



INCREASE: SELF-ASSESSMENT METHODOLOGY

INCREASE: INnovation Capacity building foR EnhAncing Sustainable
growth and Employability



Increase



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1. INCREASE Project – What it is about?

The INCREASE project is a direct response to reported employment risk of automation and SME problems in providing innovation and ensuring sustainability of innovation strategy. EU low-R&D intensive companies struggle with skilled workers availability, organisational problems, and lack of innovation expertise. While ensuring staff engagement across functions is crucial for SME innovation, non-R&D SME staff presents significant lack of innovation understanding and skills. From the other side tech-innovation brought widespread risk of automation, which is no longer limited to manufacturing and agricultural industries, but is accelerating fast across industries, especially in service, craft, and other low-tech sectors.

To support low-skilled adults in the risk of automation in increasing their employability and low-R&D intensive SME in increasing their innovative capacity the project aims at:

- providing non-R&D employees with understanding how to contribute to innovation and relevant innovation skills,
- building awareness of non-R&D employees of importance of innovation and related skills for their professional growth and employability,
- developing innovative and entrepreneurial mindset among non-R&D staff,
- building awareness of SME managers of importance of building innovation capacities among non-R&D staff and how to integrate them in innovation processes.

To realize the objectives, INCREASE provides an open user-oriented skills development path in innovation area that allows in time and cost-effective way develop innovation skills among low skilled adults and has the ability to contribute to increasing capacity of SME for inclusive innovation. It specifically aims at upskilling low-skilled adults from non-R&D SME staff in high risk of automation from industries with the highest level of such a risk, such as agri-food sector, tourism and hospitality or retail. By development, test and delivery of targeted methodology and integrated set of online digital tools, it aims specifically at increasing the supply of high-quality skills development programs in innovation area that will suit individual needs of low skilled Europeans, facilitate their access to upskilling pathways in innovation area and increase the human resources pool with innovation capacities.

2. INCREASE Self-assessment tool – objectives and usefulness

The Self-assessment Tool and the methodology behind it are one of the key elements of INCREASE upskilling program that allows to address the needs of non-R&D staff for development on innovation competences in a way that they will be capable to effectively contribute to innovation in their SMEs. In fact, the Self-assessment Tool is for the final user the first point of contact with the interactive elements of the INCREASE program.

It looks to verify the level of users' understanding of innovation, of requirements to contribute to it and their readiness to do so. It allows to test specific competences and needs of each user not only for a sole diagnostic purpose, but to provide a recommendation for a customised development path to build individuals capability to provide valuable contributions to innovation.

Within the INCREASE self-assessment tool, the user is challenged to verify his/her own current starting point regarding innovation competence to diagnose shortages and individual barriers in scope of his/her innovation capacity and underline specific aspects requiring improvements. Based on the assessment, each participant receives indications for training path adjusted to the individual needs.

The key objectives of Self-assessment tool are to:

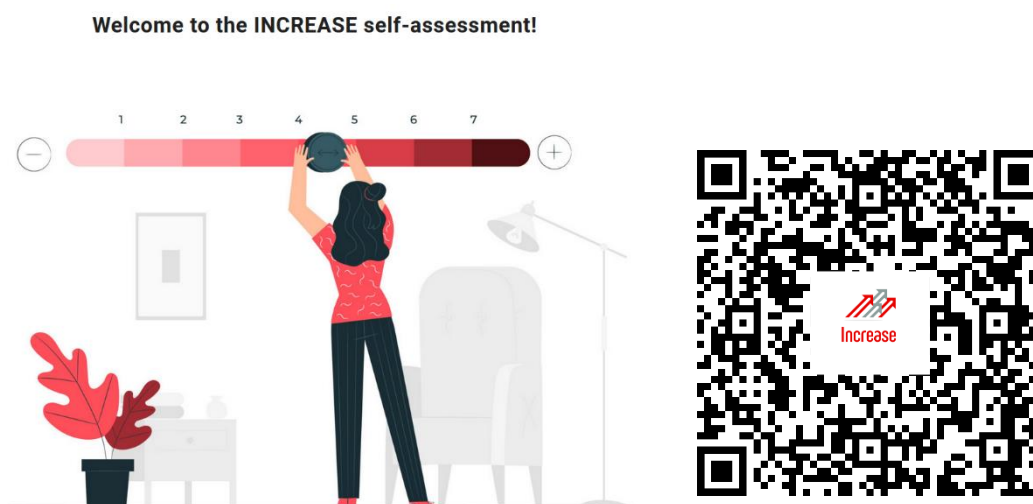
- Identify and underline the area of innovation competence that the user is struggling with and needs to devote special attention,
- Define a customised training path that allows to focus on most problematic for the user areas, that can optimise the time-benefit effect of the investment in training within the INCREASE training program,
- Foster more targeted on individual needs learning approach within the INCREASE program,
- Offer adult educators a tool for diagnosis of innovation competences targeted on effective support to upskilling of adult learners for engagement in innovation.

