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CREATIN PROJECT  
2009

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Being 2009 declared by the EU Commission as the European year of **Creativity and Innovation**, the CREATIN project approved on 2008 call of the LLP has been an advanced initiative on this topic. [redacted] "The European Year of Creativity and Innovation aims to **raise awareness of the importance of creativity and innovation for personal, social and economic development;** to disseminate good practices; to stimulate education and research, and to promote policy debate on related issues." [redacted] According to the message launched at the Year's web site: "**Creativity and innovation contribute to economic prosperity as well as to social and individual wellbeing.**" And this must target a range of different groups including young people, educators, firms and policy makers, as well as the general public. Civil society organizational are encouraged to mobilize and get involved at European, national and local levels. [redacted] **CREATIN project directly, looking for a backbone of the European economy.** They represent the majority of the business all over the EU. To enhance the innovation capacity of smes so as they can improve their competitiveness but also raise awareness about to follow up a mid and long term strategy. Is among our purposes to **gift a tools services either to innovation promoters and smes,** but also to promote with this tools the sensibilities of these persons on how they can contribute **by implementing efficient innovation processes to a sustainable development of the European economy** [redacted]



# Creatin

GENERATING INNOVATION IN PRODUCTS AND SERVICES

**Current levels of competitiveness developed in the economic activity require the SME's to pawn significant efforts to overcome the new challenges.**

**SME are the backbone of the European economy. They represent the majority of the business all over the European Union.**

**Innovation and Creativity in products and services helps to enhance these firms.**

**CREATIN**, whit the support of the European Union throught the Leonardo Da Vinci Program "Transfer of Innovation", pretends to improve capacity for innovation in products and services of European SMEs through the application of creativity techniques, creating a methodology for continuous learning for the human resources of the centers and organizations for SMEs support, and the human resources of the SMEs, giving them the skills and abilities to integrate and apply these techniques to innovate in products and services.



# WHAT IS **CREATIVITY** APPLICATED TO THE SMES FIELD?

**“A creative company is a company open to change, adapting to changes which allows to launch innovative products as to have optimal production and marketing processes whit a flexible and innovative structure. All of these things will take the consumer to differentiate their products and prefer them from others”**

**Jorge Galvez**

Business creativity expert  
and professor at the  
Technological Institute of  
Ciudad Madero, Mexico.

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hings like Innovation, Knowledge and Human Capital are crucial to understand creativity.

On one hand, individual creativity and organizational innovation are closely linked. In fact, creativity must be defined as "the starting point of any innovation process"(Rosenfeld and Servo 1991), as the germ of a bigger development project (Innovation) that will finish obtaining creative products. Innovation is a social concept and creativity is an individual concept.

A creative product is the result of the ordinary thought processes of ordinary individuals.

Individuals move to the fore in the creative process, in order that the investment in Human Capital is essential. Creativity is a personal capacity, so the companies must take into account their human resources, the opinion of all the member of the staff, specifically their imaginativeness and talent applying to their products and services in points of profitability, i.e. generate innovation in products and services.

On the other hand, knowledge is another relevant element of creativity and affects areas of the creative process such as idea generation, determination of future vision and project management.

Finally, many other factors, in a complementary way, can help us to clarify what CREATIN wants to introduce at the heart of the European SMEs:

## Leadership:

leaders have the ability to influence a group towards the achievement of goals (Robbins, 1998; Ahmed, 1998)

## Culture:

an organization's culture can either promote or inhibit creative practices.

## Structure:

an organization's structure has been identified as a critical success factors for knowledge based work.

## Motivation:

peoples' ideas, skills, experience and motivation are imperative for successful idea generation and creativity.

## Communication:

the creative process can be described as an information transformation process where information is gathered, processed and transferred.

CREATIN will increase the capacity of the SMEs support organizations by improving the skills and abilities of the personnel dedicated to giving support to SMEs in the field of competitiveness, innovation and productivity. These support organizations will be able to give a better answer to the SMEs needs for innovation in products and services, integrating creativity in the services they offer them.



