

**4<sup>th</sup> MILLENNIAL CALL**

**MILENIJSKO  
NATJECANJE IZ  
KREATIVNE  
INDUSTRIJE**

Josipa Mijoč  
Bruno Ćosić



# 4<sup>th</sup> MILLENNIAL CALL

## MILLENNIAL COMPETITION IN CREATIVE INDUSTRY

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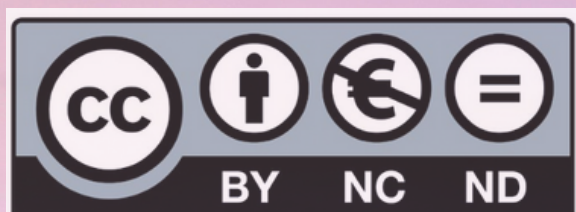
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## **HYDROGEN**

Award for winning first place in the Millennial Competition in Creative industry in categories Creative Hour, Creative Calendar and Creative Planet.

“HYDROGEN is the treasurer of cosmic creativity. With its simple structure and mobility, it is a source of creative combinatorics.”

# SUMMARY

The new millennium is marked by the need for ideationality and knowledge, which are also the foundations of the creative industry equated with industry of projects, talents, careers, ideas and prototypes. Although the creative industry is also the industry of the new millennium, it has yet to be institutionalised in Croatia.

The research results of professors at the Faculty of Economics in Osijek bring an organisational solution for the creative industry in the Republic of Croatia. It is an organisational model in which the creative industry encompasses 12 sectors – architecture, audiovisual arts, heritage, design, music, performing arts, book and publishing, media, advertising and market communications, applied arts, computer games / new media, and visual arts. With the Millennium Competition, the Faculty of Economics Osijek is popularising the creative industry among primary and secondary school pupils and students. By participating, the contestants get the opportunity to focus on developing their own creative abilities based on knowledge and skills, as well as on discovering and nurturing giftedness.

The goal of the Millennial Competition is to encourage participation in extracurricular activities useful for the development of skills, critical thinking, creativity and improvement of acquired knowledge. It is expected that the competition will strengthen collaborative and socially responsible behaviour of all educational groups.

Competition teams are given the freedom to propose conceptual solutions. The organisers wish for unexpected solutions that will result in creative products inspired by cultural heritage, realised in one or more sectors of the creative industry.



Millennial  
competition



# WE INVITE YOU

to participate in the 4<sup>th</sup> Millennial  
Competition in Creative Industry

The Millennial Competition in Creative Industry is an **international competition** organised for primary and secondary school pupils and college students from the Republic of Croatia and abroad. The competition is designed according to pedagogical and methodological standards, and is held in December at the Faculty of Economics in Osijek.



## Goal

Encourage participation in extracurricular activities for the development of skills, critical thinking, creativity and improvement of acquired knowledge. The competition achieves collaborative and socially responsible behaviour of all educational groups.

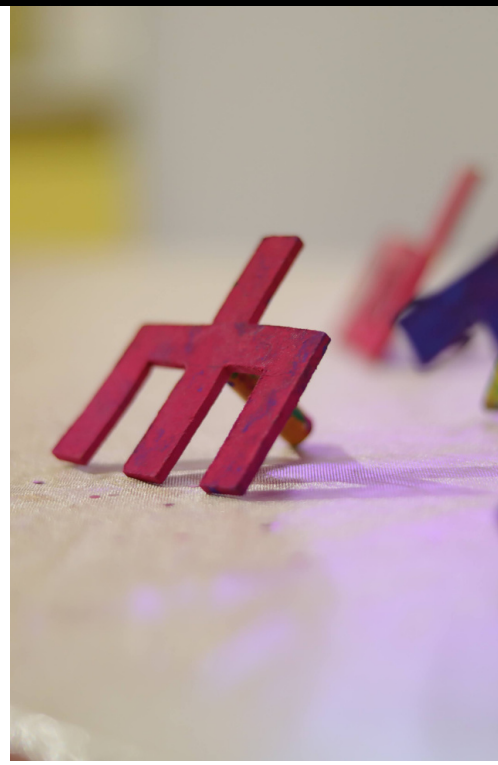


## Mission

Empower creative action in the field of creative Industry and other fields of knowledge-based work. Building a propensity to find solutions and create (business) opportunities using culture as a resource.

