



IAAP is the oldest and largest international association of individual members and affiliate international associations. Promoting the science and practice of applied psychology and facilitating interaction and communication among applied psychologists around the world since 1920.

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INTERNATIONAL ASSOCIATION OF APPLIED PSYCHOLOGY

Centennial Anniversary

www.iaapsy.org



100 | CENTENNIAL CONGRESS

OF APPLIED PSYCHOLOGY



CANCÚN, MÉXICO
2020

2020 / 13-17
DECEMBER

"Celebrating 100 years of Applying
Psychological Science
to glocal realities"

www.CCAP2020.com

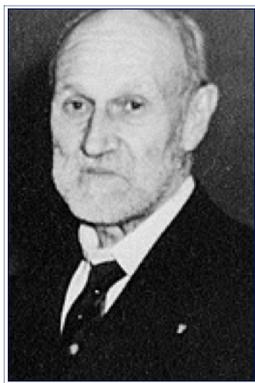
100 Years of IAAP Leadership

1



Edouard Claparède
1920-1940
Switzerland

2



Henri Piéron
1947-1953
France

3



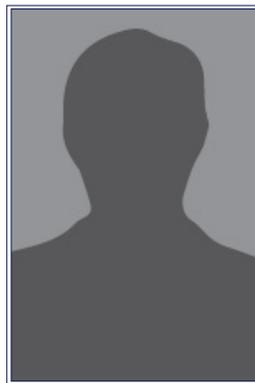
Clifford B. Frisby
1953-1958
England

4



Morros S. Viteles
1958-1968
Russia / USA

5



Gunnar Westerlund
1968-1974
Sweden

6



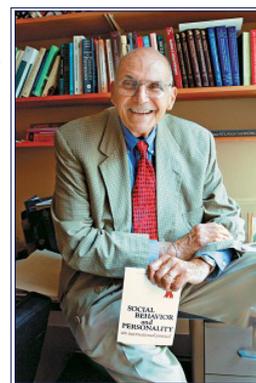
Edwin A. Fleishman
1974-1982
United States of America

7



Claude Lévy-Leboyer
1982-1990
France

8



Harry C. Triandis
1990-1994
United States of America

9



Bernhard Wilpert
1994-1998
Germany

10



Charles Spielberger
1998-2002
United States of America

11



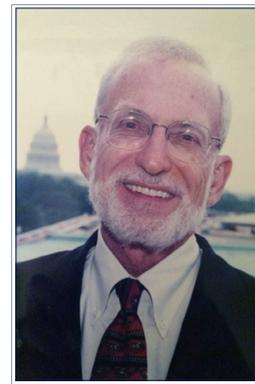
Michael Frese
2002-2006
Germany / Singapore

12



Michael Knowles
2006-2010
Australia

13



Raymond D. Fowler
2010-2011
United States of America

14



Jose Maria Peiró
2011-2014
Spain

15



Janel Gauthier
2014-2018
Canada

16



Christine Roland-Lévy
2018-2022
France

International Congresses of Applied Psychology

<i>Geneva, Switzerland</i>	1920	<i>Bern, Switzerland</i>	1949	<i>Liège, Belgium</i>	1971	<i>Singapore</i>	2002
<i>Barcelona, Spain</i>	1921	<i>Göteborg, Sweden</i>	1951	<i>Montreal, Canada</i>	1974	<i>Athens, Greece</i>	2006
<i>Milan, Italy</i>	1922	<i>Paris, France</i>	1953	<i>Munich, Germany</i>	1978	<i>Melbourne, Australia</i>	2010
<i>Paris, France</i>	1927	<i>London, UK</i>	1955	<i>Edinburgh, UK</i>	1982	<i>Paris, France</i>	2014
<i>Utrecht, Holland</i>	1928	<i>Rome, Italy</i>	1958	<i>Jerusalem, Israel</i>	1986	<i>Montreal, Canada</i>	2018
<i>Barcelona, Spain</i>	1930	<i>Copenhagen, Denmark</i>	1961	<i>Kyoto, Japan</i>	1990	<i>Centennial Anniversary Congress</i>	
<i>Moscow, USSR</i>	1931	<i>Ljubljana, Yugoslavia</i>	1964	<i>Madrid, Spain</i>	1994	<i>Cancun, Mexico</i>	
<i>Prague, Czech.</i>	1934	<i>Amsterdam, Netherlands</i>	1968	<i>San Francisco, USA</i>	1998	<i>December 13-17, 2020</i>	
						<i>Beijing, China</i>	2022

