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# what's up?

Airport City Belgrade newsletter



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Telefon: +381 11 20 90 525 / [www.airportcitybelgrade.com](http://www.airportcitybelgrade.com)



## CSR the value of values

Corporate social responsibility has become an important concept of every contemporary company. As such, it's already become an integral part of business standards throughout the developed world.

However, there are still many misinterpretations of CSR, particularly in places where it's not yet rooted and widely accepted as a necessary ingredient of everyday company business.

We have decided to dedicate the New Year's issue of *What's up* to CSR - not because it's modern to pretentiously define CSR, but rather because we hope to contribute to debate on the importance and ever-expanding boundaries of CSR.

Društveno odgovorno poslovanje zauzima značajno mesto u poslovnoj filosofiji savremene kompanije i ovaj koncept je postao integralni deo poslovnih standarda u razvijenom svetu. Ali, on se često pogrešno interpretira, naročito tamo gde još uvek nije ukorenjen i široko prihvaćen kao neophodan deo svakodnevnog poslovanja.

Odlučili smo da novogodišnje izdanje *What's up*-a posvetimo konceptu društveno odgovornog poslovanja - ne zato što je to moderna tema, već da bismo doprineli debati o značaju i stalnom širenju oblasti u kojima se ovaj koncept primenjuje.



### Editor's word

Here at ACB we are aware that the vast majority of companies gathered in our business park share similar concepts of the importance of CSR. Some companies implement it with a more restrictive policy defined by their worldwide corporate strategy regarding the issue, while some have a more locally orientated approach, depending on their core business. All in all, though, ACB is a place where one can feel the kind of difference that CSR philosophy can make to company behaviour on so many different levels.

Airport City, like all companies, has its own view on this issue. From the very start here we have been oriented towards local community issues, in the belief that, as a developer, we share common goals of the place where we have "landed" and the people of New Belgrade. Ours is a small but important contribution to enhancing the image of New Belgrade as a modern, successful district. We consider every improvement of living conditions, norms or the aesthetic appeal of New Belgrade that we have contributed to as a small step towards making this a city with higher standards. Those are probably the key words associated with all endeavours, both ours and those of our tenants who share the same approach to business: responsibility and standards.

You'll see from your colleagues' comments in this issue of *What's up* that awareness of the importance and the breadth of this concept is probably more evident here than anywhere else in Serbia.

Speaking to ACB-based companies, we have found different aspects of CSR and a deeper understanding of the overall concept and its broad horizons - from community support to ways of treating staff within a company; from humanitarian actions to everyday behaviour in the office environment; from ecological support to supporting staff learning. On the pages of this issue you'll see a few pictures of the small contributions we are happy to share with our tenants and read about the contributions of your neighbours to the CSR cause. Please consider this an opened invitation to all of you who would like to share your experiences by contributing to upcoming issues as this is a topic that we will cover regularly.

Airport City's work with the local community was also affected by shrinking crisis budgets last year - as was the case with others - and so our goal was to carry out small steps that make a difference to everyday life and can give us all a boost of positive energy and optimism. We opted to support small, alternative projects that have a knock-on effect and serve to raise standards in their respective fields; enhancing lives in New Belgrade and increasing standards within the cultural and social scenes of the local community. With this in mind, we supported the student festival FIST and we hosted the Health Ministry's Healthy Heart campaign, as it is part of a broader drive to increase local health levels.

Now at the end of the year we will support a fund-raising project for Kindergartens of New Belgrade - on 16<sup>th</sup> December we'll host the auction of children's works aimed at raising funds for cleaning and upgrading kindergarten parks that can be enjoyed by the whole community. We sincerely hope to have your support as well!

With best wishes for the New Year and all forthcoming Holidays  
Sincerely yours

Marina Deleon  
Communication Advisor  
mail: marina@airportcitybelgrade.com

### Reč urednika

Svesni smo da velika većina kompanija okupljenih u našem biznis parku deli slično gledište o važnosti korporativne društvene odgovornosti. Neke kompanije ga primenjuju u skladu sa nešto restriktivnijom politikom, shodno svojoj globalnoj CSR korporativnoj strategiji, dok neke druge imaju u većoj meri mogućnost lokalnog pristupa koji zavisi prvenstveno od njihovog osnovnog biznisa. Ipak, sve u svemu, ACB je mesto na kome se oseća pozitivna razlika koju prihvatanje filosofije korporativne

društvene odgovornosti stvara u ponašanju kompanije na mnogo različitih nivoa.

Kao i ostale kompanije, Airport City ima svoje viđenje i strategiju u ovom domenu. Od samog početka bili smo orijentisani na integraciju u lokalnu zajednicu, verujući da, kao graditelji, delimo iste ciljeve sa mestom na koje smo "sleteli" i sa stanovnicima Novog Beograda.

Naš doprinos imidzu Novog Beograda kao modernog, uspešnog dela Beograda ma koliko mali, verujemo da je značajan. Svako poboljšanje uslova života i estetskih normi u izgledu Novog Beograda smatramo jednim korakom bliže da ovo postane grad viših standarda. To su verovatno i ključne reči povezane sa svim naporima, podjednako našim i naših klijenata: odgovornost i standardi. Iz komentara svojih kolega u ovom broju *What's up* videćete da je svest o značaju i još više širini ovog koncepta ovde očigledniji nego na bilo kom drugom mestu u Srbiji. Razgovarajući sa kompanijama u ACB-u, zabeležili smo vaše interesovanje za različite aspekte koncepta društveno odgovornog poslovanja, dublje razumevanje njegovih okvira i širi horizont posmatranja - od podrške zajednici do načina na koji se tretiraju zaposleni u kompaniji; od humanitarnih akcija do svakodnevnog ponašanja u kancelarijskom okruženju; od ekološke podrške do značajna ulaganja u edukaciju zaposlenih. Na sledećim stranama videćete primere koje sa zadovoljstvom delimo sa vama i moći ćete da saznate kako o društveno odgovornom poslovanju razmišljaju vaše komšije. Molim vas da shvatite ovo kao otvoren poziv svima koji bi želeli da podeli svoja iskustva na ovu temu s obzirom da će CSR biti naša redovna rubrika.

Na Airport City-jeve projekte usmerene ka lokalnoj zajednici, kao što je slučaj i sa ostalim kompanijama u našem okruženju, uticali su krizom omeđeni budžeti protekle godine. Zato smo se u ACB-u odlučili za strategiju malih koraka koji čine razliku u svakodnevnom životu i daju podstrek optimizmu. Podržali smo manje, alternativne projekte koji imaju povratni efekat, doprinose podizanju standarda, obogaćuju sadržaj života na Novom Beogradu ili doprinose inter-kulturnoj razmeni. Imajući to na umu, podržali smo studentski festival FIST koji je omogućio našim studentima da saraduju s inostranim kolegama; bili smo domaćini kampanje Ministarstva zdravlja Zdravo srce, jer je to deo šire akcije sa ciljem da se poboljša ukupno zdravlje stanovništva.

Sada, na kraju godine, podržaćemo projekat prikupljanja sredstava za vrtiće na Novom Beogradu - 16. decembra bićemo domaćini aukcije dečjih radova koja ima za cilj da prikupi fond za čišćenje i osavremenjavanje parkova u blizini vrtića, u kojima će moći da uživa čitava zajednica.

Iskreno se nadamo da ćemo dobiti i Vašu podršku! S najboljim željama za Novu godinu i sve nastupajuće praznike,  
Marina Deleon

### The concept of FIST

As we have already got the public accustomed to, this year again saw FIST 05 place a focus on specific social problems. The main theme and key concept of this year's festival is the problem of "pop elitism", as defined by the FIST team.

The ease and speed of education as we know it today has led to the emergence of "cheap skills" and "media pollution". A new social layer has been created that has the properties of mass, but appropriates the quality and authority of the elite. Hybrid creatures that combine the negative characteristics of mass and elite can be described through a single term: pop elitism.

The appearance of pop elitism is most prominent in the fields of humanities education, art and culture, where verifying the effects of human activities is harder than in exact sciences. Pop elitism is based on distorted ideas of their own qualities, uniqueness and superiority. Superficially acquired attributes of the elite, or the illusion of availability of elite content, encourage the individual deprived of a positive self-evaluation of internal support. In order to defend their status, insecure individuals seek like-minded groups that will be able to maintain and feed the illusion of their elitism. In this way, the reproduction of personalities and ideas is encouraged. Overproduction brings us face to face with many choices that are nothing more than a series of barely hidden copies. Today anyone can record a film, make a play or give a performance. When value criteria are not clearly defined, such freedom can hinder cultural development more than help it. The heart of the problem lies in the cultural and cultural-educational institutions that support and clone humans of mediocre values. The reducing of criteria entails a growing number of highly educated people whose elite knowledge is only on paper. Misunderstood, reduced to a series of emblems, the elite is a stereotype kept alive by an amassed, materially branded status. Pop elitists, in most cases, have an external source of self-support in the form of institutions or the idea of authority. Copying external authorities leads to disorder and stagnation that deepens prejudices and inertia of thinking.

FIST, through its programmes, wants to pose questions like: How can we prevent the spread of pop elitism? What would it mean to break closed, stagnating groups? How is it possible to defeat superficiality? What are the consequences of the views and works of pop elitist circles? Is there any value? Do we need criteria? How would the criteria be evaluated?

Thanking ACB for supporting the Jerusalem-based students visit to Belgrade, Ari tells *What's up*: "This is a very rare and special experience for us, because even if we have had the chance to perform our works abroad, we've never really co-operated in this manner by coming and creating something entirely new with another academy or other actors from a different society."

Also praising ACB's support, young student directors of FIST - Andjelka Jankovic and Mina Padezanin - said that it was rare for a donor to be so hands-on. "Most donors that support us don't really actively participate and show so much interest in the festival itself, but Airport City has



invited us to visit them, enquired about what the festival is all about and been very interested in everything we do." Airport City Beograd je nastavio aktivnosti na saradnji sa lokalnom zajednicom podržavajući ovogodišnji, peti po redu Festival međunarodnog studentskog pozorišta, FIST 05.

Mark Pullen

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Ovaj festival, jedan od dva studentska pozorišna festivala na svetu koje organizuju studenti za studente, realizovali su studenti Fakulteta dramskih umetnosti u Beogradu, a trajao je od 13. do 15. novembra ove godine.

U početku osnovan za studente dramske umetnosti Srbije kao "prozor u svet" modernog studentskog pozorišta, FIST je prerastao u događaj čuven među studentima umetnosti u mnogim zemljama.

Na ovogodišnjem FIST-u mogla su se videti gostovanja iz Danske i Izraela, a ACB je bio jedan od sponzora festivala. Govoreći za *What's Up* o svojoj poseti Beogradu, Anna Weiselberg, Inbal Yomtovian i Ari Teperberg sa Fakulteta vizuelnog pozorišta u Jerusalimu, rekli su da njihova poseta ne bi bila moguća bez podrške Airport City-ja. "Ova poseta je ponudila mnoga nova iskustva kojima nismo izloženi u svom redovnom radnom okruženju", kaže Inbal. "Ovaj festival nam pomaže da se povežemo sa drugim disciplinama i kulturama."

Namera ACB-a je bila da podrži inter-kulturnu razmenu koja mladim ljudima iz Izraela i Srbije "otvara vrata" da zajedno rade i, prema Aninim rečima, to je glavna dobrobit ovog festivala - "Srpska i evropska kultura se mnogo razlikuju od naše. Zbog toga nam rad sa ljudima ovde omogućava da osetimo pozorišne tendencije koje se bitno razlikuju od onoga što se dešava kod kuće. Rad u ovakvim koprodukcijama stvara potpuno drugačiju vrstu energije, jer u isto vreme na sceni imamo i Srbe i Izraelce i ta sinergija je nešto jedinstveno i posebno." Zahvaljujući se ACB-u na podršci poseti studenata iz Jerusalima Beogradu, Ari kaže za *What's Up*: "Ovo je

### Manifest FIST-a

Kako smo već navikli publiku, i ove godine FIST 05 u svom fokusu ima određeni društveni problem. Glavna tema i ključni pojam ovogodišnjeg festivala je problem "pop elitizma", kako ga je FIST ekipa definisala.

