

# Nurturing Creativity in Children for A Better Future



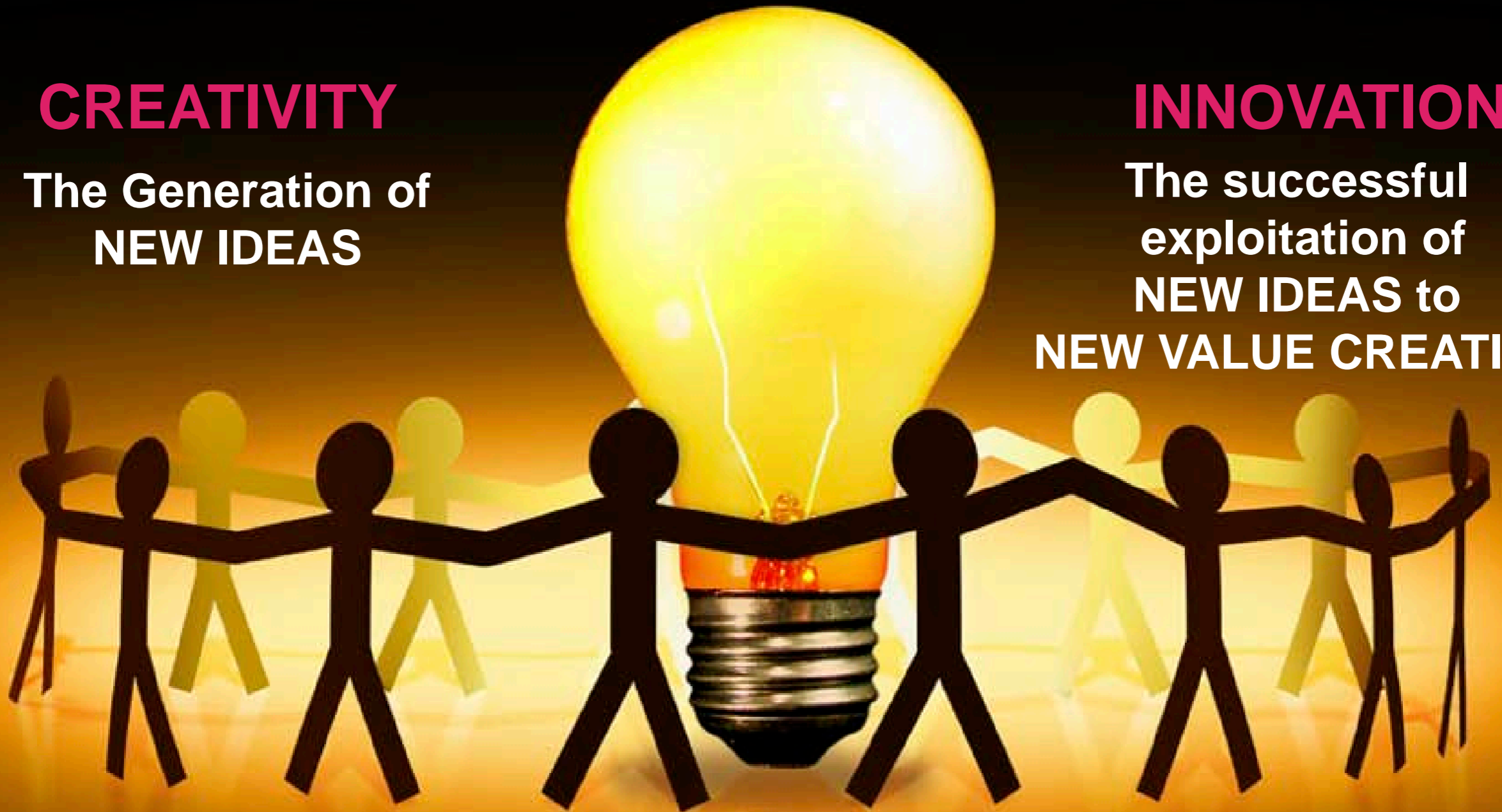
# Defining the BIG Concepts

## **CREATIVITY**

The Generation of  
**NEW IDEAS**

## **INNOVATION**

The successful  
exploitation of  
**NEW IDEAS** to  
**NEW VALUE CREATION**



## **CREATIVE - DESIGN THINKING**

It is what links **CREATIVITY** and **INNOVATION**

So what's the BIG Deal?



