

## P r e s s   r e l e a s e

Belgrade, January 15<sup>th</sup> 2016

### **Successful Idea for better tomorrow: Handmade shape of life**



Thanks to second edition of competition Idea for better tomorrow, organized by UniCredit Bank, UniCredit Foundation and Foundation Ana and Vlade Divac, with support of Smart kolektiv and National Tourism organization of Serbia, Association of citizens Atina managed to launch the project "I shape my life myself". The aim of this project is empowerment of trafficking victims and ensuring sustainable financing for programs of integration and reintegration of victims of trafficking and other forms of exploitation, as well as providing employment opportunities for victims and those at risk of becoming so.



With grants secured via Idea for better tomorrow competition, Atina procured furnace clay, as well as other necessary tools and materials, which enabled to improve the production process, but also increased the capacity for producing unique jewelry, corporate gifts and souvenirs for tourists and diaspora. Particularly interesting is that each article promotes Belgrad and Serbia, but also carries a message against any kind of violence against women.

In addition, Atina created additional range of products, and plans to expand the sale for which they have to engage at least 20 program users. They will have trainings in order to gain basic knowledge of sales and marketing, and for some of them it would be the first business experience.



And what this program means for users and how they progressed thanks to it, can best describe themselves: "The workshops are not only for making jewelry, for me it's a place where I met my best friend, friends for life, because only they can understand what I went through because they have experienced the same". In addition, for victims of trafficking and other forms of exploitation, this program represents a real sanctuary: "At the jewelry workshops I feel safe without coupling, freely without fear. I can earn, without fear that someone will hurt me again. "



Association Atina is planning to develop new distribution channels via various stores, cafe shops, hotels, book stores, as well as via social networks, internet portals Limundo and Kupindo, in order to expand offer to wider population.

