2009 European Year of Creativity and Innovation

01/02/2009

The Year was officially launched on January 7 in Prague. Activities will be held throughout the year to raise people´s awareness of the importance of creativity in innovation. Information and promotion campaigns will also be staged and examples of good practice identified. The aim of the Year is to promote creative and innovative approaches in different sectors of human activity and contribute to better equipping the European Union for the future challenges of a globalised world. Maier, which belongs to the agency Innovasque will contribute to this EEUU initiative by means of this relation.