



**World Creativity
& Innovation Week**



**World Creativity
& Innovation Day**

2020

ANNUAL CELEBRATION REPORT

OUR 2020 STORY

We invited the world & they showed up. Colombia and Ukraine. Nigeria and Portugal. Indonesia, India, and Indiana and more than **100** others.

It was magnificent.



Dr. Jim Friedman
Chief Steward of WCIW/D

I am humbled that WCIW/D Founder, Marci Segal, entrusted her creation to me. In July 2019, the John W. Altman Institute for Entrepreneurship at Miami University became the new headquarters for the world celebration of creativity. **We will share the story of our first year... about who we are... the impact we had.** But first a bit of backstory...

BACKSTORY

This is the first year World Creativity & Innovation Week (WCIW) and World Creativity & Innovation Day (WCID) were not under the watchful eye of Marci Segal. **Marci started it all.** She nurtured it. She loved it and it grew strong under her care. For almost 20 years, people around the world looked forward to Marci's annual creativity fest.

2001



Marci Segal founded WCID (April 21) to give people a reason and opportunity to use imagination productively, to release new thinking, and to celebrate creativity.

2002



Rapid worldwide growth of the creative community as the first celebrations occurred in the Netherlands, Thailand, Brazil, USA, and Canada.

2006



WCID (April 21) extends to a weeklong celebration that begins on Leonardo da Vinci's birthday and becomes World Creativity & Innovation Week (April 15-21).

MAKING HISTORY

2017



After 17 years of hard work and growth, Marci (on the right) **made it official**. She worked with I. Rhonda King (left), Permanent Representative of Saint Vincent and the Grenadines to the United Nations, to mark the celebration of World Creativity & Innovation Day on the **international calendar**.

2017



In 2017, WCID became a **United Nations International Day of Observance** to encourage people to use creativity in problem-solving for all issues related to achieving the **2030 Sustainable Development Goals**.

Learn more at <https://wciw.org/wcid/>

THE MOVE

2019



WCIW/D has new stewardship. In July 2019, the WCIW/D headquarters moved from the magnificence of Alberta in the **Canadian Rockies** to the **John W. Altman Institute of Entrepreneurship** on the beautiful campus of Miami University in **Oxford, Ohio**.

2020



In 2020, WCID celebrated its **19th year in more than 100 communities** and in **56 countries**. Creatives united individually and globally while combating COVID-19 with creativity and innovation.

WCIW/D 2020

This is the story of WCIW/D 2020 under new stewardship.
We'll share a bit about who we are... a bit about what we did...
and a bit about our thoughts for the future.

Our **goal** was to **listen**.

Our **mission** was to **empower**.

THE BOARD

The purpose of the International Advisory Board is to be the sounding board for the WCIW/D Stewardship Team at the International Headquarters.

Their responsibilities are to...

Share ideas and provide input on WCIW/D directions and decisions

Help strategize initiatives to improve WCIW/D

Promote and empower WCIW/D communities

Support WCIW/D social media and advocate for the organization

WCIW/D's International Advisory Board helped us take the first steps under our new stewardship. In 2020...

Our World Creativity & Innovation Week/Day global community spanned

56

countries

Our community was led by an advisory board that represented

11

countries

OUR BOARD



**Dr. Jim Friedman | Creativity Professor | Miami University
USA**

“Ask fifty people to describe Friedman and you’ll get fifty different answersall true. He’s a paradox. Student - Teacher. Quiet - Demanding. But all will agree on his passion of sharing the magic of innovation with everyone.” Friedman enjoys asking questions, finding second right answers, silencing his voice of judgment, taking risks and failing often.



**Ivete Azevedo | Executive & Scientific-Pedagogical Director
Torrance Center® Portugal | Portugal**

As an expert in collaborative problem solving and emotional intelligence, Ivete ignites people to come up with more innovative decisions, products, processes, and services. She often facilitates teams within organizations and communities and enjoys building new skills, employing strategic design, and exploring risk and innovation.



**Antonius Malem Barus | Co-Founder & CCO | Krya.id
Indonesia**

Antonius focuses on developing creativity and innovation in young generations. He coaches youth through M!ND* WorKLess held in Indonesia, Malaysia, and Singapore. These classes focus on learning how to solve problems with creative ideas, create real solutions, and dedicate them to society.



