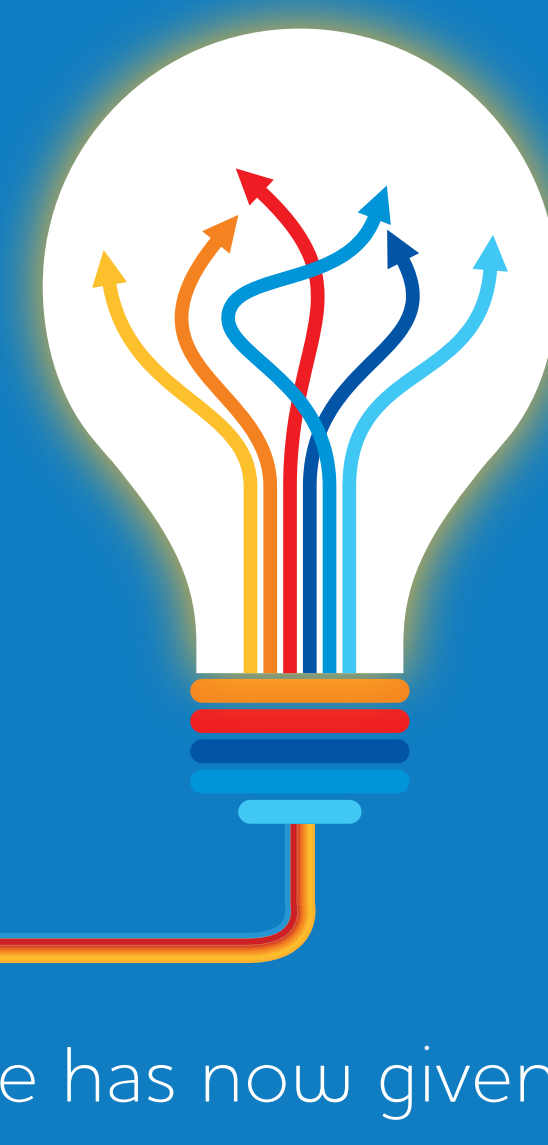


# The State of Creativity, Education and the New Economy



An overview of the Middle East and North Africa

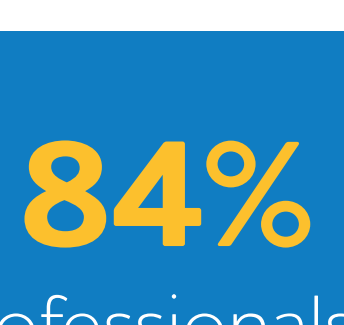
The world's economy has changed, and the industrial age has now given way to the Information Age. Today more than ever, **creativity and education have become the key to building a successful economy.**

**What is the status of creativity in the Middle East?** How aware are people of the importance of creativity in unlocking economic growth? Is the current education system standing in the way of creative thinking? In this infographic, professionals in the MENA region answer these questions, and more.



## Does creativity really matter to professionals in the MENA?

Creativity can be defined as the use of original thinking and imagination to create something. We asked professionals in the MENA if creativity mattered in their life. The answer was a big, resounding YES.



**84%**

of professionals feel they are living up to their potential to create and innovate



