



KREATIVNI NIŠ KRENI

KONFERENCIJA KREATIVNIH INDUSTRIJA



KreNI conference is the first and most influential creativity festival in southeaster Serbia gathering innovative creative professionals and experts from all over the world.

KreNI conference is about creativity of young people and their engagement in society. It is empowering young people and including them in mapping and solving some problems in their surroundings.

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 foreign countries.

The aim of fifth KreNI conference was to present creative industries as a tool for solving environmental issues and give local answer to the global problem of climate changes and sustainable development. Topic of this year conference was "Green City". KreNI5 conference topic relies on five sustainable development goals: Gender Equality (SDG 5) Infrastructure and urbanization (SDG 9), Sustainable cities and communities (SDG 11), Responsible consumption and production (SDG 12) and Climate change (SDG 13).



Hosting country of the KreNI conference was France as a leading country in supporting sustainable development goals.

France was represented in French corner through the project "Climate Wagon", which should awaken awareness of the problem of climate change among Serbian citizens and convince businesses and public institutions that green growth is a new opportunity for development.



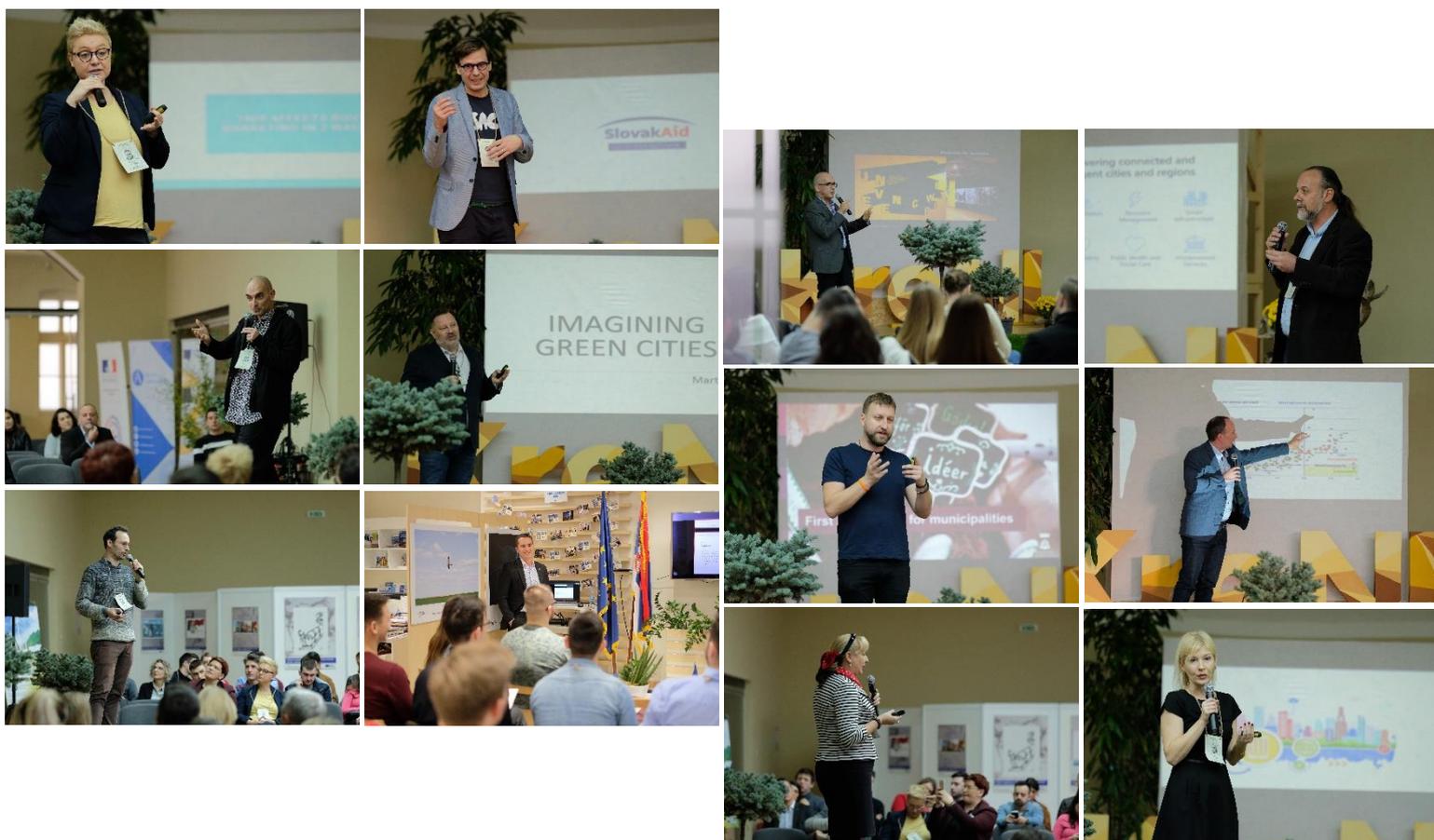
KreNI conference took place from the 28th November to 2nd December in Nis, with the participation of 100 young people and more than 20 speakers.

