CREATIVITY AND INNOVATION TRAINING ACTION: DESIGN AND RESULTS

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1. The Knowledge Society
2. The concept of innovation
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What ‘Knowledge Society’ means

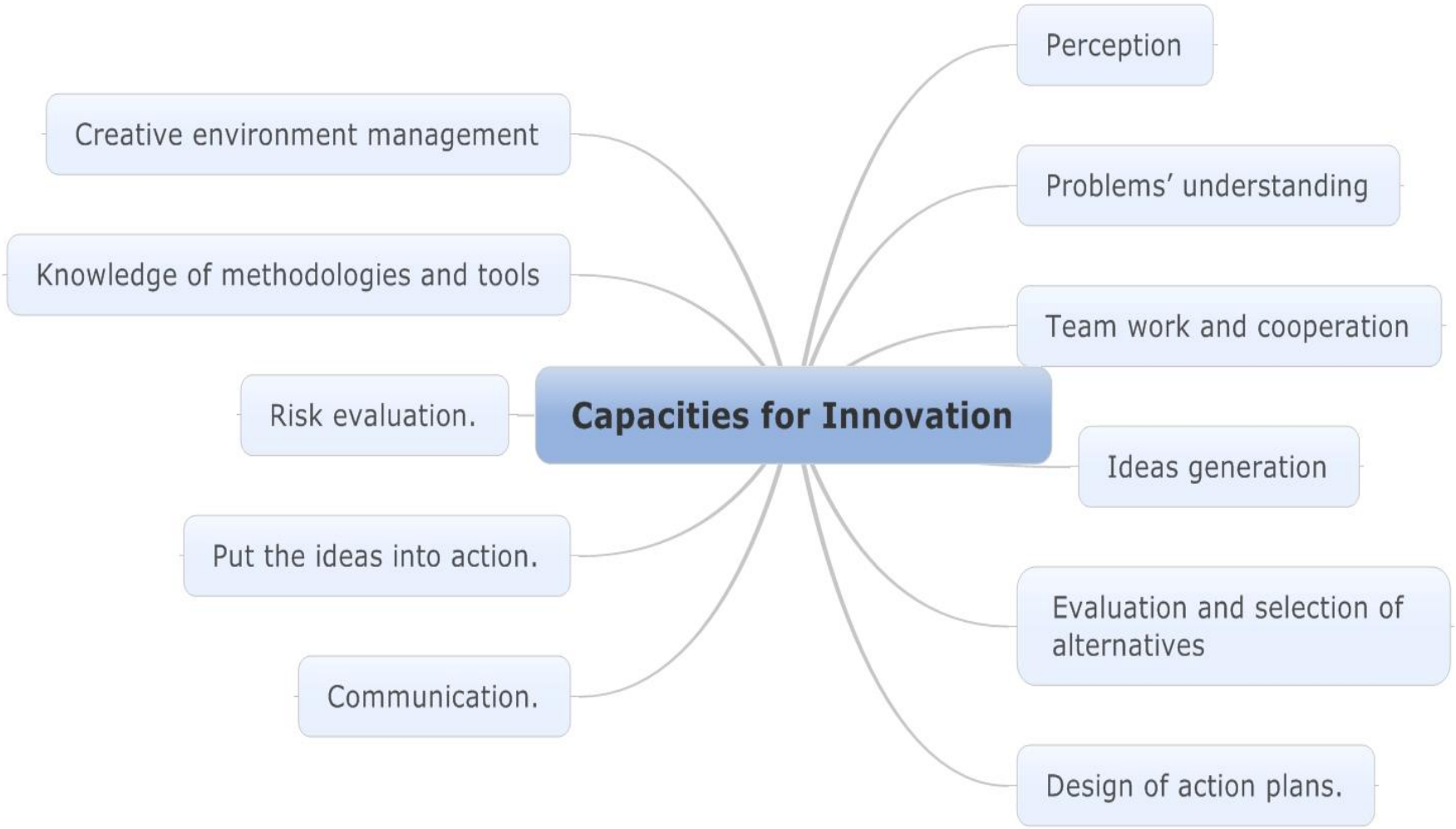
- Intangible resources
- Continous changes
- Adaptation
- New oportunities
- **Creativity and innovation as key competencies**

INNOVATION

The concept of innovation

Creativity

Market


Capacities for Innovation
Perception
Problems' understanding
Team work and cooperation
Ideas generation
Evaluation and selection of alternatives
Design of action plans.
Creative environment management
Knowledge of methodologies and tools
Risk evaluation.
Put the ideas into action.
Communication.

