



IO8 OPEN INNOVATION REQUALIFICATION GUIDE - Methodological framework for implementation of OPI IOs

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

OPI Project. Reference nr:

Title and acronym: Open Innovation Competences for Responding to Modern Economic Challenges [OPI]

Project type: Erasmus+ KA2 Project, Strategic Partnership for Adult Education

Ref. no.: 2020-1-RO01-KA204-080196

Coordinator: University of Pitești, Romania

Duration: 01/11/2020 to 31/10/2022

Total project grant: 218,081 Euro

Project Website: www.opi-project.eu

Deliverable Number & Name: IO8

Date of Delivery: 31-10-2022

Responsible partner: E&D Knowledge Consulting Lda.

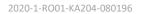
Versions	Issue date	Stage	Contributor
1	31/10/2022	Final guide	Daniela Marta





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1. Introduction

Nowadays, many European citizens face high risk of unemployment due to fast changing requirements of the job market. Technological changes, decreasing relevance of traditional working competencies and key meaning of new ones put many Europeans in high unemployment risk (i.e. due to automation or inadequacy of their competencies) or employment out of their competence profile (skills mismatch) leading to decreased productivity and life quality (Rathelot & Rens 2017).

Shifts in technologies, business models and processes created demand for new competences lacking within the labor market until broad educational system effectively integrates it in curricula. With growing integration of the global market and the need for fast adaptation to changing customers' needs, companies decrease their demand for workers performing routine tasks. Instead, to survive and grow they require employees with new innovation- and future-oriented profile that could contribute to their ability to rapidly respond to market challenges. With the common inability of educational systems to rapidly adapt to the changing requirements of the labour market, in EU, business increasingly struggles to hire competent human resources. 40% (Cedefop 2018) to 77% (EIBIS 2018) of employers' struggle to fill vacancies. Such situation is attributed to lack of candidates with relevant hard, as well as soft skills and lack of relevant previous work experience (Manpower 2017). Within this environment innovation-oriented competencies are becoming critical not only for employability of job candidates, but also for overall economies to be able to successfully compete and flourish within global economy.

To support ability of Europeans and EU companies (especially SMEs) to engage in the modern innovation-based economy, OPI project aimed to provide modern tools for development of skills of human resources to contribute to open innovation and competencies of HR specialists to support employees and job candidates in development of required skills.

The Open Innovation Requalification Guide aims:

- To provide deeper insight on how to use the Intellectual Outputs (IOs) produced
- understand it's methodology to support its adoption and future use in the labor market context
- Understand how the set of produced IOs complement each other and can be combined to capitalize its impact in the market and to close the perceived existing gap in the labor market
- Understand how each IO can be used individually

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• Understand the requirements and recommendations for the use of the IOs produced in the scope of the OPI project.

2. To whom is the *Open Innovation Requalification Guide* addressed?

The "Open Innovation Requalification Guide", as a methodological framework for the implementation of the results produced in the scope of the OPI project, and a support to future adopting organizations based on the lessons learned with the OPI partnership, has as main target group:

- HR specialists, for guidance and building capacities of unemployed/employed at risk of unemployment to take on professional roles in the scope of open innovation, including:
 - $\circ \quad \text{Employment public agencies professionals}$
 - o Employment private agencies professionals
 - o SMEs HR managers
 - Other SMEs manager with responsibilities in the field of HR
 - Other user/future user organizations

3. OPI Results (IOs) – what is in it and how to use them

If you are a HR professional, you may be interested in exploring the results:

- ✓ IO1 Report on the level of IO skills and abilities at the local market to learn more about the state of the art of these skills in your national market, as well as in the European market, and to better understand why these skills and abilities are so important
- ✓ IO2 Methodology and mechanism for building HR staff competences to support OI competences development to help you built a better understanding on the topic of OI and develop your own skills and competences to better support your HR development
- ✓ IO3 Methodology and diagnostic tool for evaluation of requalification potential, an online tool to help you assess OI skills abilities of the HR you manage and support you with the definition of requalification paths
- ✓ IO6 Online Platform where you can find all the produced results and use them online either for your own benefit either to support the upskilling of the HR you manage and work with

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If you are an **Employee or someone looking for new job opportunities**, you may be interested in exploring the results:

