

# Dnevnik prijateljstava

Izvještaj o društvenoj odgovornosti  
za 2015. godinu

Izveštaj o  
društvenoj odgovornosti  
za 2015. godinu  
*Social Responsibility Report 2015*



*imate prijatelje!*

# GODINA DOBRIH DJELA

*Jer su djela naša  
najglasnija  
priča*

# THE YEAR OF GOOD DEEDS

*Since our Deeds Talk Loudest*

uvjeren sam da je cio kosmos objedinjen, kako u materijalnom tako i u duhovnom pogledu. Postoji u vasioni neko jezgro otkuda mi dobijamo svu snagu, sva nadahnuća, ono nas vječno privlači, ja osjećam njegovu moć i vrijednosti koje ono emituje cijelaj vasioni i time je održava u skladu. Ja nisam prodro u tajnu toga jezgra, ali znam da postoji i kad hoću da mu pridam kakav materijalni atribut, onda mislim da je to SVJETLOST, a kad pokušam da ga shvatim duhovno, onda je to LJEPOTA i SAMILOST. Onaj koji nosi u sebi tu vjeru osjeća se snažan, rad mu čini radost, jer se sam osjeća jednim tonom u sveopštoj harmoniji.

Nikola Tesla

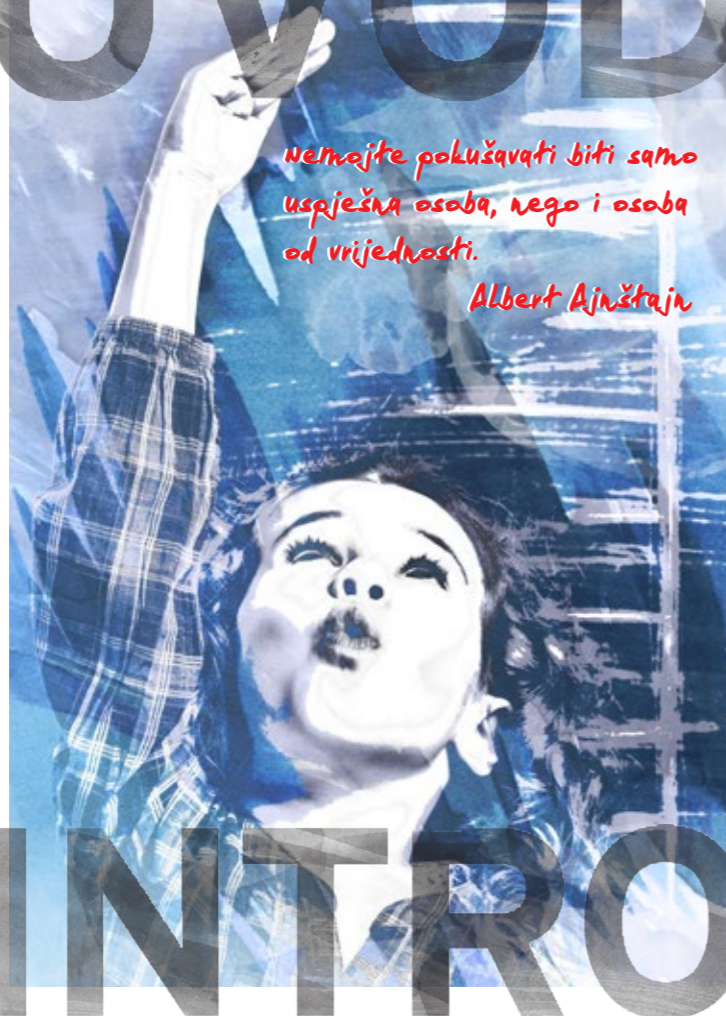
*I am also convinced that the whole universe is unified in both material and spiritual sense. out there in the universe there is a nucleus that gives us all the power, all the inspiration; it draws us to itself eternally, I feel its mightiness and values it transmits throughout the universe; thus keeping it in harmony. I have not breached the secret of that core, still I am aware of its existence, and when wanting to give it any material attribute I imagine LIGHT, and when trying to conceive it spiritually I imagine BEAUTY and COMPASSION. The one who carries that belief inside feels strong, finds joy in his work, for he experiences himself as a single tone in the universal harmony.*