How to learn to innovate?

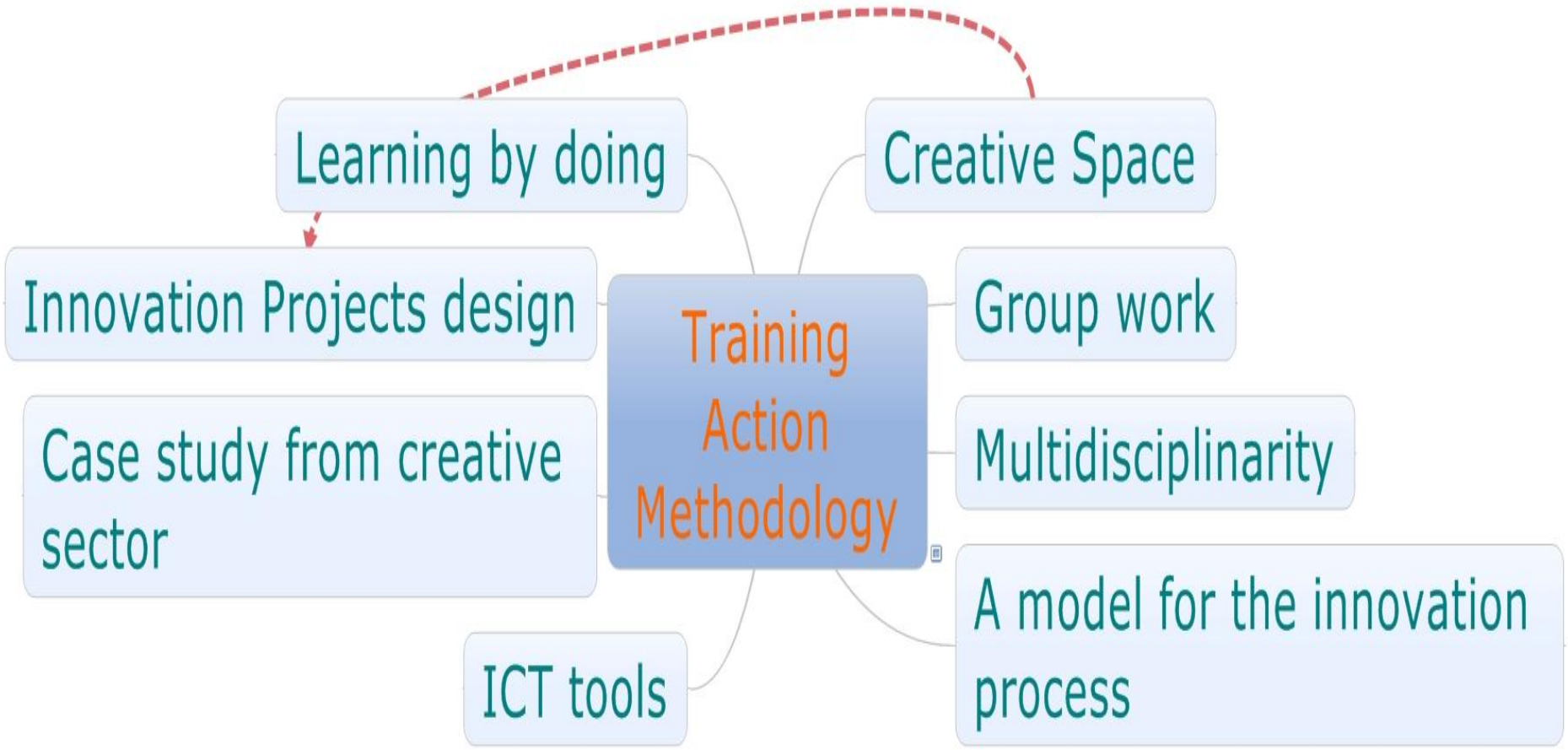
TRAINING ACTION DESIGN

Lifelong Learning Program

Creatividad e Innovaci

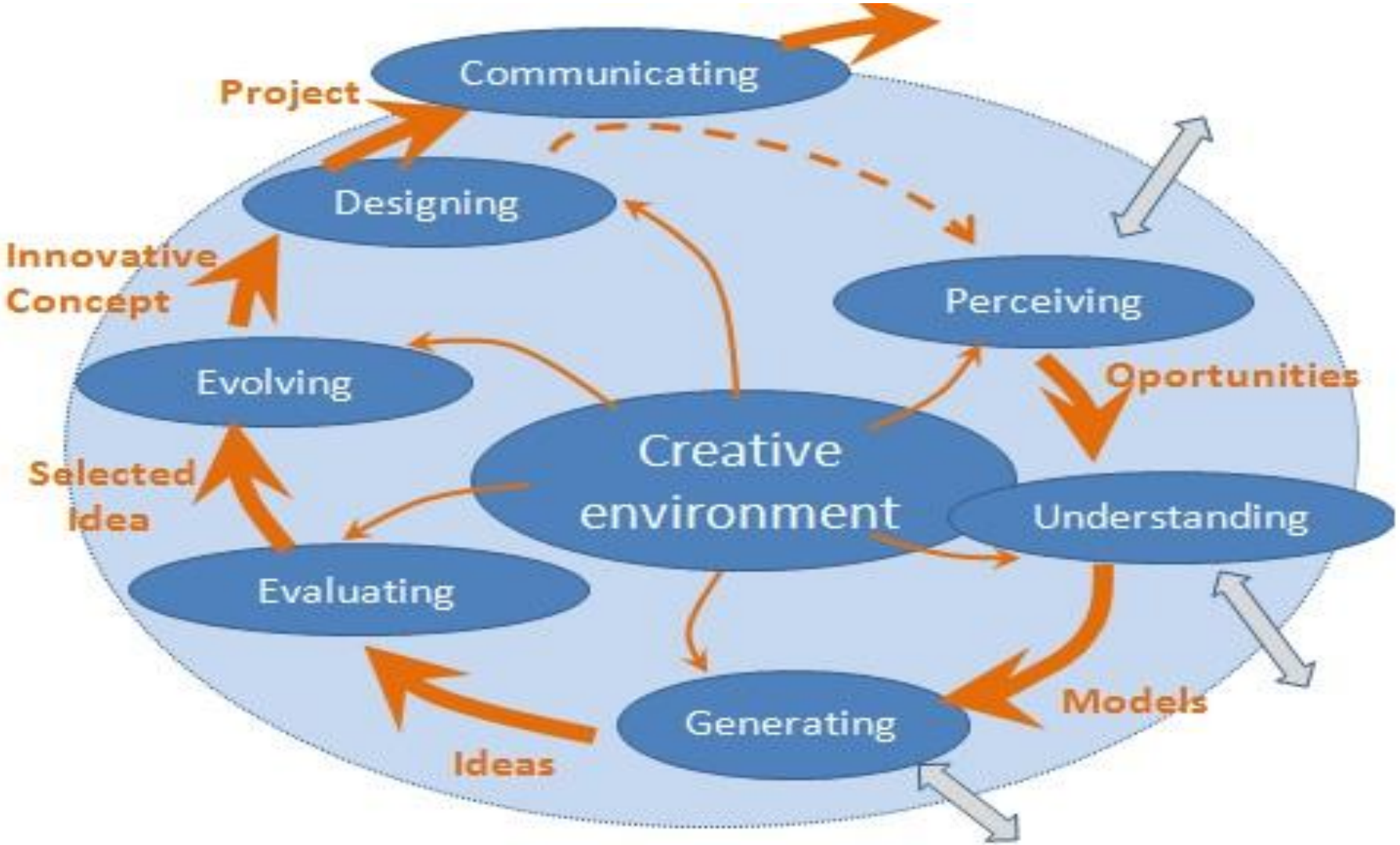
UCA
Universidad de Cádiz

- ✓ 1 month
- ✓ 7 sessions/ 2 hours


Learning by doing
Creative Space
Innovation Projects design
Training Action Methodology
Group work
Case study from creative sector
Multidisciplinarity
ICT tools
A model for the innovation process