Lakoća i brzina obrazovanja, kakvu poznajemo danas, dovela je do pojave "jeftinog znanja" i "medijske zagadenosti". Stvoren je nov društveni sloj koji ima osobine mase, a prisvajajući kvalitet i autoritet elite. Hibridna tvorevina koja spaja negativne odlike masovnog i elitnog, može se opisati jednim terminom: pop elitizam. Pojava pop elitizma najočiglednija je u oblastima humanističkog obrazovanja, umetnosti i kulture, gde je proveriti učenje ljudske delatnosti teže nego u egzaktnim naukama. Pop elitizam se zasniva na iskrivljenoj predstavi o sopstvenom kvalitetu, posebnosti, nadmoći. Površno stečeni atributi elite, ili privid dostupnosti elitnog sadržaja podstiču u pojedincu pozitivno samovrednovanje lišeno unutrašnje potpore. Kako bi odbranio svoj status, nesigurni pojedinac traži grupu istomišljenika u kojoj će moći da održava i hrani iluziju svog elitizma. Na taj način se podstiče umnožavanje ličnosti i ideja. Hiperprodukcija nas suočava sa mnoštvom izbora, koji nisu ništa drugo do serijski niz jedva prikrivenih kopija. Danas svako može da snimi film, da napravi predstavu ili performans. Kada merila vrednosti nisu jasno određena, takva sloboda može više da omete nego da pomogne kulturni razvoj. Srž problema se nalazi u kulturnim i kulturno-obrazovnim institucijama koje podržavaju i kloniraju čoveka srednjih vrednosti. Snižavanje kriterija sobom povlači sve veći broj visokoobrazovanih ljudi čije je znanje elitno samo na papiru. Pogrešno shvaćena, svedena na niz amblema, elita je stereotip koji se održava priklupljanjem materijalnih oznaka statusa. Pop elitisti u većini slučajeva imaju spoljni izvor samoodržavanja u vidu institucije ili idejnog autoriteta. Kopiranje spoljnog autoriteta vodi do nerada i učaurenosti koji produbljuju predrasude i inerciju misli.

FIST kroz svoje programe želi da postavi pitanja: Kako sprečiti širenje pop elitizma? Šta bi značilo razbijanje zatvorenih, ustajalih grupa? Kako pobediti površnost? Kakve posledice imaju stavovi i dela pop elitističkih krugova? Da li postoji vrednost? Da li su nam potrebni kriteriji? Koji bi to kriteriji vrednovanja bili?

veoma jedinstveno i posebno iskustvo za nas, jer, čak i kad smo imali šansu da izvodimo svoje predstave u inostranstvu, nikada do sada nismo zapravo saradivali na ovaj način - stvarajući nešto sasvim novo sa drugom akademijom ili glumcima iz druge zemlje."

Takođe zahvaljujući na podršci ACB-a, mladi studenti - direktori FIST-a Andjelka Janković i Mina Padežanin, istakle su da je redak slučaj da donator bude tako aktivno uključen u događaj: "Najveći broj naših donatora ne učestvuje aktivno u festivalu, ali direktori iz Airport City-a su nas pozvali da ih posetimo, raspitali se čime se festival bavi i pokazali zainteresovanost za sve što mi radimo".  
Mark Pullen

## ACB supports student theatre

Airport City Belgrade has continued its activities aimed at co-operating with the local community by supporting this year's fifth annual Festival of International Student Theatre, FIST05.

The festival, only the second student theatre festival in the world to be organised by students for students, was realised by students from the Faculty of Dramatic Arts in Belgrade and ran from 13<sup>th</sup> to 15<sup>th</sup> November. Initially set up to provide Serbian drama and art students with a window onto the world of contemporary student theatre, FIST has grown to become an event renowned among students of dramatic arts in many countries. This year's FIST included guest performances from Denmark and Israel, with ACB among those offering sponsorship.

Speaking to *What's Up* about their visit to Belgrade, Anna, Inbal and Ari (of the School of Visual Theatre in Jerusalem) say that their attendance wouldn't have been possible without the support of Airport City.

"This chance brought a lot of new things and offered new experiences that we wouldn't have been exposed to in our normal working environment," says Inbal. "The event helps us to connect with other disciplines and cultures."



Airport City's aim was to support intercultural exchange that opens doors for young people from Israel and Serbia to work together and, according to Anna, this is the main benefit of the festival: "Serbian and European culture differs quite a lot from our culture. As such, working with people here allows us to experience theatrical tendencies that differ a lot from what we would find at home. Working on this co-production creates a completely different kind of energy, because we have both Serbs and Israelis on stage and the synergy is something unique and special."



## Combining CSR & active break time

Airport City Belgrade hosted an active presentation of the Serbian Ministry of Health's campaign promoting health in the workplace earlier this autumn, thus satisfying the company's corporate social responsibility (CSR) goals and providing tenants with a useful way of spending their break. The event, led by Serbian State Secretary for Health, Nevena Karanović, saw numerous health professionals offer tenant workers at ACB a chance to use their break time in an active way and also get a free health check. Employees from a number of companies based at ACB came down to check out the event and check-up on their health, having their blood pressure taken, active heart rate read and receiving free medical advice on how to stay healthy in modern office environments.

Speaking to *What's up* about the choice of ACB as a venue for this ministerial campaign, State Secretary Karanović said: "Airport City is a place that has a lot of employees working for a number of different firms from different sectors. As such, it represents a modern business centre where, in beautiful surroundings, we can send an appropriate message about health in the workplace." Staff from Unilever, Cisco Systems, Telenor and other ACB-based companies applauded the initiative and, putting in impromptu appearances, ran the treadmill to test their heart rate, then had their blood pressure checked and were finally offered words of encouragement and suggestions on how to promote their own health and remain efficient workers.

Asked if enough corporate companies in Serbia are sufficiently aware that a healthy worker is a more efficient worker, State Secretary Karanović said: "Western companies are well aware of that and are legally obliged to maintain healthy working environments. Here in Serbia we have to learn from those companies, because they bring some innovations that we haven't grown accustomed to yet - though in the past few years our workers and employer are becoming more aware that they have to work in healthy ways."

ACB and its tenant companies are at the cutting edge of health in the workplace, thanks to their global approach to doing business, and ACB aims to host similar events to ensure that employees can take advantage of activities staged to entertain, educate or simply provide a break from the norm.

Airport City Beograd je ove jeseni bio domaćin prezentacije kampanje Ministarstva zdravlja Republike Srbije kojom se promovise zdravlje na radnom mestu u okviru projekta Srbija za zdravo srce. Na taj način doprineli smo jednom od ciljeva društvene odgovornosti, a sa druge ponudili svojim stanarima način da korisno upotrebe pauzu na poslu.

U prezentaciji kojom je rukovodila dr Nevena Karanović, Državna sekretarka za zdravlje Srbije, učestvovao je veliki broj stručnjaka iz oblasti zdravlja koji su stanarima ACB-a ponudili aktivnu pauzu na poslu kao i da se podvrgnu besplatnom pregledu. Zaposleni iz brojnih kompanija u ACB-u koji su došli da "vide šta se dešava" istovremeno su mogli da ispituju svoje zdravlje mereci krvni pritisak i puls, uz besplatne medicinske savete na temu kako ostati zdrav u modernom kancelarijskom okruženju.

Govoreći za *What's Up* o tome zašto je prostor ACB-a odabran za promociju kampanje Ministarstva, državna sekretarka dr Nevena Karanović je rekla: "Airport City je mesto na kome u velikom broju različitih firmi iz različitih sektora radi mnogo ljudi. Zato on odlično reprezentuje moderan poslovni centar odakle možemo da pošaljemo odgovarajuću poruku na temu zdravlja na radnom mestu."

Zaposleni iz Unilevera, Cisco Systems-a, Telenora i drugih kompanija iz ACB-a pozdravili su inicijativu i spontano se uključili u događaj, trčeci po traci dok im se meri puls, mereci krvni pritisak i na kraju, slušajući reči ohrabrenja i predloga kako da unaprede svoje zdravlje i da ostanu efikasni na poslu.

Na pitanje da li dovoljan broj korporacija u Srbiji ima svest o tome da je zdrav radnik istovremeno i efikasniji na poslu, državna sekretarka je rekla: "Kompanije koje dolaze sa zapada veoma su toga svesne, a i zakon ih obavezuje da održavaju zdravu radnu sredinu. Mi treba da učimo od tih kompanija jer one donose neke inovacije na koje mi još uvek nismo navikli - iako tokom poslednjih nekoliko godina i naši radnici postaju sve više svesni značaja zdravih navika na radu."

ACB i kompanije koje su njegovi stanari poštuju najmodernije zdravstvene standarde na radnom mestu zahvaljujući svom globalnom pristupu poslu. ACB i ubuduće planira da bude domaćin ovakvih manifestacija jer želimo da zaposlenima ponudimo aktivnosti koje će ih zabaviti, edukovati ili prosto učiniti da predahnu od posla.



# Serbia for a healthy heart

Dr. Nevena Karanović, State Secretary of the Health Ministry of the Republic of Serbia

Cardiovascular diseases are the leading cause of illness, sick leave, disability and premature death in Serbia. Prevention and control of diseases of the heart and blood vessels can significantly improve the health of the nation,



## > The Heart (doesn't) like risks

It is estimated that annually in Serbia there are around 13,000 patients being treated for angina pectoris and myocardial infarction at 54 coronary units and intensive care departments across the country.

During 2007, nearly 22,000 new cases and about 7,500 fatalities from diseases of the heart and blood vessels were registered in Serbia, i.e., mortality caused by this group of diseases is more than half of all fatalities (56 percent) in our country. Compared to other European countries, Serbia is in the group of countries with high risk of fatality from heart disease and blood vessel disorders, said the State Secretary of the Ministry of Health of the Republic of Serbia.

assessed Serbian State Secretary of the Ministry of Health, Dr Nevena Karanović, a professional cardiologist.

"The national programme for the prevention and control of cardiovascular diseases in the Republic of Serbia until 2020 - "Serbia for a healthy heart", which was presented publicly in September when we had the activity at Airport City, provides a strategic approach to solving the problem of cardiovascular diseases. The programme states that its focus is "aimed towards the modification of the causes of avoidable diseases, prevention of the start or early progression of diseases, improving of the outcomes and quality of life of patients and, as much as possible, reducing disability and premature death from heart disease and blood vessel disorders," she said.

## Good heart for better life and business

Dr Karanović recalled that the project had been developed exceptionally thoroughly. Minister of Health, Professor Tomica Milosavljević, formed a working group in March this year composed of fifty cardiologists, cardio surgeons and vascular surgeons, endocrinologists, physiotherapists, epidemiologists and physicians of other preventive branches of medicine. By the end of the summer, the working group had drafted this document, with the aim of reducing the number of early fatalities and reducing the burden of diseases of the heart and blood vessels by instigating joint activities involving the entire society. The expected outcomes of this programme's implementation are the improving of the quality of life and extending of life expectancy for all citizens of Serbia, with the pre-

vention and control of heart and blood vessel diseases significantly improving overall health.

- This means that the state and professions take responsibility to ensure citizens receive equal access to information related to prevention, but also the use of modern diagnostic and therapeutic procedures in the field of cardiovascular disease, regardless of whereabouts in Serbia they live. Partial responsibility remains with the individual, who must take care of their own health, because the leading risk factors for the development of cardiovascular disease are smoking, a lack of physical activity, inadequate nutrition and obesity, elevated blood-fat levels, high blood pressure and alcohol consumption - factors that are avoidable in order to preserve health, warned Dr Karanović.

She added that, in addition to these factors, the occurrence of cardiovascular disease is attributed to other factors affecting the living and working environment, such as urban noise pollution, noise in the workplace, air pollution and more.

## Everybody on a diet - Stop smoking

- Implementation of the "Serbia for a healthy heart" programme should show the first results in the medium term of five years: reducing the number of smokers and the obese, lowering the exposure of the population to other risk factors, ensuring application of the most modern methods of treatment of acute myocardial infarction across the territory of the whole country, as well as an increasing of capacity in the field of interventional cardiology and cardiac surgery, which would significantly shorten waiting lists for these procedures. It is estimated that annually in Serbia there are around 13,000 patients being treated for angina pectoris and myocardial infarction at 54 coronary units and intensive care departments across the country, said Dr Karanović.

According to the state secretary, the Working Group for acute coronary syndrome, led by Dr Zorana Vasiljević, has significantly improved work and therapy on patients in the coronary unit, which is best evidenced by the fact that their mortality rates have dropped from 20 percent to less than ten percent, which brings Serbia into line with the European average. In the last seven years, five new coronary units have been established in locations where they were previously lacking. Moreover, pacemakers have become available to everyone, she added.

She stressed that further plans for the improvement of cardiac services listed in the "Serbia for a healthy heart" programme refer to the organisation of services for interventional cardiology operating 24 hours a day. In this way, waiting times for interventional procedures will be significantly reduced and faster care of patients with acute myocardial infarctions will be facilitated.

