

creative heroes . award



# CREATIVE HEROES AWARD CZECH REPUBLIC 2021

## ELEVATING CREATIVE MINDS

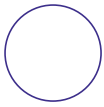
PRESS RELEASE

11 FEBRUARY 2021,  
PRAGUE, CZECH REPUBLIC

### Creative Heroes Award Czech Republic: creative impact needed more than ever

- **More than 50 candidates have been nominated until now; showing the need for creative impact is more urgent than ever before.**
- **During a jury meeting on 11 February, the first nominees were evaluated by the 17 creative and entrepreneurial professionals who together form the jury of the Creative Heroes Award Czech Republic.**
- **The Creative Heroes Award ceremony will take place on 21 October 2021 at the ŠKODA Museum Conference premises in Mladá Boleslav.**

The Czech Republic is the first country that adopts the prestigious international Creative Heroes Award, after its first two editions in The Netherlands.



creative heroes . award



The Creative Heroes Award focuses on the impact of creative thinking. It focuses on the person that leads the change, on the person that has the courage to stand up and challenge the current status quo. It zooms in on the creative process itself and on the people behind new concepts and innovations that have sustainable positive impact on people, society, and the environment. In these challenging and unprecedented times, this is more needed than ever before.

The Creative Heroes Award Programme allows the Creative Heroes to capitalise on their invention and become even more impactful in the future.

During the Award ceremony, in five categories, the sustainable positive impact that has been, and will be realised, will be rewarded. Impact on a personal scale, on a small social structure (company, school, neighbourhood), on urban and national environments and even on a global level, will be celebrated and supported.

The Creative Heroes Award is more than just a ceremony, it is a programme that focuses on creating sustainable social impact. The Award event is one part of this journey, the possibility for the winners to enter an Accelerator Programme by the Impact Hub is a second. Thirdly, the Creative Heroes will have the opportunity to present themselves during the next edition of the Future Port Prague event, the largest innovation event of its kind in the Czech Republic. A special Creative Heroes pavilion will be created to further promote the visibility and exposure of the Creative Heroes and support them on their journey.

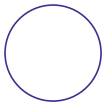


*“We are positively surprised by the number, quality and diversity of the nominees so far. It only shows that when you focus on the power of creative thinking across professions, sectors, markets, products and services, there is no limit to what people can achieve”*

**PETER OLAH**, CHAIR OF THE JURY  
Head of Interior Design (ED) – Architecture, UX/UI, Color&Trim at ŠKODA AUTO

*“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. The nominees so far show that creative heroism is abundant in the Czech Republic and we are very proud we can help and support making these people even more impactful.”*

**GESINA ROTERS**, CO-CHAIR  
Partner & Creative Director at DAY Creative



creative heroes . award



To make sure the Creative Heroes will have their moment in the spotlights, the decision was taken to move the Award ceremony to Thursday 21 October 2021. The Creative Heroes Award event should be a live event, where people can physically meet and be inspired. Not just by the stories of the Creative Hero nominees but by sharing experiences, knowledge, best practices, and contacts.

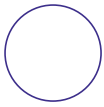
The power of creativity is fuelled by people. The Creative Heroes Award ceremony will be an evening to never forget and something that people will be speaking about for many years to come.

The deadline for Creative Heroes Award nominations is 31 July 2021. You can nominate here:

<https://cenakreativnichhrdinu.cz/nominace/>

**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.



creative heroes . award



The Creative Heroes Award event will take place on Thursday, 21 October 2021 at the ŠKODA AUTO museum Conference premises in Mladá Boleslav.

[BUY YOUR TICKETS HERE](#)

[OR BECOME A PARTNER](#)

and contribute to sustainable social impact.

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

[office@nlchamber.cz](mailto:office@nlchamber.cz)

+ 420 774 002 021