

# INC

## Innovation Culture for SMEs

3rd PRESS RELEASE

### INC PROJECT PROGRESS

Our InC project aiming to provide tools to improve the ability of SME managers to lead innovation and foster an innovation environment in their organisations has entered its second year of implementation.

So far, under the coordination of our partner in Arad, Romania - CNIPMMR, **Result 1** of the project (**PR1**) - **InC Sensitization Methodology and Tools** - has materialised into a **Best Practice Guide** - a collection of best practices of innovation meant to promote the necessity of building an innovation culture within SMEs, and a **Workshop Methodology** meant to help SME support organisations reach out and provide training to SME managers on how to actually build an innovation promoting environment in their SMEs. They will be made available on the project website soon.



### PR2: INC INNOVATION CARDS

Under the lead of Innohub (Spain), the InC project partners have designed and created **42 Innovation Cards** that include 42 key terms and concepts related to innovation and innovation culture. Each card is made up of 4 slides containing: the name of the term/concept, definition, relevance to SMEs, and how it can be applied in SMEs. The terms/ concepts have been carefully researched and selected, partners also benefiting from the input of local relevant stakeholders.

The InC Innovation Cards will be integrated into the InC Online Platform (Result 5 of the project) for online use, but with a possibility to be downloaded/ printed. They will be available in 5 languages: English, Romanian, Polish, Spanish, Portuguese.



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# INNOVATION

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**DEFINITION**



 A process of translating idea or an invention into a new or improved product or service that offers an additional value to customers. It is about making changes or creating something new.

But it's not just to change things, but to bring an added value, e.g. improve quality, provide new functions, lower costs of production leading to lower prices, enable your customers to perform previously impossible actions etc.


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**RELEVANCE FOR SMES**

Innovation is a key strategy for any company to keep being relevant and responsive to changing needs of customers and markets. It allows SMEs to avoid competing based on prices and instead to offer customers unique value that they are willing to pay for.



**HOW IT CAN BE APPLIED IN SMES**


 To be able to innovate you have to consider customer needs, exchange information with customers and suppliers and other sources of market relevant information that can help you understand how your SME can offer new products, services or how you can adjust the way things are done and how to turn that into a profit.

## STEPS TAKEN WITH PR3...

**Result 3 (PR3) - the InC Competence Development Program** of the project is our current focus. Following the methodology laid out by our partners at E&D (Portugal), the InC partnership is developing the modules corresponding to the 5 thematic areas that will be covered by the online training planned for SME managers: 1. Designing and leading innovation environment, 2. Building the right team, 3. Fostering innovation through communication, 4. Lean start-up, 5. Digital solutions to foster innovative culture.

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