Creativity and Innovation in Europe: from a Shared Vision to a Common Action Plan

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Abstract

The message on the importance of creativity and innovation in all spheres of society contained in the 2010 Manifesto of the European Ambassadors for Creativity and Innovation represents a call to rethink European development. It deserves to be followed up not simply with some unconnected appropriate actions in the different fields, but with a "framework for action" able to transform the principles contained in the Manifesto into proposals for activities at the policy, at the organizational and at the "grassroots" levels.

With the aim to contribute to the creation of such a framework, the MENON network, in the frame of the Learnovation Stakeholders Roundtable, has facilitated a consultation with the objective of providing, for each one of the seven priorities set by the Manifesto, a likely framework for action.

The seven Manifesto priorities are:

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.

A first conceptual contribution deals with the centrality of creativity in the Lifelong learning process, considered as the organising principle of the new Europe where creativity and innovation can be fostered at all levels, among the seven priorities identified above, as in the following picture.

Second, for each of the above priorities, an attempt has been made to build a "framework for actions", in line with two principles. First, the need to differentiate solutions and actions depending on the different contexts. Second, the need to involve all relevant stakeholders categories in the dynamic of a genuine top-down and bottom-up dialogue: that is why we include both the policy and the organisational/grassroots levels in the frameworks.For each priority a set of main Orientations for action will be presented, together with some catalyst Initiatives are recommendations/suggestions for the short term, often instrumental to the implementation of broader and long term recommendations.