A New Creativity Agenda

While the UN recognizes 2021 as the International Year of Creative Economy, we know that activating the creative economy will be central to the New Creativity Agenda for years to come. The work of the creative economy will apply a creativity lens and build the creativity infrastructure in which art, science and technology thrive. As the gender lens and green lens movements have demonstrated, a creativity lens will enhance value, increase innovation and improve collaboration in efforts to solve complex problems and achieve targets of sustainable development. By integrating perspectives and participation from art, science and technology, a creativity lens will unleash the best of human ingenuity and imagination. Applying a creativity lens will help illuminate and accelerate progress across all 17 SDG goals and corresponding targets (as we will explore further in the next issue of Leonardo).

As an extension of the creative economy, a creativity Infrastructure will steer cross-sector priorities, policy and funding to develop new or increase existing initiatives for exponential growth in:

- Creative workforce development integrating artists, scientists and tech innovators across all sectors
- Professional and continuing education creativity training and credentialing programs
- Industry incentives and certification initiatives for creativity and innovation
- Philanthropic commitment, innovative finance and capital access for creative sectors

Strong creativity infrastructure, creative economy and humanizing digital culture will not only address but also improve the human condition. Join us in shaping the New Creativity Agenda.

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