**David Chislett | Chief Activator | David Chislett Training
Netherlands**

David is a weapon of mass creation. As a poet, speaker, and trainer, he is fascinated by creativity. David has played in bands, published books, and made TV shows and films. Pulling his experiences together with psychological and neurological research, he now delivers compelling and inspirational keynote speeches.



**Felix E. Duran | Co-founder & Director | IKU
Colombia**

Felix is an industrial designer from Andes University with a Masters of Arts in Product Design and Innovation from Tec de Monterrey. He is an entrepreneurial teacher and mentor, who is passionate about science, technology, and business.

“Innovation is not a fashion, it is an attitude” - Felix Duran



**Muyiwa Fasakin | Founder/Convener | World Change Summit
Nigeria**

Muyiwa Fasakin is Africa’s Leading Creative Intelligence Expert. Muyiwa is the convener and founder of the World Change Summit with members from all over the world. He is a certified life coach, trainer, consultant, and author of several life-changing books. He is the head coach of the School of Creativity in Nigeria.



**Amber Hallmann | Client Engagement & Branding Specialist
Quicksilver Studios | USA**

Amber’s involvement with WCIW/D began in 2014. As a student at Miami University, Amber facilitated innovation sessions, sat on the advisory board of WCIW/D beginning in 2016, was President of Igoodea Creatives, and in 2017 founded Creativity City. She is now working in innovation and creative strategy where she develops innovative marketing campaigns.



**Cynthia Hedge | Facilitator | Center for Creative Solutions
USA**

Cynthia Hedge is a facilitator, trainer, and consultant for businesses and organizations. She leads Creative Edge Trainers and Facilitators and the Center for Creative Solutions® which is a non-profit. Her degrees include Indiana University (Journalism), Valparaiso University School of Law, and the International Center for Studies in Creativity, Buffalo State (SUNY).

OUR BOARD



Goran Matic | Design Strategist & Co-Founder | Chaordic Design Canada

Goran has enjoyed exploring creativity and innovation with some of the leading practitioners in the field since 2004. He leverages his MDes degree in Strategic Foresight and Innovation to coalesce patterns from diverse areas to help design sustainable innovation initiatives. He helps organizations develop effective strategies at the intersection of stakeholder engagement and new value creation.



Dorte Nielsen | Creativity Author & Founder | Center for Creative Thinking | [The Secret of the Highly Creative Thinker](#) | Denmark

Dorte founded Creative Thinker and the Center for Creative Thinking in Copenhagen. She holds a Master of Science in Creativity from the International Center for Studies in Creativity, Buffalo, New York. She has Authored/Co-Authored nine books on creativity, including [The Secret of the Highly Creative Thinker](#).



Bhavin Pandya | VP & Strategy Implementation Lead L&H Products at Swiss Re | India

Based in Bangalore, India, Bhavin worked across multiple functions for Fortune 500 companies. He is currently Vice President - Strategy Implementation for Life and Health with Swiss Re. As co-chair for Innovation with the Bangalore Young Indian organization, his goal is to improve innovation and creativity literacy in India.



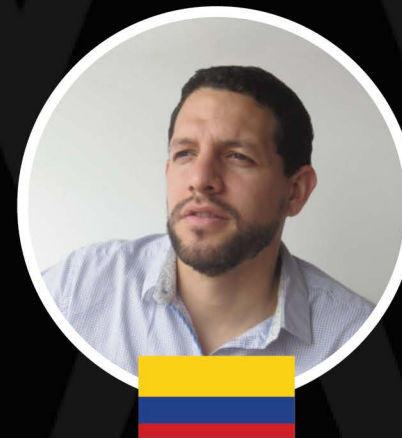
Oksana Sedashova | Creativity Professor | KROK Business School [BSK] Ukraine

Oksana is a global creativity & innovation expert with 23-years of experience. She is the leader of the KROK Business School Creativity Research Center. She collaborates with creativity organizations, institutions, and experts all over through the Ukrainian Culture Fund, High School for Attorneys, and CASERS Project.



Rusbin Soto Tenorio | Independent Professional Costa Rica

Rusbin has a BA in Public Administration and a MA in Business Administration/Marketing. He has supported WCIW/D since 2001. In 2015 he promoted creativity to the Ministry of Education and the Government of Costa Rica and recently received an Executive Decree to celebrate WCIW/D annually on school calendars.



