

World Creativity & Innovation Week/Day

2022

Annual Celebration Report

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# OUR MISSION

We encourage people to use **new ideas**, **make new decisions**, and **take new steps** toward making your world and the world around you better through creativity.



There is something we all know about creativity. It's collaborative art. It doesn't matter what you do; someone helped. Someone inspired you. Someone taught you. Someone provided a nod or a nudge at just the right time.

The 2022 World Creativity & Innovation Week/Day celebration has been no exception. It has been a tremendous collaborative year, and we are thrilled to share our success with you.

Dr. Jim Friedman  
Chief Steward of WCIW/D



# HELLO FROM HQ

# OUR BOARD



**Jim  
Friedman**  
Chief Steward



**Laeeq  
Ali**



**Lizette  
Brenes**



**Branko  
Broekman**



**Félix E.  
Durán Alfonso**



**Muyiwa  
Fasakin**



**Ziska  
Fields**



**Holly  
Haggerty**

This year would not have been the success it was without our **wonderful international advisory board**. These individuals not only hosted their own celebrations, but they also **recruited hundreds of celebrations** in their regions.



**Amy  
Malcolm**



**Antonius  
Malem Barus**



**Goran  
Matic**



**Dorte  
Nielson**



**Camilo  
Salamanca Ruiz**

We are grateful to have these amazing creatives on **our team**.

# 2022 GROWTH

In 2020, when we took over stewardship of World Creativity & Innovation Day, we started with 56 participating countries (28.72% of the world).

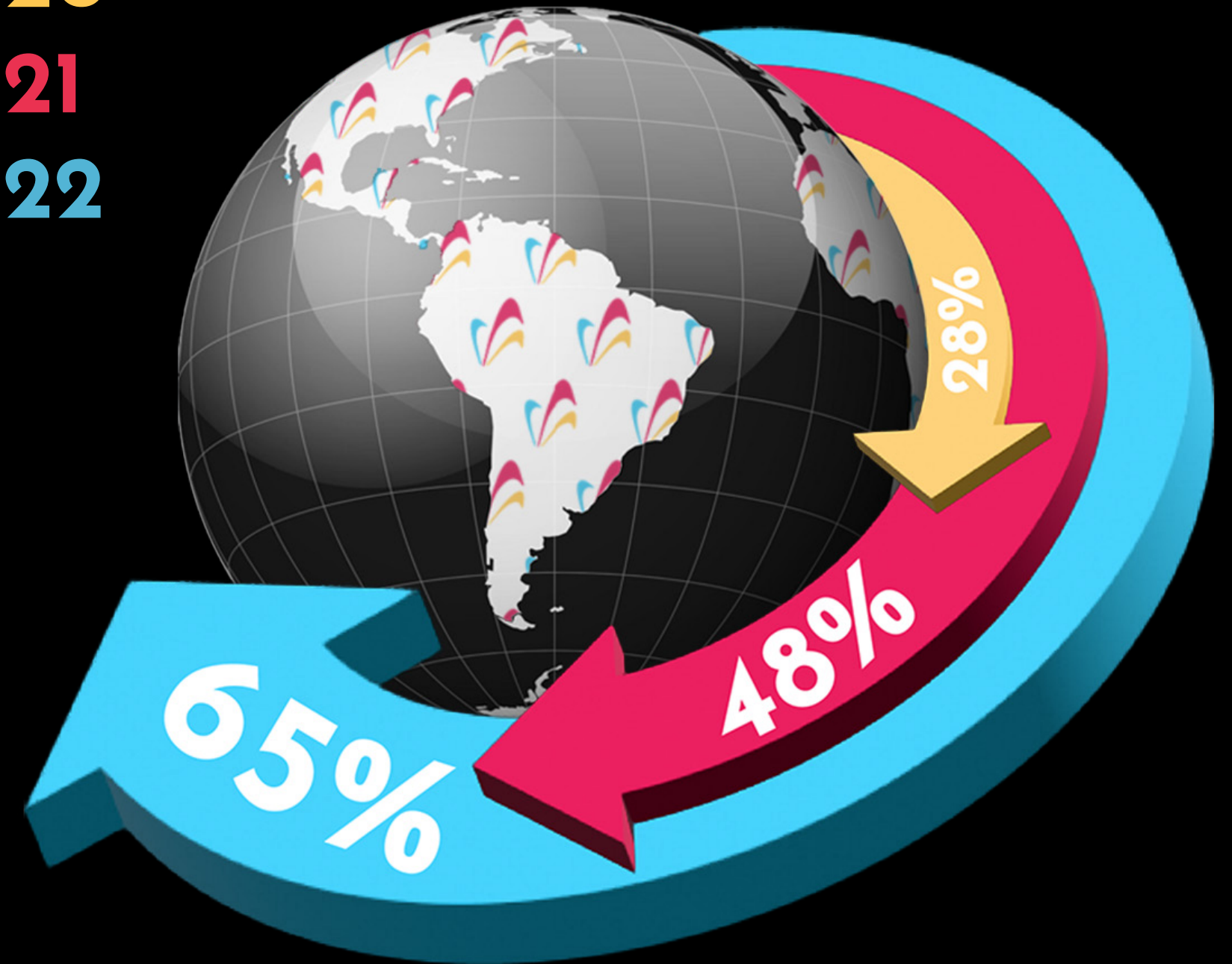
In 2021, increasing to 94, or 48.21% of the world. Now we are pleased to announce 127, or 65.13%, of all the world's countries are participating. We are looking forward to getting the remaining 68 in 2023.