Ljiljana Lukić

Kardiovaskularne bolesti su vodeći uzroci obolevanja, odsustvovanja sa posla, invalidnosti i prevremenog umiranja u Srbiji. Prevencijom i kontrolom bolesti srca i krvnih sudova moguće je značajno poboljšati zdravlje, ocena je državne sekretarke Ministarstva zdravlja Republike Srbije, dr Nevena Karanović, po struci kardiologa. - Nacionalni program prevencije i kontrole kardiovaskularnih bolesti u Republici Srbiji do 2020. godine - "Srbija za zdravo srce" koji je javnosti predstavljen u septembru

kada smo imali i akciju u Aeroport City-ju obezbeđuje strateški pristup rešavanju problema kardiovaskularnih bolesti. U Programu se navodi da je on "usmeren na modifikaciju uzroka bolesti koje je moguće izbeći, prevenciju početka ili progresiju bolesti, poboljšanje ishoda i kvaliteta života obolelih i, koliko god je moguće, smanjivanje invaliditeta i prevremenog umiranja od bolesti srca i krvnih sudova", istakla je ona.

## Dobro srce za bolji život i biznis

Dr Karanović je podsetila da je projekat rađen izuzetno temeljno. Ministar zdravlja, profesor Tomica Milosavljević, formirao je u martu ove godine radnu grupu sastavljenu od pedesetak kardiologa, kardioloških hirurga, endokrinologa, fiziologa, epidemiologa i lekara drugih preventivnih grana medicine koja je do kraja leta sačinila je ovaj dokument sa ciljem smanjenja broja prevremenih

## > Srce (ne)voli rizike

Procenjuje se da se u Srbiji godišnje na bolničkom lečenju nalazi oko 13.000 bolesnika sa anginom pectoris i infarktom miokarda u 54 koronarne jedinice i odeljenja intenzivne nege širom zemlje.

Tokom 2007. godine u Srbiji je registrovano blizu 22.000 novoobolelih i oko 7.500 smrtnih ishoda od bolesti srca i krvnih sudova, odnosno, smrtnost izazvana ovom grupom bolesti čini više od polovine svih smrtnih ishoda (56 odsto) u našoj zemlji. U poređenju sa drugim evropskim zemljama, Srbija se nalazi u grupi zemalja sa visokim rizikom umiranja od bolesti srca i krvnih sudova, izjavila je državni sekretar Ministarstva zdravlja Republike Srbije.

smrtnih ishoda i smanjenja opterećenja bolestima srca i krvnih sudova preduzimanjem zajedničkih aktivnosti celog društva. Očekivani ishod sprovođenja ovog Programa je poboljšanje kvaliteta života i produženje očekivanog trajanja života za sve stanovnike Srbije jer je prevencijom i kontrolom bolesti srca i krvnih sudova moguće značajno poboljšati zdravlje.

- To znači da država i struka preuzimaju odgovornost da građanima obezbede jednaku dostupnost znanja vezanih za prevenciju, ali i primenu savremenih dijagnostičkih i terapijskih postupaka u oblasti kardiovaskularnih bolesti, bez obzira na to u kom delu Srbije žive. Deo odgovornosti ostaje na pojedincu, koji mora da vodi brigu o svom zdravlju, jer su vodeći faktori rizika za nastanak kardiovaskularnih bolesti pušenje, fizička neaktivnost, nepravilna ishrana i gojaznost, povišene vrednosti masnoća u krvi, visok krvni pritisak i konzumiranje alkohola - faktori koji se mogu izbeći kako bi se sačuvalo zdravlje, upozorila je dr Karanović. Dodala je da pored ovih, na nastanak kardiovaskularnih bolesti utiču i faktori iz životne i radne sredine kao što su gradska buka, buka na radnom mestu, zagađenje vazduha i drugo.

## Svi na dijetu - Stop pušenje

- Primenom programa "Srbija za zdravo srce", trebalo bi da u srednjoročnom periodu od pet godina pokaže prve rezultate: smanjenje broja pušača i gojaznih, manju izloženost stanovnika drugim faktorima rizika, primenu najsavremenijih metoda lečenja akutnog infarkta miokarda na teritoriji cele zemlje, kao i povećanje kapaciteta u

oblasti interventne kardiologije i kardiološke, što bi značajno skratilo liste čekanja za ove procedure. Procenjuje se da se u Srbiji godišnje na bolničkom lečenju nalazi oko 13.000 bolesnika sa anginom pectoris i infarktom miokarda u 54 koronarne jedinice i odeljenja intenzivne nege širom zemlje, navela je dr Karanović.



Prema njenim rečima Radna grupa za akutni koronarni sindrom na čelu sa dr Zoranom Vasiljević značajno je unapredila rad i terapiju pacijenata u koronarnim jedinicama, o čemu najbolje svedoči činjenica da je smrtnost u njima opala sa 20 odsto na manje od 10 odsto, što Srbiju izjednačava sa evropskim prosekom. U poslednjih 7 godina otvoreno je i 5 novih koronarnih jedinica u mestima gde ih nije bilo. Takođe, pejs-mejkeri su postali dostupni svima, dodala je ona i naglasila da se dalji planovi unapređenja kardiološke službe koji se navode u Programu "Srbija za zdravo srce" odnose na organizaciju rada službi interventne kardiologije koja radi 24 sata. Na taj način se značajno smanjuje vreme čekanja na interventne procedure i omogućuje brže zbrinjavanje pacijenata sa akutnim infarktom miokarda.

Ljiljana Lukić



# Corporate community care

INTERVIEW: Ana Krstic, Manager of the Telenor Foundation



society in general and the local media don't really understand this concept. Having a foundation ensures that our CSR activities are not mixed with sponsorship." Initial development of the Foundation's strategy included identifying specific areas to be supported: "it's impossible to support everything and we are well aware that this society faces a lot of challenges and problems. As such, we had discussions with different stakeholders and the newly-formed board of the Telenor Foundation opted to concentrate on three areas: education & youth, socially vulnerable groups and art & culture."

## No green issues?

"Telenor as a company has a climate change programme, and the Foundation has also participated in several awareness-building green projects"

## So, within Telenor Company there are CSR projects that are not connected to the Foundation?

"Precisely. The Foundation has its own budget and projects that mainly support the local community, but there are a lot of so-called CR projects being run by the company. As opposed to CSR, CR is a much broader concept than just helping the local community; CR relates to how we do business generally. It determines how we treat our employees and how we co-operate with business partners, who have to conform to our business standards."

## Is the Foundation unique to Serbia or does Telenor have other such foundations in the countries where it does business around the world?

"It's completely unique to Serbia at the moment, but it has proved to be a very good concept and we have had interest from our colleagues in the Ukraine, India and elsewhere. So, as a concept it started in Serbia and we were kind of a pilot project, but it's now likely to expand to other countries in the Telenor family."

## What led you to opt for education & youth, socially vulnerable groups and art & culture?

"First of all we established a board of experts from different fields. The Board has two members from Telenor - our CEO and our chief corporate communications officer -

and three experts able to decide upon good projects - the Dean of the Belgrade University, a lawyer specialising in child rights and a professor of the Faculty of Political Sciences. The make-up of the board ensures that the expert members can overrule our corporate members and ensure the projects are objective and good for Serbia."

"We chose education & youth because, obviously, this is the most important capital of our country and must be invested in. Serbia still suffers from a huge brain drain and, according to research, some 70% of students would leave Serbia upon graduation if given the opportunity. As such, our projects in this domain aim to keep graduates in Serbia by offering them opportunities to develop professionally. "Vulnerable groups also represent another important issue in Serbia. According to statistics, around ten percent of people in Serbia are living with some kind of disabilities. However, when we say 'vulnerable groups' we're not referring exclusively to persons living with disabilities, but also impoverished people, parentless children, mentally-challenged people, etc. In addition to the Foundation, persons with disabilities are also employed by Telenor, thus satisfying our CR standards."

"We chose art and culture because we would like to encourage local cultural production and support Serbian artists, bearing in mind the difficult conditions in which they work..."

The Telenor Foundation is setting a positive example of corporate practice and is even providing a means of facilitating the CSR projects of other companies. We applaud their efforts involved in helping the local community and society at large.

## The areas you've selected also allow for crossover projects covering the whole spectrum.

"Yes. And we're doing a lot of that: culture and youth; education and vulnerable groups, etc."

## Has the Telenor Foundation been adversely affected by the crisis?

"I have to say that we haven't been affected by the crisis at all. The budget of the Foundation is secure and will not be affected by the crisis in any way."

"The Foundation is financed by Telenor Company, as the only donor, but we are very open to other companies and institutions wanting to join our projects and we invite others to join us. As such, we do a lot of work with NGOs, state institutions, ministries and other companies."

## So, you would be open to joint projects with other companies based here at Airport City, for example?

"Certainly. There cannot be competition when it comes to CSR and we have done several projects with Telekom Srbija, for instance."

## Is the lack of awareness of CSR a problem here; do you suffer from media or other companies thinking that you're just using good causes to promote Telenor's core business?

"Yes, a lot; particularly when it comes to the media. Sometimes we support projects that we think represent very important contributions to society as a whole and are helping to solve serious social issues, but the media ignore us - despite the fact that Telenor Foundation is running projects. However, this is a problem globally and is in no way specific to the Serbian media."

## Does the Foundation accept project proposals from NGOs or lobby groups?

"Yes. We have a constant open competition and applications can be made via our website. Four times a year our board assesses the project proposals and selects which ones we will support. We also identify potential joint projects and approach partners who we think could work with us. "The sustainability of proposed projects is extremely important to us; it's important that a project addresses a specific issue relevant to Serbia and that we are involved, as the Foundation, in all phases of the project."

"Our aim is not merely to give money charitably, but rather to be hands-on - with the involvement of our employees; perhaps telecommunications aspects of a given project, etc."

## Could you tell us something about ongoing projects that the Telenor Foundation is involved in?



"One internal project we're running at the moment is called 'Words to Deeds', which is a project for employees. Over time we've had employees coming to us with all kinds of ideas for projects to do all sorts of activities - from helping schools, to assisting in the construction of important roads, etc. - and so we decided to open a channel and make it a little more structured for them. They can come to the Foundation to apply, but they have to fill in a comprehensive application form which demands that they really sit down and think about how to convert abstract ideas into tangible project proposals. This entails taking responsibility for the entire project and seeing it through to completion as the project leader. The required level of detail and commitment required has proven to be something of a repellent for quite a few of them, but we still ended up with around 25 serious applications from a total of 1,200 employees and we are confident that these are sufficiently thought through and can be converted, as we say, from words to deeds. We will choose five of these projects and they will be awarded one-off grants of up to 2,000 euros each."

"Another interesting project beyond the Words to Deeds initiative is development of the Centre for Students Living with Disabilities, which we set up in conjunction with the University of Belgrade. The centre is within the Svetozar Markovic University Library and we carried out all the civil engineering works: adapting the space with architects and equipping the centre through consultation with the Association of Students Living with Disabilities, who provided advice and suggestions based on their needs. Now the Centre has been established, but we are continuing our involvement with lectures from some of our employees and by offering support from time to time."

Mark Pullen

## Ane Krstić, menadžer Fondacije Telenor

Po rečima Ane Krstić, menadžera Fondacije Telenor "Koncept korporativne društvene odgovornosti je dobio novi zamah u Srbiji otkako je Telenor došao u zemlju. Tada je ovaj koncept bio praktično nepoznat među lokalnim kompanijama, ali mislim da sve više shvataju njegov značaj. Istovremeno, on postaje sve popularniji zahvaljujući, između ostalog i činjenici da su ustanovljene

nagrade koje motivišu kompanije da ovaj koncept postave kao deo svog brenda".

Ne dugo pošto je kompanija Telenor došla na srpsko tržište, osnovana je i Fondacija Telenor, kao deo strategije ove kompanije da pomaže zajednicama u kojima posluje. "Takođe, hteli smo da imamo celinu odgovornu od kompanije, jer je koncept društvene odgovornosti nov u Srbiji i ni društvo ni lokalni mediji ne razumeju zapravo njegovu suštinsku ideju. Postojanje fondacije obezbeđuje da se ove naše aktivnosti ne mešaju sa sponzorstvom". Početni razvoj strategije Fondacije podrazumeva identifikovanje specifičnih područja koja treba podržati: "Nije moguće podržati sve, a mi smo svesni da se ovo društvo suočava sa mnogim izazovima i problemima. Prema tome, imali smo razgovore sa različitim akcionarima i sa novoformiranim odborom Fondacije Telenor i odlučili da se koncentrišemo na tri oblasti: obrazovanje & omladina, društveno ranjive grupe i umetnost & kultura".

## Bez zelenih tema?

"Kao kompanija, Telenor ima program u vezi sa klimatskim promenama, a Fondacija je takođe učestvovala u nekoliko projekata na temu stvaranja svesti o očuvanju okoline".

## Dakle, u okviru Kompanije Telenor postoje projekti korporativne društvene odgovornosti koji nisu u vezi sa Fondacijom?