Nikola Tesla



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# UVOD



*Nemojte pokušavati biti samo  
uspješna osoba, nego i osoba  
od vrijednosti.*

*Albert Ajnštajn*

# INTRO

*Strive not to be a success, but rather to be of value.*

*Albert Einstein*

Želeći da budemo dio života zajednice u kojoj poslujemo, aktivno gradimo kvalitetnu interakciju i prijateljski odnos sa društvenim okruženjem. Zato je važna dimenzija poslovanja kompanije m:tel, kojoj je posvećena konstantna pažnja i na kojoj počiva mjerenje uspjeha kompanije, učešće u životu zajednice kroz prijateljstvo sa mnogim humanitarnim, kulturnim, obrazovnim i sportskim događajima, ali i ulaganje u ljude, nauku, umjetnost i muziku.

Striving to be a part of life of the community in which we operate, we actively build quality interaction and friendly relationship with the social environment. Therefore, the important business dimension of the m:tel Company, to which a constant attention is paid and against which the Company success is measured - is participation in the community life through friendship, with many humanitarian, cultural, educational and sport events, as well as investing in people, science, art and music.



- Nagrada za doprinos razvoju korporativne društvene odgovornosti za 2015. godinu - Privredna komora RS
- Priznanje za doprinos na unapređenju bezbjednosti saobraćaja - Savjet za bezbjednost saobraćaja Republike Srpske u 2015. godini
- Nagrada za doprinos razvoju korporativne društvene odgovornosti za 2014. godinu - Privredna komora RS
- Priznanje Američke privredne komore BiH - zlatni donator za pomoć malim preduzećima pogođenim poplavama, oktobar, 2014.
- Počasna knjiga odgovornog poslovanja - USAID 2014.
- Priznanje za doprinos razvoju korporativne društvene odgovornosti u 2013. godini - Privredna komora RS
- Najpoželjniji poslodavac u okviru javnih kompanija u BiH u 2013. - Development studio i portal Posao.ba
- Nagrada za najveći doprinos razvoju korporativne društvene odgovornosti u 2011. - Privredna komora RS
- Poslodavac godine za lica sa invaliditetom u RS 2011.
- Nagrada za najbolju PR akciju u BiH - za partnerstvo kompanije M:tel i Unicef-a BiH, 2009.
- Nagrada za najbolju PR kampanju u BiH u 2009. godini za društvenu odgovornost na festivalu NO LIMIT
- Nagrada za društvenu odgovornost 2008.
- Award for contribution to development of corporate social responsibility in 2015 - RS Chamber of Commerce
- Recognition by the Republic of Srpska Traffic Safety Council for contribution to traffic safety improvement in 2015
- Award for contribution to development of corporate social responsibility in 2014 - RS Chamber of Commerce
- Recognition by American Chamber of Commerce in BiH - golden donor for aid to flood-affected small companies, October 2014
- Book of Honored for corporate social responsibility - USAID 2014
- Recognition for contribution to development of corporate social responsibility in 2013 - RS Chamber of Commerce
- The most desirable employer within public companies in BiH in 2013 - Development Studio and portal Posao.ba
- Award for highest contribution to development of corporate social responsibility in 2011 - RS Chamber of Commerce
- Employer of the year for disabled persons in RS in 2011
- Award for the best PR campaign in BiH in 2009 for social responsibility at the Festival NO LIMIT
- Award for social responsibility for 2008



Projekat **Dobro djelo** obilježilo je 2015. godinu, koliko zbog njegovog trajanja od godinu dana, ali i zbog pozitivnih vrijednosti koje smo njime nastojali promovisati. Ovaj projekat se temeljio na krilatici „Dobro se dobrim vraća“, a osnovna zamisao i cilj projekta jeste da se s drugima dijele dobre priče i pozitivni primjeri iz života. Svi bh. građani su imali priliku, tokom godinu dana trajanja projekta, da na interaktivnu mapu dobrih djela na sajtu kreiranom upravo za ovaj projekat [www.dobrodjelo.com](http://www.dobrodjelo.com), upišu dobro djelo koje su učinili ili su vidjeli da je neko drugi učinio, te na toj mapi označe mjesto iz kojeg dolaze. U ovu, svojevrsnu elektronsku knjigu humanosti, tokom trajanja projekta upisano je preko 1.000 dobrih djela, a cilj akcije je u potpunosti ispunjen - podsticanje zapažanja lijepih primjera dobra, činjenja dobroga i dijeljenja pozitivnih primjera sa drugima. Pristigli primjeri dobrih djela pokazali su da zaista ne postoje mala i velika dobra djela, nego da je svaki pozitivan primjer i mali gest veliko djelo koje donosi radost i onom kome je učinjeno kao i onome ko ga čini.

