



Nationwide school closures – bad day for our students. How can dedicated teachers and start-ups help to revolutionize the school system?

+++ European Culture Forum offers a prize for innovative founders and projects for digital education +++ Founder pioneer **Nico Rosberg** receives European Cultural Award in Bonn for his social engagement for environmental- and climate protection

Press release from the 22nd of April 2021

As of now innovative teachers, as well as founders in the field of digital education can apply for the European Promotion Award Next Generation. We are looking for dedicated and creative educators, as well as companies which are advancing the digital classroom 4.0 and make a move against the nationwide school closures. “The pandemic has served as a burning glass”, says Bernhard Reeder, chairman of the board of the European Culture Forum. “It takes a lot of great ideas, to integrate digital media more into lessons.” The Promotion Award belongs to the European Cultural Award, which will be awarded on the 28th of August 2021 in reference to the Beethoven Jubilee BTHVN2020 in the Bonn Opera House in the framework of this year’s European Award gala.

The pandemic-related school closures raised questions about the educational mediation: How to optimize learning material digitally – and how can schools still function, even when not all students sit in a classroom? The conditions in the school system are still very inconsistent: While some school doesn’t even have a stable internet connection, have other laptops and smart boards and use computer-based learning systems. Although digital media can’t replace face-to-face teaching, so they are, in these times of limited learning offers a needed support of the national education system.

Experts take over the selection procedure

The jury of this year’s Promotion Award consists of experts in the field of computer science, economy and education. Stefanie Kreusel, corporate representative for digital education and school at the ‘Deutschen Telekom AG’ supports the selection procedure. The ‘Telekom’ sees the digitalization of the German educational system as a component of their social responsibility. “We focus not only on the use of digital media in schools, but we also support the digital competence of the educators.”, so Stefanie Kreusel. “The digitalization of the school system is not only with the corona-pandemic-background important – it is also important for the economic future of our country.”

Jury member professor Alexander Lasch, german studies professor at the 'Technischen Universität Dresden' and german studies youtuber with over 3000 subscribers, explained way before the pandemic the history of old german online. In his opinion online studies are not just a future model, because above all the exchange with other is bringing us forward. Furthermore bring their expertise in: headmistress Sandra Gockel of the 'Ehrenfried-Walther-von-Tschirnhaus' grammar school in Dresden, which is well known for their outstanding infrastructure. Matthis Hundt, founder of the company 'Sachsen Digital Consulting' has specialized with his company on the implementation of the 'DigitalPakt Schule', his device is: "technology follows education". Viola Klein is CEO of the 'Saxonia Systems Holding', supervisor of the 'BMP AG' and IT entrepreneur with passion: 1992 founded with her business partner Andreas Mönch the Saxonia educational institute, which changed later to the 'Saxonia Systems AG' and in 2020 took over by the ZEISS foundation.

Austrian entrepreneur supports Promotion Award

„Digitalisation and digital know-how are more important than ever. Right here starts the European Promotion Award Next Generation, it stands after all for the visibility of changing and innovative projects in times of digital education.“, so Klemens Hallmann from the 'HALLMANN HOLDING'. "The Promotion Award 2021 is focusing on networked schools, virtual classrooms and adaptive learning. We want to support talents of tomorrow as well as innovations, which are advancing digital education and therefore donate a sustainable added value for the future of education in Europe." The Austrian entrepreneur supports as main sponsor the European Cultural Award since 2019. "As founder and sole owner of the international working 'HALLMANN HOLDING' it is a special honor, to be a jury member of the European Promotion Award. It was always a great concern for me to support the next generation and to invest in education, training and quality of work.

Good education is the base for an engaged society

In this year model and actress Barbara Meier also fulfills the role of the patroness for the European Promotion Award. "Even when success seems so easy, it is a big amount of self-discipline and willingness for life-long-learning behind that. The young generation stands nowadays in front of big challenges of the digital change and needs therefore support from the whole society.", of that is the former mathematics and computer science student convinced. "Of course, with the digital education subjects like music, history and art can't be forgotten, because they are the balance to the hard facts and therefore the base to engage themselves for our society, be it in environmental and climate protection or fair working conditions."

Price for environment and climate protection goes to Nico Rosberg

Progress, Innovation and Sustainability: These attributes are connected strongly with our award winners of the European Cultural Prize in the category environmental protection. In this year the award goes to the sustainability entrepreneur and formula 1 champion: "With this price we honor Nico Rosberg's pioneering spirit as investor and entrepreneur in the field of sustainable and digital technologies, which are essential for our future.", says Bernhard Reeder, chairman of the board of the European Cultural Forum. "He supports for years many initiatives, which are dedicated to the most necessary tasks of our time. As co-founder of the Greentech-Festival he offers innovations a stage and brings experts together with start-ups.

Nico Rosberg's engagement stands therefore for the purpose of this years European Promotion Award Next Generation." The prize will be handed over on the 28th of August 2021 in Opera House Bonn by the climate activist Hannes Jaenicke.

About the European Cultural Award

Lending of the European Cultural Award in the various categories is for many years a cultural highlight in event calendars. The award presentation took place before in the 'Dresdner Frauenkirche', the 'Hamburger Elbphilharmonie' and the Vienna state opera. It is an important platform in the field of art, economy and politics. With the prizes personalities, initiatives, artists, politics and institutions will be awarded for their outstanding accomplishments in and for Europe. Further information about the Promotion Award, the conditions of participation, as well as the European Cultural Award you can find here: www.europaeischer-kulturpreis.de

We thank our main sponsor and presenter 'HALLMANN HOLDING' for the support of the cultural dialogue in Europe.