## Vision

Realisation of a society based on knowledge and creativity capable of building and exporting its own conceptual solutions related to historical and cultural heritage, achieved through modern technologies.





# CATEGORIES OF THE MILLENNIAL COMPETITION

## International competition

### Creative Hour

Teachers and pupils of educational institutions of **primary school** level in the Republic of Croatia and outside the Republic of Croatia.

Creative Hour has two subcategories:

- a) **class teaching**
- b) **subject teaching**

### Creative Calendar

Teachers and pupils of **secondary educational institutions** in the Republic of Croatia and outside the Republic of Croatia (gymnasiums, vocational and art schools).

### Creative Planet

Teachers and students of **higher education institutions** in the Republic of Croatia and outside the Republic of Croatia.



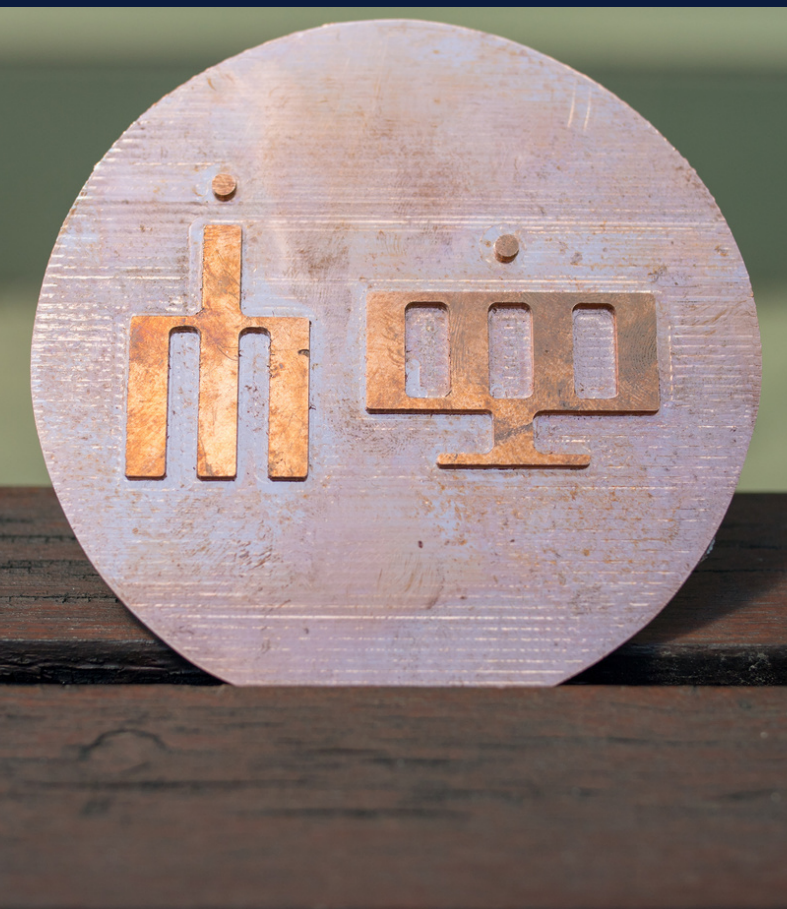




# TOPICS OF THE MILLENNIAL COMPETITION



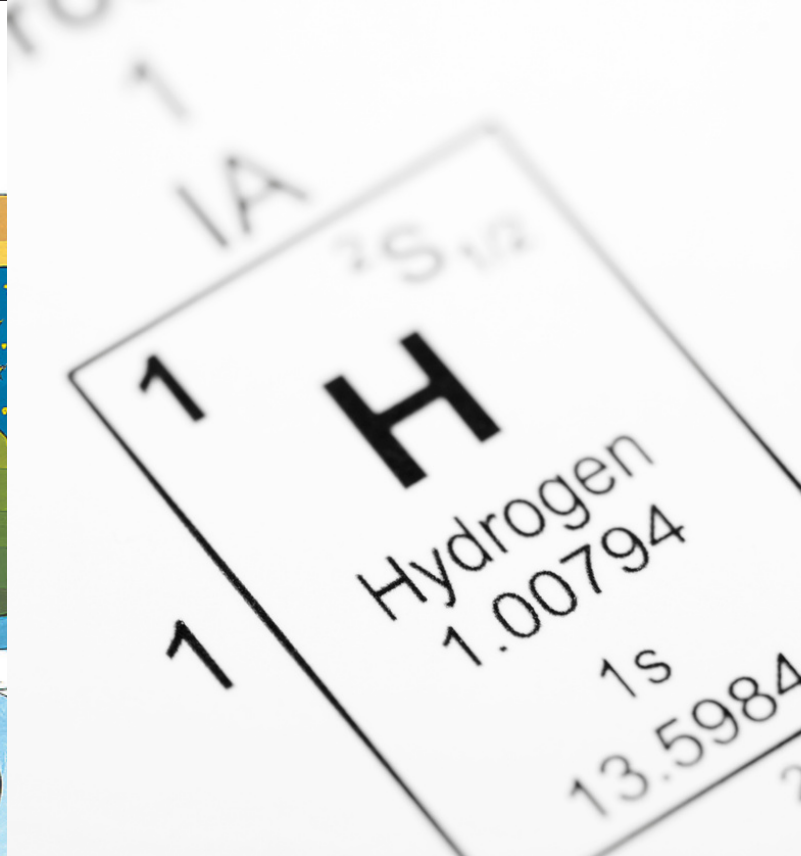
