

Lifetime  
Achievement  
Award



Edward  
de Bono





# Lifetime Achievement Award

We are honouring the pioneering work of

Edward  
de Bono

in the field of **creativity enhancement**.

Since more than four decades Edward de Bono has communicated in a convincing manner the potential and benefit of creative thinking to a broad public. In excellent didactics he has depicted the knowledge on creativity and ways to develop easily new ideas and solutions. He has an exceptional gift to explain complex issues in an easy understandable form.

It is of great merit that he addresses all social classes and does not only work for companies but also for government to work out suggestions for education and social problems.

Edward de Bono is author of many books on creativity and problem solving. Most of them have been translated into all widespread languages.

The jury sees no other European who has put more emphasis on the importance to use the human potential of creative thinking for the benefit of mankind.

Berlin, September 18<sup>th</sup>, 2009

German Association for Creativity





# Lifetime Achievement Award



Creativity  
and Innovation  
European Year 2009

## German Association for Creativity Executive Board

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Prof. Dr. Jörg Mehlhorn  
President  
Board Member of the European Association  
for Creativity and Innovation (EACI)

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Prof. Dr. Horst Geschka  
Vice-President  
Honorary Member of the European Association  
for Creativity and Innovation (EACI)





# CREO

**CREO** is an achievement award and was first presented in 2007. It is not possible to apply for this award, but a jury selects the prizewinner.

CREO was established by the German Association for Creativity (Gesellschaft für Kreativität e.V.), a nonprofit organization that each year selects a person or institution for this award in at least one category. The prizewinners are selected for a particular creative achievement or for their long-standing contribution as determined by the constitution of the Association for Creativity.

The name CREO is derived from the Latin "**creo ergo sum**" (I create, therefore I am!). The prize itself is not one of the usual trophies, but a transparent case that contains written material and pictures in the form of cards, describing the winner and the donator. The cards are artfully designed by students of media design at the Vocational College in Solingen/Germany under the supervision of Ms. Sasse-Olsen.

In 2007 the CREO was awarded in the category "Creative Product" to the medium-sized family owned company BIONADE and in the category "Life's Work" to the married couple Prof. & Prof. Mehlhorn, Leipzig/Germany for their novel concept to foster the creativity of children, adolescents and adults.

In the year 2008 the CREO went to the LEGO Group for the 50<sup>th</sup> anniversary of the filing of the patent of the LEGO brick. There is no toy in the world, according to the CREO jury, that is better suited to encourage creativity in children than the LEGO brick and the accompanying system.

2009 was declared the "Year of Creativity and Innovation" by the EC. This gave the CREO jury the opportunity to honour a person who is regarded as the world number 1 in creativity and who made history by inventing "Lateral Thinking": Prof. Edward de Bono will receive the CREO 2009 on September 18<sup>th</sup> in Berlin for his life's work. His motto: **Creativity can be taught and learned!**





# About us

A group of 70 trainers, consultants and academics with competence in the field of creativity and innovation is united since 1998 in the German Association for Creativity - a nonprofit organisation. We are member of the European Association for Creativity and Innovation (EACI).

## We pursue the following objectives:

1. Improvement of the consciousness of the importance of creativity in all fields of society. Creativity is an unlimited resource which can be further developed for the benefit of all.
2. Activities to enlarge and deepen the understanding of creative thinking processes and the knowledge to utilize these insights.
3. Exchange of experiences between our members and network-partners in order to learn from each other.

**Please read our 12 theses** stressing the importance of creativity for individuals and for society. Hints are given in general terms how creative thinking and actions can be improved. The 12 theses have been translated in many languages.

[www.kreativ-sein.de/v/12thesenbuch/doc/index.html](http://www.kreativ-sein.de/v/12thesenbuch/doc/index.html)  
For print-out please use [www.kreativ-sein.de/v/12Thesen.html](http://www.kreativ-sein.de/v/12Thesen.html)

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