

CONFERENCE DESCRIPTION

KreNI conference took place from the 3rd to the 7th of December in Nis. It was happening in eight different spaces in Nis simultaneously with the participation of 80 young people, 12 lecturers, 6 mentors, representatives of 4 embassies in Serbia, representatives of 4 foundations, representatives of 4 socially responsible companies, and three moderators.

In November, the call for all creative young people in Nis who have some experience in some of the fields in creative industries (film, photography, design, architecture, IT and advertising) was announced. On December 1, the names of approximately 15 young people per field who would participate in the conference were announced.

On December 3, 12 lecturers from these six fields came to Nis, to the Kupina Cinema, and gave master classes to the participants. The lecturers were Nikola Andonov from Serbia in the field of architecture, Ivan Redi from Austria in architecture, Saina Koohnaward from Sweden in design, Petyo Budakov from Bulgaria in design, Timothy Newburn from USA in design, Ivo Matejin from Serbia in design, Lyubo Yonchev from Bulgaria in film, Zeljko Mirkovic from Serbia in film, Sasa Djordjevic from Serbia in photography, Veljko Radovanovic from Serbia in IT.

After master classes, the participants were divided into groups, according to the field they had chosen, and started the workshops with the lecturers from their field. The main focus of the first day was on transferring the knowledge that could not be acquired through formal education to the participants. The second day of the conference started with workshops as well, but with a different aspect. The lecturers used this time to present the participants some good examples of using creative industries in solving social problems. The second day had some new lecturers in the field of IT, Marko Smiljanic and Sinisa Perovic from Serbia. After these workshops, the lecturers gave the participants tasks. The participants were supposed to use all the knowledge gained and present some creative ideas using the field they were working in.

On the third day, December 5, all participants presented their ideas, the solutions to their tasks on the cinema screen in the Kupina Cinema. After the presentations of all 80 of them, they were the ones who voted for their own colleagues, by giving the ratings from 1 to 5 in every field. After they finished voting, 5 participants with the most votes in every field were chosen to continue with participation. Now, 30 of them were invited to make 5 teams of 6 participants with one request, that in every field there is one from the architecture, one from design, one from film, one from photography, one from IT and one from advertising. After that, they got their first task as a team, to go around city and find some problems in the society that they are willing to solve.

The lecturers' job was done and now mentors took over.

In the early morning on December 6, Milos Paunovic from Social Impact Hub started his mentoring process with all 5 teams together. His mission was to collect all the problems that they had found the previous day and lead a way from a problem to a project.

In the afternoon every team got their own mentor who needed to develop their project to the possible results and prepare the team for the final presentation. The mentors were Marijana Bosnjak and Krunoslav Ris from Croatia, and Branko Krsmanovic, Nenad Stojanovic and Goran Mladenovic from Serbia.

At the end of the fourth day we had five different ideas which were using creative industries in order to solve problems in the society, ready for their presentations.

On December 7, the final day of the conference took place in the big hall of the Kupina Cinema. This day also had donor character, with the main goal to collect resources for carrying out the developed ideas. Donors were all those participants who paid for participating in the conference as well as the representatives of the embassies, foundations and companies in Serbia who participated in panel discussions.

The first panel was with the embassy representatives, and the participants were Sabine Kroissnrunner, Deputy Head of Mission of Austrian Embassy, Erika Kuenne, cultural attaché of US Embassy, Anne Lorraine Vigouroux, cultural attaché of the French Embassy and Slavica Markovic Sandic, Communication and Public Diplomacy Officer in Swedish Embassy. The panel moderator was Mladen Jovanovic, President of the National Coalition for Decentralization board. The aim of the the panel was to present the ways that these embassies help the society and development of the creative industries in their countries.

The second panel was with the representatives of different foundations in Serbia, and the participants were Biljana Dakic Djordjevic, Executive Director of Trag Foundation, Branislava Cekic, coordinator of the programme Dobro CiniTI in Katalist Foundation, Jelana Rakic, programme coordinator in Divac Foundation and Darko Sokovic, President of Foundation Dokukino. The audience had the opportunity to hear the involvement of these foundations in the local community. The moderator was Ivan Topalovic, Director of NGO Proaktiv.

