

# Tractors Philosophy

## ***TRACTORS:***

***TR***aining ***MA***terial in ***Cr***eativity and  
***Inno***va***Tion*** for ***EurO***pean ***R&D***  
***Org***anisations and ***SMEs***

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1

# TRACTORs Partnership

8 partners, 6 countries  
A University  
2 Technology Parks  
An Innovation Center  
A company supporting Technological Development  
A Technology Center  
A Research Institute  
A Business Consultant

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2



## Project Team

*Ireland* -  
WESTBIC: The  
Business and  
Innovation  
Centre for the  
West and  
North  
of Ireland

*Spain*-  
LABEIN Tecnalia

*Italy*-  
Firenze Tecnologia



*Greece* -  
•Thessaloniki Technology Park  
•ATLANTIS Consulting S.A.  
•University of West Macedonia

*Austria* - MERIG - The  
Multidisciplinary  
European Research  
Institute Graz

*Lithuania*-  
Kaunas University  
of Technology, Regional  
Business Incubator



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3

## TRACTORs Mission

To review business and research resources for material pre-selection, to investigate the current needs, to develop training material and training methodologies in Creativity & Innovation Development, to pilot test them, to disseminate them among the educational, training, R&D and business community (Research Organisations & SMEs).

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4

# Work Program

- WP1: Research & Business literature review in C&I
- WP2: Training Needs Analysis in C&I
- WP3: Training Model & Syllabus Conception
- WP4: Training Material Development & Self Audit Tool in C.I
- WP5: Piloting the Training Material & SWOT analysis
- WP6: Design & Update of a training portal in C.I
- WP7: Valorisation (Dissemination & Exploitation)
- WP8: Quality Control, Project Management

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5

## TRACTORS approach of the Innovation Process

From an individual or a team?  
Reasons for ideas generation??  
Cultural factors, personality qualities...



TRACTORS area of interest

How ideas are related with a business opportunity?  
Is there any set of toolbox or practices?  
Can these form a training material?

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6

## Factors affecting creativity

- **Work atmosphere:** sense of purpose, idea support, idea sharing, reliance, dynamism
- **Organisational culture:** Respect for individual differences, Open communication, Reward system, Team-building, Bureaucracy, Freedom, Autonomy, Low risk aversion, Peer help, Expectations for creative ability, Attitude toward change.

## Factors affecting creativity

- **Individual:** Personality, type & years of experience, job characteristics & complexity, (sex, age, educational background, etc)
- **Other factors:** time pressure (under some preconditions), ways of thinking while facing a problem or in general (Creative Thinking, Lateral thinking, Non Conventional thinking)

## More information for TRACTORs

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Project portal: [www.train4creativity.eu](http://www.train4creativity.eu)