- ✓ IO3 Methodology and diagnostic tool for evaluation of requalification potential, an online tool to help you assess your own OI skills abilities and identify the most useful learning contents to help you in your skills and abilities development
- ✓ IO4 OPI development program and methodology and contents where you can find a set of 10 learning modules to help you develop your knowledge and skills to work in the field of OI
- ✓ IO5 Learning/teaching/training materials OPI map of interactive elements and toolkit where you can find a set of supporting multisensorial elements (videos, case studies, inspirational stories, quizzes) to support your learning process
- ✓ IO6 Online Platform where you can find all the produced results and use them online either for your own benefit either to support the upskilling of the HR you manage and work with

3.1. Which are the results produced?

IO1 – Report on the level of IO skills and abilities at local market

What can you find here?

To efficiently respond to the challenge of providing to adjusted to the market solutions and considering the lack of relevant data in the scope of open innovation competencies level across Europe, the OPI partnership covering partners from Romania, Portugal, Spain, Poland, and Austria has develop a specific research methodology to be implemented in the 5 countries with the view to gather the necessary to develop a target-group-sensitive knowledge base or the requalification study. With the OPI project highly practical objectives in mind and the Competence Model for Open Innovation as the main theoretical framework the OPI research has looked to understand:

Q1/ What is the intensity of OI processes requiring competencies addressed by OPI?

Q2/ What is the level of recognition for OI competencies among managers and HR professionals?

Q3/ What is the level of OI competencies among employees?

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Which are the benefits of IO1 result?

The report will help you to better understand the state of development of Open Innovation skills across Europe, with higher focus on the OPI project partner countries.

The report provides a deep review on each country market demand and offer, helping you to better understand the market needs and to address the existing gaps, supporting economic and social development.

How can you combine this result with other results for a better skills and abilities development?

The Report on the level of IO skills and abilities at local market, as the first result produced under OPI project, helped the partnership to design and develop adjusted solutions to the market needs.

This IO supported all the coming solutions. To better understand the importance of Open Innovation, the results developed, and objectives aimed, this result is the main starting point.

IO2 – Methodology and mechanisms for building HR staff competencies to support OI competences development

What can you find here?

Engaging individuals in overcoming skills mismatch and adjusting their competencies to realistic market requirements, especially in case of new areas not covered by traditional educational systems, requires engagement of intermediaries such as employers, HR specialists, employment consultants in building awareness of the new market requirements, direct them toward proper development path and providing guidance and motivation to invest their time and efforts into the learning process.

Taking into account commonly highly limited understanding of innovation and especially open innovation and multiple misconceptions in the area, it is critical to capacitate this professional group to be able to clearly communicate opportunities in the areas, clarify possible misconceptions and guide the job seekers and employees in their development.

For this, OPI project is providing a comprehensive set of labor market-oriented solutions, starting within the IO2 with *capacitation of HR professionals and providing required labor market and competence intelligence among the talent management professionals*.

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IO2 methodology and mechanism aim building the HR professionals:

1/ awareness of OI and OI competencies relevance for modern economy

2/ ability to identify critical OI mechanisms and competencies

3/ spot potential for requalification based on analysis of individual abilities, especially the inherent once

4/ motivate and guide such individuals during building their OI capacities.

The effective output takes a form of highly practical asynchronous e-learning solution and is integrated into the e-learning platform in the specific section targeted to intermediaries (HR staff).

Learning Module 1 - Open innovation and the open innovation competencies

The main objective of the module is to build understanding of professionals in the area of human resources regarding i/ why open innovation and understanding of open innovation is relevant for HR professionals as well as job seekers/employees, ii/ what is it in practical terms, iii/ what the open innovation strategy stands for, and iv/ how is it specifically relevant for SMEs and what are the typical barriers and challenges

Learning Module 2 - Identifying Open Innovation talents and competencies

The main objective of the module is to help HR professionals to identify talent in the area of open innovation and support development of the open innovation competence among open innovation professionals and other staff.

Learning Module 3 - How to spot potential for requalification based on individual abilities, especially inherent ones

The objective of the module is to provide you psycho-sociological tools and methods for identifying employees' individual abilities and help you build competences in creating and managing requalification pathways for employees

Learning Module 4 - Motivating and guiding individuals through building Open Innovation capacities

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The objective of the module is to provide employee motivation tools and help you build competencies to tailor motivational approaches to meet employees' individual needs and have a motivation strategy.

