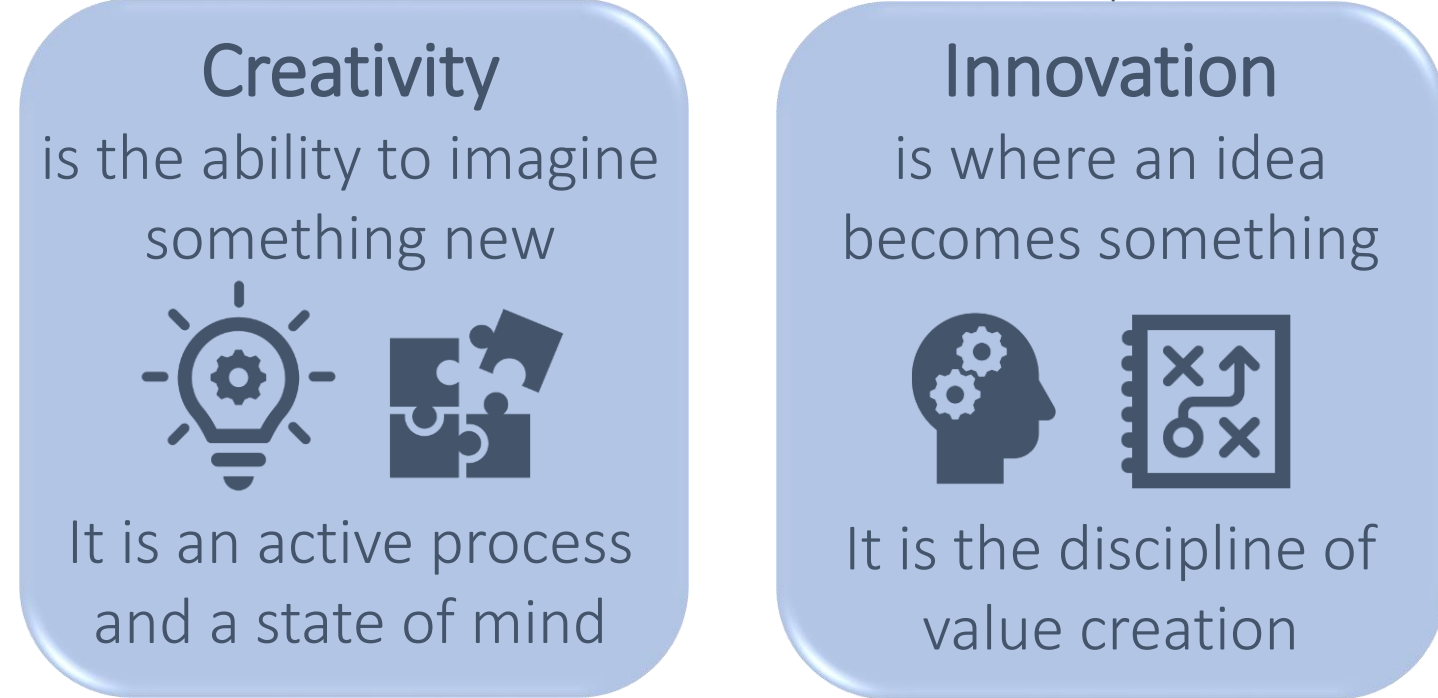


CREATIVE ENGINE

Creativity and Innovation are often not developed in engineers



The **Creative Engine** project aims to integrate these skills into engineering education



So, to understand the **skills needs** of today's engineering industry, a survey was conducted

Five European partners from

have joined together in the project, aiming to boost engineering learners':

- Employability opportunities;
- Entrepreneurial capabilities;
- The ability to become leading engineers.

