

European Union - Europe Day on Kalemegdan



This was the largest event Kreativa has organized. 45000 people participated in one day at the Belgrade fortress Kalemegdan.

The goal EU wanted to achieve with the event was to raise the EU image after the bombardment of Serbia by NATO and enable people of Belgrade to get a feel of the EU member states and present them as more approachable since we have to obtain visas to visit every EU country.

A European Village was organized. Each member state had a big stand in the form of a small village presenting the traditional and contemporary symbols of the country. Visitors received a brochure in the form of a passport and while visiting each village were given a stamp in the passport. If they wanted to participate in an award game with the main prize being a trip to Brussels, they had to put a stamped passport into a drawing box.