# Glagolitic alphabet



# Silk Road



# Mythology



# Hydrogen





# GLAGOLITIC ALPHABET

In 2014, the Glagolitic alphabet was declared an intangible cultural heritage of the Republic of Croatia, and since 2019, February 22 has been celebrated as the Day of the Croatian Glagolitic alphabet. The Glagolitic alphabet is one of the fundamental marks of Croatian cultural identity and thus has cultural, economic, tourist and export potential. Contestants in the Millennial Competition are invited to offer a solution through one of more sectors of creative Industry that answers the question:

how to conquer with Glagolitic alphabet in the new millennium?







# MYTHOLOGY

Mythological stories touch on archetypal places of human life and convey mythological depictions of the struggle between the forces of good and evil. An imaginative solution related to the inherited tradition, symbolism and customs is expected. Contestants in the Millennial Competition are invited to offer a solution through one of more sectors of creative Industry that answers the question:

**how to spread mythology in the new millennium?**



# SILK ROAD

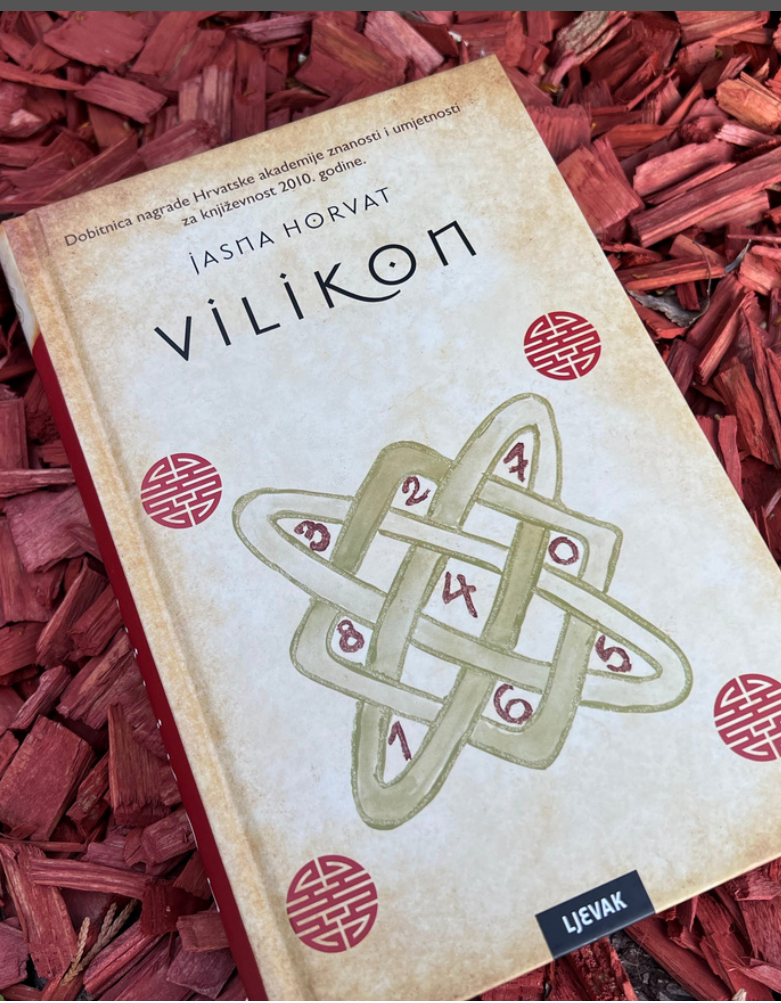
## VILIJUN

Vilijun je roman namijenjen onima koji su skloni putovanjima i upoznavanju samoga sebe očima drugoga

