

### Contents:

Final Dissemination  
has started

A snippet from our  
manual

What the  
professionals think!

The Project Partners



## Final Dissemination has started

**T**he final phase of HCT has just started. We have reviewed your feedback and are modifying our manual to better suite your needs.

In order to disseminate our manual we are going to hold a series of seminars in the partner countries of the project. During these seminars we will give a brief introduction on creative thinking, how it was applied in our project and finally present a copy of the manual to all those present.

The seminars will be held during September 2011 with a final EU wide conference in Bologna in October 2011. Participation in the seminars and conference are open to anyone who is interested in the application of creative thinking within the cultural and creative industries.

For additional details regarding the seminar in your country please contact the relevant contact person whose details can be found on the last page of this newsletter.

## A snippet from our manual

**W**ithin this section of the newsletter we would like to show you a small section of our manual so that you can get a better idea of what we have developed.

### *What can this Manual do for you?*

If you apply the techniques found within this manual and keep on using them you can develop the ability to solve problems quickly, effectively and innovatively, thereby creating value within your career and personal life and transferring this value to those around you

The basic techniques in the manual and the accompanying worksheets can be applied to a variety of situations, they are easy to adapt and are transferable to other areas.

Those working in Creative Industries, Vocational Educational Trainers, Apprentices and Students can all gain valuable, transversal skills when they learn how to use Creative Thinking.

For those working or managing a small and medium enterprise (SME's) these skills will enable you to move forward, support you in the core areas of your business and will contribute to your ability to innovate.

If you are studying or teaching a traditional craft or skill Creative Thinking can help you to develop new ideas, organise your time and resources and gain increase your self confidence.

You will be able to deal with complex situations in a different way, problem solving, developing awareness and gaining self-confidence.

## What the professionals think!

This feedback is from two senior consultants, *Tania Russo* and *Giovanni Ghiotto*, who work in Vocational Education and Training (VET). They both participated in the initial Focus Groups and the testing phase of the HCT project.

The innovative feature of the manual developed is that it highlights the important relationship between productivity and emotional intelligence, i.e. between productivity and creativity. Within the manual are new ideas that are well-organised in a logical sequence.



Being open and ready to initiate change is vital for anyone working in an enterprise in order to:

- Improve the internal culture
- Develop human resources
- Introduce new technologies
- Outsource
- Optimize relationships with customers
- Achieve effective communication
- Improve competitiveness and sales strategies

Two aspects ought to be underlined:

Exchanges between cultures enhance creativity and promote growth for entrepreneurs, however it is fundamental to adopt an open approach and not to remain fixed in your own cultural values, which might limit your scope and creativity.

It is important to be able to separate personal emotions and the challenges that are being faced. It is useful to be able to separate the two, as negativity limits you in using your personal resources and finding solutions.

We therefore need to return to the core values of business ethics and re-construct the connections between:

- Emotional competence and emotional intelligence
- Creativity, orientation and innovation
- Emotional intelligence and business culture

This means giving greater importance to emotional intelligence, which in turn gives employees a sense of belonging and enthusiasm for their work, as well as stimulating personal development and a growth of enterprise competencies.

Culture, organisation, communication, markets, competitive advantage, strategies and image are also tools to help enterprise development, but Creative Thinking is the tool for innovation and as a system it is gaining ground with some fabulous achievements over the last few years. Creativity is an important cornerstone for any SME.

A primary leadership task is to allow creativity to be expressed and grow in an enterprise. A SME does not need to recruit a specialist in cognitive analysis but can use simple tools that generate creative and innovative ideas. The HCT project has the objective to contribute to the growth of entrepreneurship through the development of Creative Thinking tools for SMEs and craft industries.

*Bologna, June 2011*

*Tania Russo* is a social and psychological consultant in business communication and expert vocational and career counselor.

*Giovanni Ghiotto* is a sociologist, lecturer at Bologna University and a consultant in labour market policy for The Institute for the Development of Vocational Training for Workers (ISFOL).

We suggest that you visit our website at <http://www.handmadecreativethink.eu> and register so you keep yourself informed. On our website you will gain access to the training modules that will be developed during the project.

## The Project Partners

### Palermo

CE.S.I.E. – Centro Studi ed Iniziative Europeo  
Via Roma n.94, 90133 Palermo, **Italy**

<http://www.cesie.org/>

Contact: Angela Martinez

Tel: +39 091 6164224

Email: [angela.martinez@cesie.org](mailto:angela.martinez@cesie.org)



### Valletta

EuroMed Connect Coop.  
157, Archbishop Street, Valletta VLT 1440, **Malta**

<http://www.euromedconnect.eu/>

Contact: Michael Refalo

Tel: +356 79672780

Email: [michael.refalo@euromedconnect.eu](mailto:michael.refalo@euromedconnect.eu)



### Bologna

Seneca

Piazza dei Martiri n.8, 40121 Bologna, **Italy**

<http://www.senecabo.it/>

Contact: Paola Baldassarri

Tel: +39 051255004

Email: [paolab@senecabo.it](mailto:paolab@senecabo.it)



### United Kingdom

Capture Arts

APT Studios 6, Creekside, Deptford,  
London SE8 4SA, **United Kingdom**

<http://www.makingthinkingmatter.org/>

Contact: Deborah Astell

Tel: +44 07984321560

Email: [deborah@capturearts.org](mailto:deborah@capturearts.org)



With the local support of



Lifelong Learning Programme



This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.