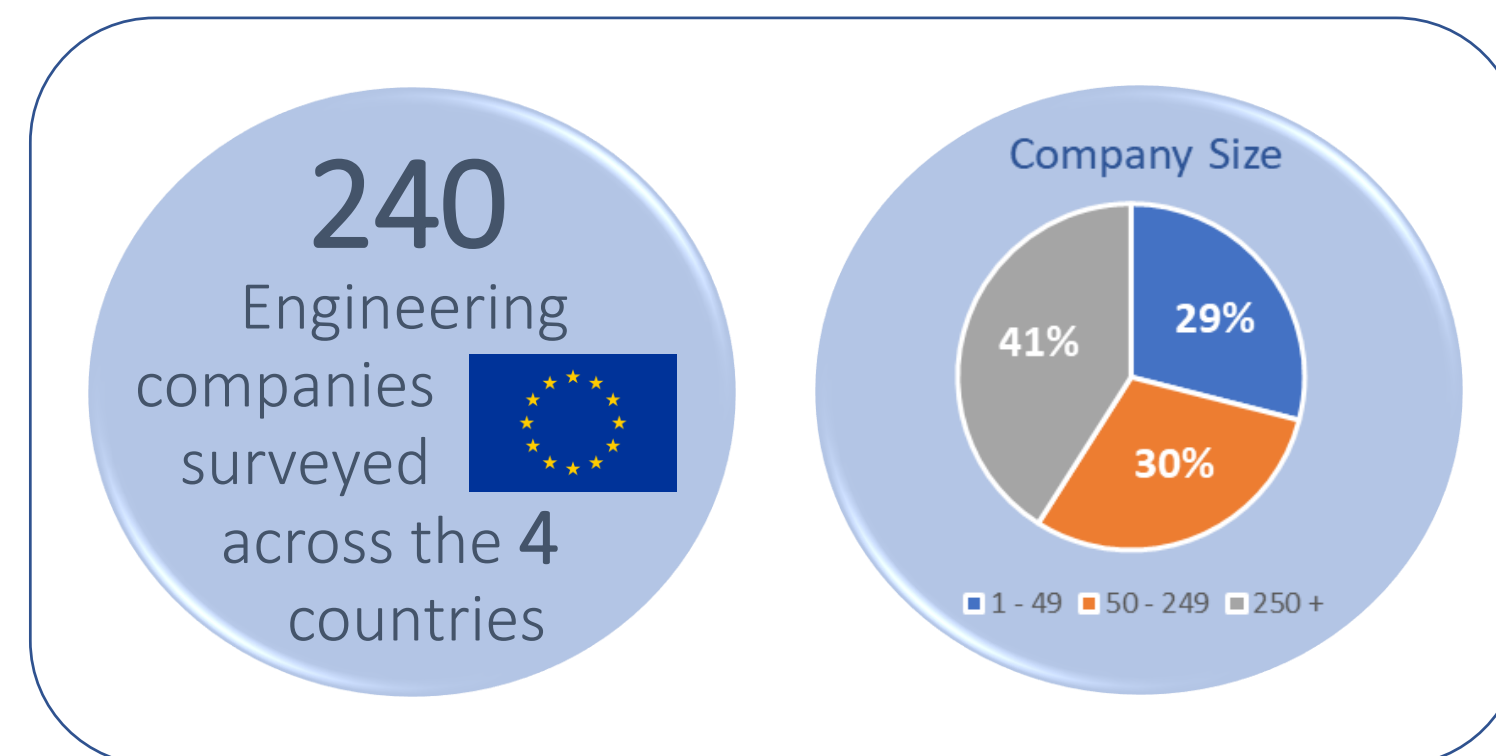


Co-funded by the Erasmus+ Programme of the European Union



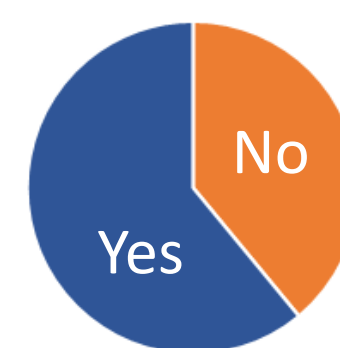
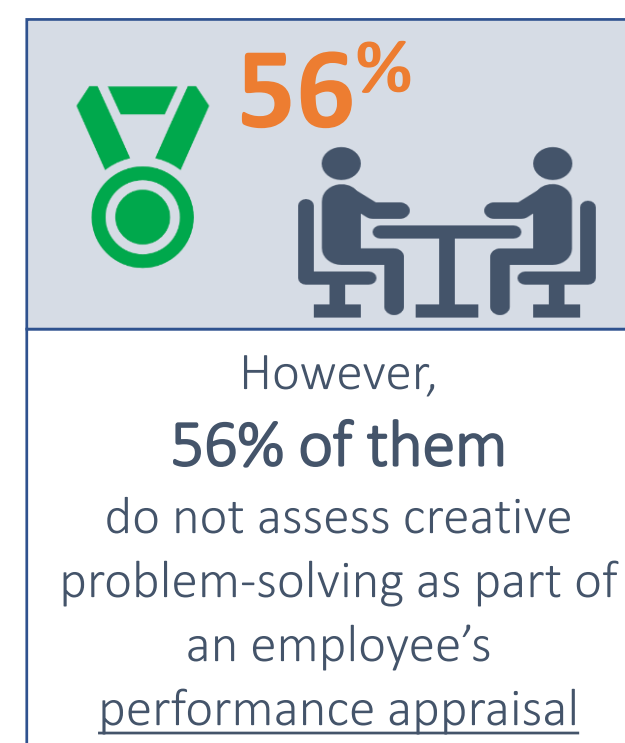
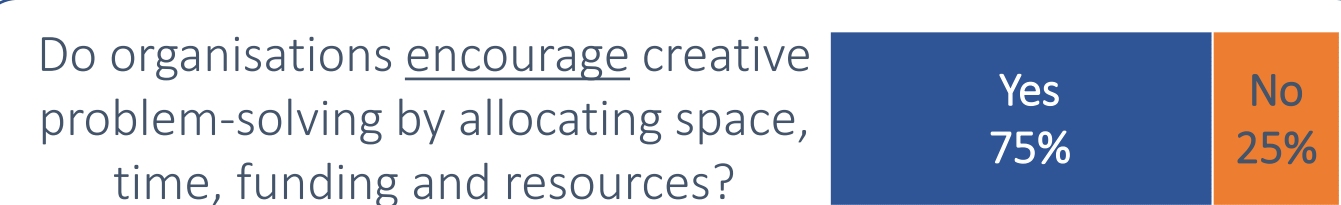
www.creative-engine.org

THE SURVEY



The survey's outputs are divided into **6 key areas**

CREATIVITY & IDEAS MANAGEMENT



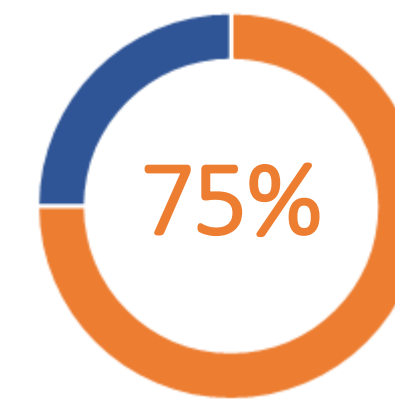
2 in 5 companies surveyed do not use metrics to determine which ideas go forward

Return on Investment is the most popular metric amongst the ones that do

Group Meetings is the preferred way of collecting ideas, used by almost two-thirds of organisations.

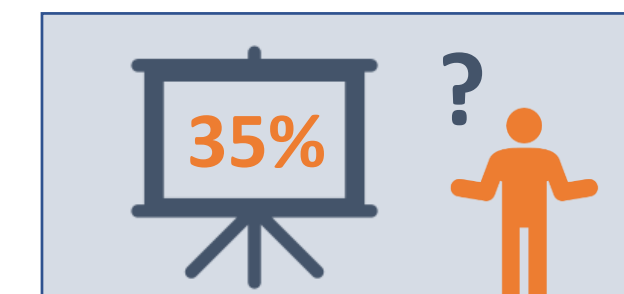
However, only half of them affirm that ideas are managed through a **formal structured process**

INNOVATION PROCESS & PLANNING



3/4 of organisations surveyed admit that their approach to innovation is **not structured**

If **value** is to be derived from innovation, there has to be a structure in its approach within an organisation

