Press release

Getting ready for the world of tomorrow: Inspiring kids for technology and entrepreneurship in nextgeneration camps

digitalswitzerland nextgeneration is connecting six high quality education initiatives in Switzerland, all offering camps with a unique learning programme in the areas of robotics, entrepreneurship, gaming, programming and computational thinking. The summer camps are open for kids aged 6 to 19 and are taking place in all Swiss regions. In a playful way, the children and youngsters acquire digital competencies and entrepreneurial skills, which prepare them for the world of tomorrow.

Zurich, 7 May 2018 – 65% of children starting primary school today will later work in jobs and functions which do not yet exist today. Education and preparing young talents for the future are pivotal for our country. digitalswitzerland is therefore inviting children and young people to participate in digitalswitzerland nextgeneration summer camps. The nextgeneration initiative comprises MINT&Pepper (which grew out of the ETH in Zurich), Codillion's coding camp and Ginger's entrepreneurship camp. The initiative also promotes the EPFL's summer camps, as well as those of SUPSI, TEENformatiCAMP, and ICT-Scouts & Campus. The talents of tomorrow benefit from a rich and unique learning offering around the approach and practice of coding as well as computational thinking, problem-solving skills, teamwork, entrepreneurship and innovation.

Pascale Vonmont, CEO of the Gebert Rüf Stiftung and member of the digitalswitzerland Executive Committee comments: "*We hope that we ignite curiosity and vocations in areas where we know we will need competencies in future. The summer camps enable children and families to approach these subjects through fun and instructive leisure activities.*"

Learning how to build a robot or to code

The nextgeneration summer camps take place in several languages and different cities: Basel, Bern, Lausanne, Manno, Muttenz, St Gallen, Zug and Zurich. During a full day or half day programme and over one week, youngsters can immerse themselves in fun and interactive discovery of new subjects and exciting possibilities to become the shapers of their own future. The first nextgeneration camps are starting in June.

Patrick Warnking, CEO of Google Switzerland and member of the digitalswitzerland executive committee says: *"The future will belong to those who are at ease with all things digital, including computational thinking and working in agile teams. What is acquired during childhood and adolescence will be useful in adult life. Now is the time to develop interest and passion in these subjects."*

A complete offer in the area of education and digitalisation

"Children today have a lot of contact with digital equipment, but do not understand how it works. Codillion wants to open up that black box and inspire children to be active and creative in the digital world rather than passively consuming a given content." **Marloes Caduff, mother of two and founder of Codillion**

"MINT&Pepper runs the "Mission Rosetta" summer camps in Dübendorf and makes robotics a journey of discovery of new technologies and capabilities. Youngsters learn to programme our robots in such a way that they find their target on the comet independently and supply us with the necessary data." **Stefan Bertschi, Project Leader, Mint&Pepper**

"When you act in an entrepreneurial way, you start creating your own future job and potentially many more jobs. This skill will become more and more critical for young persons, as digitalisation and innovation are changing the future of work in ways we can't yet imagine. Ginger allows you to sharpen your entrepreneurial skills and start designing your life today!" **Nina Portier Reinhart, Founder of Ginger**

"ICT Scouts & Campus discovers ICT talents and provides them a guided opportunity to deepen their skills. The ICT S/C KidsCodeCamp extends this opportunity to girls and boys who have not yet been "discovered". It is not a casting show, though. Just come and have fun with robots, communicating in cryptic codes, building your own joystick, scavenger hunts, etc. but most importantly, with new peers." **Dominik Strobel, ICT-SCOUTS & Campus**

The EPFL summer camps are part of our firm wish to motivate and stimulate learning in the fields of computing and technology. Robotics, in particular, is a promising future area and we are looking to catch the interest of both girls and boys." **Farnaz Moser, EPFL**

TEENformatiCAMP offers 13-15 year olds an all-round approach to informatics: they learn both hardware and software skills, as well as team work and computational thinking, our summer camp offers different activities monitored by young researchers within a university environment." **Michela Papandrea, SUPSI, TEENformatiCAMP**

digitalswitzerland also supports another platform, educationdigital.ch, for adults seeking further education, either certifying or vocational, linked to the digital world.

For more information: digitalswitzerland | nextgeneration

About digitalswitzerland

digitalswitzerland is a joint initiative by industry, government and science which aims to make Switzerland a leading digital innovation hub worldwide. digitalswitzerland thus plays an active role in different areas, such as knowledge transfer, training, start-up accompaniment and political frameworks. The association groups together more than 100 of the most renowned companies and organisations in Switzerland as well as the most innovative websites. The initiative was launched in 2015.

Contact

Niniane Paeffgen

Communications & Public Affairs Manager @digitalswitzerland

+41 79 230 49 05

niniane@digitalswitzerland.com