Furthermore, if participating countries were counted by population, the celebrations would include nearly 89% of all humans in the world!

2020

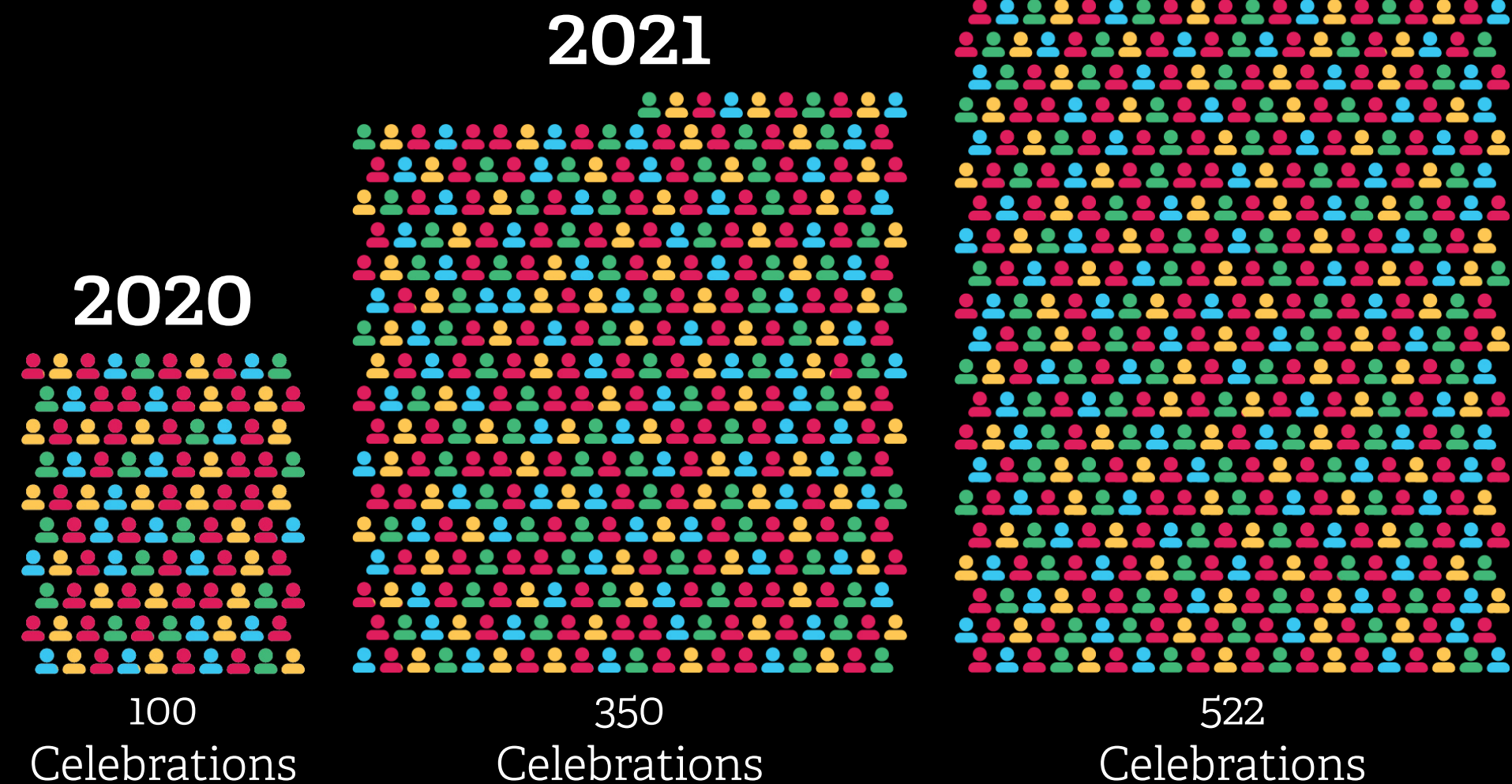
2021

2022



# 972 Total Celebrations

# CELEBRATIONS



2022 had an impressive number of celebrations; **522 individual creativity & innovation events celebrations** were registered on [wciw.org](http://wciw.org). Thank you!

Worldwide celebrations also continue to **increase every year** under our stewardship.

Starting at 100 celebrations in 2020, growing to 350 in 2021, and expanding to 522 in 2022, for a total of **972 unique, internationally celebrated creativity and innovation-focused festivities** over the last three years.



# SPOTLIGHT CELEBRATIONS

With more than [520 celebrations](#) in [127 countries](#) across the globe, we had lots of unique expressions of creativity. Everything from workshops to exhibits, from hack-a-thons to cook-a-thons, creativity & innovation was happening everywhere. [Here are just a few of our favorites...](#)

# Torrance Center

Portugal, Europe



