



Newsletter #8

This Newsletter invites you to the **CREATIVE ECONOMIES FORUM 2025**.

CEF Workshop 25. Creative entrepreneurship - navigating between market realities and visions for tomorrow.

You can also find all of this on our [website](#). Take a look!

[Click here!](#)

Creative Economies Forum 2025

CEF Workshop 25

2 October 2025, 13:30, Zeughausareal Uster

The Forum will be in german

Creative entrepreneurship - navigating between market realities and visions for tomorrow

For the first time, CEF is hosting an external workshop. Stepping outside the academic environment, CEF Workshop brings together 25 entrepreneurs, researchers and creative minds at the Zeughausareal Uster. How can market requirements be reconciled with visions for the future? How do creative ideas become concrete added value and viable strategies? The ways of thinking and acting of creative entrepreneurs and entrepreneurially minded creatives are often closer than one might think. It's time for real synergies.

CEF Workshop 25 brings together the established market experience of innovative SMEs and the agile creative power of entrepreneurial creative

minds. In an interactive afternoon workshop in Uster, we overcome the boundaries between industries and create a space for hybrid innovation.

With us, you will experience how new, sustainable business models emerge from different perspectives.

Stay tuned and follow the program: [CEF Workshop 25](#)

Registration

**Creative
Economies
Forum 25**

Kreatives Unternehmertum Navigieren zwischen den Realitäten des Marktes und den Visionen für morgen

CEF Workshop 2025

2. Oktober 2025
Zeughausareal Uster

zhdk.ch/zcce/cef

Zürcher
Centre for
Creative
Entrepreneurship

zhdk

ZÜRCHER
LAND

uster
Wohnstadt am Wasser

ZEUGHAUS
AREAL USTER

WIRTSCHAFTSFORUM USTER

Zürcher
Kantonalbank

Why should you participate

- **Practical tools instead of lectures:** Learn about three effective strategic models and apply them directly to your own challenges in interactive workshops.

- **Concrete solutions for your business:** Whether it's clearly articulating the value of your idea, strategically planning for the future, or analysing your partner ecosystem, you'll develop tangible results.

- **Unique networking:** Meet like-minded people and potential cooperation partners from the 'other world'. Expand your network beyond the usual industry boundaries.

- **Gain new perspectives:** Break out of your routine and benefit from the market experience of SMEs and the unconventional thinking of the creative scene.

What can you expect

An afternoon full of inspiration. Our programme takes you from inspiration to practical application:

- **Inspiring keynote speech:** A leading expert in 'strategic creativity' will provide you with three essential tools for the afternoon.

- **Interactive themed workshops:** At the heart of the event, you can choose one of three practical workshops that best suits your needs:

- Creating value: How does a good idea become a compelling business model? Build a bridge between creative ambition and market logic.

- Three time horizons: How do we synchronise day-to-day business with a bold vision for the future? Develop a common language for planning tomorrow.

- Creative Core & Spheres: Which invisible partnerships are the key to your success? Visualise and activate your ecosystem.

- **High-calibre closing panel:** Leading figures from the business and creative scenes synthesise the day's insights and outline the future of the regional innovation landscape.

- **Apéro riche & networking:** During the subsequent apéro, we deepen the discussions, forge plans and make valuable contacts in a relaxed atmosphere.

Detailed programme

In this interactive half-day event, the CEF will examine the issues from different perspectives:

13:30–14:00 **Arrival, welcome coffee and initial discussions**

14:00–14:15 **Welcome:** Christoph Weckerle, Christian Zwinggi

14:15–14:30 **Research insights:** Focus on the interface – closer than we thought? (Roman Page). Latest findings from the ZCCE on the interface between SMEs and the creative industries.

14:30–15:15 **Keynote:** '*Strategic creativity*' and its significance for the future of creative entrepreneurs. (Simon Grand)

15:15-15:30 **Pitches:** 'What's Next_Projects' as input for the workshops
Three entrepreneurial creative projects from Z-Kubator.

The Z-Kubator supports artists, designers and mediators from the ZHdK at the interface between artistic or creative ideas and entrepreneurial thinking and action. Three participants in the 'What's next_Project' support programme present their projects:

- Simona Boscardin with **ON FIRE:** new media formats for a young audience
- Tabea Wschiansky with **Para:** rain protection for people in wheelchairs
- Dzhuliia Kolodko with **Fresq:** the individual museum visit with AI (English)

15:30-16:00 **coffee break & workshop briefing**

16:00-17:45 **Interactive workshops:** co-creation, transfer of ways of thinking and working, development of new ideas based on concrete case studies.

17:45-18:00 Short break

18:00-19:00 **Panel discussion:** Potential and challenges – with representatives from practice and research. Synthesis and future scenarios – what comes next?

From 19:00 **Apéro riche & networking:** Opportunity for exchange, networking and initiating new collaborations.

Who is CEF 25 for?

- Innovative SMEs ('creative companies'): You run an SME and are looking for new ways to stand out from the competition, integrate creative processes and develop sustainable business models.

- For creative professionals with an entrepreneurial spirit ('entrepreneurial creatives'): You come from the creative industries and want to scale your projects, build sustainable business models and strengthen your market position.

(Managers of small and medium-sized enterprises (SMEs), innovation managers, start-ups and founders, students, researchers and teachers in the field of entrepreneurship and arts universities.)

Save your space and register here!

What is going on at ZCCE in the next months!

See our [website](#) and [agenda](#)

ABOUT US

For further information please see and explore our new [website](#) or contact us: [ZCCE](#)

All the best, ZCCE Team

Inhalt: Katrin Stowasser



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