

A  
**BEST**  
**PRACTICES**  
COLLECTION  
of Corporate Social Responsibility in BiH

Sarajevo, July 2012



A

# **BEST**

# **PRACTICES**

**C O L L E C T I O N**  
of Corporate Social Responsibility in BiH

Sarajevo, July 2012

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## Global Compact Network Bosnia and Herzegovina

### INTRODUCTION

Corporate Social Responsibility (CSR) refers to the voluntary commitment of companies to contribute to the social development and environmental protection of the community in which they operate. This practice is now more and more widely accepted in Bosnia and Herzegovina. As the market gradually matured, and a tendency arose to search for comparative advantage, companies in BiH began with the adoption of CSR practices, recognizing that such practices bring benefit not only to the direct beneficiaries of their assistance, but also to their own business operations. As a result, CSR is increasingly seen as one of the strategies that can help companies build a good reputation, attract investment, improve relationships with their stakeholders, and become more competitive in the BiH market, as well as in the developed markets of Europe and the world.

Corporate social responsibility is the continuous commitment of a business to ethically contribute to economic development, while at the same time contributing to the creation of an environment that has a positive impact on its employees, their families and a wide array of stakeholders in the community. The new definition of corporate social responsibility in the EU reads: CSR is the responsibility of enterprises for their impact on society.

Civil Society Promotion Centre (CSPC), as a secretariat of the UN Global Compact Network in Bosnia, issued a call in May 2012 for the submission of examples of good corporate social responsibility practices in BiH. The idea was to, in a simple way, introduce the general public, and especially companies in BiH, to the concept of social responsibility, and to promote its best practices in BiH.

The main objective of this Directory is to identify and systematically present socially responsible practices among companies in BiH, thereby contributing to the visibility of these positive examples in the public, and stimulating and encouraging the business sector to be more involved in this area. The concept of corporate social responsibility refers to responsibility towards employees, suppliers, shareholders, business partners and competitors, customers and the communities in which a company works, which includes care for the environment.

In this publication, we have also included some examples of good practices by non-governmental organizations, as we would like to emphasize that corporate responsibility is a priority of all public legal entities, and not just companies. We hope that the next edition of the Directory will contain more positive examples, and show steady progress in the development of corporate social responsibility in BiH.

## **About the Global Compact Network in BiH**

Civil Society Promotion Centre (CSPC) - Centar za promociju civilnog društva (CPCD) is a BiH organization situated in Sarajevo which has for many years worked on the promotion of civil society in BiH, the mechanisms of cooperation between the governmental and non-governmental sector, increasing the capacity of civil society organizations in BiH, and other areas. CSPC is also the Secretariat of the Global Compact Network in BiH, together with the CSR Plus organization. The Network is part of the UN Global Compact Network, which brings together over 9,500 members in more than 130 countries. The Network's mission in Bosnia and Herzegovina is promoting the UN Global Compact, developing and promoting corporate social responsibility in the country, and helping the Network's member states achieve progress in relation to the ten principles of the UN Global Compact. In BiH, the Network operates through its four working groups: the development of a strategy for corporate social responsibility, corporate philanthropy, the promotion of children's rights, and environmental protection.

The Network is constantly evolving, and in 2012 established a Board of Directors. At the time of its publication, the Directory lists 77 members, which include companies and NGOs from across the country. For more information on the Global Compact Network, please visit the websites: [www.odgovornost.ba](http://www.odgovornost.ba) and [www.civilnodrustvo.ba](http://www.civilnodrustvo.ba).

Joint multi-sectoral initiatives are key to the development of BiH. We would thus like to invite you to join the growing circle of companies and other organizations that demonstrate social responsibility in their business practices.

I would like to use this opportunity to, on behalf of the CSPC and the Global Compact Network, issue a sincere thank you to companies and organizations that have submitted to us their examples of best practices. I would also like to thank the U.S. Agency for International Development (USAID) for its assistance in putting together this first BIH directory of socially responsible business practices.

Aida Daguda, Director CSPC  
and authorized representative  
of the Global Compact Network in BiH

# Table of Contents:

<b>BUSINESS</b>	<b>7</b>
Aluminij Mostar	8
Arcelor Mittal	10
ASA GROUP	12
Avon	14
BH TELECOM	16
BOSNALIJEK	18
COCA COLA	20
DELOITTE	22
DESINGGOODS BRAND	24
DHL	26
DM	28
FAVEDA	30
FDS	32
FIS	34
GIKIL	36
Herba Krajina doo	38
Intesasanpaolo bank	40
JP Elektroprivreda	42
Kakanj cement	44
KLAS	46
LIDER	48
LUTRIJA BiH	50
mBox	51
M TEL	52
Meggle	54
Mercator	56
MF	58
Microsoft	60
MIKROFIN	62
Pero Zenica	64
PLUS d.o.o.	66
POSAO ba	68
PREVENT	70
R&S	72
USPON	73
Raiffeisen bank	74
Sparkasse bank	76
T3	78
Techno Shop	80
UniCredit Bank d.d.	82
UNIQA	84
<b>NGO</b>	<b>85</b>
CPCD	86
Damar Omladine	88
Don Prijedor	90
Fondacija Lokalne Demokratije	92
Fondacija za socijalno uključivanje	94
Green Art	96
Planet design	98
Promente	100
Prijateljice	102
Roda	104
Sumero	106
Unija za održivi povratak i integracije u BiH	108
Sindikata radnika trgovine BiH	110



**BUSINESS**



For many years, Aluminij Shareholders Mostar has been the largest exporter of aluminium and aluminium products in BiH. From its inception, to today, when we have become a giant in the field, with strong partnership links with some of the world's most prestigious companies, the factory has paid special attention to its socially responsibility, investing since 1997, when production was re-established after the terrible destruction of war, tens of millions of Euros into the occupational protection of its employees, care for the environment, for the needs of the community, as well as into the development of art, culture, science and sports, in Mostar and throughout the surrounding region.

Unaccustomed to stagnation, a factory that has always invested all its profits into improving and modernizing its production, and into raising the level of environmental awareness of its employees and the community, today faces a different approach to work. But despite the merciless austerity measures it is forced to implement, it has not in any segment deviated from respecting and implementing the high environmental standards, prescribed by the ISO and other rigorous international certificates, but also by the company itself, adhering to them much more than is prescribed by the laws of the state.

The Aluminij Factory has completely stopped allocating funds to marketing and sponsorship campaigns, nor does it promote its contributions to the community, because we believe that the best promotion we can have is the successful implementation of projects that are of significance to the

community where we work, and that help those individuals who are in need.

### Care for the Community

Aluminij is a pioneer in the entire region of South-East Europe in the field we have called "the humanization of work", within which our employees with occupational diseases are given the opportunity to keep working and earn their retirement benefits, by doing other tasks based on their remaining ability to work, such as maintaining green areas, orchards and vegetable gardens with healthy produce, away from the factory plants themselves. Therefore, in addition to our primary activities in the field of secondary production, the factory also produces different fruits and vegetables, maintaining about 65,000 wine vines, which every give about 80,000 litres of top quality wine of the Žilavka and Blatina varieties. In our paradisiacal gardens, close to the banks of the Neretva River, we raise trout, ducks, pheasants and other animals, while an orchard produces our own sorts of grape and cherry brandy, apple cider and virgin olive oil. We biologically purify the water that is discharged into the Neretva, and extract oil through an oil separator. In order to completely protect the Neretva River, we have also built a collection pool, with a volume of 5000 m<sup>3</sup>, which can, in the event of an accident, contain all the contaminated water. In our premises, we have planted over 400,000 square meters of lawns, orchards, flowers, trees and other vegetation, growing more than 180 plant

species in our gardens. Simply put, we protect people and the environment by following this civilizational idea:

Production Yes, but not at any cost.

Several times a year, we donate several tons of products from our greenhouses, orchards, vegetable gardens and factory winery to the beneficiaries of a range of institutions, such as soup kitchens, nursing homes for the elderly and infirm, children without parental care, persons with special needs, and pre-school, school and hospital kitchens.

Not far from our plant, in the vicinity of Mostar's suburban neighbourhood of Buna, which is a little more than ten kilometres south of the factory, we have constructed our own sports and recreational centre, Relax Buna, intended to accommodate our guests, and provide sports facilities.

### Quality Management System(s)

In late 1998, Aluminij was among the first in the country to be awarded an ISO 9001 Quality Management System Certificate, and has since, on several occasions, been successfully recertified by international companies responsible for monitoring the implementation of the obligations that this Certificate prescribes. In late 2003, we also established an effective Environmental Management System, in accordance with the provisions of the international ISO 14001 standard, for which we have also been recertified several times.

We are also preparing to introduce the 18001 system, which deals with safety and health of workers.

## Support for sports, cultural and humanitarian projects

What is especially worth pointing out are our efforts to help gifted artists and scientists by providing financial assistance for their projects, collaborations with academic institutions and institutes, and other forms of help. In the centre of Mostar, in Kralj Tvrtko Street, twelve years ago, we opened the Aluminij Gallery and Club. While the Gallery, which has been compared to those in Paris, has hosted world-renowned artists, the Club has for many years promoted young artists and writers. This space is always available to everyone, at no charge. We have, for the artists exhibiting, provided commemorative catalogues, promotional actions and event hosts, while no entry fee has ever been charged for any event at this exhibition venue. By purchasing the works of our artists, we have over the years built up an enviable opus of works, which are

showcased permanently at the Gallery at times when there are no individual exhibitions. Even today, in the throes of an economic crisis that we are finding hard to bear, we have not stopped promoting young artists, with events that are publicized regularly on our website, [www.aluminij.ba](http://www.aluminij.ba).

At Aluminij, we have an extremely generous community of blood donors, which, in collaboration with the Department of Blood Transfusion of the Mostar University Hospital, annually organizes several regular, as well as emergency blood drives.

We are trying to overcome these difficult times as painlessly as possible, in the powerful belief that Aluminij will recover, that the state will recognize it as a very significant interest - we employ 900 people, connected with nearly 400 other smaller companies, thus creating an army of 40,000 workers, we pay high job insurances, thus maintaining the stability of the entire pension and health care system,

our exports are worth millions of KM, and we care for the environment of the south of Herzegovina. We hope the state will finally begin to appreciate the factory, and stop inhibiting its development, and that it will again soon be the undoubted patron of numerous cultural, sporting, scientific and many other projects, continuing to help both those in need, as well as those deserving and talented.



**ALUMINIJ**  
d.d. Mostar

**MISSION**

To manufacture aluminium and aluminium products

**VISION**

To expand our production capacity

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General Manager



# ArcelorMittal

## What is role of the Protection Supervisor?

The role of the Protection Supervisor has been formulated on the basis of perceived shortcomings in the implementation of work safety policies, which resulted in a high rate and severity of injuries, and a high number of lost active workdays.

The Protection Supervisor is a member of a group of workers in a particular zone, with a special role to protect his or her team, as part of his or her daily tasks. This role implies that Protection Supervisors will:

- not close their eyes (or turn their backs) in risky situations;
- be an example of how to wear personal protective equipment;
- strictly abide by all the 10 golden rules and occupational safety standards;
- apply and enable the implementation of occupational safety rules and operating procedures;

- apply, test and remind workers (internal and external) and visitors of the safety rules;
- monitor that all machines are in good condition;
- work closely with the Shift Supervisor on tasks related to the occupational safety in his or her work area (during short 5-minute meetings before the start of a shift, to assess any risks).

## Selection and training

For the first phase of the implementation of the Protection Supervisor project, we selected three plants at ArcelorMittal in Zenica. Each plant selected the employees which would be nominated as Protection Supervisors, depending on the number of employees in the plant, and its organisational structure. The Protection Supervisors were selected from those workers who are completely dedicated to our fundamental corporate objectives, principles and the Health & Safety Policy; who are familiar with ArcelorMittal regulations and standards; who achieve notable results in prevention measures, and the strict implementation

and respect for the rules and procedures of the Health & Safety Policy; who are also volunteers; who have not suffered accidents and are not prone to illness; who serve as an example in the Company; and who possess leadership skills, and actively participate in the process of registering, analyzing and preventing injuries at work, avoided or not. A program was developed, and the training of the Protection Supervisors carried out according to a set plan and deadlines. The training covered the basic and common corporate principles, and the rules and standards for effective protection. After the completion of the training, the participants received certifications. The program annually trains between 180 and 190 employees in the field of supervising protection measures.

We created a special form to record the reports made by the Protection Supervisor. The Protection Supervisors report their observations to managers, while managers take steps to eliminate any defects perceived.

**Project: The "Protection Supervisors"** The proactive inclusion of plant workers in the protection system (Joint Responsibility)

This is a concept aimed at enhancing the system of safety at work, through the proactive participation of all workers at the plant, creating a supportive environment, and providing opportunities for improve the Health & Safety of all employees at the company.

## Project implementation

After the implementation of the first phase of the project, its results were analysed, and, in the second phase, the project was implemented in the same manner in the other departments of the Company. We also published and distributed a special "Guide for Supervisors", which covers the Golden rules, Global standards, the role of the Protection Supervisor, and describes the Health & Safety department within the Company.

## Results show that continuous improvement

We introduced a proactive approach and stimulated worker initiative by holding five-minute meetings before the beginning of each shift. These meetings are also attended by the Protection Supervisors, Safety Captains and workers themselves. Information is shared on the risks, hazards and preventive measures that need to be taken before and during work at the plant, as well as information about the inconsistencies

and work complaints detected. With its implementation, this project achieved the following: the involvement of all employees at a particular plant in the Occupational Safety system, a greater degree of collective attention, communication and cooperation between employees in the field of safety in the workplace, a better training of employees in implementing safety measures, an upgraded system of reliable risk assessment for both regular and unplanned tasks, and tasks carried out by external contractors.



**ArcelorMittal**

### Mission:

To be the safest company in the region, and a company that provides its customers with the best quality, delivery, service and value. The mission of the Company is also to actively participate in helping develop the local community

### Vision:

To monitor innovative technologies in the production of steel, and to satisfy European standards of quality, environmental protection and occupational safety. To develop an organizational structure focused on creating value and developing local talent, in order to achieve the desired level of efficiency and expertise

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# ASA<sup>®</sup> GROUP



ASA Group offers its customers expertise in different areas of business services, along with quality products and services.

Today, more than ever, it is important to show the key public stakeholders that we behave responsibly while doing business.

Corporate responsibility in the ASA Group is based on understanding and establishing relationships with our customers, employees, the communities in which we operate, and the environment.

The ASA Group acts as an initiator of the economic and social development of society, through its support for numerous cultural, sporting and educational events.

By launching the ASA Art Gallery, the ASA Group has opened its doors to young and aspiring Bosnian-Herzegovinian artists. In this way, it provides them with an opportunity to introduce themselves to the general public, through a presentation of their art. Fully aware of the fact that quality education has a long-lasting and positive impact on decreasing poverty and unemployment, the ASA Group is

focused on the development of Bosnian society by funding the Hastor Foundation, which provides grants for children in financial and social need, as well as for gifted children.

All the member companies of the ASA Group allocate significant financial resources to providing scholarships to students who are in a state of financial need.

The Hastor Foundation is a non-profit organization established in 2006 in Bosnia and Herzegovina. In addition to its efforts to fund the education of children in the country, it also supports the efforts of Bosnian children and youth to use and expand their potentials in order to be better prepared to face the challenges of modern society.

The Hastor Foundation in Bosnia and Herzegovina, and its sister organizations, the Hastor Stiftung Foundation in Germany, act globally, jointly providing financial assistance to several countries in the world.

By maintaining a partnership with the Hastor Foundation, the ASA Group has for many years now supported the efforts of our youngest generations to

achieve topmost academic success, thus providing them with a better future.

The philosophy of the ASA Group rests on providing continuous help to the society of Bosnia and Herzegovina, and maintaining corporate social responsibility. Our belief is that those who win always choose to invest in the future, with the aim of achieving success.

Currently, the Hastor Foundation supports the education of 981 primary, secondary and university students from more than 80 different cities and towns, who attend 220 different schools. Most of these children are in primary and secondary school, although there are also a significant number of university students, whom the Group follows with special interest.

Since we are aware of the high rate of unemployment in Bosnia and Herzegovina, the poor economic situation and lack of perspective, in 2012 the ASA Group launched the Hastor Foundation Intern Development Program.

The basic idea was to make a step forward, and give the Foundation's best

students the additional skills, competencies, experience and self-confidence that would make them more competitive in the labour market. ASA believes that its scholars must be competitive on the market of Bosnia and Herzegovina, but also internationally.

In January 2012, the Group put together a team of experts, with the aim of creating a program which the Foundation's scholars would attend. The team sought ways to take advantage of all the means, opportunities and potential employers who could offer internship programs to the students. The strategy of the Group's public relations sector was to

introduce the program to the general public. The team was involved in a three-week training program, which the Hastor Foundation scholars also attended. The program included 12 modules, related to corporate governance, corporate communication, sales skills, marketing, and business administration.



At the end of the training, a ceremony was held at the ASA Art Gallery, where all the scholars who attended the Program were presented with certificates. The ceremony was also attended by potential employers, who took the opportunity to get better acquainted with the intern as job candidates i.e. possible future employees.

The program was successfully completed, with 14 participants being offered internships in leading BiH companies. The ASA Group has provided an outstanding education to its scholars, which they will put to good use when looking for employment. It is now up to them to prove and show their worth.



A quality education should have a long-term effect, because it presents a way out of social problems, such as poverty and unemployment. The ASA Group is the largest private business system in Bosnia and Herzegovina, which strongly influences the development of the economy and society of BiH. The Group launched its business operations in 1996 with the import of new cars, spare parts, and transport. However, the needs and requirements of the modern markets have resulted in an expansion of the Group's operations into other segments, which now include banking, insurance, leasing, real estate, business consulting and information technology. Continuous investments and innovation have contributed to ASA Group's leading position on the BiH market. With this unique approach, the ASA Group has become a driving force of Bosnia's economy and society.



**MISSION**

We want to invest additional efforts in order to achieve bigger and better results, which are part of our set goals. To be a leader in all business segments represents our corporate philosophy. Only in this way can we provide our customers with superior service and quality. Also, we seek to secure an environment in which employees would strive for success and take care of the social and natural environment in which we work.

**VISION**

To become an internationally recognized company, which sets the standards of modern business. Through close links and ties with our clients, we continuously build satisfaction, security and customer trust. In this way, we achieve our business and social goals in an effective way

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# AVON

the company for women

## Avon Walk for Life

The Avon Company is known around the world for its socially responsible business, which it achieves through its Foundation for Women, founded in 1955 with the aim of improving the lives of women. So far, Avon's global philanthropic efforts have collected and donated over 800 million USD in more than 50 countries, to issues that are of great importance to women. Today, the Avon Foundation focuses its resources on scientific medical research that attempts to find a

cure for breast cancer, seeks to provide greater access to medical care through its "Campaign Against Breast Cancer," and makes efforts to put an end to domestic violence through its program "Say NO to Domestic Violence." Avon also provides extensive assistance towards covering the damages caused by natural disasters and catastrophes.

The best known campaign launched by Avon Bosnia and Herzegovina was the "Avon Walk for Life," which was first organized in

2008 in cooperation with the International Women's Club, where thousands of people walked in order to fund the purchase of a mammogram for the Novi grad Health Centre in Sarajevo. Avon's 2009 Walk for Life 2009 gathered around 2000 participants in Sarajevo, while the funds it raised were used to purchase a mamotom - a medical biopsy device worth BAM 110,000 for the Sarajevo University Clinical Centre. That year, walks were also held in Mostar and Banja Luka, and the funds raised were intended for educational workshops, conducted



in the rural parts of Herzegovina by the "Novi Pogled" Association from Mostar, as well as for the training of two doctors from the Clinical Center of Banja Luka in Milano. The 2010 Walk for Life included a charity premiere of the film "Svi smo super" (We're Great) at Sarajevo's Cinema City cinema, as well as a charity bazaar, which finalized the fundraising efforts to cover the cost of the mammoth. Particularly interesting was a charity telephone auction, "Call for Life", which took place during the "Konačno petak" (It's Finally Friday) show on BHT Television, where numerous celebrities from BiH and the region (including Merlin, Željko Samardžić, Jelena Rozga, Laka, Armin Muzaferija, Belma Lizde-Kurt and others) answered charity calls and in this way gave their contribution to the fundraising.

The result of Avon's Walk for Life 2011 campaign was a sum of BAM 5,000 donated to three associations that fight breast cancer: "Una" from Bihać, "Aska" from Višegrad, and "Novi Pogled" from Mostar. The associations used the donation to organize workshops and lectures in rural communities and educational institutions, through which they once again drew the attention of those present to the importance of regular medical and self checkups, so that breast cancer can be diagnosed early and treated successfully. In addition to providing funds for donations, the goal of Avon's humanitarian actions is also to actively involve the community in solving problems, create awareness about a problem, and work on resolving it.

# AVON

the company for women

## MISSION

To be the world's leader in cosmetics, and a shopping destination for women; to provide superior direct sales service, as well as the best working environment; to become the biggest foundation for women and a company worth admiring.

## VISION

To be a company that globally best understands, and offers products and services that best meet the needs of each woman's personal achievements.

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## BH Telecom's CSR projects

Corporate social responsibility is fully integrated into BH Telecom's long-term strategy. It is primarily focused on development, sports, scientific, cultural, educational and other projects or activities that provide support, in accordance with the importance of these activities in the society of Bosnia and Herzegovina, and carried out thanks to the efforts of every employee of the company.

### Socially significant developmental role

In this accelerated preparatory road toward European integration, BH Telecom asserts its key role of generator and initiator of general social development. BH Telecom provides the Bosnian economy and all segments of civil society with the benefits of the most modern telecommunications and information services, suited to the needs of increasingly demanding markets. It is significant that BH Telecom has imposed itself as a company that provides a universal telecommunications service available to all citizens of Bosnia and Herzegovina, regardless of location, number of users or the cost benefit of the service, all with the aim of providing communication services to every citizen of BiH.

In a world of rapid change, progress, speed and extensive communication, in a world which is becoming a global information society, fixed telephony is the driving force of communication mechanisms, without which the world today, society and their functioning would be unimaginable.

By investing in development projects, BH Telecom creates opportunities for new jobs through investing in network and infrastructure. Every investment activity involves linking the entire chain of manufacturers, suppliers and contractors which creates a new business activity for many companies in the country. Through investments amounting to 150 million KM annually, BH Telecom continuously cooperates with numerous domestic and foreign firms, giving priority to domestic companies, which carry 65% of our investments, which is not the case in any other activity on the Bosnian market.



### Corporate philanthropy and socially beneficial practice

Corporate philanthropy, as an expression of support to nonprofit organizations, is an integral part of BH Telecom's business practices and is achieved through activities, such as donations to nonprofit organizations, supporting sports, cultural and humanitarian events through advertising contracts, and through investment in education of students and pupils of elementary and secondary schools.

### Donations

A significant segment of BH Telecom's social work is the awarding of annual donations. BH Telecom annually allocates 1% of its total profits. In the past two years, BH Telecom has donated more than 3 million KM to various charitable, sports, educational and cultural institutions, thus supporting the development of Bosnian society.

In this way, it has enabled the execution of social projects, such as creating conditions for sustainable return and life of youth to the Srebrenica municipality, supporting projects of return to other BiH municipalities, renovating and equipping several kindergartens, primary and secondary schools, providing funding for treatment of seriously ill patients, supporting prevention programs for juvenile delinquency and other forms of juvenile destruction, helping recover several religious buildings, enabling infrastructure works in several municipalities in BiH, helping build Shahid memorials, financially supporting the work of the meal centres of the Red Cross, Caritas and Merhamet, supporting the work of many associations for people with severe illnesses and disabilities, as well as associations of pensioners and citizens in financial need, and numerous other projects.

### Investing in education

A significant segment of BH Telecom's socially responsible activities is investing in education and supporting the youth, through scholarship programs and the different types of internships within the company.

By giving scholarships to students, as an important segment of Bosnian society, BH Telecom encourages investment in knowledge as the primary instigator of every society. After graduation, and following the scholarship contracts, the scholars are given employment at BH Telecom, and thus secure their own place on the labor market.

Throughout the year, BH Telecom also provides the possibility of carrying out numerous trainings for school and university students, to assist them in acquiring new knowledge about actual business practices. In addition to many other trainings, this year, the students of the Center for the Blind and Visually Impaired Children and Youth were given the opportunity to receive practical training, and all six students attending completed the training successfully. The training focused on gaining foundation for work at a call center for customer support.

By organizing contests for elementary, secondary and vocational school students in Bosnia and Herzegovina, BH Telecom has awarded over 1,400 computers and 260 laser printers. The main aim of these contests is the promotion of a variety of socially useful activities, and assistance to schools through the allocation of computer equipment, necessary for improving the computer technology in schools and easier teaching.

### Support for sporting, cultural and humanitarian projects

Support for numerous cultural, sporting and charitable projects and organizations

supported by BH Telecom as a project partner presents an effort to improve the position of these entities in the BiH society and outside of the borders of Bosnia and Herzegovina. BH Telecom has for many years sponsored the Bosna ASA BH Telecom Basketball Club, the BiH Football Association, the Sitting Volleyball Club Phantoms, International ATP Challenger Indoors, it is a longtime sponsor of the Sitting Volleyball National team and clubs who win medals at European and World Championships, and of the Phantoms and Spid Clubs. We have also given our support to films of supreme quality, local productions such as the films, "On the Path," directed by Jasmila Žbanić, and "Snow" directed by Aida Begić and many other projects.

A significant social project that has been supported by BH Telecom for several years, is the Digitization of cultural heritage of national associations, a project which was launched by the Croatian Cultural Association Napredak, the Serbian Educational Cultural Society Prosvjeta, the Bosnian Cultural Community Preporod and the Jewish Cultural, Educational and Humanitarian Society La Benevolencija. Digitization would include historical and cultural material, literary magazines, yearbooks, calendars, memorials of these national associations and thus ensure their preservation for future generations. The Framework Agreement for this project was signed in May 2009, and initial support was provided by BH Telecom.

BH Telecom is also a partner of many TV shows such as Zabranjeni forum (Forbidden Forum), Društvo znanja (Knowledge Society), Ispuni mi želju (Grant my Wish) and Linija života (Lifeline), which are aimed at discussing socially relevant topics, acquiring new skills and drawing attention to the financially disadvantaged segments of BiH society.

Considerable support is given to people with special needs, including support for all activities of social and humanitarian kind. Some of the organizations that have been longtime partners of BH Telecom are SOS Kinderdorf Sarajevo, Sumero, Oaza, NGO "Children -Pillars of the World," Association of Disabled Persons of BiH, Sarajevo Diabetic Association, Association of Paraplegics and Polio Sufferers of the Federation of BiH, Citizens Association of Polio Sufferers, and many others for whom BH Telecom helps create conditions for unhindered activities as well as easier integration into BiH society. Support is achieved through financial assistance or employment of persons with special needs, and through stimulating integration of persons with disabilities into society.



## Numerous awards that show the social responsibility of BH Telecom

The best confirmation of BH Telecom's socially responsible role are the numerous awards and recognitions it receives for its socially responsible work. One such award is presented by the Mosaic Foundation, the Mašta (Imagination Agency) and the International Finance Corporation, which is annually awarded to socially responsible companies in BiH. The "Dobro10" Award was presented to BH Telecom as the best company in the category of Corporate Philanthropy-State Owned Enterprises. Also, BH Telecom receives many letters of gratitude daily, an expression of gratefulness for the support we provided in times of need.

In the spirit of socially responsible action, BH Telecom's Development Strategy is closely associated with the development of BiH society. The development and success of BH Telecom imply the development and success of the BiH society. One quintessentially conditions the other. The operational goal of BH Telecom is to create benefits for the wider community, both developmentally and through financial support, and stimulate other companies in Bosnia and Herzegovina, to be responsive to social needs and socially responsible action.



### MISSION

The BH Telecom Corporation provides telecommunications services throughout the territory of Bosnia and Herzegovina using modern technologies, and in line with international and local standards, regulations and norms, in order to develop an information society.

By improving the planning process, technological development, organizational development and human resource management, this company responds to market challenges and every increasing competition. The BH Telecom Corporation significantly improves relationships with customers, as well as its service quality, thus remaining the leading telecom operator in Bosnia and Herzegovina

### VISION

The BH Telecom Corporation will remain the leading telecom operator in Bosnia and Herzegovina and, with constant development of new services and their quality, respond to the demands of the market, meet the needs of users, and exceed their expectations.

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# BOSNALIJEK **The Community is Part of Us**

Bosnalijek's respect towards social responsibility stems from long-term goals, grounded in the Company's mission, vision and strategy; our commitment to responsible, professional and ethical performance of all business functions, investment in the professional development of employees, care about their health and satisfaction, and care for the local community. As a result of our constant care for our employees, the environment and the wider community, in addition to sustainable economic development, Bosnalijek received the "Dobro08" Award for Corporate Social Responsibility in Bosnia and Herzegovina. Bosnalijek also underlines its social responsibility through its operating results, compliance with all legal and social norms, building new business capacities and applying processes in accordance with environmental protection, as well as through processing and controlling all activities in accordance with quality systems, which has been confirmed with our integral Environmental Permit for all installations. Our quality system incorporates all the elements of good manufacture and business practices, which ensures the quality of products and services to customers.