Our friends at the Torrance Center in Portugal had a fantastic celebration with various speakers and events. Their 3-day program, #EuSouCriativo, showed off a multitude of group projects and videos created by participants while also hosting a range of creative speakers for topics like “Reasons to have a unicorn on your desk,” “Creativity in Geology,” and “Financing of Innovative Projects.”

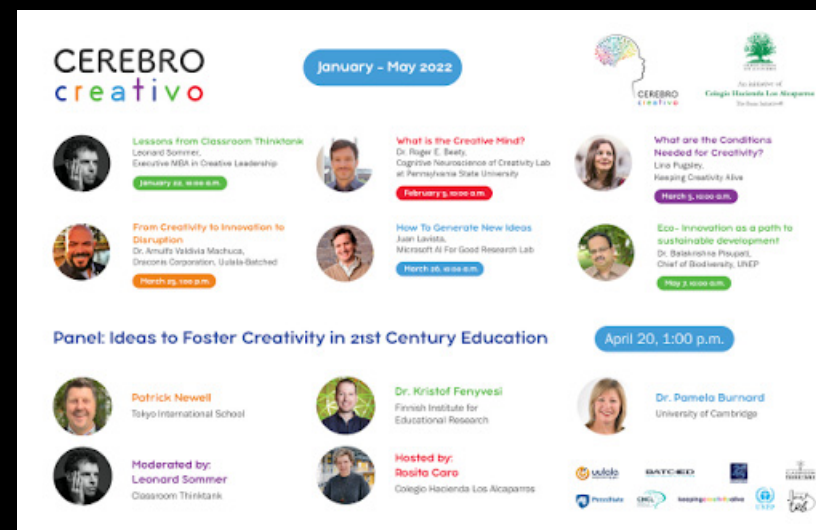


These exciting workshops and masterclasses offered an incredible opportunity to all those in attendance. Not only did the Torrance Center have some incredible educational opportunities, but they also had a challenge open for submissions– their Creative Challenges! Their contributions to Portugal and the world’s creative minds were wonderful this year, and we can’t wait to see what they do next year!



# Cerebro Creativo

Colombia, South America



With the Colegio Hacienda Los Alcaparros, Sofia Ramirez launched the Cerebro Creativo series. This celebration attracted over 2500 online and 300-in person attendees. These eight conferences showcased a variety of incredible creative professionals discussing a wide breadth of topics such as “What is the Creative Mind?”, “How to Generate New Ideas,” and more.