Meetings Around the World

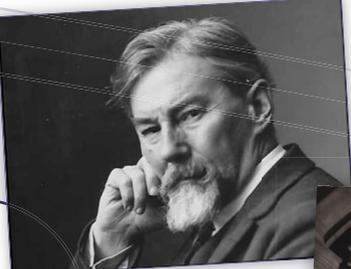
 International Congress of Applied Psychology (ICAP)

 Regional Meetings

 Centennial Congress of Applied Psychology (CCAP)

 ICAP 2022, Beijing

1920
1st President
Edouard
Claparède



1949
IX ICAP,
1st after WWII
Bern, Switzerland

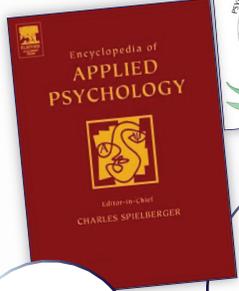


1953
Adoption of
the English name
Paris, France



1976
1st Division created:
Organizational
Psychology

1995
1st Regional
Congress in Asia
Guangzhou, China

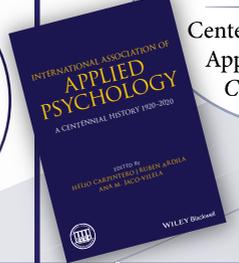


1996
IAAP launches
first website



2002
Publication of the
Encyclopedia of
Applied Psychology
Charles
Spielberger, Ed

2007
1st Annual
International
Psychology Day
at the UN
New York



2020
Publication of
International Association
of Applied Psychology:
Centennial History 1920-2020
1st World Psychology Week
Centennial Congress of
Applied Psychology
Cancun, Mexico

1920

1930

1940

1950

1960

1970

1980

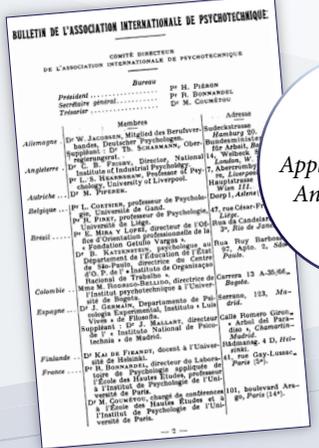
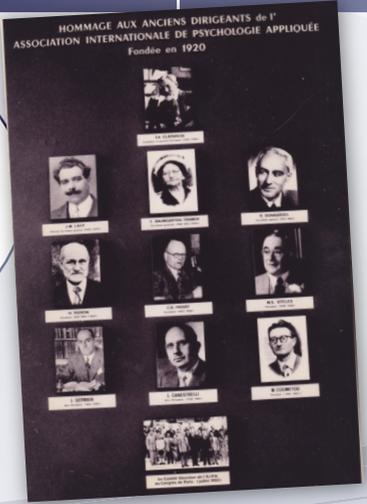
1990

2000

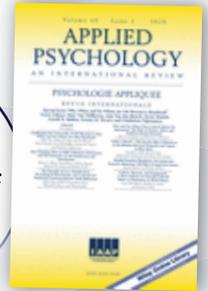
2010

2020

1920
Founding of
Association
Internationale
de Psychotechnique
1st ICAP
Geneva



1952
Launch of
Applied Psychology:
An International
Review



1974
1st ICAP
outside of Europe
Montreal



1982
First Woman
President:
Claude
Lévy-Leboyer
1982-1990

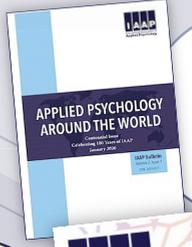


1997
1st Regional
Congress in
Central America
Mexico City



2005
Recognition as an
NGO, with active
consultative status at
the United Nations

2009
Launch of
Applied Psychology
Health and
Well-Being



2019
Launch of
Applied
Psychology
Around the
World



Future Challenges in Applied Psychology

Here are the six biggest challenges identified by IAAP members for the future of applied psychology.

Evidence-based practice. The importance of designing strategies and interventions based on empirical evidence, rather than anecdotal evidence or personal experiences is an important shared concern.

Diversity and inclusion. Many members are focusing on the promotion of more inclusive societies, and workplaces.

