

# EUROPEAN CLUSTER CONFERENCE 2022

26-27 SEPTEMBER 2022, PRAGUE

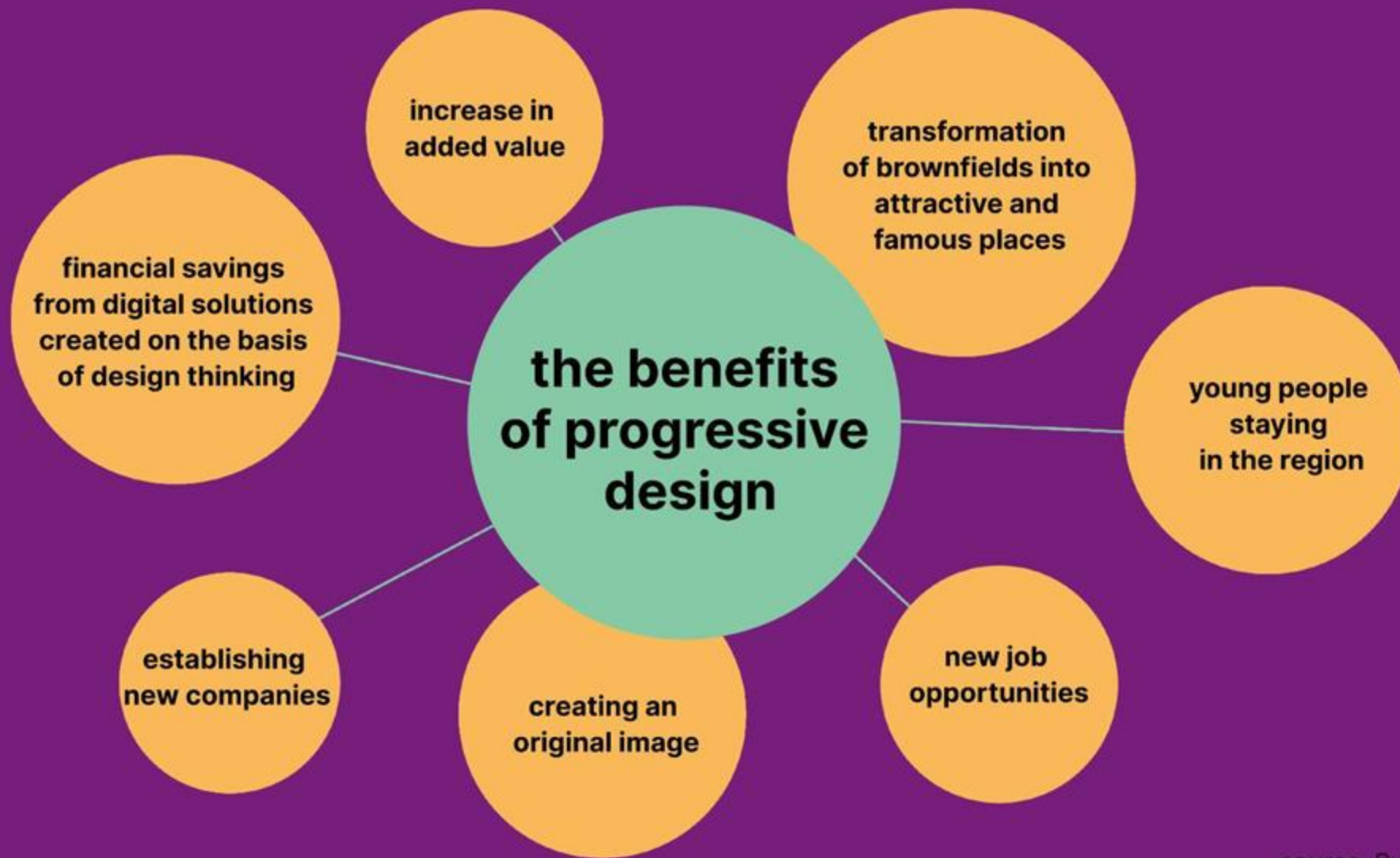


# Creativity as a catalyst for up-skilling and re-skilling

# WHAT CAN CREATIVITY BRING?

- Flexibility
- New ideas
- Courage to try new things
- Better ability to job changes
- Progressive design

Creativity is not just about an art or a gifted talent, it is something that we all have from birth and it is important to develop it as it will help us cope with the rapidly changing times.



source: Rut Bisková

# HOW WE SUPPORT IT?

- Education in companies about the need for creativity
- Education in art school about business
- Creative clusters
- Creative co-working places
- Exhibitions
- Networking

What we do in my region Zlín:

Zlín Creative Cluster, Exhibition One hundred years of Zlín design, awards Created in Zlin, program Creatinn, creative co-working HUB 123

# Thank you

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