

P r e s s r e l e a s e

Belgrade, March 26th 2015.

20 candidates chosen for the second round of competition „Idea for better tomorrow“

Foundation Ana and Vlade Divac, UniCredit Foundation and UniCredit Bank, in cooperation with Smart kolektiv and National Tourism Organization, within the competition “Idea for better tomorrow”, have chosen, from a total number of 67 submitted applications, 20 best candidates. During the duration of the second phase of the competition, in April, the experts will work with candidates on creation of their business plans. After the preparation and evaluation of business plans, the expert committee will choose the best ones, based on innovation of proposed ideas and sustainability of the project, to whom will, by the beginning of June, be allocated grants in amount from EUR 5,000 till 10,000, which is an overall amount of EUR 45,000.

In the competition, which has the aim to contribute to the development of social and existing business, could 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. All these categories, in a period from November 27th till December 30th 2014, could submit applications for their ideas which also contribute to the promotion of positive image of Serbia abroad and increase of its export potential. After the first phase, the expert committee, in accordance with previously defined parameters for project evaluation, such as project management capacity, the importance for the community feasibility, sustainability, compliance with the objectives and priorities of the competition, the budget and the general impression, selected 25 candidates. The committee visited the selected candidates in order to be assured of the possibility the implementation of proposed ideas.

Snežana Divac, president of Foundation Ana and Vlade Divac stated: “We are very happy that we have received a huge number of very interesting ideas, from jewelry making through environmental thermal insulation materials to the processing of medicinal herbs. Once again, candidates have proven that our citizens do not lack ideas, but only a small incentive for it in order to make them alive.”





For more information about candidates, please visit web site of UniCredit Bank (www.unicreditbank.rs) and of Foundation Ana and Vlade Divac (www.fondacijadivac.org).



Ideja za bolje sutra