3. How to use the Self-assessment tool?

So how does it work in practice?

To verify your (or your stakeholder's) competence regarding the ability to effectively contribute to innovation:

1. Check your (theirs) understanding of innovation and basic innovation competence with the [self-assessment tool](#). Considering the low-skilled adults within the users target group, the tool is highly user friendly, provides clear instructions and simple, easy to navigate interface:



Access it at - <https://increase.erasmus.site/self-assessment-methodology-and-tool/> directly, via the INCREASE website (outcomes > self-assessment methodology and tool) or via the QR code above.

2. After responding to all questions, you (your stakeholder) will get the results of self-assessment that will help you (him/her) understand how well the user is prepared to support innovation and what are the strongest and weakest areas in your (his/her) case.

Simply, respond to the questions one-by-one and as you will complete all required questions. Your result will be generated automatically.

In the first section, you will see your results by the area of competence:

Your results

You completed the INCREASE self-assessment test.

Now it's time to move on to improving your innovation competence.

Your answers allowed us to assess your readiness in the areas covered by the INCREASE Training Platform. So now you can either follow the overall INCREASE training program, starting with Module 1, or focus on those areas that you did not perform well during the self-assessment test (marked with ✗). We recommend you to follow the modules that you have not answer correctly to all the related assessment questions:



Module 1 - Innovation across organization

- 1.1. Introduction to the world of innovation ✗
- 1.2. Innovation processes in SMEs ✓



Module 2 - Where innovative ideas come from

- 2.1. From idea generation to innovation ✗
- 2.2. How innovative ideas generate entrepreneurial ideas ✓



Module 3 - Innovation mindset and what is in it for me?

- 3.1. Innovation Mindset ✗
- 3.2. Innovation Cultures ✓





Figure 1. Sample of results of a random test.


3. The assessment will provide you with suggestions on which areas covered by the INCREASE training the strongest improvement is needed. Moving to the training, you can decide to focus on those specific areas that the self-assessment test identified as the one you need most to work on, by

following defined within the self-assessment tool customised training path. Alternatively, you can choose to follow the full INCREASE e-learning program. The Self-assessment Tool will highlight the two potential options on the result page in the section – ‘WHAT DO YOU WANT TO DO NEXT?’





WHAT DO YOU WANT TO DO NEXT?




1. Use my customized training path

			
Module 1 - Innovation across organization	Module 2 - Where innovative ideas come from	Module 3 - Innovation mindset and what is in it for me?	Module 5 - Innovation in business models (including crisis reactions)


Module 6 - Digitalisation and automatization in SMEs

2. Follow the overall INCREASE program

			
Module 1 - Innovation across organization	Module 2 - Where innovative ideas come from	Module 3 - Innovation mindset and what is in it for me?	Module 4 - How to communicate and lobby for ideas?

		
Module 5 - Innovation in business models (including crisis reactions)	Module 6 - Digitalisation and automatization in SMEs	Module 7 - Models for co-innovation



4. Start learning! Enter [the INCREASE platform](#) and follow the modules you decided to work on. We encourage you to follow the self-assessment recommendations, but if following your customised path or the overall INCREASE program is not what you wish to do, you can simply choose modules of key interest for your personal and professional development.



4. Self-assessment – behind the interface

The main objective of the Self-assessment Tool is to understand the user initial comprehension of innovation, the level of innovation-oriented skills and readiness to contribute to it. The tool tests innovation competence of the user across 7 areas:

1. Innovation and innovation processes,
2. Ideation for innovation,
3. Innovation mindset,
4. Communicating innovation needs and ideas,
5. Business models and business models innovation,
6. Automation and digitalisation,
7. Co-innovation,

and underlines the weak and strong areas of the user to highlight which ones need the strongest attention to achieve the user readiness for contributing to innovation. As a result, it provides recommendations for customisation of the training path, within the INCREASE platform to the individual needs of the user.

Based on conducted at the project initial stage (pre-application) needs analysis and expert method, 5 areas have been defined as critical for the needs and barriers to engagement into co-innovation among adults in the risk of automation and for meeting the needs of non-technological SMEs innovation:

- i/ Innovation across organization,
- ii/ Where innovative ideas come from,
- iii/ Innovation mindset and what is in it for me?
- iv/ How to communicate and lobby for ideas,
- v/ Models for co-innovation.