Which are the benefits of IO2 result?

The solution provides unique capacitation program introducing key for job seekers employability knowledge and increasing professional intelligence of key professionals impacting career choices in relevant OI area that is up till now poorly recognised and addressed within job market environment. It allows them to effectively engage/guide unemployed/adults in unemployment risk toward relevant requalification/upskilling to improve their working situation

It also highly facilitates spreading awareness of OI across job market related stakeholders due to targeting for the IO2 professionals in a key position in-between the job seekers, HR sector and firms. But the IO2 also strongly contributes to innovativeness of the overall OPI solution allowing to tackle the problem from perspective of intermediaries as facilitators of the process, as well as later of the unemployed themselves.

The solution was developed and tested across partnership covering five different regions which allowed to develop clear understanding of the solution applicability and transferability in different EU regions. Based on the gathered intelligence and the online character of the final output, the partnership is able to offer future users a solution easy to be transferred to other organisations, as well as, after adaptation specified in a user guide, to different EU regions. More, taking into account low awareness of open innovation in many professional groups, the IO2 could be adapted into building OI awareness in different target groups, i.e. teachers, school chancellors or youth workers.

How can you combine this result with other results for a better skills and abilities development?

To comprehensively approach upskilling/requalification for open innovation, the OPI project next to capacitating HR professionals to engage and guide unemployed and employees in the process (IO2) and simplify efficient diagnosis of their human capital allowing maximisation of investments in upskilling/requalification (IO3) provide on-demand upskilling/requalification methodology and tools. OI professionals engaged in open innovation activities need to possess, learn and develop competencies specific to this context to be capable to deliver fruits of open innovation (IO4). Please read further to learn about IO3 and IO4!

IO3 – Methodology and diagnostic tool for evaluation of requalification potential

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What can you find here?

The methodology is a document with instructions on how to use the online diagnostic tool, how to benefit from it, as well as explanation of its structure. The result has been developed to asses and visualizes the potential and talent of an individual to be successful in the area of open innovation.

The OPI online diagnostic tool has been divided into two parts:

- 1. Assessment of the potential and talent of an individual to be successful in the OI area
- 2. Set of interactions for parametrical diagnosis of the diagnosed

Part 1 assessment is related to 3 areas:

- intrapreneurship mindsets and skills,
- interpersonal competencies and
- psychological aspects.

The aim of Part 1 is to assess and visualize the potential and talent of an individual to be successful in the area of open innovation.

For this purpose the diagnosed (=user to the tool) sees 6 situational questions related to each of the 3 areas. Each question is a description of a situation or challenge. There is no correct and incorrect answer to a question, but an optimal answer, second-choice answer and answer advised to revise.

After completing Part 1 of the diagnosis, the user sees the result with a list of the skills that are recommended for improvement. The results can be downloaded to the desktop and consulted with a professional.

Part 2 consist of competence areas, each one dealing with specific interactions that allow parametrical diagnosis of general knowledge and awareness in the following areas:

- ability to work with different professional communities,
- ability to work in interdisciplinary environment,
- ability to work in cross-functional teams,
- managing inter-organisational collaboration processes,

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- networking skills,

- adaptability and flexibility,
- ability to share knowledge and ideas internally within organization,
- ability to share knowledge and ideas externally,
- cultural awareness and
- communication skills.

The aim of Part 2 is to develop a roadmap of the diagnosed, a recommended customized list of training material to follow in order to upskill within competences addressed in the OPI project (=those listed above).

For this purpose the diagnosed (=user to the tool) will answer single-choice questions related to each competence. After completing Part 2 of the diagnosis, the user sees the result and the development roadmap with direct links to OPI e-learning modules. The results can be downloaded to the desktop and consulted with a professional or reviewed at any time to return to the e-learning.

Which are the benefits of IO3 result?

