

creative heroes . award



# CREATIVE HEROES AWARD CZECH REPUBLIC 2021

ELEVATING CREATIVE MINDS

PRESS RELEASE

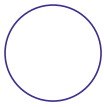
15 SEPTEMBER 2020,  
PRAGUE, CZECH REPUBLIC

## Prestigious international Creative Heroes Award is coming to the Czech Republic

**The Creative Heroes Award is coming to the Czech Republic under the name Cena kreativních hrdinů. This prestigious international award is taking a different approach with a strong focus on the power of creativity and putting the human factor at the centre. The Creative Heroes Award is looking further than the result of a creative process. Instead, the focus is on the process itself and on the people behind new concepts and sustainable innovations that have sustainable positive impact.**

“We need more creatives in the Boardrooms of companies is one of the leading principles of the Creative Heroes Award. The Creative Heroes Award is a Dutch event and platform that has seen two previous editions, in 2017 and 2019. The winner of the 2017 superhero award was Bojan Slat with THE OCEAN CLEANUP project. In 2019, Lex Hoefsloot with his Lightyear One solar car took the coveted prize home.

A Creative Hero is someone who creates inspiring works that solve a social problem, and reflects vision, entrepreneurship, and skill. This person can be anyone, from the inventor to the financier.



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On 15 September 2020, the Creative Heroes Award Czech Republic was launched with the first jury meeting held at the Impact Hub K10 in Prague. Members of the jury are:

**Peter Olah**, Chair. Head of Interior Design - Architecture at ŠKODA AUTO.

**Gesina Roters**, Vice-chair. Co-founder and creative partner at DAY.

**Simona Bagarová**. Freelance CSR Professional at simonab.cz.

**Hynek Bartík**. Founder of senseZOOM and Partner in Crowdberry.

**Alexandra Georgescu**. Co-founder at KOGAA studio & Social Reactor, Founder of Brno Design Days.

**Ann Hofvander**. Chief of Staff at U.plus.

**Martin Holečko**. Founder & CEO at Future Port Prague.

**Pavel Iványi**. CEO ICRC International Clinical Research Centre, St. Anne's University Hospital in Brno and President of the NCCC.

**Soňa Jonášová**. Founder of the Czech Institute of Circular Economy.

**Pavlna Louženská**. Google Developers Launchpad Mentor, Founder #HolkyzMarketingu, Board Member Transparency International, Strategist for manGoweb and Rekola.

**David Řezníček**. CEO of Premium Design Group, Founder & partner at KONSEPTI, Chairman of Reforma and Room.

**Jana Valušová**. Director, Marketing & Business Development at ISIC (GTS ALIVE).

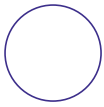
**Radek Váňa**. Founder & CEO IDEALAB.

**Petr Vítek**. Co-founder at Hub Ventures and Tilia Impact Ventures.

**Blake Wittman**. Co-founder of GoodCall, Datacruit and the Recruitment academy.

**Irena Zatloukalová**. Managing Partner at FENEK^^.

**Petr Zelenka**. Co-founder of Hackerly at PwC.



The creative industry is one of the fastest growing and most influential sectors of the European economy. The power of the creative industry lies in its ability to innovate and create value: creative companies develop innovative ideas, products, services, systems, strategies and working methods. The creative industry is characterised by its dynamics: it is an excellent example of the booming network economy of Small and Medium Sized Enterprises (SME), self-employed professionals and start-ups, in addition to a smaller number of larger organisations.

The creative industry reinforces the innovative capacity of a country. With its innovative strength and imaginative power, it can connect people, activate them, and give them confidence in tomorrow's world. The sector is a vital link in providing answers to major social issues and offering a meaningful sense to new technological possibilities.

There is still a world to win to incorporate creativity on a wider scale; the Creative Heroes Award plays a key role here.



*“The purpose of the Creative Heroes Awards is to provide a relevant platform to creative professionals, for them to realise a lasting positive change for individuals, society or the environment. The Creative Heroes Award is not a design award. It focuses on the impact of creative thinking.”*

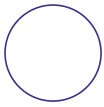
PETER OLAH, CHAIR OF THE JURY

*“We focus on the power of creativity and on the creative hero, who is the embodiment of the positive impact that has been realised. We believe that by rewarding the leading person and team, we reward the source of the new status quo or these people's courage to stand up for a change in this world.”*

GESINA ROTERS, VICE-CHAIR OF THE JURY

**Platinum partners** of the Creative Heroes Award Czech Republic are ŠKODA AUTO and Impact Hub.

Partners are the Embassy of the Kingdom of The Netherlands in the Czech Republic, Shell, TMF Group and Future Port Prague.



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The Creative Heroes Award event will take place on Thursday, 24 June 2021 at the ŠKODA AUTO museum in Mladá Boleslav.

For more information on the Award programme and partnership benefits, please visit <https://creativeheroesaward.cz>

The Creative Heroes Award Czech Republic is organised by the NCCC Traders by Nature, the [Netherlands-Czech Chamber of Commerce](#).

For more information, please contact:

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