Camilo Salamanca Ruiz | Product Designer & Entrepreneur | IKU Colombia

Camilo is experienced in strategic planning and is currently the director of projects for IKU. He is an entrepreneurship and business innovation advisor and director of Semanaci.org. Camilo has been an ambassador of World Creativity & Innovation Week in Colombia since 2015. "I believe in co-creation, social innovation and making things happen." - Camilo Salamanca Ruiz

UPDATING WCIW/D

As the new stewards of WCIW/D our second move was to build on the strong foundation Marci created.

We updated the branding, created new assets to grow and strengthen the brand, and launched new social media campaigns and initiatives.



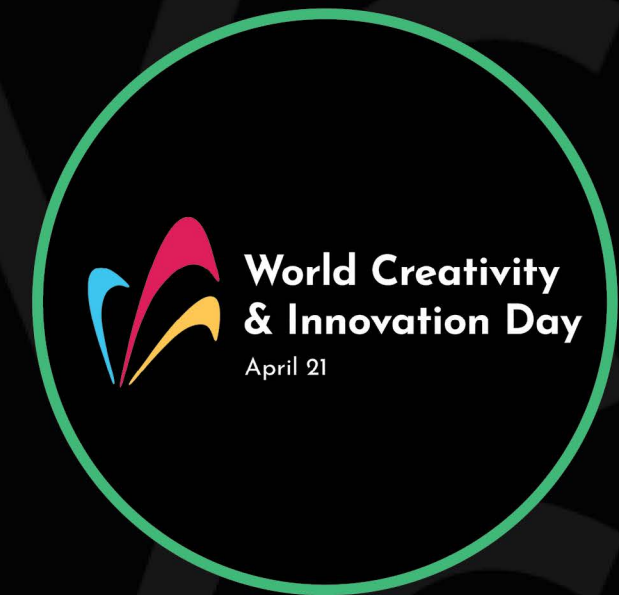
We rebranded.

Our team strengthened the **community-driven** WCIW/D brand Marci built and shared it with the world. We want our message to be loud and clear. Our mission and our vision, our position and our promise are designed so the world can come together and create as one.