The third panel was with the representatives of socially responsible companies and the participants were Jelena Preradovic Stevanovic, Manager Community Relations from Philip Morris, Snezana Stanojevic, Branch Manager from Societe General Bank, Vladimir Todorovic, Manager of External Communication from Erste bank and Philip Bay, Director of Clean Earth Capital. They showed the way their companies work and help the society. The moderator was Branko Krsmanovic, President of Young Ambassadors.

After all, three panels, the 5 previously mentioned teams had the opportunity to present their ideas. In five-minute presentations they showed the audience why they should invest their vouchers in a certain idea. After the presentations, everyone with vouchers put a certain amount to the idea or ideas they wanted to support.

In the final score, the result was:

- Team 1 – **QT club** got 21250 RSD
- Team 2 – **OslikaNi(s)** got 33750 RSD
- Team 3 – **Fuse** got 27000 RSD
- Team 4 – **Kreativna revolucija** got 33000 RSD
- Team 5 – **Sharing center** got 27000 RSD

All 5 ideas with the description and video from their presentations are listed below.

1. QT club

The main idea is to form the area where young people will be able to gather, have quality content and organize their own events. Every member would pay a symbolic monthly fee and in turn could have coffee, juice or tea with symbolic price as well. The aim of the project is to get young people away from the streets, make them connect and spend quality time dealing with creativity, education, socialization and recycling.

<https://www.youtube.com/watch?v=Tdn0Xi3rx48>

2. OslikaNi(s)

The idea of the project is to make the facade in Nis more beautiful by painting murals! The plan is to organize online campaigns and through social networks invite citizens to join the action and to suggest places where murals should be made. It will engage young people, students of architecture, art and design, and give them an opportunity to express their creativity.

<https://www.youtube.com/watch?v=gq41SGAxhY>

3. Fuse

Creating a platform where young artists will have the opportunity to express and present themselves. Young artists (musicians, designers, photographers, filmmakers...) do not have the space to express themselves, and this platform will give them possibility to connect with potential employers.

<https://www.youtube.com/watch?v=Tlu5DwghWJg>

4. Kreativna revolucija (Creative revolution)

The idea of the project is to promote cycling as a way of healthy time spending and creating a network of bicycle paths in Nis. The team wants to carry out a public campaign at the city level to raise awareness of the importance of cycling and make a garage in the city where citizens can rent a bike.

https://www.youtube.com/watch?v=zN_BCyq7f8&list=PL9q6DvFEqK5I94yqqZy6MLuzUG0gDfl-&index=4

5. Sharing center

The project idea is to establish a web platform where students and companies will have their profiles in order to achieve their networking. The idea is to connect unemployed young people and companies in order to give practice to young people and prepare them for the job market.

<https://www.youtube.com/watch?v=dijt-ENsr9o&list=PL9q6DvFEqK5I94yqqZy6MLuzUG0gDfl-&index=5>

LIST OF LECTURERS AND MENTORS

LECTURERS

1. Milan Janic, Senior art director at Leo Burnett Paris
2. Nikola Andonov, Architecture in MADA architecture studio and co-founder of Fab Lab Belgrade
3. Ivan Redi, Retired architect, previous Architect in Neue Lebensräume in Graz
4. Lyubo Yonchev, Producer and director in Crystal frame Sofia
5. Zeljko Mirkovic, Producer and director in Optimistic film
6. Saina Kooonavard, Fashion designer and teacher on the Swedish School of Textiles
7. Petyo Budakov, Graphic designer, Head-assistant professor at New Bulgarian University
8. Timothy Newburn, Lead Construction Manager and owner of Newel FastTrack
9. Ivo Matejin, Designer and co-founder of the Dokukino foundation
10. Sasa Djordjevic, Journalist and photographer at the news agency Beta and AFC
11. Veljko Radovanovic, Owner of the software company Logik
12. Marko Smiljanic, Director of the software and consultant company NIRI
13. Sinisa Perovic, DX Lead in Developer Experience and Evangelism (DX) group in Microsoft

MENTORS

1. Marijana Bosnjak, Director of the cultural center Kinematografi Osijek
2. Krunoslav Ris, Senior Software Engineer and CEO at BetaWare Osijek
3. Branko Krsmanovic, President of Young Ambassadors and owner of cinema Kupina
4. Nenad Stojanovic, Co-founder of Deli space
5. Goran Mladenovic, Manager of Nicat cluster of advanced technologies

