

Partner Identification

for partnership in projects Creative Center Kragujevac



Partner organization	
OID Number	E10358103
PIC	871984023
EuropeAid ID:	RS-2025-DSU-2706164826
Full legal name (National language)	Kreativni centar Kragujevac
Full legal name (Latin characters)	Creative center Kragujevac
Acronym	CcK
National ID number (if applicable)	
Department (if applicable)	
Address	Voje Manojlovića 2/10
Country	Serbia
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Profile	
Type of organization	NGO
Is the partner organization a public body?	NO
Is the partner organization a non-profit?	YES

Legal representative	
Title	Ms
Gender	Female
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Contact Person	

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Accreditation	
Has the organization recieved any type of accreditation before submitting this appliaction?	
Accreditation Type	Accreditation Reference
NO	/
Background and Experience	
About Us Founded in January 2024, the Creative Center Kragujevac is a dynamic organization dedicated to fostering positive change and holistic development across Serbia. Our mission is to empower individuals, businesses, and communities to thrive in a rapidly evolving global landscape, building a prosperous and resilient future for all. Our Work We drive impact through diverse initiatives focused on: • Economic Growth: Supporting entrepreneurship, innovation, and business infrastructure, including clusters, incubators, and business zones. • Social Inclusion: Enhancing civic participation, youth mobility, and the quality of life, particularly for marginalised groups. • Environmental Sustainability: Promoting renewable energy, ecological awareness, and environmental protection. • Cultural Preservation: Safeguarding cultural heritage and boosting tourism through creative strategies. With two ongoing projects already approved, we are actively fostering the entrepreneurial spirit among Serbia's youth, laying the groundwork for sustainable progress. Our Approach Collaboration is at the heart of our work. By partnering with government agencies, businesses, civil society, and international organizations, we amplify our impact and deliver lasting results. Our commitment to innovation, inclusivity, and excellence ensures that our efforts resonate across urban and rural communities alike. Our Goals The Creative Center Kragujevac aims to: • Promote employability and entrepreneurship, both domestically and internationally. • Enhance rural living conditions, particularly for agricultural communities. • Support digital transformation and the growth of digital enterprises. • Provide expert advice and practical skills for technological advancements, especially in agriculture. • Foster international cooperation and the exchange of best practices. • Encourage citizen activism and participation in public policy. • Advance social inclusion, cultural creativity, and environmental consciousness. What are the activities and experience of the organization in the areas relevant for this application?	

Key Activities

1. **Entrepreneurship Workshops and Mentorship:** We deliver workshops and coaching sessions to develop entrepreneurial skills, targeting youth aged 15–25. Our programs include business planning, innovation training, and free online consultations led by experts.
2. **Filmmaking and Media Training:** Through workshops, we train young people in documentary storytelling, camera operation, and ethical media practices, promoting civic engagement and cultural creativity.
3. **Social Inclusion Initiatives:** We facilitate programs to enhance civic participation and youth mobility, including exchanges of best practices and support for marginalized groups, fostering inclusivity and community development.
4. **Environmental Awareness Campaigns:** We promote renewable energy use and ecological awareness through educational events and partnerships, encouraging sustainable practices among citizens and businesses.
5. **Cultural Preservation and Tourism Development:** We design creative strategies to safeguard Serbia's cultural heritage and boost tourism, including projects to promote local landmarks.
6. **Digital Content Creation:** We produce weekly social media content on Instagram and Facebook,, to engage communities and amplify project impact.

Achievements and Impact

Since our inception, we have secured two youth-focused projects that provide training, mentorship, and resources to over 100 young participants, fostering entrepreneurship and civic engagement. Our team, led by Milica Jovanović (nine years in the NGO sector, with experience managing UNDP, ERASMUS+, and ministry-funded projects) and Darko Andrić (six years leading RIOT Filmmaking, with award-winning documentaries), brings decades of expertise to our initiatives. Through partnerships with government agencies, businesses, and international organizations, we have built a strong foundation for impactful projects, reaching diverse communities in urban and rural Serbia. Our volunteer-driven efforts, including Milica's free consultations and Darko's media workshops, enhance employability, social inclusion, and cultural awareness, aligning with European priorities for youth and civic participation.

What are the skills and expertise of key staff/persons involved in this application?

Creative Center Kragujevac has educated members in the field of active citizenship, anti-discrimination, social entrepreneurship, and youth entrepreneurship, and has a youth worker and leader. Our trainers use non formal techniques in work with young people.

Milica Jovanović - business consultant, project manager, and President of the Board in the Creative Center Kragujevac. With a passion for empowering communities and fostering entrepreneurship, she leverages her extensive experience to lead impactful initiatives across Serbia. As a key leader at the Creative Center Kragujevac, Milica spearheads project development, strategic partnerships, and youth-focused programs. She also provides free online consultations as a volunteer, offering expert guidance on business planning and project execution to aspiring entrepreneurs and community members. Milica is the founder of MIA Consulting, a successful agency she has led for seven years, specializing in business plans, coaching workshops, and project management. With nine years in the non-governmental sector, she has managed projects funded by UNDP, ERASMUS+, and Serbian ministries, serving as a project manager and team coordinator. Her volunteer journey began with Youth of JAZAS Kragujevac, where she evolved from volunteer to coordinator and project manager, culminating in the initiative to establish the Creative Center Kragujevac. Through her leadership, Milica has transformed ideas into reality, securing funding and driving projects that enhance employability, social inclusion, and community development. Her work inspires young entrepreneurs and strengthens Serbia's civic and cultural landscape.