# **CREATIN PARTNER'S**

## **DESCRIPTION**

FUNDECYT  
INNOVATE-CMRU  
Business Development Friesland  
First Elements Euroconsultants  
FUNDITEC  
NASMB  
XLAB  
CETIEX  
MAIMONA FOUNDATION



FUNDECYT

## **FUNDECYT, Foundation for the development of the Science and Technology in Extremadura (Spain)**

Since its creation, the mission of Fundecyt has been to act as a bridge between Company, University and Society, to establish communication channels and collaboration between these groups. In this way, Fundecyt hopes to contribute to the improvement of their performance environment, wealth creation and towards the integral development of the Autonomous Region of Extremadura. Despite its short existence, the activity of the Foundation is very intense and has always been distinguished by being in the forefront of technological innovation, heading the changes, past and present, that have transformed this region.

To obtain more information about Fundecyt, please contact:

**Contact Person:** Teresa Muñoz

**Adress:** Motesinos, 28 E-06002, Badajoz.

**Email:** [teresa@fundecyt.es](mailto:teresa@fundecyt.es)

**Web:** [www.fundecyt.es](http://www.fundecyt.es)



## **INNOVATE-CMRU (Ireland)**

Innovate is a research and training organisation in Ireland and it is specialized in supporting businesses, organization and groups in the development of migration plans for the future. These plans are based in time and define where is the organization, where it wants to get and how to obtain it. The plans developed include visions, strategies, goals, performance indicators, targets to achieve and task lists with its corresponding terms. This approximation helps concentrate the efforts in the critical tasks within the organization for achieving the objectives. Their aim is simply to identify and integrate the best way to plan and implement effective change programs.

Contact details:

**Contact Person:** Kathryn Cormican

**Address:** 31 St Nicholas Road, Claddagh, Galway Ireland

**Email:** [tkathryn.cormican@nuigalway.ie](mailto:tkathryn.cormican@nuigalway.ie)

**Web:** [www.innovateireland.ie](http://www.innovateireland.ie)



## **Business Development Friesland (Netherlands)**

Business Development Friesland (BDF) develops and executes projects focused on SME growth. BDF operates within a large international network of companies, intermediaries, local governments and knowledge institutes. BDF carries out concepts of its own and it is involved in several European collaboration initiatives, as project partner. BDF has become an international project agency with a team of 8 employees.

We cherish start-up companies. Since our own establishment in 2002, we actively supported over a 100 start-up companies during their first steps. Our strength is our proactive approach and 1 on 1 coaching. We are involved in the most important start-up programs and have carefully set up our network in the region, to become what we are now: a specialist on start-ups and internationalization in the Province of Friesland.

For more details, please contact:

**Contact Person:** Lennard Drogendijk

**Adress:** François HaverSchmidtwei 3 8914BC, Leeuwarden  
(Netherlands)

**Email:** [l.drogendijk@bdfriesland.nl](mailto:l.drogendijk@bdfriesland.nl)

**Web:** [www.bdfriesland.nl/](http://www.bdfriesland.nl/)



**F I R S T**  
**ELEMENTS**

## **First Elements Euroconsultants (Cyprus)**

Firs Elements was founded in 2000. The objective of First Elements is to use its unique operational model, which includes complete incorporated/additional services, but also its accumulated know-how and network of collaborators that it has developed over the past few years, as the biggest consultancy in South-Eastern Europe, especially in those sectors that aim to promote and develop entrepreneurship, innovation, competitiveness, technology, social issues, labor issues local development plans of local self government organizations etc.

One of First Elements main business areas is Project & Programme Management services to public bodies and SMEs, especially in relation to State- and EU-funded programmes aimed at improving competitiveness, innovation and technology transfer. It focuses on business development and capacity building of public organisations as well as on promoting entrepreneurship on a European level. Another basic business area is the development of SME support mechanisms, especially for developing and supporting new-founded, entrepreneurial, technology-based companies.

