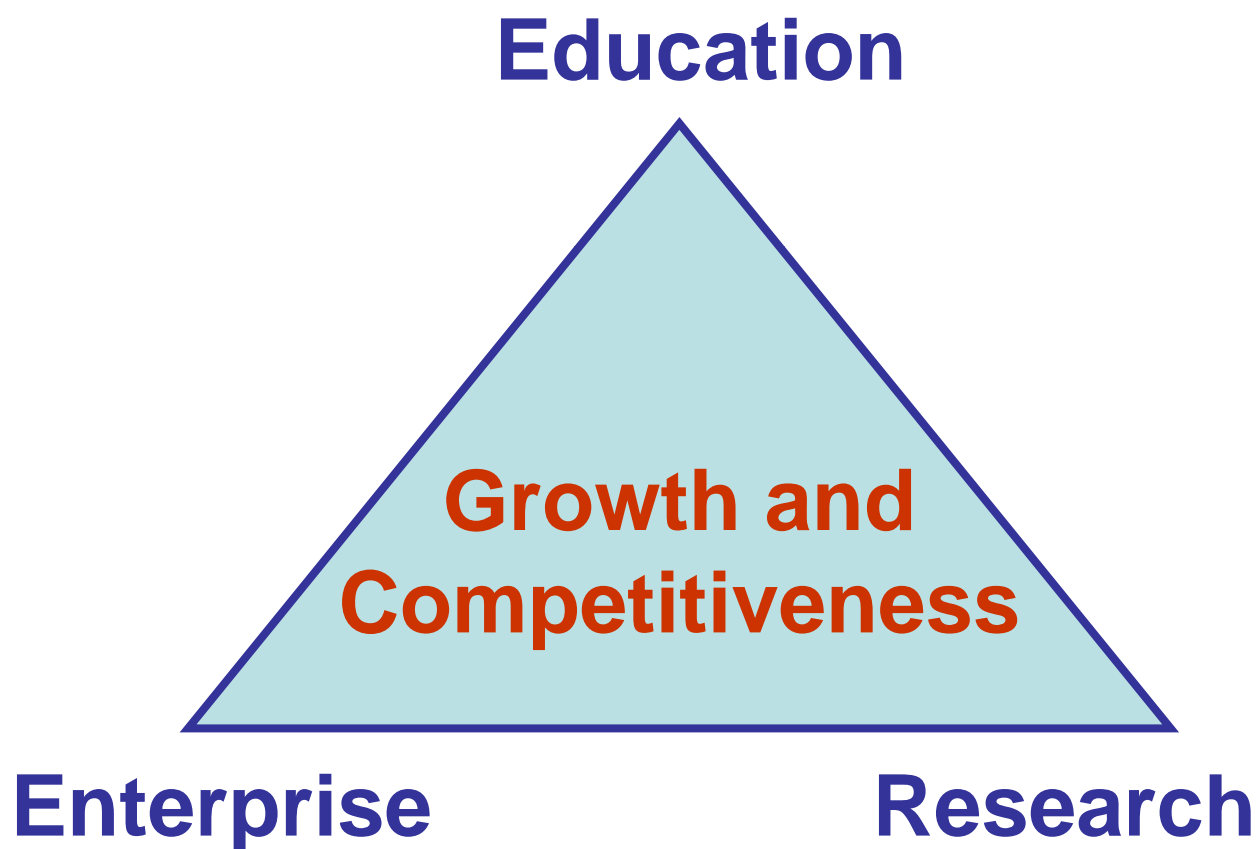

Learning, Innovation, Creativity
Summit on Global Learning Industry Challenges
Learning Impact 2009
Barcelona 11-14 May 2009

Maruja Gutiérrez Díaz
Adviser to the Director
DG Education and Culture



Lisbon Agenda : the knowledge triangle



Our future depends on innovation

“In a remarkably short period of time, economic globalisation has changed the world economic order, bringing new opportunities and new challenges.

In this new economic order, Europe cannot compete unless it becomes more inventive, reacts better to consumer needs and preferences and innovates more.

