

2024

Annual Report



# CONTENT

**03** OUR MISSION

**04** OUR THEME

**05** THE CHIEF IN BRIEF

**06** WHY WE DO WHAT WE DO

**07** OUR IMPACT

**08** THE NEW WCIW.ORG

**09** CELEBRATIONS ON WCIW.ORG

**10** RESOURCES ON WCIW.ORG

**11** ADVISORY BOARD

**12** CREATIVE CHAMPIONS

**13** SPOTLIGHT CELEBRATIONS

**18** SPOTLIGHT SDG CELEBRATIONS

**21** CREATIVITY CITY

**23** CLOSING



# OUR MISSION



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 THEME

Since 2022, we've been guided by our theme, **INSPIRE**.

To **INSPIRE PEOPLE**, the initiators of creative innovation and drivers of impactful change.

To **INSPIRE CONNECTION**, leading collaboration and group efforts creating thriving environments founded from creativity.

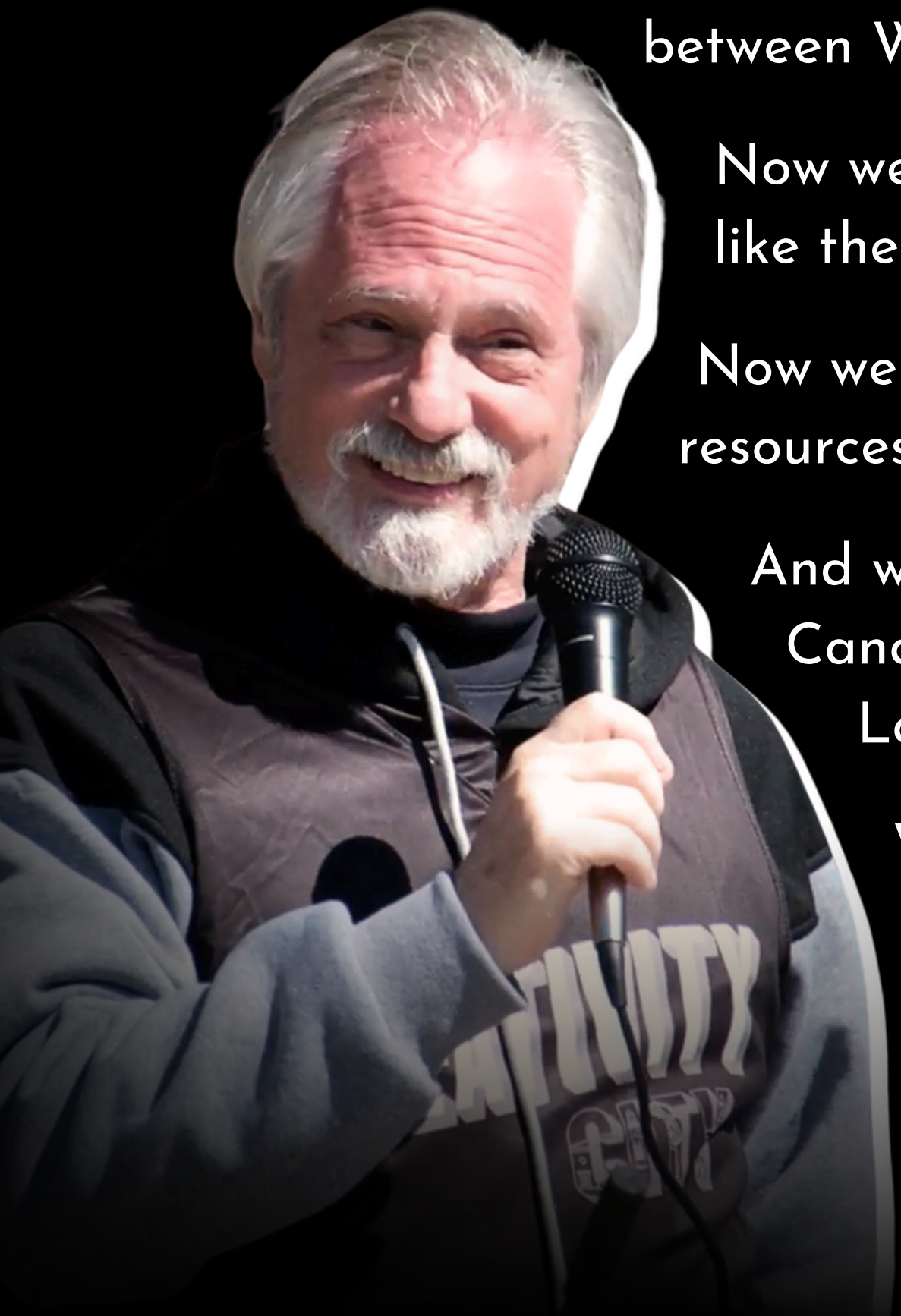
And to **INSPIRE ACTION**, propelling creatives across the world to innovate with energy and purpose.

