

Gesellschaft für Kreativität e.V.

www.kreativ-sein.de

The Charter:

1. Everyone has creative abilities which vary in type and degree.
2. Creative talents are usually quite high in childhood and diminish more and more by age.
3. Creativity is based on knowledge, experience, and understanding; it does also take advantage of sub-conscious sources.
4. Fear and lack of freedom in a work environment can heavily obstruct creativity. Creativity is much better unfolded by open-mindedness and by preparedness and courage towards change.
5. Creativity can be developed in a person and stimulated like every other ability through insight, experience, and practice.
6. Original and lasting solutions emerge more often by confronting other knowledges and experiences than by going more deeply into the specific problem being worked on.
7. Creative abilities have the tendency of getting strengthened and reinforced in a constructive group setting.
8. Through training and creativity techniques, not only the number, but also the originality and the quality of the ideas will be considerably raised.
9. Creative thinking and behaviour gives motivation and leads towards successful outcomes. It brings more meaning and fulfillment to one's life.
10. Creativity is helpful in all scopes of our lives; it benefits us in professional tasks, in arts, and also in the private sphere.
11. Creativity is the source of all innovations; it brings good living standards and secures the wealth of individuals and of the society.
12. Creativity is an inexhaustible resource never running dry. Taking notice of and applying this charter is not only an approach to overcome contemporary problems such as unemployment, environmental protection, and social cuts, but also a contribution towards a higher degree of contentness of mankind. For this purpose, the German Association for Creativity has devoted itself to encouraging the enhancement of creativity in all societal areas.