

Tractors Philosophy

TRACTORS:

TRaining ***MA***terial in ***Cr***eativity and
Innova***T***ion for ***EurO***pean ***R&D***
Organisations and ***SMEs***

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



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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April 2007

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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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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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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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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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