



## 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 – From Ideas to Strategy**

##### 09:00 – 09:30 | Welcome, Icebreaker & Course Overview

Introduction to the course structure, goals, and methodology  
Presentation of the CreActionality model: creativity, rationality, and action

Icebreaker: “The Innovation Challenge” — exploring how teams approach open-ended problems

##### 09:30 – 11:00 | Understanding the Evolution from Design Thinking to CreActionality

Historical roots and evolution of Design Thinking  
Limitations of classical approaches in complex innovation ecosystems

Introduction to CreActionality as an advanced framework for project ideation

Discussion: how Design Thinking principles translate into European project design

##### 11:15 – 12:45 | Mapping Creativity, Rationality, and Action in Innovation Processes

Deep dive into the three pillars of CreActionality  
Balancing intuition and structure in project development  
Tools for aligning creative exploration with strategic intent  
Case study: successful EU projects built through integrated innovation

##### 12:45 – 14:00 | Lunch Break

##### 14:00 – 15:30 | Applying the CreActionality Canvas to European Project Design

Step-by-step introduction to the CreActionality Canvas  
Translating needs and insights into strategic project goals  
Identifying value creation opportunities within EU priorities  
Group activity: drafting a preliminary project concept

##### 15:45 – 17:00 | Team-Based Exercise: Redefining Project Challenges through Empathy and Insight

Empathy-based exploration of project challenges  
Stakeholder mapping and qualitative insight generation  
Collective reflection and synthesis of learnings

Wrap-up of Day 1: connecting ideation to strategic design

OTHER COURSES

PM<sup>2</sup> 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  
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and project stakeholders in their  
journey from Inception to  
Implementation

**Day 2 – From Strategy to Impact**

**09:00 – 09:15 | Morning Energizer**

Short collaborative activity to foster creative energy and team cohesion

**09:15 – 10:45 | From Concepts to Prototypes: Shaping Project Ideas with Measurable Outcomes**

Prototyping methods for EU project contexts  
Using feedback loops to refine ideas and increase feasibility  
Tools for defining measurable outputs and expected impacts  
Practical exercise: low-fidelity prototyping of a project concept

**11:00 – 12:30 | Building Impactful Narratives and Partnerships**

Storytelling techniques for EU proposals  
Crafting a compelling vision aligned with EU funding frameworks  
Identifying and engaging strategic partners  
Examples of collaborative success stories in funded projects

**12:30 – 14:00 | Lunch Break**

**14:00 – 15:30 | Integrating Sustainability, Dissemination, and Impact through Design Thinking Tools**

Turning sustainability into a creative design drive  
Designing dissemination strategies that generate real engagement  
Using CreActionality to ensure long-term project impact  
Team task: connecting impact indicators to project vision

**15:45 – 17:00 | Workshop Conclusion: From Insights to Implementation Roadmap**

Presentation of group project roadmaps  
Peer and expert feedback session  
Reflection: how to embed Design Thinking in EU project practice

**Closing remarks, learning takeaways, and certification**

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.

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