"Tako je. Fondacija ima svoj sopstveni budžet i projekte koji uglavnom podržavaju lokalnu zajednicu, ali postoji i veliki broj projekata takozvane korporativne odgovornosti

ispunjava standarde korporativne odgovornosti". "Područje umetnosti i kulture smo izabrali jer bismo želeli da ohrabrimo lokalnu kulturnu produkciju i da podržimo srpske umetnike, imajući u vidu teške uslove u kojima stvaraju..."

## Poručja koja ste izabrali takođe pružaju mogućnost unakrsnih projekata koji pokrivaju čitav spektar?

"Da, i to u velikoj meri radimo: kultura i mladi, obrazovanje i ranjive grupe, i slično."

## Da li je Fondacija Telenor teško pogođena krizom?

"Moram da kažem da krizom nismo ni malo pogođeni. Budžet Fondacije je siguran i ni na koji način neće biti ugrožen krizom".

Fondaciju finansira Kompanija Telenor kao jedini donator, ali smo takođe sasvim otvoreni i prema ostalim kompanijama i ustanovama koje žele da se uključe u naše projekte i pozivamo ih da nam se pridruže. Dakle, mnogo radimo sa nevladinim organizacijama, državnim ustanovama, ministarstvima i drugim kompanijama."

## Znači, otvoreni ste za zajedničke projekte, na primer, sa kompanijama koje rade u Airport City-ju?

"Naravno. Kada se radi o korporativnoj društvenoj odgovornosti, ne može biti preklapanje - na primer, nekoliko projekata smo uradili sa preduzećem Telekom Srbija".

## Da li ovde postoji problem nedostatka svesti o korporativnoj društvenoj odgovornosti; da li nailazite na nerazumevanje medija ili drugih kompanija koje misle da samo koriste dobre razloge da biste promovisali Telenorov osnovni biznis?

"Da i to veoma, naročito što se tiče medija. Povremeno podržavam projekte za koje verujemo da predstavljaju veoma važan doprinos društvu u celini i pomažu da se reše ozbiljna socijalna pitanja, ali mediji nas ignorišu - bez obzira na to što Fondacija Telenor rukovodi projektima. Ali, to je globalni problem i ni na koji način nije specifičan za srpske medije."

Fondacija Telenor daje pozitivan primer korporativne prakse i dodatno, obezbeđuje sredstva za omogućavanje projekata korporativne društvene odgovornosti drugih kompanija. Mi čestitamo njihovim naporima da pomognu lokalnu zajednicu i društvu u celini.

## Da li Fondacija prihvata predloge projekata nevladinih organizacija ili lobija?

"Da. Mi imamo stalno otvoren konkurs na koji se može prijaviti preko našeg sajta. Četiri puta godišnje, naš Odbor procenjuje predloge i bira one koje ćemo podržati. Takođe, identifikujemo potencijalno zajedničke projekte i obračamo se onima za koje mislimo da mogu da rade sa nama." "Izuzetno nam je važna održivost predloženih projekata: bitno je da se projekat tiče specifičnog pitanja koje je relevantno za Srbiju kao i da smo, kao Fondacija, uključeni u sve faze projekta."

"Naš cilj nije samo da damo novac u dobrotvorne svrhe, već da budemo aktivno uključeni, angažmanom naših zaposlenih; možda preko telekomunikacijskog aspekta određenog projekta itd."

## Možete li da nam kažete nešto o projektima Fondacije Telenor koji su u toku?

"Jedan interni projekat koji vodimo se zove 'Reči u dela' i to je projekat za zaposlene. Tokom godina se često dešavalo da zaposleni dolaze kod nas sa najraznovrsnijim idejama za projekte - od pomoći školama do asistiranja u izgradnji važnih puteva i slično - i tako smo odlučili da otvorimo taj kanal ali da malo bolje profilisemo takve ideje. Ljudi mogu da konkurisu kod Fondacije, ali moraju prvo da ispune jedan sveobuhvatni formular koji zahteva da se dobro razmisli na koji način pretočiti apstraktne ideje u opipljivi predlog projekta. To povlači za sobom preuzimanje odgovornosti za čitav projekat i sagledavanje celokupnog njegovog toka sve do završetka, u svojstvu vođe projekta. Pokazalo se da je nivo detalja i angažmana koji se zahteva jednom broju ljudi bilo prilično odbojan, ali ipak smo završili sa 25 ozbiljnih aplikacija od ukupnog broja od 1.200 zaposlenih. Verujemo da su ovi predlozi dovoljno promišljeni i da se mogu pretočiti, kao što smo rekli iz 'reči u dela'. Pet od ovih projekata će biti nagrađeni do sume od 2.000 eura svaki"

"Pored projekta 'Reči u dela' postoji još jedan interesantan projekat koji se bavi razvojem Centra za studente sa hendikepom, a koji radimo sa Beogradskim Univerzitetom. Centar radi u okviru Univerzitetske biblioteke Svetozar Marković, a mi smo izveli sve građevinske radove: adaptaciju prostora zajedno sa arhitektima i opremanje centra posle konsultacija sa Udruženjem studenata sa hendikepom odakle su nas posavetovali i dali sugestije bazirane na njihovim potrebama. Sada je Centar osnovan, ali mi nastavljamo svoje učeske preko predavanja nekih naših radnika i, s vremena na vreme, pružajući podršku."

Mark Pullen

# Awareness & Action

Lidija Vladislavljevic, Director of Risk Management Directorate, KBC Banka  
Stanislava Pak, Director of Communication Department, KBC Banka

KBC Banka became a member of the UN's Global Compact initiative in the last two months, while parent company KBC Group was already a member. The United Nations Global Compact is a strategic policy initiative for businesses that are committed to aligning their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption. "Accordingly," explains Lidija Vladislavljevic, "we recently organised a CSR project that a lot of our directors are involved in."

Corporate responsibility in the banking sector is led locally by the National Bank of Serbia, which organises workshops. As Lidija tells *What's up*: "We are involved in two such workshops regarding financing. One is called 'Bank Clerk' and we are involved in that by supporting lectures for third and fourth grade secondary school pupils at which they learn about banking and receive career guidance on what they need to study in order to become a banking professional. Promoting careers in banking is a factor of this, but the main goal is to help youngsters to better understand what banking is."



"The second workshop, 'How to Manage Personal Finance', sees us offer clients free help and advice on how to solve personal finance problems and manage their finances - particularly important at this time of crisis. We present them our products and guide them on how to use those products in the best way."

"In another CSR area, we have established contact with Ada Ciganlija lakeside resort and when the weather improves we will organise the cleaning of the lake and island park." KBC Bank Communications Director, Stanislava Pak, continues: "We are continuously donating to schools for children living with disabilities and are regularly organising donations of clothing, toys, sweets and other food. We also help Kulina, the institute for people living with disabilities, and have been organising donations to them for several years."

**Are your CSR activities led centrally from the bank's HQ?**  
Stanislava: "Our CSR activities are mainly organised at the local level, so we consult our branch managers about which areas are being targeted as requiring our help and we donate whatever they need accordingly. We also have a continuous action of donating computers to local communities, also through our local branches."

**How have your CSR activities developed over recent years?**  
Stanislava: "This is just the beginning really. As you know, we were acquired by KBC in June 2006 and after rebranding to KBC banka last year we started all of the CSR projects we're now running. However, we can note that KBC Group has received several global awards for their CSR work and they have an entire department dedicated to such special activities. We are a small player on this market, but we're trying to be as influential as possible."

**Do you think there's enough awareness of CSR here in Serbia?**  
Stanislava: "There was a CSR conference at the Hyatt

Hotel a month ago, organised by AmCham. I attended the event and was surprised at the level of awareness about CSR in Serbia. I didn't think companies were so dedicated. It may still be in its initial phase in Serbia, but people and companies are aware of how they can pollute the environment and why they have to invest in attaining standards; how they can help the society and that the communities in which they operate have to be clean and healthy for future generations."

**Are you satisfied with media coverage of CSR activities?**  
Stanislava: "No; they aren't supporting us at all in these activities. Perhaps they also have to be better stimulated by state in their role in CSR. I have the impression that media perceives our incentives to support local communities as our promotion and that we have to pay for that publicity. Our goal is development of the society, with an aim to enable community to be better and healthier in the future. Media coverage is in our view a tool to invite other companies to join such an activity and kind of commend our efforts"

**Do you provide opportunities for the NGO sector to approach you for funding assistance on humanitarian projects?**

Stanislava: "We are open to such collaboration and can be approached through the workshops and conferences that we are involved in."

"We believe that Serbia needs as much CSR assistance as possible in all sectors - from environmental protection to people living with disabilities, culture and youth - and are endeavouring to provide as much support as we are able."

**I suppose, as Serbia approaches the EU, companies will take the place of international donors more and more when it comes to supporting many worthy causes?**

Stanislava: "Yes, and companies are going to have to do that, because EU legislation demands that all standards are met and companies are not just aware of CSR needs, but rather act accordingly."

Mark Pullen

Lidija Vladislavljević, direktor Sektora za procenu rizika, KBC Banka  
Stanislava Pak, direktor Odeljenja komunikacija, KBC Banka

U protekla dva meseca, KBC Banka je postala član inicijative Globalni dogovor Ujedinjenih nacija, dok je matična kompanija, KBC Grupa, već od ranije bila njen član.

Globalni dogovor Ujedinjenih nacija je strateška inicijativa namenjena kompanijama koje su posvećene usklađivanju svog delovanja i strategije sa deset opšte-prihvaćenih principa u oblastima ljudskih prava, rada, okoline i anti-korupcije. "U tom okviru smo", objašnjava Lidija Vladislavljević, direktorka Sektora za procenu rizika, "nedavno organizovali projekat koji se tiče korporativne društvene odgovornosti u koji je uključen veliki broj naših direktora".

Korporativnu odgovornost u sektoru bankarstva kod nas predvodi Narodna banka Srbije koja organizuje radionice. Kao što Lidija kaže za *What's Up*: "Uključeni smo u dve takve radionice koje se tiču finansiranja. Jedna se zove 'Bankarski službenik' u kojoj učestvujemo u predavanjima

namenjenim učenicima trećeg i četvrtog razreda srednje škole, na kojima oni uče o bankarstvu. Na predavanjima, takođe, dobijaju i savete o tome šta treba da studiraju kako bi postali bankarski profesionalac. Osnovni cilj je da se pomogne mladima da bolje razumeju šta je bankarstvo, a dodatno i da se promoviše ova karijera."

"U drugoj radionici, 'Kako upravljati ličnim finansijama' klijentima nudimo besplatnu pomoć i savete na temu kako da reše lične finansijske probleme i da upravljaju svojim finansijama - što je naročito važno u ovim kriznim vremenima. Predstavljamo im svoje proizvode i usmeravamo ih kako bi ih koristili na najbolji način."

"U drugoj oblasti korporativne društvene odgovornosti, ostvarili smo kontakt sa kupalištem na Adi Ciganliji i, kada vremenski uslovi to dozvole, organizovaćemo čišćenje jezera i parka na Adi."

Direktorka Odeljenja komunikacija KBC Banke, Stanislava Pak, nastavlja: "Mi stalno pomažemo školama za decu koja žive sa nedostacima i redovno organizujemo donacije u odeći, igračkama, slatkima i drugoj hrani. Takođe pomažemo Kulini, institutu za ljude sa nedostacima, organizujući donacije za njih tokom nekoliko proteklih godina."

**Da li se ovim vašim aktvnostima centralno rukovodi iz uprave banke?**

Stanislava: "Ove aktivnosti se uglavnom organizuju na lokalnom nivou, tako da se konsultujemo sa menadžerima ekspozitura kako bismo saznali na kom polju je potrebna naša pomoć i prema tome je doniramo. Takođe, imamo stalnu akciju poklanjanja kompjutera lokalnim zajednicama, takođe preko naših ekspozitura."

**Kako su se vaše aktivnosti na temu korporativne društvene odgovornosti razvijale tokom prethodnih godina?**

Stanislava: "Ovo je zaista tek početak. Kao što znate, u junu 2006. godine smo postali KBC i, posle prošlogodišnjeg ponovnog brendiranja kao KBC banka, započeli smo sve svoje projekte. Sada trčeci žurimo napred. Ipak, moramo da kažemo da je KBC Grupa već dobila nekoliko nagrada za svoj rad u oblasti korporativne društvene odgovornosti i da je ceo jedan njen sektor posvećen ovim posebnim aktivnostima. Mi smo mali igrač na ovom tržištu, ali pokušavamo da budemo uticajni koliko god možemo."

**Šta mislite da li u Srbiji postoji dovoljno svesti o korporativnoj društvenoj odgovornosti?**

Stanislava: "Pre mesec dana je u hotelu Hyatt održana Konferencija na tu temu koju je organizovao AmCham. Pristvovala sam konferenciji i bila iznenađena stepenom svesti u Srbiji. Nisam verovala da su kompanije tako posvećene. Možda je to zaista u Srbiji još uvek u povelju, ali ljudi i kompanije su svesni kako se zagađuje okolina i zašto je važno da ulažu u postizanje standarda. Razumeju, takođe, kako mogu da pomognu društvu kao i da zajednice u kojima rade moraju da budu čiste i zdrave za buduće generacije."