**INSPIRE** has directed our way forward and allowed us to take great strides in our presentation, celebration, and purpose.





# THE CHIEF IN BRIEF




“CCR. It’s been our guiding direction for the past year. Celebrations. Connections. Resources. We redesigned our international website to share the distinction between World Creativity & Innovation Day and World Creativity & Innovation Week. It’s a beautiful new website much easier to navigate.

Now we are filling it with international celebrations for the middle week of April... and the other 365 days of the year. Anyone, anywhere celebrating creativity like the upcoming Connect2Create conference in Paris this October has a platform to share.

Now we are filling our website with creativity resources of all kinds. Books, articles, videos, blogs, podcasts, and more. It will take us a long time to populate our resources, but we believe it will be a powerful first stop for creativity around the world.

And we are connecting while sharing connections with the world. We have forged friendships and partnerships with the National Creativity Network and Canadian Network for Imagination and Creativity, Innovation World Alliance, Iraq Creativity Board, Nigerian School of Creativity, Equipo de Creatividad Latam, and more.

We invite you to join our CCR movement. As you review our 2024 Report, consider how you can join a creativity celebration or start a creativity celebration... connect with creatives in your community or around the world... and what creativity resources you can suggest or share with others. ”

  
WCI Chief Steward  
Dr. Jim Friedman



# WHY WE DO WHAT WE DO

**Celebrations:** You celebrate creative & innovative efforts across the globe. Our website has **159 countries** with registered celebrations, representing just over 80% of the world.

**Connections:** We are currently in the process of building a network of creatives, educators, authors, artists, and experts to connect, establishing an incredible ecosystem of people who care a great deal about creativity.