**Contact Person:** Nicoletta Mirachi

**Adress:** Dhigeni Akrita 57,2nd floor, 1070 Nicosia, Cyprus

**Email:** [mmirachi@firstelements.com.cy](mailto:mmirachi@firstelements.com.cy)

**Web:** [www.firstelements.com.cy](http://www.firstelements.com.cy)



## **Funditec (Spain)**

FUNDITEC is a Foundation (not-for-profit) with a team of more than 25 highly skilled professionals which mission is to promote the development and technological innovation in both public organizations and private enterprises. With this aim in mind, the organization designs and implements different national and international projects dedicated to combining social and economic issues with innovative and technological elements. For the most part the projects are financed by public bodies in the national (Ministries) and international (European Commission) level, that are oriented to help organizations to improve their knowledge of the innovation and competitiveness themes.

To get more information:

**Contact Person:** Eri Vázquez

**Adress:** Adress: Venezuela, 103 -1ªplanta 08019  
Barcelona (Cataluña) España

**Email:** [evazquez@funditec.es](mailto:evazquez@funditec.es)

**Web:** [www.funditec.es](http://www.funditec.es)



## NASMB (Bulgaria)

The National Association of Small and Medium-Size Business was established in Sofia on 2000. Its mission is to facilitate, support and promote the establishment of a favorable business environment for small and medium businesses development and to raise SMEs competitiveness.

In carrying out its mission, NASMB represents its members in the dialogue with central and local authorities and facilitates partnerships with all government institutions and other related NGOs and organizations. NASMB also provides a wide variety of services as management training, information services, marketing research, elaboration of business plans and investment projects, tax, accounting and legal consultations, advice on capital and credit access, project preparation, project management, etc.

At present, NASMB members are regional associations, branch associations /as collective members/, small and medium-size companies and managers. NASMB member companies are in the sphere of agriculture, food industry, telecommunications, light industry, construction, machine building, trade, tourism, services, advertising, etc

More information contact:

**Contact Person:** Eleonora Negulova  
**Phone:** +359 24 91 4 212  
**Adress:** 1A Petko Karavelov Bulvd Sofia  
**Email:** [nasmb.bg@gmail.com](mailto:nasmb.bg@gmail.com)  
**Web:** [www.nasmb-bg.org](http://www.nasmb-bg.org)



## **XLAB (Slovenia)**

Xlab is an R&D company with a strong research background in the fields of distributed systems, GRID computing and peer-to-peer networks. The results of the R&D activities are reflected in the advanced online collaboration software, and sophisticated medical imaging solutions. The company's product line named ISL Online is placed at the very top of the online collaboration solutions. The ISL Online products enjoy a reputation of being extremely easy to use, technologically superior, secure, and above all, affordable, have built up an international presence and are now being used in thousands of companies worldwide. Besides, with a 3D imaging application, a 3D Virtual Colonoscopy software, and a complete solution for imaging in nuclear medicine, Xlab is also strongly present in the medical imaging market.

Contact details:

**Contact Person:** Uros Jovanovic

**Adress:** XLAB d.o.o. Pot za Brdom, 100 SI- 1000 Ljubljana

**Email:** [nasmb.bg@gmail.com](mailto:nasmb.bg@gmail.com)

**Web:** [www.nasmb-bg.org](http://www.nasmb-bg.org)



# CETIEX

CENTRO TECNOLÓGICO INDUSTRIAL  
DE EXTREMADURA

## CETIEX (Spain)

The main objective of the Technological and Industrial Center of Extremadura Foundation is to create a private technological center in Extremadura that born with a clear vocation at regional and national level.

It is an horizontal center, and its main objective is to realize activities of research and technological development and technological services to SMEs, particularly in the improvements and industrial production area.

The center offers the following services: Technical assistance in the areas of quality, organization of production, information technology, industrial safety and environment.; Analysis, Testing and Calibrations; Production Engineering, RTD projects for companies; Economic intelligence surveillance technology and market to provide business in a particular sector of detailed and updated information on technological developments and business there; preparation of studies and projects for the management of information resources and the implementation of appropriate systems in the exploitation; industrial design and training.