**Da li ste zadovoljni time koliko mediji pokrivaju aktivnosti u vezi sa korporativnom društvenom odgovornošću?**

Stanislava: "Ne, uopšte nas ne podržavaju u ovim aktivnostima. Možda je potrebno da država stimuliše njihovu ulogu u tome. Imam utisak da mediji razumeju naše aktivnosti podrške lokalnoj zajednici samo kao našu promociju i da smatraju da treba da plaćamo za taj publicitet. Naš cilj je razvoj društva sa svrhom da ga osposobimo da bude bolje i zdravije u budućnosti. Zastupljenost u medijima je, po našem mišljenju, alat kojim bi se pozvale ostale kompanije da se uključe u takve akcije, i neka vrsta pohvale našim naporima."

**Da li pružate šansu nevladinom sektoru da vam se obrati za pomoć u finansiranju humanitarnih projekata?**

Stanislava: "Otvoreni smo za takvu saradnju i mogu nam se obratiti kroz radionice i konferencije na kojima učestvujemo."

"Verujemo da je Srbiji potrebno pomoći u svim sektorima koliko god je to moguće - od zaštite okoline, do ljudi koji žive sa nedostacima, u sektoru kulture i omladine - i mi se trudimo da obezbedimo tu podršku."

**Pretpostavljam da će, kako se Srbija približava Evropskoj Uniji, kompanije sve više preuzimati ulogu internacionalnih donatora kada se radi o podršci mnogim vrednim temama?**

Stanislava: "Da, i kompanije će morati tako da rade jer zakonska regulativa EU zahteva da svi standardi budu ispunjeni - kompanije ne samo da su svesne ovih potreba, već i deluju shodno njima."

Mark Pullen



## ACB is the right place

**Dragan Bolješić, authorised officer for the prevention of money laundering and financial terrorism at Banca Intesa**

Banca Intesa has specific regulations related to socially responsible behaviour, but also environmental protection, which is increasingly intrinsic to CSR. There are internal and external regulations governing the work of our bank, which are based primarily on ethics: ethical and moral behaviour towards clients, equally as towards employees of the bank.

Although socially responsible behaviour is that which the company does voluntarily for the benefit of the community, it's more than that because the law's prescription of respect of regulations in respect of our services is also socially responsible behaviour. That principally relates to payment of all taxes and contributions which represent a gain for social obligations.

The commercial space, or rather its organisation, also represents part of the package of corporate social responsibility. Airport City is fully equipped according to the standards and norms that are required by socially responsible companies, in terms of the ambient environment that allows all who use and visit it to see "how one ought to work" when it comes to office space. This is maintained in the best way; through the payment of rent one participates in the maintenance of this socially responsible business location where one's bank or company is situated.

## ACB je pravo mesto

**Dragan Bolješić, ovlašćeno lice za sprečavanje pranja novca i finansijski terorizam u Banci Intesa**

Banca Intesa ima posebne propise vezane za društveno odgovorno ponašanje, ali i za zaštitu životne sredine, što je u velikoj meri povezano. Postoje interni i eksterni propisi rada naše banke koji počinju pre svega na etici: na etičkom i moralnom ponašanju prema klijentima podjednako kao i prema zaposlenima u banci.

Iako je društveno odgovorno ponašanje ono što kompanije dobrovoljno čine za dobrobit zajednice i više od onoga što zakon propisuje, samo poštovanje propisa u našim uslovima je društveno odgovorno ponašanje. To je najpre uplata svih poreza i doprinosa koji predstavljaju zadate društvene obaveze. I poslovni prostor, odnosno, njegovo uređenje predstavlja deo kompleksa korporativne društvene odgovornosti. Airport City je potpuno uređen po pravilima i normama koje nalaže društvena odgovornost preduzeća, to je ambijentalna sredina koja omogućava svima koji ga koriste kao i prolaznicima da vide "kako treba raditi" kada je u pitanju poslovni prostor koji se održava na najbolji način. Plaćanjem zakupa vi učestvujete i u održavanju društveno odgovorne poslovne lokacije na kojoj se nalazi vaša banka ili kompanija.



## Vaccines as a donation

**Aleksandar Maraš, financial director of pharmaceutical company GlaxoSmithKline**

Corporate social responsibility means everything that's done for the benefit of employees, but also regularly carrying out social obligations, principally all contributions.

In the case of our company, private pension insurance is paid for employees, while focus is placed on responsibility for employees in the field of medicine and the pharmaceutical industry, as GlaxoSmithKline's main activity. Our workers, among other benefits, have the possibility of using the services of private clinics and health centres, because - in addition to compulsory social insurance - the company also pays for things like health checks and private treatment.

In terms of our relations towards the local community, our company participates with donations relating to our commercial activities. We donate hospital equipment, medical devices, vaccines and more. Individual hospitals tend not to seek money, but rather medical products that one can gain approvals for more

quickly. We have participated in various actions in the joint fight against cancers like breast or cervical cancer, where Serbia is rated among the highest in the world when it comes to the number of sufferers.

Notions of sponsorship and donating are in the early stages in Serbia and are mainly carried out by public companies or foreign companies. Most other companies are still not included.

## Vaccine kao donacija

**Aleksandar Maraš, finansijski direktor farmaceutske kuće GlaxoSmithKline**

Korporativna društvena odgovornost znači sve ono što se čini za dobrobit zaposlenih, ali i redovno izvršavanje društvenih obaveza, pre svega svih doprinosa.

U slučaju naše kompanije zaposlenima se plaća privatno penziono osiguranje, a u fokusu je odgovornost za zaposlene u domenu medicine i farmaceutske industrije što je glavna delatnost kompanije GlaxoSmithKline. Naši radnici, između ostalog, imaju mogućnost korišćenja usluga privatnih klinika i ordinacija jer kompanija, pored obaveznog socijalnog osiguranja, plaća i dopunsko kao i sve preglede i privatno lečenje.

Što se tiče odnosa prema lokalnoj zajednici, naša firma učestvuje u donacijama koje su u okviru onoga čime se bavimo. Doniramo opremu za bolnice, medicinska sredstva, vakcine i drugo. Pojedine bolnice ne traže novac nego medicinske preparate za koje se brže može dobiti odobrenje. Učestvovali smo i u različitim akcijama u zajedničkoj borbi protiv raka dojke ili raka grlića materice, gde se Srbija po broju obolelih nalazi u svetskom vrhu.

U Srbiji je sponzorstvo i donatorstvo u začetku i to rade uglavnom ili javna preduzeća ili strane kompanije. Većina ostalih preduzeća i kompanija još se nije uključila.



## Champions' League

**Nikola Uzelac, credit administration at UniCredit Bank**

Banks and companies need to be socially responsible towards clients and partners, simply because they depend on them. UniCredit fully satisfies the rules and norms of socially responsible behaviour. Our bank is not firmly and purely devoted to generating profit, but rather helps community activities in different ways. We support, sponsor and donate. Taking care of employees includes constant educating, which is how I just returned from Italy after spending a year studying for a Masters under the auspices of UniCredit Group.

At the level of the entire group, Unicredit are sponsors of football's Champions' League, while in our bank here in Serbia we have an action of voluntarily employee contributions to humanitarian causes that the bank then doubles and donates to different institutions requiring assistance. There are also contributions that many people do not know about.

Airport City is a special place; this is a commercial space in which the environment is protected and care is taken accordingly. Moreover, the very make up of the people who work in the commercial buildings of ACB is such that taking care of the environment is guaranteed, while the tenant companies are primarily from developed countries that have their own strict environmental and CSR standards.

As such, for example, prior to the printing of each email in our bank everyone is given an obligatory warning to consider the felling of forests, while it is mandatory to use both sides of paper and similar.

## Liga šampiona

**Nikola Uzelac, kreditna administracija UniCredit bank**

Banke i kompanije moraju da budu društveno odgovorne prema klijentima i partnerima jer od njih zavise. UniCredit u potpunosti zadovoljava pravila i norme društveno odgovornog poslovanja. Naša banka nije čvrsto i isključivo profitno orijentisana, već na različite načine pomaže aktivnosti okruženja. Pomažemo, sponzoriramo, doniramo. Briga o zaposlenima podrazumeva i stalno obrazovanje, pa sam tako upravo došao iz Italije gde sam bio godinu dana na mastersu u okviru UniCredit Grupe.

Na nivou cele Grupacije Unicredit sponzori smo fudbalske Lige šampiona. U našoj banci u Srbiji imamo akciju dobrovoljnog doprinosa zaposlenih za humanitarne svrhe, a banka onda duplira te donacije i sredstva usmerava različitim ustanovama kojima je pomoć potrebna. Postoje i doprinosi o kojima se mnogo ne zna.

ACB je posebno mesto, ovo je poslovni prostor u kome se čuva životna sredina i brine o njoj. I sam sastav ljudi koji rade u poslovnim zgradama ACB je takav da je briga o životnoj sredini zagarantovana, a i kompanije zakupci, uglavnom iz razvijenih zemalja, imaju svoje stroge ekološke i DOP standarde.

Tako ste na primer u našoj banci pre svakog štampanja e-mailova obavezno upozoreni da, pre nego što to učinite, razmislite o seči šuma, papir se obavezno koristi sa obe strane i slično.

Razgovori u Aveniji, novembar 2009

by Ljiljana Lukić

PEOPLE TALK ... - CSR

# "Carbon neutral" in 2010

Mina Kalezić, marketing menadžer CB Richard Ellis d.o.o.

Corporate social responsibility (CSR) is a relatively-interpreted phenomenon that is often manipulated by being used for the purposes of directly promoting one's company. In fact, the level of awareness of companies' management and employees ought to be at a level where they recognise the value and importance of responsible behaviour, internally and externally, towards customers and the community. This, above all, relates to the quality of services and a responsible corporate approach to business partners, but also the kind of responsibility towards employees that would allow, for example, continuous education, training, appropriate working conditions etc. CB Richard Ellis (CBRE), leading real estate consultancy firm, takes care of its employees, invests in professional training and also contributes to additional insurance. In the context of our interpretation of CSR, a significant place is taken by our motivational strategies.

Relations with the community for our company, which has been in Serbia for two years, includes participation in humanitarian actions and targeted donations that are not made public.

As a small illustration of our action on a daily basis, this year we decided not to print our own promotional materials and New Year's greetings, but rather to use UNICEF's programme as a contribution to the drive to give blood. Nevertheless, the most important contribution of our company is to the programmes of so-called green policies, which are a trend globally. CBRE Group launched an initiative back in 2007 to become "carbon neutral" by 2010, by engaging customers in educational and training programmes with the aim of implementing new technologies for reducing energy consumption in many clients' projects, in order to eliminate any kind of environmental pollution and reduce emissions of harmful gases (CO<sub>2</sub>) to zero.

Ljiljana Lukić

Društvena odgovornost preduzeća (DOP = CSR) je relativizirana pojava s kojom se često i manipuliše jer se koristi u svrhu direktne promocije svoje kompanije.

## Environment Code

CBRE is a cofounder of the first Code of the environment for real estate. This is the first global platform for measuring and controlling the impact of commercial buildings on the environment. The code, or platform, is a set of globally adopted standards defined with the aim of reducing or eliminating environmental pollution. The impact factor of commercial buildings on environmental pollution is very high and the sector is estimated to have a share of global pollution that equates to about 20 percent of all environmental pollution, which is why it's extremely important to introduce continuous monitoring, control and reporting on the overall impact factors of both individual static structures and real estate portfolios, as well as doing the same for each successful reduction of pollution.

## Kod životne sredine

CBRE je saosnivač prvog Koda životne sredine za nekretnine. To je prva globalna platforma za merenje i kontrolu uticaja koji poslovne zgrade imaju na životnu sredinu. Kod ili platforma je set globalno usvojenih standarda definisanih u cilju smanjenja ili eliminisanja zagađenja životne sredine. Faktor uticaja poslovnih zgrada na zagađenje životne sredine je veoma veliki i procenjuje se da je njegovo učešće kao globalnog zagađivača oko 20 procenata u ukupnom zagađenju životne sredine, zbog čega je izuzetno važno da se uvede kontinuirano praćenje, kontrola i izveštavanje o sveukupnom faktoru uticaja kako pojedinačnih nepokretnosti, tako i portfolija nekretnina, kao i o svakom pojedinačnom uspešnom smanjenju istog.



podrazumeva pre svega kvalitet usluga i odgovoran korporativni pristup poslovnim partnerima, ali i odgovornost prema zaposlenima kojima bi trebalo omogućiti npr. stalnu edukaciju, treninge, odgovarajuće uslove rada itd. CB Richard Ellis (CBRE), vodeća konsultantska kuća za nekretnine, brine o svojim zaposlenima, ulaže u stručne treninge, ali i u dopunsko osiguranje. U okviru DOP-a kako ga mi shvatamo značajno mesto zauzima i motivaciona strategija.

