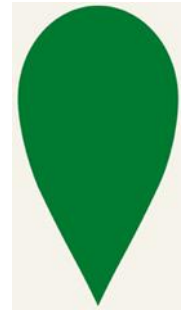


Creative Cultural Project CCP

Creativity - Culture - Knowledge - Fun - Communication

Join a creative cultural project about our great challenges today!



Background

We face major challenges as the 17 sustainability goals highlight. It's about hunger, freshwater, fishing, energy, gender equality and climate change. How can we deepen knowledge and commitment to these issues? CCP is based on the creative side of man; to be creative and express it in an artistic expression.

Learning for Sustainable Development ESD comprises the three pillars of sustainable development - ecological, social, economic, with culture as an underlying dimension. The Global Objective 4, emphasizes the importance of culture: "Valuation of Cultural Diversity and the Contribution of Culture to Sustainable Development".

UNESCO is convinced that no development can be sustainable without a strong cultural component. Culture is who we are and what shape our identity. No development can be sustainable without including culture.

What is creativity?

Creativity is a method of problem solving. Creativity is the result of three functions in collaboration. It is first of all about knowledge in an area. Secondly, it is about knowledge about creative processes, ie different methods of innovation. Thirdly, it is about internal motivation. Creativity leads to a result or product. (Wikipedia)

Are there specially creative people? Can you train the creative ability? In what situations develop creativity and what prevents creativity?

The Russian pedagogue Vygotsky's emphasis on imagination and creativity in his research. The imagination and reality are one. Everything that the imagination creates has its foundation in human experience, but also the opposite applies - it is thanks to our imagination we can imagine realities that are remote in time or space, historical events or places on the other side of the earth. Fantasy is the driving force of creativity.

What is culture?

The term culture comes from Latin culture which means about 'processing' cultivation and formation. The term has become very important and refers in all sense to all human activity. Culture, however, has two main meanings: spiritual (artistic) cultivation or socially transmitted living patterns. (Wikipedia)

Different forms of culture

- Poke in
- Novellas
- Drama
- Performing
- Become a ghost
- Music
- Painting
- Sculpture
- Installation
- Photo
- Film



Mission

How do you want to creatively and culturally shape the climate challenges we face? These are large issues but can be broken down into smaller parts such as deforestation, precipitation, warmer and drier weather, food etc.

Your design must be displayed on WWF's website in the form of text, photo and film. Here, cultural expressions from Sweden and other countries will meet.

To develop designs, participants can receive 10,000 SEK per group. This money may be for the purchase of brushes, paint, fabrics, camera etc. needed to complete the mission.

Purpose: To test a method of getting young people to express serious challenges in a different, creative and cultural manner and inspire others to similar cultural forms.

Time: The assignment is in progress from September 15 to January 31, 2019.

Reporting: By 31 January 2019, participating groups have submitted texts, pictures, films and other in digital form to germund.sellgren@wwf.se

The report shall include the following:

- a) Contact
- b) Name of the cultural project
Brief description of the ideas of the cultural project (what, why, how)
- c) Photo / film / text describing the cultural project
- d) Price: You don't win anything more than the honor and pleasure to participate in WWF's platform and website about culture in an international context.
- e) Contact: Germund Sellgren, WWF Sweden, +46 70 562 13 50, germund.sellgren@wwf.se