

Student company from Serbia won the European "Re-Power Your Future Award" of the UniCredit Foundation

Belgrade, July, 10th 2025 – Student company T-Buddy, representative of Serbia at the Junior Achievement European competition of student companies "Gen_E" held in Athens, won the special award "Re-Power Your Future Award". This award, powered by UniCredit Foundation, is intended for a team that through its work brings real social changes, empowers its generation and contributes to the development of the community also by leveraging on the power of education.

Additionally, the member of the winning team from Serbia, Anja Pajić, among six students who won the "Young Leaders" award at the European level in Athens, in competition with 200 high school students.

For the 36th consecutive year, the European competition brought together the best student companies from 40 countries in which the "Junior Achievement" programs are implemented. The prestigious competition brings together the most creative student companies from all over Europe, providing them with a platform to showcase their innovative ideas and business models, as well as the opportunity to transform them into tangible projects with the potential to change the world.

Svetlana Bunčić, Head of Identity and Communications of UniCredit Bank Serbia was one of the members of the jury at this year's competition and on that occasion said: *"I am honored and pleased to have had the opportunity to be part of the jury at the European competition of student companies. What I saw instilled in me enormous optimism and faith in the future, because I witnessed incredible creativity, innovation and dedication. The students who presented themselves showed extremely developed entrepreneurial thinking, the ability to solve complex problems and, most importantly, passion for creation something new and useful. These young entrepreneurs are proof that with support, mentorship and the opportunity to learn, we will hear a lot about these young talents. I am also extremely proud that the UniCredit Foundation award has reached the hands of a young team from our country, and that we are here to empower young people to express it."*

Silvia Cappellini, General Manager UniCredit Foundation stated: *"In 2023, the UniCredit Foundation joined forces with Junior Achievement Europe in the project "Re-power Your Future", a concrete initiative aimed at combating early school leaving, which includes 10 countries within the UniCredit perimeter, in a three-year program. Now we proudly celebrate the outstanding results and innovative entrepreneurial ideas of the students. We especially highlight the winners of the Re-power Your Future award, recognizing their exceptional ability to bring the entire community together around a cause that serves the common good. Seeing how these visionary projects turn into reality, we gain great confidence in the potential of young generations"*.

The student company "T-Buddy", this year's winner of the national competition, is an innovative educational program, which designs and implements creative workshops based on a peer learning approach, for children aged 8 to 18 that combine knowledge, research and fun — from biology and

electronics, to cooking, astronomy to internet security. The five-member team of high school students, from the Gymnasium in Mladenovac, showed with their innovative approach, socially responsible mission and selfless involvement in the community that knowledge, empathy and entrepreneurial spirit can inspire and change the world. The team consists of students Anja, Ana, Ignjat, Mladen and Mihajlo, with the support of teacher Petar Milanović and business mentor Mića Mišljenović, from Bosch Serbia.

Anja Pajić, a student in the second grade of the Gymnasium in Mladenovac, emphasized how much winning the "Re-Power Your Future" award means to the team: *"For us, it is a confirmation that we succeeded, that our effort, idea and love for this project were recognized at the European level. We are grateful to teacher Petar and business mentor Mica Mišljenović, as well as to our local community that supported us. We showed ourselves and others that even as high school students we can create something that makes sense and can have an impact and changes the local community for the better. We are very happy, grateful and even more motivated to continue. This is just the beginning for us and T-Buddy is only on the first page of his story".*

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