## Responsibility to the environment

Responsibility towards the environment is an integral part of Bosnalijek's quality system, defined in our document entitled "Environmental Orientations". In order to permanently control its impact on the environment, Bosnalijek has developed, built and now operates its own facility for wastewater treatment, has set out a system for the collection, removal and disposal of waste materials, and performs regular checks of emissions into the environment, monitoring their compliance with legal regulations. Bosnalijek is the first company in the Federation of BiH to receive an environmental permit for all installations and facilities. This means that it has fully complied with all legal requirements for the protection of the environment, and manages all by-products, measuring and controlling them regularly. Waste management is done by taking all measures to ensure that all activities are carried out without endangering human health, causing damage or compromising the natural surroundings (without risk to water, air, soil, animals, plants, without or noise and smell pollution). By ensuring that we

satisfy all the conditions for obtaining the permit, Bosnalijek has further improved its position as a socially responsible company that guarantees the best in skill requirements, leaving a sound foundation for future generations.

## Our employees are the key to success

Bosnalijek's successful business results are founded on the knowledge and experience of the Company's employees, who fulfill their tasks with quality and in due course, through efficiency, competency and team work. Bosnalijek is continually dedicated to creating a professional, collegial and motivating environment. Out of its 640 employees, 45% are highly educated professionals, 46 employees have scientific and specialist titles, while 43 employees are currently attending specialized training and scientific educational programs. Bosnalijek continues to develop its employees' careers, and identifies promising employees, offering them the opportunity to further their education and training. In 2011, Bosnalijek invested more than BAM 400,000 into training its staff. The Company

annually conducts surveys of employee satisfaction with regards to their workplace and conditions. Each year we monitor the health of all our employees, which includes a medical and physical examination. Bosnalijek provides its employees the possibility to get additional specialist medical checks at private clinics, which is not our legal requirement, and demonstrating the organization's real care for its employees. The company undertakes a series of preventive actions in order to protect the health of their employees, such as the improvement of technology, working equipment and the work environment, and provides expert specialization for employees in the field of occupational health and safety, performs periodic inspections and reviews of working equipment, performs measurements and testing of working environment, addresses the issue of rest and recreation for employees (e.g., rehabilitation and relaxation at REUMAL Fojnica). Every year, Bosnalijek organizes a Family Day, a day when employees and their families socialize within the Company. The Company's Family Day is a way in which it cares for its employees, their families, and nurtures family values. Bosnalijek does not forget its retired employees, by organizing an annual

luncheon on the occasion of the Company's anniversary.

### The SOS Family is part of us

We believe that the successes of the Company are worth much more if shared with the people and institutions that truly need help. A ten-year cooperation with the SOS Children's Village, besides providing direct support for the healthy growth of socially handicapped children, has given Bosnalijek great pleasure, because it allows the company to institutionally and efficiently express their social responsibility. Bosnalijek covers the annual costs of SOS Janje family. This family consists of eleven children, seven of whom have moved to the "Youth House". They are extraordinary, hardworking young people, and Bosnalijek's scholarship holders. During the summer holidays, we also offer them internships in Bosnalijek. Supporting the SOS Children's Village is Bosnalijek's permanent commitment, because healthy and happy children are the foundation of a healthy and happy society. Their success is Bosnalijek's success.

### Prevention and education towards health

Following its mission and vision, Bosnalijek has initiated the project "Prevention and education towards health", whose aim is to support healthcare professionals and citizens of BiH. The long-standing support for the development of health care and health care services has included numerous trainings and workshops, symposia, conferences and lectures specifically organized for doctors and specialists. We organized numerous actions with the non-governmental sector and teams of family physicians, to provide adequate health care to the population of Bosnia and Herzegovina. Health facilities, community health centers, hospitals, clinical centers and pharmacies across the country received donations of funds, medical packages, equipment, appliances...

### Support for the community

Bosnalijek confirms its responsibility through good cooperation with the community. Bosnalijek encourages and invests in the development of science and education, through successful cooperation with local and international educational institutions. We continuously grant scholarships to 200 pupils and students. The company receives annual visits by about thirty groups of pupils and students, and accommodates an increasing number of interns, students preparing their seminar, graduate and master's theses, performing scientific specializations, or using our library. We confirmed our contribution to scientific research by the signing an Agreement on cooperation with the Academy of Sciences and Arts of Bosnia and Herzegovina in 2009. Bosnalijek offers assistance in equipping laboratories at schools and universities, by donating grants, chemicals and instruments. In order to transparently select the best quality projects, and in accordance its mission, in 2010 Bosnalijek issued a Guide for donations and sponsorships. The selection of projects in accordance with the Guidelines has enabled Bosnalijek's funds be purposeful and rationally used, being simultaneous invested into various segments of social development, from the environment, helping the healthy development of children and youth, sports development activities, to culture and art, and the promotion and protection the health of citizens. Bosnalijek has invested more than half a million in humanitarian projects in the local community in 2011 alone.



#### MISSION

Our mission is to improve the quality of life by producing, supplying and selling new and high quality medicaments and related products. We will always apply the highest international standards that guarantee product quality and environmental protection. We continually strive to fulfill the expectations of our shareholders, customers and employees.

#### VISION

Our vision is to be a recognized and progressive pharmaceutical company that will compete in the global pharmaceutical market. We will achieve the vision by developing a personal portfolio of superior quality medicines; investing into modern production capacities; and by meeting regulatory requirements of the most demanding markets.

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General Manager

# AN INTEGRATED APPROACH TO ENVIRONMENTAL PROTECTION

## Successful implementation of the Environmental Management System, and a partnership with the community in "Clean Vrbas" Project

### Environmental Policy

The Coca-Cola HBC B-H LLC Company in Sarajevo and all its employees conduct their business in a way that will protect, maintain and improve our environment.

We show our responsibility towards the environment by respecting environmental laws and regulations, a controlled and economical use of natural resources, and community projects that promote and contribute to the protection and preservation of the environment.

By developing new technologies and ways of working in the company, we try to, through our processes, products and packaging, continuously reduce impact on the environment. We work with suppliers through the supply chain to develop environmentally-friendly raw materials and packaging for our products.

By applying controlled handling of solid, liquid and gaseous wastes, using recycling processes, treating waste water, we reduce waste disposal and discharges that negatively affect our environment.

Our success in this field is illustrated by our results in applying environmental policy in the period between 2009 and 2011:



We regularly review the environmental aspects of our processes, activities and products, and thus re-evaluate their impact on the environment, and in accordance with this, set new objectives with the purpose of continuous improvement. Therefore, we believe that the concept of environmental responsibility that we develop includes a continuous improvement of our Environmental Management System.

The commitment to protect and preserve the environment is an obligation of all employees of Coca-Cola HBC B-H LLC Sarajevo, because the implementation of Environmental Management Systems also implies the responsibility of all employees.

### Project "Čist Vrbas"

Our commitment to protecting the environment is expressed by our partnerships on projects that benefit the community.

Coca-Cola in Bosnia and Herzegovina is a long-term partner of the initiative of cleaning the river Vrbas, with an ultimate goal to prevent pollution of all the other rivers in the country. This ambitious program, conducted in cooperation with the United Nations Development Programme (UNDP) in Bosnia and Herzegovina, the local community, the nine municipalities in the Vrbas basin, and nongovernmental organizations, is considered to be the first concentrated effort to clean the Vrbas River.

The long-term goal of the "Clean Vrbas" Project is to serve as a model for the conservation of other river basins in the country and the region, which would improve the quality of people's lives, strengthen tourism potentials and economy, and ensure the continued sustainability of the environment. As part of the project, the Vrbaska Eco Race was organized to raise awareness about the importance of protecting and conserving water resources.

### Reduced water consumption - 13.85%

calculated in litres of water used per litre of produced beverage



### Reduced energy consumption - 13.03%

calculated in MJ per litre of produced beverage



### Increased recycled waste - 12.41%

calculated in grams of waste per litre of produced beverage



On this occasion, our project partners, three members of the Kanjon Rafting Club from Banja Luka, the Jajce Rafting Club from Jajce, and the Dabar Rafting Club from Gornji Vakuf/Uskoplje joined forces with residents of local communities in cleaning the riverbed and its banks, as well as the identifying the contaminated sites along the 234 km river basin. With the slogan **Let's Clean Vrbas from Its Source to its Mouth**, more than 500 participants managed to, in a joint effort, remove two tons of waste from the most polluted areas.

To highlight the project's ecological message, the project's partners held a ceremony in Krupa on the Vrbas River to mark the installation and commissioning the first bio-filter for wastewater discharged into the Vrbas.

In implementing the activities under the Clean Vrbas project, the Coca-Cola HBC BH LLC Sarajevo began an educational process, which it intends to implement over the next three years, to raise awareness about the need to protect and preserve water resources.



## MISIJA

The mission of Coca-Cola HBC B-H LLC Sarajevo is providing refreshment to consumers, being a partner to customers, rewarding investors, and enriching the life of the community.

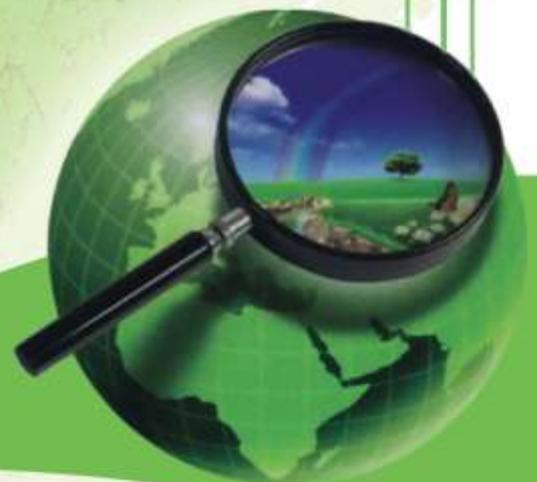
## VIZJA

The vision of Coca-Cola HBC B-H LLC Sarajevo is to maintain the position of an undisputed leader in the BiH market of non-alcoholic beverages.

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By launching the project, Coca-Cola HBC BH LLC Sarajevo has become the eleventh country in the Coca-Cola Hellenic Group, to be included in the project to protect the Danube into which the Vrbas, as a tributary of the river Sava, indirectly flows. Coca-Cola HBC B-H LLC Sarajevo is the largest producer of soft drinks in Bosnia and Herzegovina, and the authorized bottler of products of The Coca-Cola Company. It is a member of Coca-Cola Hellenic, which operates in 28 countries and is the second largest system of bottlers of The Coca-Cola Company in the world. It manufactures and distributes a unique range of quality brands, and serves a population of about four million people, with a commitment to fulfil the objectives of the market, as well as a firm commitment to long-term sustainability and corporate social responsibility. Coca-Cola HBC B-H LLC Sarajevo has received many awards for community involvement, among which the main award of the DOBR02010 competition stands out as its major recognition. In October 2010, Coca-Cola HBC B-H LLC Sarajevo was declared the socially most responsible company in Bosnia and Herzegovina.





The success of a company can be measured in many different ways. In addition to financial indicators and reputation in the business community, there is also the excellence of services offered to customers, success in providing opportunities for the professional and personal development of employees, and the contributions made to improving the community in which the company operates. Deloitte relies on a multidisciplinary approach to providing services, and a quality and moral integrity as the foundation of its business. Over 150,000 of Deloitte's professionals in more than 140 countries around world are dedicated to the achievement of common values and standards of excellence, creating a culture of trust among member companies.

Our approach to corporate social responsibility rests on our realization

that our impact on society largely stems from the way in which we provide professional services to clients. Accordingly, we strive to achieve service excellence and continuous improvement in three areas:

- Responsible and professional behaviour;
- Investing in the professional development of staff;
- Caring for the local community and addressing global challenges.

### **Responsible business**

High quality and moral integrity are the foundation of the professional services we offer. The structure of the firm's management is based on these principles, as is our culture of excellence and accountability.

They shape Deloitte's control processes and procedures, which our experts carry out daily. Deloitte is committed to applying the highest standards of professional conduct, and respects the business independence and other professional standards.

Our business is focused on achieving and maintaining the public's trust, and further strengthening our reputation. Deloitte's development and reputation is maintained, above all, by our experts and their ethical standards, their professional knowledge, objectivity, and technical skills.

### **Human resources**

Deloitte is dedicated to offering high standards of service, professional objectivity and hard work to secure and preserve the trust of its customers, markets and the public. This is why, at Deloitte, we consider

This is why, at Deloitte, we consider our employees to be our greatest value. We are dedicated to the professional development of existing experts, as well as future employees. In this sense, we support programs for young professionals in the form of trainings in a highly professional environment, but also formal vocational education. Training and education is carried out in accordance with the needs of the professional development of each employee. Deloitte provides its employees with additional health care that includes free specialist examinations, treatment and diagnostics, and preventive medical check-ups. Employees are also covered by the travel insurance program.

Part of Deloitte's vision - to be a standard of excellence - is also the desire to be the most preferred employer for talented professionals around the world. It is our great honour that this year we were among 30 of the most preferred employers in Bosnia and Herzegovina.

### Investing in the community

Changes in the modern business environment affected the whole society, and led to the idea that businesses should contribute to the community. Worldwide, Deloitte member firms show their commitment to the idea of corporate social responsibility. We actively participate in international and local economic development, trainings dedicated to developing skills and education programs, and various philanthropic and other projects aimed at community improvement. Deloitte has a long tradition of providing active support to the

communities in which its experts work and live. Every year, tens of thousands of our experts around the world participate in various activities supporting the local community. We are participating in programs that address global challenges, through involvement in organizations such as the World Economic Forum, the United Nations and the Business Council for Sustainable Development.

# Deloitte.

## MISSION

Achieving service excellence and continuous improvement in three areas:

- Responsible and professional behaviour;
- Investment in the professional development of staff;
- Care for the local community and addressing global challenges.

## VISION

To become recognized as the best global company for professional services in all the areas and services we provide.

We achieve our vision through a high respect of the community and our stakeholders, by being:

- The first choice for most talented people in the world who are attracted by the Company's quality, business, culture and diversity;
- The first choice for the most attractive customers, who are attracted by the scope and depth of our world-class services in every market segment.

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## Designgoods - created by people with disabilities

### About the new brand

**Designgoods** is a new and unique brand of designer products, and is the result of the close cooperation between professional designers, people with physical disabilities and business operations experts. It represents a full range of personal design products created by the Center for Self-Confidence, Librago and Pismolik, organizations that employ people with physical disabilities. Employees of these organizations have for the first time participated in all phases of operation, from planning, design, production, promotion to distribution. In this way, they acquire new skills, gain additional self-confidence, and ensure the sustainability of their own production.

**Designgoods** contributes to the fair integration of people with disabilities into the social and economic currents in Bosnia and Herzegovina. This brand is a great example of

corporate social responsibility, one that underscores, appreciates and promotes the skills and the work of people of different ages, sexes/genders, knowledge and abilities.

**Designgoods** originated and evolved from the All Inclusive Sarajevo project in 2009. It was designed, implemented and will continue to be carried out by: the Kulturalni Association, British Council, Royal College of Art Helen Hamlyn Centre for Design, Studio Lisica, D&H Agency, in partnership with the Center for Self-Confidence, Librago and Pismolik.

### ABOUT THE MANUFACTURERS

#### Center for Self-Confidence

The Center for Self-Confidence in Sarajevo is a non-governmental organization that has, for many years brought together people with disabilities, but who possess an exceptional life optimism and positive energy. Their main goal is to include this population in all aspects of

life, to enable them to assert themselves socially through employment, creations and artwork. With its activities, the Center raises awareness regarding the difficulties and human rights of persons with physical disabilities, in order to promote their equal opportunities for movement, education, employment and participation in everyday activities.

The Center's Art Workshop offers its members educational programs, especially in the field of various craft skills. Members of the Center are highly skilled and creative in sewing, tailoring, crocheting, embroidery, leather crafting, silk painting and similar techniques. The Center also manufactures its own designs, which it sells through numerous sales art and craft exhibitions.

#### Librag

Librag LLC Sarajevo is the acronym for a tinsmith and locksmith workshop founded in 1996 by the Association of the Deaf and Hard

of Hearing. By ensuring employment for the hearing impaired, this firm trains, educates and empowers them to live independently.

Thanks to the exceptional skills of its ten employees, Librag offers a wide range of products and services: a variety of construction services, the manufacture of furniture, light metal packaging, metal and roof elements, and many others.

### Pismolik

Pismolik LLC Sarajevo is a printing company whose main goal is to train and employ people with hearing and speech impairments. Our 50 year-tradition is a guarantee of quality and professionalism.

Ten highly qualified staff members possess enviable skills and work hard on the production of different types of labels and seals, and other graphic products, using techniques such as screen-printing, engraving and cutting of Plexiglas, brass, aluminum, wood, paper and canvas surfaces.



## Designgoods

### MISSION

The **Designgoods** brand provides ongoing support to organizations that train and employ people with disabilities, with the aim of encouraging and promoting an innovative and creative collaboration of professional designers, people with physical impairments, and business professionals.

### VISION

The **Designgoods** brand wants to enable more favorable conditions for the equal involvement of persons with disabilities in all social and economic spheres.

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Brand Designer





In 2008, DP DHL initiated a program called "Volunteer Day" in the Asia Pacific region. Approximately 15,000 employees in 24 countries in the region have participated in over 80 different projects in local communities.

DHL in Bosnia and Herzegovina joined the Program in 2010.

Global Volunteer Day is a program for local communities, focused on building the volunteering spirit of DHL employees by encouraging them to create a positive impact in the world.

The Volunteer Day Program drew an even larger number of participants, and in 2010, was attended by 100,000 employees, business partners and customers in more than 100 participating countries.

The program was a huge success, and in 2011, DP DHL organized its first Global Volunteer Day. Some of the activities

included school renovations, cleaning parks and beaches, blood donation, planting trees, and working with children and patients in hospitals.

Global Volunteer Day is undoubtedly the largest ever organized voluntary action coordinated at the level of the entire company. As one of the leading logistics companies with an international network and about half a million employees, we have a responsibility towards the community in which we operate.

DHL in Bosnia and Herzegovina, as well as in all other countries, demonstrates its social responsibility by following its examples in practice. A successful campaign in 2010, entitled "Solidarity in Action" has exceeded all expectations. On 25 August 2010, DHL managed to collect over 1 ton of food and hygiene supplies for the beneficiaries of Sarajevo Canton Red

Cross. It was the most successful action of its kind, organized in cooperation with the Sarajevo Canton Red Cross. DHL received the "Best Volunteer Endeavour of 2010 in BiH" Award, presented by Altruista NGO "Svjetlo".

With 2011 being declared the International Year of Forests, after a Resolution by the UN, DHL organized a reforestation action. The reforestation took place on 10 August 2011 on Mount Igman, in cooperation with the Cantonal Public Company Sarajevo-šume LLC. The goal of the action was to spread awareness and educate the public about the benefits that forest ecosystems provide to the entire planet, as well as all aspects of human life.

DHL encourages its employees to actively participate in social events, and awaken their spirit of volunteerism. Over 90% of DHL's employees participate in these

activities. DHL believes that its staff is its greatest resource.

In addition to "Volunteer Day", DHL has been involved in a number of actions during the past year. Some of them are Dobro08, Dobro11, support the association "Living with Down Syndrome," "Embrace of Support" and many others, including related activities in many sports and in cultural segments, such as the Sarajevo Film Festival, Mediterranean Film Festival, educational programs such as "Edus - Education for All", etc

It is also important to note that in 2007, DHL participated in the "Embrace of Support," wherein DHL employees every day offered customers the opportunity to donate one BAM when sending shipments, for the purpose of buying two mobile mammography devices, also informing citizens about the campaign. On this occasion, DHL designed and manufactured 10,000 labels with the identifiable pink ribbon and a list with phone numbers where one could direct their donations. This action was supported by Mr. Ken Allen, the then DHL Regional Director, and current CEO of DHL Express.



## MISSION

Our mission is to provide an optimal service, the best possible quality at the right time, within a budget, and based on complete responsibility for cost control.

## VISION

To become the logistics company for the world (in line with our motor, "The Logistics Company for the World")

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TU SAM ČOVJEK  
TU KUPUJEM



As the focus of dm's business operations is the human being as an individual, one of the main guiding principles of its business operations is the desire to contribute to sustainable development, and thus protect the environment, both for ourselves and for the coming generations.

This is the reason why our socially responsible business operations, among other social activities, have always been focused on environmental protection and the improvement of conditions in which we live and work.

In the course of their six years in business on the BiH market, dm drogerie has implemented two successful campaigns

under the slogan "I Protect the Environment", intended to encourage customers to be environmentally responsible when shopping. Through a number of mechanisms, such as the offering customers to give up their accumulated discount points in the World of Advantage discount system, offering additional benefits when shopping at dm, and asking customers to nominate schools and vote for the best environmental projects, the Company was able to stimulate a large number of customers to choose the way in which they want to contribute to environmental protection.

2.3 tons of plastic bags collected in dm n

stores in just one month during our first campaign indicates that there are a great many people who want to live in harmony with environmental principles. The bags were then recycled and re-used in our store.

Led by the excellent response of our customers, and the experiences of our first campaign for the protection of the environment, conducted in July and August 2011, we decided to go a step further, and work together with our customers to do much more for a better and cleaner environment.

We rewarded three environmental school



TU SAM ČOVJEK  
TU KUPUJEM

projects, voted on by our fans via our facebook pages In addition, from 1 April 2012 we began selling medium sized shopping bags, with the goal of reducing the sale of plastic bags by 50%. By not taking a plastic bag at checkout, customers are given 5 free points for the World of Advantage. In addition, we also offered customers permanent bags and shopping carriers, that can be used several times, and with which we can all contribute to the protecting the environment. The results of this campaign showed us that, during that month, the use of recycled plastic bags was reduced by 70% in comparison with the previous month, when we handed out the plastic bags. This fact demonstrates that our customers actively use permanent solutions. The profits we gained from the sale of recycled bags were invested into expanding our offer of cloth shopping bags as a permanent shopping solution.

The implementation of our second "I Protect the Environment" campaign was actively backed by our partners, the Centre for Civil Initiatives, with whom we signed a Memorandum of Understanding in March this year.

These two campaigns are just some of the many activities through which dm strives to influence the ecological awareness of shoppers, and inspire them to choose solutions that are more responsible to the environment and community. All our future activities, regardless of particular future campaigns, will always be focused on sustainable development and the protection of our surroundings.

*Shoppers returned 15 used paper bags, and in return received a cloth bag and a discount voucher booklet.*



*By deciding not to take a plastic bag, shoppers were given 5 gratis points in our World of Advantage systems of discounts.*



MISSION

A focus on the human, whether customer or employee, is at the centre of everything we do.

VISION

Our business is conducted in the spirit of sustainable development, with the goal of creating a healthier environment for us all.

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za zdrav stil života.

## **FAVEDA**

tempts to, just like all producers of medicaments, medical devices, food and cosmetics, to use the models and principles of Good Manufacturing Practice (GMP) to ensure that its products do not pose a risk due to inadequate safety, quality or efficiency. Accordingly, in the past few years, we have built and equipped modern facilities and production labs.

## **Protecting the environment**

In our operations, we use herbs collected from ecologically clean mountains such as: Treskavica, Bjelašnica Bitovnja, Ivan, Zec,

etc. We undertake all preventive activities which do not pose a risk to human health, and do not cause damage or disturbance to the environment. Our environmental responsibility is attested by our certificates (Organic, HACCP and HALAL).

## **Care for the community**

Since the production process begins with high-quality sources that we derive directly from the environment, we strive to constantly educate our partners who raise crops and collect herbs to be aware of the importance of protecting the environment. We sign agree-

ments with selected and qualified farmers and collectors for the purchase of their produce. These agreements guarantee us security and mutual benefit - for Faveda, a security that we will have a sufficient amount of essential, high-quality raw materials, and for our partners that what they manage to cultivate or collect will certainly be placed on the market. In this way, we help the community grow and become sustainable, and also care about the quality of life.



## Our employees

Faveda's kind employees are always at the disposal and open to customers and consumers. We try to provide indispensable information and advice every day, so as to ensure consumer satisfaction. We continually educate our employees in manufacturing. Our employees are also provided with a comfortable and quality working environment, with adequate rewards according to their output, both through their incomes and trainings, participation at fairs, travels, etc.



FAVEDA d.o.o.

## MISSION

Faveda's mission is to create a link between the traditional and scientific use of medicinal herbs, under the vigilant observation of a team of pharmacists, doctors and biologists.

## VISION

To improve the health and remove the health issues of its consumers, with proper use of medicinal herbs.

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Contact in charge:

**Aida Zubčević**



Throughout its 132-year tradition of successful business, as one of the strongest companies in Bosnia and Herzegovina, the Fabrika duhana Sarajevo - FDS (Sarajevo Tobacco Factory) has always endeavoured to be a socially responsible and useful company. In line with its ethical business practices, FDS develops its activities with a focus on improving the quality of life of the immediate and the wider community in which it exists and operates.

In 2007, The Sarajevo Tobacco Factory purchased the Firuz-Bey Hammam premises, with an intention of revitalizing and reconstructing this very valuable cultural and historical monument, originally built in the early 16th century, a significant piece in the mosaic of the life of Sarajevo in those times. With the reconstruction of this valuable building, a symbol of a time, Sarajevo and Bosnia and Herzegovina have been given a national monument of immeasurable value, all thanks to the selfless dedication of Sarajevo

Tobacco Factory to its city and country. Since we understand that both individuals and

organizations in all social segments, such as sports, music, culture, science, etc., contribute, both by their individual actions and their overall efforts, to the prosperity and creation of a better future for Bosnia and Herzegovina, the Sarajevo Tobacco Factory has in the past shown a sensitivity for issues in these areas, and offered as much support as possible, in line with our business capacities.

FDS is aware of the difficult circumstances in which athletes and sports clubs achieve their results, and feels obliged to support them to the maximum. These are all teams and organizations that have achieved significant success on the domestic and international scene: the Sitting Volleyball Team Fantomi, the Sarajevo and Željezničar Football Clubs, the Basketball Federation of Bosnia and Herzegovina, the Handball National Team, the Bosna Basketball Club, and others.

In recent years, FDS has also supported numerous cultural events and institutions: the MESS International Theatre Festival, the Goražde Festival of Friendship, the Ravena Friendship Festival, the Traditional Jump

Competition from the Old Bridge in Mostar, the National and University Library of BiH, and others.

Our commitment in the field of social responsibility was finally complemented with the implementation of one of the most important projects in our history. In 2008, a decision was made to establish the Scholarship Foundation of the Sarajevo Tobacco Factory. FDS is very keen to contribute to the better future and prosperity of Bosnia and Herzegovina, by investing into its youth, into its foundations - education.

Today, the Foundation supports 77 scholars from all parts of Bosnia and Herzegovina (42 university students and 35 school students), an effort to which FDS devotes significant resources each year.

The scholarship recipients are children who have lost one or both parents, and children whose parents are unable to provide them with sufficient funds for education, but all of which have achieved above-average academic success.



In a joint mission, the Sarajevo Tobacco Factory and its scholars, under the banner of the FDS Foundation, have for many years carried out projects to help third parties who need it, either through independent action, or by taking part in existing projects by non-governmental organizations who work on benefiting and affirming BiH society. We have thus supported the "Los Rosales" Center for Children and Teens with Special Needs, the Meša Selimović Primary School in Janja, the Radost života (Joy of Life) Association of Mothers of Children with Special Needs, the Vladimir Nazor Centre and many others. Every year, the Foundation's scholars are involved in an ecological campaign known as "Vlašić Planet of Life", aimed at replanting the forest and grass on Vlašić, and cleaning and developing its green surfaces. By investing into the youth of Bosnia and Herzegovina and into education as the basis of contemporary society, the Sarajevo Tobacco Factory will continue to contribute to development and prosperity for all segments of the BiH society, in line with its possibilities, and in this way strive to a better quality of life in Bosnia and Herzegovina.



## MISSION

Our mission is the production of high-quality tobacco products according to international standards, with the aim of satisfying the needs and expectations of our customers, and the successful implementation of new business ventures that will contribute to the strengthening of the corporation, its development and a more successful business in the future. In this way, we will satisfy the expectations of employees, shareholders and investors, along with a maximum contribution to the local and wider community.

## VISION

Our vision is to be the strongest reputable and progressive corporate-manufacture system in Bosnia and Herzegovina, a leader in the Bosnian market, and a world famous and recognized manufacturer of tobacco products.

