



#KreNI10 - conference on creative industries Nis | 6-7 December 2024

Proximity

THE FINAL REPORT

2 DAYS | 20 SPEAKERS | 7 COUNTRIES

| 80 PARTICIPANTS | 8 IDEAS | 50 MEDIA ITEMS



The 10th KreNI conference was held on December 6th and 7th at Hotel Ambassador in Niš. This milestone event celebrated a decade of fostering creativity, innovation, and youth empowerment. With Sweden as the country in focus for this year, the conference welcomed esteemed international guests and participants from various sectors to explore the theme of proximity and its impact on urban living.

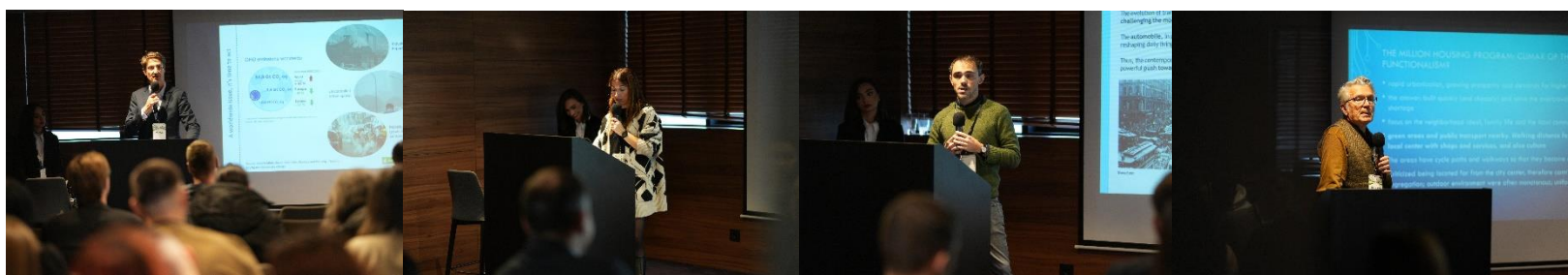
The conference was opened by **Ms. Snežana Andrić**, President of Young Ambassadors, **Mr. Dragoslav Pavlović**, Mayor of the City of Niš, **H.E. Charlotte Sammelin**, Ambassador of Sweden, **H.E. Pierre Cochard** Ambassador of France, **Ms. Clare Sears Wood**, Director of British Council for Western Balkan, **Ms. Madelyn Mahon**, Attache for Culture from US Embassy, **Mr. Roberto Cincotta**, Director of Italian Institute for Culture, and **Ms. Maja Španjević Kešelj**, Cultural Coordinator form Embassy of Portugal.



#KreNI10 participants worked with experts from Italy, Sweden, Austria, France, Portugal and North Macedonia, gained new knowledge and experience and developed their own ideas on creating 15 minutes city and fostering convenience, sustainability, and community cohesion. They have worked with experts on two stages: **green skills and creative skills**.

Panel discussion **“Is proximity from another planet”** included speakers: **Johanna Alkan Olsson**, Teacher and Researcher at the Centre for Environment and Climate Science at Lund University, Sweden **Marko Todorović**, Director of business development at Semrén & Månsson International **Ivana Bogdanović Protić**, Associate Professor, Chair of Town and Spatial Planning, Faculty of Civil Engineering and Architecture Niš. Panel was moderated by **Ivana Marjanović**, Teaching Assistant at the Faculty of Economics Nis.

“KreNI talks” was composed of master classes on the topic of “Proximity” by experts: **Lara Seixo Rodrigues**, Founder and Director of Mistaker Maker Platform for Artistic Intervention, Portugal, **Damien Plant**, Chartered Environmentalist, IEMA Fellow and alumni of the Cambridge University Sustainable Business programme, Austria, **Ilhami Alkan Olsson**, PhD on the international climate change regime, international educator for human rights, Sweden, **Giovanni Lanza**, MSc and PhD in Urban Planning, professor at Politecnico di Milano, Italy, **Mathieu Voisin**, Transport and Mobility Specialist, France and **Igor Madzov**, Investor and entrepreneur, North Macedonia.





It was followed by workshops with speakers where participants had the opportunity to work on their ideas. After the workshops, they received a task to present their idea on creating 15 minutes city.

During the pitching part, 8 teams presented their ideas and jury members were: **Andreas Bryngelson**, Business Developer at Lund University, **Lidija Stefanović Nikolić**, Chief Urban Planner for the City of Niš, **Tijana Jugović**, Public Diplomacy Officer at the US Embassy in Serbia, **Vladimir Jovanović**, representative of the Tourism Office Niš, **Sandra Dejanović**, Director of Alta bank Nis .



Ideas that have been developed:

1. **CleaNIing**: A program focused on combating air pollution and raising awareness of its impact on public health.
2. **E-ride**: An app that integrates various transport services into one platform, streamlining urban mobility. This idea won the KreNI10 Best Idea Award.
3. **Green Print**: An app incentivizing ecological actions by rewarding users with points redeemable at local producers.
4. **RešiNi**: A community app for reporting neighborhood issues, such as f.e. broken benches, with a focus on the Pantelej municipality.
5. **Take It Back**: A program dedicated to revitalizing Stara Železnička Kolonija, which earned the Special City of Niš Award.
6. **Movement Archipelago**: A platform encouraging citizens to actively participate in problem-solving initiatives for urban challenges in Niš.

7. **Food Loop:** An app offering discounts on leftover food from restaurants at the end of the day, with options to donate surplus food to humanitarian organizations, instead of wasting it.

8. **Ride & Revide:** An app combining cultural programs and tours of Niš with bicycle-based transportation.

The winning idea of KreNI10 was “E-ride” and the award for team will be study visits to Ohrid (North Macedonia) for the Startup Weekend Festival and mentoring support for developing further their idea.

Special award of the city of Nis was given to the idea “Take it back” as an idea that has the potential to be developed in the City of Nis.



KreNI10 was organized by Young Ambassadors in partnership with the Embassy of Sweden in Belgrade, the Embassy of France and the French Institute, the Embassy of Austria and the Austrian Cultural Forum, the Embassy of Portugal, Italian Institute for Culture, British Council and program Culture and Creativity for Western Balkans Lund University, Tourism office in Nis and Alta pay.

Another specialty for this year is that our conference became part of a bigger project and we had the privilege to host young creative people from North Macedonia and develop joint festivals in Nis and Ohrid with our partners from Startup Macedonia. This is possible thanks to the support of the British Council through EU funded project Culture and Creativity in the Western Balkans.

KreNI is the first and most influential festival of creativity in southeastern Serbia, which brings together innovative creative professionals and experts from around the world. KreNI contributes to the empowerment of young people and their involvement in mapping and addressing challenges in their society.

