

Newsletter 2

InTraRed in short...

“InTraRed: Innovation Transfer Ready SMEs” aims to build robust and sustainable learning partnerships between education professionals and entrepreneurs. In pursuit of excellence in innovation management at a time when it is needed most, that is, when SMEs and sole traders are crucial once again to getting the EU economy back on track after the COVID-19 global pandemic.

InTraRed will over time support VET providers and businesses to implement customised innovation management processes at local level aiming to boost the revival of local, national and EU economies, through high-quality tailored training.

The Training Needs Analysis Report is now ready!

Based on the results of the surveys conducted with business owners and functional team leaders in the SME sector, many belonging to our Local Stakeholder Partnerships, in Greece, Cyprus, Malta, Ireland, Slovenia and Spain; an Insight Report has been published to summarise our key findings, taking into the account as a key innovation accelerator, the multi-faceted challenges that Covid-19 has brought about.

The TNA Insight Report presents the views of respondents on innovation factors and key elements associated with successful innovation management which, coupled with relevant secondary research, lead to the development of a list of recommendations focused on several areas where SMEs could concentrate and develop innovation structures in realistic terms in light of the new scenarios.

The report, available on the Project site, provides a framework on which InTraRed will focus its forthcoming high-impact learning materials.



The project website is available in five languages!

The project website, optimized for mobile, laptop, tablet or smartphone access, will be the main online communication portal for the project and it is now online.

Fully web 2.0 enabled, it introduces you to the project, the consortium and the funding agency; and contains all the standard and expected social media features that are now an essential part of on-line communication.

Moreover, this website will over time host 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.

In addition to the e-learning functions, it will host an **online observatory of real-life case studies of innovation leaders in the SME sector**.

Visit us now on <https://www.intrared.eu/>



InTraRed aims to...

- **support business owners and functional team leaders in the SME sector** to build the required skills and competences in innovation management.
- properly **equip VET professionals** to deliver a new innovation management curriculum and coaching their SME client group.
- ensuring the deep **raising awareness at SMEs** about what kind of people lead innovation in today's business world across the participating countries.
- **provide policy makers with a recommend course of action** based on the experiences and lessons learned in the course of the InTraRed project.
- facilitate high-impact learning materials through a mobile-friendly learning platform built to maximise interaction and engagement providing instant access.

InTraRed partners...



University of Peloponnese
GREECE



Meath Partnership
IRELAND



Chamber of Commerce and Industry of Slovenia (CCIS)
SLOVENIA



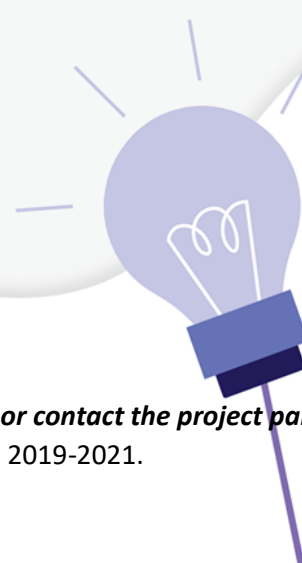
Malta College of Arts, Science and Technology (MCAST)
MALTA



Innovation Training Center (ITC)
SPAIN



INNOVADE LI
CYPRUS



For more information on the project, please visit www.intrared.eu or contact the project partners.

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