Web: [www.fds.ba](http://www.fds.ba)



OK Jedinstvo Brčko Bosnia's Awarded Women's Volleyball Team

Socially responsible behaviour is an essential part of FIS's identity and business activities, thanks to the values on which it is founded, and to the business operations of the company. During its three-decade existence, FIS has through concrete projects contributed to the development and improvement of the quality of the lives of employees, and of the wider community. By developing its own distribution network throughout the country, and employing local workers, in a company that today has 13 branch stores and 2500 employees, FIS creates and promotes initiatives and projects aimed at achieving a balanced economic development, and improving standards across the country. FIS shows its understanding towards socially vulnerable groups in numerous ways. Special attention is given to the project of providing permanent support to people with disabilities, wherein we have employed fifty people with disabilities to date. Apart from raising awareness for their needs, and the unfairness of life on the margins of society, we have given them the opportunity to earn a living for themselves, to gain confidence and participate as equals in

community development. FIS participates in improving the quality of life for the unfortunately many disabled who are under the care of institutions across the country, by taking an active part in fundraising events and individual initiatives. Our regular annual activities include visits and support to homes for the elderly and sick, institutions for the care of children with special needs, as well as participation in vital projects implemented by non-governmental and humanitarian organizations. FIS has been made unconditional friendships with the following associations: the Association of the Deaf and Hard of Hearing in Vitez, Associations of the Blind in Mostar and Gračanica, the Prijedor Association of Paraplegics and Poliomyelitis Sufferers, Alliance of Paraplegics and Polio Sufferers of the Federation of BiH, the Mozaik Association of Parents and Friends of Children with Special Needs in Gračanica, the Association for Disabled Persons in Travnik, the Iskra Association of Women who Underwent Breast Cancer Surgery in Banja Luka, the Lenko nursing home in Bijeljina and the Vesna Mičanović nursing home in Brčko, the Sarajevo Safe House, the Drin Institute for the

Care of Disabled Persons in Fojnica, and soup kitchens.

The main humanitarian activity of our business operations is our regular and planned care for the youngest members of our society. Based on the idea that medical supervision and modern hospitals contribute to a healthy pregnancy, a safe delivery and a healthy child, FIS decided to donate an infusomat to the "Friar Dr Mate Nikolić" Hospital in Nova Bila, as well as a cooling device for the storage of drugs and medical tools to the Pediatrics Ward of the Vitez Health Centre. On 11 July, World Population Day, FIS exercised its now long tradition in visiting the majority of nurseries in BiH, to give gifts to newborns. We also participated in activities to help children in BiH with special needs, at the event "Be My Friend" in Sarajevo, and offered our help to the Center for Helping Children with Cancer of the Federation of BiH, the SOS Village and the Youth House, the Duga (Rainbow) Novi Travnik Center for Children with Developmental Disabilities, the Djeca nade (Children of Hope) Association in Prozor- Rama, Schools for Children with Special



The Lenko Nursing home, Brčko



The Duga Centre, Novi Travnik



Employing the disabled, in line with their abilities the production of souvenirs

Needs in Cazin and Zenica, and the Lotos Association in Zenica.

As a sponsor, FIS also responds actively to the current needs of the community. Sponsorship funds are given for the promotion and development of sport, culture, education, and environmental protection projects. In opening each new store, FIS automatically takes on a role in the development and encouragement of the local community in all areas.

Along with supporting sporting and cultural events (music festivals across the country, the Miss BiH Pageant, and the Athlete of the Year Competition at the cantonal and national levels), FIS has also sponsored the Čelik Football Club in Zenica, the Radnik Football Club in Bijeljina, the Borac Handball Club in Banja Luka, the Vitez Handball Club, the Željezničar Football Club in Sarajevo, the Jedinstvo Women's Volleyball Club in Brčko, the Čelik Youth Basketball Club in Zenica, the Pantera Karate Club in Bijeljina, the Mladost Karate Club in Vitez, the Vitez Basketball Club, and the Basketball Association of Bosnia and Herzegovina.

FIS also achieves its development strategy and business success in its carefully planned approach to the environment. By recycling waste products and packaging made of natural materials, maintaining our certified ecological standard of the raw materials used in the manufacture of furniture and eco fuel pellet production, installing a bio-rotor for the purification of sewage water, developing BIO food products, and many other projects, FIS strives to a brighter future for the generations to come.



## MISSION

Being the leading local retail chain and strengthening the position of respected furniture manufacturer in the region.

## VISION

With its excellent service, outstanding relationship with business partners, and by encouraging the creativity of its employees, FIS is developing a stable and profitable company that is beneficial to society, as a result of its responsible attitude towards its employees and the environment.

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**Snežana Gudelj**  
 President, Board of Managers

## *Voluntary blood drives at GIKIL*

A great many employees of the “Global Ispat Koksna Industrija” Ltd Lukavac (Global Ispat Coke Industry - GIKIL) show their humanity during voluntary blood drives, which are organised by the Tuzla University Clinical Centre Transfusion Institute, and the GIKIL Blood Donors Association, and carried out at GIKIL’s Clinic.

GIKIL employees donate blood every three months, thus demonstrating their great awareness for the need and value of giving blood. GIKIL is always among the top three companies in the Tuzla Canton in the number of employees who voluntarily donate blood each year.

The GIKIL Blood Donors Association maintains an excellent cooperation with the University of Tuzla Clinical Centre, and the Red Cross of the Lukavac Municipality. As a result, GIKIL’s employees regularly respond to emergency calls for blood donation.

But what brings us most pleasure is that many young GIKIL employees also donate blood. With this, GIKIL shows that it is



keeping up with the global trend present in all blood donor associations, which is to include the younger generations of employees into the blood drives.

### *GIKIL – The Golden Sponsor of the “Galeb GIKIL” Swimming Club*

The “Global Ispat Koksna Industrija” Ltd Lukavac nurtures the value of sport, and is the sponsor of the “Galeb GIKIL” Swimming Club from Lukavac, wherein we confirm our commitment to promoting a healthy way of living and the right way to bring up children.

We live in a time when sports clubs find it hard to find sources of funding, which has forced many clubs to close down. GIKIL recognised this situation, and, very soon after it was established (in 2004), accepted to sponsor the “Galeb GIKIL” Swimming Club,

which has been active in Lukavac for a full 50 years. The club has compensated the Company in the best possible way – by achieving outstanding results at numerous national and international swimming championships and gatherings. An interesting fact is a coke chemical combine that had existed until the start of the recent war in BiH, “Boris Kidrič”, had also sponsored this swimming club. By taking on their tradition, GIKIL is today one of the oldest (if not the oldest) sponsor of a single sports club in Bosnia and Herzegovina.

### *The shift from cancerous benzol to the ecological n-butane at GIKIL’s AMK Factory*

The Company made a very important step in the field of corporate social responsibility by implementing a project in which it completely changed the technology and work procedures at its factory for the production of maleic acid anhydride, AMK.

The shift was made in 2006. The main operational principle was changed - GIKIL’s maleic acid anhydride factory replacing its main raw material, pure benzol, with n-butane.



A blood drive at GIKIL



The Galeb GIKIL Swimming Club



Anhydride of Maleic Acid Plant



A successful cooperation between GIKIL and Modrac Sports and Fishing Community

Production with the new raw material is more stable and economical, and is no longer dependent on the work of the Coke Plant. The factory has been modernised, its liquid product storage capacities have been increased, and the catalyser we introduced has a life span that is twice as long as the previous one. Ecologically speaking, working with n-butane is much more acceptable than working with benzol, as butane has not been listed as a toxic material, while benzol is a well-known cancerous agent, according to BiH and EU norms.

***A successful cooperation between GIKIL and the Lake Modrac Sports and Fishing Community***

With the financial support of the **Global Ispat Coke Industry Lukavac Ltd**, the Lake Modrac Sports and Fishing Community has for the second year in a row conducted a large-scale action of repopulating the Modrac Lake with fish.

GIKIL allocates significant resources for the purchase of young carp to enrich the fish population of Lake Modrac. In this way, we have taken part in re-cultivating

fishing capacities, with the aim of enriching the plant and animal species in the fishing waters that are supervised by the Lake Modrac Sports and Fishing Community.

Also, the Company is aware of the problem of illegal fishing, and thus

feels a responsibility to contribute to the community in this way.

Corporate social responsibility has always been a top priority for GIKIL, and this is just one in a line of projects with which this Company contributes to the environment in which it operates.



“GLOBAL ISPAT KOKSNA INDUSTRIJA” d.o.o. LUKAVAC

MISSION	<ul style="list-style-type: none"> <li>- To attract, keep and satisfy customers;</li> <li>- To ensure the complete satisfaction of our customers by means of quality management and continual improvements;</li> <li>- To nurture a culture of innovation, transparency and partnership in the Company;</li> <li>- To engage motivated, dedicated and satisfied employees who respect the normative rules of the Company;</li> <li>- To provide a safe and healthy work environment that can be compared to the best in the world.</li> </ul>
VISION	<p>To be a renowned and honourable company that offers ultimate value to stakeholders - a choice of renowned clients.</p>

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Contact in charge:  
**SANEL PRELIĆ**  
 Head of Corporate Communications  
 and Corporate Social Responsibility



Herba Krajina LLC is committed to the development of a sustainable food production sector in BiH, for several reasons. Food production is one of the noblest of human activities, and as such is primary and most important for all other activities. Our goal is to develop a viable sector engaged in the primary production and processing of food in Bosnia and Herzegovina. Our work is focused on the development and promotion of organic production, for which there are good possibilities, and which is our significant competitive advantage, one that could adequately promote and create concrete opportunities for the rural and sub-rural areas of BiH. Organic production represents an important part of the production of food, textiles and other products, and more and more people around the world are aware of the benefits of organic food. The advantage that BiH has lies in its excellent prerequisites for the development of this sector, as well as for the traditional kind of agricultural production, which is very similar to the organic kind.

### **Caring for the community**

Aware of the great number of the unemployed in BiH, especially young people and women with very few job opportunities, we strive to organise the production of organic vegetables, some fruit sorts and other products through small development projects with our subcontractors. In this way, we contribute to sustainability of

family farms, which can be crucial instigators in the development of rural areas, and create new business opportunities for a significant part of those currently unemployed. By promoting the sustainable management of food productions, Herba Krajina LLC directly stimulates a significant social inclusion of the inhabitants of rural areas into different projects and activities, boosts business in under-developed areas, and thus contributes to the socio-economic status of the population, as well as providing more information about new production trends, opportunities, placement, and marketing, which has been significantly neglected in this field. Herba Krajina LLC's team of experts designs marketing campaigns, and organizes trade fairs adjusted to local and foreign markets, where it presents its work, as well as agricultural manufacturers and their capacities, thus connecting them with the market. Most individual agricultural manufacturers do not attend trade fairs, have difficulty selling products, and are not sufficiently informed about the

possibilities for improving their production and increasing their capacities. Our goal is use an approach based on education, promotion and marketing, so as to promote these producers, present and sell their products. With our work, we prevent the outflow of rural population, through specific business projects that create the conditions for the profitability of their farms and long-term success. We place products in an organized way, in larger retail stores on the local market, but also through marketing, creating maps of agricultural products and international cooperation, we prepare and certify their products for export.

### **Protecting our environment**

We strive to protect our living environment as much as possible, because there is a direct relation between organic production and environmental protection. We supervise the origin of supplies, and achieve sustainable production on small farms. In this way, we increase the business activity in rural areas, and enable producers to



work and present their products in an organized way. This has brought about a significant improvement of rural life in BiH. It is important to note that around 50% of the population of BiH lives in rural and sub-rural areas, which points to the significance of developmental projects intended for this population segment. Also, given the various responsibilities, we also work with different associations so as to encourage different groups to work actively, produce food and become more satisfied members of our community. In this way, we enabled young people in villages and families with a great many members to get to know our concept of work, and to use their own resources to improve their life conditions in the villages.

We were very pleased to have received significant recognitions and media coverage for our socially responsible work in BiH, which is certainly motivation to continue to do business in a similar way in the coming times.



**KRAJINA** d.o.o. – preduzeće za proizvodnju, promet i usluge

**MISSION**

The application of new technologies, keeping up with trends, and a professionalization of the food production process in BiH.

**VISION**

The development of recognizable food products, and the affirmation of traditional values of BiH in the world.

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# INTESA SANPAOLO BANKA

## Bosna i Hercegovina

### SUPPORTING THE PRODUCTION OF DANIS TANOVIĆ'S FILM "BAGGAGE" WITHIN THE PERFIDUCIA PROJECT

Under the perFiducia Project, the Intesa Sanpaolo Bank produced a short film entitled "Prtljag" (Baggage), directed by Bosnian director Danis Tanović, whose film "No Man's Land" received an Oscar Award in 2001. This short film was a valuable addition to the perFiducia project, as its first international production, which, in film jargon, represents a positive and essential driving force for the countries in the region in which Intesa Sanpaolo conducts its operations, and is perFiducia's first project outside Italy.

"Baggage" is short film shown at the 17th Sarajevo Film Festival, which tells a "story of trust," based on the experiences of the symbolic land that is Bosnia and Herzegovina. The lens of its director Danis Tanović reveals a story about people, friends and enemies, war, death and despair, brightened by a hope and a faith in a better future. This film represents the Intesa Sanpaolo Group's plans to expand the perFiducia Project outside Italy, and thus become a wheel of cultural exchange between countries within its framework, by offering an enriching experience.

Intesa Sanpaolo established the perFiducia project in 2009, in order to tell the untold stories, both individual and collective, so as to be able to testify about the optimism that is part of our own work, research and innovation, and to increase trust between us and our clients.



### WHERE DO MY PARENTS WORK?

Following an initiative organized by our parent company, Intesa Sanpaolo Bank BiH organized a visit of the children of our employees to our offices, so they could see where their parents work.

Children are very curious, especially in the many questions they ask their parents: "Where are you going now? What does your office look like? Who are your friends at work?"

Keeping in mind their age, we invited children from 4 to 12, a total of 44 children from across the country.

They were given the opportunity to see the work environment and meet their parents' colleagues. After a tour of the premises, our little guests will be presented with gifts, after which there was a joint photo session.

In Italy, this initiative, launched by the respected Italian newspaper "Corriere della Sera", was attended last year by more than 350 companies, including Intesa Sanpaolo. In this way, Intesa Sanpaolo Banka BiH became involved in an international project of social responsibility, which strengthened the links of employees and their families with the Bank.

## AC MILAN FOOTBALL CAMP AND OLIMPIA ARMANI BASKET JUNIOR CAMP

Within our projects of social responsibility and care for children and the young, Intesa Sanpaolo Banka BiH has for five years in a row organized free football and basketball camps for children in Bosnia and Herzegovina.

The football camps are organized in cooperation with one of the world's most successful clubs, AC Milan, who sends experienced coaches to transfer their skills to the children of Bosnia and Herzegovina. So far, three camps were organized in Sarajevo, in which a total of 900 children participated, and one in Mostar, which included about 100 children.

All the participants of camps, in addition to gaining skills and unforgettable experiences, were also presented with complete AC Milan gear.

This year for the first time, a similar camp was organized for young basketball players, boys and girls, in cooperation with the Milan Olimpia Armani Basketball Club. The coaches of the famous Italian club shared their knowledge with the young players from the Koš, Bosna and Željezničar Basketball Clubs, and also present them with the Club's official jerseys and equipment.

In all these activities, we also included the members of the NGO Svjetlo, the SOS Kinderdorf Children's Village and the Bjelave Orphanage, who we given the opportunity to train and equally participate in these events with other children.



 **INTESA SANPAOLO BANKA**  
Bosna i Hercegovina

**MISSION**

Our mission is to continuously use our available resources by expanding and improving our offer, prices, quality of our services, all the while maintaining the highest level of service, in order to improve our overall business.

**VISION**

Our vision is to devote all of our talent and experience to meeting the needs of clients, maintaining a continuously high quality in all business segments, to the benefit of our shareholders, employees and social community.

Our goal is to keep our position of an important factor in the economic development of this country, through new offers and activities, by investing in our staff and new technologies, enhancing our individual approach to customers, and continually introducing new contemporary products and services.

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CSR officer



## Protecting the environment

Environmental policies and environmental protection are an important component of the business policy of Elektroprivreda BiH Shareholders Sarajevo, a publicly owned company (POC), and its subsidiaries. Its goal is to become a modern energy corporation, whose activities will be seen as environmentally friendly within the European milieu and regional energy markets in Southeast Europe, to which Bosnia and Herzegovina belongs as a signatory of the Energy Community Treaty. The development plans and activities of POC Elektroprivreda BiH are based on the principles of sustainable development and environmental standards. We responsibly and continuously take organizational and technical measures in relation to the current requirements in environmental protection and natural resources, and following our technological and economic opportunities. Following these goals, we constantly plan and implement investments in:

- modernizing technical and technological plant solutions,
- increasing energy efficiency, reducing energy losses in manufacturing, the distribution network and mines,
- continuously controlling, monitoring and reducing emissions of pollutants and harmful substances into the air, water, land, the environment and the global environment,
- recultivating landfills of the end products of power plant combustion, as well as abandoned surface and underground mines,
- adequately managing noxious, hazardous and waste materials, as well as their reuse, recycling and final disposal in an environmentally acceptable manner,
- assessing risk and possible incidental effects on the environment.

## JP Elektroprivreda BiH



Our working activities are (and will always remain) transparent, with continuous communication with local residents, executive authorities, international and non-governmental organizations, the media, and the general public, in order to create the needed partnerships for the implementation of the energy policy of the Federation of Bosnia and Herzegovina, and international obligations of Bosnia and Herzegovina in this context. The management and employees are significantly engaged in the implementation of EU documents, the development of environmentally friendly investment programs with the use of international financial support, and in contributing to sustainable development in Bosnia and Herzegovina in the framework of European integration.

### Environmental Policy

POC Elektroprivreda BiH adopted an Environmental Policy in 2001. Following a merger with seven mines, and an expansion of working activities, environmental aspects and adopted commitments, in early 2010 POC Elektroprivreda BiH adopted an updated Environmental policy. Our subsidiary, the Kakanj Thermal Power Plant adopted a unique document entitled "Quality and Environmental Policy" on 12

April 2010. Subsequently, other subsidiaries followed its footsteps: the Hydropower Plant on the Neretva River also has a unique document called "Quality Policy and Environmental Policy, adopted in March 2010. The Thermal Power Plant in Tuzla adopted and published an Environmental Policy in the Tuzlanski list newspaper on 19 January 2010. Lastly, in line with the environmental policy of Elektroprivreda BiH, our subsidiary in Sarajevo, Elektrodistribucija Sarajevo adopted its own Environmental policy on 26 December 2011.

### The application of regulations in environmental protection

A Register of Laws in the domain of the protection of the environment and natural resources was established within the Department of Environmental Management (an updated version is available on the official website of the Company's Head Office, [www.elektroprivreda.ba](http://www.elektroprivreda.ba)). Since we are obligated to implement the complex and numerous laws that apply to the power industry, and in some cases also international legislation relating to preparing and deciding the funding of development projects by international financial organizations, this Register of Laws includes acts issued at all levels, i.e. at the level of Bosnia and Herzegovina, the Federation and the cantons, and laws that regulate the implementation of relevant international regulations.

In addition to the significant activities implemented in the preparation of investment, technical and environmental documents for the development and construction of new power facilities, reconstruction and investments into existing facilities, and surveillance and monitoring

of environmental impact with the aim of complying with the regulations and standards relating to environmental protection and natural resources, it is important to emphasize that in 2011, the following plants received environmental licenses:

- The Tuzla Thermal Power Plant (existing plant facilities)
- The Kakanj Thermal Power Plant (existing plant facilities)
- The Bihać Small Hydropower Plant and the Krušnica Small Hydropower Plant, in Bihać, (existing plant facilities)
- The planned hydropower plant, Vranduk, on the Bosna River
- A project for 15 small hydropower

- plants on the Neretvica, four environmental permits, and
- the Gračanica III 10 kV trunk

### Energy efficiency

We intensified the implementation of the Decision to Establish an Energy Efficiency System, adopted by POC Elektroprivreda BiH in April 2010, as well as of Energy Efficiency Policy, adopted in October 2010. The aim of introducing an energy efficiency management system at POC Elektroprivreda BiH is also to contribute to the global commitment of reducing greenhouse gas emissions, i.e. reducing the impact of work operations on climate change.

### Financial investments

Protecting the environment and charging fees for the use of natural resources, from a financial aspect, represent a significant segment of the overall business of POC Elektroprivreda BiH. The funds are planned and used for investments and regular maintenance of the plant. For the implementation of activities in this area, approximately 146 million BAM were invested in 2011, which is 90 million BAM more in comparison to 2010, and indicates the numerous activities and responsible attitude of the POC Elektroprivreda BiH strategy and policy of environmental protection, natural resources and living conditions of the population.



Javno preduzeće  
ELEKTROPRIVREDA BOSNE I HERCEGOVINE  
d.d. - Sarajevo

## MISSION

Our mission is the manufacture and supply of electricity, energy from heat and oil, in accordance with the defined standards of quality and service which would completely satisfy the customer's requirements. Our intention is to restructure the company to adhere to European regulations and best corporate practices, and continuous professional development of staff through the development of skills of teamwork and process optimization. Our objectives are efficient response to customer requirements and transparency in business, as well as educating customers on efficient use of energy and the development of an image that will strengthen our market position and customer trust.

## VISION

EPBIH will be a company constantly developing new methods to improve business performance, so as to accomplish the leading position in the electricity market in the region and to meet current and future demands of heating and power consumers, according to defined quality standards. EPBIH will invest in modernization and development, and will realize capital investment by paying special attention to investment in the production of electricity from renewable energy sources, increase flexibility of the energy portfolio and energy efficiency. When carrying out its activities, EPBIH will operate in accordance with the EU standards of environmental protection, and develop a high awareness of environmental

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Web:  
[www.elektroprivreda.ba](http://www.elektroprivreda.ba)

In its operations, the Kakanj Cement Factory seeks to contribute to the development of the local community and the society in which we live. Examples of the social responsibility of the Kakanj Cement Factory are numerous. We help nearly all local citizens' associations, schools, health and cultural institutions, sports organizations, and regularly support the activities of the Kakanj Municipality related to improving local communities, thus exhibiting our commitment to the promotion of public good.

In addition to donations with which we, each year, support the work of schools, health facilities and cultural institutions, sports associations and unions, as well as municipalities, over the past few years, we have devoted most of our attention to educational institutions in our the local community, as we believe that investing in the education of our youth is an investment into our future.

#### Equipping IT labs

For several years the Kakanj Cement Factory has been conducting a program of equipping computer labs in Kakanj schools with IT equipment. This program has so far donated about 100 computer units with supporting equipment. Four primary schools and the secondary technical school in Kakanj are included in the program.

The first interactive smart board in BiH  
In 2010, the Kakanj Cement Factory donated an interactive blackboard with supporting overhead projectors to the Kakanj Grammar School and the Faculty of Economics in Sarajevo, and these are the first interactive blackboards used in Bosnia and Herzegovina. The interactive blackboard, known as the Smart Board, is an advanced device connected to a computer and a projector, offering countless possibilities for using educational materials from computers, as well as the possibility of recording/storing classes on a computer, so that students can pay more attention to being active participants in the classroom.

A children's amusement park in Kakanj  
In 2008, the Kakanj Cement Factory donated BAM 90,000 to building an amusement park for children, which includes basketball and volleyball courts, as well as a fountain. The park is located in the Kakanj neighbourhood of Doboje, also the location of the Factory's manufacturing plant.



## KAKANJ CEMENT

HEIDELBERGCEMENT Group

#### Recruitment of trainees

The Intern Employment Program is another in a series of different ways of supporting young people from the Kakanj municipality. In May 2009, the Kakanj Cement Factory hired 21 interns, who spent a year at the company. With this project, the Kakanj Cement Factory primarily helped young people from the Kakanj region to gain new expertise, and to promptly apply into practice the theories acquired at university,

thus giving them the opportunity for an internship, which is obligatory when seeking employment and building a career. In this way, the Kakanj Cement Factory gives additional contribution and assistance to the local community, thus promoting the employment and quality education of young people in the Kakanj municipality, at a time of rising unemployment and a drop in economic activity. For most of these young people, this is an excellent opportunity to

maximize their knowledge and improve their skills, gain valuable experience, as well as a reference to having been part of a successful team, which opens up multiple opportunities for further advancement and employment in their profession.

#### Health care

The Kakanj Cement Factory assigns substantial resources and efforts to improving health care in the local community. In addition to participating in all fundraising events for citizens with serious illnesses, the Factory has in the last decade, allocated extensive funds to improving diagnostics and treatment conditions at the local Kakanj Health Center. In 2005, the Kakanj Cement Factory donated BAM 60,000 for the purchase of an ambulance vehicle that was absolutely necessary for the transportation of patients from Kakanj to clinical centers. In 2009, the Factory donated another BAM 10,000 to the Health Center for the reconstruction of the regional clinic in Bilješevo. We also donated funds to the Health Center for the purchase of an ECG emulator and a transverse probe. Additionally, we provide regular support to regional and national health institutions in the organization of conferences. We provide significant support to sports associations in every segment of their work, and our greatest attention is given to clubs that bring together young people and children.

#### Caring for the environment and the community

In light of our business activities, all activities carried out by our Factory are aimed at protecting the environment and projects related to this. All infrastructure projects intended to modernize the Factory are mostly projects to improve the state of the environment in the region. Guided by this idea, each year during Open Doors Days (where we open our doors to the local community), we organize a competition for project proposals on environmental protection, providing support in the amount of BAM 10,000, for which educational institutions, non-governmental organizations and citizens' associations can apply. We work every day responsibly and very actively in the local community. An example of transparent communication is the Open Doors Day, which has been organized since 2001, and includes a tour of the factory, so that all those interested can learn more about it and about our production process. The Open Doors Day is a great opportunity to socialize and organize many activities for children, such as sports events, entertainment, prizes, gifts and refreshments.

#### The project "The Living world of the Quarry"

We are very proud that, in October 2011, our Ribnica quarry was included in a contest launched by the HeidelbergCement Group Project, called "The Living World of the Quarry." This contest was organized in 18 countries in which HeidelbergCement operates. It gave students, professors, researchers, NGOs and others the opportunity to demonstrate their creativity, apply their projects to this competition, and win prizes at national and global levels (awards at the local level ranged between EUR 3000 and 5000 EUR, while those at the global level amount to EUR 10,000, 20,000 and 30,000).

Twenty projects were applied from Bosnia and Herzegovina, and the jury selected the top five that will continue in the competition. Between March and September this year, the teams behind the shortlisted projects will have the opportunity to develop their project ideas. The competition will last until the end of 2012, with the final beneficial outcome for the nature and wildlife of the quarry, which is seen in the slogan of this event: "Nature will be the biggest winner."



## KAKANJ CEMENT

HEIDELBERGCEMENT Group

### MISSION

We build our business on three pillars of sustainable development: economy, ecology and social responsibility.

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Address: Selima ef. Merdanovi a 146, Kakanj

Web: [www.heidelbergcement.ba](http://www.heidelbergcement.ba)

Contact in charge:  
**Branimir Muidža**  
General Manager



### **Klas LLC Sarajevo - Our Corporate Social Responsibility**

The Klas LLC Company Sarajevo demonstrates its corporate social responsibility with its everyday care for its employees, the environment and the community in which it operates. Aware of the fact that it the development of Bosnia and Herzegovina rests on the cooperation between its authorities, economic sector and civil society, KLAS strives to meet all its duties towards the state, its employees, business partners, and the community, in a timely way. We especially nurture our responsibility towards our customers and consumers, by offering regular quality products at competitive prices.

### **Donations and sponsorships**

We give back part of our earnings to the local community, to the groups or individuals who need help. It is our tradition to organize humanitarian actions around holiday times, to helping the residents and beneficiaries of orphanages, nursing homes, soup kitchens and institutions that care for persons with special needs. Our commitment is that, instead of buying

gifts for business partners and funding ads in the papers with holiday greetings, we organize the distribution of donations to the most vulnerable and socially disadvantaged groups throughout BiH.

We also frequently provide individual donations to socially disadvantaged families and socially beneficial projects, and sponsor various sporting and cultural events. Examples of some of the projects we supported this year include helping the National Museum of BiH, the Sarajevo Safe House and the Romska nada (Hope for the Roma) nongovernmental organisation.

We are particularly proud of the "Stipendije za sretno djetinjstvo" (Scholarships for Happy Childhood) project, which we realize in cooperation with the Center for Creative Upbringing. The project involves providing regular scholarships to two elementary school students from Sarajevo, as well winter food supplies.

### **Contributing to education**

We are also happy to cooperate with educational institutions. The Klas Company is in fact the first company in

Sarajevo which, immediately after the end of the war, recognized the importance of practical education, and opened its doors to high school students. As a result, students of the Secondary School of Agriculture, Food, Veterinary Studies and Catering traditionally perform internships at Klas, and often become our employees. Regular guests at our production plants are the students of the Faculties of Agriculture and Food, Mechanical Engineering and Biological Engineering.

The reputation of the Klas LLC Sarajevo Food Company, and the tradition of the production of quality food, is also seen in the great interest that many individuals and groups have shown to visit this factory. We receive requests from all parts of BiH, and we try to respond to all of them.

We have thus far organized hundreds of visits to Klas' production plants. We have welcomed many ambassadors and other diplomatic representatives, delegations of businessmen from all over the world, and a great number of school and university students. We are proud of the fact that not only the Bosnians, but also foreigners wish to see and learn about one of the most promising local

companies. We are especially pleased to see satisfied students leaving our premises, because then we know that we have made a contribution, at least a little one, to the education of our youth.

## Human resources

A very important role in the success of any company is played by its human resources, and by their greatest asset - their knowledge. Having satisfied and motivated employees is very important for achieving good business results, and the Management our Company pays special attention to the strengthening of a relationship of trust, mutual reverence, tolerance and respect towards and between each employee. The common goal of the Management and employees is to make Klas better and more prosperous, and the working conditions and overall environment in it safer and more enjoyable.