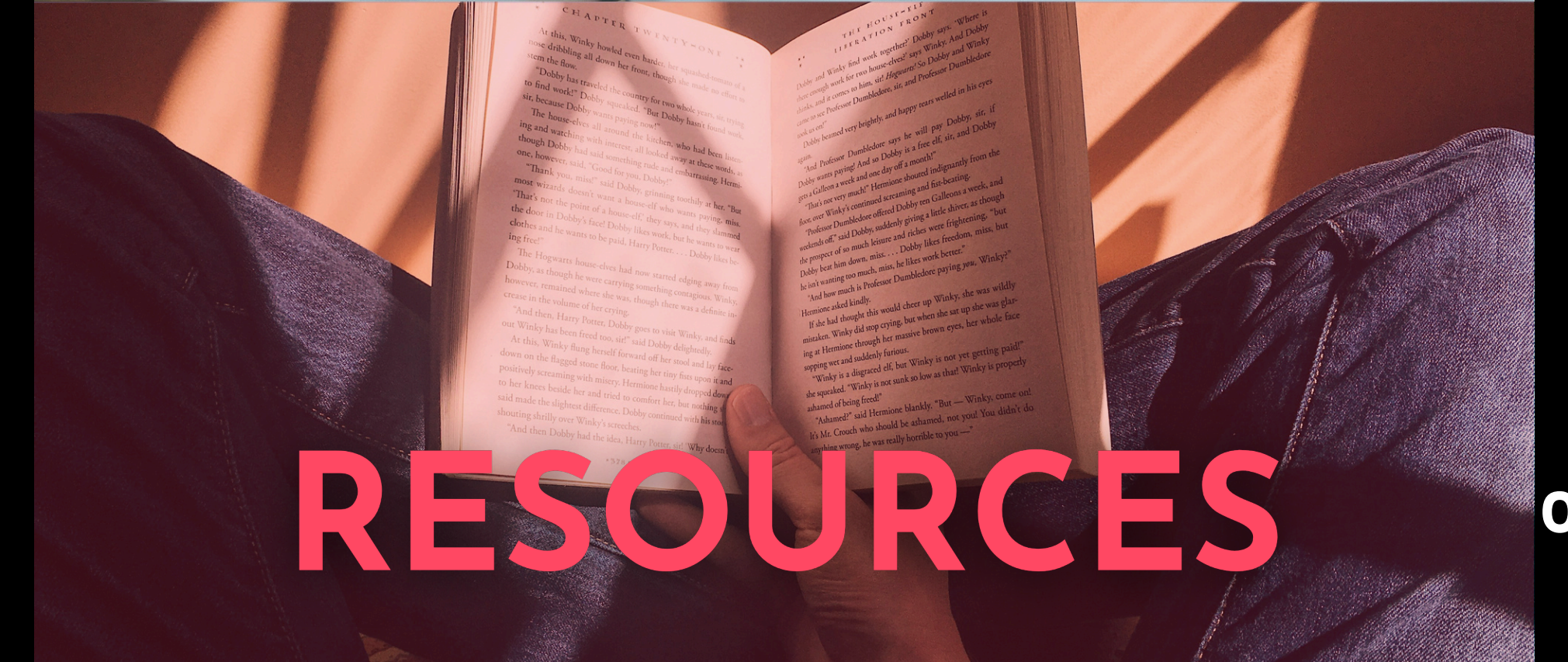
**Resources:** There are creative resources everywhere you look. We are working to build a place for these resources to live, so when any creative is seeking guidance, we can be of assistance.



## CELEBRATIONS



## CONNECTIONS



## RESOURCES



# OUR IMPACT

652

CELEBRATIONS

20000+

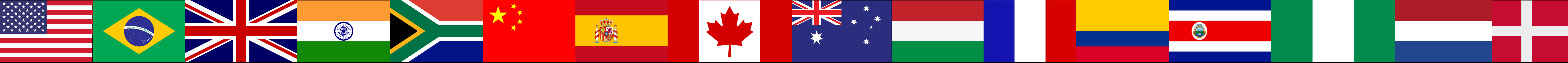
ALL-TIME CELEBRATIONS

6,000,000+

ALL TIME IMPRESSIONS

159

COUNTRIES



# THE NEW WCIW.ORG



A huge **THANK YOU** and shoutout to **Amber (Hallmann) Manna** for designing and developing a stunning new website for World Creativity & Innovation! As a creative strategist and international ambassador for WCI, Amber has consistently driven innovation and growth.

If you haven't already, go check out Amber's work on World Creativity & Innovation's website by clicking the button below.



[www.wciw.org](http://www.wciw.org)



# CELEBRATIONS ON WCIW.ORG

World Creativity & Innovation celebrates creativity everywhere. This year was no different. On WCIW.org visitors can view celebrations in 159 countries around the world. To register your own event, click the button below.





# RESOURCES ON WCIW.ORG

By creatives, for creatives. Discover the latest articles, books, videos, podcasts, and more from creative thinkers across the world.



[wciw.org/creative-resources](http://wciw.org/creative-resources)



Research

Journal of Creative Behavior

Volume 51, Issue 4. Special Issue in celebration 50 years.