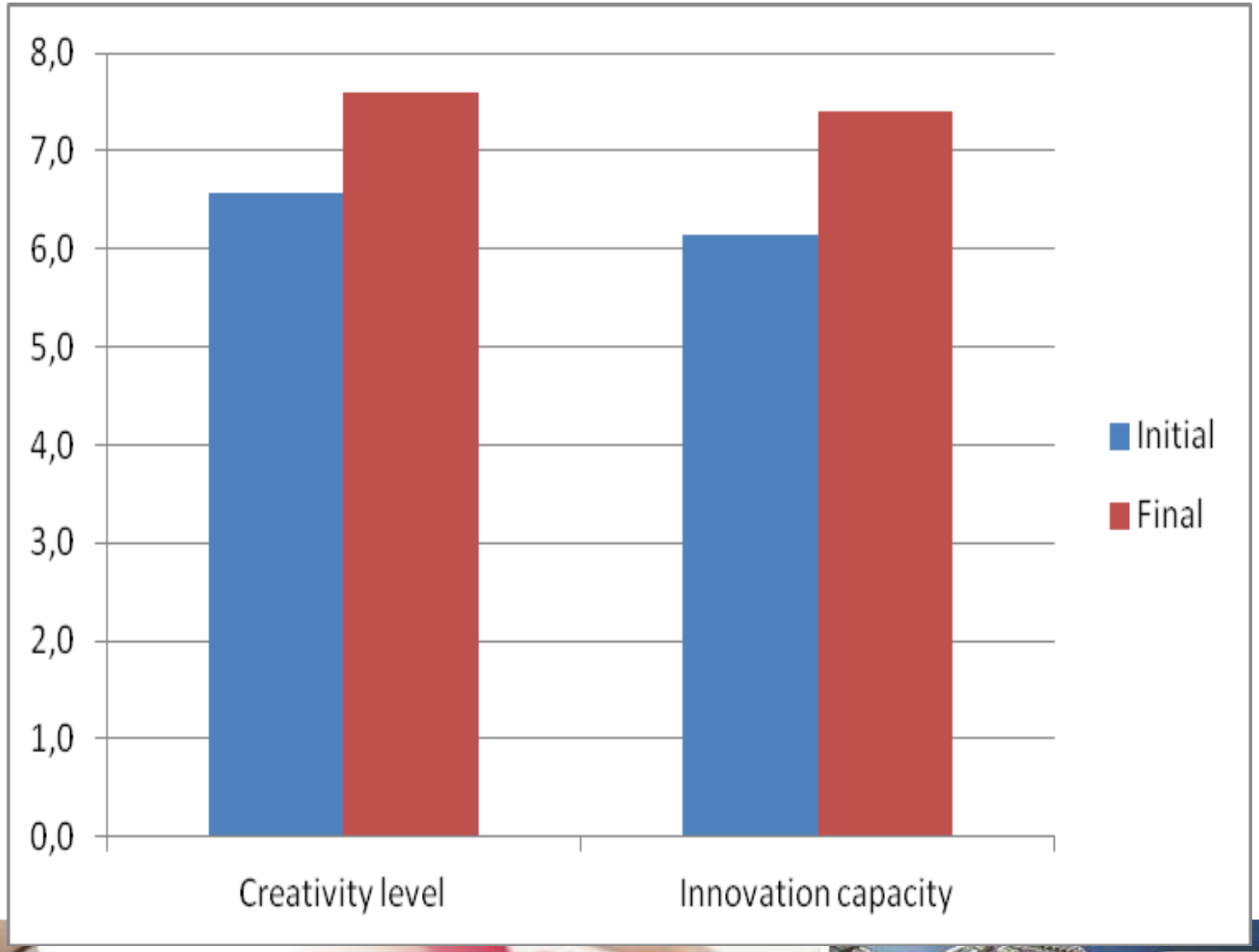
International conference
The Future of Education
2nd Edition
PIXEL