Old Logo



New Logo



Our Vision
Our Mission

brand promise

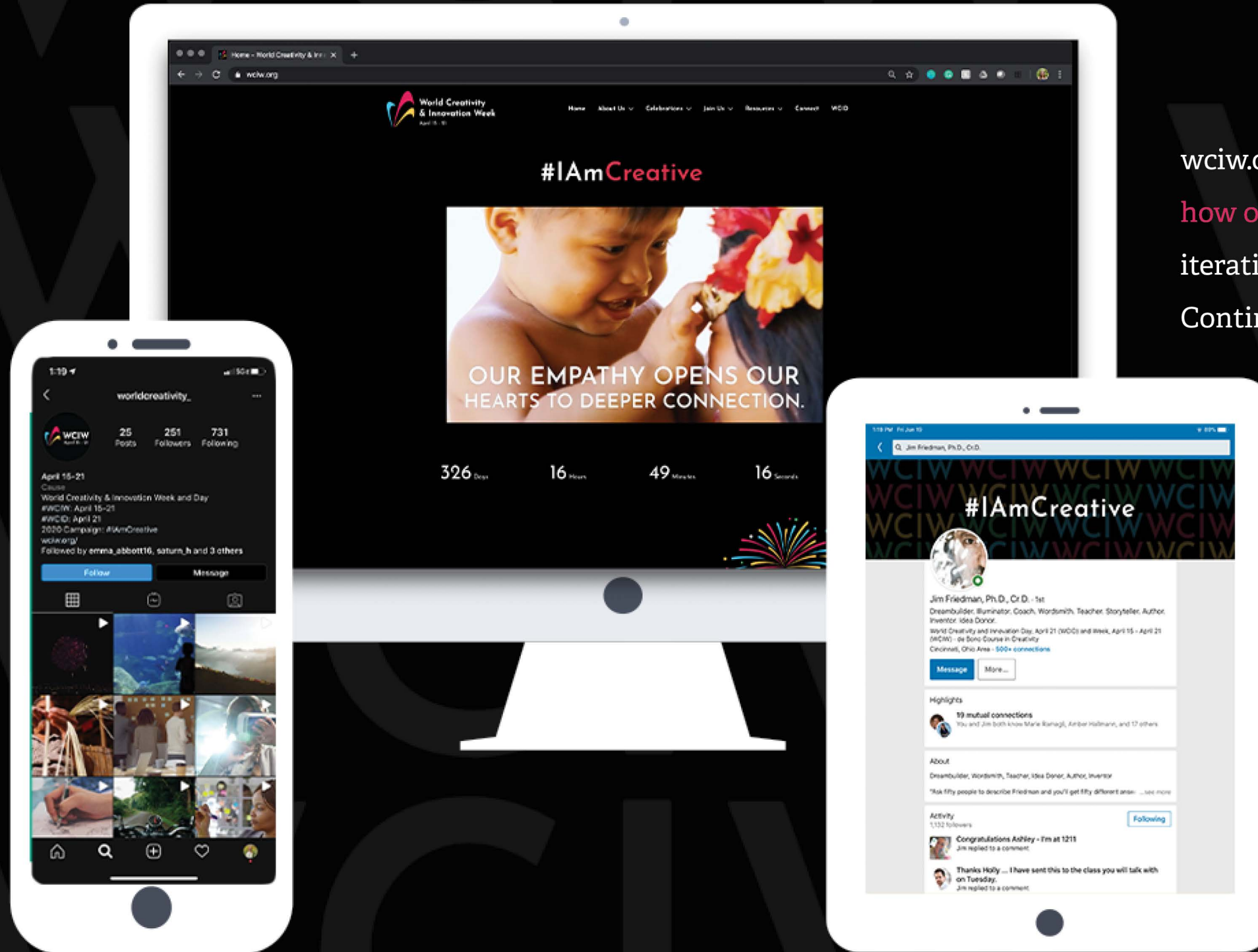
target audience

We inspire and enable people (like you and me) around the world to celebrate creativity in their own way, and share it with others through our worldwide community and brand presence. } brand positioning

Our mission is to encourage people to use new ideas, make new decisions, and take new steps towards making the world, and your place in it, better through creativity. } mission

benefit

We rebuilt the website.



wciw.org, is where **creatives across the world** come to discover **how our community celebrates creativity**. We are constantly iterating our site, working to **improve the user experience**. Continually making tweaks as all creatives do.

Teams of university students created marketing materials, promotional videos, and social media hashtags. They communicated with the world on Facebook, LinkedIn, Twitter, and Instagram.

We communicated with the world. April 15-21 stats:

67,600
impressions on Twitter



Support from creative thought leaders

1,197
total followers gained

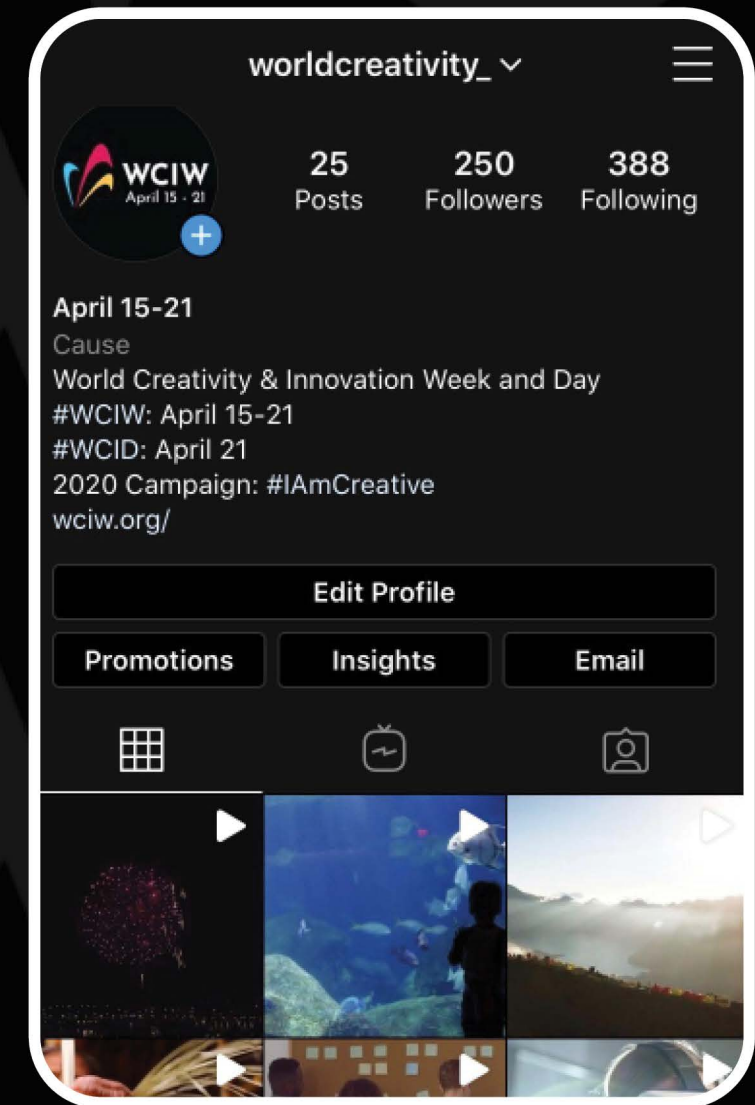
615
engagements on Facebook

582
Twitter followers gained

356
unique visitors on LinkedIn



Launched new accounts



983
total views on Instagram



We attended meetings with **international innovators** who shared diverse opinions, experiences, and ideas.

European Creativity Ambassadors meet with Stewardship Team, May 8, 2020.

2020 Celebrations

We had a plan. Creatives worldwide were finishing their prep for WCIW/D 2020. But everything changed due to COVID-19. We saw it as an opportunity...

This year's story is one of **persistence**. When forced to go virtual, the creative world did not sit in fear. They jumped at the **opportunity to innovate** and created something never done in the history of World Creativity & Innovation Week/Day. We all adapted. We persevered. We showed the world that creativity goes on. **Creativity flourishes inside of constraints.**

Check out a few of the highlights from this year's WCIW/D celebrations...





“

Playful Creative Summit 2020 was our debut celebration.

More than 1,300 people registered and viewed the pre-recorded interviews from around the world.

Reactions to the Summit were extremely positive and generated a lot of chatter across social media in the lead up to the Summit itself.

We were very happy with the number of registrations and the views of the material that resulted. Of course, the timing of the Summit with the COVID-19 outbreak was both a blessing and a curse. We believe what our speakers had to say has never been more relevant.”



David Chislett

Chief Activator at David Chislett Training
Netherlands

Alyea Sandovar

Creative Producer and Researcher at tint hue
Netherlands



WORLD CREATIVITY & INNOVATION DAY

MY WISH FOR THE WORLD

The wish for the World. I hope the condition will be better and stay safe for everyone.

Joshua Owen Harjanto,
10 y.o.
JOGJA - INDONESIA

WORLD CREATIVITY & INNOVATION DAY

CORONA: A DEVIL AND ANGEL

Samuel, 5 y.o.
JOGJA - Indonesia

Because of Corona virus, A lot of people die, but in other side we have time to stay longer with our family, reducing our mobility and decrease the pollution.

WORLD CREATIVITY & INNOVATION DAY

MOBILE CRANE FOR LUGGAGE LOADING

Mobile Crane for Luggage Loading is an Idea to help people for taking care the luggage in the airport.

Thomas Aquinas Arka Handarujati, 10 y.o.
SOLO - INDONESIA

WORLD CREATIVITY & INNOVATION DAY

THE PUPPETS OF INDONESIAN HEROES

The puppets of Indonesian Heroes that is created by recycle the used paper. This puppets will remind us of our heroes.

Hikam Akbar Maulana
10 y.o.
SOLO - INDONESIA

“



We were so glad to take part in World Creativity & Innovation Week celebration this year. Our team held many events across Facebook, YouTube, and Instagram live such as the [MeeTalk#12 event](#) and our [Kids Celebration](#). We could feel the excitement from all the participants around the world. From our side, we were so happy to know that our students, educators, and events' enthusiasts had more opportunities to show themselves and more stages to perform and get feedbacks to improve themselves.”