Video

WCID Accepted by the United Nations

Ambassador I. Rhonda King spoke at the UN General Assembly.



Book

The Standard Definition of Creativity

Sets a case for defining

podcast



Podcast

Fueling Creativity in Education Podcast

Fostering creativity within education.



Book

Creativity: Flow and the Psychology of Discovery And Invention

Interviews with people who have changed how fields work with creativity.



Video

The Neuroscience of Creativity, Perception, And Confirmation Bias Beau Lotto

And if you think creativity is a chaotic and wild force, think again, says Beau Lotto. It just looks that...



Video

Interview With Marci Segal, Creativity Guru

Marci Segal talks about the origins of Creativity and Innovation week.



Video

David Kelley Creative Confidence TED Talk

How to develop creative confidence in the world today.



Blog

9 Creative Thinking Online Tools

Nine resources to play with to help spark your creative thinking engine.



# ADVISORY BOARD



[wciw.org/get-to-know-us](http://wciw.org/get-to-know-us)



**Jim Friedman**  
Chief Steward



**Laeq 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**



# OUR AMBASSADORS, CHAMPIONS, & SUPPORTERS



Yves De Smet



Patricia Flanagan



Holly Haggerty



Esther James



Ingvar Jónsson



Wade Kingsley



Antonio Ledinsky



Meg Mangion



Pablo Acuña Ramírez



Elizabeth Mullenix



Gregory Crawford



David Chislett



Nick Corston



Valerie Reynaud



Oksana Sedashova



Patrizia Sorgiovanni



Rusbin Soto



Carolina Taborda Kruse



Katja Tschimmel



Maren Baermann



Alessia Berti



Tim Holcomb



Jenny Darroch



Ivete Azevedo



Amber Manna



Cindy Hedge



Bethany Schwan



Jacob Shachter



Adam Kahle



John DeCrosta



Elena Hentz



Caitlyn Korallus



Clare Carlson



Meghan Smith



Lacey Walker



Marta Ockuly



Liza Stephanie



Ana Matic





**SPOTLIGHT**

**CELEBRATIONS**



# CONNECT2CREATE

**PARIS, FRANCE: OCTOBER 28-30, 2024**

**UPCOMING**

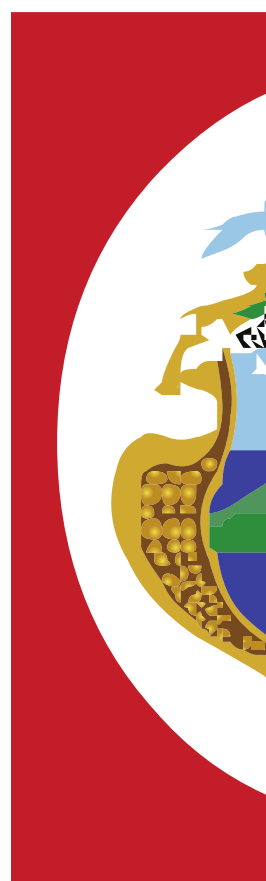
The European Conference of Creativity & Innovation is a lighthouse celebration for the crossroads of creativity and innovation. The immersive experience will offer keynotes, inspiring sessions, workshops, and parties this October. Despite World Creativity & Innovation Week happening in April (15-21), creativity can and should be celebrated year-round. The experience has been designed with engaging activities to help you unleash your creative potential. For Connect2Create's 2024 WCI celebration, they have turned their spotlight towards networking: Building connections because we can do more together.

## SEMANA DE LA CREATIVIDAD Y LA INNOVACIÓN

**COSTA RICA: APRIL 15-21, 2024**

This year, 49 celebrations were registered on the WCIW page, including a webinar series on technology innovations like Artificial intelligence, innovation in education contests, talks on the future of mental health, and a lottery draw competition.

The design competition demonstrated on a national level that creativity and innovation are a part of your being. The award-winning submissions were inspired by the flora and fauna, the landscapes of Costa Rica, the roots and national identity, in addition to national unity and the figure of the national lottery seller.