In addition to these conferences, the school hosted a panel on fostering creativity in the 21st century, a week of STEAM exercises, and even a masterclass series from Dr. Jim Friedman and David Eyman that granted 14 teachers a new certificate in Creativity. Authors, professors, scientists, and entrepreneurs collaborated to make the Colegio Hacienda Los Alcaparros’ celebration a success.



# CNIC

## Canada, North America

The Canadian Network for Imagination and Creativity (CNIC) hosted a two-day event to **celebrate the new explorations in imagination and creativity**. This fantastic celebration consisted of seminars led by creative experts who shared stories about their innovative experiences and more.

Much of the event was sponsored by Michael Wilson, founding coordinator of the Imagination, Creativity and Innovation Cohort at the Faculty of Education, University of Ottawa, and Mary Blatherwick, Professor in Art Education at the University of New Brunswick and a founding member of the CNIC.

Limitless was open to **creatives from all over the world** and showed off CNIC's exceptional creativity. Discussions focused on preparing students to survive and thrive in this age of complexity, meeting and moving within another's imagination, and everything in between. Watch it on **YouTube**. We can't wait to see what event they'll launch for 2023.



Michael Wilson



Mary Blatherwick



# Krya id

## Indonesia, Asia

Krya commemorated World Creativity & Innovation Day this year by hosting **workshops to teach some powerful tools** based on creativity and innovation mindsets to help them work more effectively. Students and audiences had the opportunity to learn about **why creativity matters more than any other skill today**, and then they practiced through mastermind sessions.



Antonius Malem Barus CEO of Krya



Krya's event used creative tools to unlock their audience's and listeners' minds to help them **refocus on their creative genius**. As always, our long-time partners at Krya have celebrated World Creativity & Innovation Day in fine fashion.

# SOCIAL MEDIA MARKETING


Social Media is helping us reach the creative people of the world. Cumulatively, during our stewardship (2020, 2021, 2022), WCIW/D has reached roughly 5,580,000 individuals on Facebook, Twitter, and Instagram.



Our Chief Steward appeared, participated, or contributed to more than 20 international creativity festivals, panels, and collaborative calls to action this year.

 @WorldCreativity

 @worldcreativity\_

 World Creativity & Innovation Week/Day

# 5.58 Million Individuals

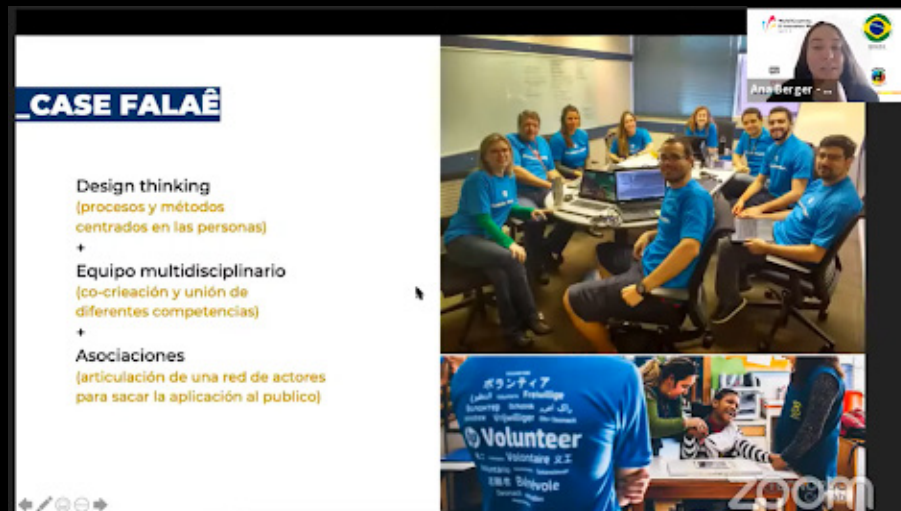
# Día y Semana Mundial de la Creatividad e Innovación

## Costa Rica, South America



Costa Rica's Día y Semana Mundial de la Creatividad e Innovación celebration was an incredible addition to the global stage. **Over 15 different events were hosted** that enriched the lives of all participants, launching two creative networks: **Costa Rica Creative Network** and Public Innovation Laboratory Network. Felix Durán and Camilo Salamanca were in charge of a ten-hour stream bringing in a variety of speakers and creative experts.