As a result of this approach, all Klas employees have the opportunity to express their opinions and suggest ideas for the advancement of business at any time, while the best ideas and

suggestions are also financially rewarded. To increase their motivation and enthusiasm for their tasks, each month we select an outstanding employee in production plant. The Employee of the Month is also rewarded with a stimulating financial prize.

## Ecology

In addition to certificates attesting to our management of product quality (ISO and HACCP), Klas is also the proud holder of ISO 14001, a guarantee of our good management of environmental protection. We also the founders and active members of BiHPAK, an association that deals with managing waste packaging. We gladly answer any call to support landscaping actions, among the most recent being the cleaning of the shores of Lake Modrac (Tuzla).

## Klas Company Profile

Klas LLC Sarajevo, with its long tradition of 110 years, is the leading are the

manufacturer of Bosnia and Herzegovina's flour mill and baking industry, and one of the leading manufacturers of confectionery and pasta in BiH and the region. Klas produces nearly 100,000 tons of food annually, and employs 1,000 workers.

We are the leading Bosnian company that develops, produces and sells wheat-based food, owns its own flour mills, bakeries, stores and shopping centres, with a dominant offer of domestic products. Klas offers its products in the market of final consumers, industrial consumers and other bakeries through its own retail and wholesale channels. We export our products to more than 20 countries worldwide (the region, EU, USA, Australia and the Middle East).

We base our business based on the top quality of our products and services, through the consistent application of the guidelines and requirements of internationally recognized quality management systems and standards - ISO 9001, ISO 14001, HACCP and HALAL.



Klas LLC Sarajevo is the leading company in Bosnia and Herzegovina which:

- Creates, produces and sells wheat-based food products: flour, bread, biscuits, pasta, and confectionery products;
- Owns its own flour mills, bakeries, stores and shopping centers, in which the total offer is dominated by local products;
- Offers their products to the end consumer market, industrial customers and other bakers, through its own retail and wholesale channels. Klas also exports to markets in the region, the EU, USA, and Australia.

MISSION

Klas will focus its activities on:

- Ongoing research and meeting market needs;
- Promoting and fostering long-term relationships with customers;
- Winning new customers and markets;
- Growth and development;
- Improving the quality of their products and services.

VISION

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Contact in charge:  
**Sami Abadan**  
 Director of Marketing



# LIDER

The LIDER Microcredit Foundation was established as an independent microcredit institution in March 2002, as a component of the then MEDI humanitarian project, which was funded by USAID and implemented by CHF International. LIDER was established as a result of the activities of CHF International in Bosnia and Herzegovina, which continues to support the Foundation's growth and development. On the tenth anniversary of its successful operations, LIDER has developed into a mature and stable microcredit foundation, which provides long-term access to financial resources for businesses and households in 33 municipalities and four Cantons in Central Bosnia and Herzegovina. LIDER is guided by a vision of improving the social and economic status of clients, by providing long-term access to financial services. Attention is given to closely working and communicating with clients, and building relationships based on honesty and trust, and as a result of this approach, the strong loyalty of our clients is what LIDER is known for. In the past ten years, we have witnessed an awakening of the initiative and entrepreneurial spirit of our clients, and their struggle and perseverance to ensure

a normal life for their families in the most difficult times of crisis. LIDER remained by their side, providing them with support in realizing their ideas and plans. On its road to achieving a socially responsible approach to businessmen, farmers and the populations, LIDER aims to support and improve:

- the development of the local community;
- economic development and entrepreneurship;
- creating new and maintaining existing job positions;
- improving the living conditions and raising the standard of low-income families.

LIDER's clients have experienced many success stories, and have in cooperation with the Foundation ensured jobs for themselves and others, expanded and registered their business, and improved the living standard of their household. Their examples are proof that a combination of good business ideas, entrepreneurial courage, perseverance, and

financial support from LIDER, can guarantee success.

This is supported by the fact that over 4,000 clients, with a loan portfolio amounting to BAM 9.5 million, have confided the care for financing their businesses and households to LIDER.

In the past ten years, the Foundation gave its support in the form of loans to:

- 24,980 clients, with a total budget of over BAM 63 million;
- 6,500 small businesses and trades, with a budget of BAM 16.5 million, thus ensuring the stability of a minimum of 15,000 jobs;
- over 6,000 micro entrepreneurs and farmers, with BAM 14.5 million;
- the adaptation of housing units, thus improving the housing conditions of 8,400 clients, an investment in the total value of nearly 25.5 million

In accordance with its mission and long-term strategic choices, LIDER devotes special attention in its everyday activities to corporate social responsibility, and the implementation of long-term goals. It would be impossible to talk about corporate social responsibility, without a continuous promotion and implementation of principles for the protection of clients, and of the SMART campaign. This includes the everyday implementation of a code of care for clients in all business aspects, and active participation in the field of responsible financing. With the implementation of the SMART principles, LIDER ensures the full transparency of the prices and terms of all its loan products, appropriate billing practices, and high ethical standards in dealing with customers. These principles also include an adequate servicing of the complaints system, and the complete protection of the clients' personal data.

LIDER is the proud member of a large family known as CHF International, which is also the Foundation's founder. The members of the CHF International family operate in 25 countries on four continents. As far back as in 1952, CHF International was established as a nonprofit corporation to support the families of low and middle incomes in America's rural and urban areas, with the aim of improving their economic status and quality of life by building housing units. Since the 1960s, CHF focuses more on international issues in the field of community development. The program expanded, and, in addition to micro-financing, now also includes providing support in the areas affected by natural disasters, environmental management, rehabilitation of infrastructure, economic development, development of civil society, and providing aid to post-conflict areas.

CHF International promotes democratic principles by efficiently building, strengthening and promoting positive changes in local institutions and communities, and making decisions that recognize and support the most vulnerable categories of the population. It currently includes 11 credit operations in 9 countries in South America, the Middle East, Africa and Europe. By providing access to financial services to a population that has no access to banks, CHF helps create jobs, improve the living standard of clients, and bring private capital into the microfinance market – making it available to the poor.

The number of satisfied LIDER clients, the results it has achieved in the field of community development, economics and entrepreneurship, the improvement of living standards, as well as numerous success stories of our clients, are all evidence of LIDER's efforts to be much more than a financial institution – to be an institution responsible to its society, community and clients.



Mikrokreditna Fondacija

**LIDER**

**MISSION**

To provide long-term access to financial and advisory services for businessmen and low-income population, in an innovative and flexible way based on sincerity, trust and fair relations, with the aim of increasing employment rates and life standards in BiH.

**VISION**

To become and remain a LIDER (leader) in our current field of offering quality micro-financing and advisory services, and be a generator of economic development in the next five years.

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Contact in charge:

**Džavid Sejfović**  
General Manager



## POLA SREĆE DRUGIMA

HALF OUR LUCK TO SOMEONE ELSE



# LUTRIJA

BOSNE I HERCEGOVINE

The Law on Games of Chance (Lottery Games) of the Federation of Bosnia and Herzegovina (FBiH) allows for approximately 50% of the profits of Lutrija BiH (BiH Lottery) to be forwarded to financing humanitarian efforts, such as:

- The Red Cross, Merhamet, Caritas and Dobrotvor Charity Associations;
  - Soup kitchens;
  - The medical treatment of children suffering from serious illnesses;
  - Assistance to people with disabilities;
  - The fight against drugs and drug addiction;
  - Providing shelter for victims of torture and violence;
  - Amateur sport activities;
  - Cultural events, technical advances and innovation;
  - The development of civil society.
- The 2011 Kazan Jumps, Konjic;
  - The 2011 Mostar Open;
  - The apljina Volleyball Camp;
  - Sportske igre (Sports Games), organised by the Alliance of Paraplegics and Polio Sufferers in FBiH;
  - The Mustafa Hajrulahovi Talijan International Memorial Boxing Tournament;
  - The Mala Association the Bone Marrow Bank of Bosnia and Herzegovina
- The European Judo Championships, "Sarajevo European Cup Open";
  - The Željezničar Chess Club Citizens' Association, Sarajevo;
  - The Bosna BH Gas Handball Club;
  - The Sarajevo Open 2011 International Tennis Tournament;
  - The European Senior Chess Championship;
  - An exhibition by Ibrahim Hrlje.

This means that by participating in the games offered by Lutrija BiH, players directly help vulnerable groups and socially responsible campaigns.

Lutrija BiH is the proud partner of many cultural and sporting events. Some of our most significant partnerships in 2011 have been with:

- The Football Union of Bosnia and Herzegovina;
- The Youth Sports Games, as the main partner;
- The Sarajevo Film Festival;
- Novogradski dani, Koncert za mlade (Days of the Novi Grad Municipality, Concert for Youth);
- Supporting BiH participants in the a competition for people with disabilities, at the Czech Open Championship in Athletics;
- The Bosna Sarajevo Volleyball Club, support for matches;
- Festival Prijateljstva Goražde (Goražde Festival of Friendship), 2011;
- Project partner in asna grješnica (The Venerable Sinner Project);



The primary mission of BiH Lutrija is to create games of chance, satisfy one's need for entertainment with a possibility to win a prize, all the while fully respecting the Law and the standards of the responsible organisation of games of chance.

Our mission toward our society and authorities is:

- To generate, in a controlled and socially responsible way, more funds to benefit both the budget of the Government of FBiH and the financial programs that aim to assist the most vulnerable population groups, as well as initiatives of common interest;
- Following the practice of European lottery companies, to create preconditions to prevent excessive indulgence in games of chance;
- To raise awareness among citizens (the general public) about the social aspect of BiH Lutrija, which rests on the premise that, if you play, you also help those in need.

Our mission towards our players is:

- To offer attractive, exciting and innovative games to satisfy the human need for games of chance and entertainment, and to offer a high-quality service at sales points that will always and again exceed the players' expectations;
- To monitor the safety and regularity of gaming daily;
- To expand our sales network in order to provide maximum availability of games of chance in the Federation of BiH.

Our mission towards our employees is:

- To create a motivating work environment that will be the foundation of a successful business, by means of offering continuing education to employees, implementing a reward system, and ensuring equal treatment.

### MISSION

### VISION

To be a leader in the chance gaming market in the Federation of Bosnia and Herzegovina. To bring happiness to people by offering them the chance to play games responsibly, safely, and transparently, so that players have fun, and society benefits.

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Contact in charge:

**Melisa Durak-Buljubašić**  
Public Relations Manager  
Lutrija BiH

# (((:box|



In its four years in business, mbox LLC has supported a number of actions through its marketing and PR activities.

In cooperation with our clients, we organised activities to promote non-governmental organizations, but also to collect some of the funds to help those in need. What is certainly important to point out is that also taking part in collecting donations were our fellow citizens, who are always first in line to help their friends, neighbours and relatives.

In cooperation with its customers and the Dobro Association, mbox LLC also organised a charity iftar. We also helped the beneficiaries of the Dobro Association by taking part in the Paketići za sve (Holiday gifts for all) campaign.

We also organised a number of events at the Ilidža Thermal Riviera, to help out the Oaza Foundation, an association of students of the Faculty of Medicine, who wanted to help out a fellow student in her struggle for life.

We have in fact launched and implemented a series of projects with the Ilidža Thermal Riviera, in something called the "Children's Campus" Program, where our youngest citizens had the opportunity to participate in numerous workshops, theatrical performances, educational programs, and dance and sports activities. We must also give credit our partners who have generously responded to all the activities we have organised, such as the Romantik Dance Club, Ninpoera and Srce puno osmijeha (A Heart Full of Smiles).

In its activities, mbox LLC has also achieved good cooperation with many organisations, one of our most successful being the one with the Otvorena mreža (Open Network) and the Dobro Associations.



(((:box| d.o.o. Sarajevo

## MISSION

To generate the attention and interest of the public through classic and innovative ways of communicating, to create a story people will talk about, and introduce a standard of business communication in companies, organizations and public institutions.

## VISION

To become a respectable agency that provides consulting services in PR, advertising, e-marketing, event management, and a leader in Bosnia and Herzegovina in the sphere of innovative media and direct communication with target groups.

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Contact in charge:

**Arijana Kadrić** CEO  
Executive Director

# m:tel Joining Hands with Children and Youth



*imate prijatelje!*

*you have friends!*

## Communicating with our dear ones with love

With its business philosophy of building lasting quality relationships with the community in which it operates, the m:tel Company has a clear goal and desire to be recognized as a company that is clearly dedicated to ethical business, as the foundation on which it builds its business identity.

By approaching social responsibility not as an obligation, but as a sincere desire to help create a better life for its friends, the Company strives to be a part of all spheres of social life: humanitarian action, culture, education, music, sports, ecology etc. Among the many socially responsible projects and actions that the m:tel has launched and successfully implemented or participated in, we would to specially emphasize those that concern friendships with children and young people.

## Friends since Childhood

For many years, m:tel has provided its generous support to children and their needs, trying to be their friend in the right way. Our ongoing partnership with UNICEF in Bosnia and Herzegovina is one of the ways in which m:tel has recognized an opportunity to create preconditions for a happy childhood for kids, by means of numerous projects. We are proud of our joint projects that are aimed at giving our youngest a better childhood, and helping to those in need overcome illness and poverty. Some of these projects have been: Najbolji po etak za svako dijete (The best start for every child), where we opened integrated centers for early growth and development, a golden donation in the action Hiljadu malih osmijeha (Thousands of little smiles), the Sa zida želja na djela (Making Wishes Come

HEROJI  
NE MOGU SAMI.

Pridruži se akciji Bitka za bebe.

Pozovi 1411 i daruj 1 KM za bebe!

m:tel imate prijatelje!

B92 FOND

BITKA ZA BEBE  
AKCIJA ZA DONACIJE U INKUBATORIMA

www.bitkazabebe.mtel.ba

True) Campaign, which transformed the wishes of children into reality, and the printing of Dnevnik naše bebe ("Our Baby's Diary"), a guide for parents through the first days and months of their baby's life. In addition, we are proud of our friendship with children in orphanages, and we foster the practice of donating funds to the building of playgrounds, libraries, hospitals, and rehabilitation centers across the country.

## Battle for the Babies

A project that we are particularly proud of, and that marks this year as the year of children, in our ongoing fight for bigger and better rights for children, is our large-scale humanitarian campaign "Battle for the Babies," which will last until the end of the year.

Modeled and in collaboration with the Fund B92 from Belgrade, who successfully implemented the campaign

in Serbia, resulting in the purchase of new incubators for the care of babies, m:tel decided to carry out this humane "Battle" to BiH as well. The state of the equipment in maternity wards across BiH is far from satisfactory - the outdated technology not only fails to provide adequate care for babies, but also further complicates their already too difficult fight for life. Analysing the need for new incubators in maternity wards in BiH, we evaluated that a total of 70 new incubators needed to be provided. We felt that we can and must do whatever it takes to give these little fighters a chance to win in the battle for life. Therefore, at the very beginning of the campaign, the Company donated two new incubators to maternity wards in Sarajevo and Banja Luka, and with the help and cooperation of the Fond B92, organized the largest ever campaign to help maternity clinics in BiH. In order to spread this humane idea around the country, in this fight we decided to engage many media agencies, our business partners, people of good will, and all those who believed in the value of human

# M:tel - Joining Hands with Young Talents

life. By organizing a fundraising campaign, in which you can donate to this cause by dialing 1411, ensuring donations from large companies and individuals willing to help, we are confident that, by the end of this year, we will be celebrating a victory, with life as our main and only reward.

## Values that make us noble

The m:tel Company has developed a tradition of promoting knowledge and education as values that are significant for the overall development and progress of society. Our willingness to provide support for young talented people, on their path to their futures, is seen in a series of projects that we implemented in partnership with higher education institutions across the country. Also, in cooperation with the British Council organization, we have raised the interests of high school students, rewarding their good ideas in an entrepreneurship competition. We were also partners of conferences, summer schools for young IT professionals, while young volunteers were given the opportunity to spend a day in our Company during the project "Volunteer, Give Loans". There are many such projects that we have supported, in a desire to promote true values, such as knowledge, talent and expertise. Here we will mention those that, year after year, show that we are on the right track when it comes to making friendships with talents.

**m:Scholarships** for students of electrical engineering university programs in BiH, which we have given for the second year running, have helped us create new, stronger friendships with young talented people, and have resulted in our satisfaction that the Company is able to promote knowledge, and provide scholars them with better conditions to achieve even more significant results. In addition to the financial support that our scholars receive from us, another very valuable experience are the one-month internships that we offer them at the Company, where they are given an outstanding opportunity to be introduced to the latest technologies in telecommunications. The m:Scholarship Project is carried out in collaboration with



the Faculties of Electrical Engineering in Sarajevo, Banja Luka, and East Sarajevo, the Tuzla Faculty of Electrical Engineering, and the Faculty of Engineering and Computing in Mostar.

**The Android league** is a project within which we want to reward talents in the field of computer science, to invite young people to share with us new ideas, discover the possibilities of the new technologies, and take part in creating the first applications for Android phones customized to users in the local market. The decision to constantly invest in knowledge has become a clear vision of a new tradition of rewarding good ideas and excellence. The Android League, a competition with a prize fund of BAM 30,000, has, for the second consecutive year, resulted in numerous quality ideas that have been put into practice and made available to our customers.

**The Art of Connecting** is a project that we envisaged as one that connects art, talent and knowledge. In particular, we are happy that the project was a complete success. We issued a competition for the submission of the best art works by young academic artists. Out of the nearly 300 works submitted to the address of the Company, we selected the 12 best ones, which then graced our corporate calendar for 2012, while their authors were rewarded with valuable prizes. In addition, the highest value of this project is the fact that we made new friendships, encouraged for the first time cooperation between arts academies in BiH, and organized two exhibitions of works that made it through the second

round of the competition in Banja Luka and Sarajevo. Our partners in the realization of this project were the academies of fine arts in Sarajevo, Banja Luka, Trebinje and Široki Brijeg.

As individuals, and as a company, we take pride in social responsibility in the projects that we have successfully implemented over the years. We hope to share this joy with our friends, in new projects and new ideas.



*imate prijatelje!*

*you have friends!*

## MISSION

We strive to improve people's lives by giving them the chance to connect globally and achieve an outstanding communication, as the regional leader in a future information society.

## VISION

The satisfaction of our clients and employees is our number one priority.

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Contact in charge:  
**Milenko Cvijanovic**  
Executive Director of Marketing and Sales,



## Have a Carefree Childhood with Meggle Milk

It is good to do good! With the campaign, "Have a Carefree Childhood with Meggle Milk," one of today's best-known milk manufacturers, Meggle, has launched a noble mission.

For every litre of Meggle 3.2% milk sold during the months of July and August, Meggle donated one BiH pfennig to the Open Network Fund, a humanitarian fund that helps those most in need, participates in projects to protect the environment, sponsors talented students, and supports the protection of human rights.

In this way, the Meggle Company, in cooperation with Radio Kameleon City Sarajevo, managed to collect and donate over BAM 18,000. These funds were then donated to those who were most in need of medical treatment abroad.

The stickers that could be found during the campaign on every packet of 3.2% milk carried messages to the customers we care about the most - children. By drinking the finest locally produced milk,

rich in calcium and minerals, children could get advice on how to behave in some of the "risky" situations that the young generations today face.

## Meggle representatives donate € 10,000 for the purchase of medical equipment

On the occasion of the 752nd anniversary of the city of Bihać, 125 years of tradition in the production and processing of milk, and the 10th anniversary of the Meggle Milk Manufacturers, the owner of the Meggle Company, Anton Toni Meggle, paid a friendly visit to Bihać. Dr. Hajrudin Havi, General Manager of the Dr. Irfan Ljubijankić Cantonal Hospital in Bihać welcomed the representatives of the Meggle Company, a delegation headed by Mr. Toni Meggle. On this occasion, Mr. Meggle presented the Hospital with a gift voucher in the value of €10,000, for the purchase of medical equipment, that is, of a multi-functional console with an otological drill.

According to Dr. Hajrudin Havi, this donation will contribute to improving healthcare in the field of otolaryngology,

as it is not just a donation to the Cantonal Hospital, but all the residents of the Una-Sana Canton.

## Meggle donates a 25,000 Euro machine for the treatment of children in Banja Luka

Representatives of the Meggle Company have donated an ergospirometry machine to the Clinic for Child Diseases of the Banja Luka University Clinical Center, which enables insight into the cardiovascular state and physical readiness of a patient. The value of the donation is € 25,000. Stevan Baji, a cardiologist at the University Clinical Centre, said that the donated machine was needed, and that the benefits it will bring diagnosing ill children, but also children who play sports but suffer from certain problems, or where there is doubt that they can withstand physical exertion would give a new dimension to diagnostics, thereby presenting the final addition to the invasive diagnostics segment of the Clinic.

Jadranka Penava, Meggle's Directress of Sales & Marketing for B&H, whose work is based in Posušje, has expressed nter.

satisfaction that this donation has contributed to the development of the Banja Luka University Clinical Center. The Director of Meggle for Eastern Europe Marijan Vučković told the media that the Company agreed this project with the Banja Luka University Clinical Centre, emphasizing that the ergometry machine will primarily benefit the health of children, find cures for certain illnesses, and complete the Hospital's health services. Representatives of the Company also presented the children who were being treated at the Hospital with a number of Meggle products.

Owner of "Meggle" Dairies Mr. Toni Meggle donates a €7,500 cheque for the purchase of a house for the "Radosti druženja" (Joys of Play) Association of Children with Special Needs

### Meggle celebrates Milk Day

To commemorate 1 June, celebrated around the world as World Milk Day, the Meggle Company decided to hand out free milk from their own factory to citizens in Sarajevo, Tuzla, Mostar, Zenica, Bihać and Banja Luka. Our promotional team distributed milk at the most popular locations in these cities, along with flyers that promoted a healthy lifestyle and diet, which marked Meggle's active participation in a global campaign that advocates these values. World Milk Day has been celebrated since 2001, when it was first proclaimed by the Organization for Food and Agriculture of the UN.

The Meggle Company, which today employs more than 150 workers, is today among other socially responsible companies, and has as one of its most important goals to bring about a healthier and happier Bosnia and Herzegovina.



**MEGGLE**

**01.06.2012.  
SVJETSKI  
DAN MLIJEKA**

**MEGGLE ŽELI SKUPA SA VAMA  
PROSLAVITI SVJETSKI DAN MLIJEKA**



#### MISSION

The creation and maintenance of high quality products with the Meggle brand, which win the trust of clients and consumers. Our success is as binding as is our long tradition of 125 years.

#### VISION

The creation and maintenance of high quality products with the Meggle brand, which win the trust of clients and consumers. Our success is as binding as is our long tradition of 125 years. At the Company, we all have a common goal, and that is to satisfy our customers in the long term. As an international company, we want to maintain a steady flow of information to customers, business partners and the public.

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Contact in charge:  
Jadranka Penava

# Mercator BH



Sports Hall Dobrinja

## Social Responsibility

Mercator, as the "Best neighbour," achieves its mission not only in its active role in the business environment, but also by being responsive to the needs of the wider community.

Mercator expresses its social responsibility through its care for customers, employees, the wider community and the environment.

## Caring for consumers

Our customers have always come first. Therefore, we strive to provide them not only with the best value for money, but primarily high-quality and safe products and services according to the highest health and hygiene standards. We accomplish this by implementing and improving, on a daily basis, a quality management system that satisfies the ISO 9001 and HACCP food safety management standards.

Aware of our role in building trust between consumers and producers of food products, in addition to the continuous improvement and development of our distribution of healthy and safe food, we also work with suppliers, so that we all meet the strict requirements of all relevant standards.

In July 2010, **Mercator BH LLC** organised an Info Day for suppliers and business partners, dealing

with the topic of the "**HACCP system and its Implementation in Mercator's Business Practices.**" The aim of the gathering was for Mercator to exchange knowledge and experiences with suppliers and colleagues from leading companies in the retail sales industry in Bosnia and Herzegovina, so that all we can all understand better our role in the supply of healthy and safe products to consumers.

Due to the fact that the rights of consumers in BiH are insufficiently protected, **Mercator BH LLC each year traditionally commemorates 15 March as "International Consumer Day"**. Through various activities and shopping offers organised specially for this event, we try to raise the awareness of consumers about their rights, and to point out the importance of consumer protection to all members of society.

To mark the **International Day of Health**, Mercator BH in April every year organises blood pressure and blood sugar level checking for all its customers and neighbours, at Mercator Centers. This action gives customers and citizens the opportunity to give their own health some attention.

## Caring for employees

Mercator's greatest asset are its skilled and motivated employees. Therefore, their satisfaction is one of Mercator's more important goals,

achieved through work processes, by offering rewards, encouragement, personal and professional development, as well as improvements in various areas. The recognition "Most Desirable Employer", which Mercator BH LLC has received five years in a row, is also evidence of the quality of our care for employees.

We have also defined our priorities for personnel, one of the more important ones being the continued education of employees, allowing them to acquire additional competence.

As an important means of offering additional knowledge and experience, **Mercator has created its own training network for education.** The point is for more experienced employees to share their knowledge and experience with their colleagues during theoretical and practical training, who can then immediately and directly use it in their work. **This year, Mercator BH organized a "School for Trainers"**, with the aim of including into the existing training network employees from DP stores, and increasing the number of trainers in the retail sector.

In March 2012, the **Second School for Managers of Mercator Trade SEE** was held in Sarajevo, a three-day-event attended by 500 managers from the markets of Serbia, Croatia, Bosnia and Herzegovina and Montenegro. The aim of this training session was to use lectures, creative workshops and case studies to raise the



From one of our training sessions

levels of knowledge of participating managers, encourage exchange of experiences, and improve communication among them as regional colleagues. The speakers were eminent experts, members of the Board of Directors of Mercator Trade for Southeastern Europe, and managers of local subsidiaries.

### Caring for the local community

Mercator cares for its wider community through donations and sponsorships, supporting humanitarian, cultural, health, educational and sports projects, as well as institutions that contribute significantly to the development of specific areas, but also takes time to help those who need help the most.

During the construction and after the opening of its shopping centre in Tuzla in 2004, Mercator BH LLC also built a plateau above the river Jala, making this then polluted area that gave off a bad smell a favorite place for young people to socialize. Since then, the plateau has, in addition to being a parking area, also been used for numerous cultural and entertainment programs, such as the "Kiss for Guinness."

In 2005, Mercator BH constructed a **Sports Hall**, next to its shopping centre in Dobrinja, a gift for the residents of the largest neighbourhood in Sarajevo's most populated municipality, Novi Grad. As a good neighbour, Mercator also set up a parking lot with 87 parking spaces, used by visitors to the sports hall and the residents of the surrounding buildings. From its opening until today, the Dobrinja Sports Hall is used to its full purpose, by numerous sports clubs, and a place of recreation for citizens.

On the occasion of the opening of the Mercator Centre in Mostar in 2006, **Mercator BH presented the city of Mostar with a donation for the construction of an irrigation system in the city park.** In this way, Mostar got a park with the most advanced irrigation system, one that also exists in Sarajevo, Opatija and Varaždin.

Mercator BH is also involved in support for the **Ku a na pola puta (Halfway House)** project, which aims to help children and young people who are no longer in the welfare system. After turning 18, i.e. coming of legal age, children without parental care who live in orphanages are faced with the problem of finding new

accommodation for themselves, as well as with the challenges that living on their own will bring, which no one prepares them for. With this project, the Cantonal Centre for Social Work, a public institution, tries to provide children and young people who no longer qualify for welfare, with housing and practical training for independent life, giving them shelter until they graduate from university, or find a job.

Mercator BH has also supported the project for the inclusion of children with disabilities, called **Igrajmo se zajedno (Let's Play Together)**. The Pragma Youth Association constructed a park adapted to children with disabilities, by means of including into an existing playground in Dobrinja playing facilities that are specifically designed for children who cannot easily use the standard playgrounds. This concept of a playground is completely inclusive, because it in no way separates children with disabilities from children without disabilities, thus allowing them to get to know each other, through what is the most important form of socialization for children - playing.

### Protecting the environment

At Mercator, we do business with future generations in mind, and that is why we strive to contribute to protecting the environment. Just as we systematically manage all our risks, so do we also manage risks to the environment, wherein we have, as the major problems, recognized the consumption of electricity and heating, and waste treatment. In order to control these risks, we have introduced a number of measures that all our employees observe.

We recognized the consumption of electrical power as a key risk, and have given it special attention, by introducing, with the aim of control, a number of measures such as: energy- saving technology, which is being installed and used in all our facilities, issuing a manual on "Instructions for the Use of Energy Sources," and other measures that we carry out in our everyday business.

When a state of natural disaster was declared in the Federation of Bosnia and Herzegovina in February 2012, due to heavy snowfall, Mercator BH, in accordance with instructions received from the Directorate of Civilian Protection on saving energy, also decided to implement additional saving measures. In all Mercator and DP supermarkets, we shut off all window and external lighting, and reduced the lighting in the markets and garages to 30%.

By reducing lighting in all our shopping centres on 31 March, between 8.30 and 9.30 pm, Mercator BH joined the "Earth Hour" initiative, which is carried out throughout the world. With these actions, Mercator wanted to inspire its customers and business partners to make a similar commitment in their everyday lives, business and development..

**Mercator, the best neighbour!**



A playground for children with special needs

## MISSION

- To achieve the best value for consumers with its range of products and services for everyday household use.

- Through professional and motivated employees, to provide consumers with the best service, in a pleasant retail environment.

- To provide profits for shareholders through growth and efficient operations.

