

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

Belgrade, June 6th 2017

Third edition of 'Idea for a Better Tomorrow' has been launched!

EUR 40,000 are being provided for the development of social entrepreneurship in Serbia



Ana and Vlade Divac Foundation, UniCredit Foundation, UniCredit Bank and Smart kolektiv presented today the third edition of the competition 'Idea for a Better Tomorrow', within which grants in the overall amount of EUR 40,000 will be allocated. Organizers have also used this occasion to invite social enterprises to submit their ideas for products and services that can represent Serbia in the best possible way abroad and thus achieve their vision. Legal entities acting under the principles of social

entrepreneurship, such as small cooperatives, civic associations, limited liability companies, handicraft workshops, farms, as well as businesses that produce goods or provide services in the market are considered as eligible applicants. In addition, it is important that all applicants demonstrate that in the basis of their activities there is a strong motivation to contribute to positive change in society. Deadline for applications is July 7th 2017.

The competition 'Idea for a Better Tomorrow' is organized in a few phases and will last for 10 months. In the first phase, which will last from June 6th until July 7th, above mentioned categories will submit ideas that they believe can contribute to the image of our country abroad and improvement of its export potential. During the second phase, the Jury will select candidates with the best ideas, with which experts will work on the development of business plans. After preparation and evaluation of business plans, within the third phase, expert commission will, in the basis of social component, innovative aspect of the idea, entrepreneurial spirit and sustainability of the project, choose 5 to 7 best ideas.



Ideja za bolje sutra

Maurizio Carrara, president of **UniCredit Foundation** from Milan stated: „The challenge ahead the third edition of the competition Idea for a Better Tomorrow is to combine social impact with sustainable market models. Our main goal is to boost an efficient and sustainable ecosystem, where social entrepreneurs know to use the tools and basic business schemes and thus give the opportunity to build welfare and social cohesion together with commercial success.“

Ana Divac, president of the Managing Board of **Ana and Vlade Divac Foundation**, stated: „We are glad that we have the opportunity to participate with our partners from UniCredit Bank and UniCredit Foundation in the realization of the third edition of this competition. So far, we have contributed that 16 individuals and social enterprises revive their ideas and pursue the path of their business success. Therefore, I am very happy that this year we will also enable good and sustainable business ideas, with their own social component, to be implemented.“

Referring to the third edition of the competition, **Csilla Ihasz**, president of the Management Board of **UniCredit Bank Serbia** stated: „Today we begin yet another journey in which we would choose good ideas and help illuminating them. Through the first two editions of this competition, we have invested over EUR 100,000 in the development of social entrepreneurship, while this edition will provide grants in the amount of EUR 40,000. Also this year we will engage our employees, not only through voting for the best projects, but also by inviting them to share their knowledge and experience from the financial sector with the finalists through rich educational program.“

Neven Marinović, director of **Smart kolektiv** stated: “Social entrepreneurship is a unique model, which at the same time contributes to economic growth, employment, inclusion and decrease of poverty. Therefore it is important to develop strategic partnerships between different sectors and to support social entrepreneurs and innovators in order that their contribution to positive change in our society is more sustainable. That is the value of this project and partnership because it enjoys support of one of the leading banks in our market, which further guarantees its success“.

About Ana and Vlade Divac Foundation

The Ana and Vlade Divac Foundation was founded in 2007, as a continuation of twenty years long humanitarian work of Ana and Vlade Divac, which began in the United States through the operations of Humanitarian Organization Divac (HOD). For the past 10 years, the foundation has been primarily interested



in supporting refugees and internally displaced persons (with focus on their housing and economic problems), improving conditions for quality upbringing of children and youth, developing philanthropy and social entrepreneurship. For more information please visit www.divac.com

About UniCredit Foundation

UniCredit Foundation is a corporate foundation that was established in 2003 in order to contribute to the development of solidarity and philanthropy in the communities and territories, primarily where UniCredit is present (15 countries including Europe and Central Asia). Through the transfer of financial resources and the typical management skills of a company, UniCredit Foundation supports projects of significant social impact and innovation, implemented by local non-profit organizations. For more information please visit www.unicreditfoundation.org

About UniCredit Bank

UniCredit is a strong Pan-European Group with a simple commercial banking model and a fully plugged in Corporate & Investment Bank, delivering its unique Western, Central and Eastern European network to its extensive 25 million strong client franchise. Besides offering local expertise and international reach, UniCredit accompanies and supports its clients globally, providing them with unparalleled access to member banks of the Group in its 14 core markets as well as to another 18 countries worldwide. UniCredit's European banking network includes Italy, Germany, Austria, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Hungary, Romania, Russia, Serbia, Slovakia, Slovenia and Turkey. For more information please visit www.unicreditbank.rs

About Smart kolektiv

Smart kolektiv is a leading organization in Serbia engaged in development of economy with a positive social impact. Smart kolektiv helps social innovators, allowing them access to financial resources and a better market position, the connection with the business sector and the transfer of business knowledge and skills. Smart kolektiv finds the ways in order that experiences and business logic is applied in solving social challenges, helps companies to strategically cooperate with the community, and social innovators to interest the business world for their solutions and initiatives. The organization has been a pioneer in promoting the



concept of corporate social responsibility and social entrepreneurship development in the country and the region. For more information please visit www.smartkolektiv.org

