



## partner



Offen im Denken



POLITÉCNICO DE LEIRIA



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“Learning and innovation go hand in hand. The arrogance of success is to think that what you did yesterday will be sufficient for tomorrow.”

– William Pollard

**CREATIVITY AND  
INNOVATION  
MANAGEMENT IN  
HIGHER EDUCATION**

## about the project

Creativity and Innovation are widely recognised as some of the most important driving factors of our modern economies. However, there are just a few approaches on Creativity and Innovation Management and systematic educational approaches are missing to promote related skills and competences at the interface of academia and businesses.

This is the starting point of the ERASMUS+ Project CIM based on a network of organisations working together in a consortium of Higher education Institutes, Business Organisations and SMEs.



## goal of CIM

CIM aims to develop a new teaching and learning approach for Creativity and Innovation Management in 15 European countries. With this, CIM seeks to close a gap between Business and Academia and to develop new approaches, tools and instrumenta to promote the management of creativity and innovation in higher education and in practice. This will be achieved with the help of an innovative, self-directed learning approach at the interface of higher education and business.

## objectives & activities

The Erasmus+ Knowledge Alliance Higher Education Project CIM aims at developing innovative teaching and learning approaches to include Creativity and Innovation Management in higher education (HE) and in practice. The following steps will be of great importance for the learners and teachers:

- (1) Fostering the perception of (entrepreneurial
- (2) Teaching methods for generating an innovative idea to solve a perceived problem
- (3) Stimulating skills to evaluate the innovative ideas regarding usefulness, desirability, feasibility, legality, ethical-moral aspects etc.
- (4) Supporting the implementation of new ideas.