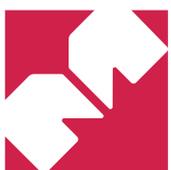
- To do business that will contribute to the better quality of life in our social and natural surrounding.

## VISION

Biti prvi izbor ljudima pri kupovini proizvoda za svakodnevnu upotrebu u domu instvu.

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Contact in charge:  
 Neven Hadžisulejmanovic  
 Company Manager



# Mercator



**MF** | računovodstvene usluge  
pravne usluge  
revizija  
poslovna savjetovanja

MF is an accounting consulting company that proactively cares about its clients, building firm long-term business relationships, based on trust and mutual respect. By conducting business according to the highest professional standards, our clients recognize us as a dependable partner, a fact that is also demonstrated by both financial indicators and our reputation in the business sector, but also by our care for our employees, whom we enable to develop personally and professionally, and thus contribute to the development of the Company, and of the community in which it operates. The satisfaction of clients and employees has been our goal

for many years, which we have never given up on. Our local development is based on the promotion of an approach that is adapted to the local business conditions. We rely on quality and moral integrity as the basis of our business, and there is no single model that decides how to plan and implement development, or what strategies and actions to adopt and carry out. One of the keys to success is realizing our joint values and raising the standard of excellence, which certainly contributes to creating trust and satisfaction. We are convinced that the way in which we offer our services also talks about our approach to corporate social

responsibility. In addition, our everyday efforts to implement solutions that completely support the requests and needs of our clients, in a reliable, consistent and timely way, underline our socially responsible business efforts and professional conduct. The high quality of the services we offer helps us maintain one of the Company's basic philosophies: that a satisfied consumer is our best reference. Our business is aimed at gaining and maintaining the trust of existing and future clients. We work continuously on constantly expanding and improving all our business process and activities, with the aim of improving our overall business.

By providing business consulting and cooperation with both social organisations and the nongovernmental sector, we can say that we contribute daily to all segments of our community. We are equally committed to applying strict legal regulations, as well as the highest standards of professional conduct. Bearing in mind that all our employees are also experts in their respective fields, their professional expertise and ethical standards are the key factors of development and success. We also devote special attention to human resources i.e. to investing in the professional development of our employees.

One of the basic philosophies of MF is to employ expert and quality trained staff who have the possibility and the obligation to keep on developing and expanding their skills. So as to gain and keep the trust of our clients, we are completely dedicated to ensuring a high standard of the services we offer. This is demonstrated by the fact that, by introducing the ISO 9001 standards, we have once again confirmed that everything that we do also satisfies the highest and strictest standards of quality management systems. The professional development of our young interns, employees and more experienced experts is something we pay attention to daily. Our internal training sessions and education stem from our older and more experienced colleagues, and are

directed at our youngest staff, and are conducted, following their professional development needs, by which we are also contributing to the development of society as such. We also have a stable practice of funding external trainings and educational workshops to educate and keep the existing qualifications of our expert staff at cutting edge, which are organised by third parties. We live and work as a team, enjoying together our individual and company successes, since our employees are used to a professional, but also a friendly working environment the former as a result of our dedication to make the client our number one priority, who receives out maximum professional attention, and the latter as a result of a business

surrounding that is based on trust and mutual respect, with co-workers acting like colleagues, not competitors. Our gatherings, accompanied with sports and music, are events that certainly demonstrate our success and social responsibility. MF provides its employees with additional life insurance.

MF has a tradition of supporting the community by offering scholarships to young people during their high school or university education. During the past years, we have also taken part in funding certain humanitarian actions, such as the Marš putem spasa (March on the Road to Salvation), as well as a number of cultural and sports events.

**MF**

ra unovodstvene usluge  
pravne usluge  
revizija  
poslovna savjetovanja

## MISSION

The satisfaction of our clients and employees is our number one priority.

## VISION

To become the leading accounting agency in Bosnia and Herzegovina, not by size, but by the quality of the services it offers.

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**Mehi Velida**



# Microsoft®

As a socially responsible company, Microsoft has been investing great resources into all aspects of education, informing society about the protection of children on the Internet, as well as into activities related to strengthening the competitiveness of Bosnia and Herzegovina.

## Donations

By means of Microsoft's global initiative "Unlimited Potential", we cooperate with NGOs, supporting projects aimed at the introduction and use of the latest IT solutions in the NGO sector, in order to improve the efficiency and productivity of these organizations, and increase the quality of their programs that deal with life-long learning, working with children and young people, and providing support in resolving missing persons issues. In the past four years, the total value of donations made by Microsoft to the NGO sector in BiH has amounted to \$ 954,000, of which \$ 828,000 was the value of software we donated, while the value of cash grants aimed at projects to increase computer literacy among socially vulnerable groups of the population, was \$ 126,000. Some of our most

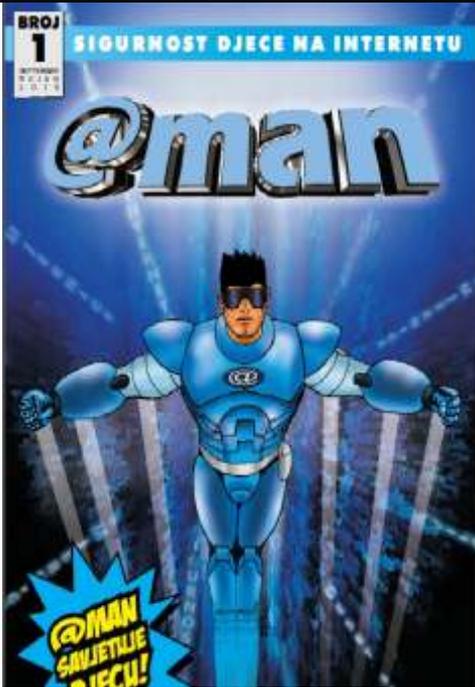
significant donations were made to the following NGOs: R.O.D.A The Research and Organizational Development Association, the Mosaic Foundation for Community Development, the International Commission on Missing Persons, Sarajevo HQ, SOS Kinderdorf BiH etc.

## Partners in Learning

Through "Partners in Learning" initiative (PiL), Microsoft has in the past 4 years invested over \$ 400,000 into projects aimed at schools, teachers and students. Through these projects, more than 1,500 teachers were trained in the y



use of modern technologies in the classroom, and over 50 schools were given the opportunity to participate in the program "Innovative Schools - ISP". The training gave teachers the opportunity to raise the quality of teaching, while schools got a chance to share their experiences with advanced schools around the world about how technology can raise the quality of all school processes, from education to management support. In cooperation with our partners (MDGF program, the British Council), competitions were organized for students and teachers. The student competition was aimed at fostering entrepreneurship among young people, while the competition for teachers allowed teachers to present their practice of the good use of modern technology in teaching. In these competitions, which were not held only in BiH, but also at the European and global levels, Bosnian teachers achieved remarkable results. Among them is the first place at the European Teachers Forum in Moscow in 2011. Overall, the Partners in Learning initiative helps all those involved in the education process to gain access to technology, training and resources.



#### Child Online Safety

In order to raise awareness about the importance of protection on the Internet, a campaign was launched entitled "Child Safety Online," focused on the protection of children on the Internet, and the provision of a secure experience on Internet adapted to children. The campaign has been implemented since 2010, in the cooperation with the NGO sector, the Communications Regulation Agency and UNICEF in Bosnia, and aims to make parents, teachers and students aware of the dangers to which children are exposed, and of the possibilities that parents and teachers have at their disposal to protect children. The campaign resulted in the comic "@man," which was distributed to schools and gives concrete tips on how to protect yourself online. Within their volunteering activities, Microsoft employees held several presentations at schools across the country on this topic, where they demonstrate to children in practice how to protect themselves, but also warned them of the dangers that lurk.

#### Panel discussion

With the importance of strengthening the competitiveness of Bosnia and Herzegovina in mind, in April 2012, the Company initiated and organized a panel discussion on "How IT Can Help Increase the Competitiveness of Bosnia and Herzegovina." Participants of the panel were ministers of entity governments, representatives of state authorities, local IT industry representative, and representatives Microsoft BiH. Participants opened several significant topics of discussion on how to increase competitiveness, and all agreed on one thing: that the greatest focus should be placed on education.



#### Bizspark

Through the Microsoft BizSpark global program, implemented with the two local network partners, we are also helping rising BiH software companies, and has, in its 4 years of operations of BiH, 28 such companies were made part of this program, through which they were given free access to the software they needed, receive various forms of support from Microsoft, as well as a global promotion through <http://www.microsoft.com/bizspark/>, an website intended solely for software start-ups, and representing their accomplishments.



**Microsoft®**

MISSION

Partnership and knowledge for efficient BiH

VISION

Enable People and Business Throughout the World to Realize their Full Potential

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Contact in charge:  
**Lejla Zuki -Krivdi**

# MF MIKROFIN



## **Mikrofin in the community**

At Mikrofin, we want to positively influence the environment in which we live. We do what we think is best for our clients, employees and surroundings. We are determined that our “social responsibility” does not just remain on paper, an idea that makes our profile look good, an empty phrase emphasized during public addresses.

Instead, we strive to exist as a socially responsible institution in all the activities that we launch, support and assist. We care about making everyday easier and better for the people that surround us. In what follows, we will describe each of our activities.

## **Happy childhoods and healthy development**

Since 2007, Mikrofin has invested intensively in the community, through projects aimed at the happy childhood and healthy development of children. The projects included primarily helping primary schools (e.g. donating libraries and essential teaching aids, constructing adapted doors for children in wheelchairs, constructing a fence around a school built next to a main road); supporting kindergartens by donating playgrounds, slides, colouring books, books, electronic equipment; helping

hospital children’s wards and maternity wards; sponsoring the Children’s Poetry Festival; donating funds to the Autism Day-care Centre and to associations for children with special needs and children without parental care in Banja Luka, Tuzla, Zenica etc.

## **Cribs for a snug night**

We awarded a donation to the Domporodica Children’s Orphanage in Zenica, in the form of children’s cribs, bed linen, diaper supplies and baby toiletries, as a first step in providing assistance to this institution. Our support to them will become regular, as is the case with other children’s institutions and children’s hospitals in the country, which we support in their day-to-day activities. We decided to help by providing the supplies they needed, and paid a visit to the Orphanage in order to get more information on the conditions there and their immediate needs. At Mikrofin, we hope that this is just the beginning of a fruitful cooperation.

## **Donation to the Dobož Maternity Ward**

Mikrofin donated a pulse oximetre to the Dobož General Hospital, for the treatment of the youngest patients. This device is primarily used to monitor

the medical condition of newborns, especially of children whose are in critical conditions, and is something no maternity or paediatric ward should be without. This is just one of the activities in Mikrofin’s efforts to help paediatric clinics in Banja Luka, Dobož and Bijeljina.

## **Renovating the Children’s Library in Zenica**

The Mikrofin Microcredit Company renovated the Children’s Department of the Zenica Library, enriching it with over 100 books, both obligatory school reading and contemporary editions of world classics. With this donation, we significantly increased what the Zenica Library had to offer. Our idea is that, in a year of crisis, we help as many institutions focused on children and young people as we can. Mikrofin continually develops and finances campaigns of this kind – this year, we donated over 2,000 titles to schools, children’s libraries and kindergartens around the country.

In addition to obligatory school literature, we also donated a large number of bestsellers and popular contemporary teenage literature. The idea was to allow children to find books in libraries that would relax and entertain them, in addition to finding the works that they need to read as part of their curricula. We believe that an investment into their education is our best investment. As Mikrofin already cooperates with the Orphanage in Zenica, we hope to make the Children’s Library the second institution we offer continuous assistance to.

## **Investing into culture**

A special program that we have launched is known as the Novi kulturni ritual





(New Cultural Ritual), within which we support efforts in culture and art. Within this, we are patrons of the Jazavac City Theatre, the Republika Srpska National Theatre, and the Bihać Theatre of Youth; we financed the entire redesign and publication of the Putevi (Paths) magazine for culture, education and art; the Pecha Kucha Night, and many other smaller-scale projects.

### The Mikrofin School of Badminton

The "Mikrofin School of Badminton" project is a project spanning several years, which aims to provide schools



with badminton equipment, and pay for a coach to work with children. As a result, children are given free badminton lessons and trips to tournaments in Banja Luka and Zagreb. The Mikrofin School of Badminton project is implemented in more than 10 municipalities in BiH.

### Company Profile

Mikrofin is microcredit company in Bosnia and Herzegovina, which has offered loans since 1997, when it was established. Mikrofin is the region's leader in the area of microfinance. During the past few years, Mikrofin

has provided over 100,000 small and microcredit loans to low-income clients and small entrepreneurs, thus supporting their development and the growth of their businesses.

Mikrofin shapes its products according to the needs of clients and the demands of the market. One of the reasons that Mikrofin is the first choice of clients is the variety of its offer and simplicity of the loan application process.

Our most significant loan products are: loans for the adaption, reconstruction, enlargement and purchase of a living space, loans for entrepreneurs, loans for agriculture, shopping loans, IRB loans and loans for insurance policies.

Our services ensure a maximum respect for the time and needs of our clients.



Mikrokreditno društvo  
**MF MIKROFIN** d.o.o.

### MISSION

Our mission is to create and offer profitable credit and non-credit products to less privileged clients who are struggling to achieve a decent life for themselves with their existing expertise and skills. Our service implies a maximum respect for the time and needs of our clients.

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Web stranica: www.mikrofin.com

Contact in charge:  
**Radmila Bjeljac**  
Director



**ABOUT US** The “PERO” Limited Company in Zenica is a private company that has existed since 1996. The main activity of the Company is the trade in building materials and construction engineering, as well as the manufacture of stone house numbers

Our Sales Centre is located in Zenica, and also includes a construction material depot, a laminated material cutting works, the PERO ENTERIER furniture salon, office space and a café.

In addition, “PERO” Ltd has sales centres on Vlaši , as well as in Vareš, Jajce and Maglaj.

**OUR GUIDING PRINCIPLES**

„Pero” Ltd Zenica successfully carries out deliveries of building materials in the country and abroad. We have special contracts with local and international

suppliers, our own import of construction materials, plants for the production of ceiling beams and stone house numbers, and modern plant for cutting and finishing laminated materials for the manufacture of furniture.

The quality system that governs the business and production of the “PERO” Ltd Company has been verified by a certificate of the ISO 9001:2008 quality system, issued by TÜV NORD, which is also the guarantee of our overall quality, one that would satisfy even the most demanding customers, and is the focus of every employee and member of management.

The socially responsible actions of the Company are focused on developmental, scientific, cultural, educational and other projects that we support.

As a socially responsible company, “PERO” makes its contribution to society through various activities, such as donations and sponsorships, the employment for unemployed youth with no work experience, investing in the education of university and high school students through scholarship programs

and internships at the Company, as well as environmental awareness.

**DONATIONS AND SPONSORSHIPS**

“PERO” Zenica Ltd, as a socially responsible company, pays great attention to providing donations, as well as sponsoring various sports, educational, and cultural events, thus supporting the development of Bosnia's society.

Some of the events sponsored by the Company are the Waterpolo and Jump Tournament organized by the elik Water Sports Club in Zenica; providing financial support to the BiH National Paragliding Team to take part at the European Championships in Accurate Landing; the Theatre Games at the Hall of Culture in Jajce; supporting the Zenica Radio Club at the 6th Balkan Championship in Amateur Radiogoniometry, supporting the MC CONDOR Oldtimer Club at the Motorcycle Meetings at Bistri ak; support for the elik Boxing Club and their participation at the ELI NA RUKAVICA 2012 (STEEL GLOVE 2012) Boxing Review; support for the 2012 Mašinijada event, and many others.

Some of the associations that we have awarded donations to are: the LOTOS Citizens' Association, for the construction of new premises for a counseling centre for children and parents; the construction of a roof for a home owner on Vlašić; The Mountaineering and Skiing Society donation in construction materials; the "Friends of the Catholic School Centre funding a sport events for alumni, as well providing support to the "Refine the Environment, Improve Yourself and Others" Campaign, as well as many other actions.

### EMPLOYMENT

A significant segment of the social responsibility of the "PERO" Zenica Ltd Company is co-financing active measures that encourage the employment of young unemployed people with no work experience. We have also led actions to employ women over the age of 40, as well as returnees to the Central Bosnia Canton, in our Sales Centre in Jajce. It is important to note that all those who were employed in this way became full time employees of the "PERO" Company.

### INVESTMENT IN EDUCATION

With its scholarship program, the "PERO" Zenica Ltd Company encourages investing in knowledge as the basic segment of every society. Upon graduating from their respective programs, scholars are given the opportunity to be employed at the Company. In addition to financing university students, our scholarships for high school students are another example of our good social practices.

Alongside our scholarship activities, we also invest in education by organizing

workshops for university and high school students. As a result, in cooperation with the Faculty of Mechanical Engineering in Zenica, students majoring in Production Business had the opportunity to get acquainted with the way in which our Company works during visits, organized during one full workday (8 hours) each week, for three weeks. We have also cooperated with the INFOHOUSE Association on the project "VOLUNTEER, AND GIVE LOANS." The project aimed to provide support to high school students, who were given the opportunity to demonstrate their professional skills, and to be introduced to a company with good business practices. "Activism When Young-Profits in Old Age" is another project conducted by the "PERO" Zenica Ltd Company. The project was aimed at reconstructing the Youth Centre in Zenica, and was implemented by the OMI Organization, in cooperation with the Zenica Municipality. The project engaged young volunteers high school students to work at the Company for one day, an action for which "PERO" Zenica Ltd provided financial resources.

### ECOLOGICAL AWARENESS

A significant segment of the social involvement of the "PERO" Zenica Ltd



Company is its ecological awareness. We intensively promote energy efficiency projects in BiH. Also, each year the Company supports the Team that conducts the spring cleaning and decoration of the city of Zenica. We also promote a wastewater treatment system based on brown algae, known as EKO-GEA, and keep our premises work by using environmentally friendly fuels i.e. pellet stoves.



### MISSION

We wish to expand our business to the entire territory of Bosnia and Herzegovina, and open up new shopping centers for the sale of building materials. We strive to intensify the production and sale of stone house numbers within and beyond the borders of Bosnia and Herzegovina.

### VISION

Our vision is the sale of building materials throughout Bosnia and Herzegovina, and our strategic development in this respect implies an integral coverage of the BiH market, starting with small towns with 10,000 to 15,000 inhabitants, to cities with larger numbers of inhabitants. The development of engineering is the second phase in the development of our Company. The third stage is the manufacture and sale of stone house numbers, and a more intensive and broader presence of these products on foreign markets. The "PERO" Zenica Ltd Company sees itself as a competitor to other companies in the industry, in terms of product quality and service, and better prices for quality products.

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Contact in charge:  
**Mladen Peric**  
 BSc Economics

# PLUS d.o.o.

## Company Profile

Plus Ltd., a company dealing in representation, trading and services, was established in May 2001. However, we are also known under our operational name, SIEMENS HEARING CENTRES IN BIH. As the name itself suggests, we represent the world's leading manufacturers of hearing aids and audiological equipment, the German company SIEMENS and the Swiss Company PHONAK. In addition to offering these products on the Bosnian market, the Hearing Centers also provide a complete service for the hearing impaired, from diagnosing, determining and adjusting hearing aids to meet the needs of the customers, to sales, service, training, and consultations on matters of audibility.

Our seven employees, all of which received either secondary or university medical or technical training, in addition to working at the Hearing Centre in Sarajevo, Tuzla and Mostar, are also, when appropriate, engaged in medical institutions, hospitals and health centers throughout the country. Our operations are closely linked with the health insurance agencies, which participate in the supply of hearing aids of the patients they insure, as well as with the State Agency for Medicaments and Medical Devices, which, after registering the hearing devices, issues permits for their sale in BiH. Since these are specific job positions for which no formal education exists in the region, all employees undertake and regularly attend all the training sessions, seminars and professional workshops organized by our foreign partners. We ensure that the knowledge and expertise of our employees can match those of colleagues at the global offices of the companies we represent, which is a commitment we undertook under the contract made, and we strive to bring to our market the latest technologies in the related fields.

Although we are a small private company, we ensure the satisfaction of our employees

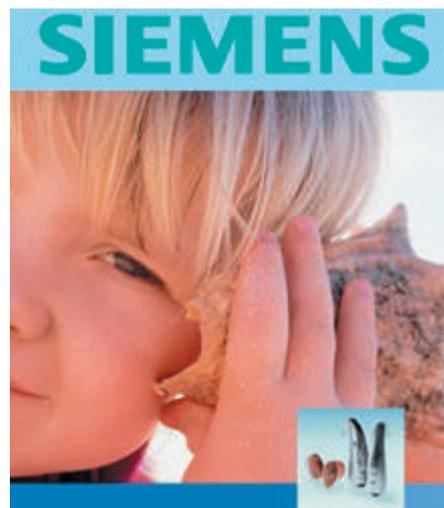
## SIEMENS

### Autorizirani slušni centar

by frequent training programs, the possibility of business travels, regular annual visits to the world's largest fair and the Congress of Audiologists and Audiological Equipment, but, first and foremost, by a healthy, normal, almost family working atmosphere where all problems are solved quickly and harmoniously.

## Our projects

From the start of our business operations, we have experienced the prejudice and stigma that people with hearing loss and those who need to use hearing aids face. In addition to educating our customers who use hearing aids, we have published translations of professional articles in the daily and weekly press, as well as appeared on TV programmes, talking about the early detection of hearing impairment in infants and young children, and the need for treatment and rehabilitation, as well as on the dangers that threaten the hard of hearing, deafness as a consequence of age etc.



## Care for children

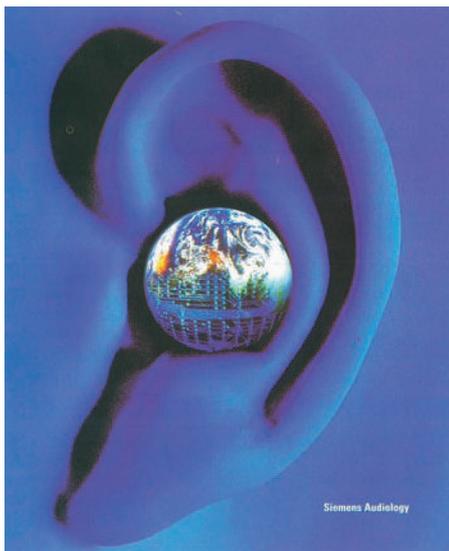
Hearing impairments in children are occurring more frequently in the world. Thanks to modern technology, a lot can be done so that these children have a good start in life, if the disorder is detected on time.

After a campaign by UNICEF for the supply of hearing aids to the students of the Centre for Hearing and Speech Rehabilitation in Tuzla, in which we participated by giving diagnoses to 85 hearing impaired children, and donating ear pads and batteries for hearing aids, we also independently initiated, led, found donors, participated in the financing and awarded donations to similar schools in Sarajevo and Mostar.

We also included Croatian singer Severina in the campaign to donate hearing aids to the Centre for Hearing and Speech Rehabilitation in Sarajevo, while the hearing impaired children at the Los Morales Centre for Children with Special Needs in Mostar received help from the Spanish battalion of the UN.

## Helping the elderly

We strive to provide the best possible service and assistance to the elderly and bed-ridden, and thus have for years paid regular monthly visits to nursing homes in Sarajevo and Tuzla, where, if necessary, we use mobile diagnostic audiological equipment to measure the hearing of patients, maintain and service hearing aids, supply batteries and other accessories necessary for the operation of appliances, initiate procedures with health insurance



Siemens Audiology

agencies for the purchase of hearing aids, consult and train users on how to use hearing aids etc.

Besides attending to children and adults, we also made a significant donation, together with the International Police Task Force in BiH, to the Association of the Hearing Impaired in Sarajevo. In addition to our major and group donation projects, we have helped procure individual hearing aids for children and adults in a state of financial need, finding help from various humanitarian organizations, business organizations, municipal departments that address social needs, offering significant price discounts and purchases at factory prices, free accessories and parts that are made by the company itself.

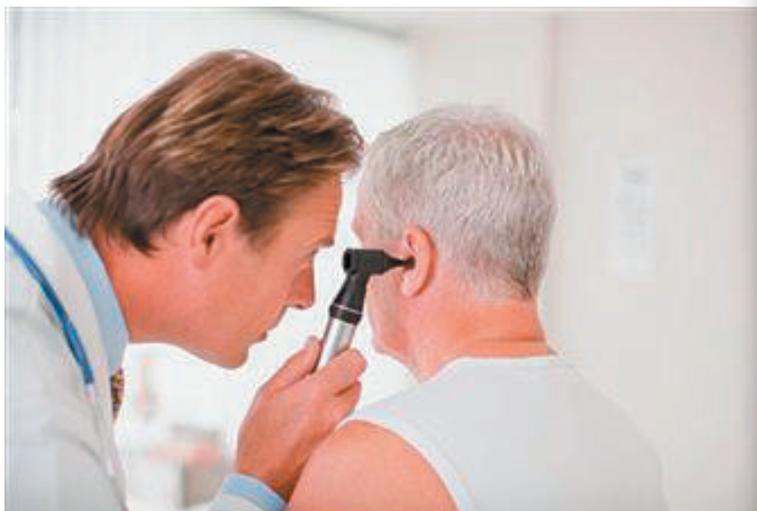
Our goals for the future are to help people with hearing impairments to more easily understand the need and importance of using a hearing aid, and to secure more

participation from health insurance agencies that would allow patients to get easier access to these medical devices. In the Federation of BiH, each canton has its own laws governing the procurement of orthopaedic aids, and, with the help of other suppliers and citizens who are part of associations of the hearing impaired, we are striving to push for a single law for all citizens, which exists in the RS and in other countries in the region.

Another one of our goals is to, in cooperation with the Ministry of Education in BiH, find opportunities to equip schools for Hearing and Speech Rehabilitation with FM systems, special devices for better sound transmission from the teacher to a student with a hearing aid, which would facilitate better understanding and learning.

### Responsibility towards the environment

Responsibility towards the environment is embedded in the consciousness of every employee in our company. With actions such recycling paper, using paper bags, printing documents of both sides of the paper, collecting old batteries and sending them to a local private collector, we strive to ensure a more beautiful and healthier environment.



## PLUS d.o.o.

SIEMENS SLUŠNI CENTRI BiH

### MISSION

Representation, sales, service, education and diagnostics.

### VISION

Helping and improving the quality of life of the hard of hearing.

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BSc Engineering



# Posao.ba

The Youth Employment Project (YEP), financed since 2008 by the Swiss Agency for Development and Cooperation, and implemented by the GOPA Company from Germany, and by Posao.ba as its local partner, has also launched a mobile service, initially named "Dani zapošljavanja" (Employment Days), and since 2012, "Svi na posao" (Let's All Get to Work).

The YEP mobile unit is a specially equipped vehicle - a van with stalls and technical equipment - which travels through the cities of Bosnia and Herzegovina, and implements a program consisting of two parts:

- A small local job fair, where it presents the available job openings, and collects resumes for employers. This is carried out by trained

promoters of the mobile unit, at information counters set up in squares and other frequented public places

- workshops for young people, especially graduates of secondary vocational schools, where they learn how to prepare for the job search, how to prepare for an interview with an employer, how to get informed



about the modern labour market, employment and self-employment opportunities.

By the end of July 2012, the mobile unit had made a total of 31 employment visits.

More than 1500 young people have attended the job seeking training program. As a result, more than 7400 resumes of job seekers were collected and forwarded to employers. The goal of this program is the integration of young people into the labour market, especially those living in smaller towns with no access to the Internet. A particularly important aspect of the program is motivating young people to think actively about looking for a job and career development. Our intention is that young people do not allow themselves to wait passively for employment that after graduating from high school or university.

During the visits made by the YEP mobile unit, more than 100 young people found employment, and their experiences will be presented to the public as good practices.



## MISSION

The mission of the Development Studio is to develop the tools and implement the projects that help job seekers and employers connect easier, and allow easier access to the modern and competitive job market

## VISION

To create a positive environment in which every individual can realize their right to employment, an environment that favours the creation of jobs that allow individuals to realize their full potential, as well as conditions that would enable employees a high level of quality in the professional and private lives.

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**Edin Mehic**  
 General Manager



**prevent.**  
Materials. Seats. Interior.

The Prevent Group in Bosnia and Herzegovina is a member of a global company that employs over 14,000 employees at 35 locations worldwide. The Prevent Company was established in Bosnia and Herzegovina in 1999, and is today among the leading exporters, with production plants in Visoko, Goražde, Zenica, Jelah and Sarajevo. When it came to the market of Bosnia and Herzegovina, the Group's staff included only 50 employees, but has from year to year continuously expanded its production capacities, created new jobs, and increased the export of its wide product range to world markets. Today, Prevent ensures a regular pay-check for nearly 5000 employees. The tailoring and sewing of upholstery for the automobile industry is carried out in Prevent's manufacturing plants in Visoko, Zenica and Goražde while Prevent Leather is the biggest leather factory in the Balkans, with a capacity of processing 2,000 leather skins per day. The Company's factory for the manufacture of metal components "Fad Jelah" exports 2.8 million brake discs per year. The fact that confirms Prevent's motto: "where

entrepreneurial enthusiasm meets professionalism in production", is that Prevent's upholstery is found in 15% of cars in Europe. In addition to the automobile industry, Prevent also deals with the manufacture of protective equipment, rubber boats and ship interiors.