Odnos sa društvenom zajednicom za našu kompaniju, koja je u Srbiji već dve godine, podrazumeva učešće u humanitarnim akcijama i ciljane donacije koje ne iznosi-mo u javnost.

Kao mala ilustracija delovanja na dnevnom nivou, ove godine smo odlučili da ne štampano sopstvene propagandne materijale i čestitke za Novu godinu, nego da koristimo UNICEF-ov program kako bismo dali doprinos akciji davanja krvi.

Ipak, ono što je najvažniji doprinos naše kompanije jesu programi tzv. zelene politike koji su trend u svetu. CBRE Group je još 2007. pokrenula inicijativu da do 2010. postane "carbon neutral", angažujući tako i svoje klijente u edukativne programe obuke, u cilju implementacije novih tehnologija smanjene potrošnje energije u brojnim projektima svojih klijenata, kako bi se elimisala svaka vrsta zagađenja životne sredine i svela na nulu emisija štetnih gasova (CO<sub>2</sub>).

Ljiljana Lukić

## News from Municipality

# NBG Business Club founded

Sanja Zlatarov PR Manager, Novi Beograd Municipality

The Municipality of Novi Beograd (New Belgrade) is planning several very important activities at the end of the year, says Anja Zlatarov, employee of this municipality.

According to Zlatarov, the first major event will see the biggest Belgrade municipality presented through participation in the Business Base event, to be held at the Belgrade Fair. The potential of 'Novi Beograd' will be presented by the Centre for Development and local government municipalities, which will also organise a promotion of development projects and all of their project activities. This primarily relates to projects focusing on EU integration, but also training in the preparation and monitoring of projects.

The most significant event in December is the establishing of the Club of Novi Beograd Businessmen. The municipality is home to major office buildings and the headquarters of the biggest domestic and foreign companies, thus it is expected that this club will be the most representative in terms of membership - both corporate and individual.

Plans are also in place for new activities with company Airport City, with which Novi Beograd Municipality already enjoys excellent co-operation, such as - amongst others - the organisation of work experience placements for youth.

We are also founding the Business Info Centre, which will deal with co-operation with other municipalities in the form of signing protocol agreements and joint promotions of the economic potential of local and foreign investors, says Zlatarov

Opština Novi Beograd planira nekoliko veoma značajnih aktivnosti na kraju ove kalendarske godine, najavila je Anja Zlatarov, PR manager opštine Novi Beograd

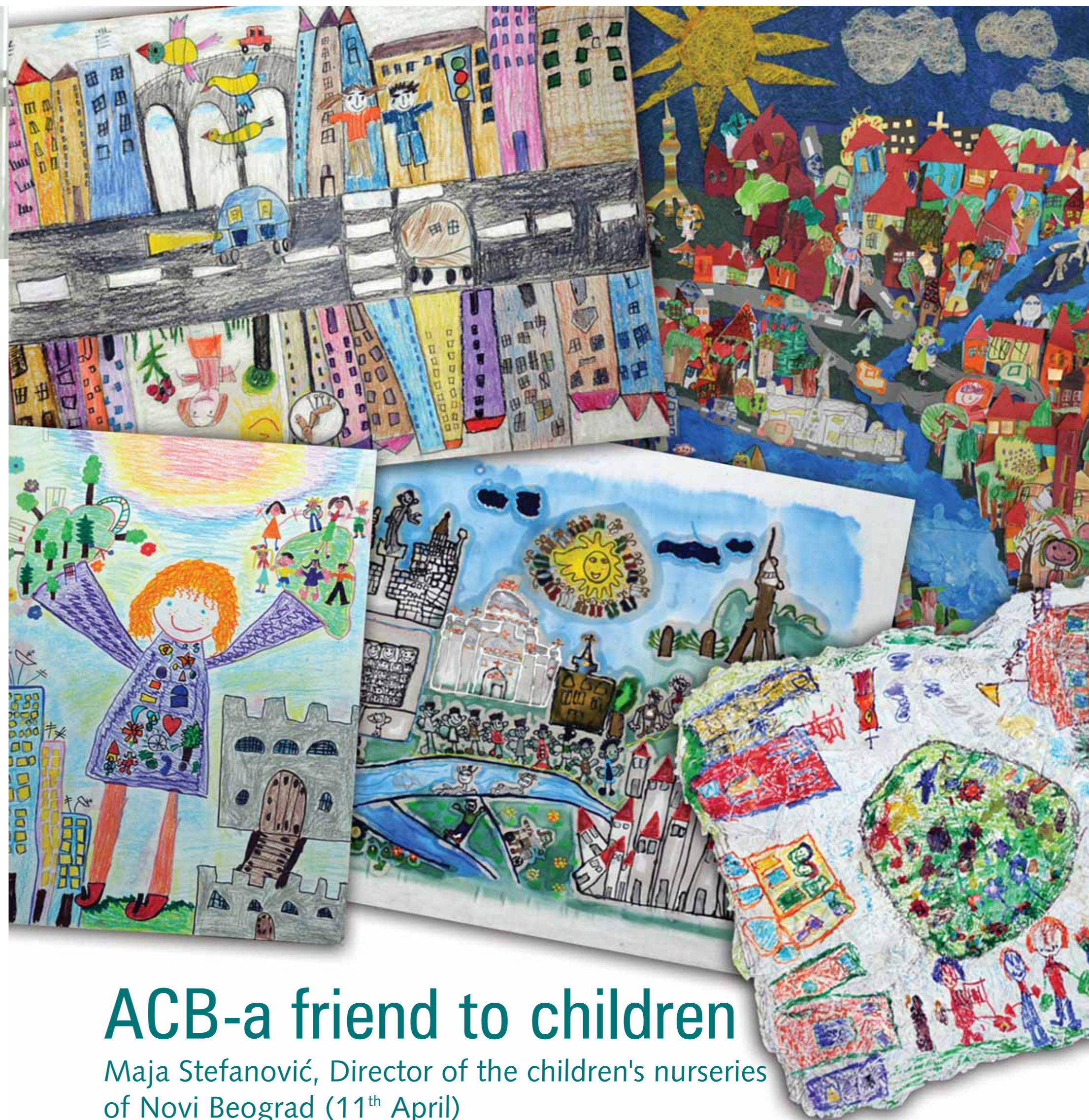
Ona je kazala da je prvi veliki događaj, na kome će se predstaviti najveća beogradska opština, učešće na manifestaciji koja se pod nazivom Biznis baza održava na Beogradskom sajmu. Centar za razvoj i lokalnu samoupravu opštine predstaviće potencijale Novog Beograda i

organizovati promociju razvojnih projekata i svojih projektnih aktivnosti ukupno. To se pre svega odnosi na projekte usmerene prema Evropskoj uniji (EU), ali i edukaciju o samoj pripremi i praćenju projekata.

Najznačajniji događaj u decembru je osnivanje Kluba privrednika Novog Beograda. U Novom Beogradu nalaze se poslovne zgrade i sedišta najvećih domaćih i stranih kompanija, pa će ovaj Klub, kako se ocenjuje, biti najprezentativniji u pogledu članstva i korporativno i personalno.

U planu su i nove aktivnosti sa kompanijom Airport City sa kojom opština Novi Beograd već ima sjajnu saradnju, kao što je, između ostalog, organizovanje radne prakse za mlade.

Osnovamo i Biznis info centar, koji će se baviti saradnjom sa drugim opštinama u vidu potpisivanja protokola i zajedničke promocije privrednih potencijala domaćim i stranim investitorima.



# ACB-a friend to children

Maja Stefanović, Director of the children's nurseries of Novi Beograd (11<sup>th</sup> April)

Our conversation with Maja Stefanovic, director of the children's nurseries of Novi Beograd, marks the occasion of the auction of children's works in the New Year's project Giving, which will be held at Airport City on 16<sup>th</sup> December.

**The activities of the children's nurseries of New Belgrade have become known to the wider public in recent years. What inspired you to open this children's world to the views of adults?**

We set ourselves the question: what is fundamentally important in education and what would it be nice for us and the children to do in this context? Then we just applied that as an addition to the regular curriculum work and created our own separate programme with its own

calendar. Gradually, these activities passed the last test in practice and entered the regular programme of our institution. We listened to our employees, listened to children and parents and shaped our own story. It is very important to us that society and individuals understand what we are doing, which is why we want to involve the wider public in all of our events - so that together we can make this world more beautiful.

**Ours is only that which we give to others**

December is particularly important to us in the calendar of events, like the cherry on top of the cake, because that's when we hold our programme Giving, which consists of two events: an auction of children's work and

open street trading of children's works in Novi Beograd. This year we will auction selected children's works, ceramics and drawings under the title "My city - Novi Beograd", made in the space of Airport City. Works are marked by approaching the idea of recycling by the youngest through play.

**How does the auction look; like a proper auction for grown ups or...?**

I can say that it is a real auction for which children take a long time preparing the works that will participate; we make a catalogue and send it along with an invitation ten days in advance. Participants have the right to reserve works they want to buy.



At the auction we always determine the starting price, which is not symbolic because this is an action in which adults, primarily corporate friends of our children, have the opportunity to use their participation to help actions conducted at an annual level.

The highest value is in the messages that children send through the shapes they form and the colours they choose. It is simply amazing how children are capable of beautifully and freely expressing their emotions through art forms - there are works that really belong in the artistic category. Everything is organised just like a proper auction - from numbers and competitive bidding to the programme itself. Of course, the young artists whose works are in the auction do not attend, because there is always the possibility that some work won't find its buyer, which is very sad for the little artists. In this way all works contribute equally to the common fund and this year they will carry the names of the nursery they come from. The Patron of this year's auction will be the Mayor of New Belgrade. We will invite guests from the business and social world of Belgrade and we believe that it will be a pleasant and successful occasion.



This year we are continuing to raise funds in the context of the project Backyard of our house, within which we will equip and organise the green spaces and parks around our nurseries to make them better places to live for our own children and employees, but also for all inhabitants of Novi Beograd. As such, through participation in the New Year's auction all companies - our friends - will very quickly see how the funds they've set aside are enriching the space where children play, but also the broader area in which we live.

The second part of December's happenings will see the closing of Španskih boraca Street, between the arena and GTZ building, for one day between 21<sup>st</sup> and 25<sup>th</sup> December. Then, in this Novi Beograd version of the Streets of Open Hearts, we will erect small stands where children will make decorations for Christmas trees and greetings cards. We don't have fixed prices for this action, but rather an applied principle: you pay as much as you have. We are inviting parents, guests and neighbours to always be cheerful and noisy.

#### Novi Beograd fairytales

I am extremely happy about co-operation with Airport City. For years we have tried to find a serious business that could help us promote what we do in his world. We have parents in certain companies, so we address some firms directly, but the support of ACB marks the final realising of what we wanted. As such, we expect the Giving to represent the beginning of a good quality, lasting friendship and it is nice that we are starting before New Year. We have plenty to show and, on the other side, I'm sure that people from the business world will be

## > About Us: Preschool Nurseries "11<sup>th</sup> April"

We were established by a decision of the City Assembly of Belgrade more than 35 years ago as an institution tasked to deal with the care and upbringing of children. Our core activity is to work with children from one-year-old until they enter school, though a new law foresees shifting the lower limit to six months old and preparations to accept this minimum age are in progress. We work with children from 7am until 6pm, with a duty to provide morning reception from 6am to 7am for parents who start work earlier. Parents, therefore, have an 11-hour period during which they don't have to worry because their children are being cared for. Every child receives four properly spaced meals that meet all the requirements of a healthy diet, along with educational work, which is our main activity. Within the auspices of the facility are 32 units in which about a thousand people are employed. We take care of around 7,500 children. Next year, hopefully, we will receive three new nurseries in Bežanijska kosa, Belvil and Blok 61. This is the largest children's institution in Belgrade. The advantages of Novi Beograd is that it's ever expanding, has a lot of new housing units filled with young people and, thus, lots of children.

happy to participate in developing the creative potential of the youngest - because the Giving project fosters and develops children's creativity in its essence, as one of the fundamental values of civilisation.

ACB has become a small town, while Novi Beograd is also a city within a city, so our co-operation - which began as merely an idea of the President of Novi Beograd Municipality and the ACB management - will have the motto: "City within the City, Novi Beograd and ACB, friends of children."

I honestly think that it is not difficult to be a friend to children, but nor is it easy. One such house as ACB, which co-operates with other companies, can be a gen-



uine friend that opens possibilities to communicate with a large number of companies that have a corporate ear for our efforts.

