





Creativity
and Innovation
European Year 2009

Create. Innovate. Grow.

Joseph G. Woods

16th – 17th December 2009
Stockholm, Sweden

World Centre for New Thinking (Malta)



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Create. Innovate. Grow.

The continued need for Creativity and Innovation in Education and building on the legitimacy of the 2009 European Year.

We can only analyse the past, but we need to design the future.

Dr. Edward de Bono



se2009.eu



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Niccolo Machiavelli, *The Prince*, 1532

There is nothing more difficult to take in hand, more perilous to conduct, or more uncertain in its success, than to take a lead in the introduction of a new order of things



The World Series

- Neolithic Age
- Agricultural Revolution
- Industrial Revolution
- The Information and Communication Revolution



**THE INNOVATION SOCIETY:
THE CREATIVE ECONOMY**





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The Global Game

Globalisation – Competitiveness – Innovation – IDEA GENERATION

CREATIVE THINKING

Should the Education sector be playing this game?

Are we also involved in this game?





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The Signs of the Times

- Globalisation
- Re-set Economy
- Proliferation of Technologies
- Massive Economic Migrations
- Climate Change





The Situation

98% of children between 3 and 5 years behave creatively

By the age of 10 only 32% behave creatively

By the time they reach 16, 10% are creative

By 25, it is down to 2%

*Kobus Neethling, director of South African Creativity
Foundation (study in 15 countries)*





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Lateral Thinking...The Power of Provocation

...What if, there was a united Europe !



Polateralism

- **A new modality of politics through which politicians will be trained to turn the ever increasing challenges of globalisation into opportunities through lateral thinking.**





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Renaissance 2.0

- Sparked off by the Manifesto of Creativity
- Empowering people with Creative Thinking Tools
- Unleashing Creative Capital in communities
- Enhanced through collaboration between the EU Member States
- Europe to inspire and lead the development of the Global Innovation Society (EU 2020)





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Building the Innovation Society

- i-schools
- Academy of Invention
- Centre for Creative Thinking in Education
- IGC : Innovation Generation Centres
- National Innovation Eco-Systems



Project ideas we are developing in Malta

NOVAECO systems
Malta and other small states
within the union to be developed
as INNOVATION test beds



i-schools

Idea schools developed within the community teaching idea generation, development and communication of ideas

Schools of Invention

These are schools which teach and empower children and youths to develop skills for invention.



... Project ideas we are developing in Malta

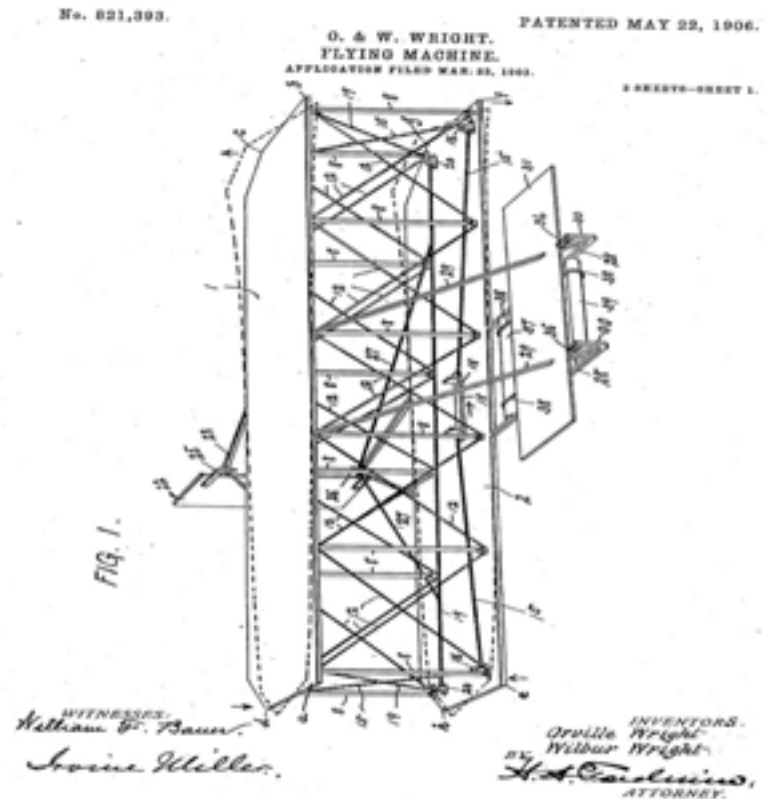
- **EUROMED CREATE**
A EuroMediterranean Centre for training School Administrators, teachers and trainers in creative thinking and innovation in Education (COMENIUS)
- **Innovation Generation Centres (IGC)**
Multi-disciplinary platforms involving public, private sector and community partnerships in local communities promoting and empowering creative thinking, invention and innovation.



Quote...

There is one thing which
is stronger than all the
armies in the world and
that is an idea whose
time has come

Victor Hugo





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Contact Details

Joseph G.Woods

Manager of Innovation

The World Centre for New Thinking



Email: jgw@mind-ing.com

Mobile: 00356 7944 2181