

AYCH

30 recommendations for a Creative Europe

Funding support



Give social entrepreneurs more funding opportunities. Look for others with similar goals. Collaborate as a collective to fund and resource your projects. Many voices are more likely to be heard than one.

Circular economy



Encourage local and/or recycled materials. Encourage the use of products that have a circular economy model and be aware of your own role within it.

Sharing spaces




Improve access to makerspaces for entrepreneurs. Embrace technologies that have a direct impact on the way we work and learn and find ways to make them inclusive by supporting those with little or no access to them.

Makers community




Promote local and digital communities. Support others locally or digitally who are trying to affect change for the better by making your skills and experiences available to others. Be the network.

Consideration



Know that it takes time to bring about change and to change strongly held beliefs; be values driven, count environmental benefits as valuable as monetary ones.

Awareness



Increase the environmental awareness through pedagogical approaches, including clean walks on the beach.

Consumers power



Understand that our choices as consumers make a difference as we have buying power that can bring about change. Insist on products which have achieved environmental and/or ethical, quality standards.

Exceed requirements



Set yourself / your business standards which exceed the mandatory requirements. For example in the Blue Economy exceeding the requirements about prevention of ocean pollution.

Ethical credentials



Make it easier for consumers to make better choices from products with higher sustainability and ethical credentials by clearly quantifying environmental impact.

Support the next generation




Stay aware of international and global movements towards sustainable and responsible entrepreneurship. Support them and the next generation of leaders.

Recognise and promote Soft Skills




Raise the relative value of Soft Skills by including them in the curriculum and in the selection criteria for further education and work.

Creative education



Give space for Creativity within the curriculum and encourage more interdisciplinary study throughout the education journey.

Teaching creatively



Redefine the role of teachers so that they facilitate, mentor and nurture interest and talent for students with a range of learning styles and interests. Give teachers opportunities to train in creative approaches regardless of their subject expertise.

Open learning



Provide open-access, accessible physical and/or digital learning resources for everyone and encourage life-long learning for the joy of learning.

Be creative




Use Creativity to counter self-doubt, boost confidence and improve well-being.

Visual language



Use the universal 'language' of visual arts more widely to break down barriers and improve international understanding.

Art & sciences



Build more bridges and break down the divides between science/tech and arts/creativity to create a common culture.

Creative approach



Establish a human-centered creative approach at the heart of organisations to improve the ecosystem of well-being, values, problem solving and productivity.

Creative spaces



Enable communities to express themselves creatively through the provision of free and accessible physical/virtual spaces and value their work.

Go for it




Think crazy before thinking about feasibility, encourage freedom of thought, don't dismiss ideas out-of-hand, our world today is the science fiction of yesterday.

New skills



Be ready for the work place of tomorrow and continuous transitions by gaining new skills and making yourself the 'Swiss Army Knife' of the digital workplace.

Improve AI



Use creativity and also the spirit of Humanity to improve and complement Artificial Intelligence to make it reflect our diversity.

Heritage



Build on our heritage and know-how as a launch pad for innovation and reservoir of craft skills.

New protocol



Design an international protocol for the new world of work where rights are protected and mindsets are transformed to value individual working aspirations.

Real innovation



Encourage real innovation based on collective intelligence to improve inclusivity and sustainability by avoiding mistakes of design.

Choose where to work



Understand that productivity increases when workers choose their work environment.

New metrics



Keep measuring business performance over a broader range of metrics and make improved social and environmental impacts a priority.

Find your community



Reinforce and build new international communities based on common values and interests to work collaboratively on societal and environmental projects.

Consider your passions



Embrace this opportunity to reevaluate your direction and consider your passions and interests so that you can lead a fulfilling life.

Funding support



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