Innovation: Business Innovation and Social Innovation

Confindustria Veneto SiaV’s perspective

Creativity and Innovation: from creativity for industry to creativity for the learning system
EU2020 – Business Innovation and Social Innovation

Integration of ESF and ERDF Objectives
Erasmus for all – Horizon 2020

(Mulgan 2006)
OBSERVATORY ON INDUSTRIAL CHANGE (AND RESTRUCTURING)

IDEAS & BUSINESS GENERATION
- Creativity and Innovation
- Open Innovation (front end)
- Green Economy and new sectors
- Start up – Spin off – High technology
- Innovation audit
- Research Based Brokering
- Innovation for new market

INNOVATION MANAGEMENT
- Open Innovation and Management of Innovation process
- Innovation Management and Enabling factors:
  - Product (design and concept)
  - Technology (technology transfer)
  - Organisation and Human Resources (innovation skills)
  - Finance (project controlling, risk, ...)
- Sharing Innovation (TRM)
- ICT – TT – Innovation
- Digital Communication

MANUFACTURING
and
KIBS
Knowledge Intensive Business Services

INDUSTRIAL & TERRITORIAL ATTRACTIVENESS

SOCIAL INNOVATION
• Experience/competence flows (network management)
• Intergenerational cooperation

EVTA Ecosystem
• INNOVATION – Fields of activity

• Creativity and Innovation

• Start-up, Spin off…..New entrepreneurship

• Open Innovation (TRM)

• Green & Energy Smart Sectors

• Research Based Brokering

• Product Innovation

• Technology Innovation

• Digital Innovation

• Organization and HR (Innovation Skills)

• “Social Innovation”
Support for European Cooperation in Education and Training (ECET)

Project n. 521415-LLP-2011-IT-KA1-KA1ECETB

CLEAR - Creativity and innovation: pedagogical framework for the LEARning chain  
www.clearcreativity.eu

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CLEAR - Creativity and innovation: pedagogical framework for the LEARning chain
2009-2010: Creativity and Innovation for SMEs

www.leonardonext.eu

LLP Transfer of Innovation
Methodologies to generate ideas for innovative products and services

The Netherlands, Italy, Romania, Hungary
2013 Creativity & Innovation in the Public Administration
www.next4pa.at

2012-2013: Creativity and Innovation in the PA
www.next4pa.at
LLP Transfer of Innovation Methodologies to generate ideas for innovative services & transnational cooperation
Italy, Austria, Slovenia
We can't solve problems by using the same kind of thinking we used when we created them. A. Einstein

Imagine trying to cut a piece of paper with just one blade of a pair of scissors. It’s near impossible. Yet that is what we try to do with INNOVATION policy. We rely on supply side measures to push technology. We neglect the critical role that demand and markets play in pulling innovation through. **We need to use both blades of the scissors.** L. Georghiou
Global Innovation Index 2012 &
Global Creativity Index 2011

- Sweden, Finland, Denmark, **Norway**, the Netherlands, Belgium and Ireland can be considered as “Creativity leaders”;
- **United Kingdom**, Switzerland, France, Germany, **Spain**, Austria, Greece, Slovenia and Hungary might be defined “Creativity followers”;
- Portugal, **Italy**, Czech Republic, Estonia, Latvia and Croatia “Moderate creative countries”;
- Lithuania, Bulgaria, Slovakia, Poland, Cyprus and Romania “Modest creative countries”.
The project CLEAR aims at improving lifelong learning strategies, by designing a pedagogical framework so as to raise awareness on the importance of creativity to empower individuals and to transfer and develop innovation in organisations.

CLEAR will analyse policies and approaches to develop creativity in partner countries and will collect good practices realised in the three sectors of the learning chain: scientific and technology academic education, post academic/executive/non academic higher education, continuous training, with the aim to share and transfer them: 8 Seminars for Practitioners & Policy makers, 4 National Conferences, 1 European Conference.

