

Press release

Belgrade, November 27th 2014

Opening of the competition „Idea for a Better Tomorrow“ for allocation of grants in the amount of EUR 45,000

Foundation Ana & Vlade Divac, UniCredit Foundation and UniCredit Bank, along with Smart Kolektiv and National Tourism Organization of Serbia, presented today the second edition of a competition 'Idea for a Better Tomorrow' within which the grants in the overall amount of EUR 45,000 will be allocated. In the competition, which has the aim to contribute to the development of social and existing business, can participate social enterprises, enterprises generating income by producing and selling of goods and services that have a social purpose as the main reason of their activities, enterprises reinvesting a part of their profit for achieving the social goal, small cooperatives, civic associations, limited liability companies, craft workshops, etc. In the period from November 27th until December 30th 2014, these categories are invited to submit their ideas which can (also) contribute to the promotion of positive image of Serbia abroad and increase in its export potential. In the final selection 20 best ideas will be shortlisted for grants from EUR 5,000 to 10,000.

Competition „Idea for a Better Tomorrow“ will be implemented in several phases and it will last for 10 months. During the first phase, which will last in the period from November 27th till December 30th, eligible applicants will have the opportunity to submit their ideas for products or services which could represent Serbia in the best possible way and contribute to the improvement of image of the country abroad and its export potential. During the second phase, the Committee will choose 20 candidates whose ideas are evaluated as the best ones and with whom the experts will work on the development of their business plans. After the preparation and assessment of business plans, the expert Committee will, based on the level of innovation of ideas and sustainability of the project, choose the best ones.

Maurizio Carrara, chairman of UniCredit Foundation from Milan stated: „ Guided by the idea that along with providing funds, it is even more important to focus our support on those activities which allow social enterprises to become economically sustainable, in the last years our Foundation has been supporting the development of social entrepreneurship in Serbia. This competition, is just one of the examples how we do it and it emphasizes the importance of combining social impact with successful business model.”



Ideja za bolje sutra

Snežana Divac, President of Management Board of Foundation Ana i Vlade Divac stated: "I am very happy that for the second time we are conducting competition 'Idea for a Better Tomorrow' whose previous edition caused great interest, which is proven by the fact that we had over 230 applicants. What makes this project exceptional is the fact that it provides comprehensive support to enterprises with a social component in the field of improving their business and entering the market."

Gordana Plamenac, Managing director of National Tourism Organization of Serbia stated: „It is a pleasure to be part of the picture which creates better image of our country abroad. National Tourism Organization of Serbia as a basis of its activities has the promotion of this country's potentials to foreign guests, thus it wasn't difficult to recognize the importance of providing support to this kind of project which aims to develop social entrepreneurship in Serbia. On this way we can also institutionally support those enterprises which have social goal as the main reason of activities, and to help them search new ideas which we will present us in more positive light on other markets.

Nikola Vuletic, Head of Retail Division at UniCredit Bank Serbia stated: „We are proud that also this year, supported by UniCredit Foundation and partners which are recognized as experts in the field of social entrepreneurship, we have the opportunity to contribute to the development of this economic segment which is still evolving. Based on analysis of the most common problems faced by categories invited to participate in this competition, we have designed a project that focuses on their development, enabling them to cope with the challenges.“

Ivana Stancic representative of Smart kolektiv stated: „It is very good that partners from various sectors are joining their know-how and capacities in order to support business ideas which in an innovative way resolve social issues. We are particularly pleased to be part of this team which will further encourage social entrepreneurs to develop successful business. We hope that through this competition we will also stimulate different way of thinking about entrepreneurship, as one of the few sustainable ways for resolving certain key social issues.“

UniCredit Bank Serbia is a member of UniCredit, one of Europe's leading financial groups with a strong presence in 17 countries. Through a network of approximately 7,750 branches and more than 130,000 employees, the Group is present in about 50 markets. In central and eastern Europe, UniCredit operates the largest international banking network with nearly 2,500 branches. The Group is present in Austria, Azerbaijan, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Germany, Hungary, Italy, Poland, Romania,



Russia, Serbia, the Slovak Republic, Slovenia, Turkey and Ukraine. On the Baltic, it is present through its Leasing company.



Ideja za bolje sutra