Aging population. The United Nations identifies this as one of the key global issues to be tackled as *“virtually every country in the world is experiencing growth in the number and proportion of older persons in their population.”* It is estimated that by 2050 one in six people in the world will be over 65 years old (UN website).



Fanny M. Cheung (Hong Kong) receiving an IAAP award in 2014.

Socio-economic inequality. Rising inequalities are mentioned by several members, followed by a call to action.

Glocalization. With globalization came many challenges, namely whether theoretical models and practical interventions are applicable across different cultures and contexts. The integration of both global and local considerations is needed to provide reliable and effective solutions to both communities and individuals.

Digitalization and artificial intelligence. By far the most discussed by IAAP's members, the challenges that emerge from living in a (no longer) sci-fi world, leave us with a number of questions. Is AI replacing or complementing human action? How can we use technology to remove barriers?



Jose Maria Peiró presenting at the opening of ICAP XXVIII (Paris, 2014)

Applied Psychology for the Future We Want



IAAP Board of Directors (2012)

The International Association of Applied Psychology can be even more useful to society today, and more efficient in helping to solve practical societal concerns, which are often linked to the world of politics and policymaking. Thanks to applied psychology, we know that we can contribute to serving society and trying to better address the United Nations' Sustainable Development Goals (SDGs).

For this purpose, we need to make serious recommendations to governments and policymakers. If we want our recommendations to be taken seriously, we need to ensure that we present ambitious goals with realistic proposals backed by scientific data in order to solve some of the problems of humanity.

It is our goal in the new centennial to be proactive in working to improve the ever-changing world around us. To do this, we will need to showcase what we have done, what we are doing, and what we can do.

The Need to Better Grasp Social Problems

IAAP is playing an important role in providing solutions to some of the world's problems.

IAAP contributes to improving the world by providing actionable solutions for a better future with less poverty, economic growth and decent work for all, reduced inequality, and tackling climate change by stimulating sustainable ecosystems. Moreover, IAAP is working towards gender equality and quality education for all in peaceful and inclusive societies with justice.

Stating these key areas, like a motto for IAAP, opens new directions for our future. These essential points will not only to strengthen applied psychology in the coming years but also to build a better world for all.



Site visit for XXX International Congress of Applied Psychology, (Beijing, 2016)

What We Have Done. What We Can Do.

During the closing session of the 28th International Congress of Applied Psychology (*Paris, 2014*) 4,500 psychologists from 101 countries unanimously affirmed their support for the United Nations' Sustainable Development Goals for 2015-2030.

The declaration clearly demonstrated that IAAP would do anything possible to:

- end poverty everywhere
- promote economic growth and decent work for all
- reduce inequality
- tackle climate change
- promote sustainable ecosystems
- and to attain gender equality, quality education, and peaceful and inclusive societies and justice for all.

This declaration was important in part because when using the word "health" it contributed to adding both "physical and mental health and well-being".



Gender equality and quality education

In agreement with the UN Women's group, which was established to accelerate progress on meeting women's needs worldwide, and the UN group dedicated to gender equality and the empowerment of women, we can contribute to reaching gender equality and quality education, along with peaceful and inclusive societies and justice for all. For this purpose, a series of Special Projects involving our 18 Divisions are actively developing innovative ideas that will need to be enacted as soon as possible.

Peaceful and inclusive societies and justice for all

This is a dream. Nevertheless, we are looking for antidotes to fight against the dangerous influence of fundamentalism, which often radicalizes fragile youth. For this goal, we have created the **Prevention of Terrorism and Peace Building Task Force** involving all of our divisions, including Psychology and Law, Counseling Psychology, and Psychology and Societal Development. This task force has new applied perspectives on the topics of discrimination, prejudice, and diversity; its main role is to develop peace-building tactics.

Climate change and sustainable ecosystems

Studies in applied psychology have already shown how to contribute to changing behaviors to reduce climate change and develop sustainable ecosystems. For this key topic, we have a Special Project, chaired by our division on Environmental Psychology, with the collaboration of our divisions on Traffic and Transportation Psychology and Political Psychology, to work together and offer new ideas and new proposals. Here, in particular, we need to work hand in hand with many others.



IAAP President Christine Roland-Lévy signs the proclamation at the International Summit on Psychology and Global Health, Lisbon (2019).