More information, please contact:

**Contact Person:** Maribel Martín

**Address:** C/ Luis Álvarez Lencero EDIFICIO EURODOM  
Planta 6ª, Oficina 14 - E-06011, Badajoz

**Email:** leonardo@cetiex.es

**Web:** www.cetiex.es



## **MAIMONA FOUNDATION ( Spain)**

The main objective of Diego Hidalgo Schnur on creating and financing the Foundation Maimona in 2000, was to establish an instrument for local integral development destined to promote and innovate the economy and the social fabric of the Spanish small town of Los Santos de Maimona (region Extremadura), by all types of support for business, cultural and training projects, and in general all sorts of innovative initiatives contributing to this objective and based on sustainability. We provide Local Innovation.

At premises at the Business and Innovation Center “Diego Hidalgo” Fundación Maimona, MF creates strategies to collaborate in the construction of an exemplary collective project, able to configure a dynamic, prosperous and socially advanced area, fully incorporating new economic and cultural models. We have placed our human resources, and financial and relational means at the disposal of these objectives, and have established a rigorous work methodology, so that the Foundation, completely privately funded and managed, can act in an effective and efficient way as a “lever for development” in our geographical area. Our commitment is based on the Foundation's support for the authentic promoters of growth and creation of wealth and employment in a sustainable context: business and social entrepreneurs.

More details about Maimona foundation:

**Contact Person:** Alejandro Hernández Reinner

**Address:** Centro “Diego Hidalgo” de Empresas e Innovación La Nava PO Box, 33 - E - 06230, LOS SANTOS DE MAIMONA Spain

**Email:** [ahernandez@lossantos.org](mailto:ahernandez@lossantos.org)

**Web:** [www.fundacionmaimona.org](http://www.fundacionmaimona.org)

## GABINETE DE INICIATIVA JOVEN

The Gabinete de Iniciativa Joven (Youth Initiative Office) was created by the Regional Government of Extremadura to promote a new development model based on people's capacity for imagination, creativity and innovation.

Because of this, they support talent, challenging talented people from all over the world to develop innovative projects in this region and they have been working for several years to place Extremadura at the forefront of new technologies contributing to create the Imagination Society.

More details about Maimona foundation:

**Contact Person:** Anabel Fabreau

**Address:** (Palacio de Congresos y Exposiciones de Mérida),  
Avda. del Río s/n, 06800,  
Mérida (Badajoz),

**Email:** [info@iniciativajoven.org](mailto:info@iniciativajoven.org)

**Web:** [iniciativajoven.org](http://iniciativajoven.org)

# NEWS

## **CREATIN Project was presented by FUNDITEC at CREATIVITY POINT**

Barcelona (Spain) organized by Divu\* Ciencia on 22th of June.

This event was a meeting point between different agents (institutions, public administration, firms, communicators, training academies...) and where they brought their ideas together, their initiatives, projects, frameworks and experiences at creative process service.

You can get more information at:  
[www.creativitypointbcn.com/](http://www.creativitypointbcn.com/)

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## **Closing Conference of the European Year of Creativity and Innovation**

Stockholm, Sweden. 16-17 of December 2009.

During the auspices of the Swedish presidency of the European Union and will highlight good examples of what has happened within the EU during the year of Creativity and Innovation., the conference will offer a meeting place for policy makers. The outcome of the conference aims to promote a continued and strengthened work with creativity and innovation in Europe within different sectors and beyond traditional sector boundaries at different levels of decision making.

More information:  
[www.se2009.eu/polopoly\\_fs/1.8379!menu/standard/file/announcement\\_UTSKICK.pdf](http://www.se2009.eu/polopoly_fs/1.8379!menu/standard/file/announcement_UTSKICK.pdf)



## **Creative Learning Innovation,**

The International Conference Marketplace takes place in the context of the European Year of Innovation and Creativity under the patronage of the Portuguese National Coordinator (15 and 16th October 2009). As part of the dynamism of the European Year of Creativity and Innovation, this initiative arises from the belief that for achieving levels of world leadership, companies and individuals should achieve a higher level of skills and development. The Conference is strongly supported at national level by a large variety of organizations as well as by several DG of the European Commission.

More information:  
[www.creativelearningconference.com](http://www.creativelearningconference.com)



[creatin-project.net](http://creatin-project.net)



**CREATIN FEEDS YOUR INNOVATION**