

# WORLD **CREATIVITY** and **INNOVATION** Day

21<sup>st</sup> April



**United  
Nations**



Match the sentences and then watch the video to check your answers.

United Nations International Creativity and Innovation Day IE School of Global & Public Affairs Jessica Heeth, IE student of the Master of International Relations, highlights the importance of being creative and innovative.

<https://youtu.be/L-MA8Lc0ot8>

1. The United Nations created this day because they...
2. If you can get people from different countries to get together, then you can come up with...
3. Creativity means...
4. Innovative means...
5. And I encourage you to think outside the box and get really creative, because...
6. Inventors were looking for solutions for something else, and by accident, ...

- a) ... most inventions were the result of an accident.
- b) ... found a solution for another problem, such as penicillin, the microwave, X-rays, and even the chocolate chips cookie was invented by accident.
- c) ... an infinite number of creative ideas and innovative solutions to the challenges that the world faces today.
- d) ... thinking of new ways to approach problems.
- e) ... wanted to highlight the importance of using creative and innovative ideas to solve the sustainable development goals for the 2030 agenda.
- f) ... thinking outside the box.

**Here are some ideas to make the way to a better future. Think of a problem and try to come up with an idea. Think outside the box!**



Low-cost tiny houses could be a solution to the world's housing problems.

Boat made of recycled plastic and flip-flops inspire a fight for cleaner seas along African coast.

Polyester made from recycled bottles, wardrobe recycling... solutions to make the fashion industry more sustainable.