



UNIVERSITY OF MALTA
The Edward de Bono Institute for the
Design and Development of Thinking



World Creativity and Innovation Week 2016 at the Edward de Bono Institute for the Design and Development of Thinking.

World Creativity and Innovation Week is being held between Friday 15th and Thursday 21st April. During this week, the Edward de Bono Institute for the Design and Development of Thinking at the University of Malta will host a number of activities to celebrate **World Creativity and Innovation Week (WCIW) 2016**. WCIW was first launched in Canada in 2001 and is now celebrated in 26 countries including Malta. The purpose behind WCIW is to inspire new thinking and to foster a culture of creativity and innovation.

World Creativity and Innovation Week will be celebrated with the following list of events:

Bonting - The launch of Prof. Edward de Bono latest book

Social Innovation Challenge: Enable and Engage - Wednesday, 20th April, 10.30

The Creative Competence - A Panel Discussion - Thursday 21st April, from 15.30 - 17.00

Understanding the Customer Journey. The Drive Towards Customer Excellence.

LOOK-THINK-DO: an Entrepreneurial experience

Kidz Think! - A Creative Thinking Project with Birzebbuga Primary School

Event Title: The launch of the book “Thinking to Create Value - Bonting” - Prof Edward de Bono

Event Details: The name of Edward de Bono is synonymous with creative thinking. Through his many publications, de Bono has introduced the concept of lateral thinking, a disciplined and organised approach to problem solving. In this latest work “**Thinking to Create Value - Bonting**”, he is giving us a new tool, what he calls ‘bonting’, the adding of value to that which is already good, but not good enough.

Time: 15th April, 19.00

Venue: Office of the Prime Minister, Castille, Valletta. (by invitation only)

Event Title: Social Innovation Challenge: Enable and Engage

Event Details: The 'Social Innovation Challenge: Enable and Engage' is a new competition aimed at individuals or teams who would like to make a contribution in the field of active ageing and disability. Participants will be required to identify a problem that affects ageing individuals or individuals with disabilities, come up with an innovative solution to this problem, and carry out a feasibility study for this solution. Further details about the competition shall be provided during the launch, which is being held as part of World Creativity and Innovation Week (www.wciw.org).

Time: 20th April, 10.30

Venue: MAPFRE Middlesea (by invitation only)

Organised by: Edward de Bono Institute and the Parliamentary Secretariat for Rights of Persons with Disability and Active Ageing.

Event Title: LOOK-THINK-DO: an Entrepreneurial experience

Event Details: LOOK-THINK-DO is an exciting project undertaken by St Theresa College in Malta. A group of dedicated teachers and youth workers have acquired training in entrepreneurial skills. Training in creative thinking methods was given to teachers and students with the idea of providing possibilities for ideation during the journey. Dr Leonie Baldacchino and Dr Margaret Mangion from the Edward de Bono Institute at the University of Malta conducted the training sessions with the teachers and with the students.

Warm wishes go to this dedicated team.

Organised by: St Theresa College Malta in collaboration with the Edward de Bono Institute in Collaboration with.

Event Title: Kidz Think!

Event Details: Kidz Think! is a small scale project launched in collaboration with Birzebbuga Primary School in Malta. The aim behind the project is to entice parents to work on creative projects with their children. The idea is that the children and the parents can identify pockets where they can practice items for creativity moving away from the thought that creativity is mainly related to the practice of craft activities and art!

During the course of four sessions together with Dr Margaret Mangion, the pupils and the parents explore areas of ideation, creative story writing using randomly picked words, and elements of creative problem solving. The eight year old pupils thoroughly enjoy the sessions and perform confidently at the creative tasks.

Organised by: The Edward de Bono Institute in collaboration with Birzebbuga Primary School.

Event Title: The Creative Competence

Date: 21st April, 2016

Time: 15.30 - 17.00

Venue: Student Common Room at the University of Malta

Event Details: As part of the activities organised during World Creativity and Innovation Week, the Edward de Bono Institute for the Design and Development of Thinking is hosting a panel discussion that will take place on **April 21st, 2016**.

The main objective of the event is to present students with a better understanding of the desirable 'soft' skills that employees could bring in to the workplace. We are aiming to create more awareness of these skills and attempt to encourage students to bridge the gap by highlighting areas of competence that can help them make headway in the workplace. Specialisation is at times taking place at the expense of other skills including interpersonal skills, knowledge sharing, working in teams, problem solving and the generation of new ideas to mention a few.

The panel will be made up of three reputable managing directors who have experience in hiring employees along with running their businesses. Three other member of the panel will be represented by two former students who are now successfully employed and a current student. It will be interesting to see how the different perspectives of the panel members will animate and develop the discussion.

Organised by: Edward de Bono Institute

Event Title: Understanding the Customer Journey. The Drive Towards Customer Excellence.

Date: 8th April, 2016

Venue: The Palace Hotel, Sliema

Event Details: During this conference where a number of distinctive speakers shared views on the customer journey. Prof Edward de Bono spoke about value creation with respect to how it may enhance marketing efforts. Creative ideas were at the heart of Prof de Bono's intervention.

At the same event, Dr Margaret Mangion spoke about user experience and how it can possibly enhance innovative processes within organisations. Using feedback from users' experience, organisations stand to benefit not only in terms of product development but also in terms of their internal processes.

Organised by: Malta Business Review with the participation of the Edward de Bono Institute.