

Creative Heroes Awards Czech Republic 2024

Celebrating the impact of creative thinking

Press release

18 October 2024, Prague, Czech Republic

And the winners of the Creative Heroes Award
Czech Republic 2024 are...

- During a festive evening in the ŠKODA Museum in Mladá Boleslav, the five Creative Heroes Czech Republic 2024 were announced
- The assembled audience voted for one Creative Superhero
- All nominees represent the sustainable positive impact of creative thinking on people, society, and the environment

The five Creative Heroes Czech Republic 2024 are:



**Veronika Mašková
Šibůrková**



Dušan Brabec



Jan Valeška

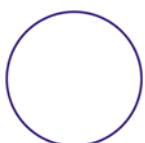


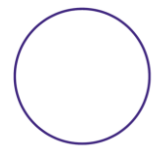
Martin Kozel



František Mach

- In award category 1:1 **impact on a personal scale**, the winner is **Veronika Mašková Šibůrková with Messages on the Body / Vzkazy na těle**.
Veronika, a teacher and social pedagogue, created the "Messages on the Body" project to prevent self-harm among students. It includes the "Self-Harm Support Box," which offers tools like relaxation methods with descriptions, assessment sheets, and wound care materials, implemented in schools to raise awareness and minimize incidents.
- In award category 1:1,000 **impact on a local scale**, the winner is: **Dušan Brabec with YoungLink**.
With extensive experience in technology, project management and digitization, Dušan uses data science to predict potential issues in schools. His platform helps teachers and psychologists





identify conflicts or risky behaviours early, preventing problems from escalating. Dušan emphasizes data privacy and uses network analysis to accurately assess classroom dynamics.

- In award category 1:100,000 **impact on a regional scale**, the winner is: **Jan Valeška with Soil Foundation / Nadace Pro půdu.**

Jan is a pioneer of local, organic agriculture. He has co-founded community farms and a garden children's club. He serves on the boards of several organizations promoting sustainable food practices. His work emphasizes sustainable consumption and organic food. He strives to make organic food accessible at fair prices and build a food system based on fairness, personal ties, and sustainability.

- In award category 1:1,000,000 **impact on a national scale**, the winner is: **Martin Kozel with Teach Live / Učitel naživo.**

Martin co-founded Učitel naživo to transform Czech education. Through programs like Teacher Live and Principal Live, he focuses on enhancing teaching and leadership skills, fostering quality relationships, trust, and personalized learning. His initiatives aim to reach 20,000 teachers and 1,000 principals by 2030, promoting joyful and equal learning opportunities for all children.

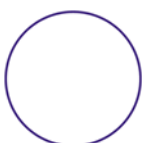
- In award category 1:1,000,000,000 **impact on an international scale**, the winner is: **František Mach of the University of West Bohemia.**

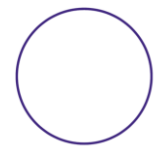
František leads CIMRA research group, developing nature-inspired magnetically guided actuators for robotics and industry. His work spans from miniature medical robots to sustainable technologies. He founded Nextdrop and Nextcycle startups, showcasing innovation in water and waste management. František actively engages in science communication, inspiring the next generation of scientists.

As the **Creative Superhero Czech Republic 2024** was elected: **Veronika Mašková Šibůrková.**

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.

Veronika Mašková Šibůrková who created the project 'Messages on the Body' / 'Vzkazy na těle', winner of the Creative Superhero award said: *"When I was heading to the Creative Heroes Award 2024 on Thursday 17th October, I felt very nervous, but I was also looking forward to meeting a lot of interesting people. I never dreamed I would win the 1:1 category, and winning the Creative Superhero title was totally unexpected. These awards mark another important milestone for me. They give me the motivation to continue my work and I believe they will help me reach out to those who had not heard about my project until Thursday evening. I really appreciate all the new*

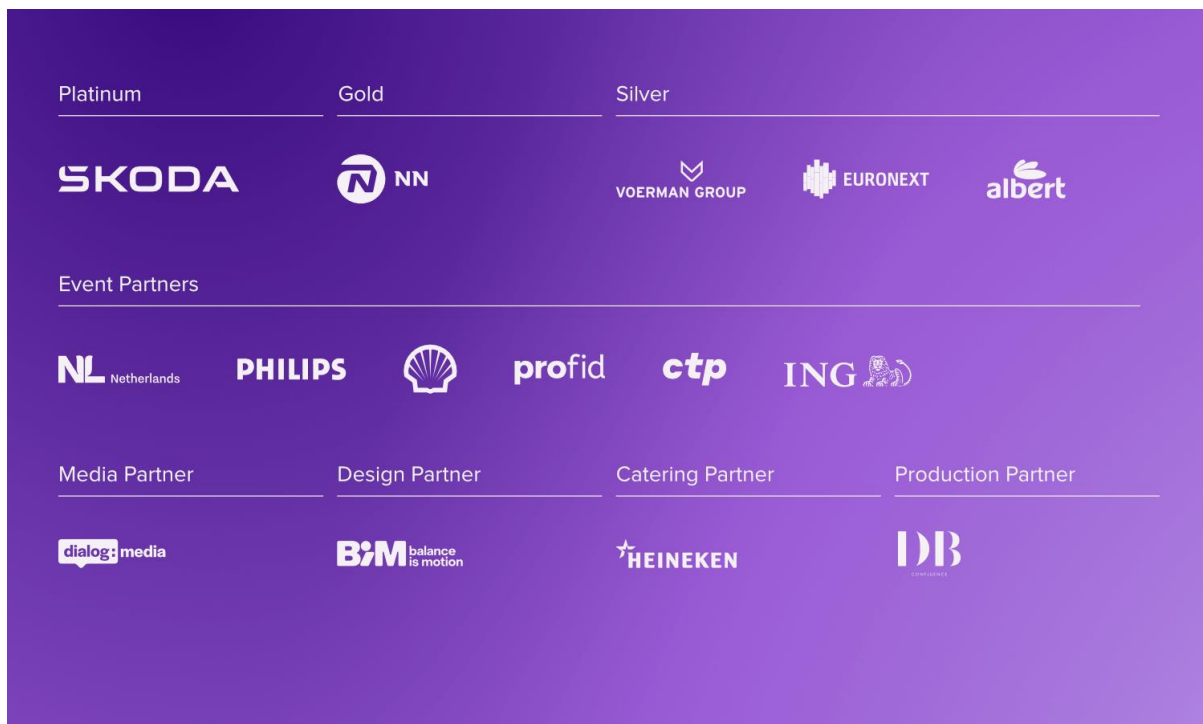




collaborations. I very much appreciate the offer from Good Daddy, last year's winner, which will allow me to make contact with parents of self-harming children."

Wiegert Smallegange, Director of The Netherlands-Czech Chamber of Commerce, organisers of the Creative Heroes Award Czech Republic, added: *"With this award, we want to elevate the people that have used their creative ideas to help others. Either one at a time, or by creating solutions that impact more people at once. This year's finalists are all examples of this. Often these people stay in the background, while we idolize celebrities. But these creative heroes can serve as role models for all of us. This is why we give them an award: to congratulate them on what they have achieved, to thank them for their contribution to society, to motivate them to keep going and to be an example for others to follow."*

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For more information on the Award programme and partnership benefits, please visit <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 | + 420 774 002 021