MEDIA PROMOTION

Promo Video

<https://www.youtube.com/watch?v=KWK2fevXUls>

Juzne vesti // <http://goo.gl/wyJjVA>
Tv Zona plus // <http://tvzonaplus.rs/konferencija-kreativnih-industrija-u-nisu/>
Tv Zona plus // <https://www.youtube.com/watch?v=wFODBYI6OVU>
Roma world // <http://romaworld.rs/blog/konferencija-kreativnih-industrija-mladi-ambasadori/>
Kapital Magazin // <http://kapitalmagazin.rs/konferencija-kreativnih-industrija-u-nisu/>
NTV Jutarnji program
Super radio // <https://www.youtube.com/watch?v=vEbBLjXyUrl>
Tv Zona plus // <https://www.youtube.com/watch?v=6Y1z5oFckYQ>
Magazin zdravo // <http://magazinzdravo.rs/konferencije-kreativne-industrije-kreni/>
City radio // <https://soundcloud.com/city-radio-ni-99-9/otvoreni-radio-mladi-ambasadori>
Dijalog.net // <http://www.dijalog.net/kreni-konferencija-kreativnih-industrija-nis/>
IKT klaster // <http://ict-cs.org/rs/vesti/vest/kreni-konferencija-kreativnih-industrija-u-nisu/>
SDL // <http://www.studnel.com/drustvo/konferencija-kreativnih-industrija>
Youth Newsroom // <http://goo.gl/3bLmzs>
Media press // <http://mediapress.rs/2015/11/28/nis-konferencije-kreativne-industrije-kreni/>
Heyevent // <http://heyevent.com/event/vz6j5e24ezrcia/kreni-i-ti-prijavi-se-za-konferenciju>
Lajk za kulturu // <https://www.youtube.com/watch?v=Lx3JAtaoM2M&feature=share>
NTV // <http://ntv.rs/kreni-od-ideje-do-realizacije-video/>
NTV // <https://www.youtube.com/watch?v=z-rQ4-GiD6o>
Tv Zona plus // <http://tvzonaplus.rs/projekti-za-kreativni-nis/>
Tv Zona plus // https://www.youtube.com/watch?v=fMBerUnE_YQ
Belle amie // <http://www.belami.rs/kreativnoscu-za-lepsi-nis/>
Belle amie // <https://www.youtube.com/watch?v=r8AyZZSrsDI>
Flystartup // <http://flystartup.com/kreativna-industrija-osijek-nis-paralela/>

Five articles in local print newspaper „Narodne novine“

CONCLUSION

KreNI conference gathered 80 creative young people ready to make a move and do something in their own city. Over the course of 5 days they had the opportunity to work and gain knowledge from highly experienced experts in the field of architecture, design, IT, film, photography and advertising and develop their own ideas with the help of mentors experienced in working with young people. At the end these young creative people had the opportunity to present their ideas in front of the most important donors in the country and in panels learn from them about various facts that they can use in their future career.

The conference was made in the partnership of Young Ambassadors, Deli space and Embassy of Sweden in Belgrade, with the support of Ministry of Youth and Sport, Kupina Cinema, Proaktiv and French Institute.

The contribution to the donor conference was given by The Embassy of Austria, The Embassy of USA, Katalist Foundation, Trag Foundation, Divac Foundation, Foundation Dokukino, Philip Morris, Erste Bank, Societe General Bank, Clean Earth Capital, Microsoft and Carlsberg.

The sponsors who made the conference possible are Cezar Fast Food, Mg Mivela, Lovopromet, Oscar Cafe, Dragana Cakes, Irish Pub, Pasta Bar 2x2, Bakery Srbijanka, Media Centar, Nicat, Kapital In, Stock of Knowledge and Feedback.

KreNI conference was the result of synergy of different partners devoted to making Nis a center of creative industries in this region.

The main result of KreNI conference is going to be the realization of all five projects by the representatives of the teams with the mentoring support of Young Ambassadors.

The conference achieved its goal of promoting the sector of creative industries as a tool for problem solving in society but most of all, supporting creative young people in their effort to make better place for living.

The conference was an important step in the creation of a bridge for the future cooperation between stakeholders with the common goal of developing creative industries in Serbia.