A broad-based innovation strategy for the European Union COM(2006)502



Innovation: a broad-based policy

- Bringing together all public and private sector actors, users and consumers
- Encompassing all socio-economic activities
- Fostering a demanding market for innovative products and services
- Achieving efficient knowledge transfers
- Well structured at all levels: regional, national and European

A broad-based innovation strategy for the European Union COM(2006)502



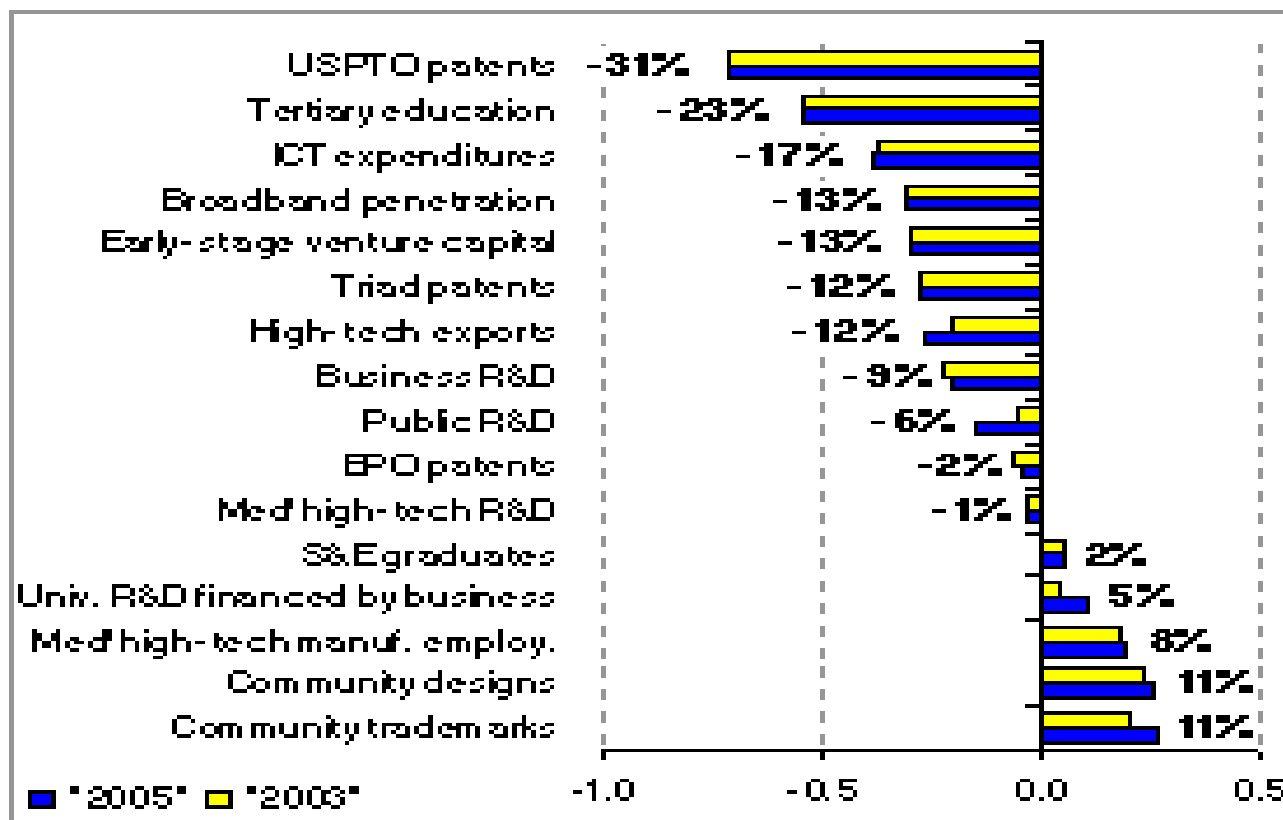
Innovation: a strategic policy

- Innovation and **lead markets**
- Innovation in services
 - Public Sector : health, government, **education**
 - Private Sector
- Non-technological innovation
- Innovation in traditional sectors
- A key European sector: creative industries
- A transversal, encompassing sector: **ICT**



Europe is lagging behind USA & Japan

Indicators of innovation, EU and US



Emerging economies are catching fast

- China has become world's top exporter of computers and second to the US in electronics and telecoms
- Also its R&D investments and R&D intensity are increasing substantially
- China and South Korea have a significant share of high tech patent applications
- Asia is to an increasing extent retaining its own stock of human resources for S&T
- South-East Asia has become a new major player for tertiary education



It all hinges on human capital...

