



Treviso Tecnologia



AZIENDA SPECIALE PER L'INNOVAZIONE
Camera di Commercio Treviso

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Innovation and creativity initiatives



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Treviso Tecnologia is a Special Agency for innovation, established by the local Chamber in 1989, to foster an entrepreneurial cultural founded on innovation, supporting enterprises by

- A cutting-edge offering of services and projects, strictly connected to the scientific world and University**
- The development of training paths supporting lifelong learning programs, to consolidate innovative professionalisms and global scale competences**
- The information and continuous technical assistance to implement innovative methodologies aimed at the certification of products and systems**

Treviso Tecnologia acts relentlessly as a facilitator in information, training and service development to foster innovation as the key to the enterprises' growth via the networking between Research & Development, University, Institutions throughout Europe.



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Treviso Tecnologia is a privately managed non-profit consortium offering high added value innovative services. Moreover, it develops projects funded by local, national and European institutions, which allow a high operational autonomy.

The staff of Treviso Tecnologia consists of nearly 50 people counting employees and project workers, plus a network of approximately a hundred selected professionals, lecturers and managers. Personnel is located in the three branches of Lancenigo di Villorba (*Training and business services*), Rustignè di Oderzo (*CERT Laboratories*) and Asolo (*La Fornace Business Incubator – NeroLuce centre*).

The partners are: Treviso Chamber of Commerce, the main local trade associations, the *Regione Veneto*, IUAV University of Venice and Unicredit.

The organisation is 85% self-sufficient thanks to the sale of services, the development of locally and internationally funded projects, and the supply of services as an institutional body, to which partners' funding is destined.



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Main current initiatives on Innovation and creativity

- Innoskills**
- Creativamente**
- Servizi di NeroLuce**



InnoSkills Aims

- Improvement of the competitiveness and sustainability of SME through the diffusion of innovation management techniques and tools
- Development of competencies in the application of innovation methodologies through the learning materials and tools
- Close a gap in vocational education through the online learning materials and cooperative platform
- Dissemination of learning materials on innovation issues



Target groups

- SME workers, specially middle management
- Consultants and Advisors
- Researchers
- Students
- Teachers/trainers

- Organizations working with SMEs
- Large enterprises, in particular, human resources departments

- ... Anyone interested in the innovation issues



Products

- **Guide and learning objects** to support innovation in SMEs
- **Self Assessment Tool** to identify your learning needs
- **Web Portal** that allows collaborative and informal learning scenarios on creativity and innovation management

*All the products of the project will be available in **Czech, English, German, Italian and Portuguese***



Benefits

- Learning system especially available “just enough and just in time” from the working station of any possible end user
- Dynamism of economic systems competitiveness and increase of enterprise abilities to adopt new innovative systems or general innovative procedures
- Guide and platform offering orientation, learning and exchange
- Cooperative and informal learning methodology, involving partners and users



Partners

Austria

E-Learning Concepts Rietsch KEG

Czech Republic

University of West Bohemia

Germany

LiNK MV

Institute for Project Support and Competencies Development - Pro-Kompetenz

Italy

Treviso Tecnologia – Special Agency for Innovation of Chamber of Commerce

Tinnova-Special Agency of the Chambers of Commerce of Florence and Prato.

Portugal

Parkurbis, Science and Technology Park of Covilhã, SA

CREATIVAMENTE 09

CREATIVAMENTE CAMBIARE INNOVANDO



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DGR 1886/08 -Progetto formativo 74/1/1/1886/2008**

The project

The project has developed the creativity issue from several points of view, giving concrete ideas and suggestions to the companies, to develop a personal innovation capability

The results - Seminars

Six Seminars, from 20th March 2009 to 5th June 2009

For each seminar, an expert has presented a particular aspect connected to creativity, to stimulate reflection and to give suggestions useful in different professional fields

The results - Seminars

Date	Title	Author	People
20/03/2009	Creatività e comunicazione: come e perché senza linguaggio non c'è pensiero	<i>Annamaria Testa</i>	118
06/04/2009	La creatività dei numeri	<i>Piergiorgio Odifreddi</i>	113
23/04/2009	Creatività - la formula di Sharewood	<i>Robin Good</i>	74
07/05/2009	Volgere altrove: divertire. La comicità come atto generatore di creatività	<i>Roberto Abbiati</i>	86
20/05/2009	L'invenzione della scienza. Da Copernico a Galileo Galilei. Dai maghi del cinquecento ai maghi della finanza	<i>Francesco Niccolini</i>	61
05/06/2009	Creatività nei processi, quando le difficoltà ti aiutano a considerare modi diversi di fare e di pensare	<i>Aldo Cibic</i>	87

Total: 539 Participants

The results – Learning activities

Development of FREE learning opportunities, available to companies.

Areas of interest:

- Applied creativity methodologies
- Techniques and methods for new products and services development
- Techniques for the productive processes improvement
- Productive welfare (team building, stress management, time management, etc.)

Companies involved: 20
Free learning activities: 450 hours

NeroLuce

Treviso Tecnologia activated “Neroluce” center for innovation in 2008, on behalf of Veneto Region and Treviso Chamber of Commerce.

The center supports companies in product development, offering a wide range of services to help them to improve the final product and to contain development costs.

These results are possible thanks to groundbreaking technologies and competencies.

The location

“Neroluce” center is located in the “La Fornace” incubator in Asolo, and was created thanks to the strong competencies that Treviso Tecnologia has in design, innovation and support to creativity, benefitting from the collaboration of a wide and strong network that includes Research Centers, Universities and experts from all Europe.

This wide network allows Treviso Tecnologia to build a customized and highly focused team to meet the companies needs, to fully satisfy requests and maximize cost-effectiveness.

The services

Virtual Prototyping and Stereoscopic Projection allow to test and present a virtual prototype, and is possible even in an early development stage, allowing to direct more efficiently further development.

Usability tests allow to gather important feedbacks from users, driving to an higher customer satisfaction, and therefore possibly to higher sales.