



What is Innovative Trainer

The Innovative Trainer Programme (ITP) which has been funded with support from the European Commission will increase the capacity of Business Trainers and Mentors (BTMs) to support SMEs throughout Europe by developing a “Train the Trainer” blended learning training resource on non-technological innovation. By updating their skills, BTMs will be better placed to provide guidance on how to innovate to small businesses, better

adapting their services to changing business beneficiary groups & sectors and ultimately improving the innovation performance and growth of the enterprises they serve. The justification for the project is clear: SMEs are crucial to Europe’s future prosperity and are essential in attaining the goal of “a sustainable economy based on knowledge and innovation”. Alongside improving the institutional framework for business, BTMs are Europe’s key players in developing innovation and growth within SMEs, and do so via range of public and private bodies



What is non-technological Innovation?

The current understanding of innovation is mainly linked to technical product and process innovations. However, many studies show that not only development and absorption of new technologies are important for economic success, but also the implementation of new organisational structures or

processes or the development and application of new service concepts. Non - Technological Innovation (or Service Innovation as it is increasingly being called) includes **organisational and marketing innovations**. “Innovation is the implementation of a new or significantly improved product (good or service), or process, **a new marketing method, or a new organisational method in business practices, workplace organisation or external relations**”. Think of how Ryanair transformed the airline industry.....



Who is Innovative Trainer?

ITP's strength lies in the way in which the innovation of the existing resources will be combined the experience of 8 project partners, including Representative Bodies, Innovation Specialists & dedicated VET organizations, from 6 countries. All of the partners have collaborated previously on training initiatives and have specific VET expertise. The ITP project will be delivered by a group of eight leading organisations from across Europe. The

project is being led by the Newry&Mourne Enterprise Agency of Northern Ireland and has contributing partners from UK, Spain, Romania, France, Belgium and Ireland The partners bring a wealth of experience in business development and training, and are hugely experienced in delivering pan European projects.

Picture shows the project partners at the project launch event in Newry, Northern Ireland.

Project partners are:

Newry and Mourne Enterprise Agency, Northern Ireland

Louth County Enterprise Board Ireland

Universitatea POLITEHNICA din Bucuresti, Romania

Canice Consulting, Northern Ireland

Mindshare Consulting,France

Universidad Politecnica de Valencia, Spain

European Business and Innovation Network, Belgium

National Enterprise Network, United Kingdom



What is Innovative Trainer going to deliver?

Firstly, the project will raise the quality of training available to business trainers and mentors, by carrying out a Baseline Audit then developing an innovative training resource which blends classroom based real life learning & interaction, with online course content. The training goal is not only to teach the knowledge they require to provide expert, personalized assistance, but to improve their performance as mentors & teachers. This in turn will have a significant impact of the survival & growth rates of the start-up and early stage businesses they work. The non-technological innovation "train the trainer" course will be piloted tested with 36 BTMs & also with 60 individuals facing difficulties accessing the labour market- who are the ultimate beneficiaries of the course. The piloted materials will then be made available to business trainers across Europe.

How do I get more Information?

The development phase of the project will last two years, with a final project review in October 2014. During the two years of the project the partners will be releasing materials and studies and soliciting feedback from the business and training communities.

The project website www.innovativetrainer.eu/en/ is the primary source for information about the project, or you can email the project team directly at info@innovativetrainer.eu