Everywhere in the world, intangible capital is the most precious resource for advanced economies. Without it, traditional and financial resources, as well as fixed capital, will become decreasing resources. No nation can believe it has achieved a high quality of development if its human capital remains hidden or is under-used

European Commission, 2007



...this is, on education

First and foremost, **without education as a core policy, innovation will remain unsupported**. It must promote talent and creativity from an early stage. The European Framework for Key Competences has identified the key competences necessary for living and working in a modern innovation-oriented society.

These include entrepreneurial skills in the wider sense, as well as literacy, languages, scientific and mathematical competences, learning-to-learn skills, and social and cultural competences. They also include **digital literacy**, which is a *sine qua non* for a wider uptake of ICT and its innovation potential.



Sources of innovation in education and training

- **Science, research, evidence**
 - Well-defined experimentations, involving practitioners and users
- **Networks, communities of practice, partnerships**
 - User-led innovation, open innovation
 - Triple Helix models, innovative governance models (EIT)
- **Global views, but local autonomy**
 - Need for local innovation, for increased autonomy and accountability of education partners in a systemic approach
- **Intelligent and extensive use of ICT**
 - Access, connectivity, personalised learning,



Recognising the problems

Failing to capitalize on the application of ICT

Productivity growth has in recent years been driven mainly by the ICT-using services sector and it is precisely here that the difference is most obvious - productivity growth in the EU is relatively stable across time in contrast to a very large acceleration in the USA as it successfully applies ICT.

Creating an innovative Europe – Aho Report, 2006



Addressing them: ICT for learning

- The learning habits of younger generations are changing;
- eLearning is becoming more social and interactive;
- ICT equipment and infrastructures are becoming mature, accessible and affordable
- User-centred /user-owned/user-created contents and learning services are reaching a critical mass ;
- Fostering innovation skills can be greatly enhanced via an intelligent use of ICT for learning and teaching



Three striking findings

- the impact of ICT on education and training has not yet been as great as had been expected. In particular, the transformation of business and public services through ICT has not yet reached education systems;
- embedding ICT in education and training systems require further technological, organisational, and pedagogical changes at classrooms, workplaces, and informal learning settings;
- although ICT has the potential to develop a “learning continuum” that would support lifelong learning and embrace formal, informal and workplace learning, this has not yet happened

The use of ICT to support innovation and lifelong learning for all

SEC(2008)2629



Three key conclusions

- **ICT have become a basic education and training tool.** Intelligent use of ICT can scale up the core functions of education and build active learning communities in a networked society.
- ICT has the potential to build a learning continuum, embracing formal and informal learning, for purpose and for pleasure, at home and at work. **ICT is a powerful lifelong learning enabler.**
- **ICT is a key driver for innovation.** The transformation of economy and society through ICT demonstrate its potential for nurturing creativity and innovation for a more competitive and socially cohesive Europe.

The use of ICT to support innovation and lifelong learning for all

SEC(2008)2629



And a clear need: partnerships

- Education is a social process and it needs a social endorsement; it cannot be a closed system
- A better connection to society calls for re-thinking education systems: curricula, learning methods and learning environments
- A permanent dialogue between business and education at all education levels is required – “new skills for new jobs”
- Innovation, learning and ICT have the potential to be common drivers and shared objectives
- ICT is the backbone of the learning infrastructure that the knowledge society requires



European Year of Creativity and Innovation, 2009

- The overall objective is to promote creativity and innovation in society and economy in general, with a special attention to education in a lifelong learning context
- Two core activities: raising general awareness and understanding and facilitating a policy debate
- It is a joint initiative of DG Education and Culture and DG Enterprise, with an active participation of DG REGIO
- It covers a wide range of sectors, from arts and culture to design and fashion, to business, research and advanced technologies



