



Newsletter 03



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INMA NEWSLETTER No. 3

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PRESENTATION

The INMA project is nearing completion, in this final stage of closure activities and end products we present the third and final newsletter of INMA - European Innovation Management Agent, funded by the Spanish Agency, Autonomous Agency for Educational Programs Europeans (OAPPE), through the Lifelong Learning Programme of the European Union.

In this final bulletin will describe recent changes and movements that have taken place, and detail the development of the project, the work and activities that have been carried out in this final stage. It will also point out the events and meetings held for the closing of the INMA European project.

NEWS

November 2012 Documenta, in consensus with the other European partners part of INMA Project, sent to the OAPPE an application for a Project amendment to be approved ,including several changes in the activities and outputs in the project as a result of the exit of the partner organization CEEI, France.

November 29th, 2012 INMA project partners, West Pomeranian Business School, Santander City Council, Dimitra, GTIR S. L., and Documenta as project promoter, held the final project meeting at CEFEM (Training and Employment Centre of the Municipality of Santander) in Santander, Spain.

During the meeting partners made a thorough final review of the work packages, activities and products of the project in order to ensure the achievement of the objectives and parameters set at start, and arranged pending issues for the successful conclusion of the project.

NEWS

November 30th, 2012 takes place INMA Project Final Conference at the Palace of La Magdalena in Santander, Spain. Framed with an exceptional setting the Innovation Management Agent professional profile was presented and promoted.

The conference that started at 10:00 in the morning was opened by the Director of the Employment Service of Cantabria M^a Ángeles Sopeña. Throughout the morning there were interesting presentations regarding INMA profile and European project, pointing out the relevance of the project given the current economic crisis and unemployment situation and the viability of INMA multimedia training tool from the different points of view of the regional and local government, SMEs, and the European organizations involved in the project.

PROJECT DEVELOPMENT

Multimedia Training Tool

During the last phase of the Project in October, we have completed the contents of the five thematic areas including the itinerary curriculum for the training of Innovation Managers, and translated each subject area in four languages: Polish, Greek, Spanish and English.

Each Project partner organization focused on the developemnt of an specific thematic area:

- West Pomeranian Business School (WPBS), Poland: Strategic Management
- DIMITRA, Greece: New technologies
- Santander Municipality, Spain: Knowledge Management
- DOCUMENTA, Spain: Corporate Social Responsibility and People Management



PROJECT DEVELOPMENT

Dimitra responsible for creating and designing INMA multimedia tool, has adapted the contents of the five completed thematic areas INMA in 4 languages for its insertion into the training tool.

INMA Pilot Training

In September, we launched simultaneously in Poland, Greece and Spain the pilot training course "Innovation Management Agents " with the main objective to test and evaluate the effectiveness of the multimedia training tool developed at INMA European programme.

Through INMA pilot course, we will analyze the effectiveness of the multimedia tool for distance learning, and will make a final assessment of its contents. This way we will have the feedback and reaction from the point of view of the end users: the students, tutors and involved organizations concerned.

INMA pilot training is aimed at women with high qualifications and educational background that are currently unemployed or looking for professional improvement.

The pilot training follows a **blended learning** methodology combining:

- | | | |
|--------------|---|---|
| 400
hours | } | <ul style="list-style-type: none"> • 6 in-class sessions for introduction / conclusion of contents, each session led by one tutor specialized in the subject area. • On-line study. |
| 200
hours | | <ul style="list-style-type: none"> • Elaboration of a practical work "Innovation management Plan" in SMEs. |



The completion of the training course INMA in the three countries will take place in mid-December. So far the response and first impressions gathered on INMA training course in the three countries have been very satisfactory.

Once the testing course is finalized project partners will collect the results and feedback from students, tutors and organizations involved in a report of recommendations that will guide us adjusting and adapting the final version of the “Innovation Management Agents” multimedia training tool.

TRANSNATIONAL MEETINGS

During the last stage of the INMA project we have organized two transnational meetings / events.

5th INMA Project Meeting, November 29th 2012 Santander (Spain)

The fourth coordination meeting of INMA project was held on the 29th November in Santander (Spain) with the attendance of representatives from Santander Municipality, Documenta and GTIR from Spain; Dimitra from Greece and West Pomeranian Business School in Poland.



During this meeting, partners did a review of the state of the project, paying special attention to the ending of the pilot training courses “Innovation Management Agents” that are in progress at this moment in the three above mentioned countries.

Also, partners worked on the dissemination activities due to two more leaflets with information about the project are going to be created as well as a publication. One of the leaflets will offer information about the online training tool while the other one will be used as a presentation of the professional profile Innovation Management Agents. Both of them will be available in the national languages as well as in English.

INMA virtual community is another strong point of the dissemination. It is a meeting point for the students, tutors, enterprises and other stakeholders. This international network allows the exchange of information, learning and enriching.

Finally, during this last project meeting, an evaluation workshop was implemented. Partners worked on the future viability of project products in their countries. So they identified the potential barriers to use those products as well as the contexts in which those products can be more useful.

INMA Project Final Conference November 30th, 2012 Santander (Spain)



Nearing completion, the project held last November 30 its Final Conference in the Palacio de la Magdalena in Santander, attended by the Councilor for Employment and Enterprise Development Gema Díaz Domínguez, Director of the Employment Service of Cantabria Maria Angeles Sopeña, representatives of the Ministry of Employment and Social Welfare of the Government of Cantabria, Ms. Amaya Fernández Development Agency of the City of Santander, President of Documenta D. Javier Farto and experts from different European organizations involved.

The exchange of experiences from different agents and areas focused the day, which analyzed both the current situation and future prospects and drivers of change. Also completed with a summary and first assessment of the different face-to-face and virtual training courses for qualified women and unemployed conducted in Spain (Santander), Poland and Greece, which will soon begin their internship in companies. In Santander, 5 of the 25 students selected (45 requests) just entering the labor market.

Maria Angeles Sopeña began emphasizing the need to delve into the area to promote competitiveness and announced the upcoming presentation (September 14th) of the initiative 'Entrepreneur Cantabria' where they will use the training tool developed in the project which aims to encourage the whole society to transfer best practices, creativity and innovation to strengthen the economy.

Then Cafés Dromedario Marketing Director D. Alberto Vidal linked their professional experience to the subject by exposing different success stories. He stressed the value of quality and differentiation, the commitment to collaboration, the definition of excellence: investment, labor and talent as well as the need to be constantly alert to market changes and customer needs.

The Director of Revalento, D. Roger Van Der Winkel, presented a detailed definition of the concept 'Learning Organizations' and the results obtained in different investigations with companies on it.

Dimitra (Greece), WPBS (Poland), the Development Agency of the City of Santander and Documenta completed the panoramic providing the initial evaluation results of the face-to-face and virtual training courses developed in their respective countries.

The Councilor for Employment and Enterprise Development Gema Diaz Dominguez was responsible for closing the Conference extolling the value of this initiative for the society and the training courses conducted.



INMA PROJECT PARTNER ORGANIZATIONS

Under the leadership of DOCUMENTA as a project promoter, the following European partners are part of INMA project:

- DIMITRA, Greece: www.dimitra.gr
- The West Pomeranian Business School (WPBS), Poland: www.zpsb.szczecin.pl
- GTIR Intelligent and Responsible Territory Management, Spain.
- Santander Municipality, Spain: www.santander.es
- DOCUMENTA, Spain: www.documenta.es

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