# THINKTECH

## HAWAII, UNITED STATES: JANUARY 26, 2024

This year, ThinkTechs theme was Transformational Power of the Imagination, Creativity, Innovation. In partnership with the Canadian Network for Imagination and Creativity, the National Creativity Network, and World Creativity and Innovation Week, Thinktech highlighted inspiration, social transformation, and freedom and connectivity. The celebration modeled what it is like to have creativity and innovation in your everyday lives through group conversations and roundtables.

IWCI

INTERNATIONAL WORKSHOP ON CREATIVITY AND INNOVATION

## ERBIL, IRAQ: APRIL 21, 2024

For World Creativity and Innovation Week 2024, the Business and Management departments at Tishk International University (TIU) and Erbil Polytechnic University (EPU) connected people across continents to explore how innovation can shape a better future. Panelists Mr. Zaneer Jabbar, a WCIW ambassador, Mrs. Hedi Salih, a WCID ambassador, and Mr. Abdulsalam Madani, CEO of the Rwanda Foundation, led the discussion on fostering creativity and cultivating effective problem-solving skills. The guest of honor, Chief Steward of WCIW and Miami University Professor Dr. Jim Friedman, opened the celebration with a special introduction to the 10 creative mindsets.



## AN ODYSSEY OF CREATIVITY AS A FORCE OF SOCIAL TRANSFORMATION

**OTTAWA, CANADA: APRIL 19, 2024**

In partnership with the Ottawa-Carleton District School Board, CRC Rideau-Rockcliffe Resource Centre, and St. Paul University School of Social Innovation, the Canadian Network for Imagination and Creativity built a platform for celebrants to come and engage in meaningful conversations from their human library, featuring 10 remarkable organizations, that are actively shaping transformative experiences for the people they serve. The celebration enabled participants to explore transformatively experiences, forge collaborative networks, and develop specific plans and strategies to bring about transformation within their own spheres of influence, leveraging the power of creativity for positive change.

## ATIBA UNIVERSITY

**ATIBA, NIGERIA: APRIL 20, 2024**

On April 20th, Muyiwa Fasakin, Founder of the World Change Summit and WCIW-Nigeria Advisory Board Member, spent his day at Atiba University, which prepares students from across Africa to create real impact. It is one of the most creatively inclined schools in Africa. The World Creativity & Innovation celebration hosted thought-provoking talks, engaging workshops, and valuable networking opportunities for students to spark their creativity.



# MOUVO 2024

## PRAGUE, CZECH REPUBLIC: MARCH 2-3, 2024

MOUVO is an inspiring 2-day conference in Prague that celebrates and inspires creativity & out-of-box thinking with digital art and design, visual communication & branding, and new technologies.

MOUVO is Prague's annual digital art conference, where graphic design, film, animation, and technology intersect. From inconspicuously inspiring to thought-provoking lectures, attendees were immersed in a two-day event full of riveting talks led by world-class speakers.

## INTERNATIONAL CREATIVITY & INNOVATION AWARD

## BANGKOK, THAILAND: APRIL 26-28, 2024

Krya, a hub for fostering creativity and innovation in youth, hosted a sparkling event for World Creativity & Innovation Week/Day. Parents from 17 countries were brought together at King Mongkut's University of Technology Thonburi. The celebration took people on a journey through welcome dinners, webinars, Kryative talk sessions, opportunities to create connections, innovation competitions, idea exchanges, cultural presentation nights, and the grand finale of the International Creativity and Innovation Award—an unforgettable Award Announcement and Global Celebration.