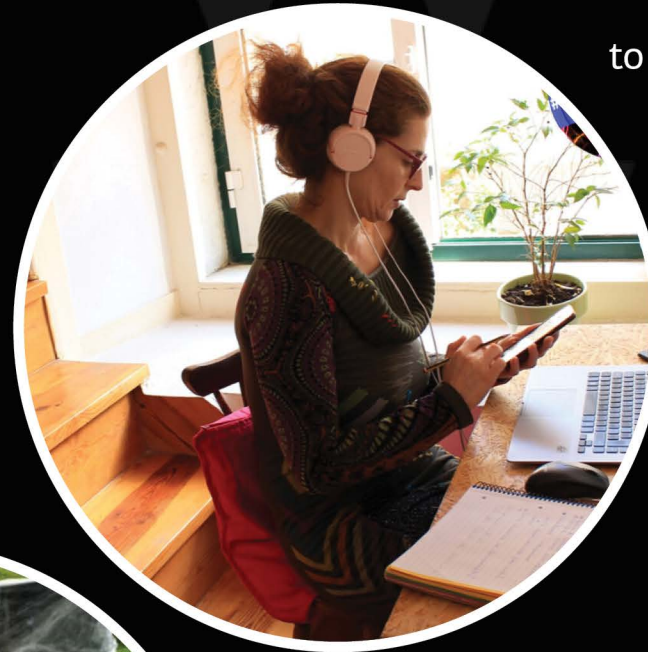
Kyra.id Team

Coordinators of Educators' MeeTalk #12 and LIVE (Learn from Inventor) Indonesia

“

During World Creativity & Innovation Week 2020, Torrance Center® Portugal challenged people to show that everyone can be a creative problem solver. We asked people to identify innovative solutions for problems, and to send us their implementation, showing that creativity leads to a better life.

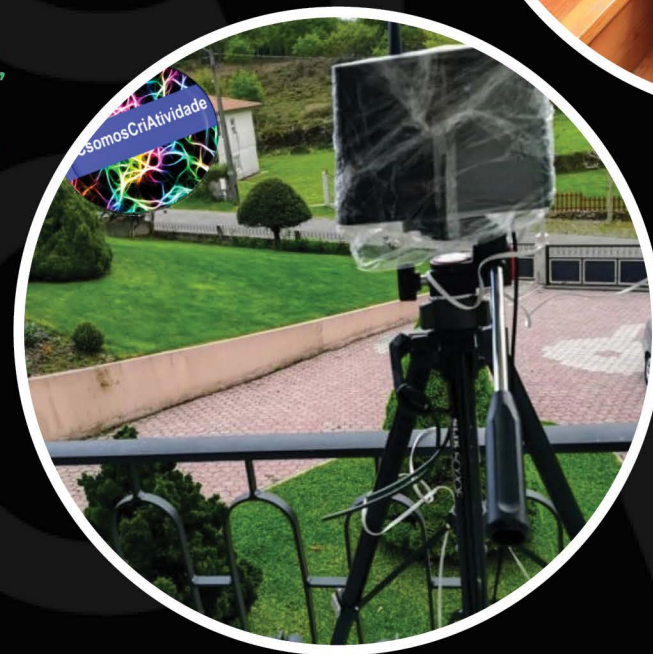
We launched “**Connect, Create, and Celebrate... CriAtividade®**”, an initiative asking each citizen to connect to a problem, create a visual record of the original solution, and celebrate by sharing on social media using **#TCsomosCriAtividade** and captioning with “We are CriAtividade because... (explain the solution to the problem).”



This initiative inspired people everywhere, it motivated them to use imagination, and creative problem-solving skills.

Several pictures of original and innovative solutions were posted, especially regarding COVID-19. Solutions included: a tent in a bedroom because a child wanted to experience camping; a working place in the building's stairway because there was no space left at home (top); building a router stand in the garden to get better internet service (bottom); created a carnation

in the absence of a real one to celebrate freedom. While highlighting WCIW/D through the initiative #TCsomosCriAtividade, we accepted the invitation to be on the 9 o'clock news, on a national television channel. We spoke on television to tell the world: no matter who you are, you can be a creative problem solver.”



Ivete Azevedo

Executive & Scientific-Pedagogical Director at Torrance Center® Portugal Portugal

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For the fourth consecutive year, Yancor, along with creative people and allied institutions celebrated World Creativity & Innovation Week.

