

What is "Creative Mentorship"?

"Creative Mentorship" is a **unique programme in Serbia** which gives opportunities for **personal and professional development to the upcoming leaders in the field of culture, art and media**. It promotes the mentorship as a way of lifelong learning and exchange of knowledge and experience between established professionals, mentors, and emerging professionals, mentees.

Through the "Creative Mentorship" programme, talented, dedicated and engaged young professionals, active in the field of culture, are matched with mentors, who were chosen according to their needs and interests. A variety of activities, trainings and events offers to the mentees new insights, contacts and information, that would be difficult for them to provide on their own.



Why are we implementing this program?

We are implementing CREATIVE MENTORSHIP because we aim to:

- **Empower** future cultural and media leaders by supporting their personal and professional development,
- **Affirm mentorship** as the method for lifelong learning, personal and professional development and exchange of knowledge and experience,
- **Encourage intergenerational and intersectorial exchange** and communication, self-reflection and thinking out of the box,
- **Support cultural and media sector** and provide opportunities for cooperation and exchange with other professional and social spheres,
- **Create a community** of open, socially responsible and motivated individuals devoted to the development of society based on knowledge, culture and creativity.

Even though the program is based on the development of individuals, the philosophy behind it is that **better and more accomplished individuals will spread further their personal progress** and have a positive influence on their colleagues, family and friends.

How do we achieve our goals?

Every cycle of the programme gathers **25 mentoring pairs (50 participants)** and it lasts **one year**.

The programme consists of:

- **12 individual monthly meetings**, when mentors and their mentees discuss the challenges that mentees are facing,
- **trainings and workshops** about mentorship, personal and professional development and other topics that are relevant for mentees' successful work (goal setting, basis of communication, team work, efficient time management),
- **lectures and round tables** on the most actual and important topics for the field of cultural politics, contemporary arts, creative industries...
- **gathering of all the participants with aim to create strong network** of future leaders, get to know each other's projects and open the possibilities for cooperation,
- **a mentoring guide and other relevant materials** about mentorship and professional development,
- **continuous support** of the "Creative Mentorship" team.



Who are our participants?

Our mentees are **upcoming leaders in the field of culture and media**, who have the vision of how their professional development could contribute to the wider community and why they would achieve their goals faster and better with the support and leading of the mentor.

Every year 25 emerging experts and leaders from the field of art, cultural heritage, creative industries, education, management in culture, cultural politics, activism, media, informing, communication etc. and from different cities in Serbia participate as mentees.

They have already **proven their dedication to the development of the society** with their professional, quality and important work and showed that they have the spirit of change and prosperity, proactivity and creativity.

Our mentors are **leading professionals who come from different generations and fields, from Serbia and abroad**, but they identify themselves with the values of the programme and participate in it pro bono. They are experts from the field of culture, business, politics, marketing, media, education, university professors, scientists, activists, diplomacy etc.

125 mentoring pairs



„Awesome! Inspiring! Beneficial on so many levels. “Creative Mentorship” is a great opportunity to connect and create a network with people who share your interests and values, as well as benchmark with them and find your role models.” - Jelena Vasilev, Belgrade Philharmonic Orchestra, mentee



Belgrade, Novi Sad, Niš, Subotica, Sombor, Kikinda, Zrenjanin, Kosjerić, Bačka Topola, Pančevo, Smederevo, Požega, Čajetina, Veliko Gradiste, Budva, Kotor, Zagreb, Ljubljana, London, Stockholm, Gothenburg

„This group of people could change not only Serbia, but the whole world!” - Miloš Đajić, president of the Center of Modern Skills, mentor

***If you want to walk fast
– walk alone,
if you want to walk far –
walk together!***

Who are we?

Our project team consists of **five dedicated members** who work on its implementation, sustainability and further development: Dragana Jevtić, Founder and Director, Višnja Kisić, Founder and Educational Advisor, Jelena Mihajlov, programme manager, Bojana Ljubišić, PR coordinator and Daša Spasojevic, Pool of Mentors coordinator.

We actively cooperate with **200 alumni mentees and mentors, friends of our programme.**

The Advisory board that consists of ten Serbian and foreign experts from the field of mentorship, cultural diplomacy, cultural management, cultural heritage and marketing, contribute significantly to the quality of this programme with their knowledge, ideas and experience.

We are proud that **our sponsors** have been The Headley Trust, Embassy of USA in Serbia, MEDICON, Titan Cementara Kosjerić, Coca Cola Hellenic, Ministry of culture and information of the Republic of Serbia, SBB, Swedish Institute, Embassy of Sweden in Belgrade, Trizma, French Institute in Serbia and ERSTE bank.

The Partners of the programme are Mokrin House, Nova Iskra, Vizartis printing house, Cultural Centre "Parobrod" i Designed.rs.

Educational partners of our programme are Gi Group HR Solutions, Epic Assistants, Pamela von Sabljar and Motivtim. We are very proud that we collaborated also with British Council-om, Mikser house, AmCham and others.



BECOME A SPONSOR OF THE "CREATIVE MENTORSHIP" PROGRAMME

The "Creative Mentorship" programme has a non-profit character.