## Continuity of support for the young people of Bosnia and Herzegovina

During the past 14 years, Prevent has opened up a new workplace every day. Today, Prevent is the largest private business system which continually invests in the development of the local community. Our corporate policy relies on a principle according to which every successful company needs to participate in the development of society and the social environment, and to promote the common good of the community through its business operations. Taking all this into account, Prevent pays special attention to the development of the local community and its young

people. This company promotes the young and talented ambassadors of Bosnia and Herzegovina, helping them on the path to achieving their dreams.

By supporting the Hastor Foundation, Prevent provides scholarships for more than 950 primary, secondary and university students in financial need. After graduating, these scholars have a chance to work at Prevent Group, and make even more progress by learning from the best economists, engineers and manufacturing specialists.

Prevent also has a long-term cooperation with universities in Bosnia and Herzegovina, and offers students the opportunity to intern at the Company, organizes visits to its manufacturing plants, and provides other forms of assistance during their study and in the implementation of various projects. The best example of this cooperation is the Prevent School of Automotive, attended by thirty graduates, twenty of them subsequently being hired at Prevent, at what were their first jobs. Upon completion of this program, all the

students underwent testing, and twenty of the best candidates were employed at Prevent in different sectors. The main objective of this program was to show students the processes and standards of the automotive industry, and to introduce them to the operations of the Prevent Group, so that they can acquire a better understanding of how this Company works. Each of attending students had the opportunity to become familiar with the production and logistics processes that are critical in meeting the standards of world renowned car manufacturers.

Prevent gives special attention to nurturing relationships with the local community, and with various interest groups that it is in contact with at the local level.

To this effect, Prevent has for many years been a sponsor of various cultural events, sports clubs and other activities of local significance. In addition, Prevent works closely with kindergartens, schools and health centers in all the six locations where the company has business premises. Prevent provides support to talented young skier Elvedina Muzaferija, the BiH champion in her category for a number of years, a new hope of skiing in the country. Alongside local competitions, this young skier is also among the best at international competitions. "Prevent has won the DOBRO Corporate Philanthropy Award for two years in a row, in the category of socially responsible companies.

Another very important domain in corporate social responsibility of this Company is environmental protection. Prevent aims to employ the latest technology in its production processes, and constantly works to promote ecological solutions. It works intensively on preserving the environment, along with caring about the health of its employees and of the wider community. We want to provide a clean and organized environment in which we can work and operate. Plants for



wastewater treatment, including the system for the biological filtration of mells, are an integral part of production. In addition, Prevent continually seeks new solutions for the challenges of modern times. It publicly advocates directly addressing environmental issues, which includes the issue of adequate infrastructure for the disposal of industrial waste. Prevent continually

invests in new projects, and is fully committed to the development of the domestic economy. The success of the Company's operations offers business security for foreign investors, and is an example of good practices. For all these reasons, Prevent is today the biggest private business system, and the most desirable employer in Bosnia and Herzegovina.

MISSION

To be a step ahead of our customers' desires.

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Contact in charge:  
**Aida Salkic**  
 Prevent BiH Corporate Communications





[www.ris.ba](http://www.ris.ba)

## SCHOLARSHIPS FOR CHILDREN IN SOCIAL NEED

In its efforts to systematically address its corporate philanthropic efforts, the R&S Company has established links with the "CENTAR ZA KREATIVNO ODRASTANJE" (Centre for a Child's Creative Development) Foundation, and decided that the Centre would be the one where we would focus all our resources allocated for social purposes. The Centre provides scholarships for children in cases of extreme social need. We recognised the system under which this Foundation operates as appropriate for our efforts, due to the high transparency of its work and accurately set financial parameters, which specify exactly how much of the funds go to the Foundation for operational expenses, and how much go towards the scholarships. At the moment, we fund six scholars, and have plans to soon round up this number to 10.

## SPONSORING FILMS

We also support filmmakers in their projects. The most recent projects we supported are "Djeca" (Children of Sarajevo) by Aida Begić and "Jubilarna beba" (Jubilee Baby) by Luna Mijović.



## COLLECTING AND ECOLOGICALLY DISPOSING OF EMPTY TONER CARTRIDGES

It is our estimate that more than 1 million different toners and cartridges are sold in BiH each year. Most of them end up in the trash. The R&S Limited Company offers its customers

a complimentary pick-up of empty toners and cartridges, which are then recycled. We have also regulated this process by means of a contract with more and more of our client companies (according to the requirements given in their environmental certificate), and each year we manage to increase the number of collected toners and cartridges.



[www.ris.ba](http://www.ris.ba)

### MISSION

Our mission is to facilitate the work of companies, that is, to allow them to satisfy all their needs with regard to office material and furniture, IT equipment and promotional material, with one agency. To offer each customer the best value for money, through superb service and customer satisfaction, and a carefully selected product offer.

### VISION

To be the best B2B company in BiH, a partner to a great number of firms of varying sizes, the first choice for shoppers, a desirable employer for its workers, a reliable partner for its partners, and a socially responsible company. The values upon which we base our success are quality, trust, and an understanding of the needs of our customers.

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Contact in charge:

**Kemal Selmanagić**



The Uspon social company was established 3 years ago by the Sumero Association, with the purpose of implementing a program of professional orientation, training and employment of people with disabilities. Up to now, Uspon has implemented many socially relevant projects. One of our most significant projects is the first, and still the only web portal with employment opportunities for the disabled in the region, "Uspon.ba", launched with the financial support of the UNDP, i.e. the YERP program. The portal was launched in August 2011, and by the end of that year had over 150 members with disabilities, who were all actively in search of employment throughout Bosnia and Herzegovina. Uspon.ba works on creating the job profiles of candidates with disabilities, conducting online and offline recruitment, educating and training both the employees and employers,

and conducting staff leasing, project management and PR consulting. In cooperation with the OSCE Mission in BiH and the Posao.ba portal, we have run workshops where we educated members of the portal/ young people with disabilities and no work experience in job hunting, interview and test-taking techniques, writing a biography and making a video CV.

In three years, we have trained more than 20 people with disabilities in our professional rehabilitation program, and made them part of the labour market. In 2012, Uspon also organised a three-month training program for young people with

disabilities, aimed at giving them the tools for self-employment, that is, launching their own socially aware companies that would act in the service of society. The training was attended by 4 people with disabilities, who will open their own business and implement their business ideas. The project was realised with the financial support of the Fund for the Professional Rehabilitation and Employment of Persons with Disabilities in the Federation of BiH. The Novo Sarajevo Municipality has also given us its support for providing premises for the work of the Centre for the Development of Business Careers.

*In the coming years, Uspon will continue to offer those with the highest levels of disability the chance to acquire the opportunities and resources that are essential for them to fully participate in the economy, society and social life, and to enjoy a standard of life and well-being that is considered normal for the society in which they live.*



Socijalno preduzeće



## MISSION

Uspon's mission is the economic emancipation and social inclusion of people with disabilities who face a risk of poverty.

## VISION

Our goal is for people with disabilities to become the creators, rather than only the beneficiaries of the state budget.

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Contact in charge:  
Belma Karkelja – Omerović  
Director



Also, in 2009, the Bank made a kind of breakthrough, by personally taking part in the social integration, and support for the inclusion of persons with disabilities in the economic currents of our society. In cooperation with the SUMERO Association, we have provided employment opportunities for people with disabilities. Despite the financial crisis and in our own and the global market, and the general fall of employment numbers, the Bank has found a way to engage these people in the workplace, thus helping them to independently earn a living for themselves.

The Raiffeisen Bank was honored with a Special Recognition for implementing the principle of the integration of disabled people in their business and workplace. We received this recognition in 2010 within the Employer of the Year Award in the category of Employees with Disabilities in Bosnia and Herzegovina, which is organized by the Landmine Survivors Initiative (Inicijativa preživjelih od mina - IPM) and the Centre for Development and Support (Centar za razvoj i podršku- CRP)

Our desire is to be an example for other large companies, which would also provide opportunities for these people to find jobs. The people we employed were tested and interviewed for the set job descriptions, following the usual criteria and procedures of the Bank.

In addition to concrete financial support, we have also tried to work on raising awareness of how to approach people with disabilities, and on promoting new positive norms. To that effect, the Raiffeisen Bank conducted a training program entitled "Advocating for the inclusion of disability issues in the procedures of the Bank." Through this program, the Bank's employees were educated about the process of adapting the Bank's services and information to people with disabilities. Also, our bank has adopted new procedures for doing business with clients who a certain level of disability.

### Support for the reconstruction of Hematology-Oncology Unit of the Jezero Pediatric Clinic

In collaboration with the Helping Hands & Hearts Foundation, the Raiffeisen Bank has, as the first corporate sponsor, provided support the project of renovating the Hematology -Oncology Unit of the Jezero Pediatric Clinic.

The project, "Music and Colour for Hope and Healing" (MUCHH)", which had the aim to renovate and decorate the Hematology -



Corporate social responsibility is a very important chain in our strategy. The Raiffeisen Bank, as the leading banking institution in the country, as well as in the region, strives to share its success with the citizens of Bosnia and Herzegovina, primarily through the support of projects that are significance to the communities in which it operates.

### Support for the socially vulnerable

- Employment of persons with disabilities;
- Training of employees and the introduction of procedures for doing business with clients with disabilities.

One of the strategic objectives of our Bank is to support projects that improve the lives of the citizens of BiH. The Bank's orientation as such specifies the support for projects of general social interest, with an emphasis on supporting socially vulnerable groups. In that light, we offer continuous support to the "Sumero" Association of organizations that support people with intellectual disabilities of the Federation of BiH.

We have recognized "Sumero" as an organization that has a significant role in BiH society, without which the lives of people with intellectual disabilities in BiH would be very difficult.

Since 2006, the Bank has financially supported the Association's project "Helping People with Severe Disabilities Who Live in Poverty in BiH", which aims to prove

institutional solutions for people with disabilities. The project includes direct assistance to people with disabilities through providing orthopaedic and other aids, which has contributed to the improvement of the health of those using these supplies and their reintegration into society, reconstructing their accommodation and adapting it to people with disabilities.

The target groups of the project are people with disabilities who live in poverty, of different backgrounds (different nationalities, religions, genders, age, etc.), while the project itself is being implemented in towns across the country.

In addition to providing support to the project, the Raiffeisen Bank has further encouraged its partners to get involved in offering financial support, thus increasing the fund for its implementation.

The Raiffeisen Bank demonstrated its sincere effort to improve the living conditions of this, unfortunately, neglected and vulnerable population in 2007, when the milestone of fifteen years of operations in Bosnia and Herzegovina was also marked with a donation of BAM 100,000 to the "Sumero" Association, to be used in the construction of a Support Center for Persons with Disabilities.





Oncology Unit in the new building of the Jezero Pediatric Clinic, in order to create a more pleasant and relaxing space for children. The idea was to create a warm, unique environment, both for the children patients and their loved ones. The renovation included not only the purchase of the necessary furniture and other inventory, but also primarily the decoration and visual refinement of this space, with the aim of transforming the white, "sterile" hospital environment into a pleasant space for the children who spend time there, which would have a positive impact on their recovery.

As part of this campaign, the Raiffeisen Bank fully equipped two playrooms in Hematology Oncology Unit. In addition, the Bank has donated funds for the purchase of LCD televisions and DVD players (two LCD displays, two DVD players, two LCD player stands, and 50 cartoon DVDs), 20 social/children's games, materials and colours for decorating all the wall and ceiling surfaces in the Unit, as well as for the purchase of materials and installation of a partition wall in one of the playrooms, the purchase and installation of aluminum doors, shelves for shoes in the hall, and blinds on the room windows, to help the children's sleep.

In December 2008, we were involved in the "Happy and Healthy" Project, in which the children staying at the Hematology-Oncology Unit of the Jezero Pediatric Clinic were handed out presents, with some of the materials and equipment they needed. The Bank provides continuous support to the project, and each month, we donate materials that will bring joy to the young patients (backpacks, pajamas, towels, t-shirts, sweatshirts, caps, colouring books and pads, colours and other accessories for drawing and painting, children's wallets, glasses, balls, etc.).

## Raiffeisen Gallery promotes students of the Academy of Fine Arts

The Raiffeisen Gallery is an example of a successful cross-sector, business-public partnership. It was established with the signing of a Memorandum on the Cooperation between the Raiffeisen Bank Shareholders in Bosnia and Herzegovina, and the Academy of Fine Arts in Sarajevo, the oldest educational institution of its kind in Bosnia and Herzegovina. The basic idea was to provide opportunities for young, non-established artists to exhibit their works to the public, and to offer mutual help in the promotion and empowerment of fine arts as a discipline. Meanwhile, the lobby of our Main building has been transformed into a warmer, more innovative space that every two months features new works by young artists.

Regardless of how much we love and appreciate art, we left the task of selecting students, to whom we would offer a space to exhibit their works, to the professors of the Academy of Arts, and their objective and expert assessments. Within an annual

selection of the best student works, which are presented at an annual Academy exhibition, the professors also select the students whose works will be exhibited in our Gallery.

In addition, the Bank also annually awards the five most successful students of the Academy with a BAM 1,000 financial award. The Bank also promotes the students who exhibit their works at the Gallery through the media, our website and social networks, as well as in special printed promotional brochures.

Our Gallery is also a sales showroom, and we are especially pleased that the works of some of our students have been noticed by our clients, who eventually bought the pieces.

Since December 2009, when the Memorandum of Cooperation with the Raiffeisen Gallery was signed, we have exhibited the works of 24 students. At the beginning of the year, there is always a joint exhibition of the works of the best students, while, during the year, individual students have a chance to present their art pieces. The exhibition is located at the Bank's Headquarters and is open to all citizens on weekdays during opening hours.



MISSION  
VISION

We achieve the highest customer satisfaction; provide excellent quality of service, and a range of products in the areas of banking, leasing, insurance and brokerage. We have set the standards for the establishment of partnerships, and are committed to long-term relationships with our clients;

Our employees make a major contribution to the realization of our vision and strategic goals. Their dedication, loyalty and motivation create a unique team spirit and a strong company culture. We fully support the personal development of our employees;

We have achieved high and sustainable profitability on the BiH banking market, in order to meet the expectations of our shareholders;

Raiffeisen is the leading financial group in Bosnia and Herzegovina. Customer satisfaction is at the highest level.

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Contact in charge:  
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 Director of Marketing and Public Relations



## The Most Socially Responsible Company in BiH in 2011

Among 157 companies from across the country, Sparkasse Bank was named the Most Socially Responsible Company in Bosnia and Herzegovina in 2012, and received the "Dobro11" Award from the Mozaik Foundation.

This competition and selection is organized every year by the Mozaik (Mosaic) Foundation, in collaboration with international organizations (UNDP, IFC) and the Mašta (Imagination) Agency, with the aim of promoting those companies that do good for humanity, both inside and outside their operations, as well as for the community and the environment. Companies are judged and awarded in the following categories: Care for the environment, Corporate philanthropy - Private companies, Corporate philanthropy - Small and medium enterprises, Corporate philanthropy - Financial institutions, Corporate philanthropy, Corporate governance and Socially responsible business practices.

After a long and thorough evaluation, carried out by a special commission and the media, a process in which all the projects of the nominated companies were documented, Sparkasse Bank was rated the most active organization in the category of corporate philanthropy for financial institutions, as well as the most socially responsible company in the overall ranking.

This award has made the Sparkasse team particularly proud, because it does not represent a status, economic, promotional, or even a banking recognition. It is not the result of something we said about ourselves,

but of something we did, that was recognized by others and identified with a word that says it all - "Dobro11" (Good11). In addition to numerous sponsorship and donor projects in sports, social inclusion, culture and education, which we now traditionally run, this award is mostly the result of projects and innovations that have systematically integrated the idea of social responsibility in our business, making it the our global business concept of the future. Here are just some of them.

## The strategy of corporate social responsibility (CSR) has outgrown donations and sponsorships, integrating itself into all business functions.

The document outlining the Strategy of Corporate Social Responsibility has been drafted for the period of 2010 to 2013, and is led by the idea that the fulfillment of our economic goals is possible only in prosperous and stable communities, and that this social idea is in the foundation of our parent bank in Austria, which it has nurtured during the past 200 years. With the goal of promoting the Sparkasse Bank as an example of an ethical business that is at the same time also economically viable, the strategy bases all its activities on priority areas - education and youth, volunteering and youth employment, sports, culture, social inclusion and the environment. Throughout 2011, this document was the official framework for the application of the concept of social responsibility, by means of concrete action plans in all business functions, from sales to support, not only in the form of sponsorships and donations.

## Maximum transparency in corporate philanthropy - a guide and public tender for the awarding of grants and sponsorships

With the aim of systematizing and maximum transparency in the allocation of donations and sponsorships in all public and social segments, in 2011, with the support of Infohouse, we created and published a document entitled "Sparkasse Bank Guide for Awarding Sponsorships and Donations."

The goals as set out in this Guide are: happy employees, satisfied customers, the promotion of corporate social responsibility in the marketplace and empowerment of local communities. Based on these goals, we have also precisely defined the fields that qualify for grants, the right of participation, the conditions and criteria for the award, as well as described the selection procedure. The purpose of the Guide is to provide information to all interested individuals, institutions and organizations, that have applied or will apply to the Sparkasse Bank for support, as simply and transparently as possible, and to facilitate access to the Bank's corporate social responsibility funds.

Following the rules set out in the Guide, in late 2011, a public tender was issued for the awarding of grants and sponsorships in 2012. More than 700 applications were received, among them a large number of projects of great social and social significance. For the selection projects and individuals who will be supported by the Bank in 2012, we have established a commission, which, in addition to the Bank's representatives, also includes representatives of NGOs, to help us with

their expertise and experience, and give our assessment professional objectivity. Though we were obviously unable to respond to all the requests addressed to us, this system, a publicly accessible process of assigning Bank funds to humanitarian and social causes, has had two positive effects. The first was a very positive public reaction, because everyone has a chance to receive support from the Bank, according to highly transparent and accurately defined rules, and the second was that we had the opportunity to pool all requirements in one place, look at them objectively, identify the social focus areas, and aim our support at them in 2012.

## The Sparkasse Humanitarian Fund - The "Friend for Life" scholarships

One of the projects in which Sparkasse's Sales and CSR teams allied their forces in 2011 was the establishment of the Bank's Humanitarian Fund "Friend for Life." The mission of the Fund is to, through scholarships, support students who demonstrate a high potential or a particular talent, or who fall into one of these categories: socially disadvantaged students, persons with disabilities, children without parents, and minorities. The objective of the Fund is offer scholarships lasting from one to three years, thus monitoring and helping the most vulnerable members of society complete their primary or secondary education.

The Fund has a unique concept in BiH. It is financed by a certain percentage of the revenue received from the Bank's products. Specifically, 2% of the income received from interest on non-purpose loans with guarantors is set aside for the Fund, as well as 4% of total fee from loan packages, which, according to the revenue plan for 2012, should provide the Fund with about BAM 15,000. The logo of the Fund has been placed on the promotional material of these loans and packages, so as make our clients aware that, by signing up for these products, they are, together with us, doing good. The first scholarships will be awarded to 4 students after the end of the first quarter of 2012.

## The spirit of social responsibility The Sparkasse Group

Our Austrian colleagues, and the BiH Sparkasse team in a humanitarian effort to help the "Sunce" Association in Mostar.

In late 2011, a campaign was launched to collect donations from Sparkasse employees for the Sunce Association in Mostar, which gathers people with special needs. This time, this was truly a group effort: colleagues from our parent company Steiermaerkische Sparkasse organized a charity concert in Graz, where their own bands performed, in order to support the humanitarian goal of their colleagues in Bosnia.

In this way, "Sparkasse Rock", played with a social purpose, traversed country borders and showed that the idea of social responsibility permeates the Sparkasse corporate culture, as something that, as a group, we need to be known by.

Proceeds from ticket sales in Graz, amounting to about BAM 5,000, along with the personal contributions of the BiH Sparkasse team, have been paid into the bank account of the "Sunce" Association.

## "Best of South-East" - A chance for BiH students to study and intern in Austria

In 2011, Sparkasse continued its now traditional annual educational project "Best

of South-East". Sponsored by the Steiermaerkische Sparkasse and the Karl-Franzens University in Graz, it allows graduates and students of economics and law faculties in BiH to attend financially sponsored studies and internships in Austria. In 2011, in a very strict selection process, two students were selected from BiH, with the best academic achievements, which correlates with the name and spirit of the project - "Best of Southeast."

In 2012, we have planned an even stronger engagement of the Sparkasse Bank in BiH in the course of the project, in which local selections and campaigns will be carried out, and students from BiH nominated by the team.

The most prominent students who attended the program have in the meantime found employment in our parent bank in Graz, or in our headquarters in Sarajevo. Therefore, this program is an excellent opportunity for young people from BiH to be educated and gain a professional focus, and, for us, a project in which we will continue to be involved intensively through local campaigns.

# SPARKASSE BANK

VISION MISSION

The Sparkasse Bank Shareholders cares for the success of its clients, with:

- Competency
- Individual solutions
- Constant improvements of our offer
- Long-term commitment.

To become one of the strongest banks in the country, by using business tools that are based on the best banking practices.

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Contact in charge:  
Sanel Kusturica



The T3 Company LTD was established in November 2005, as the first alternative telecom operator in BiH. From its foundation until today, T3 has achieved excellent business results, achieving a cooperation with all the dominant telecom operators in the country, as well as with a large number of globally known telecom operators. From the very beginning of our work, T3 Telecom's professional and trained staff works continuously on improving quality, and introducing new services to their customers. The result is a database with a large number of clients, corporate and individual, which is continually growing due to the quality of our service.

Individual clients can also have access to cheaper calls within our service that allows operator selection through 1033 cards. Thanks to its ease of use and quality of service, the 1033 card has in a very short time achieved great popularity. The cards are available in the Federation and the Republic of Srpska, at all

retail outlets of the BiH Post Office, Opreša, Duhanpromet, and at major shopping centers, in denominations of BAM 10, 20 and 50. The operator selection service can be used by all legal and natural persons (companies and individuals) who are clients of the BH Telecom or M:tel operators.

In order to respond to the specific requirements of clients, and simplify the procedure of opening a user account and launching the provider selection service as quickly as possible, we have also created a postpaid service.

The postpaid service includes the signing of a postpaid contract for the use of the telephone services of T3 Telecom, which give users the possibility to make calls at prices that are only half of the existing prices, and pay for them on a monthly basis.

In order to facilitate the use of our services, the T3 team has introduced a new service the

free-of-charge programming of the client's central unit, which allows for the 1033 number to be dialed automatically every time the client makes a call.

In addition to these services, T3 has also provided a numeration block of numbers, so that everyone who wants a new number, and has satisfied the technical prerequisites, can open an account with T3 LTD, and receive a phone number from our list of numbers. If the user wishes to keep their number, but still wants to transfer to the T3 network, provided technical prerequisites exist, he or she has to option to transfer their telephone number.

After offering users a wide variety of fixed line telephone services, the T3 team has also decided to expand the offer. In tune with the needs of customers, and paying close attention to the existing market offer, T3 has launched a new project, the T3 Net, the

implementation of which is the result of the combination of the knowledge and experience of the T3 team. T3 Net is a wireless, flat rate Internet service, based on CDMA technology. CDMA (Code Division Multiple Access) is a digital wireless data transmission technology that allows multiple users to use the same radio channel.

This technology is used in the U.S. and Asia, and T3 LTD is among the first companies in the region to offer this technology on the market.

Our many years of experience in the field of telecommunications, affordable prices and high-quality services are the attributes that have for many years been associated with the name T3, and thanks to the friendliness and expertise of our employees, we are ready to meet the needs of our most demanding users.

### T3 NET A NEW SERVICE OF T3 LTD

From 17 May 2012, the Bosnian market is expanding to include a new internet provider. T3 Net is definitely a novelty on the Bosnian market. A wireless, flat rate Internet service, based on CDMA technology, is a combination of all the qualities offered by all the other Internet providers, which the T3 has integrated into a single product. CDMA (Code Division Multiple Access) is a digital wireless data transmission technology that allows multiple users to use the same radio channel. Until now, this technology has been used in the U.S. and Asia, and T3 Ltd is among the first companies in the region to offer this technology on the market.

So as to allow all potential buyers to gain access to T3 Net, the T3 team has created a number of packages, which offer a range of

benefits. We offer 5 types of packages. In order to better meet the needs of current users, and respond to the questions of potential users, T3 has launched a support service for users, available 24 hours a day, seven days a week.

In addition to our enviable results in the business field, T3 LTD is also a socially responsible company. We have sponsored two swimming clubs, whose members have achieved significant results in national and international competitions.

We pay special attention to students and young people, allowing them to gain experience in the workplace, create work habits and learn to perform business tasks and implement projects through teamwork, in our summer internship program.



### MISSION

Our mission is to promote and facilitate communication with the help of state-of-the-art telecommunications technology, where the quality and affordability of our services take first place.

### VISION

Our vision is to be a recognized and progressive telecommunications company.

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Paranthaman Narendran  
**Paranthaman Narendran**  
 Director

# HUMANA KUPOVINA.



TECHNO

• • 540A •

The Stanić Trade Company was established as long ago as 1996.

Since its foundation, the Company had developed its distribution of technical goods, and strives to offer the market of Bosnia and Herzegovina devices of superior quality, at affordable prices.

Through the years of hard work on the Bosnian market, the Stanić Trade Company has become an indispensable factor in all market segments and attributes. The basis of the Company's success is primarily its flexibility, but also its structural approach to the planning and realization of the set goals and tasks. Stanić Trade is one of those companies that develop their distribution network in parallel to their own retail facilities.

A longtime partner of Stanić Trade is LG Electronics, which offers larger household appliances on the BiH market (refrigerators, washing machines, microwave ovens and vacuum cleaners), as well as air conditioning units, small appliances, audio, video and TV appliances, and mobile phones.

The strength of our distribution network, resources, good organization and planning of operations, market monitoring and a marketing approach with a modern design, high-quality personnel and potential for further development was, in addition to LG Electronics, also recognized by other leading companies in the world, such as Philips, Sony, Sharp, Hotpoint ARISTON, whose devices the company sells on the market of Bosnia and Herzegovina, through a wide distribution network and chain retail establishments.

In March 2012, the Stanic Trade Company has launched a project entitled "HUMANE SHOPPING".

The goal of the project is to raise funds to help socially disadvantaged persons in Bosnia and Herzegovina. Donations will be paid during the first week of next month, which the public will be informed about through the media partners of the project, and through the official website, where you will also find a form, by means of which all associations and socially disadvantaged persons can submit their requests for assistance and donations.



More info at

<http://humanakupovina.stanictrade.ba>



## MISSION

The Stanic Trade Company has as its basic goal the placement of top-quality and innovative digital products on the BiH market, and to use its wide distribution network and retail shops to offer quality products to shoppers around Bosnia and Herzegovina, at acceptable prices.

## VISION

We follow our own vision to become the true digital leader on the BiH market, who strives to satisfy all its customers.

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director



In March 2012, the UniCredit Foundation and UniCredit Bank issued their first call for the financing of projects in Bosnia and Herzegovina, in the amount of 130,000 Euro, aimed at promoting projects related to social entrepreneurship and child protection in local communities.

The call for the submission of applications for funds was issued to all non-profit organisations in Bosnia and Herzegovina (NGOs, associations, and foundations) and cooperatives who expressed a readiness to submit a project proposal in the field of social entrepreneurship and social inclusion. Out of the 166 applications received by the time the call was closed, we selected 6 organisations in the field of child protection and social inclusion, and 5 organisations who qualified for the Social Entrepreneurship Fund, who received a total of BAM 254,229.

The Social Entrepreneurship Fund is intended to offer support to organisations in evaluating their existing profit-generating operations, for which additional investments are needed to achieve sustainable influence, with an emphasis on financial sustainability. Thus, the following organisations were allocated a total of BAM 173,600:

1. The "Malinar" Agricultural Cooperative "Raspberry Farming"
2. The "Orhideja" Women's Association "Social Entrepreneurship through the Employment of Women in a Tourist Recreational Hostel"
3. Associations of Patients with Dystrophy "New Services for Maintaining Employment Expanding a Printing Business";
4. The "ECON Economic Cooperation Network" Foundation "Opening New Job Positions by Organic Agriculture";
5. The "Insieme" Farmers' Cooperative "A Taste of Nature and Tradition"

The Social Inclusion Fund is intended for the support of innovative social solutions, which contribute to decreasing social exclusion and poverty, and improving the lives of children with special needs. What follows is the list of organisations in the fields of child protection and social inclusion, which received a total of BAM 80,629:

1. The "Medica" Citizens' Association "A Safe Place for Marginalised Children";
2. The "Pomo djeci Balkana" (Help Balkan Children) Citizens' Association "Inter- entity Cooperation of Schools and Students";
3. The "Korak po Korak" (Step by Step) Citizens' Association "We, Educators!";
4. The Centre for Children, Youth and Family "Busy as Bees";
5. The "Interaktivne otvorene škole" (Interactive Open Schools) Citizens' Association "Aflatoun The Social and Financial Education of Children";
6. The "Altteatar" Association of Artists in Drama "I Have Rights Too."

The UniCredit Bank donated an additional BAM 10,000 to an organisation dealing in child protection and social inclusion, selected by the Bank's employees.

