



VET as a key factor in a more
creative Europe

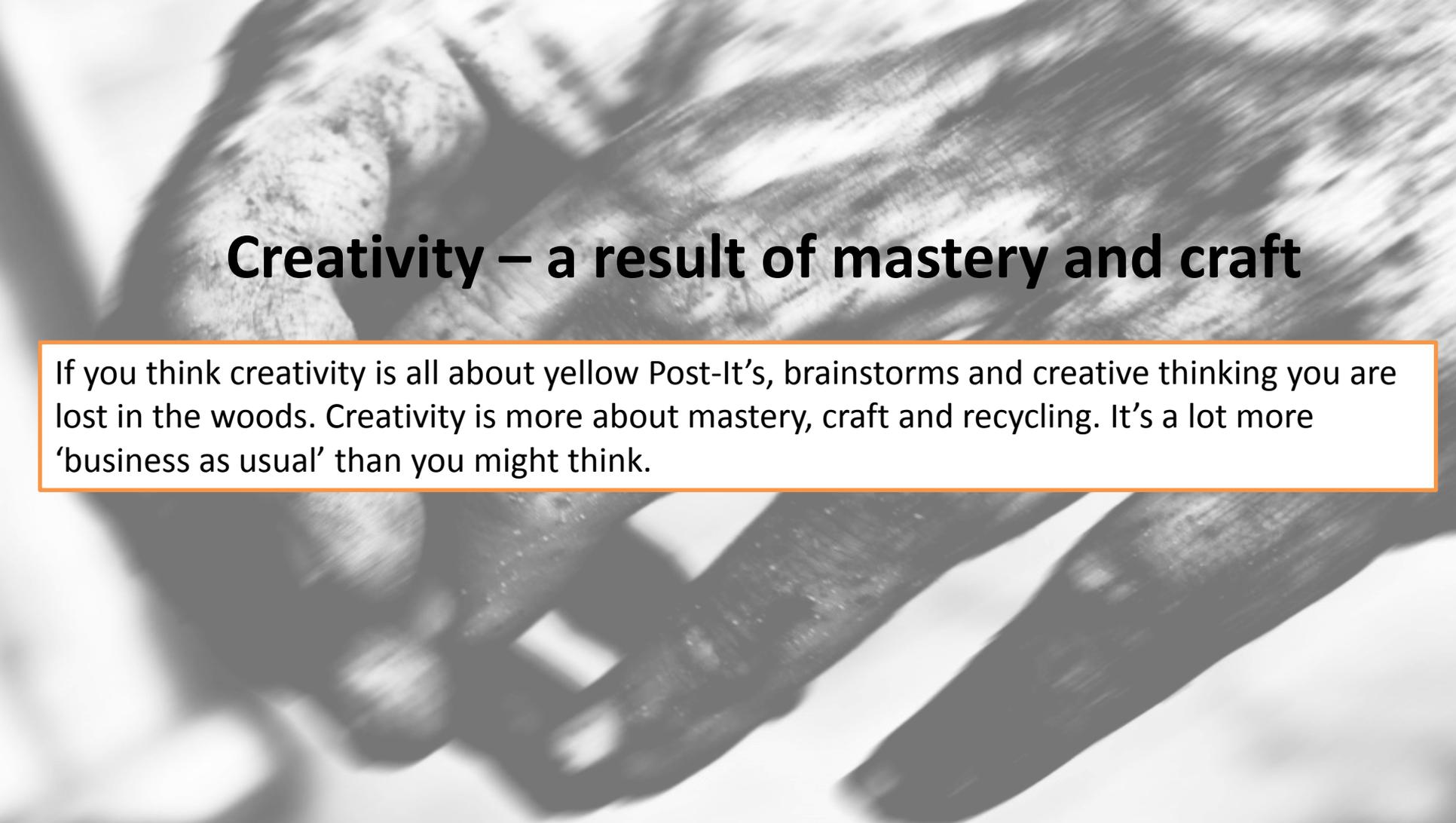
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"Creativity is no longer a luxury for the few but a necessity for all". Csikszentmihalyi



