

ACADEMIA SCIENTIARUM
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EUROPEAN ACADEMY OF
SCIENCES AND ARTS

L'ACADEMIE EUROPEENNE
DES SCIENCES ET DES
ARTS

European Year of Creativity and Innovation 2009

The EU leaders declared 2009 the European Year of Creativity and Innovation¹ (EYCI). The aim is *to promote creative and innovative approaches in different sectors of human activity and help equip the European Union for the challenges ahead in a globalised world.*

In view of this development, the European Academy of Sciences and Arts (EASA) issued the following:

1. EASA welcomes the initiative and agrees that *creativity and innovation are tools to tackle Europe's challenges, including the move to the knowledge society, demographic change, globalisation and climate change.*

EASA insists that the issue must remain on the EU agenda beyond the current European Year.

2. Successful implementation of the EYCI necessitates bold new thinking from the EU as well as the Member States. The recommendations by the Budapest Round Table² events provide strong impetus:

- Europe has the duty to support gifted young individuals. They require tolerance as they differ from the mainstream.
- Europe needs more entrepreneurs. Wider awareness campaigns should be launched to demonstrate the value of an entrepreneurial career-path.
- Interaction between Economic Actors and Educational Establishments must be enhanced to produce graduates with skills needed by potential employers. More Educational Establishments should invite successful Entrepreneurs and Industrialists to their advisory boards and as lecturers.
- More interaction is needed between business schools in Europe, the People's Republic of China and India. It is an effective means of developing cultural and social awareness in new generations of business leaders and should include joint courses and regular exchange of students and Professors.

3. When dealing with the current economic crises and other global issues, creativity and innovation must be central. With this approach, crises would offer opportunities for rejuvenation of structures and promotion of social justice.

Social justice must go beyond the interest of Europe. Beyond own economic advantages, it must consider Europe's ethical and moral responsibilities towards the rest of the World as well as future generations.

Brussels / Salzburg, January 2009.

GF / UFvH

1 <http://create2009.europa.eu/>.

2 The objective of this annual event is to address in a direct dialogue between key actors current issues of socio-economic importance and formulate innovative solutions. The issues must have relevance beyond narrow national focus and interests.