



Creativity
and Innovation
European Year 2009

CAN CREATIVITY BE MEASURED?

Brussels, 28-29 May 2009

PROGRAMME



JRC

ipSc
Institute for the Protection
and Security of the Citizen



CRELL
Centre for Research
on Lifelong Learning

CONFERENCE

“CAN CREATIVITY BE MEASURED?”

28-29 May 2009

Brussels, MADOU auditorium

The European Union declared 2009 the European Year of Creativity and Innovation. The European Year of Creativity and Innovation aims to raise awareness of the importance of creativity and innovation for personal, social and economic development, disseminate good practices, stimulate education and research, and promote policy debate and development.

The importance of creativity for economic prosperity and social cohesion seems clearer than ever. The capacity of people to re-adapt to current conditions demands creative skills that can provide new and adequate responses to existing challenges and problems.

The aim of the conference is to advance in the understanding of different ways of measuring creativity and assess the feasibility of measuring creativity in an international, comparative manner. The intended outcomes of the conference are two-fold: Firstly, a short-term objective is to propose a feasible measure of creativity using existing statistical sources. This should provide a list of a limited number of indicators covering the various dimensions of creativity (derived from existing statistical sources). Secondly, in a more long-term perspective, the conference aims at identifying the necessary steps to be made to conduct a large scale survey to measure individual creativity. The first day of the conference is dedicated to the first objective, while the second day is dedicated to the second one.

The conference should contribute to the debate on measuring creativity by addressing which aspects can be measured across nations as well as what tools could be used. The approach is “inductive” in the sense that we do not provide a pre-determined definition of creativity, but expect that a definition will “emerge” from the different measures presented through the conference. This is the first step in establishing where creativity is already being fostered through our educational systems, and how it can be promoted.

We have established a blog for discussing this and other issues. Visit us at: <http://crell.jrc.it/creativitydebate>, register and become part of the debate!

28th May: Measuring creativity at national / regional level

9:00

Registration

9.30 - 10.15

Welcome and introduction

10.15 - 11.00

Session 1: Commission initiatives on indicators and its relationship to creativity (1st part)

11.00 - 11.30

Coffee Break

11.30 - 12.30

Session 1: Commission initiatives on indicators and its relationship to creativity (2nd part)

12.30 - 13.00

Session 2: Measuring specific aspects of creativity (1st part)

13.00 - 14.00

Lunch Break

14.00 - 15.15

Session 2: Measuring specific aspects of creativity (2nd part)

Discussion

15.15 - 16.30

Session 3: On the measurement of creativity at the aggregate level

16.30 - 16.50

Coffee Break

16.50 - 17.45

Session 4, Round table: Indicator approaches for creativity and education at an aggregate level

17.45 - 18.00

Conclusions first day

29th May: Measuring creativity at individual level

9.00

Introduction to second day: Creativity at the individual level, the role of education

9.15 - 10.30

Session 1: Creativity research and its measurement – An overview

10.30 - 11.00

Coffee Break

11.00 - 12.30

Session 2: Approaches to the measurement of creativity at the individual level

12.30 - 13.00

Session 3, Round table: Steps towards cross-national surveys on creative competences

13.00 - 14.00

Lunch Break

14:00 - 15.15

Session 4: Creativity and key competences

15.15 - 15.45

Coffee Break

15.45 - 16.45

Session 5, Round table: The role of education in promoting creativity: enabling factors and barriers

16.45 - 17.00

Conclusions and closure of the conference

Be part of the debate! Register and post your comments at:
<http://crell.jrc.ec.europa.eu/creativitydebate/>



28th May: Measuring creativity at national / regional level

The first day of the conference is dedicated to approaches used to measure creativity at the aggregate level. It aims at bringing together different experts and services of the Commission to talk about what existing indicators, already developed and used, can be related to creativity and thus, how creativity could be approached from a composite indicator perspective.

9:00

Registration

9.30 - 10.15

Welcome and Introduction

- Odile Quintin, Director General (*European Commission, DG Education and Culture*)
- Roland Schenkel, Director General (*European Commission, DG Joint Research Centre*)

Chair: Jordi Curell, Director (*European Commission, DG Education and Culture - A*)

10.15 - 11.00

Session 1: Commission initiatives on indicators and its relationship to creativity (1st part)

Different services of the Commission will present their initiatives related to the measurement of creativity and innovation. They will present specific indicator initiatives in their policy areas.

