



CREA
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What's the CREA Story?

Eighteen years ago, Laura, Matteo and Paolo, along with an international group of fellow facilitators (among whom Tim Switalski, Sylvain Matte, Guy Aznar and other French facilitators) decided to create a creativity conference in Europe. Italy was the chosen place and the CREA Conference was born in 2003. Why?

They all met in Buffalo at the Creative Problem Solving Institute (CPSI) and that experience had changed their lives. So, they decided to offer the same opportunity in Europe; combining creativity, learnings and their passion with the beauty of the Italian traditions, history and nature.

Thus, the CREA Conference was born and for 17 years has grown in Sestri Levante, on the Italian Riviera, and is one of the most important international annual events in Europe devoted to Creativity and Innovation, focusing on the learning and application of methods, tools and techniques for the development of creative thinking. Every year about 250 participants come to the CREA Conference from more than 30 countries.

After their success, the CREA Team started to feel that it was time for a new vision for the CREA Conference. The team gathered in Paris, with some CREA Friends, and created a new vision, along three main strands:

- i) a Green CREA
- ii) an Applied CREA aiming at inspiring people to take creative action in their lives and in their own community
- iii) the ongoing CREA that would continue to keep people connected and to grow beyond this annual event.

1. Who is your Audience? Potential Donor? Client? Target?

** Business Customers: HR, CSR manager and other directors of big companies*

** Large corporations (note: There are Creative Mornings (creativemornings.com) around the world sponsored by: Adobe, Mail Chimp, Word Press, Camp Tech, Crowdz etc.*

2. What specifically do you want that particular audience / client to do? What specific action do you want them to take?

Promote the event inside their companies and within their network of colleagues

Register some of their team's people

Donate money / sponsor CREA directly

Donate some free spare registrations for university students

3. Why should they? How will they benefit from this donation / sponsorship?

1. *They could be the first innovation spreader in their companies and in their communities*
2. *They will contribute to help new generation to become change makers*
3. *They will contribute to help a social company to offer summer camp free of charge to children with serious and chronic pathologies*
4. *They could use this action for their company's good reputation*
5. *Develop a tool kit and a larger network of creative-thinking mentors and stewards for underprivileged youth, which they can hopefully benefit from by sharing this knowledge with their communities*

4. Anything else your team should know? What makes you a good investment for your donor? How much are you looking for as a donation / sponsorship?

We are organizing the event in the same venue in which during the summer children with serious and chronic pathologies will have their summer camp. So:

- *the amount we will pay for the venue and the services will help us to organize it*
- *the participants can touch with their hands and see with their own eyes what it is possible to create and offer to these children. It's like "killing two birds with one stone" because they can promote creativity for their employees and at the same time promote non-profit associations.*
- *To sponsor 5 university students would be about 7,500 euros*
- *Our world faces complex challenges including Indigenous reconciliation (Canada); reparations (Black America); climate change (impacting poorer communities most acutely) and the Scholars will have the opportunity to learn new ways of thinking about their community's challenges and perhaps arriving at solutions*
- *Network with those in a variety of businesses in numerous countries around the world. CREA is a tight-knit, intelligent, international, and longstanding community. The ingredients are in place to catalyze the journeys of real superstars in this world.*