# The Importance of Creativity

- **The world is experiencing exponential Rate of Change**
- **Globalisation and Technology accelerating this change**
- **Ideas become most valuable asset of people and economies**



# The First Net-Generation

- **Target Age Group for research: 10 Years and below**
- **Born into a Digital World from day one**
- **Totally connected, access unlimited visual media**
- **How can we allow the Net-Generation to move up the Creative Ladder?**





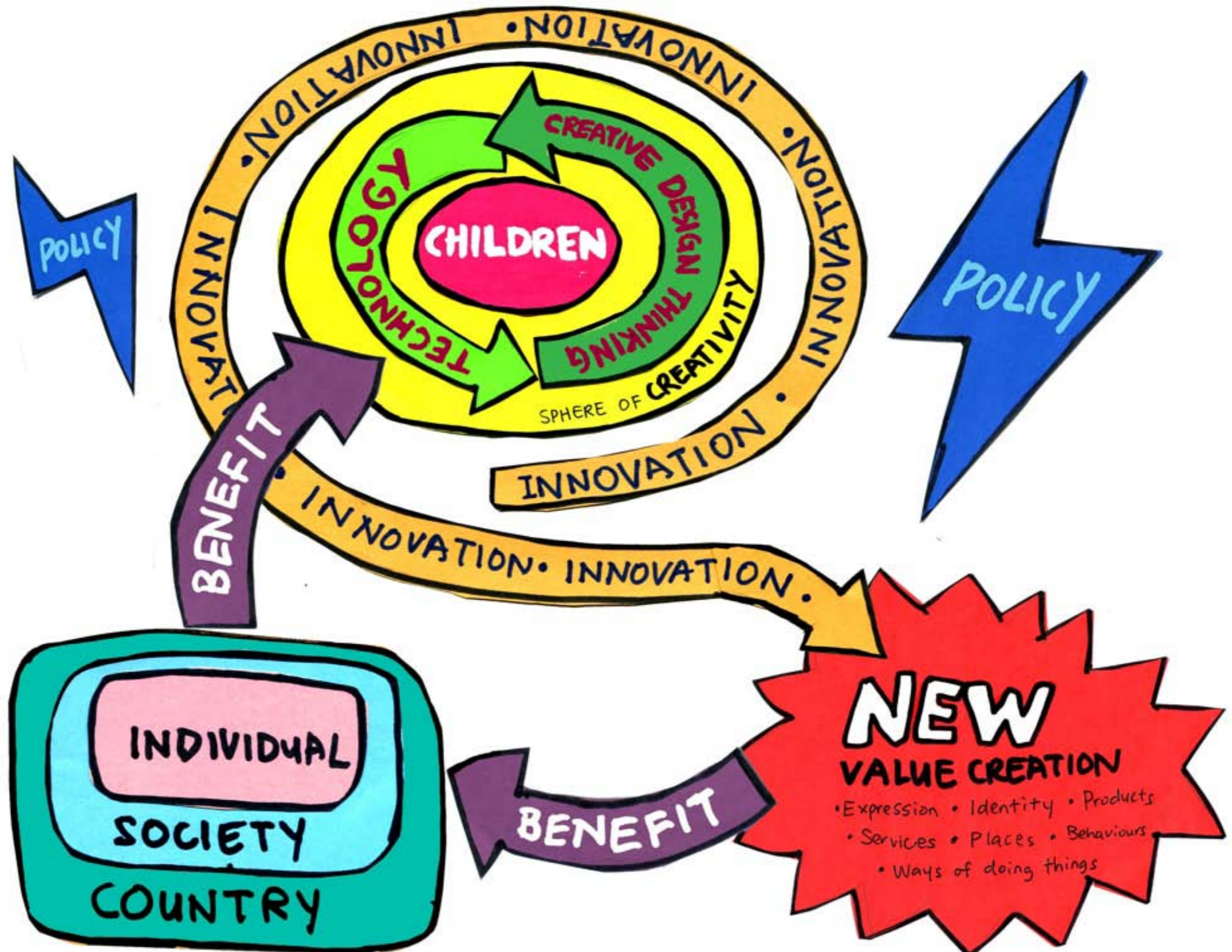
# The Time is NOW!

- **Emergence of the Creative Economy**
- **Democratization of Tools and Technologies**
- **A Time of Unlimited Possibilities**





# Creativity





# Some Questions ...

- **How can children be empowered by Technology and Creative Design Thinking to solve problems we don't even know are problems yet?**
- **How do we measure the successful increase of creativity in Children?**
- **Are Children more creative than Adults?**
- **What can we learn from Children and how can we learn from them?**

