

Creativity and Innovation for

Academic Research

What is the role of Creativity and
Innovation in Academic Research?

An international perspective



The UN-**World Creativity and Innovation Week** (WCIW) is a global celebration that takes place every year from April 15th to 21st. The purpose of the WCIW initiative is to **encourage people to use their creative thinking skills** to identify and solve problems, generate new ideas and solutions, and make a positive impact on their communities.

The 2023 topic is "**INSPIRE: people, connection, action**" through stories that make a difference. The global celebration includes a wide range of workshops, conferences, art exhibits, and community projects that are connected to applying innovation and creativity to reach the **UN-Sustainable Development Goals** (SDGs).

JOIN US on **April 20th** in the Auditorium of the Mandel Building (4th floor) at the **Hebrew University Mount Scopus**.

We invite you to a discussion with international guests who share cases on applying **Design Thinking in Academic Research** as well as fresh insights from the Symposium "Design: Thinking, Making, Doing" from the Martin-Buber-Society and Zukunftskolleg Konstanz Fellows.

Prof. Dr. Katja Tschimmel will navigate us through **INSPIRING TALKS** on academic projects that are bold, innovative and dare to make a difference, followed by a **Panel Discussion** with academic guests.



The Martin Buber Society of Fellows
in the Humanities and Social Sciences
Stiftungsfonds Martin-Buber-Gesellschaft



Jack, Joseph and Morton Mandel School
for Advanced Studies in the Humanities



Zukunftskolleg

Creativity and Innovation for

20th April 10:00 – 12:00
Auditorium, **The Hebrew
University of Jerusalem**, Mandel
Building, Mount Scopus,
Jerusalem

PROGRAM



10:00 Welcome

Introduction to the World Creativity and Innovation Week initiative

By Dr. Katja Tschimmel

Experiences in Design, Innovation and Research

1. "Higher education and Research Innovation by Design", by Dr. Violeta Clemente, University of Aveiro, Research Unit ID+, Portugal
2. "Science Communication Network Kiel", by Dr. Carolin Enzingmüller, Consortium IPN, Muthesius Hochschule & CAU, Germany
3. "Symposium Design: Thinking, Making, Doing", by Dr. Carolin Müller, the Hebrew University of Jerusalem, Israel

11:00 Coffee Break

11:15 Panel Discussion

Discussion with academic guests

Moderated by Daniela Marzavan

Questions to be discussed:

What is the new role of Design Practice and Research in Academic life?

How can we balance scientific rigor connected to the creative genius?

How might we manage and lead transdisciplinary research projects through design?

12:00 Open Networking