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## **World Creativity & Innovation Week is Back. Here's why it matters.**

21 years ago in Toronto, Canadian founder Marci Segal launched World Creativity & Innovation Day (#WCID) with an inspiring mandate: *“to remind and encourage people to use their creativity to make the world a better place and to make their place in the world better too”*.

As we face the challenges of climate change and emerge from the pandemic, this rallying cry is as crucial today as it was over two decades ago: we need innovative, creative people to help drive sustainable solutions forward.

So here's the exciting part: Ontario is already upshifting a move to a greener future in our own backyards. Or should we say, driveways.

That's right: one of the provinces' most dynamic industries with a track record of driving innovative technologies and trade forward is the auto sector.

For over a century, the automotive and transportation industry in the province has transformed the way we live, the way we work, and the way we move. And it's poised for its next era of transformation that makes way for the future of next generation electric, connected and autonomous vehicles that contribute to a lower environmental and carbon footprint.

This is big news for students, professionals and employers looking to start a career or business in EV - or pivot into one from within the industry.

There are countless opportunities in Ontario right now in the EV space, from urban and regional planners for EV stations to industrial electricians to robotics technicians and so many more. Check out these numbers provided by the Ontario Vehicle Innovation Network (OVIN): there are 700 parts suppliers, 5 original equipment manufacturers (OEMs) and 7 automotive assembly plants, over 200 connected and autonomous vehicle companies, over 5,000 startups, and over 20,000 ICT firms. However you want to get involved, there is a category of work that provides a sustainable career - from planning to product.

It all adds up to a charge forward.

And the government of Ontario knows it. That's why it's building on its existing position as a world-leading automotive manufacturing and supplier.

“If there ever was a time to enter the automotive and mobility sector – it is now. The opportunities are endless, the need for creative thinking is high, and most importantly, the talent within, and entering the sector, will have the ability to be a part of a change that will contribute to a sustainable future. Innovators got us here and we need more innovators to keep this transformative change alive.” says Amanda Sayers, Director, Skills, Talent, Workforce Development at the Ontario Centre of Innovation, which runs the flagship OVIN initiative.

So if you’re an innovative thinker or doer, imaginative creative type, or simply attracted to the growth of the EV revolution, how might you channel that energy into a career that helps create a better future?

Come up with a big idea for an electric vehicle design.

Stay inspired by ever-expanding charging infrastructure.

Follow your instinct to get hands-on with hands-free autonomous technology.

Leading the charge is the Ontario Vehicle Innovation Network's (OVIN) Navigator, [ovin-navigator.ca](https://www.ovinavigator.ca). It's an all-encompassing tool to navigate skills and careers for Ontario's automotive and mobility sector."

Nearly a generation ago, Segal set an impactful mandate for World Creativity & Innovation Day. Not only has it evolved to become a UN International Day of Observance, it's clear that a race is on for people young and old to help drive their passion to innovate and bring home a greener future for all Ontarians.