They had experts on a wide breadth of topics like **design thinking and managing multidisciplinary teams** and showcased many different group projects and collaborative organizations. Overall, we couldn't be happier with Costa Rica's contributions to World Creativity & Innovation Week/Day.



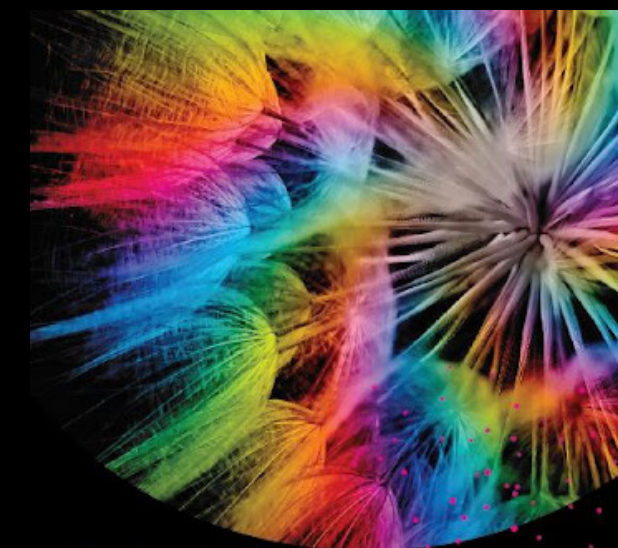
# Festival of Creativity

## United Kingdom, Europe

Do you want to help children and young people discover creativity? Do you want to **explore ways to bring creativity to life?** Do you want to **use creativity to promote well-being?** County Durham in North East England does too!

This year they used creative practices to explore education through various multimedia presentations from regional, national, and international speakers, live interactive workshops, a podcast series, and more during their celebrated **Festival of Creativity, a week-long online event from 4 July to 8 July 2022.**

This festival brought educators and creatives from around the world to engage and learn from each other. The fantastic resource guide packed with video tutorials and valuable resources was a great takeaway for these educators.



Festival of  
Creativity

4 July – 8 July 2022



# Young Indians

India, Asia



Lakshman P S

Young Indians teamed up with TRIZ Asia. They hosted multiple sessions with excellent speakers. The first being Mr. Lakshman Pachineela, an Independent Consultant with 35+ years of experience with strategy, innovation, design, and technology.

Mr. P V Narayan, the President of TRIZ Association of India, and Dr. Sandeep Wankhede, the Chairman of the TRIZ Student Chapter at TRIZ Association of Asia. The two experts used their experience with training corporations and top-level leaders to share their thoughts on Systematic Innovative Thinking.



Sonia Manchanda

The final session hosted by Sonia Manchanda, a Founding Partner at Spread and an expert in creative organization building. Speaking on design, innovation, culture, and entrepreneurship. With over 30,000 members, the Young Indians celebration was a phenomenal contribution to the global stage for World Creativity & Innovation Week/Day.



PV. Narayan



Sandeep Wankhede



# Innotivity Live

South Africa, Africa

One of this year's World Creativity & Innovation Week kickoff events was Innotivity Live! This Livestream was headquartered in South Africa and hosted by Michael Lee, one of our International Advisors. This event featured creatives such as Jim Friedman, Esther James, and many other supporting members of the WCIW/D team.

Each creative professional shared their thoughts on many fascinating creative topics like collaboration, core creative principles, and other stories about creativity & innovation around the globe.

The discussion was broadcasted across South Africa through a radio station partner. But don't worry; you can still listen and learn from these experts by heading to this link.



# SPOTLIGHT CORPORATE CELEBRATIONS

This year, we were thrilled to have some [amazing worldwide corporations](#) [hosting and participating](#) in World Creativity celebrations. While there were many fantastic celebrations among corporations, here are a few with an [incredible impact](#).

# Ideas World Cup

Hosted by BIC Corporate Foundation

Ideas World Cup is an annual competition designed to inspire creative ideas and facilitate conversations around specific topics. With more than **500 finalists**, generating **34,294 ideas** and winning projects receiving **\$5,000** in training and mentoring to make their projects come true. It's clear that the 2022 Ideas World Cup was a success.

With the focus on education, this celebration **spurred creatives worldwide to bring their ideas to life and improve their communities**. Emprendee Rapeando did a phenomenal job developing an innovative solution to the lack of dynamic learning solutions and exciting teaching methods in education today. His idea won the Ideas World Cup for 2022. **This celebration inspired many** - from individuals to entire cities - we can't wait to partner with BIC again next year.



