**Pilot Projects for the Development of Knowledge Partnerships (*PIK*)**

*PIC - Parceria para a Inovação e Conhecimento*

Following the Knowledge Alliances Programme definition, the **overall objective of the PIC project is** to ensure stronger societal and economic relevance and outreach of partner's education through strengthening the employability, creativity and innovative potential of its graduates and **by promoting the role of the partners as engines of innovation**.

Graduates in all fields (but focusing in particular, in the Marketing field) will develop a wide range of skills, ranging from discipline related knowledge and competences to research skills, ensuring high employability and entrepreneurial, creative and innovative attitudes. Higher education professors will be given incentives to test out new innovative teaching methods, promote entrepreneurship and foster generation of ideas and collaboration among students.

A better flow and exchange of knowledge between higher education institutions and companies will increase the innovation potential of the involved parties.

**The PIC Project will bring together businesses with higher education and training institutions** to design and deliver new curricula and to develop innovative ways of delivering education and knowledge, and **to facilitate the flow of knowledge between higher education and companies**, **leading to**:

1. **Reinforced** skills, attitudes, and the innovation capacity of individuals and of the involved organizations;
2. **Closer cooperation** between higher education institutions and businesses to tackle innovation needs and to solve problems encountered by companies;
3. **Equipping** graduates with in-depth knowledge of the field studied, combined with interpersonal skills (team working, communication, self- confidence, taking initiative, problem solving, taking calculated risk, leadership) and business skills;
4. **Supporting** the development of robust entrepreneurship skills and entrepreneurial mindset and attitudes, enabling graduates to creatively respond to a complex and rapidly changing environment; encompassing but not confined to setting up a business or running a SME;

In particular, the PIC project will focus in Marketing and Innovation as fundamental competencies in terms of the Business sector. **The project will develop** new tools to ensure that partner Institutions, their students and companies work together to achieve and incorporate this new relation between Marketing and Innovation.

