

NO EXCUSES

...in contact with others

People have always had the natural and inherent need to communicate between themselves, to create, maintain and sustain their relations. Like never before, technology and telecommunications have infused all spheres of life and represent an essential part of people's daily lives.

One of our priorities as part of the initiatives which we are carrying out in the domain of corporate responsibility is precisely aimed at providing benefits of mobile communications to various target groups and expanding knowledge and capabilities in this area.

It is our desire to highlight to everyone the advantage of technology, in order to together increase our wealth and expand the manner of modern communication within our society.

There are no more excuses!



POINTS OF COMMUNICATION

Login in the park

Today parks represent green oases for social gathering; this is where many ideas are often created, and the concept of spending free time in the nature has become close to many people. So why then not use the spacious, beautiful and pleasant parks to spend meaningful time outdoors?

Since 2008 Telenor has opened 30 Internet parks in 16 cities throughout Serbia, with the desire for more people, primarily youth, to join contemporary social trends and modern methods of communication.

This was the first initiative of its type in the Balkans. The citizens are therefore able to access information that they need or that they are interested in, free of charge, at any moment. This has led to the development of a different perception of green areas – people previously spent less time in them.



Active parks

BELGRADE

*The part at the
6th Belgrade High
School*

the Miljakovac Park

the Prolece Park

*the Ušće
Skatepark*

Vuk's monument

*Mali and Veliki
Tašmajdan*

*the Academic Park
in Student Square*

*the Obrenovac
City Square*

SERBIA

*Subotica
the Blue Fountain
Park*

DIGITAL EDUCATION

Are you in our club?

Today computer literacy is an integral part of classic education. Youth in Serbia is aware of the broad spectrum of possibilities that modern technologies provide, and they are keen to keep up with the world. Unfortunately, modern technologies are not always easily accessible. Telenor recognizes the needs of youth and strives to meet them. As part of the Internet for All project we have provided computers with unlimited Internet access for 14 primary and secondary schools and libraries in the territory of the Vračar municipality in Belgrade, and thus we raised education to a higher level.

We have also opened Internet clubs, as part of the youth centers in Požega and Loznica, which are available to everyone interested in this type of communication. It is our goal to encourage the creation of gathering points that contribute to the exchange of ideas and opinions, as well as social and educational activities.



The truthfulness of the expression “We spend our whole lives learning” is reflected in the fact that we promote keeping active at an old age. Through the Olympic Third Age Movement caravan, we supported the education of pensioners in cities throughout Serbia, by providing them with computers and free Internet access. This way the Telenor Foundation brought modern technologies closer to this population and has tutored them in how useful these technologies are.

Technology in knowledge assessment

More than 5,250 students from 155 secondary schools throughout Serbia took part in the PISA (Programme for International Student Assessment) assessment of student achievements, the largest international study in the field of education. Thanks to the Telenor Foundation, around 2,000 students took the test in electronic form for the first time, working on computers, which helped the Institute of Psychology at the University of Belgrade Faculty of Philosophy collect data on the level of student knowledge and education conditions in Serbia, which will be the basis for the future national strategy on the entire education system.

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=

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Talent is easily recognized

The Telenor Foundation established the Prof. Dr. Ilija Stojanović Award in 2007, in order to encourage telecommunications students to pursue their careers in Serbia and to advance modern technologies through their scientific work.

This award is presented to the best graduating students from the University of Belgrade, University of Nis and University of Novi Sad, as well as the authors of the best student papers at the TELFOR conference and scientific papers published in international journals. Accordingly, we rewarded the best among them also in 2012.

We are continuing our tradition of investing in knowledge and recognizing the highest quality of our young scientists, who have confirmed time and again that they have it.

Life without limitations

There is hardly a person in Serbia that hasn't heard of Nick Vujicic, the world-renowned motivational speaker, who has so far visited 24 countries and spoken to more than three million inhabitants of this planet. Nick spoke also at the Faculty of Law in Belgrade, and through a direct online video broadcast our Company made it possible for all of Serbia to see and hear this extremely brave young man.



SPECIAL SERVICE PACKAGE

130,000 reasons why

Communication technologies are allowing millions of people on Earth to stay connected. Unfortunately a large portion of the Roma population in Serbia were not registered in the system until 2010, which is why we initiated project *Povezivanje* (Enable), together with the Serbian Ministry of Health and UNICEF. Through this project, thanks to our services, knowledge, equipment and mobile Internet, 75 healthcare mediators have succeeded in linking Roma to various institutions, therefore helping them learn how to exercise their civil right.



Results of the Povezivanje project

335,430
visits of health mediators

1,051
Roma settlements registered

37,632
Roma families registered

129,879
Roma registered

13,542
personal documents and healthcare cards issued

24,491 Roma vaccinated

5,515
children enrolled into school

DIAL TELENOR FOR MUSEUM

One number changes everything

In museums and galleries throughout the world the trend has been for art consumers to be provided with the opportunity to enjoy artwork unimpeded, and enhance their impressions through audio, as well as visual means. During six months last year all visitors to the Pavle Beljanski Memorial Collection had the opportunity to view 54 pieces of art followed by audio guide. The 27-minute guide provided the viewers with brief information about the works. And all this started with a call to the number 063 9814.



SOUNDS OF DORĆOL

Perk up your ears

Every part of the city has its own history, and each history has its own story. This is how the Sound Map of Dorćol project, which we realized in cooperation with the Tačka Komunikacije association, was created. This unique concept of audio-mapping presents sound recordings of the city atmosphere, interviews and conversations, which are the backbone of the concept. We want to highlight the authentic spirit of Dorćol in an interesting manner, and to continuously add to this spirit through new interviews and fresh new content.

Seventeen mapped points, including the Bajrakli mosque, the Snaga i Svetlost old electrical power station, the Čukur Česma fountain, the REX Cultural Center, Salvador Dali Corner, and other locations, are considered to be very important points in the development of Dorćol as a multicultural environment. Thanks to the smartphone application, the recordings are available to all citizens and visitors to Belgrade. In the future, new interviews will contribute new content, and many more stories will be included in growth of the interesting sound map of Dorćol.