Dušan Vujčić - He has begun developing his skills in writing and coordinating international projects, gaining valuable experience through active participation in numerous Erasmus+ and other international initiatives. He has taken on roles involving coordination and leadership within projects, demonstrating his ability to manage tasks and support teams effectively.

Through his involvement in various projects, he has built a solid foundation in project management, partner communication, and volunteer coordination. He is eager to continue growing professionally, contributing to meaningful projects that promote cooperation, cultural exchange, and active participation.

Lena Radosavljević - Business consultant and mentor, with nine years of experience working in companies and CSOs. She has eight years of experience in business. Working as a consultant and manager, she gained experience in various industries as well as working with start-ups, small and large companies. In addition to business, she also gained experience in the non-governmental sector and has behind her a large number of successfully implemented projects financed by local and EU funds. Some of the successfully implemented projects: Knowledge to work. Danube transnational program, IPA cross-border cooperation programs, Erasmus, Horizon 2020, etc.

Ivana Jovanović - Administrative and youth department coordinator - owner of the consulting agency, White lotus Consulting. For 4 years, she has been working in the fields of administration and communication through various industries (culture and art, fashion industry, banking, health industry, beauty industry...). She started her career in the youth club of Kragujevac as a peer educator for sexually transmitted diseases and HIV prevention. He currently works in the organization and at the Institute of the Faculty of Mechanical Engineering.

Milica Avramović - Designer and volunteer coordinator - She has experience in organizing events, exhibitions, and leading teams through my work in non-governmental organizations and youth projects. I have been active in the Student Parliament and various initiatives focused on social issues, art, and activism. I have participated in international projects, including Erasmus+ exchanges, with a focus on creative work, design, and intercultural collaboration. As a graphic designer and visual identity creator, I have worked on numerous projects in the fields of art, culture, and social engagement. I have organized and coordinated student exhibitions, participated in art workshops, and showcased my work at both international and local exhibitions. I am also actively involved in photography and artistic research through various forms of visual expression.

Projects:

The "*Skills for the Future: Empowering Young Women for Employment*" project is currently in progress, aiming to enhance the visibility of educational tools that provide young women with key entrepreneurial skills. The focus is on increasing their employability and facilitating their integration into the business world. Key components of the project include the development of the organization's website, which will host written and video content such as podcasts. These resources will offer guidance on improving professional skills and boosting employability. Additionally, an informational workshop will be held for 30 young women from the community, providing them with essential knowledge and tools for their professional development.

The project "*Serbian Voice to the World*" aims to promote Serbia's cultural and creative potential through digital storytelling in English. By engaging influencers and digital ambassadors, it will share authentic stories about Serbian culture, innovation, and art via platforms like Instagram, YouTube, and blogs. The campaign targets a global audience aged 18–40 and expects to reach over 500,000 people. Through creative content and online visibility, the project will strengthen Serbia's international image and contribute to cultural diplomacy.

The project "*Volunteering Compass*" aims to build a sustainable and effective volunteer management system by attracting new volunteers, standardizing procedures, and strengthening organizational capacity. Through a promotional campaign and training activities, it will engage young people aged 15 to 30, encouraging active community involvement and long-term civic engagement.

The project "*Into Politics vol.2*" is an international youth exchange taking place in Sunny Beach, Bulgaria. The project aims to boost political awareness, critical thinking, media literacy, and civic engagement among young people. Through workshops, discussions, and teamwork, participants will develop leadership skills and a deeper understanding of democratic processes.

In addition to the projects, the organization also offers free, personalized support through one-on-one sessions with young people and women who are interested in starting their own businesses in the creativity area. This tailored approach allows for more focused guidance and mentorship, addressing specific challenges and helping individuals develop their entrepreneurial ideas. Through this initiative, the organization fosters an empowering environment where aspiring entrepreneurs can gain confidence and practical skills to succeed in the business world.

The Ministry of Tourism and Youth funds the project "*Creative Entrepreneur: From Idea to Success*", which aims to empower young people through entrepreneurial and digital skills development. The project includes: Interactive Workshops: Providing practical knowledge on entrepreneurship, financial literacy, digital marketing, and business idea development using modern tools like business simulations and digital platforms. Mentorship and Networking: Offering individual and group mentorship from experienced entrepreneurs and industry experts, alongside networking events to connect participants with potential partners, investors, and employers. Business Idea Development and Presentation: Enabling participants to develop and present their business ideas in a supportive environment, enhancing their presentation skills and confidence for future ventures.