However, more in-depth analysis, conducted within INCREASE research regarding areas/aspects relevant for innovation capacity within the target group (See Figure 2), shown that the needs for



upskilling within the target group go beyond this scope. Therefore, based on the conducted research and an internal discussion panel, the scope of the intervention has been furtherly enlarged finally covering the following areas:

Module 1 - Innovation across organization

Module 2 - Where innovative ideas come from

Module 3 - Innovation mindset and what is in it for me?

Module 4 - How to communicate and lobby for ideas?

Module 5 - Innovation in business models (including crisis reactions),

Module 6 - Digitalisation and automatization in SMEs

Module 7 - Models for co-innovation





INCREASE Report: IO1 Research Key findings

Automation expectations

It is expected that 65% of currently human performed activities will be automatable in the next 10–20 years (McKinsey).

Among 700 currently popular job posts more than 150 is estimated to be under 90–100% risk of automation (Oxford).

Nearly 50% of businesses forecasts that automation will result in some reduction in their full-time workforce.

But 38% of surveyed companies expect to increase employment targeted toward performance improvement, while more than a quarter expect creation of new roles in their firms as a direct result of automation (WEF).

Why is it relevant?

Automation is expected not to directly lead to shut down of job posts, but to cause new job opportunities. But they will require employees to adjust to new reality and develop modern and future-oriented skills and mindset.

The path to upskilling

Innovation and innovation management are among the main required competences for readiness for employment within the job market which results from the Fourth Industrial Revolution. But these competences need to be supported by metaskills, as well as by digitalisation and automation understanding and flexible business mindset.

Relevance for the INCREASE program and self assessment tool

To realistically support adults in the risk of automation to get prepared for shift to new roles related with evolution of workplace under the Fourth Industrial Revolution, it is important to provide competences regarding innovation and innovation management that allows active engagement into innovation activities. But understanding of the automation and the business evolution itself should be also ensured, in the process. Ignoring those aspects can jeopardise learners', as well as educators' efforts to invest in development of innovation competences. Hence, the effective upskilling should integrate elements of automation and business innovation.





Figure 2. INCREASE Report: IO1 Research - key findings

Based on the decision regarding focus of the 7 INCREASE training modules, each of the responsible for the development partners identified the training objectives and a sub-modular structure of the modules required to achieve them. Depending on the module, the modules consist of from 2 to 4 submodules (17 in total across all 7 modules).

The Self-assessment Tool has been designed following the logic of the training which it is related to. In this way, the design of the tool required building a testing methodology addressing all 17 areas. Hence, the tool has been constructed, as follows:

Pair	Module	Submodule	No of Questions
1	1. Innovation across organization	1.1. Introduction to the world of innovation	5
2	1. Innovation across organization	1.2. Innovation processes in SMEs	5
3	2. Where innovative ideas come from	2.1. From idea generation to innovation	5
4	2. Where innovative ideas come from	2.2. How innovative ideas generate entrepreneurial ideas	5
5	3. Innovation mindset and what is in it for me?	3.1. Innovation Mindset	5
6	3. Innovation mindset and what is in it for me?	3.2. Innovation Cultures	5
7	4. How to communicate and lobby for ideas?	4.1. How to communicate ideas effectively and clearly	5
8	4. How to communicate and lobby for ideas?	4.2. How to lobby for innovative ideas	5
9	5. Innovation in business models	5.1. Basics of Business Models	5
10	5. Innovation in business models	5.2. Types of Business Models and innovation in business models	5
11	5. Innovation in business models	5.3. Adaptability and Flexibility of Business Models	5
12	6. Digitalisation and automatization in SMEs	6.1. What is Digital Transformation?	5
13	6. Digitalisation and automatization in SMEs	6.2. Digital Transformation in Retail	5



14	6. Digitalisation and automatization in SMEs	6.3. Digital Transformation in Agriculture	5
15	6. Digitalisation and automatization in SMEs	6.4. Digital Transformation in Hospitality	5
16	7. Models for co-innovation	7.1. What is Co-Innovation?	5
17	7. Models for co-innovation	7.2. Co-Innovation Practices	5
Total number of questions:			85

The questions within the self-assessment are randomly selected from each of the 17 areas to cover at any given point all 17 independent micro-learning units (submodules). The approach limiting the number of questions that the user is exposed to at any given time (keeping it to 17) has been introduced following, the initial feedback from the target group and external advisory board, underlining the need for keeping simple character of the tool and ensuring relatively short-time engagement from the user at the first point of contact with the INCREASE program, which was underlined as critical for responsiveness and engagement of the target group.