The aim of the diagnostic tool is to evaluate human capital in scope of open innovation. This means that the tool has been developed to support HR staff at SMEs, HR Business Partners, R&D departments across different organizations, as well as career counsellors or recruiters/head-hunters to access the readiness of employees (potential or current) to contribute to innovation. For the mentioned target group, the tool can also support requalification, upskilling or development pathways of the employed, resulting in a roadmap of the diagnosed, which is a recommended customized list of training material to follow in order to upskill within competences addressed in the OPI project.

Further speaking, the OPI diagnostic tool is expected to:

- ✓ allow accelerating effective upskilling/requalification of job seekers and workers and improve their work placements;
- ✓ improve match of candidates with future tasks and minimizing skills mismatches;
- ✓ provide/improve the ability of HR staff to identify talent for open innovation positions.

But not only. The tool is also useful for individual adult learners to develop the key competencies required to undertake positions in scope of open innovation, as well as check individual predispositions regarding engagement into such practices. Any individual that wants to test their



intrapreneurship mindsets and skills, interpersonal competencies, psychological predispositions (Part 1 of the diagnostic tool), as well as their ability to work with different professional communities, ability to work in interdisciplinary environment, ability to work in cross-functional teams, skills for managing inter-organizational collaboration processes, networking skills, adaptability and flexibility competencies, the ability to share knowledge and ideas internally within organization, ability to share knowledge and ideas externally, cultural awareness capacities or communication skills (Part 2 of the diagnostic tool) – will benefit from the IO3 result.

Therefore, the professional capacities of adults can be evaluated at institutional level but also individually, moreover, at any time, at own pace and as many times necessary due to the open an unlimited access of the tool through the project website [URL: <u>https://opi-project.eu/diagnostic-tool/</u>].

The methodology, as well as the online diagnostic tool is available in 6 languages: English, Romanian, Polish, Portuguese, Spanish and German.

How can you combine this result with other results for a better skills and abilities development?

The methodology and diagnostic tool are connected with other OPI results. First of all, it is based on the outcomes of the report of the level of OI skills and abilities at local market (IO1), as well as methodology and mechanism for building HR staff competencies to support OI competencies development (IO2). Secondly, the solution of the OPI diagnosis tool ensures responsiveness to meet the needs of different target groups involved and to complementary OPI results. Thus, the development roadmap that is the result of the Part 2 diagnosis provides a recommended customised list of training material to follow in order to upskill within competences addressed in the OPI project. This means that the diagnosed is assessed in ten competence areas (IO4 content) and has the possibility to continue training in the scope of these ten competences (IO6 training platform). Therefore the use of the methodology and the diagnostic tool along with other OPI tools will result in a better skills and abilities development of the individual (= job seeker, employee, adult).

IO4 – OPI Development program and methodology and contents

What can you find here?

The OPI Development Program is a training course composed by 10 modules, designed to support the development of unemployed/employed at risk of unemployment set of skills to perform open innovation jobs.

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From the research conducted by the OPI partnership, which involved a large group of HR professionals, 10 key skills areas were identified as of high relevance to be the target of a skills development program. These skills were, then, addressed by each one of the developed modules:

Module 1. Ability to work with different professional communities
Module 2. Ability to work in interdisciplinary environment
Module 3. Ability to work in cross-functional teams
Module 4. Managing inter-organizational collaboration processes
Module 5. Networking skills
Module 6. Adaptability and flexibility
Module 7. Ability to share knowledge and ideas internally within organization
Module 8. Ability to share knowledge and ideas externally
Module 9. Communication skills

Module 10. Cultural awareness

Each module was developed having in mind the profile of the target group, resulting in practical, easy to understand and job oriented contents.

Each module s divided in 2 short submodules, completed with case studies, quizzes and examples, to support a more effective learning process.

Which are the benefits of IO4 result?

Unemployed/Employed at risk of unemployment:

Can find, in the training modules, an important learning path to support skills development specially designed according to the job market demand. With this training path, target group can acquire an important set of knowledge that will help their job opportunities in the field of open innovation, a highly relevant are for modern and competitive companies as well as opportunities for career growth.

HR professionals

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Can find in the training path a useful resource to support skills development of their own target groups, supporting, therefore, the employment opportunities of the unemployed and

More, the training path is an additional resource to support their understanding on the required skills in the area of open innovation, required nowadays by job market.

How can you combine this result with other results for a better skills and abilities development?

