

INC

Innovation Culture for SMEs

2nd PRESS RELEASE

INC PROJECT

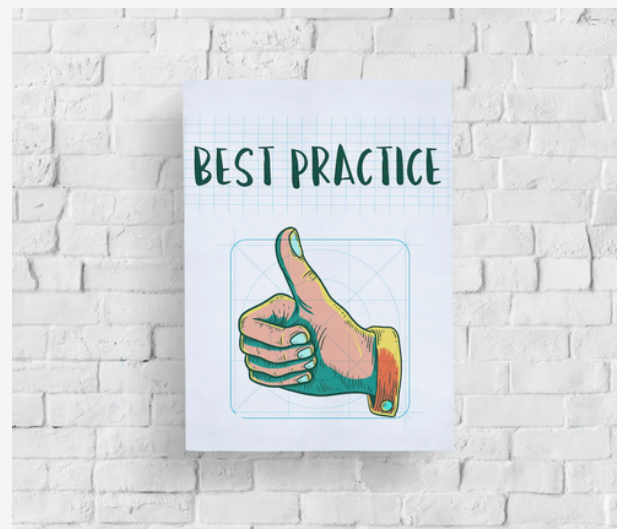
The InC project aims to provide tools to improve the ability of SME managers to lead innovation and foster an innovation environment in their organisations. The project aims to develop and test a solution to develop the competences of managers in sectors commonly not oriented towards innovation in order to build a culture of innovation in their companies. A culture that fosters a pro-innovation orientation of teams and allows for the optimal use of the individual competences of employees in SMEs.

TARGET GROUPS:

- SME managers belonging to no/low tech industries
- VET organizations
- SMEs support/intermediary organizations

PRI: METHODOLOGY AND TOOLS INC

The methodology and supporting tools will be a critical resource to build SMEs managers awareness that setting an innovative company is not only about proper, technology and systems, but that a set of living relationships between all of them in a form of innovation culture is what is needed for all the elements to 'click' together and deliver the desired results. It will also aim to facilitate engagement of managers with previously limited interest in increasing innovation-orientation of their SMEs.



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STEPS TAKEN SO FAR

All the best practices (CNIPMMR ARAD, ADES and Inno Hub) have been created by the partners and will be used to develop a Best Practice Guide raising awareness among SME managers on the culture of innovation. This guide will allow the project team to select models to present to SME support organisations in each country that have the greatest potential for use in their specific local culture and business environment. It will help build/increase SME managers' awareness of the importance of building innovation capacity in their companies and provide these managers with instruments on how to integrate this capacity into innovation processes and make good use of their employees' innovative ideas. The guide is one of the results of the InC project Result 1.



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