



## Imagine, Create, Innovate

### European Year of Creativity and Innovation 2009

Every year the EU launches so-called thematic years to promote, educate, raise awareness and stimulate action on a chosen theme (area, topic). This year in Prague on the 7<sup>th</sup> of January the European Union introduced 2009 as a year of creativity and innovation. Through this thematic year, the EU aims to stimulate education and research, promote policy debate and policy development, raise awareness of the importance of creativity and innovation for personal, social and economic development, as well as to disseminate good practices. **What is the focus of the EYCI 2009, and how can Macedonia engage in the EYCI 2009?**

Source: Official Logo of the EYCI 2009-01-16 © European Communities, 1995-2009

#### Focus of the EYCI 2009

Through organizing debates, events, campaigns, the EYCI 2009 will address a vast area of issues leading towards boosting creativity and innovation through the educational process; promoting innovation as the route to sustainable development as well as development strategies based on creativity and innovation; encouraging creative forms of self-expression leading to a promotion of cultural diversity; usage of information and communication technologies as tools for the above mentioned purposes, and much more.

Within the frame of the EYCI 2009, activities are being undertaken in the following large scale projects: Europe INNOVA, PRO INNO Europe,

The 8 visual elements in the EYCI 2009 logo represent the 8 key competences this thematic year aims to improve:

1. Communication in the mother tongue;
2. Communication in foreign languages;
3. Mathematical competence and basic competences in science and technology;
4. Digital competence;
5. Learning to learn;
6. Social and civic competences;
7. Sense of initiative and entrepreneurship and
8. Cultural awareness and expression.

(Source: Style Guide. EYCI Website - Europa. <[http://create2009.europa.eu/fileadmin/Content/Downloads/PDF/EYCI2009\\_corporatedesign.pdf](http://create2009.europa.eu/fileadmin/Content/Downloads/PDF/EYCI2009_corporatedesign.pdf)>. Accessed on 8 January 2009)

Energy Europe and Open Days 2009 – EW of Regions and Cities. A series of debates will be organized, with the participation of the European Policy Centre (one of the partner organizations of the EYCI 2009), addressing creativity and innovation in the context of education, public sector, cultural diversity, sustainable development etc.

Acquiring key competences while attending compulsory education and further proper training to prepare young people for their adult and working life, as well as lifelong learning are one of the many goals the EU aims to achieve with the EYCI 2009. By increasing creativity and innovation the EU expects to add value in a diversity of areas - from culture and science progress to acting counter the financial crisis.

Considering the global financial crisis, the appointed Ambassadors of the EYCI 2009 (professors, scientists, artists, writers, high representatives of big corporations such as Nokia and Microsoft) recommend directing the policies which aim to deal with the current economic and financial crisis towards increasing investment in research, innovation, human capital and education, underlining that it would be a fundamental mistake to cut education, research and development spending. They see continuum in the funding as a foundation for the future.<sup>1</sup>

#### How can Macedonia engage in increasing creativity and innovation?

The thematic years are organized for and in the EU Member States. However, Macedonia can follow the trend and organize activities corresponding to the EYCI 2009. The government can organize events and offer funds to promote, educate and stimulate creativity and innovation. Macedonians can engage themselves by using funds already available to through the FP7 program.<sup>2</sup>

<sup>1</sup> Conclusions of the roundtable of the Ambassadors of the European Year of Creativity and Innovation. EYCI 2009 EUROPA. <[http://create2009.europa.eu/fileadmin/Content/Downloads/PDF/Events/eyci2009\\_09-01-07\\_ambassadors-conclusions-recommendations.pdf](http://create2009.europa.eu/fileadmin/Content/Downloads/PDF/Events/eyci2009_09-01-07_ambassadors-conclusions-recommendations.pdf)>. Accessed on 15 January 2009.

<sup>2</sup> For more info on the FP7 program and funds available through it, please see: EUROPA: CORDIS: FP7. EUROPA. <[http://cordis.europa.eu/fp7/home\\_en.html](http://cordis.europa.eu/fp7/home_en.html)>. Accessed on 15 January 2009.

*“Creativity is a driver for innovation and a key factor for the development of personal, occupational, entrepreneurial and social competencies and the well being of all individuals in society.”*

(Source: European Year of Creativity and Innovation Website. Europa. <[http://create2009.europa.eu/index\\_en.html](http://create2009.europa.eu/index_en.html)>. Accessed on 8 January 2009. )