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Invest in Innovation
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NEWSLETTER



Second partners' meeting, Plzeň, Czech Republic, 4th and 5th of May 2015



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Hosted by by Grafia, s.r.o, the second meeting of the project “In2In” was held in Plzeň, Czech Republic on 4th and 5th of May 2015.

During the meeting the partners had the opportunity to present the results from the surveys and discuss the results of the focus groups conducted in their countries regarding the application of innovation by employees within their organisations.

The main findings of the surveys as well as focus groups carried out in Greece, Czech Republic, Cyprus, Italy and the United Kingdom are the following:

Asset Tec, Greece

During the focus group, participants had the opportunity to comment and discuss on the results of questionnaires. Participants focused on the skills and competencies that employees should obtain so as to be innovative. The first analysis of the survey shows that innovation is not a clear term in Greece and innovation has a different meaning for each person. In general, people apply innovation, they have innovative ideas but they do not have the financial resources to put them in practice. Employees enjoy working in a team and they will take a risk only if they know the consequences. They are ambitious and they want to invest more in Innovation!



Grafia, Czech Republic

In Plzeň, Czech Republic, the focus group participants discussed why particular phenomena gained from the survey occurred. This significantly clarified the issues obtained from the survey and contributed to the knowledge needed for creating tools that will support the growth of innovation within SME's. The main conclusions were the following:

- Innovation is rather not a fundamental element in an organization
- Money is not the strongest motivation
- The results show very moderate attitude toward creativity, problem solving and continuous improvement
- In organizations the importance of a friendly climate and strong relationship was confirmed as very important
- Inventiveness when implementing solutions and actions is lacking behind
- Ideas that generate positive results are seldom rewarded
- Organisations are not strongly encouraging individuals to suggest new ideas and concepts
- The processes are easy to change, but to document them is not so easy



Synthesis Center, Cyprus

In Cyprus, the focus group discussed the results of the questionnaire and focused at the reasons why in Cyprus employees do not apply innovation within their organisations even if they have innovative ideas. The participants identified cultural barriers in non-applying innovation, such as safety and fear of risk taking. For example, parents push their children from a young age to jobs in the public sector. Also the fear of failure is a serious factor; people believe that if they fail, they should not retry or do something new again. At the workplace, employees are more concerned with solving day-to-day problems than plan and execute innovative ideas. The survey also indicated that people do not have a clear understanding of the terms innovation or social innovation.



Consorzio abn, Italy

In Italy, the results show that innovation considered as very important, although it seems that innovation is not applied in any form. Another important observation is that there is a positive perception on individual participation to innovation processes. On the other hand there is a negative perception of the participation of the stakeholders and the external actors to the general innovative trend of the organization.

Moreover, there is an opinion about innovation but not a specific concept of what innovation is. The representatives of the target group seem to possess little awareness around what precisely innovation means (and specifically social innovation) in terms of processes and products. It is admitted that there is lack of both technical and soft skills among employees. Thus, they have to build the capacity of adapting to the changing social-economy scenario and developing the capacity of “reading the new”. Therefore, there is need for undergoing focused training/capacity building processes.



Learning Light, United Kingdom

The UK In2In focus group is covered a range of sectors including Education, Finance, Manufacturing, Export and International Trade. Attendees were asked their views on the UK responses to the questionnaire and supplementary questions to understand in more detail the key factors in implementing innovation in SME's. The focus group meeting focused on the key barriers of embedding innovation in SMEs, the examples of successful innovation and the skills that the employees should have to develop innovative ideas.

Some of the comments from the discussion are summarised below:

- Time constraints hamper innovation
- Trust is essential
- It needs to be led from the top
- Process innovation is iterative
- You need to discuss ideas
- You need to be brave



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