

## First Workshop

### Creativity and innovation in Europe



Where: La Fornace dell'Innovazione, **Asolo**.

When: **January 26, 2010**.

The challenge to strengthen competitiveness within the crisis is based on the ability of the companies and their contexts system to apply and implement innovative products and manufacturing processes.

The ideation ability of manufacturing industries is not always successful in breaking "routine" paths and creating new products to meet needs not yet "discovered" by customers.

#### **AIMS**

- Focusing methodologies, approaches and outcomes realized at European level by the application of "creative approaches"
- Compare and share the experiences proposed with the initiatives developed in the Veneto region, as well as in the partnership local contexts.
- Identify the requirements needed to apply the creative methodologies to different contexts and environments.
- Plan the future training actions.