Presentations:

- **Towards a European Creativity Index** - Philip Kern (*KEA European Affairs*)
- **The regional dimension of creativity and innovation** - Lewis Dijkstra (*European Commission, DG Regional Policy*)
- **Measuring innovation: experiences past, present and future** - Keith Sequeira (*European Commission, DG Enterprise and Industry*)

Chair: Ann Mettler (*Lisbon Council, Belgium*)

11.00 - 11.30

Coffee Break

11.30 - 12.30

Session 1: Commission initiatives on indicators and their relationship to creativity (2nd part)

Presentations:

- **Is it possible to measure scientific creativity?** - Johan Stierna (*European Commission, DG Research*)
- **The joint OECD/Eurostat Entrepreneurship Indicators Programme** - Manfred Schmiemann (*European Commission, EUROSTAT*)
- **Measuring complex constructs using composite indicators: methodological issues** - Andrea Saltelli (*European Commission, DG Joint Research Centre - IPSC*)

Chair: Ann Mettler (*Lisbon Council, Belgium*)

Discussion

- **How do these different indicators relate to creativity?**
- **Can we aim for a holistic measure of "creative societies"?**

12.30 - 13.00

Session 2: Measuring specific aspects of creativity (1st part)

The session aims at showing specific examples of indicator initiatives. These examples show a range of indicators and how they have been used for the measurement of specific aspects of creativity.

Presentations:

- **Contributions of Leisure and Culture to the creativity of a region** - Cristina Ortega Nuere (*Institute of Leisure Studies of Deusto University, Spain & ENCATC Working Group of Cultural Observatories and Cultural Information and Knowledge*)
- **Flanders District of Creativity** - Pascal Cools (*Flanders DC, Belgium*)

Chair: Benedict Arora (*NESTA, United Kingdom*)

13.00 - 14.00

Lunch Break

14.00 - 15.15

Session 2: Measuring specific aspects of creativity (2nd part)

Presentations:

- **Tolerance, Heterogeneity, Creativity and Economic Growth** - Thomas Tiemann (*Elon University, USA*)
- **Creative Class and Regional Growth - Empirical Evidence from Seven European Countries** - Ron Boschma (*Utrecht University, the Netherlands*)
- **Innovation Index in the UK** - Mark Franklin (*Office for National Statistics, United Kingdom*)

Chair: Benedict Arora (*NESTA, United Kingdom*)

Discussion

- *What impact did the initiatives have in policies and praxis?*
- *How can the aspects presented be related to creativity and how do they differ from it?*

15.15 - 16.30

Session 3: Two examples on the measurement of creativity at the aggregate level

This session presents two relevant and different approaches in the creation of a "creativity index".

- **Creativity at Work in the European Union** - Edward Lorenz (*CNRS, France*)
- **Design and Construction of the Hong Kong Creativity Index** - John Bacon-Shone (*University of Hong Kong, Hong Kong*)

Chair: Hans Martens (*European Policy Centre, Belgium*)

Discussion

- *What are the major challenges in the creation of these measurements?*
- *How can these measurements be used for policy making?*

16.30 - 16.50

Coffee Break

16.50 - 17.45

Session 4: Round table on Indicator approaches for creativity at an aggregate level

The aim of this round table is to discuss how the different sets of indicators presented through the day can be used for monitoring purposes in the European Union to measure creativity in Regions and Nations in Europe. After a brief comment from the panelists the floor would be open for those that would like to contribute to the debate.

Discussion

- *Is it possible to use these sets of indicators for policy purposes? What are the consequences?*
- *Is this creativity that we are measuring or something else?*
- *What aspects are missing in these indicator approaches?*

Discussants:

- Philippe Kern (*KEA*)
- Hugo Hollanders (*Maastricht University - MERIT, the Netherlands*)
- Manfred Schmiemann (*European Commission, EUROSTAT*)
- Ernesto Villalba (*European Commission, DG Joint Research Centre - IPSC*)

Chair: Irene Tinagli (*Carnegie Mellon University, USA*)

17.45 - 18.00

Conclusions first day

- Vladimir Sucha, Director (*European Commission, DG Education and Culture - C*)
- Stephan Lechner, Director (*European Commission, DG Joint Research Centre - IPSC*)

Be part of the debate! Register and post your comments at:
<http://crell.jrc.ec.europa.eu/creativitydebate/>

29th May: Measuring creativity at individual level

The second day of the conference is dedicated to the measurement of creativity at the individual level. In the last 50 years different techniques and instruments have been used to measure creativity at the individual level. Through the different sessions it will be possible to obtain an overview of the different possibilities for measuring creativity at the individual level, and how these techniques can be used in an international, comparative way. The day will have a special focus on the role of education in building creative skills.