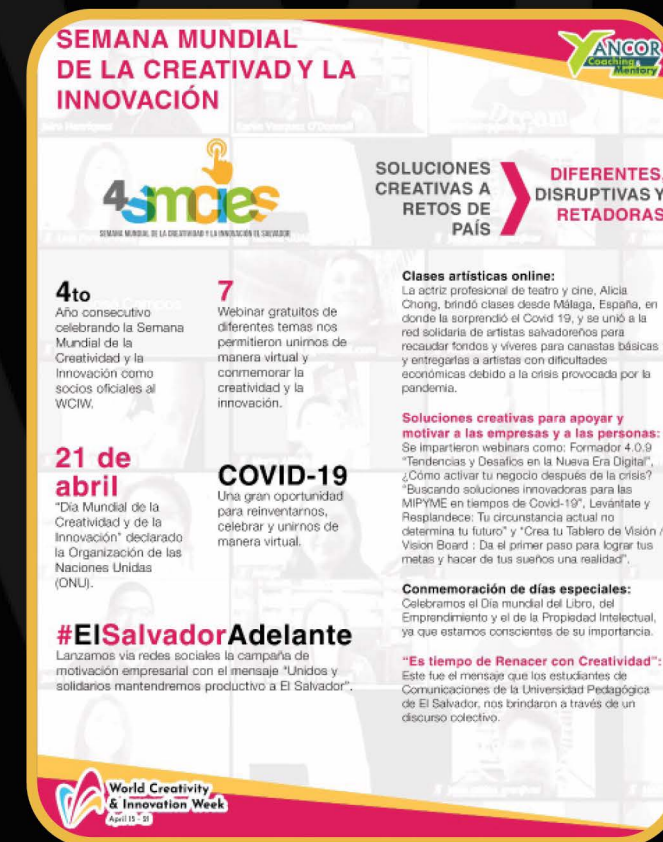
Only this time it was different, it surprised us with the pandemic: COVID-19. This became an excellent opportunity to reinvent ourselves, so we did not stop celebrating.

We joined in a virtual way. Our team hosted 3 webinars: **Maker 4.0.19; New Trends and Challenges of the New Digital Environment, Rise and Shine: Your Current Situation does not determine your future, and Finding Innovative Solutions For the Survival MIPYES during COVID-19.**

We managed to celebrate by establishing and strengthening personal and inter-institutional relationships, thus we coordinated and demonstrated that creativity allows us to face problems and challenges in a different way.”



Florissa Yanes de Morales
Executive Director at YANCOR
Guatemala



“

Both the [Design for Resilience: How to Adapt in Disruptive Times](#) and [Ways to Approach Life as a CEO](#) (pictured right) celebrations were simply fantastic and generated lots of excitement. I introduced the practice of designing for resilience by showcasing how to effectively adapt your organizations and communities in times of uncertainty. Creatives from around the world appreciated being able to share their gifts and connect with others in an environment where everyone felt uplifted and enriched. It was great to interact with everyone: business leaders, to facilitators and creativity authors, to CEOs of organizations, and have everyone participate, experience and explore together. The WCIW and WCID celebrations of 2020 were a complete success!”