JASNA HORVAT

Cultural understanding is a prerequisite for collaboration. Imagining the Silk Road is an opportunity to build content that connects many countries along the Silk Road. Contestants in the Millennial Competition are invited to offer a solution through one of more sectors of creative Industry that answers the question:

**how to connect with silk in the new millennium?**





Hydrogen (Lat. Hydrogenium) is the lightest chemical element, the first in the periodic table of elements marked with atomic number 1 and symbol H. The hydrogen atom has the simplest structure and is the most abundant element in the Universe. Hydrogen is found in many elements on Earth and is the energy source of the future because it can be produced by water electrolysis.

The task of the Millennium Competition is to interpret a simple structure of hydrogen as the key to creativity with an emphasis on achieving a conceptual (interpretive) solution in one or more sectors of the creative industry. The winners of the Millennium Competition are

awarded the Hydrogen Prize, which additionally celebrates the chemical element hydrogen and the link between the hydrogen economy and the creative industry.

The question that competitors need to answer is:

how can hydrogen creativity be applied in the creative industry?

An abstract graphic design featuring a dark blue horizontal band with the word "HYDROGEN" in white capital letters. The background is a collage of 3D geometric shapes: red and blue cubes of various sizes on the left, and three large, glowing blue spheres on the right. The bottom of the image has a light purple gradient.

# HYDROGEN



# CREATIVE HOUR

**Official languages: Croatian and English**

The category is aimed at primary school teachers and pupils in the Republic of Croatia and outside the Republic of Croatia. Teacher team leaders (mentors) guide pupils in the development of solutions, in accordance with the educational plan and programme and approved curricula. Competition teams propose solutions in the **chosen topic (Glagolitic alphabet, Silk Road, Mythology or Hydrogen) through one or more sectors of creative industry.**

Competition teams are registered by team leaders, who are teachers at educational institutions of primary school level.

Team leaders are teachers of any teaching subject.

Creative Clock has two subcategories:

- a) **class teaching**
- b) **subject teaching**

## COMPETITION TEAM REGISTRATION

Team leader (mentor) is a teacher who guides pupils in the process of creating, applying and submitting solutions for the 4<sup>th</sup> Millennial Competition in Creative Industry. One teacher can lead a maximum of two competition teams, and pupils can participate in only one competition team.

A team can have a maximum of three pupils.

Team leader registers an individual pupil or a team of pupils (no more than 3 pupils) for the Competition using the link contained in the QR code:

*Only the names of team members are required for registration.*



**DEADLINE:**  
**October 31, 2021**



## SUBMISSION OF THE CONCEPTUAL SOLUTION

Registered competition team submits the conceptual solution using the form available on the Competition website.

[milenijsko.efos.hr/en](http://milenijsko.efos.hr/en)

**DEADLINE:**  
**November 20, 2022**

## PRESENTATION OF THE SOLUTION BY THE COMPETITION TEAM

Members of the competition team present their solutions at the 4<sup>th</sup> Millennial Competition in Creative Industry according to the schedule published on the Competition website, but also delivered via e-mail after the submission of the conceptual solution.

The presentation takes place live\* at the Faculty of Economics in Osijek from December 29 to November 2, 2022, as a five-minute presentation before the members of the Judging Committee of the category.

All members of the competition team participate in the presentation of the solution in the presence of the team leader (mentor).



**\* Teams from abroad can contact the organizer for an online presentation of conceptual solutions.**

# CREATIVE CALENDAR

**Official languages: Croatian and English**

The category is aimed at teachers and pupils of all grades of high schools in the Republic of Croatia and outside the Republic of Croatia. Teacher team leaders (mentors) guide pupils in the development of solutions, in accordance with the educational plan and programme and approved curricula. Competition teams propose solutions **in the chosen topic (Glagolitic alphabet, Silk Road, Mythology or Hydrogen) through one or more sectors of creative industry.**

Competition teams are registered by team leaders, who can be teachers any teaching subject.