The OPI Development Program is directly related with the Diagnostic Tool (IO3), OPI Toolkit (IO5) and the Online Platform (IO6).

To fully take advantage of these tools, one can use the diagnostic tool to identify skills gaps and use these orientations as guidelines to select specific modules, from the Development Program to study.

While going through the modules of the Development Program, each user can use the multisensorial elements from the OPI Toolkit to reinforce and have a more practical approach to the learning process.

The Online Platform, as the digital tool supporting all the project learning process, hosts all the solutions needed for an effective learning process and skills reinforcement.

IO5 – Learning/teaching/training material – OPI Map of Interactive elements and toolkit

What can you find here?

The toolkit is the source of multi-sensory learning including adapted to Modules and submodules, where may be found the following tools. a) Videos. There are 10 videos narrated with voice-over using presentation templates to explain some topics related to theme of the competence. They are available on YouTube Channel in the languages of the consortium; b) Motivational stories. There are 20 short stories that inspire the user to carry out techniques on Open Innovation, and to understand certain concepts. They have been designed to motivate the learners and to reinforce their own skills. c) Case studies. 20 case studies, that are research methodologies that examine issues, projects or organizations to tell a story. d) Short quizzes. These are dynamic or game where users may choose the correct answer among 4 given statements. There are 20 quizzes, with three questions each one.

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Which are the benefits of IO5 result?

The toolkit responds highly effective to the needs of unemployed and adults in the risk of unemployment for building practical learning in the scope of Open Innovation and undertake roles in OI positions such as OI specialist/manager. In addition, the e-learning approach allows the consortium to build motivation and engagement within the overall OPI solution and the user to be well prepared in advance to day-to-day challenges of open innovation.

How can you combine this result with other results for a better skills and abilities development?

It is closely related to IO4, a main ready-to-use tool for HR specialists to deliver practically oriented upskilling/requalification opportunity to their customers/stakeholders. Furthermore, the elements of the toolkit have been created with their adaptability to digital or online formats in mind, as they are available on the OPI's online platform along with the other intellectual outputs.

IO6 – OPI Online Platform

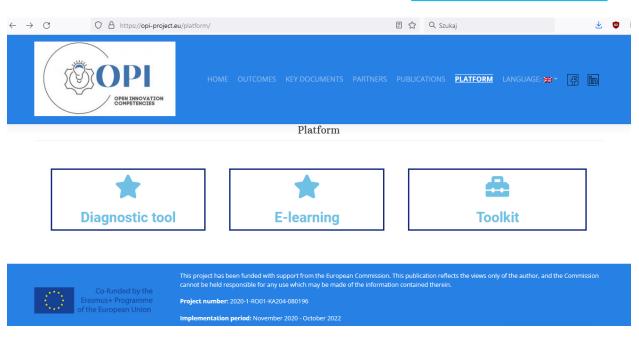
The OPI online platform has been designed for upskilling on open innovation. It integrates training content, the diagnostic tool and the toolkit, offering diverse solutions for integration, effective T&L, remote learning, adaptation and transferability of the OPI overall solution.

The platform is available through the link <u>https://opi-project.eu/platform/</u> and in 6 languages: English, Romanian, Polish, Portuguese, Spanish and German. It can also be accessed through the 'PLATFORM' button on the project website's menu bar.

When entering the OPI platform you will see three different sections:

- ✓ Diagnostic tool
- ✓ E-learning
- ✓ Toolkit

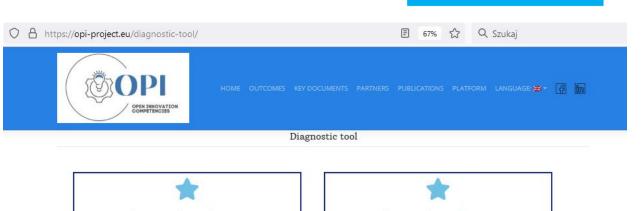




Source: <u>https://opi-project.eu/platform/</u>

It is recommended to start from the diagnostic tool since results from the diagnostic tool will support further learning. You can choose between 2 different assessments as presented in the graphic below. For more information on the diagnostic tool go to this Guide's section: IO3 – Methodology and diagnostic tool for evaluation of requalification potential.







Source: <u>https://opi-project.eu/diagnostic-tool/</u>

E-learning is the second platform section. There are 10 modules for competence development.

