Naš Beograd

June 11, 2011

Organized by:

Supported by:
3 years of Our Belgrade in figures

Growing in
• № of Companies
• № of Volunteers
• № Beneficiaries

2011
- 14 companies
- 10 locations
- 550 volunteers

2010
- 10 companies
- 8 locations
- 400 volunteers

2009
- 8 companies
- 7 locations
- 250 volunteers
Participants

Companies
- VIP
- Atlantic Group
- Serbian State Lottery
- Coca-Cola Hellenic
- Societe Generale Bank
- U. S. Steel
- Banca Intesa
- Erste Bank
- PwC
- Ernst & Young
- Holcim
- Actavis
- Nestle Adriatic
- Eurobank EFG
- Green City Markets

Institutions
- US Embassy
- USAID
- British Embassy
- Team for social inclusion and poverty reduction
- City of Belgrade Secretariat for Environmental Protection
- Public Communal Company Gradsko zelenilo (“The City’s Greenery”)

VIP
- Mary Warlick, US ambassador
- Michael Devenport, British ambassador
- Susan Fritz, USAID MD
- Gustavo Navarro, Holcim CEO and BLF president
- Slavko Caric, Erste Bank CEO
- Philippos Karamanolis, Eurobank EFG CEO
- Tijana Andjelic, Serbian State Lottery CEO
- Cedric Boehm, Nestle Adriatic CEO

CSO partners
- Svetlost
- GM Optimist
- Pokret gorana
Our Belgrade 2011 was part of the Give and Gain Day

Give and Gain Day is the *Business in the Community* employee volunteering initiative organized during June 2011 in 15 countries:

- Australia
- China
- Czech Republic
- Ecuador
- France
- Germany
- Hungary
- India
- Mexico
- Serbia
- Slovakia
- Spain
- UK
- United Arab Emirates
- USA

15,394 employee volunteers worldwide
Belgrade Fortress is a sort of open museum and cultural and historical nucleus of Belgrade. Occupying an area of over 30 hectares, it is one of the largest castles in Southeast Europe and in the 1979 was declared as a monument of great importance.

**Activities:** painting benches

**Volunteers:** PwC, U. S. Steel, Atlantic Group, State Lottery, Holcim, US Embassy, ISC, Team for social inclusion and poverty reduction
The Jovan Jovanovic Zmaj Children’s Home, part of the Centre for the Protection of Infants, Children and Youth, takes care of children without parental care aged 7 to 18. The Home includes a shelter for emergency protection of abused children.

**Activities:** arranging rooms and yards, participating in football matches between volunteers and pupils

**Volunteers:** Coca Cola Hellenic, State Lottery, UK Embassy staff, Erste Bank
The Dusan Dugalic Primary School deals with the education and nurturing of children living with developmental disabilities. The school has been awarded many times, both for its core educational activity and in areas relating to environmental protection and children's creativity.

**Activities:** arranging the schoolyard

**Volunteers:** Socite Generale, PwC, USAID (including MD Susan Fritz)
4. PRIMARY SCHOOL FOR THE PROTECTION OF SIGHT „DRAGAN KOVAČEVIĆ”

The school’s main objective is to protect children's eyesight from further deterioration, as well as ensuring that children gain a proper primary education and are prepared to enter secondary schools, with the kind of quality knowledge available in other schools. The school also provides assistance and support in overcoming educational problems to pupils with serious health problems.

**Activities:** painting and decorating the walls of the schoolyard

**Volunteers:** Vip mobile
Bezanijska Kosa Old People’s Home has 600 residents. It is surrounded by a large garden with sand paths and benches. In addition to accommodation facilities, staff offices, a kitchen, dining room and clinic, the Home also boasts rooms for occupational and physical therapy, a pool hall, reading room, painting studio, library, restaurant, shop, post office, cinema and hair salon.

**Activities:** arranging green areas, painting benches

**Volunteers:** Serbian State Lottery, Eurobank EFG, Holcim
Great War Island is a unique area and special nature reserve in the heart of Belgrade, the likes of which few metropolises can boasts. This natural treasure of outstanding features is located only 800 metres from Knez Mihailova Street. The island is a natural haven and habitat for rare and endangered plant and animal species which is most famous for its over 200 species of birds, many of which are protected.

**Activities:** clearing waste brought by high rivers from the coastline of Great War Island.

**Volunteers:** Nestle, Green City Markets, State Lottery, ISC, Eurobank EFG, City of Belgrade Secretariat for Environmental Protection
The Stari Grad Association for the Support of Persons Living with Developmental Disabilities was founded in 1997 by parents interested in improving the quality of life of their children and others with similar needs. Special emphasis is placed on vocational training to help users perform tasks independently.

**Activities:** sorting PET bottles, tidying the yard, involvement in the workshop for making wicker items with association users

**Volunteers:** Serbian State Lottery, U.S.Steel, USAID
8. KEC MNRO – Creative educational centre for persons living with developmental disabilities

The KEC MRNO is a non profit organisation founded in 2002 with a mission to design the life and work of young persons living with developmental disabilities in the most creative way for 25 young people with intellectual disabilities.

**Activities:** excursion and socialising with centre users in a natural environment

**Volunteers:** PwC, Serbian State Lottery, Bank Intesa
9. THEATRE ON THE SAVA RIVER

Theatre on the Sava River was founded by writer Dragan Tomic in 1989 and since then was functioning as the only professional theatre in New Belgrade. In 2007 Mr. Dragan Tomic donated a theatre to group of independent artists, who realized in the summer theatre for children.

**Activities:** renewing the Theatre

**Volunteers:** Actavis
Magazine Liceulice is published monthly. Following the example of street newspapers - "street paper" its been sold by the homeless, street youth, the poorest and most vulnerable members of marginalized groups, through specially trained and organized network of resellers in the territory of Serbia. Half of the revenues from the sale keep sellers, while the other half is being used to develop the project, additional work with sellers and various other philanthropic programs.
Media coverage

Media Locations
1. Dusan Dugalic
2. Home Zmaj
3. Belgrade Fortress
4. We live together

Present Media

<table>
<thead>
<tr>
<th>Media</th>
<th>Journalist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tanjug</td>
<td>Dragana Vuković</td>
</tr>
<tr>
<td>Beta</td>
<td>Emil Bus</td>
</tr>
<tr>
<td>Fonet</td>
<td>Dragoljub Stevanović</td>
</tr>
<tr>
<td>Press</td>
<td>Vladimir Mitrović</td>
</tr>
<tr>
<td>Blic</td>
<td>Marija Joksimović</td>
</tr>
<tr>
<td>Kurir</td>
<td>Miloš Šolak</td>
</tr>
<tr>
<td>Prva Srpska</td>
<td>Svetlana Mileusnić</td>
</tr>
<tr>
<td>TV Avala</td>
<td>Jelena Pesikan</td>
</tr>
<tr>
<td>RTV Smederevo</td>
<td>Marija Kovačević</td>
</tr>
<tr>
<td>Radio BGD1</td>
<td>Ivan Jovanović</td>
</tr>
<tr>
<td>Radio 202</td>
<td>Jelena Knezevic</td>
</tr>
</tbody>
</table>
Naš Beograd

Media coverage – Clipping selection
Thank you!