CLEAR will be realised by a consortium of 7 bodies, which are active in the education and training sector.
7 Partners in Higher Education & Training
In IT, UK, BE, ES, NO
Partners

**P1: Confindustria Veneto SIAV Spa** - Service Agency of the Industrial Federation of the Veneto Region, representing more than 12,000 enterprises

**P2: IPRASE** - Istituto Provinciale per Ricerca e Sperimentazione Educativa - Provincial Institute of Educational Research and Experimentation in Trento

**P3: GuildHe** - representative organisation for 32 Universities and specialist Higher Education institutions in the UK

**P4: EVTA** - The European Vocational Training Association - Vocational Training Network representing 20 members from 18 EU countries (2000 training centres, 50,000 trainers)

**P5: FVEM** - Federación Vízcaína de Empresas del Metal - the largest Sector Business Association in Biscay (1060 companies – 40,000 workers)

**P6: TKNIKA** – Centro de Innovación para la Formación Profesional - Innovation centre for the Basque Vocational Training System

**P7: BUC** - Bergen University College - Høgskole i Bergen - State institution of Higher Education
CREATIVITY AND INNOVATION: Pedagogical framework for the Learning Chain

Analysis

- Creativity, Innovation and Lifelong Learning: a Transnational Review
- Creativity and Innovation within Pedagogical practices: Case studies
- Scenario and strategy: Enhancing creativity and innovation in the Learning Chain

Seminars

4 Seminars - Policy Makers
- Italy
- United Kingdom
- Norway
- Spain

4 Seminars - Practitioners, Trainers and Teaching staff
- Italy
- United Kingdom
- Norway
- Spain

Conferences

- National Conference - Italy
- National Conference - Spain
- National Conference - Norway
- National Conference - United Kingdom
- European Conference - Belgium
Analysis: Issues & Findings

- **Innovation & creativity widely adopted as key economic policies** in partner countries but understanding and policymaking limited in concept, context and funding. *Gap between political rhetoric and practice?*

- Conceptual problems **underestimate role of demand side** in catalysing innovation (from firms and consumers) - traditional assumptions of science, technology and a ‘pipeline’ model of innovation.

- Creativity also provides challenges - **confusion over creative industries and definition, policy and impact.**

- **Key education institutions** (in the ‘learning chain’) also experiencing **difficulties in understanding roles** and impact - institutional understanding, missions and resources.

- **Budgets and scale of activity problematic.** The paradox of policymakers focusing on innovation and creativity as a route out of recession whilst reducing key budgets.
## Analysis: Issues & Findings / 2

<table>
<thead>
<tr>
<th></th>
<th>Education <em>about</em> creativity and innovation*</th>
<th>Education <em>for</em> creativity and innovation*</th>
<th>Education <em>through</em> creativity and innovation*</th>
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<tbody>
<tr>
<td>About the role of creativity and innovation, and how creative and innovative processes develops</td>
<td>About methods and training that prepare students for creative and innovative activity</td>
<td>Learning from within (as part of creative and innovative activities)</td>
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<td>Master program in innovation and entrepreneurship</td>
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<td>Course in social entrepreneurship</td>
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<td>Technology management, economy and innovation (ING101)</td>
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* A.E. Slinning, J.K. Fosse, A.O Våge, Bergen University College. Adapted from: *Educating entrepreneurs in modernising economies* / edited by Peter Rosa, Heinz Klandt and Michael G. Scott 1996
Analysis: Issues & Findings / 3

1. Organisational structures
   - a. Leadership and Innovation
   - b. Teamwork and Innovation

2. Individual characteristics
   - a. Creativity and entrepreneurship
   - b. Creativity and opportunities search strategies

3. Training methods and pedagogical practices
   - a. Creativity and pedagogical practices
   - b. Creativity and assessment

4. Training content
   - a. Creativity and Tertiary Education
   - b. Creativity and Secondary Education
CLEAR Case studies

- Learning Chain – **new courses** for SMEs, entrepreneurs and business leaders (Lider21, Masters courses at **University of Padua**, LUISS, University College Bergen, Welfare Technology for Health)

- Learning Chain – **new buildings and philosophies** (Hive, Ravensbourne, Plymouth)

- Learning Chain – **new partnerships between supply and demand sides** (Innobasque, Applied Creativity Network)
Toward innovative University, Higher Education & Continuous Training?

🌟 Creativity is important for innovation and entrepreneurship – and education is important for creativity

🌟 The role of creativity and innovation within education

🌟 The role of external relations and interdisciplinarity

🌟 The role of infrastructure and support
CLEAR EU Conference in Brussels
See you in November 2013!

WWW.CLEARCREATIVITY.EU
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GABRIELLA BETTIOL

Head of KNOWLEDGE&INNOVATION UNIT

Confindustria Veneto SIAV Spa

Service Agency of the Industrial Federation of the Veneto Region, representing more than 12,000 enterprises

Via Torino 151/c, 30172 Mestre (Venezia) – Italy
Email: area.progetti@siav.net
Phone: +39 041.25.17.541
Websites: www.knowledgeandinnovation-siav.net / www.siav.net

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