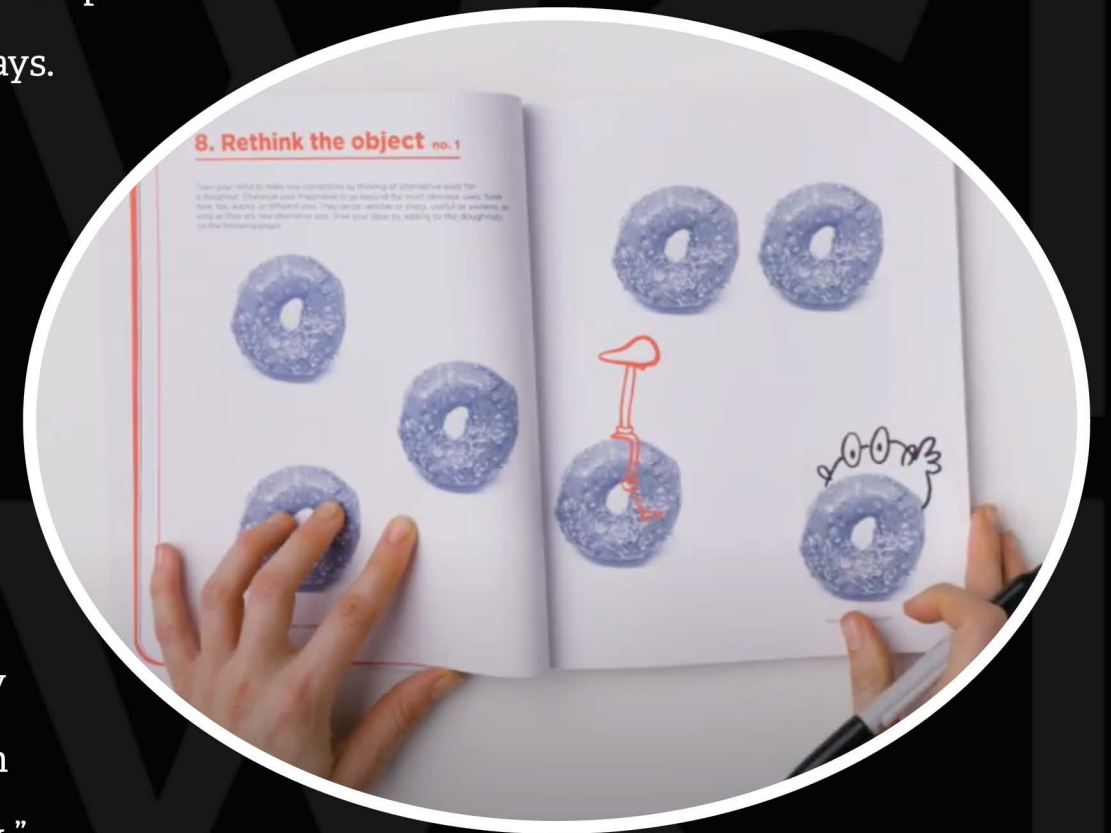
Goran Matic
Design Strategist & Co-Founder at Chaordic Design
Canada

“

To celebrate World Creativity & Innovation Week, we uploaded one creativity exercise every day for 7 days.

Our **Creative Thinker Exercise Series** was a creativity bootcamp with fun exercises designed to strengthen everyone's ability to see connections, which is the underlying mechanism that helps us think creatively.

Additionally, in 2021, World Creativity & Innovation Day will be celebrated in schools and education across Denmark.”



Dorte Nielsen

Founder of Center for Creative Thinking
Author of The Secret of the Highly Creative Thinker
Denmark

“

“United for Entrepreneurship in Times of Change” - SEMANACI in its 4th version became the Virtual Event with the greatest impact on Entrepreneurship Creativity and Innovation in Colombia, with wide repercussions in the Latin American region. Our main intention as a host each year is to be able to transfer knowledge freely and to raise awareness in our society about the importance and benefits of creativity and innovation in the world.

This year we completed the 4th version in Colombia and 1st in Latin America. With the help of our workshop leaders, panelists, key speakers, and many others, we motivated and inspired **1704 participants** from **36 countries**. At the same time, we totaled **1860 digital magazine readers**, **6714 web visitors** with more than **100 actors** in the Entrepreneurship and Innovation Ecosystem involved.

101
Stakeholders



Felix E. Duran
Co-founder & Director | IKU
Colombia

Camilo Salamanca Ruiz
Product Designer & Entrepreneur | IKU
Colombia



6174
Web Visitors
1860
Digital Magazine Readers

We exist to empower and celebrate creativity in problem solving and optimize opportunities to innovate.

Here's where you come in...

Create and **inspire** future WCIW/D events and activities

Support and **promote** WCIW/D involvement in your community

Extend your network by building bridges with people in other organizations, communities, associations, and nations

Enthusiastically celebrate and **communicate** success stories

Follow and **share your celebration** with us on social media



We could not have done it without a lot of people. **Creative people.** We want to say **thank you.** Thank you to our International Advisory Board. Thank you to our International Ambassadors. Thank you to my students. Thank you to our celebrants. And, thank you to Marci.



We're already planning our **2021 celebration.** We hope you've enjoyed the story of WCIW/D 2020 and it will inspire you to **join us next year.**





**World Creativity
& Innovation Week**



**World Creativity
& Innovation Day**

#IAmCreative