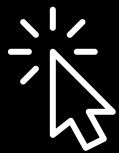


CREATE. INNOVATE. COLLABORATE.  
APRIL 15-21, 2022

## HOW TO PARTICIPATE IN UNITED NATIONS RECOGNIZED WORLD CREATIVITY & INNOVATION WEEK & DAY



CLICKABLE PDF GUIDE,  
LINKS ARE IN **YELLOW**

IACP is partnering with WCIW organizers to educate the public about Collaborative Process and its potential to advance the UN's Sustainability **Goal #16: Peace, Justice, and Strong Institutions.**



World Creativity  
& Innovation Week  
April 15 - 21

[HTTPS://WCIW.ORG/IACP](https://wciw.org/iACP)

# WORLD CREATIVITY & INNOVATION WEEK & DAY CREATE. INNOVATE. COLLABORATE. APRIL 15-21, 2022

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**BACKGROUND INFORMATION:** **World Creativity and Innovation Week (WCIW)** is a United Nations recognized event in its 21st year. It is celebrated between April 15, the birthday of Leonardo Da Vinci, and April 21, **World Creativity and Innovation Day**- a United Nations International Day of Observance which focuses on using creativity and innovation to achieve the UN's 17 Sustainable Development Goals.

The theme of World Creativity and Innovation's Week & Day in 2022 is **Collaboration**. **IACP & its members were invited by Dr. Jim Friedman**, Chief Steward of World Creativity & Innovation Week & Day, to participate in 2022's WCIW by hosting events that spread awareness of Collaborative Practice and how it relates to UN Sustainable Development Goal #16: Peace, Justice, and Strong Institutions.

**United Nations Sustainable Development Goal #16:** Promote peaceful and inclusive societies for sustainable development, provide access to justice for all, and build effective, accountable, and inclusive institutions at all levels.

This week and day are celebrated by hundreds of organizations all over the world. In 2021, it was celebrated in 92 countries. Celebrations vary greatly-- they can be virtual, in-person, or recorded events, media presentations, interviews, publications, and so on. WCIW has a **webpage** with a guide on how to celebrate WCIW, including a variety of event ideas for you to draw inspiration from, based on the innovative ways past organizations have celebrated this international event in previous years.

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**WCIW'S GLOBAL IMPACT ON COLLABORATIVE PRACTICE:** IACP hopes Collaborative Professionals and Collaborative Groups will leverage this international event and association with the United Nations to create an **international public education movement** to promote global awareness of Collaborative Practice as a conflict resolution model and its ability to foster the United Nation's **Sustainable Development Goal #16: Peace, Justice, and Strong Institutions**. The result of these efforts will:

1. **Promote Collaborative Practice** and its benefits as an option for families and couples in transition, both internationally and within your local communities.
2. Ensure the **sustainability** and **accessibility** of Collaborative Practice in communities globally.
3. Guarantee that **participating Collaborative Professionals** become prominent within their local communities.

WCIW can create an **international culture for consensual dispute resolution** by demonstrating the distinct benefits of the Collaborative Process as creative & innovative. Where teams of interdisciplinary professionals utilize their diverse skills and perspectives to empower families in crisis to achieve peace, think in solutions, not problems, and create personalized solutions for each divorce or dispute.

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**YOUR ROLE IN WCIW & DAY:** To create a public education movement around Collaborative Practice, IACP relies on the commitment and diverse skillsets and perspectives of its membership. As we begin updating our WCIW IACP page with resources to help you plan your events, your first step should be to **submit an expression of interest here**, so we can keep you updated on our latest WCIW news.

You are the gateways to ensuring Collaborative Practice is an option for families in your local communities, and in turn, globally. As IACP members, Dr. Jim Friedman, Chief Steward of World Creativity & Innovation Week & Day, invites YOU to be the change you want to see in your local communities by hosting your own **World Creativity & Innovation Week** celebrations between April 15 – 21, 2022, and on **World Creativity & Innovation Day** on April 21, 2022. These celebrations vary based on your capacity and interests but showcase creative and innovative ways of promoting Collaborative Practice and UN Sustainable Development Goal #16: Peace, Justice, and Strong Institutions.

Your celebration(s) can be any type of event, as **creativity has no limits** and can also be celebrated with anyone, including community members, local Bar Associations or other professional organizations, students, colleagues, family, friends, etc. To maximize the impact of your public education event(s), conduct **outreach** to create new or utilize existing connections to host events in external locations or to invite diverse audiences to your event.

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TO PLAN AND HOST YOUR WCIW WEEK & DAY  
CELEBRATION(S) FOLLOW THIS TIMELINE:

- 1 Create:** Create a celebration or celebrations! It can be a webinar, project, video/article... anything. Reflect on your unique skillsets and interests, work with a team or individually to discover what **event type** you would like to host and what your event's goal will be, and then plan the logistics of your event. It may be helpful to create a WCIW Planning Committee to focus your efforts! Please refer to **IACP's WCIW webpage** for information and resources.
- 2 Submit:** Once you have planned your event, register your celebration(s) on the **WCIW website** to be featured by WCIW organizers.
- 3 Share:** Conduct **outreach** to spread awareness of your event by sharing celebrations on your personal or professional website, social media accounts, and community boards. Think of what **audiences** would benefit from your event and invite them personally using **outreach letters**, engage people around your event on **social media**, use a **press release** to gather attention, and even send a **proclamation** to your local leader or political figure to have World Creativity & Innovation Week and Day recognized locally! IACP will provide outreach templates to you in January 2022.
- 4 Celebrate:** Celebrate your creativity and innovation with the world by hosting your event!

# WORLD CREATIVITY & INNOVATION WEEK & DAY CREATE. INNOVATE. COLLABORATE. APRIL 15-21, 2022

**IACP'S ROLE IN WCIW & DAY:** IACP will assist you in planning your WCIW events by guiding you along your timeline and providing resources and templates for each step which can be easily adapted by IACP members around the world to help plan and host events that achieve the above goal. To assist you, please submit your expression of interest in participating [here](#).

## **IACP RESOURCES FOR STEP 1: CREATE:**

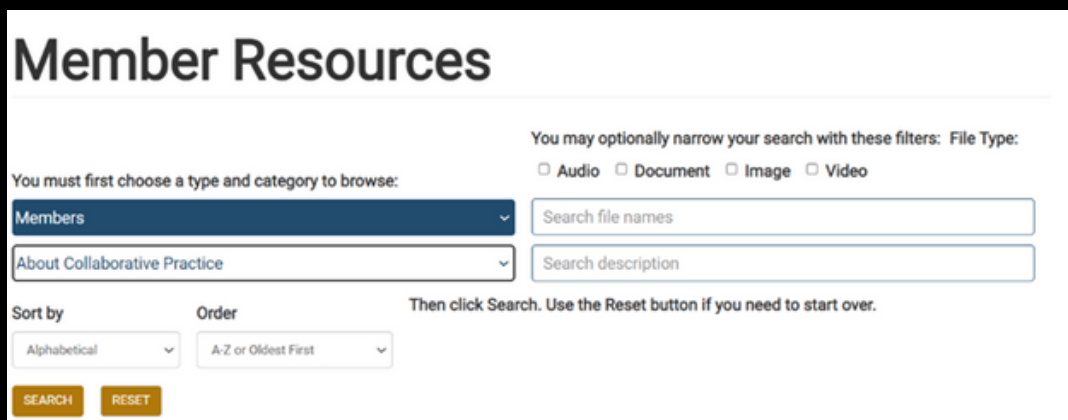
Your World Creativity & Innovation Week & Day event or events can be anything, as creativity has no limits. But we understand that might be too abstract, so IACP has collected a few resources and tips to help you in your journey to identify what event you want to host and what you need to do to get there.

- Review WCIW's How To Celebrate **Webpage & PDF Guide** for event inspiration and examples.
- Attend IACP's online interactive discussion, **Publicize Collaborative Practice During WCIW & Day**, to learn how to use IACP resources when planning and hosting your celebrations, and hear from your peers on what celebrations they are planning to spread awareness of Collaborative Practice! Register [here](#).
- As an IACP member, you can play clips or full videos from IACP's **Public Education Videos** during your own events.
  - **Introduction to Collaborative Practice** Video, also on the **IACP website homepage**.
  - "Collaborative Practice: **A Safe Place**."
  - May 27, 2020, Bonus Webinar – Divorce During COVID-19 & **The Collaborative Process: CP 101**
  - For Mental Health Professionals: **May 27, 2020, Webinar – Mental Health Professionals & Collaborative Divorce**
  - For Child Specialists: August 20, 2020, Webinar – **The Collaborative Child Specialist: Leading Families Through Liminality**

# WORLD CREATIVITY & INNOVATION WEEK & DAY CREATE. INNOVATE. COLLABORATE. APRIL 15-21, 2022

## IACP RESOURCES FOR STEP 1: CREATE CONTINUED:

- Outline of a **presentation** showing how Collaborative Practice relates to UN Goal #16: Peace, Justice, and Strong Institutions (Available Jan 2022).
- Find **language** to educate the public with by reviewing IACP's About Collaborative Practice Resources located on **IACP's Member Resources Page** when searching as follows:



**Member Resources**

You must first choose a type and category to browse:

You may optionally narrow your search with these filters: File Type:

Audio  Document  Image  Video

Members

About Collaborative Practice

Search file names

Search description

Sort by: Alphabetical

Order: A-Z or Oldest First

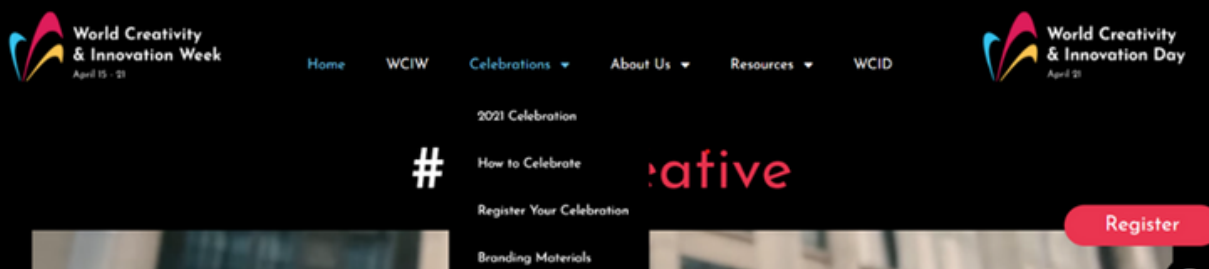
Then click Search. Use the Reset button if you need to start over.

SEARCH RESET

- **Identify** your unique skills sets, passions, networks & partnerships, and capacity as a Collaborative Professional or Group to inspire your brainstorming.
- Think of **what audiences you want to benefit from your event** (ex: local Bar Associations, professional groups, community groups, university students, local school administration, families, non-profits, religious groups, etc.), what **content** would best help them learn about Collaborative Practice, and how you will get them to attend your event.
- If working with others to plan and host your WCIW celebration(s), we encourage you to create a **WCIW Planning Committee** to focus your planning efforts.

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**IACP RESOURCES FOR STEP 2: SUBMIT:** Once you've planned your event, visit <https://wciw.org/wcid/> and select the Register Your Celebration under the Celebrations tab on the website's header, as shown below:



**IACP RESOURCES FOR STEP 3: SHARE:** Once you've planned your event(s), it's time to share them! IACP has created outreach materials for Collaborative Professionals and Collaborative groups to use and adapt to their needs. These outreach templates, along with **WCIW branding materials**, are published on **IACP's WCIW webpage** to download and use relative to promote and invite others to your event. These templates include but are not limited to:

- **Press Release** to gather attention around your event (Available Jan 2022) & **Instructions On How To Send Press Releases** (Available Jan 2022).
- **Proclamation** to get World Creativity & Innovation Week & Day and your participation recognized in your local communities. (Available Jan 2022) & **Instructions On How To Send Proclamations** (Available Jan 2022)
- **Outreach Letter**, which can be adapted to different community groups, professional organizations, local Bar Associations, Higher Education, schools, religious communities, etc., to involve and/or invite them to your event. (Available Jan 2022)



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**IACP RESOURCES FOR STEP 3: SHARE CONTINUED:**

- Watch IACP's December 17, 2020 Webinar – **Effective Marketing: The Graduate Course You Never Had** to learn how to best market and conduct outreach for your event.
- **WCIW branding materials** to be used when creating promotional and social media content.
- Find IACP branding materials, marketing resources, promotional documents, and more under **IACP's Build Your Collaborative Practice/Marketing Resources** located on IACP's **Member Resources Page** and found when searching as follows:

**Member Resources**

You must first choose a type and category to browse:

Members

You may optionally narrow your search with these filters: File Type:

Audio  Document  Image  Video

Sort by: Alphabetical  Order: A-Z or Oldest First

Then click Search. Use the Reset button if you need to start over.

- IACP can promote your event if you **tag IACP on social media** (See IACP profiles below)

