



Start Planning for Your World Creativity + Innovation Day, April 21 Today!

Overview

April 2017: the United Nations General Assembly included World Creativity and Innovation Day, April 21 (WCID) to use creativity in problem solving to face challenges related to creating a decent life for all on a sustainable planet. (See 2030 Sustainable Development Goals)

WCID provides you a time and a reason to

- *use imagination*
- *generate new ideas*
- *make and consider new decisions*
- *implement and support new actions*
- *achieve new and relevant outcomes*

You can use WCID to advance the global goals in your business

- Factor sustainability into your decision making
- Encourage openness to consider and put forward new ideas
- Foster new customer relationships
- Grow community connections

Background

2001: Marci Segal founded WCID to give everyone an occasion to put creativity and innovation on the front burner and to use them to make the world a better place and to make their place in the world better too.



Growth

- 2002: A handful of nations participated in the first celebrations
- 2005: More joined when the day became a week, beginning Leonardo da Vinci's birthday April 15 (World Creativity and Innovation Week April 15 – 21, WCIW)
- By 2017: People in more than 50 countries take part; UN declaration

Theme

- Fashioned after Mother's Day and Father's Day, each celebrates in ways relevant to one's context. Mothers and Fathers are mothers and fathers every day and we have days to celebrate them, to honour them. WCID honours our creativity and innovation even though we use them every day.

Good for Business

- Showcase innovation plans and achievements
- Learn and use creativity in problem solving
- Increase customer traffic
- Help reach the 2030 Sustainable Development Goals
- Improve staff morale

Links

- 2030 Sustainable Development Goals www.un.org/sustainabledevelopment/sustainable-development-goals
- World Creativity and Innovation Day/Week www.wciw.org
- UN speech for WCID resolution by Ambassador King vimeo.com/215045988
- Global Facebook page www.facebook.com/wciwglobal/
- Global WCID Facebook group www.facebook.com/groups/worldcreativity/
- BowValleyWCID Facebook group www.facebook.com/groups/128183711235360/
- [@worldcreativity](https://twitter.com/worldcreativity)