



# FINAL REPORT

## #KRENI2 - CONFERENCE OF CREATIVE INDUSTRIES

In Nis, December 12, 2016

The goal of KreNI2 conference was to empower young people and include them in the mapping of some problems in the society, and finding the solution for those problems. The idea was not only to present creative industries as a tool which young people can use in order to solve social problems but also to show them the potential of these industries as growth, democratic participation and self-employment generators in Serbia. The potential of creative industries in Nis was presented in order to raise awareness about the role that this part of Serbia can have in the global development of creative industries using the experience of 6 countries (USA, Austria, France, Slovakia, Croatia and Serbia).

Main reason for making KreNI 2 is that in December 2015 we have organised first conference of creative industries KreNI with the same concept and goals and we saw how good response we had from stakeholders as well from young people. Result of the first conference was that we had developed 5 different ideas that are devoted to solve some social problems. Also, on the last day of conference we had financial support for this ideas from all donors. All this results made us believe that this kind of conference is good for including young people in making changes in their society and provide them with examples of good practice from countries with developed creative industries.

---

## CONFERENCE DESCRIPTION

KreNI conference took place from the 1<sup>st</sup> to 5<sup>th</sup> December in Nis. It was happening in six different spaces in Nis simultaneously with the participation of 60 young people, 13 speakers, 6 mentors, support of 4 embassies in Serbia, 3 foundations, 7 socially responsible companies.

We announced the call for all creative young people in Nis who have some experience in some of the fields of creative industries (photography, design, architecture, IT, advertising, 3D scanning and management in creative industries) in Nis. On the 25<sup>th</sup> of November 60 participants of the conference were chosen (approximately 10 young people per field).

On December 1<sup>st</sup>, 10 speakers came to Nis, to the Kupina Cinema and gave master classes to the participants. The speakers were Mitesh Dixit from USA in the field of architecture, Tomislav Bobinec from Austria for design, Rozana Sazdic from Serbia for photography, Milan Hornak, Jan Zachar and Andrej Zitnan form Slovakia for 3D scanning, Rade Joksimovic from Serbia in IT, Miroslav Anicic from Serbia for IT, Srecko Sekeljic form Serbia for advertising, Goran Zaric from Serbia for advertising.



After master classes, the participants were divided into groups, according to the field they have chosen, and started the workshops with the lecturers from their field. The main focus of the lectures were presentation of some good examples of using creative industries in solving social problems and working on concrete problems.

The second day of the conference started with workshops as well and we had some new speakers: in the field of advertising Milan Janic from France and Branko Krsmanovic from Serbia, in the field of IT, Krunoslav Ris from Croatia. After these workshops, the speakers gave to the participants some task. The participants were supposed to use all the gained knowledge and present their own ideas using the field they were working in.

On the third day, December 3, all participants presented their ideas, the results of their tasks. After the all presentations, 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. 25 of them made 5 teams of 5 participants with one request, that in every field we have one from the architecture, one from design, one from photography, one from IT and one from advertising. After that, teams had meeting with representatives of municipalities in Nis who have presented them the problems that are existing in every municipality and together they have chosen one problem per team which they are going to solve.



In the early morning on December 4, teams starts with the developing their ideas and got help from the six mentors. Mentors helped them to answer all the questions related to problems they choose and prepare the teams for the final presentation.

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 5, the final day of the conference took place in the Kupina Cinema. It 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 have supported the conference. Donors were also 5 municipalities in Nis which gave the resources for the realisation of ideas on their own territory.

Teams have presented their ideas in five-minute presentations and showed the audience why they should invest their vouchers in their idea. After that we had panels dedicated to the topic of conference.



The first panel was with the representatives of embassies and the participants were H.E Dagmar Repceková, Ambassador of the Slovak Republic, Johannes Irschik, Director of the Kulturforum Belgrade and Marion Viau, Director of the French Institute in Nis. The moderator was Snezana Andric, General Secretary of Young Ambassadors. The aim of the panel was to present the importance and place of creative industries in the cultural politics of these countries.

The second panel was with the representatives of foundations in Serbia and the participants were Tanja Bjelanovic, Director of Development of Trag Foundation, Darko Sokovic, President of Foundation Dokukino, Djordje Kolakovic, Communications and Outreach Manager in Katalist Foundation. The moderator was Maja Lalic, Creative Director of Mixer House.



The audience had the opportunity to hear about the involvement of these foundations in the local community and their support to the creative ideas of young people.

