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Manifesto of Creativity and Innovation

Europe and its Member States must give full attention to creativity and innovation now in order to find a way out of the current stalemate.

The European Ambassadors for Creativity and Innovation.

Every year the European Union dedicates the following 12 months to a particular theme and 2009 was designated as the European Year of Creativity and Innovation. To celebrate and promote this year the EU assigned 25 Ambassadors coming from various countries and representing various aspects of creativity and innovation.

One of the most interesting and thoughtful outputs of the Year of Creativity and Innovation was the following Manifesto that the Ambassadors discussed, drafted and promoted.

Manifesto

1. Nurture creativity in a **life long learning** process where theory and practice go hand in hand.

2. Make **schools and universities** places where students and teachers engage in creative thinking 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.

Whether you are a crafts person, SME, VET practitioner or a student training in creative Industries we are sure that you will find this Manifesto inspiring and empowering.

<http://www.create2009.europa.eu/>



The project has launched its website, within which all information about the project and its results can be found. We suggest that you visit our website at <http://www.handmadecreativethink.eu> and register so you keep yourself informed and have access to the training modules that will be developed throughout the project.

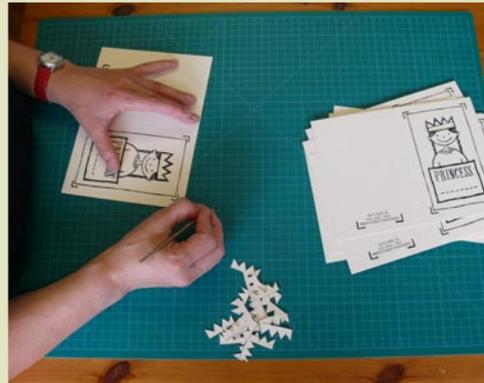
From the Drawing Board...

The development of any new product is an exciting time. New ideas are generated, creative capabilities are allowed to find their full expression and nebulous theories turn into solid products. This has been the case for the HCT development team.

Over the last few months we have developed a prototype for the HCT Creative Thinking Manual that will be available at the end of the project. During the coming months we will test the manual with a group of interested participants and modify the content according to their feedback.

In the development of the Creative Thinking Manual there have also been some challenges, not least, how to transfer a workshop taught method for children and young people, (the Capture System) to a system that can be utilised by adults not in a workshop/teaching environment but as self-access materials. The development team has taken on these challenges, as opportunities to better understand The Capture System, which focuses on six key elements:

- Creating the right environment
- Using the right language
- Gathering all the data
- Ensuring that we find the time to think
- Recognising how we think
- Encouraging experimentation and evaluation



In addition, the final product has taken into account the opinions and expectations expressed in the focus groups, to ensure that we meet the needs of the people who will ultimately use and promote the tools among their peers.

If you want to get involved in trying out our new Creative Thinking manual, get in touch with your local partner organisation that will be running the tests in early 2011. If you want to keep yourself updated on our project and have access to the final product you can register to our website.

The Project Partners

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