Conference was officially opened by: **Snezana Andric**, President of Young Ambassadors, **Darko Bulatovic**, Mayor of the City of Nis, **H.E. Jan Lundin**, Ambassador of Sweden in Serbia, **Anas Qarman**, Deputy Resident Representative of UNDP Serbia, **Adrien Faix**, Attaché for culture from the Embassy of Austria, **Bertrand Millet**, Attaché for cooperation from the Embassy of France, **Nevenka Miljkovic Vojvodic**, Local branch director of Erste bank.

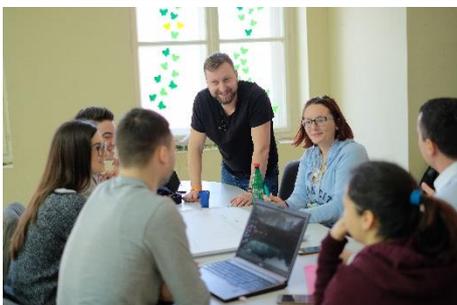


Young creative people in Nis had the opportunity to gain new knowledge from experts in the fields of architecture, design, advertising, multimedia, management in creative industries, IT that will empower them to create innovative solutions to the problems they find in their environment.

Participants worked with a speakers from whole Europe: **Rodolphe de Wareghien**, architect and founder of architecture office CAWA studio in Paris, **Christina Forster**, cofounder to Heartbeats Innovation & Communication and expert for Digital Marketing in the Impact Hub Vienna, **Stefano Mirti**, designer, partner of IdLab, Milan and responsible for Expo Milano's social media team, **Mila Milenkovic**, Head of Digital Innovations and Applications Dept at Digital transformation and IT Planning, IT/ICT at Telekom Srbija, **Martin Cuff**, Advisor to Serbia Creates national platform for the development of the Serbian creative sector, **Anica Divac**, Communications Specialist in Human Resources Department in company LEONI Serbia, **Aleksandar Stojkovic**, Digital architect at Microsoft, **Šymon Kliman**, co-founder Nova Cvernovka in Bratislava, **Mario Celan**, director of the Development Agency Simora LTD and Regional Coordinator of the Sisak-Moslavina County in Croatia, **Tadej Slapnik**, director at Tolar HashNET, Chairman of World Blockchain Hub and Council member at Circular Change platform, **Pedro Gadanjo**, architect, curator, and writer from Portugal, currently a Loeb Fellow at the Harvard Graduate School of Design, **Dimitrij Aleshkov**, tech ninja from Helsingborg's Stad, **Kruno Ris**, Software Architect and Head of Software Development in Unicredit Bank in Croatia. After the workshops we formed five teams from all participants.



The ideas that have been developed during the conference were focused on environmental issues, climate change and circular economy. For this work they had a help from the mentors, experts experienced in business development, marketing and environment. Mentors who helped them were **Jelena Stevanovic Preradovic**, Manager Sustainability and Internal Communications for South East Europe in Philip Morris International, **Milan Zdravkovic**, professor at the Faculty of Mechanical Engineering, **Branko Krsmanovic** from Startup centre Nis as well as our speakers **Anica Divac**, **Šimon Kliman**, **Dimitrij Aleshov** and **Kruno Ris**.



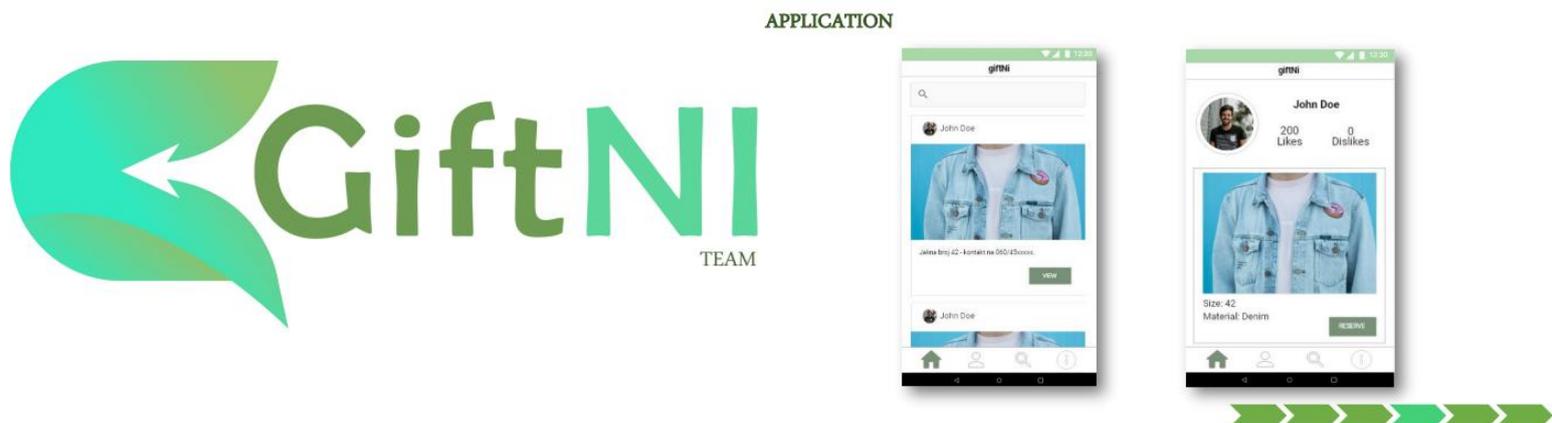
The mission of the all lecturers was to empower them to create innovative solutions to the problems they notice in their environment.

