

World Creativity and Innovation Week/Day

2023

Annual Celebration Report

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HELLO FROM HQ

“INSPIRE! That was our 2023 goal. We wanted to **INSPIRE PEOPLE**. People drive change. People are the beginning of creative innovation. We wanted to **INSPIRE CONNECTION**. Connection means collaboration. Connection means conversation. Connection means empathy. And we wanted to **INSPIRE ACTION**. Action means innovation.

It’s been a great year. More countries inspiring their people. More people inspiring connections. And more connections inspiring action. More celebrations than ever before.

What began in founder, Marci Segal’s home in Canada, is now a passion project for more than 100 college students at Miami University in Oxford, Ohio. They research. They talk with creatives from around the world. They practice the creativity of marketing and communicating and inspiring.

What began with a few countries celebrating is now a passion project in 160 countries. It’s a movement. With the inspiration of the World Creativity & Innovation and the United Nations, people around the world inspired action to make the planet a better place. With the inspiration of people around the world who inspired conversations, their schools, businesses, and communities are better. Join the INSPIRE Creativity Movement.”



DR. JIM FRIEDMAN
WCIW/D Chief Steward

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.

OUR MISSION

OUR BOARD



Jim Friedman
Chief Steward



Laeeq Ali



Lizette Brenes



Branko Broekman



**Félix E.
Durán Alfonso**



Muyiwa Fasakin



Ziska Fields



Michael Lee



Gillian Judson



Mary Blatherwick



Zanear Ssali



Amy Malcolm



**Antonius Malem
Barus**



Goran Matic



Dorte Nielson



**Camilo
Salamanca Ruiz**



David Newman



Michael Wilson

2023 GROWTH

In 2020, our stewardship journey of World Creativity & Innovation began. We stepped onto the world stage with 56 countries (28.72% of the globe) celebrating.

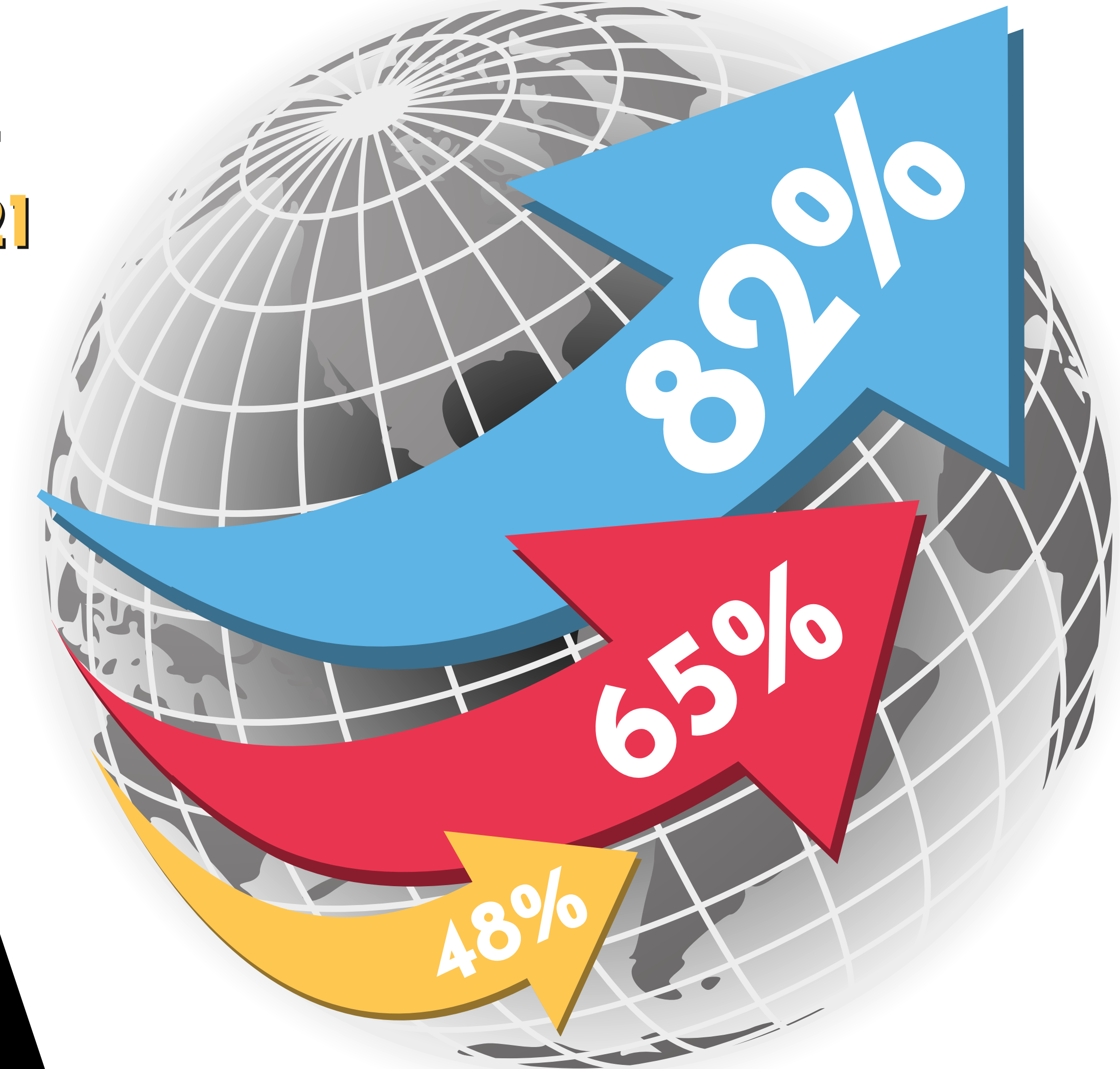
In 2021, we welcomed 38 new nations to World Creativity & Innovation's global community, representing 48.21% of the world (94 countries). Through 2022, 127 countries, 65.13% of the world, stood side by side.