List of OPI e-learning modules
MODULE 1
Ability to work with different professional communities
MODULE 2
Ability to work in interdisciplinary environments
MODULE 3
Ability to work in cross-functional teams
MODULE 4
Managing inter-organizational collaboration processes
MODULE 5
Networking skills

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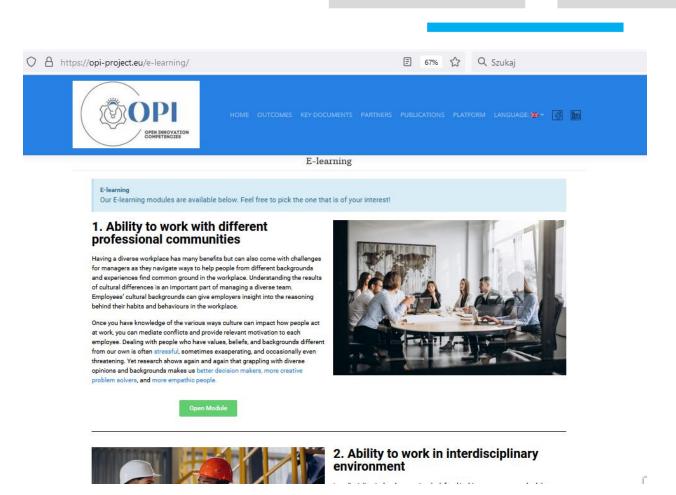
MODULE 6
Adaptability and flexibility
MODULE 7
Ability to share knowledge and ideas internally within organization
MODULE 8
Ability to share knowledge and ideas externally
MODULE 9
Cultural awareness
MODULE 10
Communication skills

Based on the results of diagnostic tool part 2, **a development roadmap** is recommended to the learner with direct links to the e-learning modules for upskilling in competences area gaps.

The training on selected modules can also be attended by individual choice or with recommendation of the professional (=HR, career counsellor, in-company trainer).

E-learning modules are presented on the platform in the way shown on the following graphic.





Source: https://opi-project.eu/e-learning/

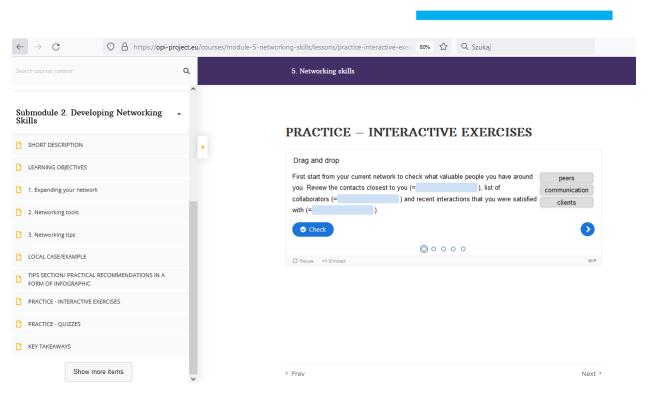
Inside each training module are the following elements:

- ✓ A short description of the module
- ✓ Module learning objectives
- ✓ Training topics
- ✓ Case studies
- ✓ Infographic(s)
- ✓ Interactive exercises
- ✓ Quiz

An example of module content is presented with the following graphic.



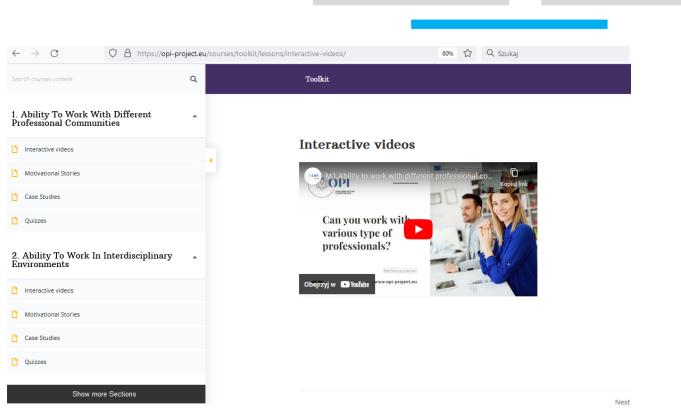




Source: https://opi-project.eu/courses/module-5-networking-skills/lessons/1-expanding-your-network/

The third section of the platform is the **toolkit**. It includes interactive videos, motivational stories, case studies and quizzes across 10 e-learning training modules. The menu on the left supports navigation through different parts of the toolkit. The following graphic shows the information you will see on the screen when you access the toolkit.