#### Children protect the planet - join (us)

We have launched an interesting environmental programme that we developed together with the

## > Where donated funds go

Donor's funds collected through the Giving project (last year saw around ten thousand Euros collected) are always intended for specific purposes and a separate bank account is opened for that every time. The project Giving promotes solidarity in the sense that children are able to help others, but are also taught the very important idea that they are able to care for their own needs. In previous years (2006, 2007, 2008), funds were directed towards children from the Institute for Mother and Child in Novi Beograd, where we have a hospital group; children living with disabilities that are in our facilities in development groups, so we used collected funds to furnish a 'relax room' in the space in which they reside. The auction of April 2008 saw children and teachers start raising funds for the project Backyard of our house. It is important that children understand that others have needs that we can all meet together, but also that they can do much for themselves through their own work.

Municipality of Novi Beograd under the title: Recycling - Saving the Planet. Through this programme we promoted eco patrols, whose members are children from the nurseries. Each of our nurseries is an ecological station that displays the house number of the street where it is located. Our children developed a Declaration and rules by which they have the right to enrol new members. These are preschool children and they already have their own code of environmental conduct. Their responsibility is to inspect whether the yard is clean, to take care of their own hygiene, flowers and trees, and to learn how to recycle waste. They also learn to differentiate between what is ecologically good and what isn't, then marking that with green or black leaves. Anyone who wants to can join them, as was already done by the Mayor of Novi Beograd, while the Environment Minister became an associate member, as did the State Secretary for Child Protection and an elder of the Novi Beograd Church of St. Demetrius. We believe that our first corporate friends are precisely ACB, with all the tenants it gathers.

#### What's up Comment

Yes, we accept with great pleasure to be part of your project - often adults can learn a lot from the youngest. Next spring we expect eco patrols to visit us!

Ljiljana Lukić

Razgovor sa Majom Stefanović, direktorkom dečijih vrtića Novog Beograda, povodom aukcije dečijih radova u okviru novogodišnjeg projekta Darovanje, koja će se održati u Airport City-u 16. decembra.

#### Aktivnosti dečijih vrtića Novog Beograda poslednjih godina su postale poznate široj javnosti. Šta vas je opredelilo da otvorite dečiji svet pogledima odraslih?

Postavili smo sebi pitanje: šta je to suštinski važno u vaspitanju ali i šta bi nama i deci bilo lepo da radimo u tom kontekstu? Onda smo to samo primenili kao dodatak redovnom planu i programu rada i napravili svoj poseban program i sopstveni kalendar. Postepeno su ove aktivnosti prošle provere u praksi i ušle u redovni program naše ustanove. Osluškiivali smo naše zaposlene, osluškiivali smo decu i roditelje i uobličili svoju priču. Nama je jako važno da društvo i pojedinci razumeju šta mi radimo i zato želimo da u svakoj od naših manifestacija učestvuje šira javnost - da zajedno učinimo ovaj svet lepšim.



#### Naše je samo ono što damo drugima

Decembar nam je posebno važan u kalendaru događanja kao jagoda na torti, jer se tada održava naš program Darovanje koji se sastoji iz dve manifestacije: Aukcije dečijih radova i Otvorene ulice - prodaje dečijih radova na Novom Beogradu.

Ove godine ćemo aukciju izabranih dečijih radova, keramike i crteža pod nazivom "Moj grad - Novi Beograd" napraviti u prostoru Airport City-a. Obeležje radova je približavanje ideje reciklaže najmlađima kroz igru.

#### Kako izgleda aukcija: kao prava za velike ili...?

Smem da kažem da je to prava aukcija za koju deca dugo pripremaju radove, pravimo katalog, i šaljemo ga uz pozivnice desetak dana ranije. Učesnici imaju i pravo rezervacije rada koji žele da otkupe. Na aukciji uvek određujemo početnu cenu, koja nije simbolična jer je ovo akcija u kojoj odrasli, prvenstveno kompanije prijatelji naše dece, imaju priliku da svojim učešćem pomognu akcije koje sprovodimo na nivou godinu dana.

Najveća vrednost je u porukama koje deca šalju, kroz oblike koje formiraju, boje koje biraju. Prosto je neverovatno kako deca umeju lepo i slobodno da iskazuju svoje emocije kroz umetničku formu - ima radova koji zaista spadaju u umetničku kategoriju. Sve je organizovano kao prava aukcija, od brojeva i nadmetanja, do programa. Naravno, mali umetnici čiji radovi su na aukciji neće prisustvovati jer uvek postoji mogućnost da neki rad ne nađe svog kupca - onda je to jako tužno za male autore. Ovako svi radovi podjednako doprinose zajedničkom fondu i ove godine nosiće imena vrtića iz kojih dolaze. Pokrovitelj ovogodišnje aukcije će biti

## > O nama: Predškolska ustanova "11. april"

Mi smo osnovani odlukom Skupštine Grada Beograda pre više 35 godina, kao ustanova koja ima zadatak da se bavi brigom i vaspitanjem dece. Osnovna delatnost je rad sa decom od jedne godine do polaska u školu, a novi zakon predviđa pomeranje donje granice na šest meseci pa su u toku pripreme da prihvatimo i ove najmanje. Radimo sa decom od 7 do 18 sati, sa dežurstvima na jutarnjem prijemu od 6 do 7 sati za roditelje koji ranije počinju da rade. Roditelji su tako 11 sati bezbriniji jer su im deca zbrinuta. Svako dete ima 4 pravilno raspoređena obroka koja ispunjavaju sve zahteve zdrave ishrane uz vaspitno obrazovni rad što je naša osnovna delatnost. U okviru ustanove radi 32 objekta u kojima je zaposleno oko hiljadu ljudi. Zbrinjavamo oko 7,5 hiljada mališana. Iduće godine, nadamo se dobićemo i tri nova vrtića na Bežanijskoj kosi, u Belvilu i Bloku 61.

Ovo je najveća dečija ustanova u Beogradu. Prednost Novog Beograda je što se stalno širi, što ima puno novih stambenih jedinica puno mladih ljudi, pa i puno dece.

Predsednik opštine Novi Beograd. Pozvaćemo goste iz privrednog i društvenog života Beograda i verujemo da će to biti prijatno i uspešno druženje.

Ove godine nastavljamo prikupljanje sredstava u okviru projekta Dvorište naše kuće, u kojoj ćemo opremiti i ure-



điti zelene površine i parkiče oko naših vrtića tako da budu bolje mesto za život za nas same, decu i zaposlene, ali i za sve stanovnike Novog Beograda. Dakle, učešćem u novogodišnjoj aukciji sve kompanije - naši prijatelji, videće vrlo brzo kako sredstva koja su odvojili oplemenjiti prostor na kome se deca igraju ali i širi prostor u kome živimo.

Drugi deo decembarskih dešavanja je zatvaranje ulice

Španskih boraca, između Arene i GTZ na jedan dan, koji ćemo izabrati između 21 i 25. decembra. Tada u ovoj novobeogradskoj verziji Ulice otvorenog srca postavimo štandice, deca prave ukrase za jelke i čestitke. Za ovu akciju nemamo određenu cenu nego važi princip: koliko imaš toliko platiš. Pozovemo roditelje, goste, komšije, uvek bude veselo i bučno.

#### Novobeogradske bajke

Mene izuzetno raduje saradnja sa Airport City-jem. Mi smo godinama pokušavali da pronademo ozbiljnog poslovnog subjekta koji bi mogao da nam pomogne da promoviramo ovo što radimo u njegovom svetu. Imamo roditelje u određenim firmama, pa se nekima obračamo direktno, ali podrška ACB-a je konačno ostvarenje onoga što smo želeli. Zato očekujem da Darovanje bude početak jednog dobrog, kvalitetnog i trajnog prijateljstva i lepo je što krećemo pred Novu godinu. Mi imamo štošta da pokažemo, a s druge strane, sigurna sam da će ljudima iz poslovnog sveta biti drago da učestvuju u razvijanju kreativnog potencijala najmlađih - jer projekat Darovanje neguje i razvija dečiju kreativnost u svojoj suštini kao jednu od osnovnih civilizacijskih vrednosti.

ACB je postao gradić, Novi Beograd je takođe grad u gradu, pa će naša saradnja koja je na početku bila samo ideja predsednika opštine Novi Beograd i ACB managementa, imati motto: "Grad u Gradu, Novi Beograd i ACB prijatelji dece."

Ja iskreno mislim da nije teško biti prijatelj dece. Ali nije ni lako. Jedna takva kuća kao što je ACB koja saraduje sa drugim firmama može da bude pravi prijatelj koji nam otvara mogućnost komunikacije s velikim brojem kompanija koje imaju korporativnog sluha za naše napore.



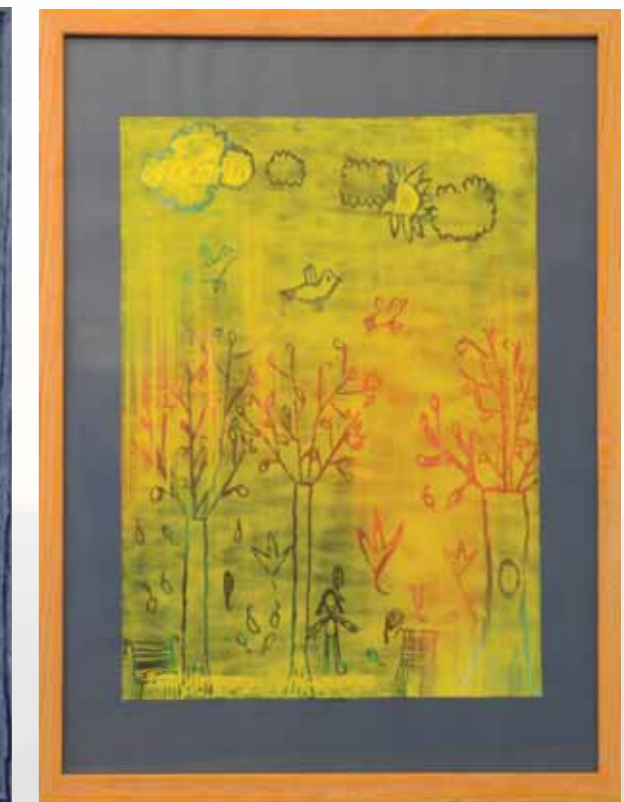
#### Deca čuvaju planetu - pridružite (nam) se

Započeli smo interesantan ekološki program koji smo osmislili zajedno sa opštinom Novi Beograd pod nazivom: Reciklirajmo - sačuvajmo planetu. Kroz taj program promovisali smo eko patrole čiji su članovi deca iz vrtića. Svaki naš vrtić je jedna ekološka stanica koja nosi kućni broj ulice u kojoj se nalazi. Naša deca su osmislila Deklaraciju kao i pravila, po kojima imaju i pravo da upisuju nove članove. To su predškolska deca, a već

imaju svoj kodeks ekološkog ponašanja. Njihova obaveza je da gledaju da li je dvorište čisto, da brinu o svojoj higijeni, o cveću i drveću i uče kako se reciklira otpad. Uče takođe da razlikuju šta je ekološki dobro, a šta nije i to onda obeležavaju zelenim ili crnim listovima. Svako ko želi može da im se pridruži kao što je to već učinio predsednik opštine Novi Beograd, a pridruženi član je postao i ministar za životnu sredinu, sekretarka za dečiju zaštitu, kao i starešina novobeogradske crkve Sveti

## > Kuda idu donatorska sredstva

Donatorska sredstva koja se skupe kroz projekat Darovanje, (prošle godine je sakupljeno oko 10 hiljada evra) su uvek namenjena za određene svrhe i za to se svaki put otvori poseban račun. Projekat Darovanje promovise solidarnost u smislu da su deca sposobna da pomognu drugima, ali i jako važnu ideju da su sposobna da brinu i o svojim potrebama. Prošlih godina (2006, 2007, 2008) sredstva su usmeravana prema deci sa Instituta za majku i dete u Novom Beogradu gde imamo bolničke grupe, prema deci sa smetnjama u razvoju koju imamo u okviru naše Ustanove u razvojnim grupama tako što smo od prikupljenih sredstava opremili relax sobu u prostoru u kome borave. Aukcijom u aprilu 2008. godine deca i vaspitači su pokrenuli prikupljanje sredstava za projekat Dvorište naše kuće. Važno je da deca shvate da i drugi imaju potrebe kojima svi zajedno možemo da izađemo u susret, ali i da svojim radom mogu mnogo za sebe da učine.



Dimitrije. Verujemo da će naš prvi korporativni prijatelj biti baš ACB sa svim stanarima koje okupljate.

#### Komentar Whats up-a

Da, prihvatamo s velikim uživanjem da budemo deo vašeg projekta - često veliki mogu puno da nauče od najmlađih. Sledećeg proleća očekujemo eko - patrole kod nas!

