

SIS-SME

Using EduZines – interactive, transmedial learning materials for smartphones – to build strategic innovation skills of SMEs



Introduction to the project

Diving into the topic!

Numerous studies have highlighted the importance of innovation as a critical success factor in business performance. Leading global corporations largely owe their outstanding business success to a sustained record of successful innovation.

Yet, despite the association between innovation and business performance, many companies struggle in their attempts to become successful innovators.

Therefore, the SIS-SME project was created to develop a comprehensive strategic innovation training programme for business owners and managers to support a progressive recovery from the impact of the global crisis. It will pursue its objectives by presenting all training materials in a series of EduZines which are designed to support mobile learning on smartphones.





Our first virtual SIS-SME meeting

Representatives from all partners' organisations were attending the ZOOM call.

Partners discussed in detail the appropriate approach and process for the development of each deliverable, including:

1. Developing In-service Training Programme.
2. SIS-SME Compendium of Interactive Infographics and EduZines.
3. SIS-SME MOOC & Community of Practice

In addition, other developments in the project to date have included designing the project logo and establishing social media channels.

Partners will meet again at the end of January to share and discuss their developments. Here they will establish the best immediate actions to continue the advancement of the project.

The SIS-SME project addresses the following key challenges:

- completing the in-service training and engaging 64 VET tutors in the Community of Practice established and facilitated through the MOOC;
- integrating the Compendium of Interactive Infographics and EduZines into their work-based learning protocols for business owners and managers;
- organising the SIS-SME Final Conference for 100 VET professionals, business owners, managers, and policymakers.

For regular updates of the SIS-SME project please subscribe to our Facebook page at facebook.com/SIS-SME.

And in January we will be happy to introduce our SIS-SME website to you!