9.00

Introduction to second day: creativity at the individual level, the role of education

- **Creativity and key competences** - Helene Clark, Director (*European Commission, DG Education and Culture - B*)

9.15 - 10.30

Session 1: Creativity research and its measurement – an overview

It gives a general introduction to the day providing an overview of creativity research and its measurement.

- **A Systems Perspective on Creativity and its Implications for Measurement** - Mihaly Csikzentmihalyi (*School of Behavioral and Organizational Sciences, Claremont Graduate University, USA*)
- **Overview of creativity research and its measurement** - Mark Runco (*University of Georgia, USA*)

Chair: Pasi Sahlberg (*European Training Foundation, Italy*)

Discussion

- **At what stage is the research on creativity in terms of measurement?**
- **What do we know of international comparisons on creativity?**

10.30 - 11.00

Coffee Break

11.00 - 12.30

Session 2 : Approaches to the measurement of creativity at the individual level

The session brings together different perspectives and approaches in the measurement of creativity at the individual level.

- **Creativity and its assessment: an individual differences perspective** - Todd Lubart (*Université Paris Descartes, France*)
- **Personality and creativity** - Rosa Aurora Chavez-Eakle (*Washington DC Creativity Consultant and Psychotherapist, USA*)
- **The dialectical evolution of divergent thinking tests** – Mark Runco (*University of Georgia, USA*)
- **The Tried, the True, and the Transpiring in creativity assessment** – Patrick Kyllonen (*Educational Testing Service (ETS), USA*)

Chair: Jarkko Hautamaki (*University of Helsinki, Finland*)

Discussion

- **What are the main characteristics of each approach in measuring creativity?**
- **What are the main advantages and disadvantages of each approach to be used in a cross-national setting?**

12.30 - 13.00

Session 3: Round Table on Steps towards cross-national surveys on creative competences

This session aims at discussing how the different measurement techniques could be used for the measuring of creativity in an international, comparative survey.

- **How would the different methods be adapted in order to allow for cross-national comparisons?**
- **What are the steps that would be necessary to create such a survey?**

Participants:

- Todd Lubart (*Université Paris Descartes, France*)
- Rosa Aurora Chavez-Eakle (*Washington DC Creativity Consultant and Psychotherapist, USA*)
- Patrick Kyllonen (*Educational Testing Service (ETS), USA*)

Chair: Mark Runco (*University of Georgia, USA*)

13.00 - 14.00

Lunch Break

14:00 - 15.15

Session 4: Creativity and key competences

The session aims at presenting different initiatives in the measuring of creativity and its environment in an educational context.

- **Fostering and measuring creativity – Individuals, Organisations and Products** - David Cropley (*University of South Australia, Australia*)
- **Creative Learning Assessment (CLA): a framework for developing children's creativity** - Sue Ellis (*Centre for Literacy in Primary Education, United Kingdom*)
- **Teaching creativity and innovation: a strategy for the future** - Petra Perez (*Institute of Creativity and Innovation in Education, University of the Valencia, Spain*)
- **ICT as a driver for creative learning and innovative teaching: an analysis of practices** - Yves Punie (*European Commission, DG Joint Research Centre - IPTS*)

Chair: Marilyn Fryer (*Creative Centre Ltd., UK*)

Discussion

- **What are the implications of creativity measurement for educational processes?**

15.15 - 15.45

Coffee Break

15.45 - 16.45

Session 5: Round table on The role of education in promoting creativity: enabling factors and barriers

The session discusses the enablers and inhibitors of creativity in an educational context.

Discussion

- **How can creativity be promoted in education, and how can we make sure that it is being enhanced?**
- **Does measurement have a role to play in enhancing creativity?**

Participants:

- Marilyn Fryer (*Creative Centre Ltd., UK*)
- Sue Ellis (*Centre for Literacy in Primary Education, United Kingdom*)
- David Cropley (*University of South Australia, Australia*)
- Pasi Sahlberg (*European Training Foundation, Italy*)
- Stephan Vincent-Lancrin (*Organisation for Economic Co-operation and Development (OECD)*)

Chair: Francois Taddei (*Paris-Descartes University's Medical School, France*)

16.45 - 17.00

Conclusions and closure of the conference

- Helene Clark, Director (*European Commission, DG Education and Culture - B*)
- Stephan Lechner, Director (*European Commission, DG Joint Research Centre - IPSC*)



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