Social entrepreneurship and social inclusion are the main instigators of the UniCredit Foundation, the aim of which is not only to offer short-term aid, but also to implement programs that enable people to reach long-term and sustainable solutions.

One of the key factors of UniCredit's mission is the support it gives to the local communities in which it operates. Through all its activities, UniCredit aims to improve the quality of life of each inhabitant of Bosnia and Herzegovina. Its initiative to establish the UniCredit Foundation marks the continuation of its striving to offer support to the BiH community as a whole.

## About UniCredit

UniCredit is the leading European bank with strong roots in 22 countries, as well as an extensive international network present in nearly 50 other markets, with nearly 9,600 branch offices and over 162,000 employees. Understanding the real life and needs of individuals, companies and local communities is at the centre of our professional dedication. We offer concrete answers and real benefits, in response to the challenges and possibilities our clients are facing. UniCredit is the leader in the Central and Eastern European region, one of the biggest players in the banking sector, with the most expansive network of over 3,900 branch offices. The UniCredit Group has its offices in the following countries: Austria, Azerbaijan, Bosnia and Herzegovina, Bulgaria, Croatia, the Czech Republic, Estonia, Germany, Hungary, Italy, Latvia, Lithuania, Kazakhstan, Kirgizstan, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Turkey and the Ukraine.

## About the UniCredit Foundation

The UniCredit Foundation is a corporate foundation established in 2003 so as to contribute to the development of solidarity and humanity in the communities and areas where UniCredit operates, and especially in countries where UniCredit has a business presence (22 countries, including Europe and Central Asia). Through the transfer of financial resources and the company's typical management skills, the UniCredit Foundation supports projects that are innovative and have significant social influence, and that are implemented by local non-profit organisations.



- MISSION**
- We are the leading bank in BiH that creates new value for all factors of society.
  - Our goal is to become the first-choice bank for clients in Bosnia and Herzegovina, developing a permanent relationship of partnership with them, and meeting their needs with the products and services of the UniCredit Group.
  - We would like to be an important instigator of the growth and economic development of Bosnia and Herzegovina and its citizens, with the strength of its intellectual capital and the best European banking practices.
  - To be a bank of prestige for its employees in Bosnia and Herzegovina, ensuring equal opportunities for growth and career development, and a better life for their families.

**VISION**

Banka koja neizvjesnost pretvara u sigurnost.

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**Berislav Kutle**  
Director



# UNIQA

Osiguranje nove generacije

UNIQA Insurance promotes and supports all positive projects, especially those aimed at our young ones

UNIQA Insurance promotes and supports all positive projects, especially those aimed at our young ones

UNIQA Insurance has traditionally supported the Kid's Festival event, which every year brings together more than 40,000 boys and girls from all over BiH.

In 2011s, UNIQA Insurance was also one of the donors of the SUMERO Alliance (an alliance for the support of people with intellectual disabilities) in their efforts to construct a centre in Vogos a.

In 2012, UNIQA will again team up with the Kid's Festival, as well as with the Youth Sports Games. The Youth Sports Games are a project that will allow children from all parts of our country to socialize during the summer holidays, through competitions in ten sports disciplines.

One of UNIQA's latest actions was to provide assistance to young Bosnian table tennis player Kenan Jašarevi . After his story was published by several Bosnian web portals, UNIQA Insurance decided to support the talented young boy and his club in Klju .

To act as a socially responsible company, especially in times of economic difficulty, is the obligation of every company. UNIQA Insurance has tied their operations in Bosnia and Herzegovina with socially responsible action in both organizations and associations, as well as in local communities across BiH.



Osiguranje nove generacije

MISSION

UNIQA is a European insurance agency with an Austrian identity, which brings economic and ethical added value to each area in which it operates. We earn the trust and loyalty of customers by providing them with superior product and service quality, as well as long-term benefits at prices adjusted to local markets. We offer above-average financial services which allow us to achieve steady growth, and enable our shareholders to realize their goals.

VISION

UNIQA in key aim is to provide quality and service, customer support and unique products, and identify and meet the individual needs of the client. Thus, our change of name also marked a new approach to business - from an orientation on production, to an orientation to finding the best solutions in the provision of services.

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**NGO**



## Centar za promociju civilnog društva

Civil Society Promotion Center, a nongovernmental organization based in Sarajevo established in 1996 as a result of citizen initiative, brings together several individuals who are led by a common belief that the promotion of the principles and values of an open society and participatory democracy is the key to building a long-term and sustainable development of Bosnia and Herzegovina. CSPC is a member of several national and international networks and associations.

In 2011, CSPC celebrated 15 years of successful operation. During that period, more than a hundred projects were implemented, aimed at strengthening

cooperation between the government, the profit and nonprofit sectors, as well as encouraging education and direct involvement in work with citizens across the country. The organization has 25 full-time employees, as well as many volunteers and associates.

### **HUMANITARIAN ACTION**

In 2011, CPCD employees launched two humanitarian actions to collect donations to help flood-stricken areas in Goražde, Gacko, Zvornik and other rural places. A total of four trucks of supplies were sent to help the families who need the help, an action we realized in cooperation with local crisis and Civilian protection centers.



## HEART XXL

The mechanism of giving donations from salaries is the simplest way for employees to donate the sum of their choice for humanitarian purposes. This is a very popular way throughout the world to help people who need it most. In BiH, it is still a new concept. However, this is still a very adaptable system with no transaction costs for the companies that decide to implement it. This is done by the employees asking of the employer to regularly deduct from their net salary a sum to donate to the charity of their choice (by specifying the amount of the donation, and the recipient).

CSPC introduced the system of donations from salaries in 2011, becoming the first organization in BiH to introduce this mechanism.

The amount of the donation is determined individually by the employees who wish to participate in this program, depending on their financial situation and desires. The procedure is very simple, and all it takes is the filling in of a form. The donation is taken from the employee's next salary, is deducted from the net amount, and is indicated on the employee's payroll. At any time, the employee can change the amount or the recipient of the donation, or stop giving donations, by filling in the form again. CSPC employees have chosen the Otvorena mreža (Open Network) as the recipient of its donations, which are spent on the medical treatment of children and adults for whom the Network ensures help. Although modest, this contribution represents regular income for the Network and its humane mission.

CSPC has promoted this concept at a meeting of the Global Network Agreement in October 2011, in the hope that companies in BiH, as well as all other legal entities, will recognize the value of this kind of personal donations, and allow their employees to use this simple, but effective way to donate to noble and useful initiatives. CSPC has printed posters that all interested parties may obtain for free, which will facilitate the promotion of these ideas within socially responsible companies, organizations or institutions. Promoting this concept was included in the annual plan of the Global Agreement Network for 2012, within the Working Group on Philanthropy. An additional challenge has been the lack of an adequate legal framework that would motivate all legal and natural persons to donate to charities.

# Želite POMOĆI?

## SADA JE TO LAKŠE NEGO IKADA...

Naša firma je ponosni član inicijative „SRCE XXL“

Redovna mala donacija od naših plata može promijeniti nečiji život.

Potrebe su velike, ali je naše srce veće!

Učešće u ovoj inicijativi je **DOBROVOLJNO**.

Šta trebate znati prije nego se uključite?

- 1. KOME IDE NOVAC?**  
Iznos koji izdvajate od svoje plate ide u humanitarne namjene, osobama kojima je pomoć neophodna. Organizaciju ili ustanovu kojoj želite pomagati odaberete sami, uz uslov da najmanje \_\_\_\_\_ naših zaposlenih odluči da podrži istu humanitarnu organizaciju ili ustanovu.
- 2. KOLIKA JE VEŠNA DONACIJE?**  
Visinu donacije određujete Vi, prema svojim mogućnostima i željama, od 1 KM pa na više...
- 3. KAKO DA SE UKLJUČIM?**  
Postupak je vrlo jednostavan – sve što treba da uradite jeste da preuzmete obrazac. (koji možete dobiti \_\_\_\_\_) i popunite ga. Vaša pomoć u vidu humanitarne donacije počinje teći od prve sljedeće plate, odbija se od neto iznosa, i prikazuje na platnoj listi.
- 4. MOŽE LI SE PROMIENITI NAMJENA DONACIJE, IZNOS I PRESTATI SA DONACIJAMA?**  
U svakom momentu se može uraditi promjena iznosa, primaoca donacije i prekid izdvajanja iz plate, popunjavanjem novog obrasca.

Centar za promociju civilnog društva

### MISSION

To contribute to strengthening civil society by offering support to the development of civil society institutions and their mutual cooperation and networking, establishing the framework for efficient relations with the governmental and profit sector, and the development of civil activism, as well as by promoting the non-profit sector as a quality and necessary actor in the social and economic development of the country.

### VISION

To be an organization of informed, educated and responsible citizens, actively involved in the struggle with the challenges that today's society in Bosnia and Herzegovina faces, as well as to help ensure an efficient, responsible and capable government at all social levels.

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Contact in charge:  
**Aida Daguda**  
Director



## Udruženje „Damar omladine“

The Association Damar omladine (Pulse of Youth) was established in May 2010, as a logical consequence of the efforts of a group of enthusiasts from Visoko, who were willing to become a force bent on using its youthful enthusiasm to manage and lead their futures.

Gathered around common ideas and principles, immediately after registration the group began implementing different cultural, artistic and educational projects, with the aim to promote the abilities, knowledge and skills of young people, and in this way changing the rut their lives have fallen into, and improving the community in which they live.

As one of the youngest associations in Visoko, Damar omladine has in a very short time implemented a significant number of projects, thus becoming a recognizable Visoko brand. In most of the projects and events it organized, the Association has tried to incorporate the core values of the community that are based on social responsibility and contribution to local community development.

The first project was the organization of an exhibition entitled Probudi se – pokreni se (Wake up – Get moving). This exhibition of amateur works of art was done in collaboration with the Visoko Zavičajni muzej (Heritage Museum), with the basic idea of creating an opportunity for the promotion of young and other unknown artists- painters, photographers, sculptors, and artists in other disciplines. The project involved an open competition, where artists could apply their works, which would then be selected by an expert committee. Following the selection, the works would then be displayed at a ten-day exhibition in the Heritage Museum. The project has now become traditional – three years running, each new exhibition has a larger scope and more creative ideas, and generates greater public interest. It is important to emphasize that the organization of the exhibition itself

requires minimal costs, and offers a really great opportunity to unknown artists to showcase their work to numerous visitors and distinguished guests.

Another one of our projects is Dani fotografije (Days of Photography), which offered amateur photographers the chance to primarily acquire new knowledge and skills through educational workshops with experts in professional photography, and then demonstrate their acquired expertise and natural talent by participating in a photo-marathon with a set theme. After gathering the photographs submitted for the competition, a selection was made, and an exhibition followed. The project is implemented in cooperation with the fotografija.ba Portal. This project is of great importance for all photography enthusiasts who did not have a chance to showcase their talents in front of a large audience and experts. We must also emphasize that, for a number of the workshop and photo-marathon participants, this project provided a first introduction to the world of photography, after which a large number of them decided to actively pursue the art. The project is also a chance for young photographers to receive one-time grants, which will be useful in the further development of their abilities.

Nikad jača zima (A Winter So Strong) is an program organised by Damar omladine and the Visoko Grammar School. The program lasted eight days, each day focused on different events in the fields of music, literature, theatre, photography and sculpture. The event that attracted a lot of attention, and was part of this event, was the Damar Book Fair, where seven renowned publishing houses organized a sales showroom for books. During the three days of the Book Fair, a campaign was carried out to collect books for the Town Library and the Visoko Grammar School. In this way, more than 150 books were collected and donated to these institutions, while our Association subsequently purchased and donated another 50 titles from its own sources.

Also, during some of our events, we also organized a number of humanitarian actions aimed at helping the most vulnerable population, as well as a number of campaigns to help the work of other associations in the Visoko municipality.

We should point out that Association has always been willing to allow the use of its offices to all individuals and companies who need an urban and organised working space, and that we are always ready to help other associations in creating new project proposals and offering expert advice.





## Udruženje "Damar omladine"

### MISSION

The mission of the Damar omladine Association is to encourage, promote and develop the activism of young people through working and taking part in the civil society, thereby ensuring a brighter, longer and safer future for BiH society.

### VISION

The vision of the *Damar omladine Association* is to create a society in which young people will be able to achieve their own goals and interests through dialogue and partnership between our members, government and institutional representatives, all for the benefit of our citizens, nations and ethnic groups.

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## OUR PROFILE

The DON Citizens' Association is a non-party, nonprofit association, established in 1998 after the merging of two discussion citizen groups from the Prijedor area, within the National Democratic Institute program. In early 1999, the Association began its work.

In its work, the DON Citizens' Association applies the methodology of the full participation of community members and representatives of local authorities in planning and implementing activities for the development of the community, mobilizing local resources and achieving an influence on local authorities. This approach includes specific methods of providing consultations in managing the planning process, education in planning the development of the community, local resource mobilization and advocacy campaigns, as well as offering examples of good practice and enabling a "bottom up" process.



## Humanitarian actions

DON Prijedor has for many years initiated actions to collect humanitarian aid for those who need it most. The Association's

Local Volunteer Service (LVS) launched a large-scale humanitarian action called JA POMAŽEM, A TI? (I help, do you?). Volunteers collected food from shoppers at the BINGO Supermarket intended for helping the elderly without care. Also, in 2010 our volunteers visited the Retirement Home in Prijedor on the occasion of the International Women's Day. With the generous support of the MIRA Biscuits and Waffles Factory, which joined our campaign under the slogan "It's Good to be Good," DON volunteers shared these special moments with the residents of the Home, thus marking this special holiday.

## Volunteering and community action to mark the International Volunteer Day

The volunteers of the DON Volunteer Centre, in cooperation with the Foundation of the Mittal Mine in Prijedor, visited the Đorđe Matošević Primary and Secondary School, and, in addition to the valuable gifts they gave students, also organized sports competitions. Also, our volunteers and students participated in making souvenirs that were later sold to mark the Miners' Day. The money collected was used to buy New Year's gift for students at the school.

The DON Citizens' Association, in collaboration with the INFOHOUSE Association, initiated the Volunteer, and Give Loans Project, a campaign conducted at the level of the state. The project also included a "social day," during which companies, organizations and institutions met the volunteers, and introduced them with their working day. The total number of volunteers who applied for this event was 120. Commercial entities, local governments, organizations and associations paid each volunteer BAM 15, and the funds collected

throughout BiH in this way will be used to initiate larger voluntary actions.

Workers and volunteers showed that they are socially responsible to their community when they decided to clear snow off the streets in order to facilitate the mobility of the citizens of Prijedor. In addition to these activities, the Association also organized a landscaping action,



thereby animating a community to take care of the cleanliness and the protection of its parks.

We believe that the active involvement of citizens, local authorities and organizations in strengthen capacities in the planning and implementation of community development, the mobilization of local resources, and making an influence on decision-making, will significantly improve the cooperation between the different population groups and the coordination of their activities focused on cooperation with local authorities and protection of basic human rights. Positive changes happen if citizens are willing to participate in activities that contribute to the development of their own local society.

This approach encourages the local population to identify common problems (the need for drinking water, and the inadequate support of local authorities in dealing with this problem). Recognizing common problems raises the possibility of good interpersonal relationships, which are essential to solving problems in the community. The main activities are directed towards those building the



community, the local population and local authorities, and seek to encourage them to identify and resolve their local problems, and achieve a self-sustainability, and normal life, through the following mechanisms:

**Strengthening the capacities of members of the community:**

- a. Organising meetings with the local community authorities;
- b. Organising meetings of citizens;
- c. Identifying problems in the community and prioritizing;
- d. Selecting a body of citizens who would work of resolving the priority problems;

**Educating members of the community:**

- a. Public Advocacy Workshop;
- b. Project Proposal Writing Workshop;
- c. Local Resource Mobilisation Workshop;
- d. Strategic Planning Workshop.



UG "DON" Prijedor

**MISSION**

By developing communities, DON strives to strengthen the civil society.

**VISION**

An enlightened individual, in the centre of a stable, social and just state.

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**Murisa Marić**

# f o n d a c i j a l o k a l n e d e m o k r a t i j e



The Foundation of Local Democracy grew out an international organization known as the Embassy of Local Democracy Barcelona - Sarajevo, founded in 1996 as an the initiative of the Council of Europe, with the aim of linking and twinning Sarajevo with other European cities, the development of democracy, cultural exchanges, and socioeconomic development. During its operations, the Embassy of Local Democracy implemented over 300 projects towards reconstruction, self-sustainable development, health and social care, and education. In January 2003, it was registered as a local organization - the Foundation for Local Democracy, as the legal successor of the Embassy of Local Democracy Barcelona – Sarajevo in Bosnia and Herzegovina. The Foundation of Local Democracy , within its program

of promoting, improving and protecting human rights, has since 2000 implemented an integrated basic program for the protection and rehabilitation of victims of violence, which deals with protecting people with traumatic experiences of violence, and promoting the joint activities of women's NGOs and institutions in fighting and preventing gender-based violence. This is a program grounded in the community, based

on the human rights of women, young women and children who have been victims of family violence and abuse by third parties. The campaign promotes the need for change (legal, medical, social) aimed at reducing violence and creating conditions in which the victim is taken care of, and where he or she receives the necessary psychosocial, health, legal, educational, and economic aid.

Within this program, we have also sponsored a Safe House – a Shelter for Women and Children who are victims of domestic violence, established the 2000 as the first shelter of this kind in Bosnia and Herzegovina. The Shelter allows its beneficiaries to gain economic independence through economic empowerment (different forms of economic support for the former

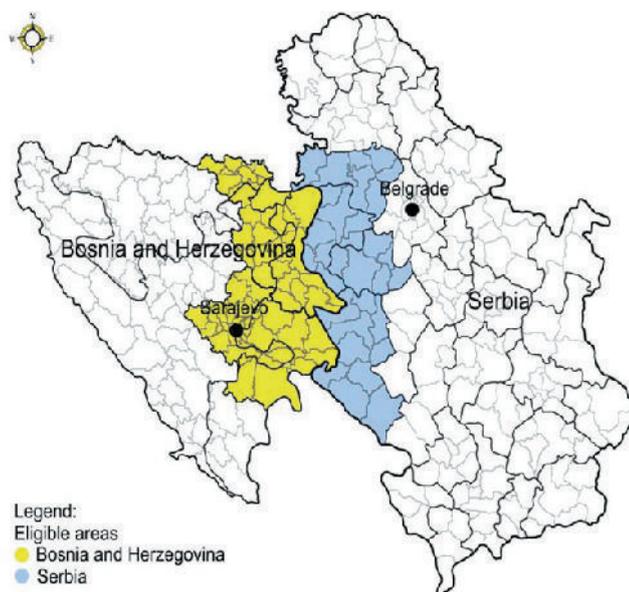


and current residents of the Shelter).

Promotion and protection of cultural and natural heritage  
The protection of cultural heritage represents a very important process in preserving the cultural identity of a society, and is proof of its existence and progress. One of the Foundation's fields of interest is to preserve the cultural, historical and natural heritage through the implementation of projects that deal with research, and the protection, rehabilitation and promotion of cultural, historic and natural resources, with the aim of creating the conditions for their better presentation and use, self-sustaining centres of cultural and ecotourism.

and Herzegovina region, as a way towards local and regional sustainable economic development.” A network of civil society organizations and those controlling protected natural areas, which was established under this project,

and which plans to expand, will constitute a platform for the implementation of the Action Plan, the cooperation and initiation of joint actions and proposals for new projects, even after the official end of this project.



## Protect the nature

Greening the management of protected areas in SRB-BiH cross-border region

### PROTECT THE NATURE

The Project “Greening the management of protected areas in SRB-BiH cross-border region”, was financed by the Delegations of the European Union Delegation to Serbia and Bosnia and Herzegovina, within the IPA Program promoting cross-border cooperation between Serbia and BiH, and was realized in the period between 2011 and 2012. The main objective of the project was to “Strengthen the role of civil society in the integrated management and development of ecotourism in protected areas within the Serbia - Bosnia

f o n d a c i j a  
l o k a l n e  
d e m o k r a t i j e



#### MISSION

The mission of the Foundation is the prevention, protection and the fight against gender-based violence through system-based solutions, a multidisciplinary approach, and cooperation with other NGOs and institutions of government.

#### VISION

The vision of the Foundation of Local Democracy is to create a society of equal opportunities.

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dipl.iur.

## Social Inclusion Foundation in Bosnia and Herzegovina

Social Inclusion Foundation in Bosnia and Herzegovina (SIF in BiH) began its work in 2010, and was established with the main objective of strengthening the social inclusion of vulnerable groups in society, and alleviating the consequences of the economic crisis, through strategic interventions that focus on sustainable and long-term strengthening of the role of NGOs in addressing the crisis and the major social problems in BiH. In addition, the SIF in BiH contributes to the prevention of social exclusion and poverty.

Social inclusion in BiH is becoming increasingly important, taking into account the deterioration of relevant economic and social factors. The social situation in BiH has deteriorated significantly since 2009. The latest available statistics provided by SB/BHAS show that in 2010, about 33% of Bosnian population was at risk of poverty, while



about 60% was socially excluded. Taking this into account, there was a great need to establish the Social Inclusion Foundation in BiH. The Foundation's vision in BiH is an active and vibrant civil society, and with dedicated and functional NGOs that promote equal opportunities, a society in which human rights are fully exercised by all citizens. Respect for human rights and transparency in decision processes and procedures is the basis for participatory democracy in Bosnia. The Foundation's mission in BiH is to enhance the capacity and role of the NGO sector in increasing social inclusion.

Therefore, the mission of SIF in BiH is preventing and reducing the causes and consequences of social exclusion in BiH. One of the goals of SIF in BiH is to strengthen partnerships between NGOs and public institutions at all levels of government, through the implementation of partnership projects that promote social inclusion. This is achieved thanks to major donors, such as the Open Society Fund of BiH and the Swiss Agency for Development and Cooperation, as well as full cooperation with other stakeholders, and active partnerships with NGOs and public institutions at all levels of government, which co-fund projects and actively participate in resolving the current and real social problems. SIF in BiH is among the pioneers of the model of funding in which its own funds are pooled with those of domestic sources. This means that projects are funded in part by SIF



in BiH and partly from the local budget (municipal, cantonal, entity), with a tendency to increase the participation of domestic funds. In its work to date, SIF in BiH actively co-operated and worked with a total of 55 state institutions. As part of its support to NGOs dedicate to reducing social exclusion and poverty, the SIF in BiH has supported 39 projects over two years, in the total amount of BAM 2,418,217.60 (USD 1,626,256.64 USD), of which the share donated by SIF in BiH was BAM 1,495,787.33 (USD 1,005,920.24 USD), while the participation of domestic sources was BAM 922,483.27 (USD 620,372.02).

SIF in BiH emphasizes the importance services, and a client-based approach to social protection, which means replacing the concept of social protection that is based on social rights, with a concept that is focused on the clients and the strengthening of social welfare services. SIF's activities and priorities include supporting NGOs that directly help the impoverished and vulnerable groups through these actions:

- People with disabilities (especially those with disabilities who are members of minority groups, women, the elderly and others);
- Individuals with several children, and children from vulnerable groups;
- Youth employment
- Empowering women;
- Support to seniors;
- Participation and equality of minorities;
- Recruitment of newly unemployed people;
- Ad-hoc support in critical situations.

FSU in BiH ensures sustainable and long-term results that are achieved through projects in the field of social entrepreneurship. Our orientation towards social entrepreneurship, employment of women, youth, the recently unemployed and other vulnerable groups are just some of the strategic goals of SIF in BiH, and they

reflect the social policy reforms in practice, from social protection to social inclusion. SIF in BiH has achieved a macroeconomic social effect that was visible after only two years of its activities in BiH. The total financial support, offered to NGO in two rounds of support, in the period of 2010-2011, and 2011-2012, amounts to BAM 2,418,217.60 (USD 1,626,256.64), making SIF in BiH the largest individual partner of NGOs in BiH. It is even more important to emphasize that the total funds SIF in

BiH donated in two rounds to NGOs are equivalent to 10% of the funds allocated by local budgets for financing the work of NGOs in the field of social protection / welfare services, which makes SIF in BiH an important factor in social protection in BiH. In current conditions of financial crisis and decreases of domestic budgets, this is a great ratio, showing the efficiency and sustainability of the concept of pooling resources, and the success that SIF in BiH could achieve in BiH in the future.



FSU u BiH  
ФСУ у БиХ



ZSU u BiH  
SIF in BiH

## MISSION

The Social Inclusion Foundation in Bosnia and Herzegovina increases the capacity and role of the NGO sector in fostering social inclusion and the implementation of the Social Inclusion Strategy (SIS). It thus contributes to the prevention and reduction of the causes and consequences of social exclusion in BiH.

## VISION

An active and vibrant civil society, with dedicated and functional NGOs promoting equal opportunities and the full realization of human rights for all citizens. The respect for human rights and the transparency of the decision-making processes and procedures is the foundation of participatory democracy in Bosnia, and the full implementation of the Social Inclusion Strategy (SIS).

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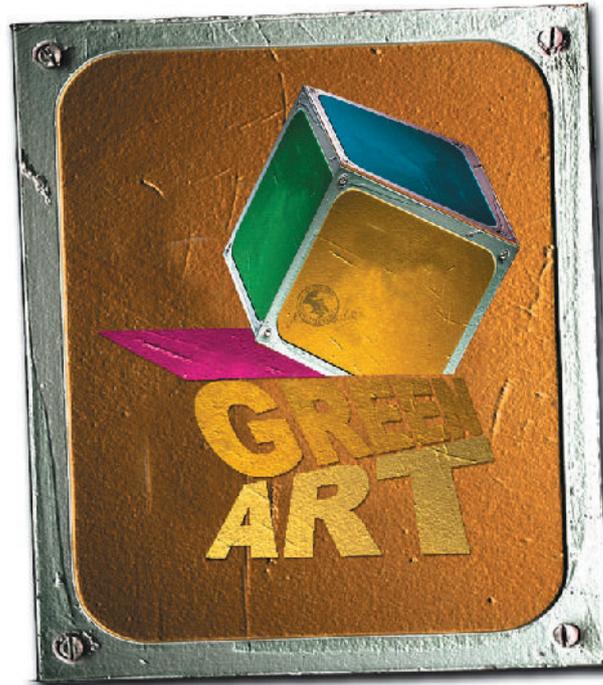
Contact in charge:

**Ranka Ninković-Papić**  
Director

The Green Art Association was established in October 2005. The purpose and idea behind our establishment is a commitment to the quality of life and the environment in every aspect of our lives. We live through art, sports, culture, architecture, poetry, and all these ennoble us as human beings. We organize art and ecological workshops, art exhibitions, and promote the cultural, historical, architectural and natural heritage of our country. We want our work to animate more young people to continue through life as positive examples of environmental awareness, ambassadors of our country and its beauty. An important aspect of our work are media campaigns to make people aware and appeal to resolve certain problems in society.

### Humanitarian Work

We are proud of the humanitarian actions that we successfully organize each year. We collect food and clothing for the most vulnerable families with children who attend school at public institutions for children with disabilities, as well as for children residing at the Bjelave Orphanage. With the support of local communities, we collect and distribute a great amount of clothing, shoes, toys, candy and refreshments. We will certainly continue with actions of collecting aid to those who need it most in the future.



### Promotion of children’s rights and environmental protection

The project “ONI BOJAMA SIGNALIZIRAJU (They Signal with Colours) is a project that holds special significance in our association, of which we are very proud because it is designed for our little ones. The main idea of the project was to organize art/eco workshops, in which children use colours to show the adults how to protect the nature for them. Through work and play, children spend their free time in a useful way, doing extracurricular activities. We have also expanded our activities to include children

with disabilities into the art/eco workshops, performances, and other activities. The participants of our workshops are rewarded for their work, as all children who win receive prizes and gifts. The competition is not based on the classic ranking (first, second or third prize) – instead, every child who takes part in the workshop is a winner. The Ministry of Education and Science of the Sarajevo Canton has recognized the project as beneficial for children, and has approved its implementation. The project is envisioned as having two phases:

- the first being the art/eco workshops for children, which give them a medium through which they can send a signal to us adults to protect the nature, for their sakes in the future. The children went about this task seriously, and diligently drew and painted their messages, thus warning us to preserve the environment for them too.

- The second phase was organizing an exhibition of their works, as well as a ceremony where the children received their certificates and diplomas, and the printing of



a brochure with their works. In addition to the works, the brochure also presents the children authors, as well as the friends of the project. At the opening of exhibition, the children from the Mjedenica Institute and the Vladimir Nazor Centre took centre stage, opening the ceremony together with the folklore group. What is essential is the inclusion and support of the local community to further stimulate these children in their future activities, which they are already preparing with surprising enthusiasm. What we do know is that these children love the attention and support of the community, and that is our motivation to continue to promote the sustainability of this campaign.

