

## P r e s s   r e l e a s e

Belgrade, September 30th, 2015

### **The best „Ideas for better tomorrow“ encouraged development of social entrepreneurship in Serbia**

Within the second edition of competition "Idea for a better tomorrow", Ana and Vlade Divac Foundation, UniCredit Foundation and UniCredit Bank, during the last weekend organized Media caravan during which they visited three out of seven winners of the competition. On this occasion, Media caravan participants had the opportunity to meet the Association for Support of Persons with Developmental Disabilities "Naša kuća" from Belgrade, Craft shop "Sofi" from Novi Sad and carpenter store "Šumarko" from Valjevo, which, thanks to educational trainings and grants provided during the competition, managed to improve their business. Partners of the competition, Smart Kolektiv and National Tourism Organization of Serbia also joined Media caravan.

Association for providing support to Persons with developmental disabilities "Naša kuća", for the improvement of services of Kuhinja na točkovima by launching Sweet line, respectively production of ČokoŠljiva – ChocolatePlum, was allocated with grant in amount of EUR 7,200. Thanks to the engagement of additional employees and cooperation with pastry shops, participants of Media caravan had the opportunity to try this unusual candy. Besides the fact that ČokoŠljiva will become part of standard catering menu of Kuhinja na točkovima, this product will be also available in certain stores, hotels and restaurants.

**Tamara Milojević, manager of Kuhinja na točkovima**, during a visit of Media caravan stated: "We are very proud that our idea is selected as one of the best and that we got the opportunity to expand our services of Kuhinja na točkovima, especially that now we have the ability to hire more people with developmental disabilities and to increase the number of free meals to socially vulnerable categories in the territory of Belgrade."

Craft shop "Sofi" received a grant in amount of EUR 7,000 for improvement and expansion of the product line with production of natural creams. As well as other Sofi's products, the production of these creams will include only natural materials, high-quality vegetable and essential oils without synthetic fragrances, preservatives and paraffin oil. In addition, new creams will be tested and approved by the Institute of Public Health of



Vojvodina. While waiting for the delivery of machines, which will enable them to start production, Sofi has fulfilled another aspect of "Idea for a better tomorrow" competition and its business plan and hired one person with disabilities in production department.

**Goran Šoć, owner of Craft shop Sofi**, on this occasion stated: "Thanks to a grant received within this contest, we are able to expand the range of healthy cosmetics at prices affordable for the citizens of Serbia. We believe that these creams, thanks to the natural composition and interesting packaging design, will allow us to become more recognizable on the domestic market, but also to qualify us at some of the foreign ones."

Carpenter store "Šumarko" was awarded 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. Thanks to these funds, they have already managed to increase production and to reduce time and costs of production, as well as, thanks to cooperation with other wood companies, to develop a plan of product placement on foreign markets, such as German, Swiss and French. Also, as predicted in their business plan and social concept of the contest, they realized the intended donation and equipped with wooden toys a newly opened kindergarten in Valjevo.

On the occasion of Media caravan visit, **Marko Srečković, owner of the carpenter store Šumarko**, stated: „First of all I would like to express my great satisfaction, that we, thanks to allocation of funds, had managed to equip newly opened kindergarten in Valjevo with our toys. Our goal remains that we, by producing toys made of natural materials and colors, make a positive impact on children's development and provide support to the development of children with disabilities. By expanding our production, we will have the opportunity to provide toys for many children in Serbia.“

**Ana Divac, founder and president of the Executive Board of the Ana and Vlade Divac Foundation** stated: "I am very pleased that we once again, through 'Idea for a better tomorrow', managed to awaken the entrepreneurial spirit in Serbia, and in particular to contribute to the development of social business in our country. Although the selection of the best ideas was not easy, the fact that, on this occasion, we have seen and tasted the final products of our winners, argues that we were not wrong. Now, we need to try to help them to become even more successful and to promote them beyond the borders of Serbia. Examples of successful social entrepreneurship, as these are, contribute to further employment of persons who belong to marginalized groups and to present Serbia in a better light."



The aim of competition "Idea for a better tomorrow" was the development of social entrepreneurship and existing business, as well as finding ideas for a typical Serbian products or services which can, in best possible way, represent the country in the region and abroad and thus contribute to the improvement of its image, but also to improve Serbian export potential. From a total of 67 received ideas, based on innovation of ideas and sustainability of projects, the best seven was selected for grants in overall amount of EUR 45,000.

