

### WINNING IDEAS

1. **"Daj Daj" Ltd.** was awarded, by the choice of the expert commission, with the grant of EUR 8,000 for implementation of a new business model that will enable companies who are headed by women to connect and form social cooperative and thus provide additional employment of women from socially vulnerable categories. For 5 years, "Daj Daj" is engaged in the production of diapers from bamboo fibres, which are washable, multiple usages, healthier for children and cleaner for the environment. They also support the idea of natural parenting, the common good, are made for children and their healthy development. The idea is to, within next year, place products, Daj Daj diapers, Bubi scarves for carrying babies, Gugadžina unique baby clothes, Poofnice - baby slippers, under the umbrella of one brand name on the German market. Within the process of implementation is planned to participate in the fairs of organic products - Heldenmarkt and Toy Fair - Spielwarenmesse, as well as placement in a number of leading online stores, as well as several specialized children's stores. [www.dajdaj.com](http://www.dajdaj.com)
2. **Association "Optimist" from Bosilegrad** was awarded by expert commission with the grant in the amount of EUR 7,500 for the implementation of the project which aims to economically empower the municipality of Bosilegrad and southern Serbia through the growth of social enterprises that will be involved in production, processing, purchase and sale of fruits and products fruits, vegetables and mushrooms. Namely, the aim is to hire 5 persons for the production and the fruit will be purchased from 50 socially vulnerable families from Bosilegrad. For 4 years, association "Optimist" is developing a program of social entrepreneurship and so far has provided EUR 45,000 of investments for the launch of the facility, installation of solar power systems and air purification, and in order to complete the investment requires also washing fruit, a means of paving the access road, smaller amount of packaging and engagement of economic expert for the development of the market. [www.optimist.org.rs](http://www.optimist.org.rs)



3. **Association for Support of Persons with Developmental Disabilities "Naša kuća"** was chosen by expert commission for the grant in amount of EUR 7,200 for the improvement of services of Kuhinja na točkovima with Sweet line, which would contribute to better promotion and placement of the new healthy sweets on the market. Each product of Sweet line of Kuhinja na točkovima will be produced with fruit characteristic for Serbia, and the first product of this line is ČokoŠljiva - ChocolatePlum. This candy is made from cooked plums with hazelnut and covered with chocolate sauce, and thanks to the ingredients and method of preparation, dessert contains vitamins, antioxidants, natural sugar and low calories. The part of the profit of Sweet line will be used for increase of number of free meals users from 60 to 120, for elders and other socially vulnerable categories. [www.kuhinjanatockovima.com](http://www.kuhinjanatockovima.com)
4. **Craft shop "Sofi"** was chosen by expert commission for the grant of EUR 7,000 for improvement and expansion of the product line - production of natural creams. Since 2009, "Sofi" manually creates and sells cosmetics made from high-quality vegetable and essential oils without synthetic fragrances, preservatives and paraffin oil. Also, "Sofi" uses only natural raw materials and more than 90% is eatable. The quality of products is confirmed by physical-chemical and microbiological examinations conducted at the Institute of Public Health of Vojvodina. Cosmetics are packed in minimal packaging, not tested on animals and most products are tailored to vegans. The aim of this craft shop is that of the sale of each cream donates RSD 10 to Foster homes Veternik – Foster homes for Children and Youth with Special Needs, as well as to hire a person with disabilities within the production. [www.sofi.rs](http://www.sofi.rs)
5. **Carpenter store "Šumarko"** was awarded by expert commission with a grant in the amount of EUR 6,800 for the purchase of machinery for wood, which would increase the scope and effectiveness of production of toys for children, reduce the time and cost of production and thus the price of the final product. "Šumarko" manufactures toys for children made of natural materials and colours, mainly of wood. The aim of this store is the proper development of children and to support the growth and development of children with disabilities. Wooden toys have a positive impact on children's curiosity, creativity, and good humour and encourage the development of logical thinking. Expanding production would allow "Šumarko" to hire two persons from socially



vulnerable categories, as well as to donate the certain amount of toys to various institutions for children.

6. **Citizens' Association for the fight against human trafficking and all forms of violence against women "Atina"** was awarded, by the expert commission with a grant in the amount of EUR 3,500 for the expansion of the entire product range (unique jewellery, key chains, souvenirs, corporate gifts), improvement of marketing strategy, organization a larger number of sales events, increase of the paid labour force, and therefore the increase in the number of customers. "Atina" is, more than a decade, involved in the protection of victims of trafficking in Serbia and one of the priorities is the development of entrepreneurial initiatives that would provide income to develop psycho-social support. By increasing production they would increase revenues and employed larger number of victims of trafficking in order to support them in their economic empowerment, and thus to increase the number of workshops. The realization of this business idea involves at least 20 trafficking victims. [www.atina.org.rs](http://www.atina.org.rs)
  
7. **Association of Social Cooperatives homemade "Bosiljak"** is chosen by the employees of UniCredit Bank for a grant in the amount of EUR 5,000 for the development of cultural and artistic creation, promotion of handicrafts which have territorial and ethical forms and create brand of Cacak region, as well as the enrichment of the tourist offer of Cacak through the organization of workshops weaving, furniture restoration, patchwork, knitting, felting, making jewellery and souvenirs. In the following year the plan is to organize 8 handcraft workshops which will involve minimum 40 women from socially vulnerable categories. For 5 years the association creates distinctive souvenirs, and employs people from disadvantaged and vulnerable groups (single mothers, people with disabilities, the Roma population, all categories of women who either did not manage to realize their right to work or have lost their jobs). [www.facebook.com/bosiljak.cacak](http://www.facebook.com/bosiljak.cacak)