CREATIVITY

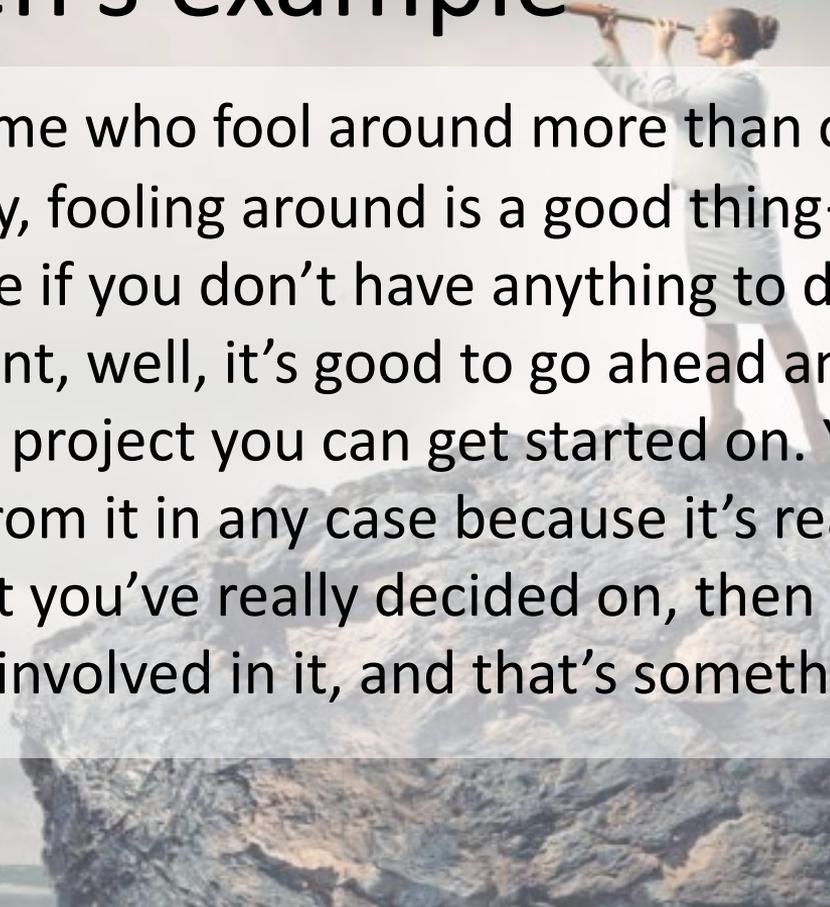
Learning that leads to creativity entails actual work. Creativity builds on the ability to see clearer and to (re)discover what we know but seem to have forgotten (Vera John-Steiner, 1997, p. 52)



Creativity – a result of mastery and craft

If you think creativity is all about yellow Post-It's, brainstorm and creative thinking you are lost in the woods. Creativity is more about mastery, craft and recycling. It's a lot more 'business as usual' than you might think.

Søren's example

A woman in a white dress is standing on a rocky cliff, looking through a telescope. The background is a bright, hazy sky.

” There are probably some who fool around more than others. Out here at the company, fooling around is a good thing— it’s not seen as bad. Because if you don’t have anything to do in the department at some point, well, it’s good to go ahead and work on something, to have a project you can get started on. You learn from it. You learn a lot from it in any case because it’s really... If you have something that you’ve really decided on, then you really want to get really involved in it, and that’s something you learn from.

Creative learning – the basic dimensions

- Flexible use of space and time
- Availability of appropriate materials
- Working outside the classroom/school
- ‘Playful’ or ‘games-bases’ approaches with a degree of learner autonomy
- Respectful relationships between teachers and learners
- Opportunities for peer collaboration
- Partnerships with outside agencies
- Awareness of learners’ needs; and non-prescriptive planning.
- There is also evidence for impact of creative environments on student attainment and the development of teacher professionalism



Innovative organisations are in need of creativity from all their employees



Some of the challenges

- The innovation challenge is not solely technical but involves the ability to act smart, agile and inventive when facing new stakeholders and customers
- Projects of today are so complex and contain such a vast amount of unknown factors that traditional ways of managing projects no longer suffice
- Projects have to much more oriented towards learning than we have seen before

We are not good at identifying the sustainable ideas fast enough in between all the other non-sustainable ideas, and it's a challenge to reach the customers fast enough to figure out if the ideas can turn into successful products at all. - Flemming Hedegaard, Manager of New Concepts i Global Research and Technology, Grundfos

Craft as a basis for creativity and innovation

A young boy in a grey suit, white shirt, and blue bow tie is wearing a foil hat. The hat is decorated with several gold and silver beads and has several red and blue wires extending from it. He is also wearing round, dark sunglasses. He is sitting at a dark wooden desk with a white spiral notebook in front of him. To his left, there is a black battery pack with red and blue wires connected to it. The background is a light blue wall.

- **Danfoss: Employees are allowed to use material/technologies in the workshops to work on new ideas (like Google's 20 %)**

'Instant' creativity? – no crafts and education



- "a result of a peculiarly American trust in gadgets and the injection of energy to speed things up"