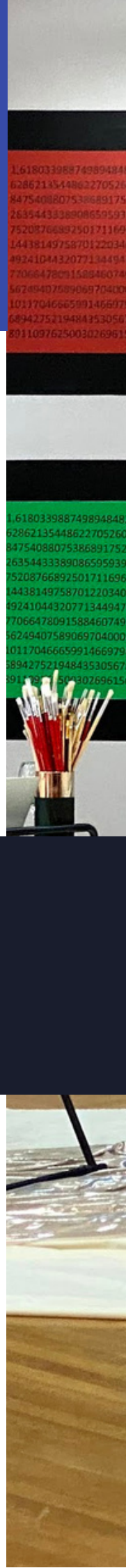
## COMPETITION TEAM REGISTRATION

Team leader (mentor) is a teacher who guides pupils in the process of creating, applying and submitting solutions for the 4<sup>th</sup> Millennial Competition in Creative Industry. One teacher can lead a maximum of two competition teams, and pupils can participate in only one competition team. A team can have a maximum of three pupils.

Team leader registers an individual pupil or a team of pupils (no more than 3 pupils) for the Competition using the link contained in the QR code:

*Only the names of team members are required for registration.*

**DEADLINE:**  
**October 31, 2022**





## SUBMISSION OF THE CONCEPTUAL SOLUTION

Registered competition team submits the conceptual solution using the form available on the Competition website.

[milenijsko.efos.hr/en](http://milenijsko.efos.hr/en)

**DEADLINE:**  
**November 20, 2022**

## PRESENTATION OF THE SOLUTION BY THE COMPETITION TEAM

Members of the competition team present their solutions at the 4<sup>th</sup> Millennial Competition in Creative Industry according to the schedule published on the Competition website, but also delivered via e-mail after the submission of the conceptual solution.

The presentation takes place live\* at the Faculty of Economics in Osijek from December 29 to November 2, 2022, as a five-minute presentation before the members of the Judging Committee of the category.

All members of the competition team participate in the presentation of the solution in the presence of the team leader (mentor).



**\* Teams from abroad can contact the organizer for an online presentation of conceptual solutions.**

# CREATIVE PLANET

**Official languages: Croatian and English**

The Creative Planet category is aimed at teachers and students of higher education institutions in the Republic of Croatia and outside the Republic of Croatia. Solutions of competition teams are guided by the team leader (mentor) with the aim of popularising science in accordance with the **chosen topic (Glagolitic alphabet, Silk Road, Mythology or Hydrogen) through one or more sectors of creative industry.**

The solution is achieved through an interdisciplinary approach by applying:

- a) Scientific research solutions, or
- b) Practically applicable solutions.

Competition teams are registered by mentors, who can be professors of all teaching subjects or mentors from practice.

## COMPETITION TEAM REGISTRATION

Team leader is a teacher at a higher education institution. One teacher can lead a maximum of two competition teams, and students can participate in only one competition team. A team can have a maximum of three students.

Team leader registers an individual student or a team of students (no more than 3 students) for the Competition using the link contained in the QR code:

*Only the names of team members are required for registration.*

**DEADLINE:**  
**November 7, 2021**





## SUBMISSION OF THE CONCEPTUAL SOLUTION

Registered competition team submits the conceptual solution using the form available on the Competition website.

[milenijsko.efos.hr/en](https://milenijsko.efos.hr/en)