**97%**

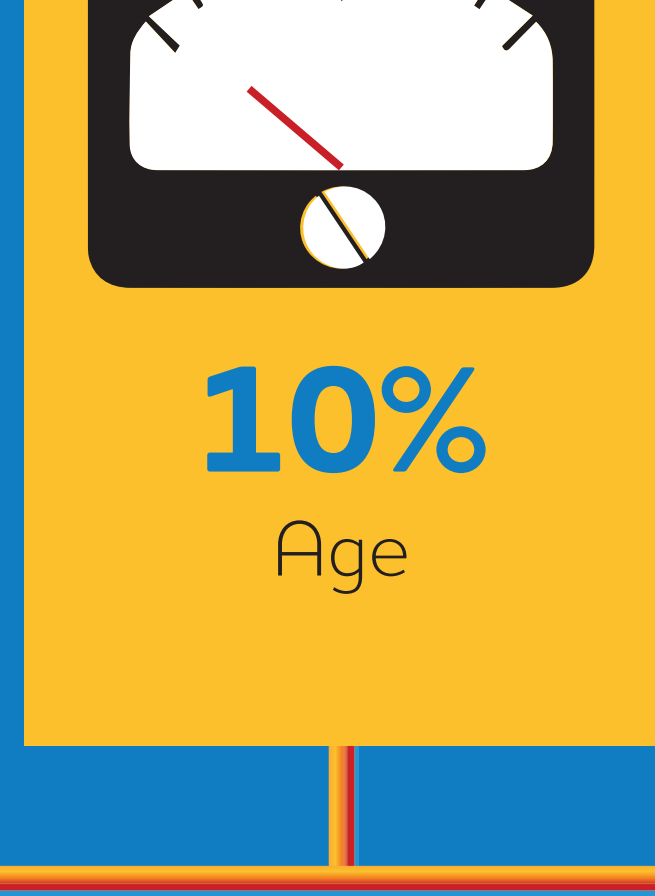
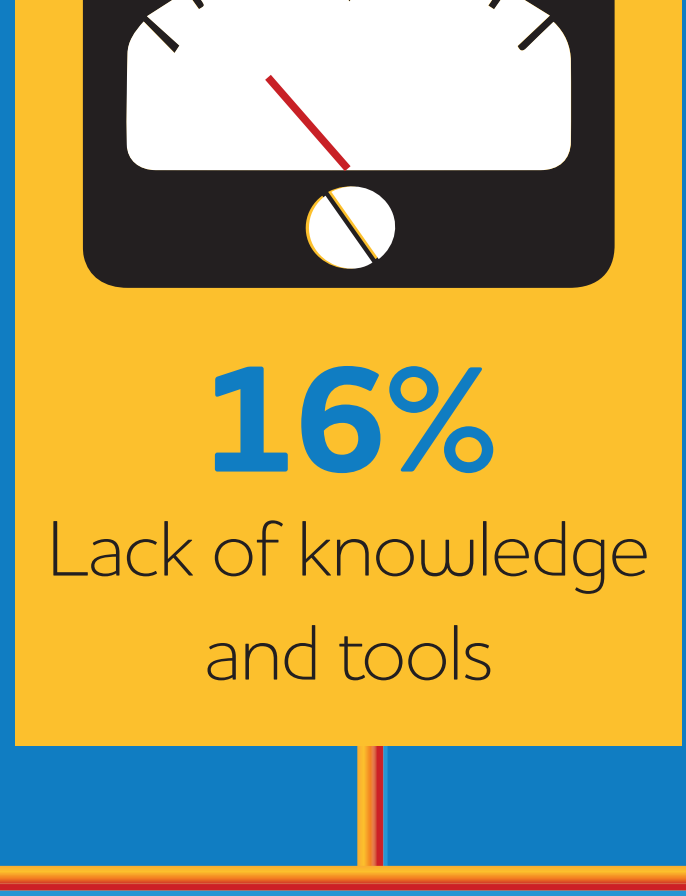
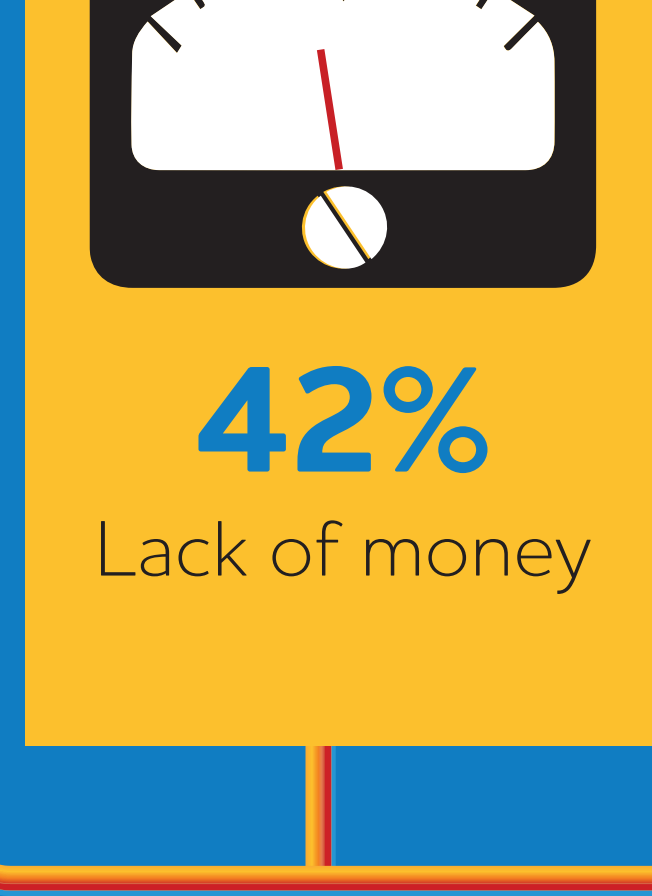
of professionals feel it is important for them to be creative in their life



**89%**

of professionals agree that creative thinking is important for driving social and economic growth in their country

## The top 3 challenges to being creative



## Breaking News: You need to be creative at work

Good analysis and logical thinking are not the only elements required at work. With the rapid advancement of technology and globalization, professionals need to think creatively, no matter what job role they are in.



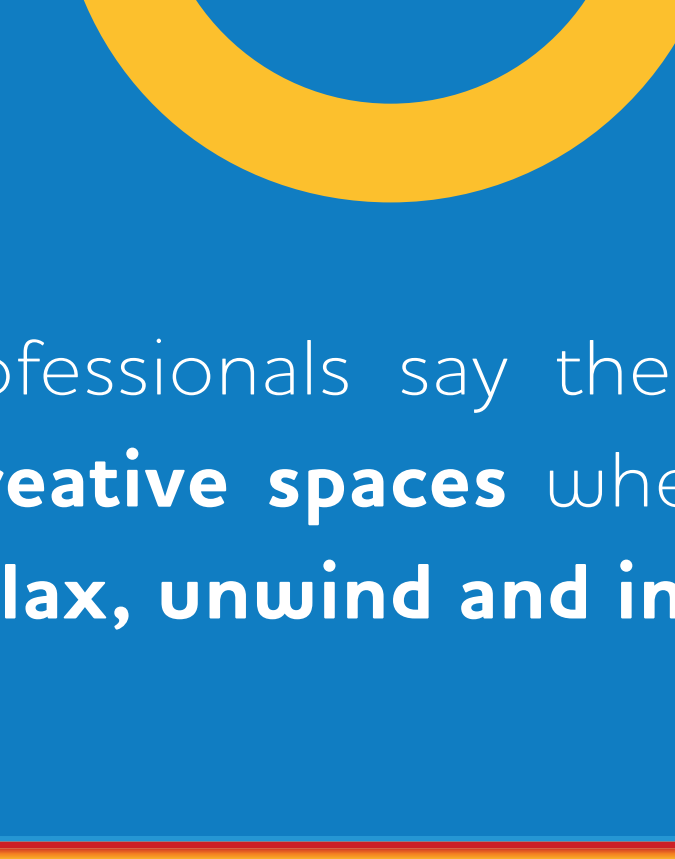
of professionals say that they are increasingly being expected to **think creatively at work.**



of professionals are encouraged to **think of new ideas at their workplace.**



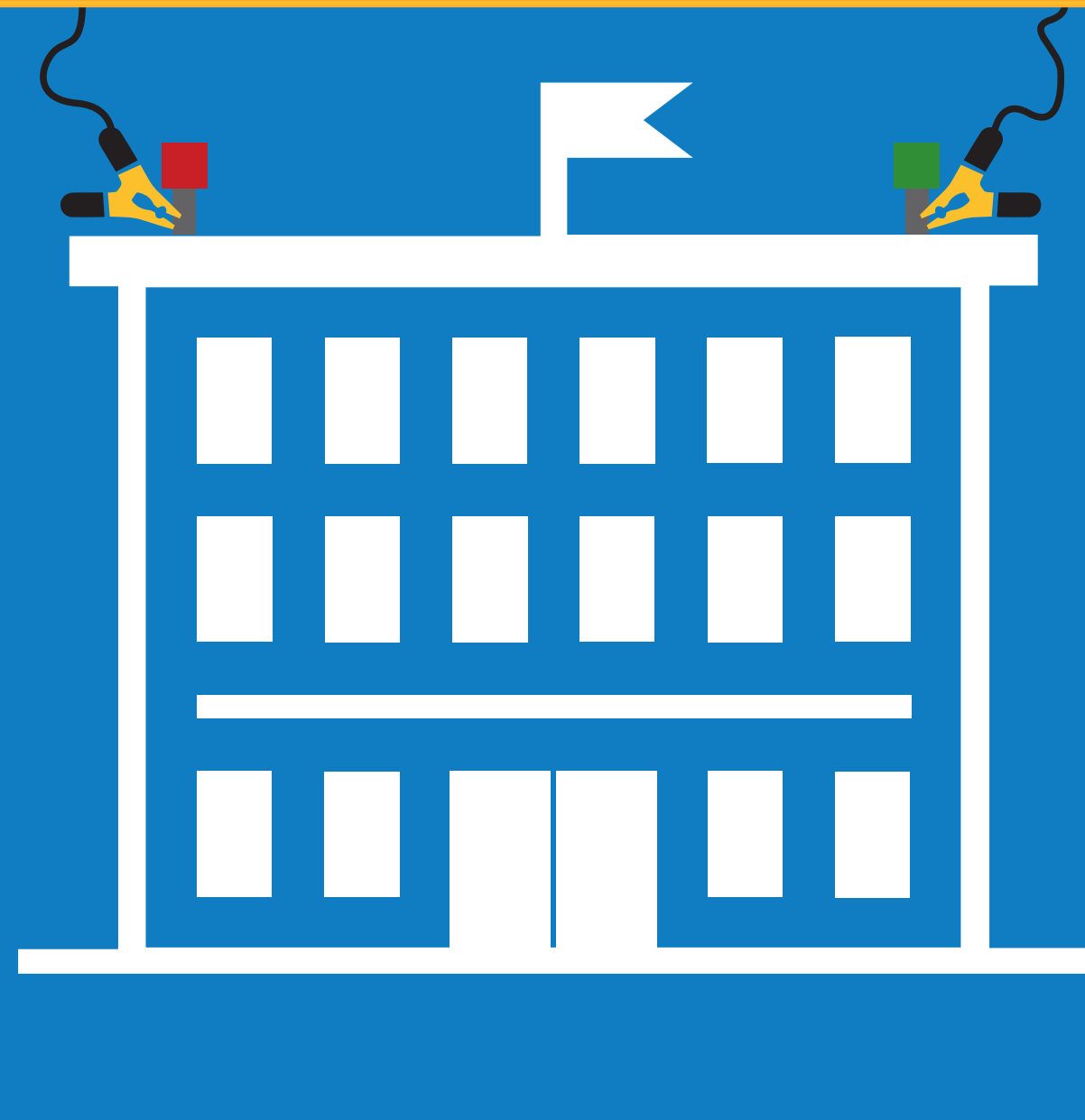
of professionals say that **creative thinking** and related skillsets are **very important for getting a job in today's market.**



of professionals say their office has **creative spaces** where they can **relax, unwind and innovate.**

## Creativity and the Education System in the MENA

Is our education system promoting creative thinking or hindering it? Let's see what professionals have to say.



### The Way It Is Now

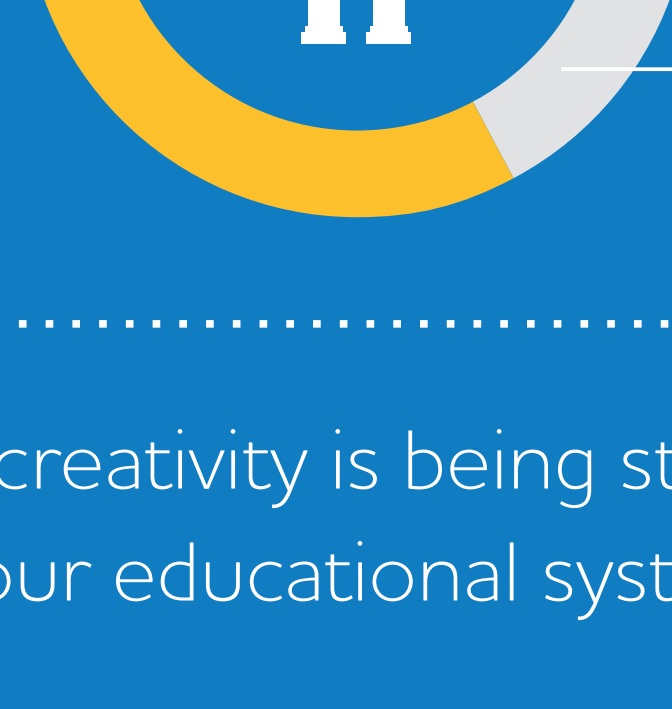
Standardized education testing systems reduce creative thinking



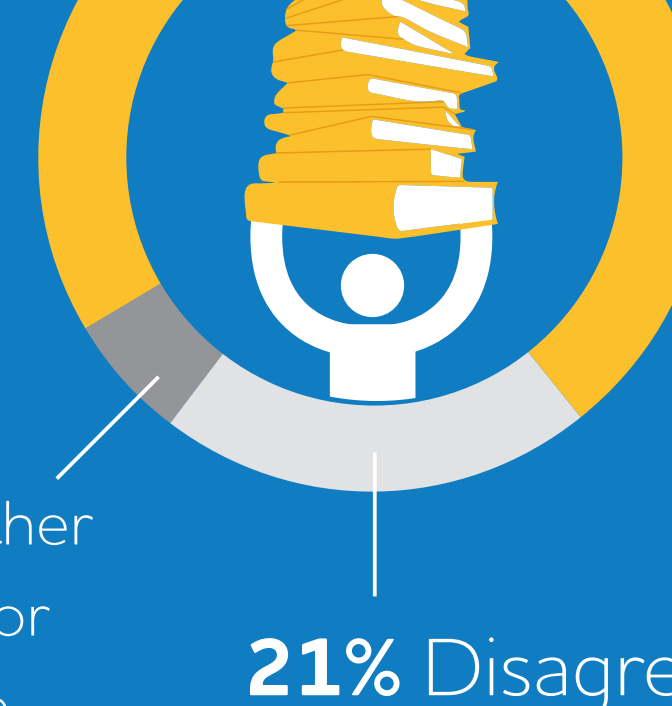
5% Neither agree nor disagree

20% Disagree

My country's education system is innovative enough to adapt to changing times



Our creativity is being stifled by our educational system

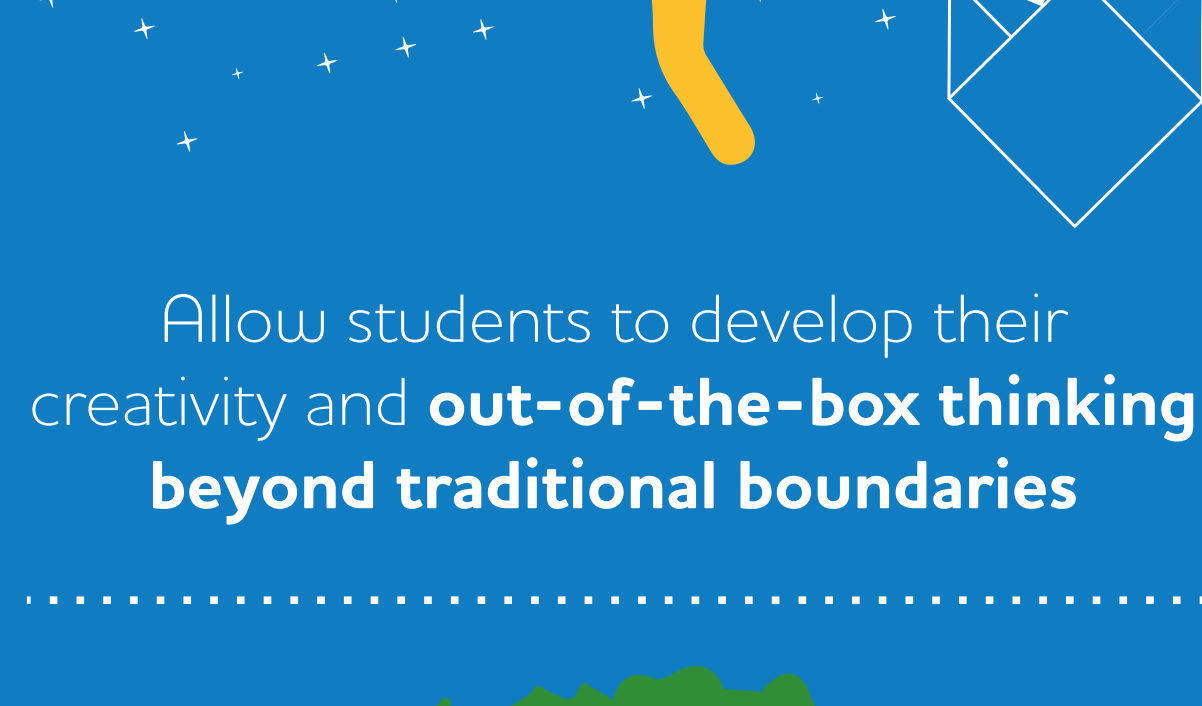


6% Neither agree nor disagree

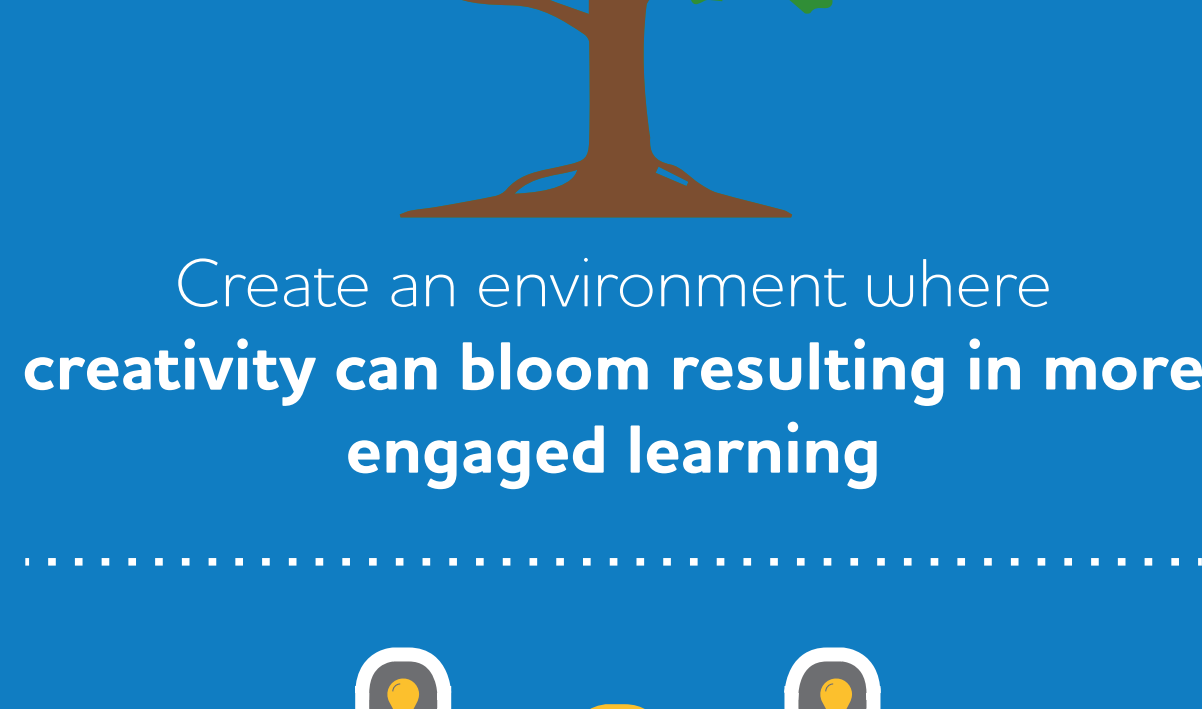
21% Disagree

### The Way It Should Be

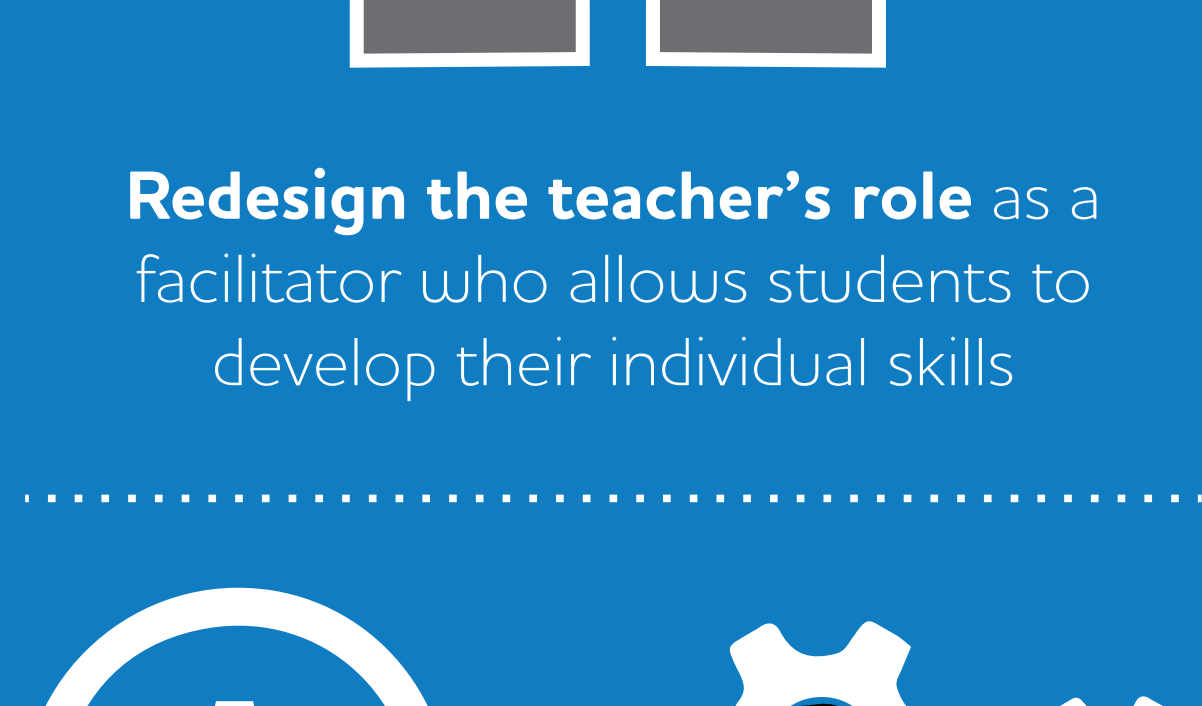
A more creative education system would...



Allow students to develop their creativity and **out-of-the-box thinking beyond traditional boundaries**



Create an environment where **creativity can bloom resulting in more engaged learning**



**Redesign the teacher's role** as a facilitator who allows students to develop their individual skills



**Develop individual creative potential** as a key factor for a knowledge-based economy

## The most creative countries in the MENA

