

Project Overview

After years of economic and political crisis, resilient economic growth had begun to return to Europe in 2019; only for a global pandemic to plunge the economic landscape of Europe into further turmoil.

The overall impact of COVID-19 on employment, economic development and new business start-up is yet unknown but overall trends and projections are not overly positive. What is certain, however, is that small and medium-sized enterprises (SMEs) and entrepreneurs will be crucial once again to getting the EU economy back on track.

The project will focus on building robust and sustainable learning partnerships between education and entrepreneurs in pursuit of excellence in innovation management at a time when it is needed most.

Aim

The InTraRed project aims to foster the innovation management within SMEs through the building of new learning partnerships between the world of work and the world of education. VET providers can be the key educational bridge between SMEs and education.



Activities

1

A customisable training programme to support business owners and functional team leaders in the SME sector to develop the required skills and competences in innovation management to enable them to introduce formalised innovation processes in their companies and rapidly bring new innovative products and services to the market

2

A tailored in-service training programme to ensure that VET professionals, business advisors and mentors are equipped to deliver the new innovation management curriculum tailored to the needs of their SME client group.

3

A mobile-friendly learning platform built to maximise interaction and engagement providing instant access to our high-impact learning materials namely the InTraRed Innovation Management Curriculum and the In-service Training Programme for VET professionals, trainers and coaches.

4

A library of real-life case stories of innovation leaders in the SME sector.

5

A thought-provoking Policy Paper titled Innovation Management in the Age of Disruption.



 www.intrared.eu

 [IntraredProject](#)

InTraRed

Innovation Transfer
Ready SMEs



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