



CREATIVE

Mimi's Place



The Creative Way

Paving the Way for Better
Education Opportunities

Studies show that children who complete a well-designed early childhood education program are more likely to enroll in primary school and have higher achievement outcomes than their peers who did not access pre-primary learning opportunities. Early childhood education programs have been linked to better economic prospects for individuals and countries, and may contribute to a reduction in levels of inequality.



The Creative Way Methodology

The Creative Way, an early childhood education program, leverages children's innate predisposition for learning. Designed for young learners globally, the methodology is easily customizable to local cultural context, social norms and curriculum guidelines.

The Methodology:

- Focuses on readying children for success in school and in life by instilling a thirst for knowledge.
- Allows children to have access to early learning opportunities that boost their chance of success in school, increases their self-confidence and provides opportunities for parents to understand the developmental progress their children are making as they approach the age of formal schooling.
- Provides a stimulating and nurturing classroom environment that promotes hands-on experimentation, age-appropriate reading and math skills acquisition and freedom of organic exploration. Children participate in a wide variety of activities that bring out their natural abilities and encourage their intellectual development.

Mimi's Place - The Creative Way Pilot in Zambia

Mimi's Place, a unique early childhood education center applying The Creative Way methodology, provides children access to early learning opportunities that boost their chances of success in school.

In the initial pilot phase, 15 children entered school for the first time at Mimi's Place in Lusaka, Zambia, in February 2016. The 3 to 6 year olds of Creative Associates



International project staff were provided learning opportunities, while their parents went to work. Two Zambian early childhood educators, trained by Creative in The Creative Way methodology, guided the children.

Using resources like puzzles, educational tools, outside exploration and asking children questions, the educators guide their students through a hands-on engaging learning process where they discover new things on their own and begin to find solutions to problems.

The center is part of a larger strategy and commitment by Creative to recognize local staff through increased workplace support and innovative opportunities to attract more women to the workforce, inculcate a culture of learning, and demonstrate the value of preschool education.

The application of The Creative Way's methodology through Mimi's Place is a sustainable model for others to emulate. The Creative Way instruction and guidelines demonstrate what can be accomplished with local staff and resources.

Over the next three years, the vision is to expand access to quality education to children around the world—no matter the location of their neighborhoods or socioeconomic status. The hope is to expand the number of Creative's education centers, and also provide other businesses the resources and tools needed to apply The Creative Way methodology to their own context. This year, The Creative Way toolkit will include an English for Speakers of Other Languages (ESOL) component to help new learners gain English literacy.

Creative Associates International

For nearly 40 years, Creative Associates International, an international development organization, has been a leader in providing education services to children around the world and improving the lives of children, families and communities. Creative understands that if children are afforded early learning opportunities it will increase their likelihood of success in school and provide the opportunity to build stronger and more stable communities.



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