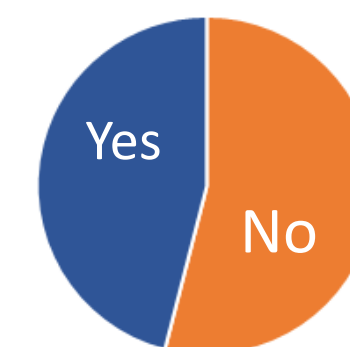


35% of companies acknowledge that they do not have an innovation plan that is aligned to their business strategy



And **3 in 5** affirm that the innovation plan is not communicated across the business and its stakeholders to gain their input and commitment

CUSTOMER ANALYSIS



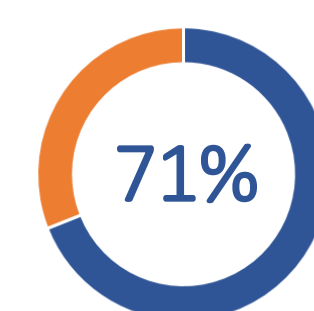
54% of companies admit that their Engineering departments do not interact with customers directly to sense and identify needs and problems

Market Research is the preferred method for identifying customer needs, employed by **77%** of companies

Developing the **communication skills** of engineers can help improve customer interactions

MANAGEMENT OF NEW INNOVATIONS

When developing solutions and offerings, companies focus on:

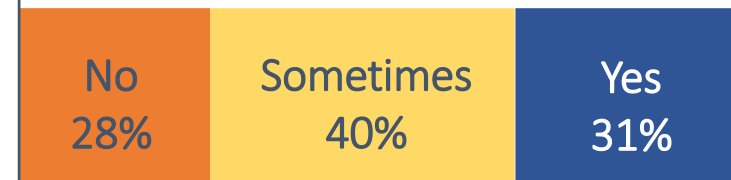


Solutions and offerings are tested on customers in **7 out of 10** organisations

Prototyping/Piloting is the preferred technique, employed by **61%** of those who test on customers

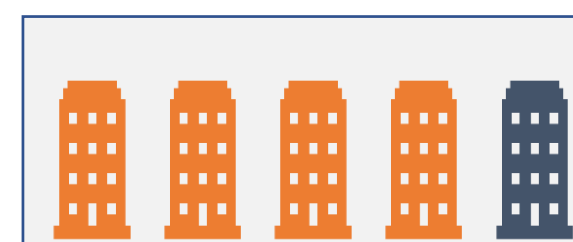
BUSINESS CASE DEVELOPMENT

Do companies use systematic business planning techniques to build the Business Case (BC) for a new solution?



BC development is critical as part of the innovation process – still, over two-thirds are **not consistently using** systematic techniques to support it

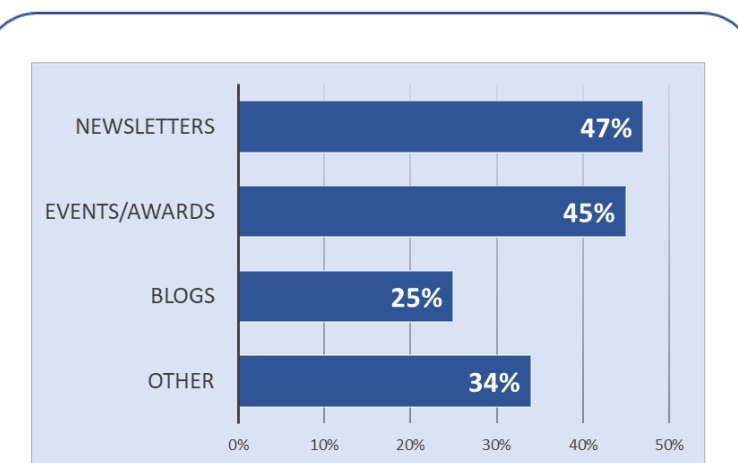
COMMUNICATIONS & ENGAGEMENT



4 in 5 organisations consider that their creativity and innovation training needs are not fully fulfilled

Such a response provides the reason why the outputs of the **Creative Engine** project are so important

Innovation activities are usually **communicated** and recognised through:



NEXT STEPS

The **Creative Engine** team will use these results to help achieve intellectual outputs such as:

