

## **Christoph Korittke: The creative potential of Europe's diversity**



On the one hand, creativity leads to new solutions. To spark creativity, people need the capability and the possibility to take on new perspectives on things. On the other hand, Europe's DNA with its 23 languages in 28 States and 98 different major socio-economic regions offers a great diversity.

By connecting diversity and creativity, we get the chance to lead Europe to new solutions. Therefore we should identify the missing link between diversity and creativity in Europe. In my opinion, this missing link is synergy. That leads to the fundamental question: How to improve the synergy of Europe's future generation?

There are four aspects to the answer:

#1 Synergy needs a language, because there is no mutual understanding without a common way of communication.

#2 Synergy needs space, because to meet and mingle, we need common physical presence.

#3 Synergy needs curiosity, because only an actual interest in the differences between people offers access to new perspectives within those differences.

#4 Synergy needs the chance of being allowed to fail. Time and patience are necessary to turn diversity into synergy. Not every diverse team or group will be working perfectly from day one and yes, there will be failures, but that's not a reason to give up.