

NEXT4PA Workshop

"Creativity and Innovation for Public Administration"

Participants

Public Administrations, Universities, Continuous Education and Training organisations from Italy, Austria and Slovenia

When?

Tuesday the 13th of November 2012 from 9.30 am to 5 pm

Where?

Laguna Palace Hotel – Riva Brioni - 34073 Grado (GO)

Workshop's working language: English

Programme

- **Meeting Creativity – Meeting each other** (Willem)
Introduction to front-end creativity.
Coffee
- **Who is it for?** (Willem and Mike)
Close-up of target group and implications of culture. Zoom in on main challenges: bureaucracy, greyness and segregation between layers of administration. Includes homework, see note.
Lunch
- **Tempting our target audiences.** (Willem and Mike, with all)
What can you do as a partner to achieve a strategy that includes training experts and attaining economies of scale? Focus on meeting-formats and creative communications.
Tea
- **Doing the Project Meetings.** (Willem and Mike, with all)
Preview/draft of the 2 days-meeting in Feb.

Our creativity trainers...

Willem Stortelder



Appreciated and well-known creativity speaker in Europe and elsewhere. Co-Founder of New Shoes Today and 21 Lobsterstreet. Supporter of people and organizations on their road to creation, innovation and change.

Willem's own creative capabilities are evident in his high-interactive and ever-changing training and facilitation sessions. His unique approach coupled with his enthusiasm, creative nature and sense of humor make

him a creativity-stimulating person. His exuberance and joie de vivre enable him to communicate with people from all walks of life.

Mike van der Vijver



Mike van der Vijver (1957) is a Meeting Designer as well as Advisor, Trainer and Coach in Intercultural Management. Co-founder of MindMeeting (www.mindmeeting.org) and long-standing member of Itim International (www.itim.org).

Bringing a change in mindset to organisations and into the lives of people; either through innovative formats for live communication, through the consequences of living and understanding cultural diversity, or through the use of creative techniques. A mindful, yet determined style of tackling any type of issue or question, as long as it is about human beings (and the odd dog at home). Mike lives both in Italy and the Netherlands – an enjoyable contrast.

For information and registration

ForSer – Formazione e Servizi per la Pubblica Amministrazione

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NEXT4PA summary

NEXT4PA aims to spread the culture and the practice of creativity inside Public administration as a way to improve services offered to citizens and support cooperation between the private and public sectors.

In recent years, the effects of the global crisis on public budgets have considerably weakened the areas of intervention of institutions at national, regional and local level.

The PA has to reconsider its functions, services, organisation, and resources.

Moreover, there is need to change the way public spending is conceived (less assistance and more selection) and the way PA deals with citizens and their needs.

The Next 4 PA project intends to provide solutions to this: **by developing skills for creativity and innovation in PA workers and administrators**, this project will improve the quality of services to citizens, enhancing the capacity of public servants to work together with companies and knowledge producers.

Capitalising on a Transfer of innovation project that operated in the industrial sector, NEXT 4 PA will transfer concepts and methodologies to develop creativity in individuals and organisations, that were originally designed in the Netherlands and then tested all over the EU.

By realising **training, coaching and learning actions**, the project will develop the creative capacity of public servants, with the aim of **creating new ideas** and innovate local administrations.

The transfer will take place in a cross border environment: in fact, the transnational cooperation will be between Friuli Venezia Giulia, Slovenia and Carinthia, thus reinforcing the capacity to cooperate between PAs in neighbour countries.