

Support for European Cooperation in Education and Training (ECET)

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CLEAR - Creativity and innovation:
pedagogical framework for the LEARning chain

WORKSHOP ON CREATIVITY

Venice, Tuesday April 17, 2012

By Anne Heleen Bijl and Willem Stortelder, The Netherlands



The project

- The project CLEAR aims at improving lifelong learning strategies, by designing a pedagogical framework so as to raise awareness on the **importance of creativity to empower individuals and to transfer and develop innovation in organisations.**
- CLEAR will analyse policies and approaches to develop creativity in partner countries and will collect **good practices realised in the three sectors of the learning chain:** scientific and technology academic education, post academic/ executive/non academic higher education, continuous training, with the aim to **share and transfer them.**
- CLEAR will be realised by a consortium of **7 bodies**, which are active in the **education and training sector.**



Program Workshop on Creativity

In general the program is an introduction in creative thinking; what is it, how does it work, do I need it, can I develop it, how to apply, etc.

We will discover how to organize creativity and creative processes and how to develop an innovative climate.

There will be tips, tools and techniques for creative empowerment.

Yes, there is theory, but more than that we like you to experience and discover creativity yourself. Therefore we offer you an intense, inspiring and interactive program.

Anne Heleen Bijl and Willem Stortelder are experts in creativity and innovation, based in The Netherlands, with great international experience. They were responsible for the content and training within Leonardo Next, a former transnational initiative managed by Confindustria Veneto SIAV.



The morning program: 9.30 - 13.00

- **Block I - Empowerment of your personal creative capacity. Creativity is not just a gift, it can be developed by attitude and training. How to get 'out of the box'? About postponing judgement, a bottle with flies and bees and endless alternatives.**
- **Block II - Discovering domains for innovation within the educational industry. How to start, and organize a creative process with clear outcome. Introducing a method and model on idea generation and idea selection. Experiencing being out of the box on a serious subject.**
- **Lunch: free time**



The afternoon program: 14.00 – 17.30

- **Block III - Tools and techniques to generate more ideas, new ideas, stupid ideas, brilliant ideas, useful ideas, known ideas, etc. A glimpse of all possibilities 'to take away'.**
- **Block IV - Parallel workshops A; Creative communication. How to connect other people to your idea. How to sell it. How to overcome barriers. How to keep it alive. B; Reducing Risk Aversion. An idea becomes an initiative when put into action. How to find the guts to let go the known and start something new? And what if you are wrong?**
- **Block V - We are out, now what? Feedback and feedforward**



Optional extra evening block for creative fanatics*

- **Mindmapping - Mini Course**
- **Energisers and Icebreakers - Improv**
- **5 Languages of appreciation**
- **Event Design**

*Planned from 18.00 to 19.00 p.m.. Minimum number of participants: 5 for each issue

A present for you;

21 movies on innovation principles



Use the link to see them all:

www.21lobsterstreet.com/site/2012/02/21-rules-for-innovation-in-movies

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