



Fostering Creativity & Innovation

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- The purpose
 - is to promote creativity and innovation among individuals, enterprises and organisations to help them achieve their personal, economic and social objectives.
 - it is an effective means of effecting change by raising public awareness and generating a policy debate.
- It provides an opportunity to ensure that creativity and innovation receive greater prominence

As Ambassador ...



- Emphasise the fundamental importance of creativity and innovation for Ireland and Europe's future.
- To ensure that creativity and innovation takes a central role in all future policies.
 - Manifesto
- Foster the innovative and creative capacity of individuals, communities and institutions.
- Other notable ambassadors include
 - Edward De Bono
 - President of Microsoft International
 - Richard Florida

Creative Behaviour

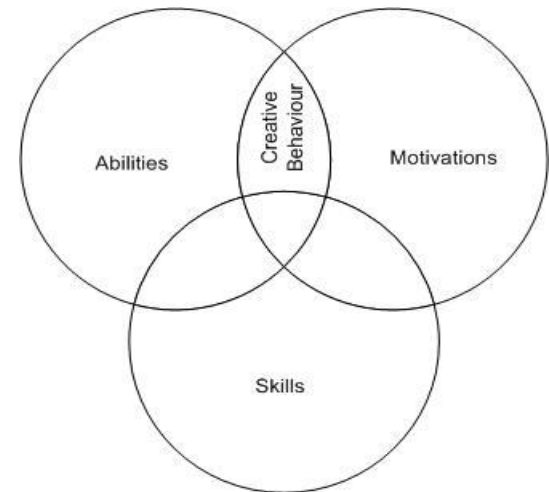


- Creativity
 - Imaginative activity fashioned so as to produce outcomes that are both original and of value

(UK NACCCE, 1999)

- Equal combination of
 - Creative Ability
 - Creative Skill
 - Commitment to act creatively (motivation)

Torrance's Model (1979)



Creativity Abilities

- Creativity definable abilities are:

Independence

Complexity

Flexibility

Openness

Elaboration

Curiosity

Risk-taking

Originality

Persistence

Motivation

Imagination

Think Laterally

Ability to see things differently

Unbound Spirit of Mind

Acceptance of the ambiguous

High degree of concentration



Managing Creativity



- Remove obstacles
- Ensure goals are clear
- Realise that everyone has the potential to be creative
- Put a programme in place
- Make use of multiple perspectives
- Allow for mistakes

Ref: Edward de Bono, *Six Thinking Hats* (Little Brown, 1999)

Creativity

- **EVERYONE IS CREATIVE!**
 - Product Design students at NUI Maynooth
- Whole brained education
- We should foster more innovative and creative mindsets
 - learning-by-doing
 - opportunity creation
 - problem-solving rather than just knowledge transmission
 - Adding value



Imagine • Innovate • Design • Create • Improve



Defining Innovation

- Innovation is

- A new or significantly improved product (good or service), or process, a new marketing method, or a new organisational method, business practice, workplace organisation or external relations

(Oslo Manual, OECD 2006)

- The successful exploitation of new ideas
(Innovation Unit, UK Department of Trade and Industry, 2004)
- Innovation is about creatively finding new ways of doing things that can be adapted easily by customers and successfully commercialised in the market place



Defining Innovation



- **Innovation is using creativity to add value**
- Teagasc defines innovation as.....
 - using new knowledge to do new things and using existing knowledge to do things better
 - investing in the creation and procurement of knowledge
 - utilize this knowledge to generate money and wealth.
- Should be defined as:
- using new and existing knowledge to do new things and to do things better and solve problems that we face today and tomorrow

Design



- If creativity is about generating new ideas and innovation is about bringing those ideas successfully to market, then **Design is the process that links the two**. It is a process that helps you shape propositions, to make them practical but also desirable to customers and end users

(Ellie Runcie 2008)

- Several of Europe's leading innovation nations such as Finland, Denmark and the UK have positioned **user centred innovation and design** as cornerstones of their national innovation strategies

(Design as a driver 2008)

- Demand / user centred innovation needs to be re-positioned to become a central and core part of the Irish economy

Fostering Creativity & Innovation



- Irish culture needs to foster creativity and innovation by
 - Manage knowledge creation, storage, protection
 - Collaboration
 - Encourage and stimulate creativity and innovation
 - Encouragement to take risks
 - Try new ideas
 - Ensure creativity is channelled into productive results
 - Don't re-invent the wheel
 - A creative whole brained education

Innovating Since 1958.....



- The first Director, founded AFT in 1958 later to become Teagasc in 1987
 - looked for top class students in the disciplines he felt were required to grow the farming sector.
 - sent them to universities around the world to do post graduate programmes (mainly PhDs)
 - then they brought this new knowledge home and began applying it in Ireland.
- Knowledge economy

What we need to do..



- Need to encourage creativity in education
 - Cultural change
 - Problem solving in our own environments
 - Engage with it on a more continuous basis in our everyday lives.
- Improve understanding of the value of design and innovation
 - User centred design
 - Iterative process
 - Allow for mistakes

What we need to do..



- Invest in stronger collaboration, partnership and linkages between universities, research centres, the public sector and businesses and to create synergies in their activities.
 - Build on Europe's diverse knowledge infrastructure and encourage networking
- Increase investment in research, innovation, human capital and education
- Technology, innovation and the application of knowledge will be the wellspring that will transfer to the next generation

What we need to do..



- Competitiveness will depend on a commitment to innovation
- Especially in the agri-food sector
 - Ireland's largest indigenous sector
 - Has a turnover of €25b
 - Accounts for 32% of net foreign earnings
 - Just under 9% of total employment.
 - Need innovation to sustain and grow this
- Develop people's and organisation's competences to engage and deal with change and complexity and to take risks
 - "I have not failed I have just found 10000 ways that won't work"
Thomas Eddison

Opportunity



- The current crisis creates opportunities for reform and change
 - E.g. Finland



- Same opportunity for you to solve problems....
 - Food security for a growing world population
 - energy supply
 - environmental demands
 - adaptation to climate change etc etc



- With long term objectives, new technologies and increased knowledge and it is possible to start solving these problems now

We Can Create



- Smart Green Economy by:
 - Problem solving
 - User in mind
 - Allow for mistakes
 - Collaborate
 - Use creativity to add value
 - Cross Disciplinary collaboration
 - Don't re-invent the wheel
 - New technologies
 - Increased and shared knowledge

Thank you



Questions?

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