

## **PROGRAMME**

- 9.30 - Welcome and Introduction – Confindustria Veneto SIAV
- 9.40 - "Creativity today" - Experiential learning on creativity as a concept – Willem Stordelder and Mike Van der Vijver
- 10.30 - "Cre – active" - exchange of views and approaches by New Schoes Today and by Actors with local experiences and approaches in enterprises:
  - "CreativaMente" – Treviso Tecnologia
  - "Innovation, creativity and enterprises" TeDIS (Center for Studies on Technologies in Distributed Intelligence Systems) – Venice International University
  - Management engineering approach – DIMEG – Department of Innovation in Mechanics and Management – University of Padua
- 13.00 - Lunch Break
- 14.00 - Experiential learning on creativity as a concept: essential from the book "Creativity today"
  - Cultural Flags: Implications of National Cultures on the Transfer of Creativity
  - Partnership feedbacks about potential actions and services in local contexts
  - Planning of the action "Training of trainer on creativity"
- 17.00 - End of the workshop