5. Transferability in the scope of Self-assessment Tool

How can I use the INCREASE Self-assessment Tool in my work with SMEs and/or adult learners?

You can use the resources directly from our platform as a full program, where the Self-assessment Tool is used not only to help assessment, but as a tool for defining customised training path for adult learners.

You can also choose to use the assessment tool independently from the INCREASE program to test innovation competence of your trainees, learners, employees, or job seekers. You can direct them to the assessment via [link](#) or the QR code:



How to share the Self-assessment Tool?

You can easily distribute links to the Self-assessment tool among adults in the need of requalification or for the development of market-oriented skills. You can recommend them direct access via the [INCREASE website \(https://increase.erasmus.site/\)](https://increase.erasmus.site/) >Outcomes>Self-assessment methodology and tool. Provide them with direct link to the self-assessment - <https://increase.erasmus.site/self-assessment-methodology-and-tool/>

Or use the QR code:



The INCREASE Self-assessment Tool

Who is the target-audience for the INCREASE self-assessment?

The INCREASE program was designed to meet the diversified needs of adults in the risk of automation of their job posts. It provides development opportunities adapted to learners at any level of education and is suitable for users with no prior knowledge of innovation. It focuses specifically on the needs of 3 industries – tourism and hospitality, agriculture and retail and has been developed based on research conducted in 6 European countries – Romania, Poland, Portugal, Finland, Austria, and Spain. As a result, while the self-assessment approach can be used to support any learner interested in the development of innovation competencies, for use with learners from other sectors, it is recommended to adjust the questions pool to specific needs of the economic sectors they are related to. While within most of the questions is sector-neutral, the module 6 related to digitalisation and automation in SMEs covers the sector-specific submodules. As such that specific section should be adjusted to the specific target group, whenever the tool is intended to serve users from industries not related with tourism and hospitality, agriculture, and retail.

While the program has been specifically designed for the adult education sector and the needs of low skilled adults at the risk of unemployment due to automation processes, the engaged in the testing of



INCREASE project experts and users suggest that educators can benefit from the materials and tools also in the scope of academic education and VET. That includes use of self-assessment tool for diagnostic purposes, as well as for customisation of training within the related INCREASE training program.

Do I need to ask for permission to the INCREASE Self-assessment Tool in my personal or professional use?

No, as long as you provide information about the source of the resources referring the INCREASE Project and Erasmus+ Program that financed the development of the INCREASE Program, you can use the INCREASE resources for non-commercial use, especially in the scope of education and training activities.

How do I use the Self-assessment Tool?

Just access [the tool at the INCREASE platform](#) (←click the link) and follow the instructions provided within the platform.

What is the self-assessment designed to test?

The main objective of the self-assessment tool is to understand the user initial comprehension of innovation, the level of innovation-oriented skills and readiness to contribute to it. The tool tests innovation competence of the user across 7 areas:

1. Innovation and innovation processes,
2. Ideation for innovation,
3. Innovation mindset,
4. Communicating innovation needs and ideas,
5. Business models and business models innovation,





6. Automation and digitalisation,
7. Co-innovation,

and underlines the weak and strong areas of the user to highlight the areas that need the strongest attention to achieve the user readiness for contributing to innovation. As a result, it provides recommendations for customisation of the training path, within the INCREASE platform to the individual needs of the user.

I am supporting requalification of adults. How the tool can I use the tool for benefit of my target groups?

For support to adults in the need of requalification or for the development of market-oriented skills you can benefit from the [INCREASE self-assessment tool](#), to test adult learners' readiness to contribute to innovation. More, the tool provides a list of competence areas that a person needs to be able to effectively contribute to innovation that will help you to guide individuals through the upskilling process in more customised way responsive to specific needs. Understanding the starting point of the individuals regarding innovation understanding and competences, will help you be better prepared to guide them through upskilling process.

I am working in the support to SMEs, rather than in adult education sector. How the tool can I use the tool for benefit of my target groups?

During activities with SMEs, business owners, and managers distribute information regarding the [INCREASE assessment tool](#) and [training](#) for employees, as an easy way to support them in building innovation competences within their teams. Feel free to use direct QR codes to provide easy access to the resources among your stakeholders:





The INCREASE Self-assessment Tool

In this target group, we highly recommend using the Self-assessment Tool in a direct link with the training modules, to enable realistic usefulness of the tool for SMEs competence building and promoting inclusive innovation.

Do not forget to test the assessment tool and the training on your own, to be able to support use of the tools among your stakeholders.



The INCREASE Training