

Press release

Belgrade, June 10th 2015

Seven best „Ideas for better tomorrow“ awarded with EUR 45,000

Today, Foundation Ana and Vlade Divac, UniCredit Foundation and UniCredit Bank, in cooperation with Smart Kolektiv and National Tourism Organization of Serbia, presented the winners of second edition of competition “Idea for better tomorrow” which aims to contribute to development of social entrepreneurship and existing business, as well as finding ideas for products and services which can improve image of Serbia in the region and abroad. In period from November 27th till December 30th 2014, totally 67 ideas were registered. During the second phase the commission selected 20 finalists which suggested best ideas and with whom the experts worked on development of business plans. After the creation and evaluation of business plans, expert commission, based on innovation of ideas and sustainability of projects, selected the winning ones. Seven best finalists were chosen for grants in overall amount of EUR 45.000.

Expert committee chosen six candidates with the best ideas, while employees of UniCredit Bank, who were also involved in the voting process, selected one winner. The Commission unanimously decided to allocate the grants totally worth EUR 40,000 to the following finalists: Association "Optimist" from Bosilegrad, the Association for Support of Persons with Developmental Disabilities "Naša kuća" from Belgrade, SZR "Sofij" from Novi Sad, Citizens' Association for the fight against human trafficking and all forms of violence against women "Atina" from Belgrade, "Daj Daj", Belgrade and Carpenter shop "Šumarko" from Valjevo. This time, UniCredit Bank's employees have chosen to allocate the grant of EUR 5,000 to Association of Social Cooperatives homemade "Bosiljak" from Čačak.

Mauricio Carrara, president of UniCredit Foundation from Milan, said: "The fact that this project was conducted for the second time in Serbia and that again a large number of candidates applied, points out its importance for the development of social entrepreneurship in the country and that the candidates have recognized the true value that this project promotes. We are happy that 7 enterprises received funding for development and improvement of their business and become economically sustainable and stable."

Ana Divac, President of Management Board of Foundation Ana and Vlade Divac, regarding the proclamation of the winners said: "It is my great pleasure that we successfully conducted the competition "Idea for a better



Ideja za bolje sutra

tomorrow" for the second time and that once again we can be proud of very innovative ideas of our winners. I would also like to point out that our work does not finish today. In fact, we will continue to support the winning projects in order to ensure the successful implementation of ideas and influence on product placement."

Claudio Cesario, CEO of UniCredit Bank Serbia on this occasion said: "I am very proud that we had the opportunity to once again, together with our partners, participate in this important project which aims to speed up production in Serbia and thus to affect the export potential of the country and the recognition of brand "Made in Serbia" in the region and abroad. I am also pleased that all our employees were involved in the process of selection. I am delighted with the winning ideas and at the same time convinced that before them is a successful future. Through participation in this project, we once again demonstrated our strong commitment to this country and wish to continue to contribute more to its economic development, but also the strong commitment of our Group."

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.

Neven Marinkovic, Head of Smart Kolektiv, said: It is my great pleasure to, in the name of Smart Kolektiv, be part of this project, which has joined our knowledge and capacities in order to support social enterprises in Serbia. The biggest reward is the knowledge that in many areas in Serbia there are enterprising people with energy, ideas and motivation to, through entrepreneurial and business models, change for the better their communities and the society in which we live, by helping our citizens who need the help the most."