# Spring Forward Grant

Hosted by Innovation Minds

Innovation Minds, a Silicon Valley software company, has partnered with WCIW in their Spring Forward 2022 Grant. This **\$1,000,000 grant opportunity** is open to creative and innovative enterprises, academic institutions, and NGOs to help them advance their creations and programs.



This fantastic opportunity is still open to all **until December 30th, 2022**. Once applications close, there will be 20 creatives declared winners. **All the winning recipients will receive a \$50,000 in-kind grant** and, as a cohort, will be led in a 60-day facilitated innovation sprint to help them tackle their goals.

This celebration gives creative institutions across the globe a fantastic opportunity to collaborate and grow. Learn more about the Innovation Minds team and the Spring Forward 2022 Grant here



**Bala Balasubramaniam**  
CEO of Innovation Minds

# Big Ideas Better World

Hosted by Nestle and Girls with Impact



Nestle worked with Girls With Impact this year to host the Big Ideas-Better World competition. The Big Ideas-Better World event was announced and began on World Creativity & Innovation Day, asking girls aged 12-29 to *develop a creative way to make the world better using the power of food.* The competition's winner, Saanya Ali, *received \$5000 and mentorship from Nestle to progress her company, SOIRÉE.*



“With more people entertaining at home, evolving definitions of what a ‘dinner party’ means, and amid today’s sea of countless content and commerce options, *SOIRÉE aims to simplify and revive the lost art of entertaining* through a modernized, one-stop-shop that provides everything hosts need to know when planning a dinner party.” “*SOIRÉE would also create a community forum for users to share entertaining experiences, enabling the next generation to connect through the power of food.*”

In addition to Saanya Ali’s grand prize, *every girl that entered the competition received a scholarship* to the Girls With Impact Business and acceptance into a Leadership Academy, a 10-week, online ‘mini-MBA’ program.



# Future Alternatives Creativity. Play. Imagination

Hosted by IBM UK

This year, two outstanding IBM employees hosted a World Creativity & Innovation Week celebration on their weekly podcast - The Process Beyond. Guy Stephens, head of microlearning at IBM, and Michael Ackerbauer (better known as Macker), organizational consultant and transformation leader at IBM, invited creatives from around the globe to *join discussions on all things creative.*

This free virtual event hosted five keynote speakers of all different backgrounds to share their stories, knowledge, and experiences on creativity, play, imagination, and more of the *‘power skills’ that need to remain relentlessly relevant in this ever-changing world.*



Tickets to this event went quickly, and the *event was a beautiful success.* David Eyman, professor in creativity, gave the opening keynote. Ryan Orcutt, creative director and head of design at Duarte Inc., spoke on the language of visual creativity. Pat Kane, creative innovator and author, gave a presentation on the role of play and playfulness in everyday life. Jim Kalbach, chief evangelist at Mural, shared his thoughts on imagination. Danielle Rubin, chief innovation officer of WCIW, spoke on her views on creativity.

# SPOTLIGHT SDG CELEBRATIONS

The United Nations tells us that the Sustainable Development Goals are the blueprint for achieving a better and sustainable future for all. We believe that a key to accomplishing these goals by 2030 is creativity and innovation. We have [World Creativity & Innovation Day](#) to celebrate the organizations, teams, and people working creatively towards these goals. Here are a couple of standouts from [WCIW 2022](#).

The background of the image shows the United Nations Secretariat Building at night, illuminated from within. The building's facade is visible through a central opening, with the words "UNITED NATIONS" and "NATIONS UNIES" flanking the UN emblem. The scene is framed by a dense array of national flags on tall poles, creating a sense of global unity. The sky is dark, and the building's lights provide a warm glow against the night.

UNITED NATIONS  NATIONS UNIES



# World Creativity & Innovation Day 2022



The **global challenges** we face, including those related to poverty, inequality, climate change, environmental degradation, peace, and justice. The **17 Goals are all interconnected**, and to leave no one behind, it is **critical that we achieve them all by 2030.**

With this clear leadership mission from the United Nations, World Creativity & Innovation Day Headquarters hosted two conversational panels on Sustainable Development Goal (SDG) 16, Peace, Justice, and Strong Institutions, on April 21, 2022.