Source: https://opi-project.eu/courses/toolkit/lessons/interactive-videos/

4. Recommendations and implementation tips

- Before starting a requalification/upskilling process within your organization and/or with the HR resources you manage, make sure you understand the current level of the existing skills and potential for skills development. Make use of the diagnosis tool to identify the existing skills and develop a plan to prepare your HR.
- OPI deliverables can also be used by individuals without professional HR support or other organizations to test open innovation (OI) oriented capacities, but also across transversal skills. The methodology of IO3 will however support the holistic training process from assessment, through learning and until evaluation, to provide HR professionals a set of interactions to best match "skills to the job". It is recommended to support your employees in requalification recognizing their skill gaps on the job, offering guidance and mentoring when needed, valuing their efforts made to introduce change to the business.

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- Combine the provided OPI solutions for a more effective learning process and a more engaging experience.
- 5. Description and potential of the methodologies and tools Use of the integrated methodology or the use of the parts

Each of the OPI project solutions (IOs) was designed to be used in a combined way or, based on the identified needs of each user, each solution can used individually.

How can you use the combined IOs?

If you are a HR professional

First, read the *IO1 Report on the level of IO skills and abilities at the local market* to gather a deeper insight and I learn more on the topic of open innovation and the state of the art in each of the countries participating in the report. This will help you to better understand the market needs and gaps, and create your vision on how you, as a professional, can act to close the gap between the market offer and demand.

Then, go through *IO2 Methodology and mechanism for building HR staff competences to support OI competences development* to improve your (and your team) own skills. The better prepared you are to face the open innovation challenges, the more effective you will be supporting the HR you manage and the organization(s) you work with to face the challenges.

IO3 Methodology and diagnostic tool for evaluation of requalification potential will help you identify the needs and opportunities for the requalification of the HR you manage. While Part 1 of the diagnostic tool will help you to evaluate and identify the potential of the HR for skills requalification/upskilling in the field of Open Innovation, Part 2 of the diagnostic tool will help HR to identify skills gaps that can, then, improved, by going through the modules in *IO4 OPI development program and methodology and contents* supported by *IO5 Learning/teaching/training materials – OPI map of interactive elements and toolkit.*

IO6 Online Platform is the online tool that allows you to access all the available solutions, and use them, either through a combination of solutions either individually.

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If you are an employee looking to develop your own skills, an unemployed looking for job opportunities in the field of open innovation or if you just want to improve your skills and knowledge in the field of open innovation, you can:

Use IO3 Methodology and diagnostic tool for evaluation of requalification potential, an online tool to help you assess your own OI skills abilities and identify the most useful learning contents to help you in your skills and abilities development.

Then, use *IO4 OPI development program and methodology and contents* where you can find a set of 10 learning modules to help you develop your knowledge and skills to work in the field of OI. Combine IO4 learning with *IO5 Learning/teaching/training materials – OPI map of interactive elements and toolkit* where you can find a set of supporting multisensorial elements (videos, case studies, inspirational stories, quizzes) to support your learning process.

The *IO6 Online Platform* is the place where you can find all the produced results and use them online either for your own benefit either to support the upskilling of the HR you manage and work with

LINK FOR TRANSLATION – Please, make a copy of the file before translating it into each language:

https://www.canva.com/design/DAFHuMyT9hI/sU0pDj9MptiZ_kic3RPF9w/edit?utm_content=DAFHuM yT9hI&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton





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6. Transferability of the results – Conditions and requirements

All the solutions produced under OPI project are available to used for free for any professional or organization interested in developing Open Innovation skills.

If you would like to use the produced solutions, make sure you comply with the following conditions:

- The results are available to be used for free. The solutions cannot be used with commercial or profit purposes
- Make sure the intellectual property is respected and the authors of the solutions are mentioned.
- OPI project partners and solution authors are not responsible for any changes introduced to the produced contents, when used by third parties.

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