:

- Innovation – Creativity Generator at the work place
- Creativity enhancing SMEs and more in detail micro – enterprises
- Knowledge Management of Innovation

It attempts to become a tool that will support the growth of innovation within SME’s and it focuses to SMEs staff who need to know the basics of a successful innovation practice. It targets as well marketing staff, students or continuing professional development trainees and generally people that do not have overall knowledge of the many-faceted innovation processes but who wish or indeed need to know more about it. The training guide will include description, examples, case-studies checklists and instructions, while the social e-platform additionally will enable users to exchange knowledge, experiences and lessons between them.

### **Objectives Of Invest In Innovation**

The main objective of In2In project is to facilitate more effective provision of collective business and innovation support services for SMEs, so as to ensure the increase of innovation within the SME’s and thus boost EU economy. Specific objectives of the proposed project are:

1. Improve access to knowledge, increase levels of co-operation and competence regarding innovation process and methods
2. Networking of SME-support facilities to set up mechanisms for developing, sharing and dissemination of effective approaches in supporting innovative entrepreneurship, as well as openness to new technologies (innovative character)
3. Develop a training tool that will improve management competences and skills in SMEs
4. Pooling expertise in networks to help SMEs diagnose and solve legal, organizational and human capital issues associated with innovation processes (enterprise survival rate and viability)
5. Improve the qualification of SMEs through the promotion of a series of transversal skills like creativity, initiative, problem solving, risk assessment and decision taking
6. Improve public awareness on good practice examples regarding SME innovation
7. Promote continuous training in workplace
8. Increase SMEs’ awareness of innovation and technology approaches to combat difficulties and setback during the innovation generation process



The Invest in Innovation project is brought to you by a consortium of six partners representing Greece, Czech Republic, Cyprus, Spain, Italy, and UK.

The **Kick off Meeting**, held in Athens, Greece and it was hosted by Asset Tec (Coordinator organisation) on 20<sup>th</sup> – 21<sup>st</sup> of November 2014.

The meeting was successful. One of the main tasks that clarified was the presentation of the questionnaire. The provision and analysis of the questionnaire is the core research of the project. Through the questionnaire the consortium wants to find out how employees perceive innovation on a personal basis. Management people who are thinking out of the box and young generation to get involved in the business are need for this questionnaire. The questionnaire should be completed by employees of the service sectors, as well as employees from administrative departments of other sectors. Information should reach up to 100 employees per partner but questionnaires should be completed from at least 50 employees per partner. The enterprises targeted are micro and small SMEs. Social enterprises are also considered as target group of the research.

The questionnaire, after the meeting in Athens where designed by Asset Tec and partners already distributed it to their target groups.

Get updated for the “Invest In Innovation” project to find out about the results of the research. Like us on Facebook, visit our webpage or contact the project coordinators at [asset@asset-tec.gr](mailto:asset@asset-tec.gr)

## Consortium of the project:

