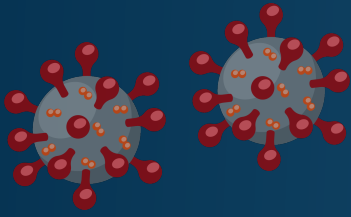


# Creativity-19

## The Cure for Common Business



### Purpose

The purpose of Creativity-19 is simple, yet meaningful - spread knowledge, ideas, and inspiration to business owners to help them innovate, adapt, and overcome. What can you and your business do to survive something that has never been seen in our modern society?

### The Crisis

The Covid-19 pandemic implies dark times for many businesses. Around the world, businesses in a great variety of fields are facing disruptions, personnel cutting, liquidity issues, and even bankruptcy.



### Process

Starting out as a project to connect students with smaller companies to perform sustainability work, with the goal of exchanging knowledge, to improve the environment and provide young individuals with work experience. Our idea initially met criticism from other project groups, and then the novel coronavirus touched ground in Sweden. Just like businesses, this project too had to be modified to cope with the new circumstances that accompanied the COVID-19 outbreak. Thus, the plan was re-worked and resulted in Creativity-19.

### The Creativity

Darker times need light and light comes from creative ideas.



In order to keep businesses afloat - amazing solutions have emerged.



### The Solution

These innovative ideas have resulted in successful solutions and opportunities for companies that has kept them alive during these difficult times. This entrepreneurial approach can and should inspire others with ways and mindsets to keep their heads above water. Together we can do great things.

### Our Goal

We hope that Creativity-19 can contribute to spreading an entrepreneurial spirit amongst business owners, inspiring them to take action in innovative ways, to challenge traditional ways of thinking that might not work all that well in a crisis of this nature.

Innovate.  
Adapt.  
Overcome.

### Result

We held interviews with business owners, they were rich in ideas and inspiration regarding how to handle the current global crisis. The interviews gave a variety of insights, which were then summarised into key takeaways from the interviews, in terms of 10 general advice. Amongst the general advice, three more thorough case studies were created. These case studies were based on three particular interviews which stood out, both in terms of creativity, and diversity in terms of field of operation. In these case studies, readers are granted a more personal access to these three business owners' strategies to handle COVID-19. For more in-depth information regarding the 10 general advice or the case studies, please feel free to visit our website at: [www.creativity-19.com](http://www.creativity-19.com).

### General Advice

1. Focus on Liquidity
2. Consider Entering New Markets
3. Crisis Management
4. Upskill Staff
5. Team Up With Other Companies
6. Secure Supply and Value Chain
7. Take Help From Organizations
8. See it as an Opportunity
9. Build Stronger Social Platforms
10. Create New Ways of Delivering Your Product or Service

### Decent Work & Economic Growth

#### 8.2 - Economic Productivity

Higher levels of economic productivity can be achieved through the innovative ideas that arise from our inspirational message.

#### 8.3 - Development Promotion

By spreading the opportunistic message of how creativity can help businesses endure these difficult times, we promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, and innovation.