Now, in 2023, we are excited to say that 160 nations (82% of the world) are united behind World Creativity & Innovation, and the world is a better place for it.

2023

2022

2021



1,797 TOTAL CELEBRATIONS

 = 4 celebrations



CELEBRATIONS

In 2023, we saw a **record-breaking 824 celebrations across the globe**; representing an increase of 302 celebrations from 2022 to 2023, or a **22% increase** in celebrations.

In total, we have registered **1,797 unique celebrations** since our stewardship began in 2020. Thank you!

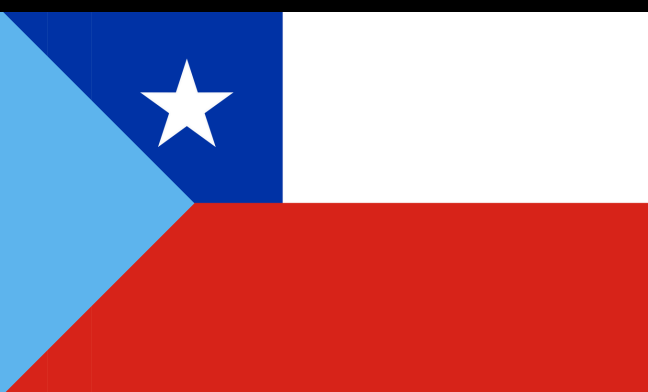
We can't wait for 2024 and beyond.



SPOTLIGHT CELEBRATIONS

With 824 celebrations across 160 countries, there was a lot to celebrate. From China to Spain and exhibits to festivals, creativity & innovation inspired millions. Here's a look at some of our favorites...

KAOS Espacio Creativo

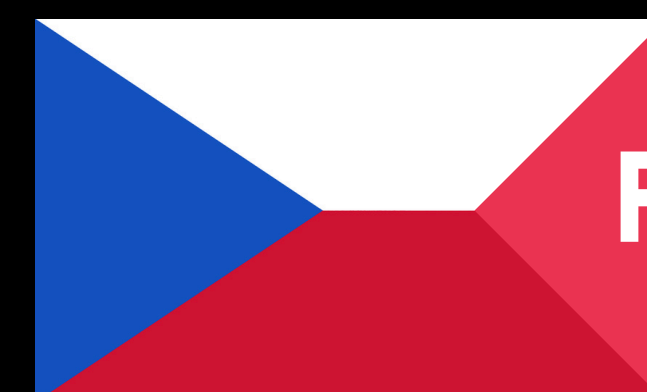


CHILE

At KAOS Creative Space, a remarkable team of mediators spearheaded a series of interdisciplinary programs designed to **bridge science, technology, culture, corporality, and nature.**



The opportunities KAOS Creative Space provided were **cost free, accessible to everyone, and seamlessly aligned with the Ministry of Education's curriculum,** enabling educators to integrate them into their school planning.