The programme is **completely free for the participants**, thanks to the local and foreign companies, organisations, institutions and individuals that support us, and mentors who contribute to the programme pro bono.

If you share the values of the "Creative Mentorship" programme, recognize its importance and wish to join us in the mission of transforming society through creativity, knowledge and culture, support talented professionals and make society better with us, we invite you to:

- become the **main sponsor** of the programme by supporting it with 10.000 EUR
- join the **sponsors of the programme** by supporting it with 5.000 EUR
- **support mentoring pairs** with 3.000 EUR
- support us according to a **tailor-made plan.**



Transforming Society – One Conversation At A Time

"Creative Mentorship" in public

50+ events!
4000 followers on Facebook!
250 + media reports!
35k + views of our videos!

www.creativementorship.org
info@kreativnomentorstvo.com



SUPPORTING THE "CREATIVE MENTORSHIP" COULD BRING YOU THE FOLLOWING BENEFITS:

- Possibility for one person from your company to **attend trainings and seminars** organised within the programme (about mentorship, presentational skills, assertive communication, team work, leadership etc.);
- **Invitations to attend official receptions and other gatherings, networking** and meeting all the participants of the programme, including mentees, mentors, Advisory board and other sponsors;
- Invitations to attend **recommended and selected cultural events** with us;
- Placing **company's logo on the "Creative Mentorship website, on all the printed material**, such as covers of the "Mentoring Guide" that is available both printed and on-line;
- **Highlighting the sponsor in all the media;**
- **Access to our on-line knowledge base** about mentorship, personal and professional development, receive printed edition of the "Mentoring Guide" and "Mentoring tools";
- **Newsletter** about information from the cultural field, materials for lifelong learning and any other material according to the arrangement made between the "Creative Mentorship" team and the sponsor.

2000 hours of mentoring conversations!



Professionalism
VALUES
Exchange
Lifelong learning
New skills
COMMUNITY
Support
Personal
development
Self confidence
INSPIRATION

If you decide to cooperate with us, your organisation or company will become **part of the network of engaged professionals who are active drivers of positive changes** in our society.

Over the years, we will build, gather and support a community of motivated and socially responsible individuals, organizations and companies that **share common values of open resource exchange, mutual encouragement, inspiration and active contribution to the development of society.**

You will be an important part of that community!

You can meet our participants, mentors, alumni, other sponsors and partners on events and gatherings within the programme.

If one of the participants is looking for a mentor with your professional background, participate in the programme as a mentor!

We would be proud of our cooperation, emphasize it publicly on the appropriate occasions, and on all the promo materials.



„Participating in the "Creative Mentorship" programme was a fantastic opportunity that confirmed, once again, that knowledge multiplies when you share it." - Olga Svoboda, International Development Director Gi Group, mentor

„The „Creative Mentorship“ programme is the most impressive mentoring programme that I have been involved in, during my 36 years long career in British Council.” - Director of the British Council for the Western Balkans 2012-2015, mentor

Educational programme

Within the frame of four cycles of the Creative Mentorship programme, we organised **more than 50 events**. Some of the topics have been:

- team work
- assertive communication
- presentation skills
- time management and personal efficacy
- project management

- culture and society
- cultural heritage
- creative industries
- cultural politics.

The aims of our educational programmes are **development of practical skills, but also debate and discussion** about the important and relevant issues. Through educational programs we try to connect different sectors, disciplines, cultures and generations.

We particularly enjoyed our **joint study visits throughout Serbia** and meeting different important cultural actors from Novi Sad, Niš and Smederevo.

We spread the Mentorship!

We created a short **“Mentoring Guide”** that intends to answer some of the practical questions that those who get in the mentoring relationship for the first time, might have. Also, its aim is to provide guidance for improvement and development to those who are already involved in the mentoring relationship.

We would like our **online Knowledge base** to inspire and support personal and professional development of our colleagues and collaborators by giving them insight into mentorship as the way of living the everyday life, changes and challenges.

Our mission is spreading the mentorship as a tool for personal and professional development, but also the capacity building for the organisations, institutions and companies and wider development of society.

During the years, we gained a significant experience and knowledge, and we are at disposal to those who develop an intern mentorship programme or they search for the right way to support their collaborators.



Pool of Mentors

Since 2011, the “Creative Mentorship” programme builds and develops the network of interested mentors, outstanding professionals from different fields. They recognize the mentorship as a method of lifelong learning and exchange of knowledge and experience, so they want to share their experience and support young and prospective professionals.

By building a wide network of potential mentors, the “Creative Mentorship” programme is able to provide better support for the mentees. At the same time, knowledge, skills, contacts and other resources that are available to mentors through the Pool of Mentors, can be precious for their personal and professional development, as well.

The Pool of Mentors currently has more than 100 members from different professional areas. Only a portion of them takes part in the active Creative Mentorship cycle.

Other members have the opportunity to participate in the mentorship training, workshops, lectures and meetings, and to provide short-term support as co-mentors, if needed.

We receive applications for the Pool of Mentors at any time.