



# World Creativity and Innovation Week

April 15 – 21 every year

*Creativity is in you...use it....go!*

## **WORLD CREATIVITY AND INNOVATION WEEK APRIL 15 - 21**

WCIW is a time to inspire new action, create novel ideas, make new decisions; to solve problems in new ways, do something new, support new thinking, partner with new people, use a new pair of eyes.

WCIW begins on Leonardo da Vinci's birthday, April 15th. Its purpose is to remind, encourage and engage people to use new ideas, make new decisions and take new that makes the world a better place and makes their place in the world better too.

## **WCIW - A DO-IT-YOURSELF CELEBRATION**

World Creativity and Innovation Week April 15 - 21, happens where ever you are: at home, at work, at school, in the community. Some examples...

- A group of women in the UK hold a pot luck each year, bringing a dish they are making for the first time.
- Civil servants in the Netherlands walk and talk outdoors about ways to bring creative thinking more into their day-to-day.

History: Founded 2001 in Canada by creativity expert and Canmore resident Marci Segal, people in over 50 countries celebrate every year - in businesses, schools, associations, organizations, communities and homes.

People use WCIW as a dedicated time portal to educate, engage, and open doors for people to experience, imagine and consider new futures.

- Organizations hold creative thinking workshops
- Communities and associations have conversations about what it might be like to embrace creativity and innovation day-to-day.
- Associations host conferences on creativity and innovation

During WCIW often new initiatives are launched and new programs are announced or begin.

## **JOIN THE WORLD CREATIVITY AND INNOVATION WEEK APRIL 15 - 21 MOVEMENT!**

Go to [www.wciw.org](http://www.wciw.org) for examples and ideas. See what others have done, add your plans too!

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Upload your WCIW action to the WCIW YouTube channel (starting March 15, 2016).

Start something... figure out ways to celebrate WCIW with family, with friends, at your business, gym, hotel, restaurant, library, community centre, town hall, classroom, production facility, studio...

Yes, you are creative day-to-day. Use this week in particular, to join with others all over the world and make things better for the future – in your own way.



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