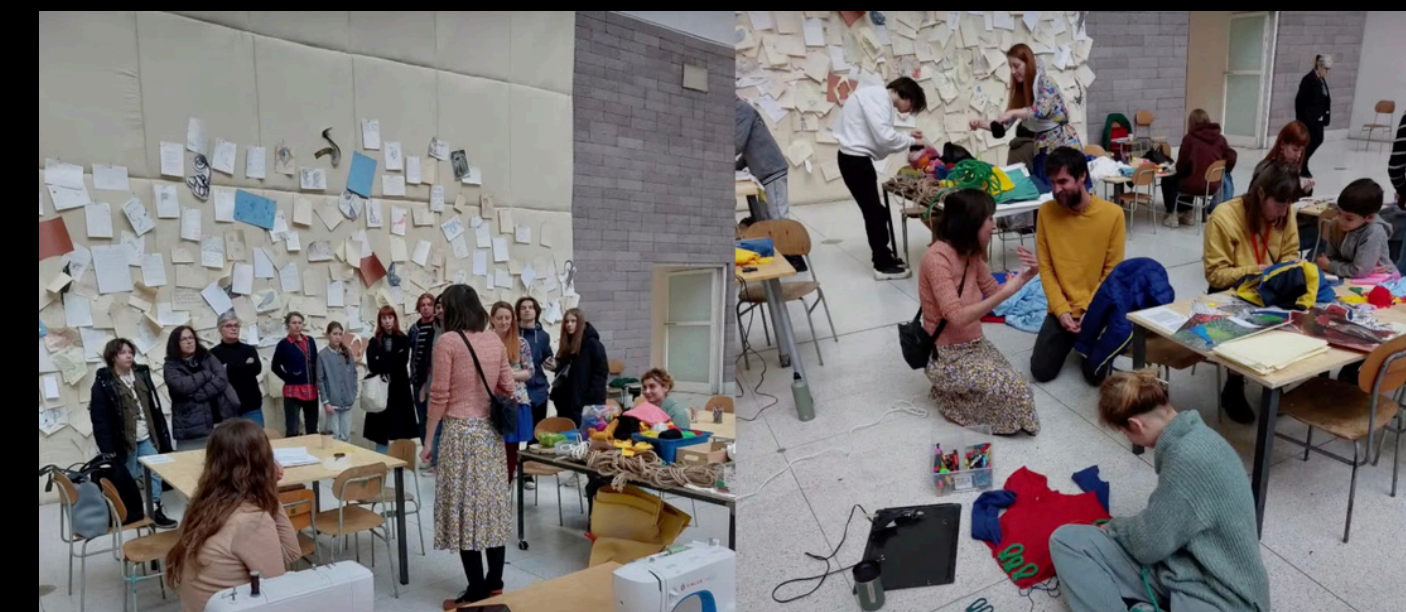
Festival of Art and Creativity in Education

CZECH REPUBLIC

In its third year, the Festival of Arts and Creativity, themed TRANSFORMATION, took place from April 13 to 23, 2023, across 25 cities in the Czech Republic. The event featured over 100 school programs, 66 public programs, and 25 educator-focused programs, engaging more than 50 cultural entities nationwide.



Aligning with World Creativity & Innovation Week, it united with 140 countries globally, showcasing the power of creative education to diverse audiences.



WORLDVIEW



EGYPT

The Cairo Worldview Education Fair was a landmark event for African education, serving as the continent's leading in-person education fair. It brought together global universities and institutions, connecting them with ambitious African students seeking transformative academic opportunities abroad.



Supported by a strong network of partners, including language schools, universities, and government associations, the fair unlocked valuable opportunities for international education. Serving as a catalyst for cross-cultural learning, it enhanced access to world-class education, contributing to a brighter future for Africa.



INDIA

Creative Genius Contest

The Creative Genius Contest, held at Globalart International School for Creative Drawing during World Creativity and Innovation Day, showcased exceptional talents within Electronic City Area's youth. Students from renowned institutions like St. Xaviers, Delhi Public School, Samhita Academy, and Vibgyor High participated enthusiastically.



The competition, designed to assess creative thinking skills, challenged students to devise innovative solutions in two engaging rounds. As a dedicated hub for nurturing creativity from a young age, Globalart International School played a pivotal role in inspiring the next generation of imaginative thinkers.



A Society Thinks & Acts With Creativity

الله اكبر

IRAQ

The first 'Creativity Forum' in Erbil, Iraq, on March 14, 2023, marked a key moment for World Creativity & Innovation Week. In collaboration with Rwanga Foundation and Five One Labs, the event brought together 18 participants, including entrepreneurs, government officials, international organizations, and academia.



Discussions focused on inspiring youth innovation, overcoming obstacles, and fostering a creative society to address systemic issues. This event officially marked Iraq's participation in the global celebration of creativity and innovation, sponsored by HMH Company and Rudaw Media Network.