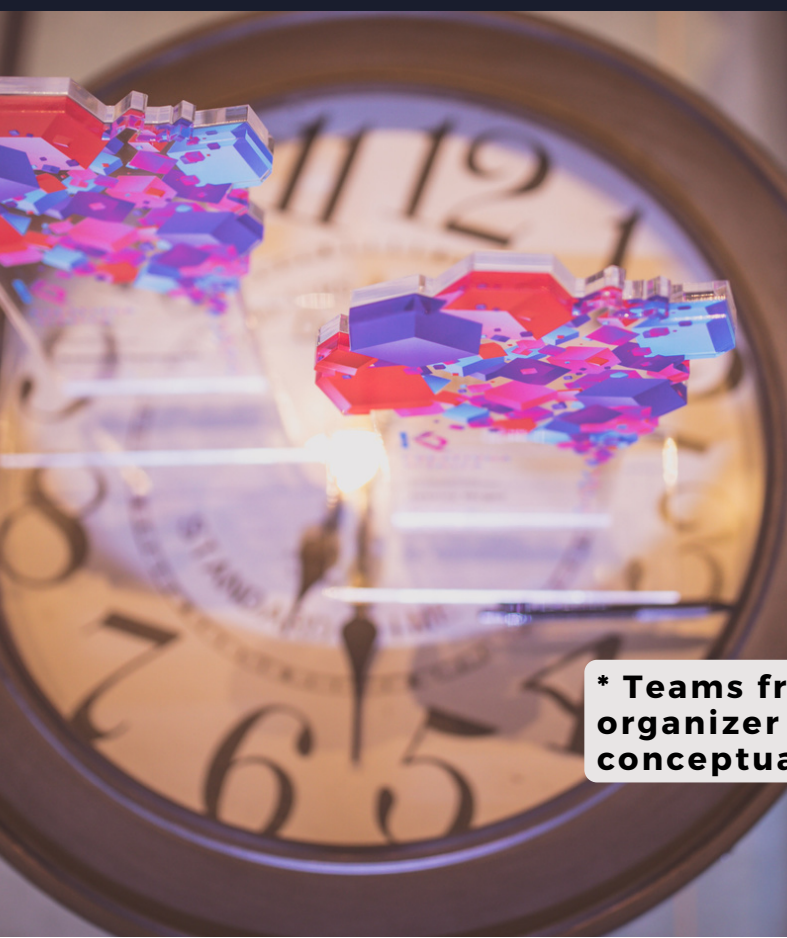
**DEADLINE:**  
**November 20, 2021**

## PRESENTATION OF THE SOLUTION BY THE COMPETITION TEAM

Members of the competition team present their solutions at the 4<sup>th</sup> Millennial Competition in Creative Industry according to the schedule published on the Competition website, but also delivered via e-mail after the submission of the conceptual solution.

The presentation takes place via the Zoom platform\* or live at the Faculty of Economics in Osijek from December 29 to November 2, 2022, as a five-minute presentation before the members of the Judging Committee of the category.

All members of the competition team participate in the presentation of the solution in the presence of the team leader (mentor).



**\* Teams from abroad can contact the organizer for an online presentation of conceptual solutions.**



# WHAT IS CREATIVE INDUSTRY?

Creative industry mean production protected by copyright, comprising projects that create (im)material products and services intended for exchange in the market.

Horvat, Mijoč, Zrnić. 2018. Ars Andizetum.

**FILM:** What are creative industry

The film was made within the RADIOactive creative notebook (multimedia workshop) at the Faculty of Economics in Osijek.





# SECTORS OF THE CREATIVE INDUSTRY



## **Architecture**



## **Audiovisual art** FILM, VIDEO



## **Heritage** MUSEUMS, LIBRARIES, ARCHIVES



## **Design** FASHION DESIGN, GRAPHIC DESIGN, INTERIOR DESIGN, PRODUCT DESIGN



## **Music**



## **Performing arts** THEATRE, BALLET, DANCE



## **Book, publishing**



## **Media** TV, RADIO, PRINTED MEDIA AND WEB



## **Advertising and market communications**



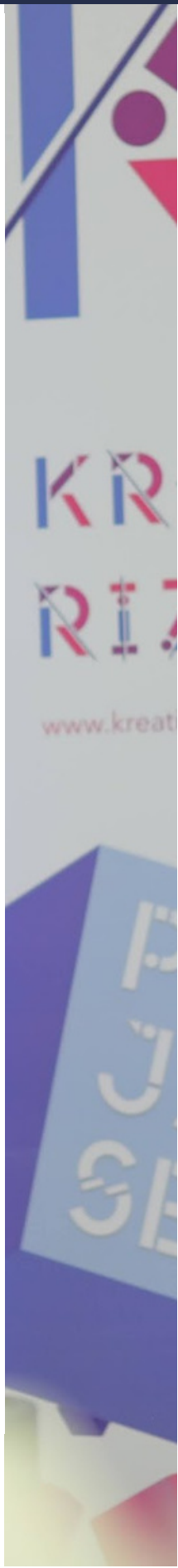
## **Applied arts** GLASS, CERAMICS, JEWELRY AND OTHER APPLIED ARTS AND CRAFTS



## **Computer games, new media**



## **Visual arts** PAINTING, SCULPTURE, GRAPHICS, PHOTOGRAPHY, NEW MEDIA



# How to propose a conceptual solution through one or more sectors of creative industry?

1.

Competition teams are given the **freedom** to choose the method of preparing the solution for the competition.

2.

The team leader chooses one or more sectors of creative industry for the conceptual solution.

