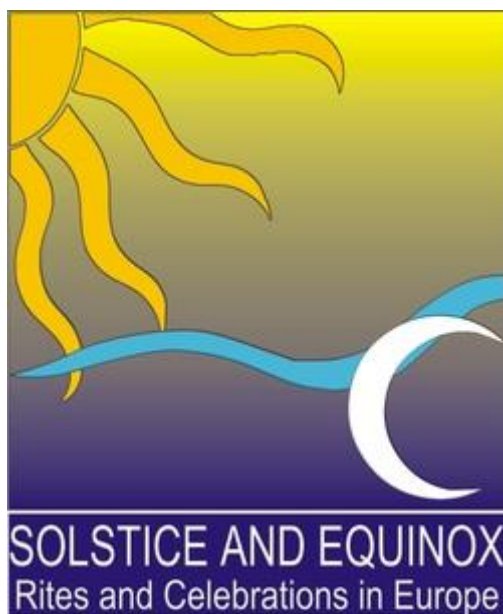


# **"Manual on methodology for using innovations and creativity in context of culture and traditions in adult education"**



*Project "Solstice and Equinox rites and  
celebrations in Europe: our common past,  
present and future"*

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## About methodological material

This document is developed within the Project “Solstice and Equinox rites and celebrations in Europe: our common past, present and future” supported by European Commission’s Lifelong Learning Programme “Grundtvig”. This material with the methodological materials from 4 different countries is one of the outcomes in this Project. Project partners who developed methodological material are:



Poland – Miejski Ośrodek Kultury w Konstantynowie Łódzkim;



Latvia – Valmiera Culture Centre;



Italy – ASSOCIAZIONE PROGRESSO PER L’EUROPA



Turkey – MENDERES HALK EĞİTİMİ MERKEZİ MÜDÜRLÜĞÜ.

This material does not necessarily represent the official position of the European Commission. The initiators of this material are the sole responsible for the information provided through it.

# Introduction

Creativity has often been conceived as an individual characteristic. In the research literature, different skills of creative persons are indicated, like the ability to formulate new problems, the ability to transfer knowledge across contexts and the ability to focus attention strongly on specific goals. Yet, more recent research emphasizes that creativity is not located solely in the individual, no matter how brilliant or extraordinary the person may be. Creativity is instead seen as an interaction, a dynamic relationship involving the individual (with his or her specific capacities, needs and dispositions), the domain of knowledge and skills within which the person works and the social field (with institutionalized norms, criteria and rewards) associated with this domain. Creativity is only realized when a person does new work in a domain and the field values this novelty.

In contrast to creativity, the concept of innovation originates in the development of technologies and products in companies and other organizations. The conceptual framework for analyzing innovation is mainly taken from economics or business studies, and innovation is viewed as an organizational activity rather than an individual quality.

The concepts of creativity and innovation both indicate that something new is brought about; products, plans, knowledge that clearly distinguishes themselves from what already exists. This novelty may take different shapes. It can be a new kind of product that opens up new markets, a new theory that reorganizes existing knowledge within a certain domain, a political strategy that has the ability to guide collective action and at the same time signal crucial values, or it can be a work of art that distinguishes itself in a certain genre through its optimal use and combination of existing ideas or techniques.<sup>1</sup>

Creativity and innovations arises through the confluence of the following three components:

- Knowledge: All the relevant understanding an individual brings to bear on a creative effort.
- Creative Thinking: Relates to how people approach problems and depends on personality and thinking/working style.
- Motivation: Motivation is generally accepted as key to creative production, and the most important motivators are intrinsic passion and interest in the work itself.<sup>2</sup>

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<sup>1</sup> <http://www.iline.fi/en/article/research/rasmussen/creative-and-innovative-competence-as-a-task-for-adult-education>

<sup>2</sup> <http://www.ncee.org/wp-content/uploads/2010/04/Sources-of-Innovation-Creativity.pdf>

## Methods – Latvia

Methods which are described below are the ones that Valmiera Culture centre is using in the work to find new inspirations for creativity or innovations for cultural events.

### The Tree

(Group activity raising issues relevant in neighbourhood or local community)

#### *Aims of the tool*

Collectively reflecting on causes and consequences of a problem faced in a neighbourhood.

#### *Description of the tool*

- Ask participants to discuss and agree on a problem faced in their neighbourhood.
- In groups of 3 to 5 people, draw a tree.
- On the trunk, write down the problem faced and discuss the causes and the consequences of the problems.
- Write these down on the diagram.
- The roots of the tree are the causes of the problem, the branches are the solution.
- Having discussed the causes and problems of the particularly issue, think together of possible solutions to the problem.
- Use post-it stickers to write these down.
- A post-sticker is a leaf.

#### Evaluation:

Gather together and get each group to present to the others their tree, explaining what they had come up with. <sup>3</sup>

### Randomly selected word as a tool for creative thinking

- It seems to be completely illogical and looks like it is useless;
- It could be the most easiest tool to use;
- It is very effective;
- In fact, it is extremely logical.

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<sup>3</sup> <https://www.salto-youth.net/tools/toolbox/tool/the-tree.1330/>

## ***How to use the randomly selected words?***

You have some problem which you want to solve. You know that you need new ideas.

After that you choose “randomly selected word”. Better select nouns because they are simpler to use. Randomly word you can find in different ways.