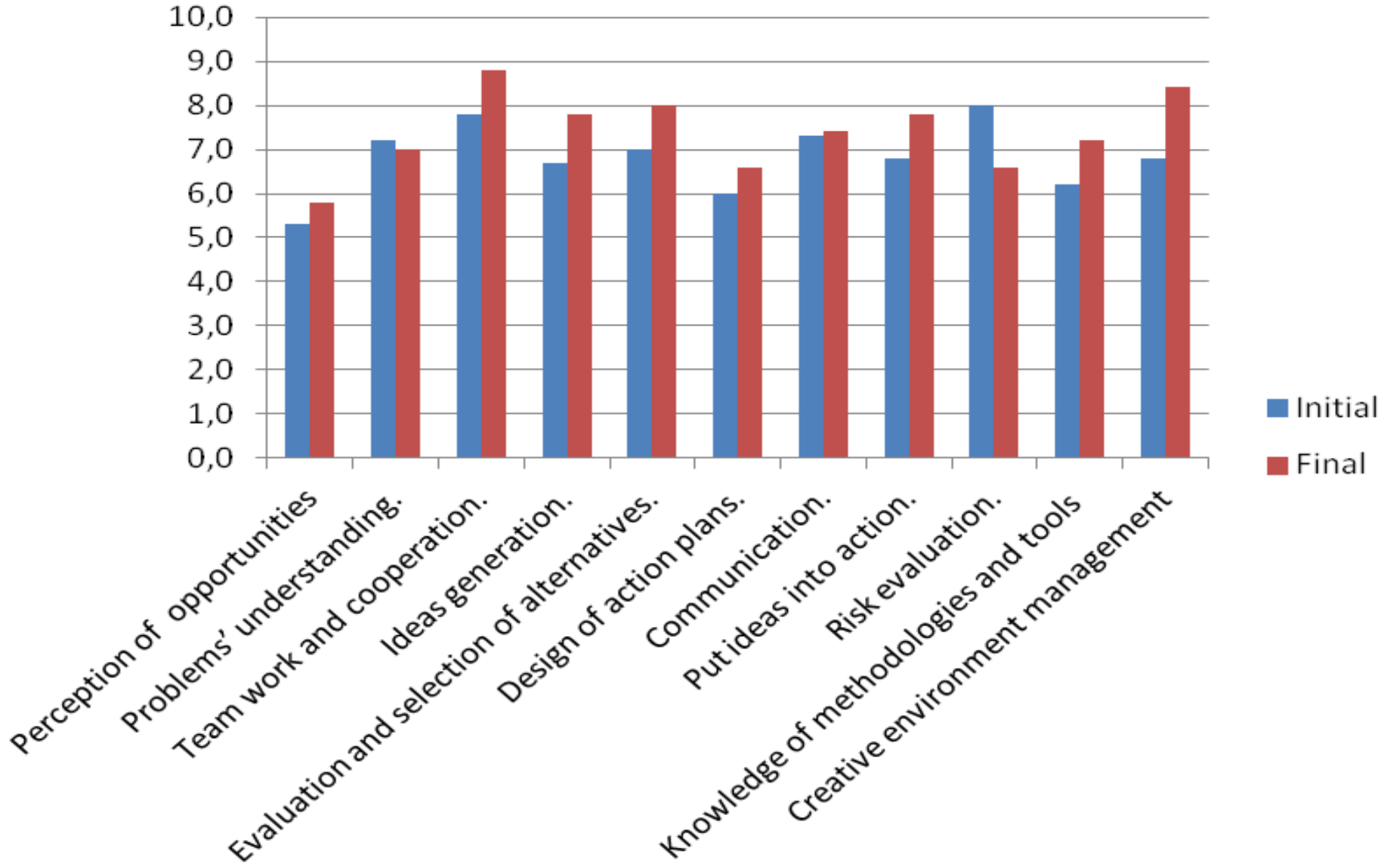
CREALAB ®: a Process Innovation Model



1. Self-evaluation
    1. An overall level.
    2. A specific level.
2. Questionnaire about the course

EVALUATION AND RESULTS


8,0
7,0
6,0
5,0
4,0
3,0
2,0
1,0
0,0
Creativity level
Innovation capacity
Initial
Final


10,0
9,0
8,0
7,0
6,0
5,0
4,0
3,0
2,0
1,0
0,0
Perception of opportunities
Problems' understanding.
Team work and cooperation.
Ideas generation.
Evaluation and selection of alternatives.
Design of action plans.
Communication.
Put ideas into action.
Risk evaluation.
Knowledge of methodologies and tools
Creative environment management
Initial
Final

Training action evaluation

Scale of valuation: 1- Disagree a lot, 2- Disagree, 3-Partial agree, 4-Agree, 5- Agree a lot

OBJECTIVES	Edit 1	Edit 2
I have learned a methodologie	4,8	4,7
I have practiced innovation	4,4	4,6

Training action evaluation

Scale of valuation: 1- Disagree a lot, 2- Disagree, 3-Partial agree, 4-Agree, 5- Agree a lot

RESULTS

I have generated ideas	4,2	4,3
I have started a project conception	4,2	4,6
I have progress in the construction of a team for developing my idea/project	4,2	4,0
I have found people, resources and aids for innovation developing	4,4	3,8

Training action evaluation

Scale of valuation: 1- Disagree a lot, 2- Disagree, 3-Partial agree, 4-Agree, 5-Agree a lot

METHODOLOGY The course has been:		
A creative environment	4,6	4,8
A significative experience for me	4,8	4,7
A space for collaboration	4,8	4,7

Conclusions

1. Learning for innovation: a challenge for education.
2. Training action presented has obtained good results.
3. The methodological aproach used could be extended to other levels of the educational system.

Thanks you very much!

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