3.

The forms of implementation of the conceptual solution can be blueprints, presentations, media plan, dance, souvenir, drawing, exhibition, video presentation, stage performance, photographs, story, music, graphic novel, film, map, fashion items, recipes, communication plan, visual design, posters, plays or **any other forms** chosen by the competition team.



Any additional questions should be sent to:  
[milenijsko.natjecanje@gmail.com](mailto:milenijsko.natjecanje@gmail.com)



# Grading principles and the maximum number of points by category

GRADING ELEMENT	CREATIVE HOUR	CREATIVE CALENDAR	CREATIVE PLANET
Imagination	30	20	20
Comprehensibility	20	20	15
Connection of the solution with the chosen topic	10	10	10
Practical application of the conceptual solution	20	20	20
Application of digital technology	-	5	10
Presentation	15	20	10
Popularisation of science	-	-	10
Publication of participation in online media *	5	5	5
<b>TOTAL POINTS</b>	<b>100</b>	<b>100</b>	<b>100</b>

\* Available at one online media of the educational institution (website, social media, etc.).

# Competition deadlines

AGE GROUP	CREATIVE HOUR (primary school)	CREATIVE CALENDAR (secondary school)	CREATIVE PLANET (higher education institution)
Competition team registration	31/10/2022	31/10/2022	7/11/2022
Registration method	Registration link available at <a href="https://milenijsko.efos.hr/en">milenijsko.efos.hr/en</a>		
Submission of the conceptual solution	20/11/2022	20/11/2022	20/11/2022
Competition schedule	By sending an email with the completed forms attached. More details at <a href="https://milenijsko.efos.hr/en">milenijsko.efos.hr/en</a> . The published Competition schedule is the confirmation of qualification of the competition team.		
Presentation of the conceptual solutions	29/11 - 2/12/2022		
Judging Committee evaluates the presented solutions	In person at the Faculty of Economics in Osijek		
Announcement of the winning teams	2/12/2022		
Hydrogen award ceremony	The ceremony of presenting the Hydrogen award for the first places in categories will be held at the Creative Treasury at April 2023		

## Procedure for evaluating the presented solutions

The presented solutions are evaluated by the Judging Committee appointed for the competition category. Teachers of primary, secondary and higher education institutions and representatives of creative industry are appointed to the Judging Committee.



# AWARDING

Competition teams with the highest number of points win one of the first three places in the entered category and are awarded:

- a) Hydrogen statue (first place)
- b) Certificate of placement (second and third place)

All participants in the Competition receive a written certificate of participation. Certificates are presented after the announcement of the winners on December 3, 2022:

- a) To team leaders for mentoring
- b) To competitors for participation in the national or international part of the Competition

## AWARD CEREMONY

The Hydrogen statue is presented at the Creative Treasury at April 2023 during the Hydrogen Gala Ceremony. The Hydrogen awards for all categories are presented by the Dean of the Faculty of Economics in Osijek, Boris Crnković, Ph.D.













# CREATIVE TREASURY 2023: CREATIVITY EXCHANGE

## INVITATION

We look forward to seeing you from April 26 to 29, 2023 on programme contents of the Creative Treasury 2023: Creativity exchange.

<https://kreativna-riznica.com/>

### What is Creative Treasury?

Creative Treasury is a popularisation symposium of scientists and practitioners gathered around the millennial role of the creative industry. Publicly open to exhibitors and visitors, it is in service of socially responsible association of cultural and economic effects. It is held once a year at the Faculty of Economics in Osijek in collaboration with a large number of public institutions.







# KREATIVNA RIZNICA



# CONTACTS

Responsible person:

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[milenijsko.natjecanje@gmail.com](mailto:milenijsko.natjecanje@gmail.com)

Competition manager:

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[jmijoc@efos.hr](mailto:jmijoc@efos.hr)

Coordinators:

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**Iva Tolić**, [itolic@efos.hr](mailto:itolic@efos.hr)

**FILM:** Millennial  
Competition in  
Creative Industry  
2021



**FILM:** Creative  
Treasury 2021





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Millennial Competition



@millennial.competition



Andizet



Rizničari



# LET'S CREATE **CREATIVE** PRODUCTS INSPIRED BY CULTURAL HERITAGE.

## **ORGANISERS**

Faculty of Economics in Osijek  
Andizet - Institute for science and art  
research in the creative industry

## **PARTNERS**

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