Ljiljana Lukić

## ДАРОВАЊЕ

аукција децијих радова

Dear friends

We would like to invite you to join us for an Auction of children works

It's an opportunity to provide effective Christmas and New year's gift to the youngsters of New Belgrade.

Auction would take place December 16, at 13.30 in ACB

Dragi prijatelji

Nadamo se da ćete nam se pridružiti na Aukciji dečijih radova u okviru projekta Dvorište naše kuće.

Verujemo da je to lepa prilika da poklonimo nešto što ima trajnu vrednost našim najmlađim Novobeogradjanima.

Aukcija će biti održana u ACB-u, 16.12 u 13.30h

## Listing courtesy of BelGuest magazine

### DECEMBER

13<sup>th</sup> International review of underwater film  
12<sup>th</sup> - 14<sup>th</sup> December  
AQUA LIFE

Films recorded under water reveal a huge, unknown, mysterious and complex world. The slogan of this year's festival - let water always be clean - clearly promotes this essential environmental theme. The festival's organiser is the Underwater Activities Club and the festival's programme is available online at [www.kpa.co.rs](http://www.kpa.co.rs)

4<sup>th</sup> - 6<sup>th</sup> December, Belgrade Arena  
SPECTACLE ON ICE



Company Disney on Ice will present the Serbian audience with a performance of the ice play "Mickey and Minnie - amazing journey" for the first time. More information about this event can be found online via [www.arenabeograd.com](http://www.arenabeograd.com).

City Celebrations of New Year's Eve  
31<sup>st</sup> December  
CITY AS A CONCERT STAGE

The New Year's Eve celebration on the squares of the city is an exciting and joyous event that is traditionally held in Belgrade and brings together tens of thousands of citizens and foreign visitors. This combined celebration and great fun, with lots of good live music, is a gift of the Belgrade City Assembly. The evening that ends one year and welcomes the next, is celebrated at numerous city squares, while the essential must-see "main" stage is in the heart of the city at Republic Square. The programme each year represents the best mix of local pop and rock performers, while the concert stages also welcome popular foreign performers. On that night Belgrade is a magnet attracting many foreign guests who know that New Year's Eve on the 45<sup>th</sup> parallel is full of good and high vibrations. The official programme for New Year 2010 celebrations is available online via [www.beograd-skanovagodina.org](http://www.beograd-skanovagodina.org)

### JANUARY 2010

Street of Open Hearts  
1<sup>st</sup> January



#### DAY FOR GREETINGS & GOOD DEEDS

The street carnival traditionally held on the first day of the new year provides an opportunity to continue New Year celebrations, address sweet desires and wish good fortunes to famous Belgraders, anonymous citizens and guests of Belgrade. It is also an opportunity to show unselfishness and concern for the wellbeing of others.

Hilandarska Street - the epicentre of events - welcomes actors, singers, clowns and entertainers of many crafts, while the cooking of hot brandy - a traditional Serbian drink for cold winter days - is obligatory.

People use the day to walk, have fun and socialize, but also donate and raise funds for humanitarian purposes in order that the name of the event - Street of Open Hearts - can achieve its full meaning. The humanitarian aspect of this charming carnival is expanding year on year. More information on the details of the programmes and humanitarian goals of the 2010 Street of Open Hearts streets can be found via the site of the organisers, the Tourist Organisation of Belgrade, at [www.tob.co.rs](http://www.tob.co.rs)

### FEBRUARY 2010

11<sup>th</sup> Guitar Art Festival  
8<sup>th</sup> - 14<sup>th</sup> February  
WORLD OF REFINED INSTRUMENTS

Belgrade's Guitar Art Festival is a renowned event bringing together maestros of the guitar and well-known names of the world concert scene. Simultaneously, the festival is an important professional meeting place for guitarists of all profiles.

The general public have seen Guitar Art celebrate legendary performances of such world stars as Sting, Ennio Morricone, John Williams... unsurpassed and local guitar maestros like Miroslav Tadic and Vlatko Stefanovski. Every year, following the close of the festival, an original CD is released presenting the authorised compilation of the best concert recordings. Moreover, as a contribution to the history of the culture of the city, a special festival book is published.

The stars of this year's Festival have been announced as Joe Satriani, Kings of Convenience & Air and the Paco De Lucia Ensemble. The programme also includes other interesting and attractive concerts. You can familiarise yourself with the complete programme at [www.gaf.co.rs](http://www.gaf.co.rs)

38<sup>th</sup> International Film Festival - FEST  
19<sup>th</sup> - 28<sup>th</sup> February  
LIVE FOR FILM

The International Film Festival - FEST is the central film event in the country. FEST was first held back in 1971 and from the very beginning was the crowning event for the public - the programme included premieres of films that the public had waited several years to see prior to the launch of FEST. Interestingly, the first ever world screening of celebrated movie One Flew Over the Cuckoo's Nest was in Belgrade at FEST, before the film went on to win five Academy Awards! The Belgrade film festival, after thirty-seven instalments, remains an exciting, high-quality, popular and regionally recognisable festival. Above all, it is the festival of festivals - with the main programme running winning winners and the best selection of festivals in Cannes, Venice, Berlin, Toronto etc.

In addition to the main programme of favourite movies, the accompanying cycles see FEST show achievements that further spark the curiosity of the audience to discover new authors, new statements and unknown cinematography. To find out what the FEST Directorate has prepared for the last week of February and which names of the world's top directors, actors and producers will appear in Belgrade, visit the website [www.fest.rs](http://www.fest.rs)

### DECEMBAR

13. Međunarodna smotra podvodnog filma  
12 - 14. decembar  
AQUA LIFE

Projekcije filmova koji su snimani pod vodom otkrivaju nam jedan ogroman, nepoznat, tajanstven i složen svet. Slogan festivala - Neka vode uvek budu čiste - jasno promovira ovu suštinsku ekološku temu. Organizator Festivala je Klub Podvodnih Aktivnosti, a program se objavljuje na adresi: [www.kpa.co.rs](http://www.kpa.co.rs)

4 - 6. decembar, Beogradska arena  
Spektakl na ledu

Kompanija Disney On Ice predstavlja se po prvi put našoj publici sa predstavom koja nosi naziv: "Miki i Mini - čudesno putovanje". Više informacija o ovom događaju možete naći na adresi: [www.arenabeograd.com](http://www.arenabeograd.com)

Gradski doček Nove Godine  
31. decembar  
GRAD KAO KONCERTNA BINA

Doček Nove godine na gradskim trgovima je uzbudljiv i veseo događaj koji se tradicionalno održava u Beogradu i okuplja na hiljade sugrađana i stranih gostiju. Zajednički doček i odličan provod, uz puno dobre žive muzike, poklon je Skupštine grada Beograda. Noć kojom se završava jedna i započinje druga godina, dočekuje se na više gradskih trgova, a obavezna je "glavna" bina u srcu grada - na Trgu Republike. Program je uvek miks najboljih domaćih pop i rok sastava i pevača, a na koncertne podjume izlaze i popularni

strani muzičari. Beograd, te noći, kao magnet privlači brojne strane goste, koji znaju da je novogodišnja noć na 45-oj paraleli ispunjena dobrom i visokom vibracijom. Program dočeka 2010. godine objavljuje se na adresi: [www.beograd-skanovagodina.org](http://www.beograd-skanovagodina.org)

### JANUAR 2010.

Ulica otvorenog srca  
1. januar  
DAN ZA ČESTITKE I DOBRA DELA

Ulični karneval, koji se tradicionalno održava prvog dana Nove godine, prilika je da se nastavi novogodišnje veselje, da se upute lepe želje i poželi sreća poznatim i bezimnim sugrađanima, gostima Beograda, ali i prilika da se pokaže nesebičnost i briga za dobrobit drugih. U Hilandarsku ulicu - glavnu zonu dešavanja - dolaze glumci, pevači, klovnovi, animatori, zabavljači mnogih zanata, kuva se i obavezna vruća rakija - tradicionalni srpski napitak za zimske dane. Ljudi se šetaju, dobro zabavljaju, druže, ali i doniraju i prikupljaju sredstva za humanitarne svrhe, kako bi sam naziv manifestacije - Ulica otvorenog srca - dobio svoj puni smisao. Humanitarni aspekt ovog živopisnog karnevala se razvija iz godine u godinu. O detaljima programa i humanitarnim ciljevima Ulice otvorenog srca 2010. možete naći više informacija na adresi organizatora, Turističke organizacije Beograda: [www.tob.co.rs](http://www.tob.co.rs)

### FEBRUAR 2010.

11. Guitar Art Festival  
8 - 14. februar  
SVET TANANOG INSTRUMENTA



Beogradski Guitar Art je poznat i priznat festival majstora gitare i zvučnih imena svetske koncertne scene. Istovremeno, on je i mesto važnih profesionalnih susreta gitarista svih profila. U široj javnosti, Guitar Art se proslavio nastupima legendarnih svetskih zvezda poput Stinga, Enja Morikonea, Džona Viljamsa... i neprevaziđenih domaćih majstora gitare poput Miroslava Tadića i Vlatka Stefanovskog. Svake godine, po završetku Festivala, izlazi originalno CD izdanje koje predstavlja autorizovanu kompilaciju najboljih koncertnih snimaka, a kao priloga istoriji kulture grada objavljuje se i posebna festivalska knjiga. Zvezde ovogodišnjeg Festivala su već najavljene, a to su: Džo Satriani, Kings of Konviniens & Air i ansambli Pako De Lucia. Na programu su i drugi zanimljivi i primamljivi koncerti, a adresa na kojoj možete da se upoznate s kompletnim programom je: [www.gaf.co.rs](http://www.gaf.co.rs)

38. Međunarodni filmski festival - FEST  
19-28. februar  
ŽIVETI ZA FILM

Međunarodni filmski festival - FEST, centralno je filmsko zbivanje u zemlji. Prvi FEST održan je već daleke 1971. godine. Od samog početka, bio je krunski događaj za javnost - na programu je imao premijere na koje se pre FEST-a čekalo i po nekoliko godina. Zanimljivo je da je čuveni Let iznad kukavičjeg gnezda svoje prvo svetsko prikazivanje imao upravo u Beogradu, a potom osvojio pet Oskara! Beogradski filmski festival je, posle trideset sedam izdanja, i dalje uzbudljiv, kvalitetan, popularan i regionalno poznat festival. On je, pre svega, festival festivala - na glavnom programu se prikazuju pobjednički filmovi i najbolje selekcije Kana, Venecije, Berlina, Toronta... Uz glavni program filmova favorita, u pratećim ciklusima, FEST prikazuje ostvarenja koja dodatno golicaju znatiželju publike otkrivajući nove autore, nove filmske iskaze i nepoznate kinematografije. Šta je direkcija FEST-a pripremila za poslednju nedelju februara i koja će se svetska rediteljska, glumačka i producentska imena pojaviti u Beogradu, pogledajte na sajtu: [www.fest.rs](http://www.fest.rs)

- \* As part of our media collaboration, we would like to draw your attention to the humanitarian action of B92
- U okviru naše saradnje sa medijima želimo da skrenemo pažnju na humanitarnu akciju koja je u fokusu B92 Fonda

**700.000 LJUDI U SRBIJI**

živi ispod granice siromaštva. Među njima, većina gladije. Samo zajedno, solidarni, možemo da to promenimo. Priključite se akciji "Hrana za sve" čiji je cilj obezbeđivanje donacija u novcu i hrani za funkcionisanje postojećih i otvaranje novih Narodnih kuhinja u Srbiji. Već u prvih mesec dana obezbedili smo robe u vrednosti od milion eura koja je već na putu prema gladnima.

Idemo dalje - naš cilj je da za 12 meseci prikupimo hrane u vrednosti od šest miliona evra koliko je potrebno za saniranje efekata krize na najsiromašnije slojeve u Srbiji.

**hrana za sve**

Vaša donacija, bez obzira na iznos, znači mnogo. Pokažimo da nam je stalo i obezbedimo hranu za sve!

**MOŽETE SE UKLJUČITI I SLANJEM SMS-A NA BROJ 2500**

i time donirati jedan obrok u vrednosti 100 din (plus porezi).

**B92** Više informacija na [www.b92.net/hranaszve](http://www.b92.net/hranaszve) ili na 011 301 2060. Bankovni račun: Komercijalna banka a.d. Beograd, br. 205-333-59

City within a city  
*The home of*

*Fall 2009*



*what's up?*

Novinari saradnici/Journalist contribution:  
 Ljiljana Lukić / Mark Pullen  
 Prevod/Translation: Boba Šibalić / Mark Pullen  
 Foto/Photo: Miodrag Trajković / Predrag Todorović  
 Dizajn/Design: Avantgarde



**Airport City Belgrade**

Telefon: +381 11 20 90 525 / [www.airportcitybelgrade.com](http://www.airportcitybelgrade.com)