Jerash Festival for Culture & Arts

JORDAN



The Jerash Festival for Culture and Arts is a remarkable celebration that transcends cultural, social, economic, and tourist boundaries, boasting national, Arab, and global significance. This annual extravaganza conveys profound cultural and political messages while serving as a vital catalyst for economic and tourism growth in the Kingdom of Jordan.

Specifically, it reinvigorates the city of Jerash and its local community, breathing life into this historical gem. Its impact reverberates far beyond its enchanting performances and artistic displays, making it an integral part of our global creative tapestry.



Accessibility as Creative Practice



CANADA

This year, the enthralling "Accessibility as Creative Practice: Workshop for Sensory-Sensitive Makers" ignited a vibrant symphony of creative souls. Under the guidance of artist Vitória Monteiro and Access as Creative Practice Intern Keimi Nakashima-Ochoa, the Audain Gallery became a sanctuary of sensory sensitivity.



A dazzling fusion of artistic expression and individual passions, this event empowered participants to harness their unique interests as tools of innovation. With ASL interpreters, earplugs, and stim toys at hand, the workshop transcended boundaries to craft a world where creativity knows no limits. It was a testament to the boundless potential of accessible, inclusive creativity.



Castlemaine State Festival

AUSTRALIA

The Castlemaine State Festival ignited art, culture, and boundless inspiration for 17 exhilarating days in Victoria's most vibrant small town. Dazzling works from local and global visionaries ignited the town's creative spirit. From invigorating dialogues to open studios brimming with treasures and transcendent concerts in the Town Hall, the festival provided an unmissable journey.



Culminating under the Big Top on Western Reserve, live acts left hearts yearning for more. Together, we crafted a masterpiece, as in Costa Rica, where diverse events birthed creative networks, shaping a brighter world during World Creativity & Innovation Week/Day.

SOCIAL MEDIA MARKETING

With massive success on social media in past years reaching roughly **6,000,000 individuals across all platforms**, we worked with our 2023 theme of INSPIRE to target three key areas: celebrations, connections, and resources. Our focus on these areas was created **to boost, and inspire, creative voices across the world.**

This year was a big year for our social media, at one point **increasing our engagement by over 110%**. We look forward to continuing to grow and improve our social media reach and hope to INSPIRE more creative voices in 2024 and beyond!



@worldcreativity_



World Creativity and Innovation Day, April 21 and Week April 15 -21 Global



@WorldCreativity



World Creativity and Innovation Week/Day



SPOTLIGHT **SDG** CELEBRATIONS

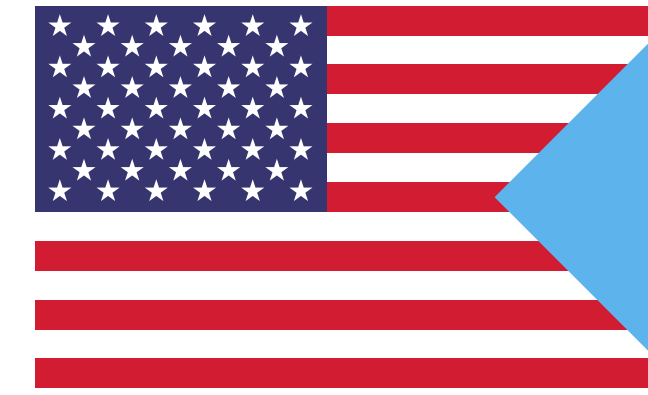
World Creativity & Innovation Day (April 21) celebrates organizations, teams, and individuals working towards the **United Nations 17 Sustainable Development Goals**. These goals are a **blueprint for achieving a better and sustainable future for all**.

We believe that a key to accomplishing these goals is through the use of **creativity & innovation**. Here are some standout SDG celebrations from across the globe...

SUSTAINABLE DEVELOPMENT GOALS

The 17 Sustainable Development Goals developed by the United Nations in 2015 are an **urgent** call to action for a **global partnership**.

These goals encompass poverty, inequality, injustice, environmental degradation, and climate change, and are interconnected as a **blueprint** of goals as we approach 2030.



