



CREACTIONALITY: DESIGN THINKING FOR INNOVATIVE EU PROJECT DEVELOPMENT

*Mastering Innovation Through
Design Thinking*

LEAD EXPERT

Giancarlo La Pietra

Giancarlo La Pietra is a seasoned trainer and project manager specializing in Design Thinking, EU project development, and innovation strategies. With extensive experience in mentoring startups, university research projects, and grant writing, he has helped numerous teams refine their ideas and secure funding. His expertise spans both public and private sectors, making him a key resource for professionals looking to enhance their innovation capabilities.

TRAINING AGENDA

Day 1: Foundations of Innovation & Project Ideation

9:30 AM - 11:00 AM | Icebreaker & Course Introduction

- Welcome and expectations, interactive icebreaker, introduction to advanced design thinking principles

11:00 AM - 11:15 AM - Coffee Break

11:15 AM - 1:00 PM | Advanced Design Thinking Principles & Case Studies

- In-depth overview of key principles, EU project case studies, discussion of common challenges and solutions

1:00 PM - 2:00 PM - Lunch Break

2:00 PM - 3:15 PM | Empathic Research & Stakeholder Engagement

- User research methods, stakeholder mapping, analyzing user insights for innovation

3:15 PM - 3:30 PM - Coffee Break

3:30 PM - 4:30 PM | Practical Workshop: User Research & Empathy Mapping

- Simulated interviews, creation of empathy maps in breakout groups

End Day 1

Day 2: Ideation & Prototyping for EU Projects

9:30 AM - 10:00 AM | Warm-Up Activity

- Creativity booster

10:00 AM - 11:30 AM | Creative Ideation Techniques & Concept Development

- Structured brainstorming, refining ideas, practical EU project examples

11:30 AM - 11:45 AM – Coffee Break

11:45 AM - 1:00 PM | Rapid Prototyping for Project Validation

- Introduction to low/high-fidelity prototypes, validating assumptions, hands-on prototyping

1:00 PM - 2:00 PM - Lunch Break

OTHER COURSES

PM² PROJECT MANAGEMENT
METHODOLOGY FOR EUROPEAN FUNDED
PROJECTS

PROPOSAL WRITING FOR RESEARCH &
INNOVATION PROJECTS

MASTERING ERASMUS+ PROPOSAL
DEVELOPMENT: FROM PROJECT
CONCEPT TO WINNING PROPOSAL

FINANCIAL ADMINISTRATION & AUDITING
PREPARATION
FOR EU FUNDED PROJECTS

RISK MANAGEMENT FOR EC FUNDED
PROJECTS

IMPACT OF E.C. FUNDED RESEARCH

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TRAINING AGENDA

2:00 PM - 3:15 PM | Case Study Analysis

- Review of EU projects leveraging prototyping, guided discussion

3:15 PM - 3:30 PM – Coffee Break

3:30 PM - 4:30 PM | Group Exercise

- Practical challenge applying ideation and prototyping methods

End Day 2

Day 3: : Proposal Development & Innovation Culture

9:30 AM - 10:00 AM | Energizer Activity

- Interactive activity to start the day

10:00 AM - 11:30 AM | Design Thinking for Proposal Writing & Storytelling

- Integrating design thinking in EU proposals, storytelling techniques, examples of successful applications

11:30 AM - 11:45 AM - Coffee Break

11:45 AM - 1:00 PM | Fostering a Culture of Innovation in Project Teams

- Strategies to build innovative cultures, leadership approaches, overcoming resistance to change, breakout discussion

1:00 PM - 2:00 PM - Lunch Break

2:00 PM - 3:30 PM | Final Exercise: Developing a Project Proposal

- Group work: drafting a mini-proposal

3:30 PM - 3:45 PM - Coffee Break

3:45 PM - 4:30 PM | Peer Review & Expert Feedback

- Group exchange, structured feedback, course

End Day 3

Please note - This agenda should be considered as a backbone, the exact content and flow may vary to better accommodate the needs of each training group individually.