European Year of Creativity and Innovation, 2009

- Information and communication events and initiatives as well as policy debates are organised at all levels: European, national, regional and local
- There is a wide participation of external partners, both from the public and private sectors
- Implementation is financed by the EU Lifelong Learning Programme and other EU programmes and initiatives
- There is no specific funding, but excellent opportunities to associate with it

For more detailed information:

<http://create2009.europa.eu>



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 Education and Culture DG

 1st EUROPEAN SME WEEK '09
SMALL BUSINESS. BIG IDEAS


 European Entrepreneurship Video Award


 Euro Creator

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




Creativity and Innovation
European Year 2009


NEWS  [News Archive](#)

08.05.2009
 **Join us to celebrate Europe on Saturday 9 May**
 This year, the European institutions in Brussels will open their doors to the public for the Festival of Europe on Saturday, May 9, the anniversary of the 1950 Schuman Plan. Come and meet Europe- creatively!
[more >](#)

08.05.2009
JA-YE Young Entrepreneur of the Year Award 2009
 At a gala awards presentation, Benjamin Kainz & Oscar Lundin, Founders of "Ung Omsorg" were awarded the JA-YE Young Entrepreneur of the Year Award 2009. (© text: YA-YE Europe)
[more >](#)

08.05.2009
Young entrepreneurs develop business skills through a mixture of academic and experiential learning
 Lithuanian students scoop European entrepreneurship award. (© text: YA-YE Europe)
[more >](#)

HIGHLIGHT OF THE WEEK 



Festival of Europe - Open day - 9 May 2009
 Festival of Europe - Open day - Brussels

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08.05.2009

JA-YE Young Entrepreneur of the Year Award 2009

At a gala awards presentation, Benjamin Kainz & Oscar Lundin, Founders of "Ung Omsorg" were awarded the JA-YE Young Entrepreneur of the Year Award 2009. (© text: YA-YE Europe)

[more >](#)

08.05.2009

Young entrepreneurs develop business skills through a mixture of academic and experiential learning

Lithuanian students scoop European entrepreneurship award. (© text: YA-YE Europe)

[more >](#)

BRUSSELS DEBATES ✨



Join us on 13 May for the 3rd Brussels Debate !

Spotlight on "Innovation & Creativity in Europe's public sectors: time for radical change!"

[more >](#)

09/05/2009

ERASMUS for young entrepreneurs ✨



Call for proposals- Deadline 29 May

[More information](#)

UPCOMING EVENTS ✨

06.05.2009 - 14.05.2009

First European SME Week | Brussels | Belgium

The first European SME Week, taking place from 6 to 14 May 2009, is a campaign to promote entrepreneurship across Europe and to inform entrepreneurs about support available for them at European, national and local level.

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Ambassadors







The Ambassadors of the Year are prominent personalities who are committed to, and share, the aims of the European Year of Creativity and Innovation. The Ambassadors lend their support to making the Year a success and are taking part in various events organised throughout the Year.

The Ambassadors for the European Year of Creativity and Innovation 2009 are:



Print a a a

	Ferran Adrià Acosta (ES) Creative chef more >
	Esko Tapani Aho (FI) Executive Vice-President, Nokia more >
	Karlheinz Brandenburg (DE) Professor, researcher in information and communication technology more >
	Jean-Philippe Courtois (FR) President, Microsoft International more >
	Edward de Bono (MT) Author and international speaker on creativity and lateral thinking more >
	Anne Teresa de Keersmaeker (BE) Dance choreographer

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Thank you for your attention!

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create2009@ec.europa.eu



Creativity and innovation: basic concepts

INNOVATION

A new or significantly improved product (good or service), or process, a new marketing method, or a new organizational method, business practice, workplace organization or external relations”

(Oslo Manual, OECD 2006)

INVENTION

Occurrence of a new idea

CREATIVITY

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

(NACCCE, 1999)

