

BSR InnoReg Transnational Training Module 2:
Creativity, Innovation & Management

29–31 March 2010, Tartu, Estonia

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Monday, 29 March 2010

Arrival of participants in Tartu	
18.30–20.30	Get-together: Visiting Tartu Old Town <i>Meeting point: lobby of Hotel Dorpat</i>

Tuesday, 30 March 2010

Venue: Dorpat Conference Centre (www.dorpat.ee) Moderator : Rene Tõnnisson, Baltic Innovation Agency (www.bia.ee)	
8.30–9.00	Registration
9.00–9.15	Welcoming words <i>Karin Jaanson, Deputy Mayor of Tartu</i>
9.15–10.00	Introductory session of participants <i>Rene Tõnnisson, moderator, Baltic Innovation Agency</i>
10.00–10.30	Greetings from the BSR InnoReg project: summary of the findings so far and upcoming activities <i>Johanna Leino, Project Manager, The Baltic Institute of Finland (www.baltic.org)</i>
10.30–11.00	Coffee break
11.00–12.00	Lecture 1 "Organisation not using creativity is under-using its assets – creativity in Estonian organisations" <i>Rene Reisner, Heiväl Consulting (www.heival.ee)</i>

12.00–12.30	<p>Group work</p> <p>"Discussion based on examples – difference between creative and innovative solutions" <i>Rene Reisner, Heiväl Consulting</i></p> <p><i>Method: Discussion with the whole team together - show containing about 15 interesting photographs about things that might have additional value for user. For example sofa with shelves to keep books at hand while you are seated or teacup with special plate where you can put biscuits. If value for client is weak then they are just creative, if there is real value for client then innovation.</i></p> <p><i>Learning: Participants will learn how to distinguish between creative and innovative solutions. It is not always easy to find black and white solutions.</i></p>
12.30–13.00	<p>Difference between individual and organisational creativeness - highlights of a study made by Heiväl Consulting among Estonian organisations <i>Tõnu Hein, Heiväl Consulting</i></p>
13.00–14.00	<p>Lunch</p>
14.00–14.30	<p>Case study 1</p> <p>"How is creativity managed in Raintree Estonia?" <i>Aleksei Udatšnoi, Raintree Estonia (www.raintree.ee)</i></p> <p><i>One of the most fast-developing and innovative IT companies in Tartu. Company has more than 2000 clients in US and Canada, offering software for medical organizations.</i></p>
14.30–15.00	<p>Case study 2</p> <p>"How to Implement Creative New Services in Public-Private Partnership: Case of M-Tartu" <i>Rain Rannu, Mobi Solutions (www.mobi.ee)</i></p> <p><i>Mobi Solutions was founded in October 2000 by five IT and business students of Tartu University in Estonia. Supported by Ericsson and mobile operator EMT, the startup became the first company in Estonia to try mobile advertising. Mobi Solutions has evolved into the leading mobile services provider in the region, employing 30+ people in 3 countries.</i></p>
15.00–15.30	<p>Coffee break</p>
15.30–16.00	<p>Group work</p> <p>"Unloading the sand" <i>Tõnu Hein, Heiväl Consulting</i></p> <p><i>Method: Participants divided to groups of about 5 members. They are given the task to describe as many different opportunities to unload sand from the truck without somebody shovelling and assuming truck does not have dumpcart.</i></p> <p><i>Learning: Personal experience on how difficult it is to generate ideas. Only after groups</i></p>

	<i>have presented their ideas photos of dumping the whole truck as a whole, washing sand out with water pipeline and other technical solutions are shown.</i>
16.00–16.30	Case study 3 "Supporting Innovation in SMEs – an online Innovation Guide to stimulate creativity and innovation management at the workplace" <i>Juris Balodis, Project Manager, Latvian Technological Center (www.innovation.lv/ltc)</i>
16.30–17.00	Conclusions and highlights of the day <i>Pia Kattelus, moderator, Ruralia Institute (www.helsinki.fi/ruralia)</i>
17.45–19.30	Creativity exercise combined with Walk on the Toome Hill <i>Pia Kattelus, moderator, Ruralia Institute (www.helsinki.fi/ruralia)</i> Possibility for swimming in Water Centre Aura (www.aurakeskus.ee)
19.30–21.30	Dinner at Volga restaurant (www.restaurantvolga.ee)

Wednesday, 31 March 2010

Venue: Dorpat Conference Centre (www.dorpat.ee) Moderator : Rene Tönnisson, Baltic Innovation Agency (www.bia.ee)	
9.00–9.30	Creative industries in Estonia - Introduction to Tartu Centre for Creative Industries <i>Küllli Hansen, Tartu Centre for Creative Industries</i>
9.30–10.15	Lecture 2 "What is innovation and why do we need it? Results of innovation audits performed in Estonian enterprises" <i>Tõnu Hein, HeiVäl (www.heival.ee)</i>
10.15–10.45	Group work "Different types of innovations performed/planned in your organisation" <i>Tõnu Hein, Heiväl Consulting</i> <i>Method: Participants are divided into groups according to organisations they are from. Each group prepares list of the most needed types of innovation. They are asked also to highlight additional innovation needed to support main action. Typically there is a combination of different types of innovation needed like product innovation means we might need to change something also in marketing etc.</i> <i>Learning: Participants apply theory into their daily practice and learn interdependencies between different types of innovation</i>

10.45–11.15	Coffee
11.15–11.45	Lecture 3 “How to assess innovative and creative ideas?” <i>Tõnu Hein, HeiVäl Consulting (www.heival.ee)</i>
11.45-12.15	Case study 4 “TAFTIE methodology. Presentation of the practical case about the heat exchanger” <i>Tõnu Hein, HeiVäl Consulting</i> <i>Method: Participants are divided to groups of about 5 members. To each group assessment methodology is given. Group gives numerical values to market attractiveness and uniqueness of technology based on descriptions. Differences in assessment are discussed together. Together numerical result to attractiveness of idea is given.</i> <i>Learning: Participants learn how to use practical tool for assessing potential of business idea. Method could be used as one approach to assess ideas coming to incubators.</i>
12.15–13.00	Group work “What have we learned and how will we disseminate it in our regions?” <i>Pia Kattelus, moderator, Ruralia Institute (www.helsinki.fi/ruralia)</i>
13.00–14.00	Lunch and end of the TTM