The policy agenda: Contribution of I&C in Education to EU 2020

Session 7

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Institute for Prospective Technological Studies
The European Commission’s Research-Based Policy Support Organisation
Our future depends on innovation and innovation depends on education

Without education as a core policy, innovation will remain unsupported. It must promote talent and creativity from an early stage.

• To call for a better understanding of creativity and innovation and of their role for Europe’s social and economic competitiveness

• To celebrate and share Europe’s creative and innovative potential past, present and future

• To stimulate a wide ranging reflection on better policy making for creativity and innovation
EYCI core themes

Creativity and innovation a crucial challenges
Regional and urban strategies for creativity and innovation
Innovation in public and private services
Innovation for sustainable development
Creativity in creative industries such as design
Cultural diversity as a source of creativity and innovation
ICT as a tool for communication and creative expression
Fostering careers in engineering, science and technology
Fostering creativity and innovation at work
Improving understanding of innovation process and entrepreneurship: stimulating an innovative mindset
Some contributions of the EYCI

• Can creativity be measured?
  http://crell.jrc.it/creativitydebate

• Beyond the crisis: designing a sustainable future
  http://design-innovation.teamwork.fr

• Survey to teachers: 12,893 responses
  http://is.jrc.ec.europa.eu/pages/EAP/iceac.html
Celebrating creativity and innovation

1000 events across Europe
Manifesto
European Ambassadors for Creativity and Innovation

For a new understanding of public policy:

Action 1: Invest in knowledge
Action 2: Reinvent education
Action 3: Reward initiative
Action 4: Sustain culture
Action 5: Promote innovation
Action 6: Think globally
Action 7: Green the economy
Schools and universities need to be reinvented in partnership with teachers and students so that education prepares people for the learning society.

Retrain teachers and engage parents so that they can contribute to an education system that develops the necessary knowledge, skills and attitudes for intercultural dialogue, critical thinking, problem-solving and creative projects.

Give a strong emphasis to design in education at different levels.

Establish a major European-wide research and development effort on education to improve quality and creativity at all levels.
Manifesto
European Ambassadors for Creativity and Innovation

1. Nurture creativity in a lifelong learning process where theory and practice go hand in hand.
2. Make schools and universities places where students and teachers engage in creative thinking and learning by doing.
3. Transform workplaces into learning sites.
4. Promote a strong, independent and diverse cultural sector that can sustain intercultural dialogue.
5. Promote scientific research to understand the world, improve people’s lives and stimulate innovation.
6. Promote design processes, thinking and tools, understanding the needs, emotions, aspirations and abilities of users.
7. Support business innovation that contributes to prosperity and sustainability.
EU 2020: the new European agenda

Creating value by basing growth on knowledge
Empowering people in inclusive societies
Creating a competitive, connected and greener economy

“Knowledge is the engine for sustainable growth. In a fast-changing world, what makes the difference is education and research, innovation and creativity”
Discussion...

Is this the way forward?
In a context of economic crisis?
Is it necessary to link creativity to entrepreneurship?
How to foster creativity in E&T?
How to foster creative skills at work?