## Saving the World Creativity & Collaboration



Discussions ranged from a variety of SDG 16's target goals, including 16.10 - how governments can strengthen and protect fundamental freedoms through collaborative practices with Basque government and collaboration experts Javier Bikandi and Marta Ruiz Cerrillo. 16.3 - Promote the rule of law at the national and international level to ensure equal access and justice for all with Robert Merlin, Esq. and Dr. Laurie Nathan. 16.1 - to significantly reduce all forms of violence and related death rates everywhere, and 16.7 - ensure responsive, inclusive, participatory, and representative decision-making at all levels with social entrepreneurship expert Debbi Brock, creative problem-solver, and Ukraine native Oksana Sedashova, collaborative expert Holly Haggerty, and Chief Steward of World Creativity & Innovation Week/Day, Dr. Jim Friedman.

**World Creativity and Innovation Day**  
On 21 April celebrate World Creativity and Innovation Day by joining [the panels](#) where professional collaborators, creative problem solvers and activists discuss creativity, collaboration and their role in achieving the SDGs.

[Join the event](#)

# OUR HQ CELEBRATION

Creativity and Innovation can and should **span all sciences and academic disciplines**. Our Headquarters celebration worked to **connect these students** outside of the classroom in a fun and educational way. We want to share with you the efforts of our students to **promote and practice creativity and innovation** on our headquarters campus.

MIAMI UNIVERSITY

# HQ Celebration



# Creativity City

The 4th annual “Creativity City” at Miami University in Oxford, Ohio, was a roaring success! Located in the beautiful Armstrong Student Center, this **week-long collaborative and creative city** hosted Miami University leadership and student organizations and **groups from all five of Miami University’s main campus colleges**.

Demonstrations, displays, challenges, music, puppies, paintings, speakers, questions, ousting, airplane building, trivia, comedy acts, and performers delighted more than three thousand students (or **20% of the entire Oxford student population**).

The celebration brought together engineering and education majors, artists and biologists; computer scientists with creative writers; business majors with liberal arts majors, and many more.



Special thanks to **Danielle Rubin**, 2022 Chief Innovation Officer



On April 21st, World Creativity & Innovation Week and Day concluded its celebration at the 2022 Closing Ceremonies, where students and **Miami University leadership, faculty, and staff members gathered to hear President Gregory Crawford** reiterate and celebrate the importance of creativity and innovation in all things Miami and for the entire world. We are excited about next year’s celebration, expanding to our regional campus and well beyond.



# CLOSING

We thank each of you, from our outstanding International Advisory Board members to each celebrant, for your hard work and support in making this our best year in WCIW/D's history. Every celebration is a positive change in each community, and we couldn't be happier to promote your excellent work.

Let's not stop now.

Planning for 2023 is in motion. We are improving our website, expanding connections with groups like the United Nations Academic Impact, building a creativity ecosystem - a resource to help celebrate, connect, educate, and influence creative change in our worlds - and gaining traction across the globe. Help us reach every country in the world; better yet, help us reach every man, woman, and child in 2023.



# 2023

# WHAT'S NEXT?

Since 2001, World Creativity & Innovation Week/Day has worked to INSPIRE every man, woman, and child to use creativity to make their world and the world around them better. For WCIW/D 2023, **INSPIRE** will be at the forefront of our message.

**INSPIRE PEOPLE** - People drive change. People are the beginning of creativity & innovation. It starts with you, in your mind, your imagination. **INSPIRE** the creatives in your town to imagine a bold new future and build momentum.

**Invite** - others to work with you

**Interact** - with your community, get involved

**Promote** - share the news and spread the word

**INSPIRE CONNECTION** - Connection means collaboration. It means conversations. It means empathy. **INSPIRE** people to listen to each other, to understand concerns, to work together developing and reinforcing relationships.

**Communicate** - prioritize creativity & innovation in your every day

**Empathize** - listen to the people around you and understand their reality

**Collaborate** - work with others to impact your community

**INSPIRE ACTION** - Action means Innovation. **INSPIRE** imagination, creation, ideation, and innovation to improve your world.

**Think** - stretch, and come up with lots of ideas

**Make** - build, prototype, iterate to make new things happen

**Improve** - question processes, systems, and issues to better our world