

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

## Session 7

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**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.**

**A broad-based innovation strategy for the European Union COM(2006)502**

- **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**

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>



**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”

**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?**