On the last day of the conference, the teams presented their ideas in front of jury and attendees at Oficirski dom. The jury was composed of: **H.E. Jeal Louis Falconi**, Ambassador of France in Serbia, **Bojana Pejicic**, Youth Office of the City of Nis, professor **Slobodan Milutinovic** from the Faculty of Occupational Safety, **Sonja Popovic** director of Centre for environmental protection from PUC „Mediana“ Nis, **Jana Pavlovic**, advisor for environmental protection at the Standing conference of towns and municipalities and **Ivan Nikolic**, director of bakery „Brankovic“.



The ideas that were developed at the conference are:

- **GiftNI** - a platform that would allow the donation of clothing in our city, initially will start through Facebook and Instagram pages until a free app is developed where everyone will be able to post pictures of their clothes that they would like to donate. The goal is to prevent throwing away excess of clothing but also to take care of people who need help.



- **DigiTick** - an application that would help to reduce paper usage in Nis by making all tickets electronic. The target group of the project are students who will install smartphone applications for electronic tickets for public transport, cinemas, theatres. Their motto is "Paper is cool, but nature is better!"



- **Be Eco-Precise** - an idea that would make ecology fun by creating attractive designs that would be everywhere in our city, attracting the youngest to think about our environment. They have devised a creative and interesting way to paint trash cans to inspire younger generations to start sorting their trash. The project would also be accompanied by creative environmental workshops for children.



- **GreenNish** - a festival which will be held at different locations each time. With this initiative, people would be encouraged to be more outdoors and reduce car use. During the festival people would plant trees, plants and arrange benches.



- **Tree and me** - reduce air pollution by planting more trees. Using the app, people could buy different trees from PUC "Mediana". Users could personalize their trees: give them names and get all the information about them using QR codes.



Key partners <ul style="list-style-type: none"> - JGP - Medijana - Cair - Narodno pozorište - Local media 	Key activities <ul style="list-style-type: none"> - Planting trees - An app - Free tickets for city facilities, like: public swimming pools, ice skating, bowling, theater, etc. 	Value propositions <ul style="list-style-type: none"> - Deforestation - Air pollution 	Customer relationships <ul style="list-style-type: none"> - Personalising trees - Our donations as motivation for them - Promotion - Fund raising for kids with disabilities 	Customer segments <ul style="list-style-type: none"> - Organisations - Schools - Local municipality - Anyone who can afford it
	Key resources <ul style="list-style-type: none"> - Money for the campaign 		Channels <ul style="list-style-type: none"> - Local media - Social media - Facebook - Instagram - LinkedIn - The app - Website 	
Cost structure <ul style="list-style-type: none"> - Marketing - App deployment expenses 			Revenue streams <ul style="list-style-type: none"> - Cards and cash - Users (company, local citizens, schools, etc.) 	

Following the decision of the jury, the winner of the 5th KreNI Conference is the second team "DigiTick".



On the last day of the conference, **panel discussion "Sustainable Cities - Circular Cities"** was held on the topic of circular economy, making cities more sustainable, improvement of waste management and communication with citizens about that. Panel participants were **Jana Pavlovic** from the SCTM, **Sonja Popovic** from the PUC "Mediana" Nis, professor **Slobodan Milutinovic** from the Faculty of Occupational Safety and **Predrag Simic**, Head of the waste management department at the Ministry of Environment Protection. Moderator was **Aleksandar Stamenkovic**, project manager of Young Ambassadors.



In addition to the main program of the conference, we have created side event which were open to all interested citizens, such as **exhibition "Ovo je zemlja za nas"** made by EU Delegation to Serbia and EU info point Nis, presenting best works by professionals and amateurs from all over Serbia who, through caricature and comic strip, showing their view on environmental problems in Serbia; **lecture by architect Rodolpho de Warengien** at the Faculty of civil engineering and architecture; **round table on the topic of coworking industry** with a Šymon Kliman from Slovakia and Dimitirj Aleschov from Sweden and coworking community in Nis; **round table on the topic of cooperation in culture** with Pedro Gadanho from Portugal and representatives of institutions of culture. **Over 1000 people visited some KreNI conference programs.**





The conference is organized by Young Ambassadors with the support of City of Nis, Embassy of France and French Institute, UNDP, Embassy of Sweden, Embassy of Austria and Austrian cultural Forum, Delegation of the European Union in Serbia and EU info point Nis, Italian Institute for culture, Embassy of Portugal, Erste Bank, Embassy of Slovakia and Slovak Aid, Microsoft, Telekom Srbija, Public institution Mediana, Office for local development and projects, platform Serbia creates, Bakery Brankovic and University Metropolitan.



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

Thank you for helping us making this conference possible and we are hoping to see you all at KreNI6!