**SPOTLIGHT SDG**

**CELEBRATIONS**







## CREATIVITY FOR MENTAL HEALTH

**KYIV, UKRAINE: APRIL 15-19, 2024**

Every year, the KROK business school hosts Creativity for Mental Health. This year was no different. The celebration featured workshops and interactive conversations on Sustainability, Creativity, Adequate Perception of Problems, Visual Strategies to Mitigate Burnout, Creativity in the Resilience Systems, Art Therapy, The Conditions for Correctly Formulating Problems and Finding Opportunities for Further Organizing Creative Work in Project Teams, Scientific Approaches for How Poetry Can be a Source of Creativity Development for Building Business Problem-Solving Skills, Creativity, and Resilience in our Homes During Wartime and Family Business: How to (not) Get Divorced and (not) Close the Business.

The landmark celebration for **SDG #3: Good Health and Well-being** reached more than 200 participants from 5 countries: Ukraine, the USA, Great Britain, Italy, and Slovakia.



## DIA MUNDIAL DA CRIATIVIDADE E INOVAÇÃO

**PETROPOLIS, BRAZIL: APRIL 18-19, 2024**

In honor of World Creativity & Innovation Day, Anderson Leal, A WCID Ambassador for Brazil, and a diverse group of experts hosted 27 lectures on Creativity, Innovation, Entrepreneurship, Communication, and Making Small Businesses Lasting Ventures.

The celebration shined for 3 days and modeled the way for creativity and its applications to **SDG #8: Decent Work and Economic Growth**





## PANCAKES & POLITICS FORUM II: 'PEOPLE, PROJECTS, AND COMMUNITY'

### MICHIGAN, UNITED STATES: APRIL 12, 2024

The 19th annual Pancakes & Politics Forum celebrated Detroit's progress with the SDGs and turned their city towards the future. A panel of business leaders discussed the socio-economic landscape, issues pressing the Black community, small businesses and their impact on economy and culture, mentorship, generational wealth, and youth support, with an emphasis on holistic approaches to city projects extending beyond downtown. The spotlight celebration was live-streamed with WDIV channel 4 for all to see.

The efforts of Michigan were a beacon for **SDG #17: Partnership for the Goals.**

## SEEN&HEARD



### AUSTRALIA: APRIL 21, 2024

Aiming to cure kids of loneliness and gaps in learning by keeping them connected to their classmates and continuing their education, Missing School is sharing telepresence discovery kits and educational animations to support siblings and peers of students impacted by complex health challenges, minimizing stigma to primary and secondary schools across Australia.

The suite of digital services is a groundbreaking accomplishment for Australia and education and is an exceptional example of progress towards **SDG#4: Quality Education.**



**CREATIVITY CITY**

**HQ CELEBRATION**





# CREATIVITY CITY

APRIL 20, 2024

2024's Creativity City was the largest to date. We focused on the Sustainable Development Goals, collaboration, community engagement, innovation, and education.

Creativity City is World Creativity & Innovation's headquarters celebration of both World Creativity & Innovation Week and Day. We celebrated on April 20th, 2024 with a day-long event featuring Earthfest, celebrating Earth Day and recognizing the importance of the SDGs. We hosted a large fashion show sponsored by local businesses featuring Miami University students and highlighting multiple sustainable development goals. We executed an inter-fraternity elaborated volleyball tournament to continue growing our local community. We concluded with a band known for their live innovation and remixing.





# CLOSING

“Another creative year in the books. As always, there was great growth. As always, there is room for improvement. We feel so blessed to be working with such amazing creatives around the world and close to home.

Shout out to Antonius Malem Barus and David Newman who are spreading creativity from Vietnam, The Pacific Rim, and around the world. Shout out to tiny Oxford, Ohio EarthFest for helping keep the SDGs front of mind on our campus. And shout out to all of you who keep our mission front of mind and 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.

 2025





# WHAT'S NEXT

“We’ve already started on our 2025 plan. How can we celebrate the 25th anniversary of World Creativity & Innovation Day? Our plans are big. HUGE. Bold. Maybe even unachievable. Isn’t that what real Creativity & Innovation is all about? Wanna support...?”

We will also continue to build our CCR. That is one of the great things about being with World Creativity & Innovation - there are always more celebrations to be shared, more connections to be found, and more resources to be posted. Wanna support...?”