- You can keep in your pocket a page with 60 words. Then you watch in your clock and if seconds indicator show 27, then choose from your paper the 27<sup>th</sup> word.
- You can also choose the page in some vocabulary and then count the 10<sup>th</sup> (or some else) word from above and then keep counting downwards till you get to the noun. The same way you can choose using any other book – just selecting pages and lines.
- You can write on little papers different names, put it into bag and take one of them out.
- You can close your eyes and with finger point into the magazine or book page. Use the word that is closer to your finger.

All these methods are using practically to find the randomly word. As soon as you have found your word you can use it to create new ideas about the important question that you have. The task is to “open” new channel for thinking.

## ***Developing the necessary form***

For example, you need new ideas for your restaurant. You choose to use the “Randomly selected word”. Your word is “cinema”.

The necessary form developing could be quite direct. Customers could ask for DVD player and headphones and eat while they are watching some film. Some persons better enjoy eating and watching something than to talk while they are eating.

But the necessary form developing could be also not so direct. In cinema usually is dark. So – it could be quite dark restaurant so in it you could more enjoy the taste of food. And no one could see you. From this point we can go more further to idea about very discrete restaurant where for each couple would be separate and private chamber. <sup>4</sup>

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<sup>4</sup> Edward de Bono. 2012. Think! Before it's too late. Zvaigzne ABC. Page 45.

## **Methods - Poland**

The methods described below Municipal Cultural Centre uses at work to find new inspiration for creativity and innovation at work, building a program and strategy.

### ***Target***

Staff the Municipal Cultural Center, and groups operating within its structures

### ***“Cultural laboratory”***

Common reflection on intercultural learning through the analysis the behavior of participants and their interactions. Use what is around us: experiences, observations, media and structures. What impact have the concept approach to culture in our lives.

### ***Description of the tool***

Each participant plays the role of an anthropologist or cultural studies and its task is to explore the cultural needs and behaviors and evaluation of selected problems arising in the Centre of culture.

In groups of 6 persons considering one of these topics:

- space - are jointly and well use cultural infrastructure
- time - how to divide time between work and leisure time
- relationships between people - what friendships were established
- communication and information - how information is communicated
- men and women - similarities and differences. Do you have the same rights?

Group to decide whether they work by observation or survey and how the present results of their work.

### ***Reflection and evaluation***

As a result, changing the way the workshop participants to the creative work more effectively. The creative process and the group is a valuable contribution to personal development. Brainstorming and diversity are very important to create a strategy and program of cultural institutions. Staff of the Municipal Cultural Centre receives valuable information about assessment activities, cultural needs and new ideas.

## Methods – Italy

Methods which are described below are the ones that People Help the People is using in the work to find new inspirations for creativity or innovations for our activities.

### ***Introduction***

The creative process not only includes the proposal of new ideas, but also the analytical consideration of the problems, as well as the choice of ideas and the preparation of the implementation strategy.

The aim is the understanding of the creative process and its importance for the management of innovation.

### ***Target***

Management groups for social interaction of various ethnic groups

### ***Systematization of ideas on mind maps***

The mind map is a technique graphical and symbolic representation that, combining imagination and creativity, allows to structure the information, both received and sent.

A mind map is a tool for thinking, reflecting what happens inside our brain.

The process of thinking is chaotic and confused. The thoughts do not follow a linear direction and logic, but are the product of about a million chemical processes that occur each second in the brain cells (neurons).

The technique of mental maps in fact builds on the knowledge, experiences and the most recent discoveries about the human brain, the techniques of quick learning and the development of memory and creativity. It can assure those who apply better use of mental skills to achieve their goals and objectives.

### ***The Technique***

The technique to create a mind map consists of a few simple steps:

1. Starting from the main topic,
2. Developing the map radially through free association with subsequent ramifications,
3. Using colors and icons/images to enhance memory skills.



The use of mind maps has two purposes:

- Creating plainness, during brainstorming sessions or during the problem solving (for example, analyzing and solving a complex problem).
- Memorizing (such as reading a book and wanting to memorize some concepts, or making a speech in public).

## Methods – Turkey

Methods which are explained below are the ones that Menderes Halk Eğitimi Merkezi Müdürlüğü is using in the work is to find new ways of thinking strategies in order to be creative and innovative.

### The Fishbone

(Group activity raising issues relevant in family problems and relative events)

### The Targets of the Tool

Collectively reflecting on causes and consequences of a problem faced in a family.

### Description of the Tool

- Ask participants to discuss and agree on a problem faced in their family.
- In groups of 3 to 5 people, draw a fishbone.
- On the head of fishbone, write down the problem faced and discuss the causes and the consequences of the problems.
- Write the possible reasons on the other bones of the fish until the tail part excluded.
- Having debated on the causes and problems of one of the problems in a family, think as a group of possible solutions to the problem.
- When you find the possible solutions, write them on tail part of the fishbone.
- Bring each team together, and let them present their outcomes to the other teams defining what they had produced.

### Brainstorming as a way to have creative thinking skills...

- A very fast and effective tool for finding new solutions to any problem.
- Each person draws a circle and writes down what they think in the first second of any noun or object.
- Then one goes on writing down something related to the noun, perhaps a word which is subordinate of the main noun.
- This method goes on for two minutes and then each person creates a concept map.

## **Afterword**

Creativity takes courage, said Henri Matisse. Although sometimes you have to take only small step – to do something differently, to change the routine and you start to see new ways and understand that things can and should be done differently.

This manual is such a first step. You can try just one new method in meetings with your colleagues or target groups and you will see – something new and amazing can come out of it. And that is a path to creativity and innovation.