In addition, Greenart has also implemented the project “Očisti/Clean Up!”. SAPPI, the world’s largest producer of fine printing paper, launched an initiative, “IDEAS THAT MATTER,” which invites designers from around the world to design campaigns that, with the strength of their ideas, can change the world. The only condition is that the campaign is intended to non-governmental organizations, which will then implement it. The project thus aims to support the work of a particular non-governmental organization, which the designer chooses based on the project’s overall idea. Our association chose as its theme ecology, with a focus on wastewater issues and illegal dumps. The name of the campaign, Očisti/Clean Up!”, is short, clear and strong, with an explicit call to action, as we are aware of the alarming status and treatment of the environment. The basic concept was to put people in an environment that is our favorite, one in which we are relaxed, as we are when we are on vacation, and this mostly involves contact with water. “Clean Up!” is one of 13 campaigns which won in 2005, in a tough competition of professional designers all over the world, and was implemented in Sarajevo in 2006.



## Udruženje



## MISSION

To uphold the quality of life in every aspect. To appeal and make aware, call for and fight against: environmental pollution, vandalism, discrimination. To strive towards the inclusion of people with special needs, and promote the values of our country.

## VISION

With a power of will, creativity, and a noble objective, to contribute to improving the conditions of life in all its forms.

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ATELJE UDRUŽENJA ZA LIKOVNE UMJETNOSTI I DIZAJN



The main goal of the “Planet design” Association in Zenica is to advocate the universal human right to education and the cultural participation in society, as well as to contribute to the popularization and development of culture, art and dialogue with this endeavour.

Also, the intention is to draw the attention of the public, especially children and youth, to cultural and artistic values, and support their development in the intellectual and artistic sense.

The Gallery has given new legitimacy to the city of Zenica as a cultural and urban environment. It functions as a promotional center for culture, art, design and architecture. We present affirmed artists from the country and beyond, and open our doors to promising young artists to showcase their work to a wider audience. The Gallery will always have a unique

sensibility, and will, in any case, nurture modern, contemporary creations.

Following its aims and goals in society, the “Planet design” Association plans to organize seminars, workshops and lectures on human rights, the rights and status of women in our society, the rights of national minorities, as well as enable an exchange of knowledge and experience between artists, writers, professors and professionals from around the region and the world, and the cooperation with cultural institutions and organizations in the region. Some of the activities conducted by the Association in its Studio and Gallery are: organizing art exhibitions, advanced training, gatherings, promotions, presentation of works of literature and poetry, as well as activities that we are particularly proud of, and that include working with children and young people - through basic and advanced creative workshops.

As part of its schedule of activities, the Gallery regularly organizes art workshops for children aged 5 to 10 years. The end of the first cycle of workshops was marked with an exhibition of the works of the children in our Planet Studio and Gallery in May 2012. The exhibition was attended by the members and leaders of the Association, parents, guests, and representatives of the local media and web portals.

Planet Gallery aims to act as a socially responsible organization. As a result, among other things, we also organised an exhibition entitled Djeca djeci (From Children, to Children), with a sales and humanitarian character. Namely, the full proceeds from the sales of the children’s works and similar activities organized by the Gallery in the coming period will be forwarded to our Fund created to help children without parental care, the residents of the Dom Porodica Orphanage in Zenica, as well as the children and parents who do not





have sufficient funds to invest in an education and training in the arts.

The decision makers at Planet design are all of our assistants, activists and volunteers of various ages. We provide them all the opportunity to advance professionally and share their expertise with our children.



ATELJE UDRUŽENJA ZA LIKOVNE UMJETNOSTI I DIZAJN



## MISSION

To complement and strengthen the cultural, artistic and educational system in the state.

## VISION

The Gallery and Studio will affirm the city of Zenica as a cultural and urban environment!

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Contact in charge:  
Melisa Hačić – Ljubović



## About proMENTE

proMENTE Social Research is a BiH non-governmental organization founded in Sarajevo in October 2002 by three social scientists. It currently has 7 full time employees, and a large number of external consultants and volunteers, whom it hires when necessary. All the employees at proMENTE hold degrees in the social sciences, three senior researchers possess a Masters or Doctorate in the social sciences, with between five and twelve years of experience in planning and conducting research and evaluation in the Western Balkans.

proMENTE ([www.promente.org](http://www.promente.org)) provides research services and

solutions, both for businesses and non-profit organizations. It operates at an international level, but is based in Bosnia and Herzegovina.

proMENTE implements its own projects in the field of educational policy, active measures against unemployment, and tips on career choices. We are a member of the OSF- an assisted global network of centers of educational policies. proMENTE activities are aimed at improving society through the application of scientific knowledge and skills. proMENTE offers expertise in a wide range of social areas, from poverty and employment, to volunteer services, child protection, social inclusion, education, evaluation and training.

proMENTE's expertise is exercised through the following training centers:

- Center for Educational Policy
- Center for Sustainable Development
- Center for Evaluation;
- Center for Volunteering;
- Center for Long-term Career Management
- Center for Human Resource Management.

Every project is designed for the client's organizational circumstances. proMENTE has experience with a wide range of M&E approaches, combining qualitative and quantitative methods. proMENTE conducts evaluations of projects being implemented in Bosnia and Herzegovina, and other parts of the Balkans, and is governed by international standards. In other words, instead of having to hire foreign experts to conduct evaluation, donors can now reduce their costs and increase the quality of their work by engaging a local team with a much better understanding of local conditions. The evaluation methodology is used in accordance with the ethical guidelines of the British Evaluation Society. This means that there is a full respect for data protection, that interest groups are fully informed of the evaluation, and, if necessary, have access to the "ombudsman for evaluation".

proMENTE has used web research methodology since 2002, which is usually designed and implemented independently. It has four different systems for implementing web research

that best suit customers. Most of the research and evaluation projects now include web modules.

### Responsibility to ourselves and to others

proMENTE applies and promotes the principles of accountability, ethics and sustainability, as the essential postulates of social responsibility.

In relation to natural resources and the environment, proMENTE employees also use the postulates of sustainable development, and strive in their daily work to behave more responsibly towards the environment, which is reflected in our efforts to recycle paper, print only necessary materials, or come to work on foot or by bicycle. Within our projects, we also implement programs dedicated to sustainable development, such as the "Partnership Initiative in Education for Sustainable Development."

In implementing its program activities, and opening up new business partnerships, we embrace the principles of fair play and promote the development of a healthy competition that is based primarily on expertise. In order to better implement our projects, we constantly research the needs of the community, and actively cooperate with government authorities at all levels, academic institutions and other non-governmental organizations, and generate dialogue with partners in the region. We try to organize a working environment that will be motivating and based on principles of respect and equal rights policies. During their time at proMENTE, all staff are encouraged to

seek further development through various types of formal and informal education. proMENTE participates in financing these efforts as much as our resources allow, and allows its employees to take paid days off for education purposes. Special paid days are offered for employees who attend seminars, conferences, training sessions, which are consistent with proMENTE's vision and mission to contribute to raising staff competencies. Every year, proMENTE organizes team building activities for all employees.

Also, proMENTE opens its doors to both local and foreign volunteers and interns. We are an organization that every year hosts at least three student interns from the Faculty of Philosophy, Department of Psychology, which gain their first experience (work practice) at proMENTE, as well as one student from abroad gaining relevant experience within our organization. proMENTE supports volunteering, and every year hosts two high school students within the program "Volunteer, Give Loans",



gaining work experience at the company.

proMENTE also takes part in humanitarian actions, and for the holidays uses greeting cards that are hand made by organizations such as the SOS Children's Village BiH, the SVJETLO NGO of Altruists Help People with Disabilities. „SVJETLO“ i sl.



**proMENTE**  
socijalna istraživanja  
social research

### MISSION

Promoting the positive development of individuals and society through the principles of psychological, pedagogical and sociological disciplines, and affirming the humanistic and democratic principles of society.

### VISION

We are inspired by a vision of the future, in which we will remain a small team of social scientists who work in Bosnia and Herzegovina and internationally. We remain one of the main agencies for social research in the Balkans. We continue to learn and apply new research methods, evaluation and training. We are respected as professionals who help individuals and organizations achieve their full potential. We contribute to a society in which human rights are respected, and where differences are an advantage, not a disadvantage.

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Contact information:  
**Ivona Celebivic, MSc**  
General Manager



The PRIJATELJICE (GIRL FRIENDS) Humanitarian association was established as a local non-governmental organization in July 1996, by the employees, customers and friends of the international organization "AMICA e.V.", based in Freiburg, Germany.

Prijateljice is an active member of a number of local, regional and international NGO networks and coalitions, such that LER Tuzla, the Tuzla Reference Group, FREJA (which exists in BiH, Serbia, Croatia and

Macedonia), etc. The Association has developed and grown, constantly monitoring the needs our customers, members and vulnerable groups. Since our initial efforts on taking in refugees, mostly single mothers with children, from the Podrinje region in 1995, to date, the Association has developed professionally and operates within the following three components:

- psychosocial counseling and support;
- education on civil society and empowerment of local communities;
- reducing poverty through fostering entrepreneurship and self-employment.

To date, the Association is has assumed a position at both the local and the cantonal, the federal and the state level, as a relevant and distinctive actor and proactive creator of civil society in Bosnia and Herzegovina, who continually listens to and satisfies the needs of citizens. Proof of this are the Agreements we signed on cooperation in providing multidisciplinary support to people in need, with the Ministry of Labour and Social Policy of the Tuzla Canton. We also established a formal partnership with the Pedagogical Institute of the Tuzla Canton, acquired the consent of competent ministries for the implementation of activities in the schools of the Tuzla Canton and the Republika

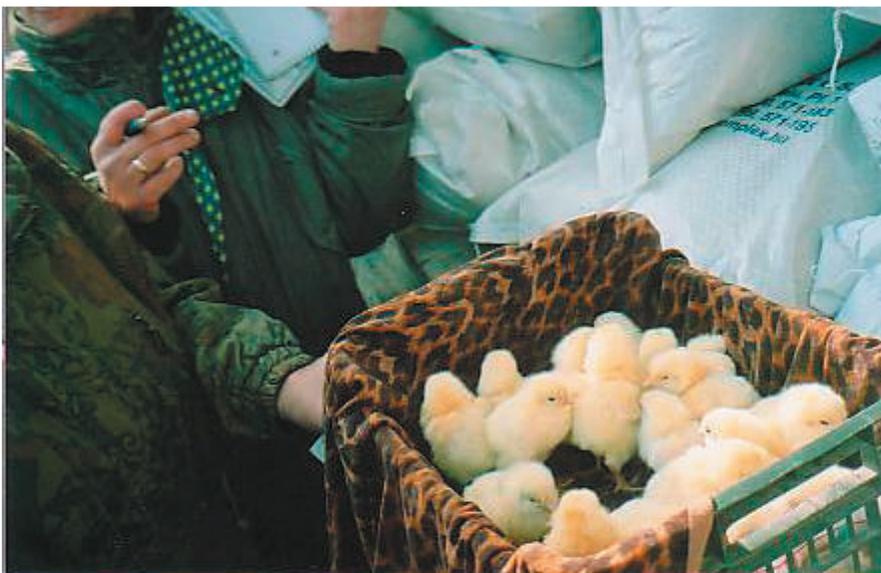
Srpska, achieved a seven-year financial support from the Government of the Tuzla Canton and Municipality for one segment of our activities, achieved entrepreneurial success in a direct partnership with the Tuzla Municipality, as well as a cooperation with the Tuzla Canton Employment Bureau.

#### **Care of employees and transparency of business**

On average, the Association employs 11 full-time employees, and offers temporary employment for another 35 workers. So as to strengthen our association both professionally and institutionally, our employees are further educated and professionally trained. In the last 12 years, we have continually performed an independent audit of our financial operations, while the Association itself works in accordance with the binding laws and regulations of the Federation of Bosnia and Herzegovina, and international standards regulating the work of NGOs.

#### **Socially useful projects**

In the municipalities of Zvornik and Ugljevik, women's associations were established with our support in four localities. About 450 women and 200 children gather every month in women's



groups and children's playrooms. Over one hundred women have received training in hairdressing and sewing courses. Excursions were organized for women at every club, as well as mutual visits between the four clubs. Women were more involved in resolving problems of their local community and municipality, income was generated from micro- projects (raising chicken, greenhouse crop raising, grinding of grains and similar activities), cooperatives, or purchase stations, have opened at three localities, more children have been involved in the Republika Srpska education system, and women were educated about greenhouse use and the use of the ecological protection of seedlings. The products sold allowed the women to continue financing their clubs, and purchase heating supplies. In this project, we brought women closer to the concept of social responsibility through being useful to the community. By supplying food for

children, *Prijateljice* enabled the operation of play centres, and thus also contributed to the physical development of children through healthy nutrition.

**Reducing poverty by strengthening the Centre for Women Entrepreneurs**

In partnership with the Tuzla Municipality, and as active actors of the Forum of Local Economic Development of the Tuzla Municipality (LER), we encourage self-employment, thus contributing to the reduction of poverty in the local community. We specialize in providing general, daily and weekly cleaning services to commercial and residential premises. Some of our long-time customers are: Raiffeisen Bank BiH, the Taldi Citizens' Association, Eronet Tuzla, Volksbank, Triglav Insurance, etc. In addition to these activities, we also offer the following courses: tailoring, sewing, patchwork and silk-making (silk scarves, ties, pictures and holiday cards).

Within a program implemented in partnership with the Stockholm Association of Residents, and funded by the Olof Palme International Centre, we have established the RONJA Educational Center (REC). So far, REC has trained around 12 women in information technology within two basic and two advanced three-month courses, while 15 women attended a three-month hairdressing course, and 12 women completed a three-month course in creative expression (making greeting cards, silk painting, glass painting, etc.)

Udruženje humanitarno društvo



**MISSION**

The Prijateljice Humanitarian Association is, in a humane, open and professional way, committed to an active participation and better position of our beneficiaries in the community, by providing psycho-social, educational, advisory and support services, as well as job opportunities, thus contributing to democratic the development of society as a whole.

**VISION**

The Prijateljice Humanitarian Association strives to become a professional, stable, permanently viable and recognized organization, which offers efficient and quality services adapted to the needs of its customers in the field of psychosocial support, counseling (medical, legal, etc.) and educational support. We strive to offer our services to citizens, families, the governmental and non-governmental sector, grounding our work on the principles of tolerance, humanity, solidarity, networking and a care for the community within the territory of Bosnia and Herzegovina and beyond.

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The Research and Organizational Development Association is a non-governmental and non-profit organization, which was founded and registered at the level of the state of Bosnia and Herzegovina in November 2006.

RODA Mission's is to build and raise the citizens' capacity to actively participate in the knowledge market. RODA achieves this goal through implementing the Life-long Learning Program. The aim of the Program is to train and certify citizens in the field of information technology (ECDL) and the English language (Cambridge Programme), to provide them with knowledge, communication,

presentation, job-hunting (social) skills, and the training and certification of program participants in business skills (Xpert Personal Business Skills) and other competencies required in the current job market in Bosnia and Herzegovina. All the training in the Life-long Learning Program is aligned with European standards, and the standards of the Lifelong Learning Network in South Eastern Europe (Telecentre Network), which RODA has been a member of since January 2007. In addition to this membership, RODA is a member of the ECDL Association of IT Specialists of Bosnia and Herzegovina, an authorized ECDL Test Centre, a member of the EAEA Association (European Association for Adult Education), a member of the Telecentre Europe Network, of the Council of NGOs in BiH, and the Informal Coalition of Adult Education Providers in BiH. We also have an Xpert PBS license (Personal Business Skills) for Bosnia and Herzegovina. RODA continually works to create new and improve existing partnerships

with NGOs, and with government organizations and the private sector. In addition to the implementation of the Life-long Learning Program, RODA operates in two more areas, namely in research related to educational programs and the needs of the labour market in Bosnia and Herzegovina, and in the actions of advocating and lobbying for the creation, adoption and implementation of strategies and laws relevant to adult education, informal education and lifelong learning. So far, more than 600 unemployed people have attended between one to eleven trainings at RODA. Their achievements, and the employment they found after completing the training, are the greatest indicator of our work, as well as our biggest satisfaction and a motive to work more and better.

RODA has implemented a great number of projects related to adult education and informal education, and was financially supported by various donors. Some of these are:

- "Regional Network for the Development of Lifelong Learning," a regional project supported by the Open Society Fund (East East Program) with the overall goal of promoting lifelong learning, and by the Telecentre Network in Western Balkan countries, in order to create communities that offer the same opportunities and access to quality lifelong learning for all people.

- "Computer Literacy for Social Inclusion," a three-year project supported by Microsoft through the Unlimited Potential program, with the main objectives: to support users to become computer literate and obtain an internationally recognized certification for computer use; and to promote the importance of computer literacy as a development tool for social inclusion.

- "Equality in the Labour Market", a one year project supported by the Norwegian Embassy with three main actions: capacity building of unemployed women through the Lifelong Learning Programme; advocating towards the government and business sector for greater involvement in addressing the problem of unemployment and discrimination against women in the labour market; promotion of lifelong learning, especially adult education as a way of reducing unemployment and increasing citizen participation in all spheres of public life.

- "Lifelong Learning for Socially Excluded Groups, a three-year project supported by dvv international in order to reduce social exclusion and

discrimination against the unemployed through the following activities: capacity building of the unemployed through the Lifelong Learning Program; advocating towards the government and the business sector for a greater involvement in addressing imbalances between the educational programs available and labour market requirements; promotion of lifelong learning, adult education, especially as a way to reduce unemployment and increase citizen participation in all spheres of public life. In 2012, as well as in the coming years, RODA will continue to collect funds for

these projects, because we are committed to empowering vulnerable groups (youth, women, persons with disabilities, seniors, etc.) through building their capacities, social inclusion and employment. Our goal is to improve the quality of life of the community. By investing in education and raising awareness of lifelong learning, we believe we offer people economic and social progress. Also, concern for employees and their business and social development is one of the most important segments of our business.



## MISSION

Building and raising the capacity of citizens for their active participation in the knowledge market, with a special focus on socially excluded groups.

## VISION

The recovery of the Southeast European region, with a developed civil society, which bring about a reduction of poverty and human rights violations.

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## SAVEZ ORGANIZACIJA ZA PODRŠKU OSOBAMA SA INTELKTUALNIM TEŠKOĆAMA FBiH

After the state of Bosnia and Herzegovina signed and ratified the UN Convention on the Rights of Persons with Disabilities, the Council of Ministers adopted a policy in the field of disabilities, and the entity parliaments of the Federation of Bosnia and Herzegovina (FBiH) and the Republic of Srpska (RS) adopted related strategies, the SUMERO Union adjusted its Strategic Plan for the period of January 2011 to December 2015 accordingly.

The Strategic Plan of the SUMERO Union is a guarantee that our vision and mission will be achieved in this period. Through our programs, this plan defines the needs and resources of the organization, and directs it and its partner organizations in Bosnia and Herzegovina towards responding to the priorities of direct and indirect users, that is, people with intellectual disabilities and their families.

1. Within the framework of the program **“Social inclusion of people with intellectual disabilities, through the establishment of a mixed services model of support in the local community”**, SUMERO implemented a series of projects aimed at harmonizing local legislation practices with the UN Convention on the Rights of Persons with Disabilities, with special emphasis on the rights specified in Article 19 (Independent living and inclusion in the community)

2. The projects are implemented in cooperation with members of the Union.

Five residential communities in Sarajevo, and one in Mostar, were created within the project “Establishment of support services in the local community for people with intellectual disabilities in BiH”. In this way, we prevented thirteen people being committed to an institution, and two people were given the chance to leave an institution. The people involved in this program have the opportunity to achieve complete social inclusion, and an individual approach, through the application of the best support model, such as “Person Oriented Planning.” We also carried out a project entitled “Raising public awareness and influence on the social inclusion of people with intellectual disabilities – Making the invisible visible”. Its main objective was the impact on raising public awareness of the possibility that people with intellectual disabilities have to live a life with the support of the local community. There were also many other projects

**Local Volunteer Service (LVS)** was launched in 2008 in Sarajevo by the SUMERO Union, in cooperation with the Youth Communication Centre from Banja Luka. The Local Volunteer Service (LVS) is part of the Local Volunteer Services Network in BiH, who exist under the slogan **“I VOLUNTEER”**. LVS is a place where all interested individuals can come and sign up for volunteering at a public institution and non-governmental organization that needs volunteers in particular activities, and according to the volunteers’ interests. LVS participants receive information about current volunteering possibilities and their descriptions, and receive further education if their selected

volunteering activity is particularly challenging. In its database, LVS has **600 registered volunteers** who, in different ways, by working at more than **10 civil society organizations** and institutions in Sarajevo, contribute to local community development and social sectors.

**Annually**, volunteers on average work about **16,000 volunteer hours**.

### Humanitarian Action

Since 2004 in Sarajevo, the **Volunteers** of the Local Volunteer Service have organized a now traditional event entitled *Probudite se!* (Wake up!). The goal of the event is to offer support to and promote the true capabilities of children and adults with disabilities. Funds are also collected for the support of occupational workshops, which are for many people with intellectual disabilities the only source of activity and a possibility to leave the house. On average, the event involves over 30 organizations each year, from across the country, and includes more than 500 children and adults with intellectual disabilities and volunteers.

In 2011, we organized a public event called **“Provedite 24 sata u zavodu”** (Spend 24 hours in an institution), an important activity aimed at raising public awareness about the rights of people with intellectual disabilities. On this occasion, a makeshift room was set up, resembling the ones at disability institutions, with all the conditions that currently exist at such institutions in BiH – crowded rooms with up to 20 bunk beds, without any character or decoration. Everyone who wanted to contribute with their presence to raising public awareness to the violations of the rights of people with intellectual and psychological disabilities, were able to do so by spending time in these improvised premises, and personally experience the discrimination. This public event had a great impact on the local community. More than 2600 citizens of Bosnia and Herzegovina put their signatures on two walls of support, which everyone who visited the event could sign. This public event had an immense influence on the general public and government, as a result of extensive media promotion, which included key billboards at 10 locations in Sarajevo, radio jingles on 154 radio stations, a TV ad aired on FTV and TVSA, live coverage of

the entire event (24 hours) via an internet link placed on SUMERO's website, appearances on radio and TV stations, which lasted for more than two hours, banner on internet portals, etc. Around a hundred volunteers of the SUMERO Union provided great support to the implementation of this public event.

#### 4. Promotion of the rights of children and persons with disabilities

The SUMERO Union has in the last year achieved excellent cooperation with the Federal Ministry of Labour and Social Policy. Recognized as a partner in the process of harmonizing national legislation with the UN Convention on the Rights of Persons with Disabilities,




As part of 3 December - the International Day of People with Disabilities, an exhibition by photographer Vanja Ćerimagić was held at the Boris Smoje Gallery, entitled *Pozitivno o intelektualnim teškoćama* (Talk positively about intellectual disabilities), with photographs showing people with intellectual disabilities and a number of public figures of Bosnian society. The exhibition was aimed at raising public awareness to the inclusion of people with disabilities into all aspects of public and social life. All proceeds collected during the exhibition were given to the Otvoreno društvo (Open Society) Network, which supports the medical treatment of our fellow citizens.

the SUMERO Union is included in the Working group for drafting the Regulations on the minimum standards regarding space, equipment, employees and the provision of services in social welfare institutions. After the Regulations are written, action will be initiated to draft the Quality Standards of Social Services in the area of welfare, as well as the Draft Law on the Basic Principles of Welfare, to which Sumero will also contribute, through its operating groups.



### MISSION

SUMERO, as a union of civil society organizations, promotes human rights, the representation and self-representation of people with intellectual disabilities, with the purpose of their social inclusion, through the development of quality support services in the local community.

### VISION

A society in which people with intellectual disabilities and their families participate equally in all aspects of a life, have a choice, an opportunity, and respect.

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**UNIJA  
ZA ODRŽIVI POVRATAK  
I INTEGRACIJE U BiH**

**UNION FOR SUSTAINABLE  
RETURN AND  
INTEGRATIONS IN BOSNIA  
AND HERZEGOVINA**

The Union for Sustainable Return and Integration in BiH is currently implementing a program entitled: “Education on life skills and key competencies for the labour market in rural refugee communities”. The goal of the program is to provide as adequate a training as possible, so that they can establish better connections with employers. So far, the training has been attended by 1,119 young people, 68 of which then found employment. With this program, the Union connected the civil society with representatives of business entities and local and other institutions (such as ROBOT LLC Prijedor, ROBOT LLC Banja Luka, the Doboј Municipality, The Cantonal Ministry of Health and Social Policy, the Bihać Municipality, The Una Bihać National Park, the Tuzla Municipality, the Tuzla Company for the Processing and Sale of Milk, the Municipality Odžak, the Odžak Company for the Purchase and Drying of Herbs, the Bijeljina Municipality, the Zečkanović Agricultural Cooperative in Janja, the Žitopromet LLC in Bijeljina, the Brčko District CISO Office, the Zenica Municipality, CISO Zenica, the Trebinje Municipality, the Žalfija Beekeepers’ Cooperative in Trebinje, the Trebinje Business Incubator Trebinje, the Trebinje CISO Office, Ljekobilje LLC Trebinje, the Employment Bureaus



in both the entities (FBiH and RS), the Posavina Employment Service, the Employment Institute of the Una Sana Canton, the Brčko District Government, the Ministry of Refugees and Displaced Persons of the Republika Srpska). In this way, we established a network of 66 agencies. The network is fully adapted to the professional and educational qualifications of the participants, the available economic capacities of local communities, and as such offers equal opportunities to everybody to actively seek work according to their work profiles.

The Project team of the Union succeeded in developing in all participants an understanding of the need to actively look for employment, and all the participants are firm in their desire to remain in Bosnia and Herzegovina, and secure a living in their own country.

Since 1997, the Union has had a special consultative status of the Economic and Social Council of the United Nations. As a member of CoNGO (the Conference of NGOs), through its representatives in Geneva, New York and Vienna, it regularly informs other member NGOs of the ECOSOC of the status and problems of refugees in BiH and the diaspora. In 2009, we became a

member of ECAS in Brussels. We are also members of the Committee for Human Rights in Geneva, and the World Association of BiH Diaspora – SSDBiH

On the occasion of the World Refugee Day in 2011, the Union for Sustainable Return and Integrations in Bosnia and Herzegovina is dedicated to children who are living in collective centers. On the day, representatives of the Union visited the children of the Višće Collective Centre (in the Živinice municipality), many of whom were born in this municipality and still bear the most difficult living conditions. By spending the day with them, and presenting them with modest gifts, donated by the Klas Company in Sarajevo and the Vispak Company in Visoko, we tried to show them that that they are not forgotten, and give them a little of hope for a better future, a normal and dignified life. On the same day, representatives of the Union we also involved in a Charity Bazaar in Sarajevo, organized by the UNHCR.

Also, the Union provides training to its employees through numerous seminars that expand their skills (training on EU project writing, quality certification), conferences and many other forms of education.



UNIJA  
 ZA ODRŽIVI POVRATAK  
 I INTEGRACIJE U BiH  
 UNION FOR SUSTAINABLE RETURN AND  
 INTEGRATIONS IN BOSNIA AND HERZEGOVINA

**MISSION**

The complete depoliticization of the return of refugees, and the creation of conditions for the sustainable return of returnees, refugees and displaced persons and their integration into the community.

**VISION**

Strengthened by the capacities and resources of its network of associations/ organizations, the Union is capable of implementing sustainable projects to address the social and economic problems of the community, bringing about change, and implementing development projects at the regional level with the aim of bringing Bosnia and Herzegovina closer to the European Union.

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In 2011, The Union of Trade and Service Workers (STBiH) successfully implemented a project entitled “Trade union information in schools.” This is an example of good practice, wherein final year students of high schools that train students for the trade and hospitality sectors were better acquainted with the market. The project was carried out among students of four high schools; The Trade High School in Sarajevo, The Foča High School Centre, the Medical High School of Prijedor, and the High School of Economics in Zenica. Training workshops were organised for students on workers’ rights, on what contracts they can be

## Sindikat radnika trgovine i uslužnih djelatnosti STBiH

### The Union of Trade and Service Workers of BiH

offered by the employer, and what they should accept, and training about their rights provided by international conventions and local BiH laws. Students were also given a practical guide to their rights in the workplace, which, in a simple and understandable way, presents the basic and important questions posed by young people looking for a job, or those already working, and their answers. The project also included an analysis of the skills required for finding employment and working itself, and as a

result found that the young population has no awareness of their worker rights, and is in this sense completely unprepared for what follows after they graduate. This project is an example of the active involvement of trade unions in promoting the rights of young people, helping them prepare for the labour market, and, as a result, improving the image of unions as socially responsible organizations, that see their role not only in promoting the rights of their members, but also of the general civil society in Bosnia.



Our work is based on:

- the professional approach of union representatives at the regional level,
- the collective management at STBiH – the President being the one presiding over the Board of Directors
- the strengthening of democratization within STBiH
- maintaining the existing and promoting active membership with employees in the private sector, trade and services, as well as membership in the informal economy,
- strengthening its own financial position and self-sufficiency,
- education and transparent information giving,
- promoting the work of women’s and youth associations within unions at the regional level,
- actively participating in the international trade union movement, and the establishment of a Balkan alliance of trade unions,
- promoting platforms for civil initiatives, and protecting human and workers’ rights.

## MISSION

STBiH is a modern, democratic, and financially independent organization, which has as its aim to ensure working conditions in the trade and services sectors in BiH that satisfy the basic standards. Its strength is based on its many, educated and active members at all levels and in all parts of the country, whom STBiH considers family. As such, STBiH is a legitimate and worthy representative of its members, an equal social partner, and an important factor in the Bosnian society in the region.

## VISION

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