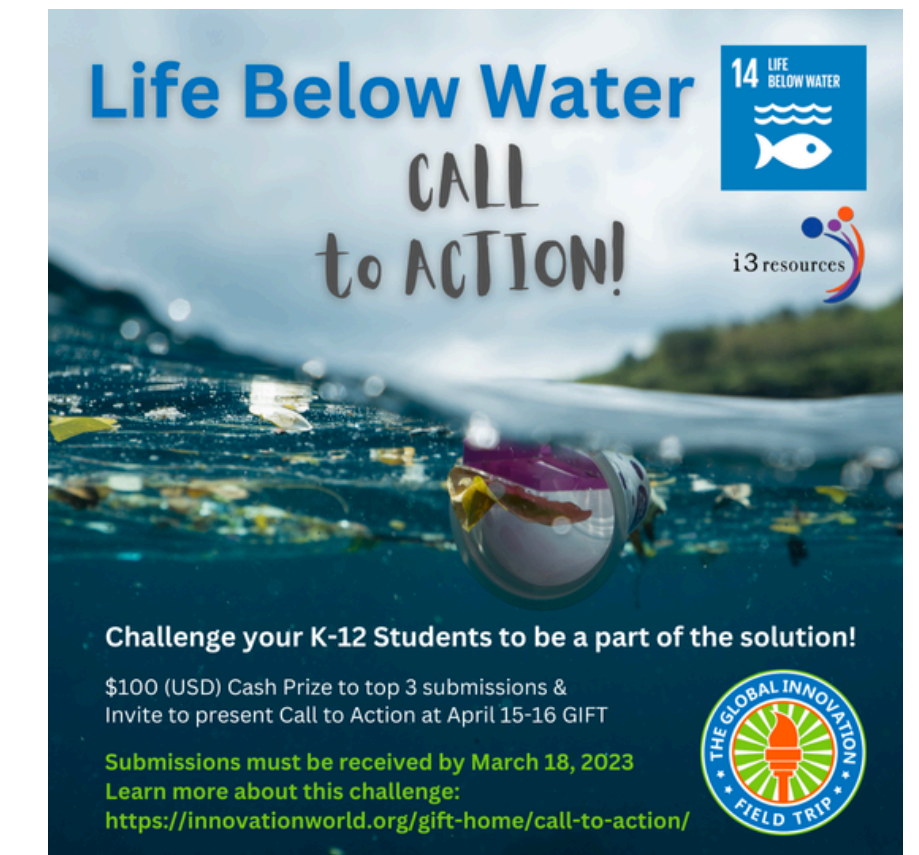
Life Below Water Call to Action

UNITED STATES OF AMERICA

Innovation World hosted a challenge called “**Life Below Water Call to Action**” addressing the United Nations’ 14th Sustainable Development Goal, Life Below Water. This event called upon **students K-12 to submit a Call to Action** addressing a specific issue under the water and asking viewers to do something about it.



The top three submissions were invited to present their Call to Action at the April 15-16 **Global Innovation Field Trip**. Earth is at a critical point. Innovation World called on tomorrow’s leaders to take charge now.



MIAMI

UNIVERSITY

LOVE AND KINDNESS

CREATIVITY CITY CREATIVITY CITY



#IAMCREATIVE

CREATIVITY CITY

HQ CELEBRATION

On April 21, as World Creativity & Innovation Week/Day drew to a close, members of the Miami University community showed their support for creativity and innovation.

The 5th annual “Creativity City” celebration of World Creativity & Innovation Week hosted in Oxford, OH was an incredible feat. Taking place on the beautiful Miami University campus, this celebration featured interactive walls and student work, welcoming community members to play a little and ignite their creative fire.



With eight walls spanning across the campus, students had multiple opportunities to interact with a variety of photo opportunities, interactive doodle walls, and the United Nations 17 Sustainable Development Goals.



The Miami University President, Gregory Crawford, Provost, Elizabeth Reitz Mullenix, Entrepreneurship Department Chair, Tim R. Holcomb, and Deans Jenny Darroch, Jason Lane, and Beena Sukumaran appeared on the World Creativity & Innovation Week/Day Instagram account to share messages of support and encouragement for World Creativity and Creativity City.

CREATIVITY CITY

CLOSING

“I found something interesting yesterday. While reading the latest book that Amazon dropped on my doorstep, it jumped off the page. ‘Creativity is the spark of life, the vitality that stirs desires to improve and change the status quo – meaningfully, responsibly, wisely, and with impact.’

That was written by World Creativity & Innovation founder Marci Segal one year before founding our organization. It’s from her book, Creativity and Personality Type.

Thank you for reading about our epic 2023. We hope it inspires you to join us. Creativity doesn’t have to be grand gestures. Creativity can be small sparks. Join us and ignite your creative spark and inspire others.”



“We’re excited about 2024. We have big plans. Our International Advisory Board has considered and confirmed a move to our rebranding. We will move to become a year-round celebration of creativity with our special international celebration of the Day & the Week.

We are also moving to our master plan to become the one stop creativity shop for everything creativity. The place to Connect. The place to find international Celebrations. The place to find all kinds of creative Resources.

It’s going to be a great 2024.”

WHAT'S NEXT?