

## Session 10: Creative Practices, Education, and Wellbeing Across Cultures and Generations

Milena Tacheva, Sofia University "St. Kl. Ohridski", Bulgaria Zhivko Tachev, Bulgarian army, Bulgaria Kaloyan Tachev, 76 primary school William Saroyan, Bulgaria Botanical Garden in Bulgaria 2025 (online presentataion)

## Jeronim Dorotić, Catholic University of Croatia

Culture and wellbeing in the EU context: Approaching the EU's cultural and creative sectors (CCS) policies as tools for enhancing the wellbeing of European citizens (online presentataion)

Lorena Marković, VERN' University, Croatia Patricia Čerepinko, VERN' University, Croatia Irena Miljković Krečar, VERN' University, Croatia

From Spelling to Smileys: Exploring Texting Behavior and Preferences Across Generations and Genders in Croatia

## Upasna Maharaj, University of Cape Town, South Africa

Approaches and Challenges in Transforming Film Education and Practice in South Africa (online presentation)

## Madalina Balasescu, University of Bucharest, Romania

Creativity in time of change in Romania. Insights from academic field of communication' education and creative professions: journalism, PR, advertising (online presentation)