

Press release for March 29, 2021, 7:30 a.m.

**Creative Industries in Switzerland**

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## **Creative Hub - and its coaching program - is making history for the last time**

**The closing of 2021 brings the closing of Creative Hub. In December, Creative Hub - the funding platform for the Swiss creative industries - will cease its activities after eight years. Set up as a pilot project, Creative Hub has supported over 300 creative people across Switzerland and their entrepreneurial activities with tailor-made coaching since 2013. Innovative start-ups can now apply for the last “Creative Business Coaching” program until April 30, 2021.**

In 2013 Claudia Acklin founded Creative Hub with the help of Engagement Migros, a support fund of the Migros Group. The program pioneered a range of funding specifically geared towards designers and creatives. This kind of support was new and unique. Eight years later, this pioneer has become a trailblazer, inspiring art colleges with incubators to offer their own coaching programs today. President Daniel Schaffo looks back: “Since 2013, Creative Hub has shown efficient ways in which ideas and projects can be supported with expert coaching and can be developed into successful start-ups in the creative industries. This form of funding is thanks to everyone who has contributed to the success of this pilot project with their practical know-how over the past eight years. Our big thanks go to them.”

Sandra Kaufmann, who had developed a smartphone case with reading glasses together with Monika Fink, used the services of Creative Hub to launch her product: “The coaching enabled us to professionally plan the business model right through to successful market launch.” In retrospect, Regula Staub, Managing Director of the Creative Hub, considers it extremely gratifying to see art colleges and other institutions setting up their own, effective funding structures for the benefit of creative people. “The Creative Hub helped to establish awareness of the economic and cultural importance of a lively creative industry. It favors unconventional solutions and strengthens the innovative strength of the economy as a whole. This is now considered proven - and corresponding funding offers are a matter of course.”

The “Call for Submissions” is again looking for promising start-ups from all areas of the creative industry. You can apply for coaching on the Creative Hub website until April 30, 2021. The best candidates present their project submission digitally to a jury on May 12, 2021. This then selects the participants in the coaching program. You will benefit from personalized coaching by industry experts until December and thus help Creative Hub to reach the final climax of its eight-year success story.

**Link to Call for Submissions**

[creativehub.ch](https://creativehub.ch)

Submission Deadline: 30. April 2021 – 24:00

**More information about Creative Hub and its Call for Submissions**

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