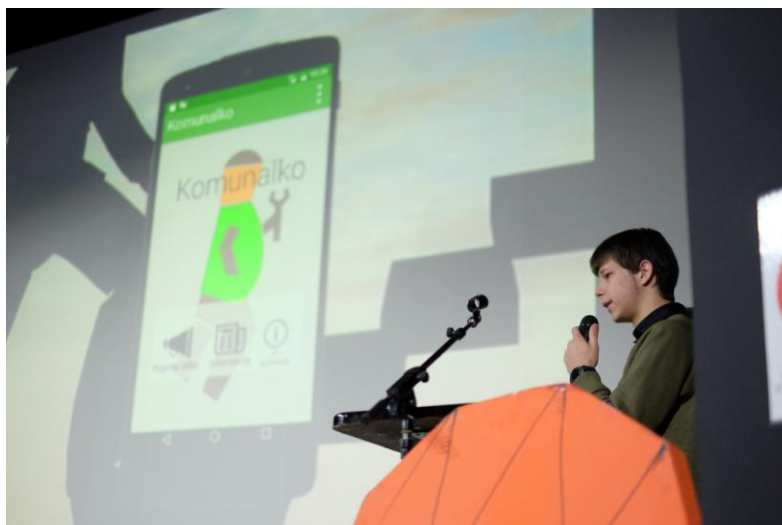
After the panels, everyone with vouchers give a certain amount to the idea or ideas they wanted to support. In the final score, the result was:



All 5 ideas with the description are listed below:

### 1. KOMUNALKO

The main idea is to make application which will help people living in the municipality Pantelej to submit the application for some communal problems (electricity, parking, heating, garbage...) and track the time in what this problem will be solved.



---

## 2. KRENI OZELENI

The idea of the project is to make the green facade on the two building in the Nis (at the entrance of the city) on the territory of municipality Crveni krst. Facade will be made from ivy. These building are in bad condition and they are the first impression that visitors have when they entrance the city of Nis. Also, on the first traffic roundabout in this part of the city they will make green statue which will raise awareness about importance of taking care about environment.



---

## 3. BAZARCE

The idea of the project is to make wooden small houses which will serve for the street sellers. They will have special shape and be placed one to another so when they are closed they will look like a sculpture. In the city center (municipality of Medijana) are based stands where people are selling different things and this is not very attracting to the tourists, so they would be replaced with the wooden houses.





---

#### 4. SPATASTIC

This team wanted to make a change to the promotional activities of the municipality of Niska Banja and attract a young people to visit Banja. They prepare branding campaign for this municipality.



---

#### 5. KVISNI

The idea of the team is to rearrange watchtower on the picnic area Kamenicki vis in the municipality Pantelej. The watchtower is in bad condition and they want to give it a new look with a glass frame. Inside will be put interactive table where will be marked interesting buildings and places from the city and clicking on them visitors will be able to find out more about this spots.







---

## SPEAKERS

1. **Mitesh Dixit**, Architect and owner of the architectural studio Domain Office in New York and Rotherdam
2. **Tomislav Bobinec**, Professor at the University of applied science FH JOANNEUM  
**Rozana Sazdic**, Photographer and Executive Editor of Belquest Magazine
3. **Milan Hornak**, Archeologist and Executive Manager of Via Magna Slovakia
4. **Jan Zachar**, Senior Archeologist at Via Magna Slovakia
5. **Andrej Zitnan**, Archeologist at Via Magna Slovakia
6. **Rade Joksimovic**, Entrepreneur
7. **Miroslav Anicic**, Opportunity Manager at Microsoft SMSP
8. **Srecko Sekeljic**, Social Media Coordinator at Societe General Bank
9. **Goran Zaric**, Deputy Director of program at the Foundation Dokukino
10. **Milan Janic**, Senior Art Director at Leo Burnett Paris
11. **Krunoslav Ris**, Senior Software Architect at Mitshubishi Hitachi Power Plant South Africa
12. **Branko Krsmanovic**, President of Young Ambassadors and Director of Kupina Film

---

## MENTORS

1. **Stela Jovanovic**, Honorary consul of Slovak Republic and Senior Advisor at Local office for economic development
2. **Snezana Andric**, General secretary at Young Ambassadors and Project Assistant of EU info point Nis
3. **Milan Randjelovic**, Director of Local office for economic development,
4. **Dragan Miljkovic**, Consultant
5. **Branko Krsmanovic**, President of Young Ambassadors and Director of Kupina Film
6. **Aleksandar Stamenkovic**, Project manager at Young Ambassadors and Operator at Ministry of Agriculture and Environmental Protection of Serbia

---

## CONCLUSION

KreNI conference gathered 60 creative young people ready to make a move and do something in their own city. During the 5 days, they had the opportunity to work and gain knowledge from highly experienced experts in the field of architecture, design, IT, photography, 3D scanning and advertising and develop their own ideas with the help of mentors experienced in working with young people. At the end these young people had the opportunity to present their ideas in front of the most important donators in the country and in panels learn from them about various facts that they can use in their future careers.

The conference was made by Young Ambassadors with the support of Erste bank and Microsoft.

The speakers were at the conference by the support of US embassy in Serbia, Austrian embassy in Serbia, Embassy of Slovak Republic in Serbia and French Institute in Serbia.

We have developed new way of cooperation with the city of Nis and all 5 municipalities in the city gave support to the realisation of one idea on the territory of their municipality.

The contribution to the develeoped ideas was given by Catalyst Foundation, Trag Foundation, Foundation Dokukino, Societe General Bank and Carlsberg.

The sponsors who made the conference possible are Kupina Film, Mg Mivela, Stock coffee, Stock of Knowledge, EU info point Nis, American Corner, University library Nikola Tesla and Labeerint.

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 second 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 another step in the creation of a bridge for the future cooperation between stakeholders with the common goal of developing creative industries in Serbia.

Thank you for helping us making this conference possible and we are hoping to see you all at KreNI3!