Na kraju akcije, m:tel je kao nagradu, poklonio dječije igralište opštini Prnjavor, čiji su stanovnici bili najaktivniji i tokom 365 dana prijavili najviše dobrih djela. Kompanija m:tel je ovim poklonom željela potvrditi i istinitost navedene krilatice da se dobro zaista dobrim vraća, te podstaći širenje dobrih vijesti i pozitivne energije, kako bi istakla prave i istinske vrijednosti društva.

The project entitled **“Dobro djelo”** (good deed) marked the year of 2015, as much for its duration of one year, also for the positive values which we wanted to promote with it. This project was based on the motto “What goes around, comes around”, and the basic idea and project goal was to share good stories and positive life examples with others. During the project year, all citizens in Bosnia and Herzegovina had the opportunity to report a good deed they have done or have seen someone else has done on the interactive map of good deeds on the website created solely for the project, [www.dobrodjelo.com](http://www.dobrodjelo.com) and to mark the place they come from. In this, electronic book of humanity, we have registered over 1000 good deeds during the project and campaign goal- to encourage perceiving beautiful examples of goodness, doing good and sharing positive examples with others, was fully met. The examples of good deeds have shown that there are no big or small good deeds, but that every positive example, as well as a small gesture, is a great deed which brings joy both to the person who does it and person to whom is done.

At the end of the campaign, m:tel donated a playground as a reward to the municipality of Prnjavor, as its residents were the most active and, during those 365 days, reported the most good deeds. With this gift, the m:tel company wanted to confirm the truthfulness of the mentioned motto - what goes around does come around, and to encourage spreading of good news and positive energy, in order to emphasize real and genuine values of the society.

# VAŽNO JE

*imati prijatelje*



# IT IS IMPORTANT

*to have friends*

**Mjesec prijateljstva**, već drugu godinu zaredom, proslavljen je zajedno sa sugrađanima u 10 gradova BiH. Povodom Međunarodnog dana prijateljstva, a nakon što je prošlogodišnji projekat uspješno realizovan, kompanija m:tel je i ove godine nastavila sa praksom da avgust mjesec posveti slavljenju prijateljstva, druženju i zabavi, nizom organizovanih događaja u gradovima širom zemlje, pod sloganom "Mjesec prijateljstva". Paralelno sa druženjem u gradovima, na zvaničnom blogu kompanije m:tel, na adresi [blog.m:tel.ba](http://blog.m:tel.ba), bila je otvorena i aplikacija "Mjesec prijateljstva", putem koje su se mogle upisivati želje za svoje najbliže, u prvom redu porodicu i prijatelje, ali i za bilo koga drugog. Po završetku ovog mjeseca, m:tel je ispunio najhumanije, najoriginalnije i najemotivnije želje koje su prijatelji poželjeli jedni drugima, a koje su pristizale putem istoimene aplikacije na adresu korporativnog bloga - [blog.m:tel.ba](http://blog.m:tel.ba).

**Ne kucaj da se ne bi zakucalo**, kampanja je u kojoj je kompanija m:tel sa zadovoljstvom učestvovala, kao partner ove akcije. Naziv kampanje je ujedno i poruka upozorenja koju su vozačima zajednički poslali Ministarstvo saobraćaja i veza RS, Agencija za bezbjednost saobraćaja RS, Auto-moto savez RS i kompanija m:tel. Cilj projekta je bio da ukaže na opasnosti kojima su izloženi učesnici u saobraćaju, sa akcentom na one koji koriste mobilni telefon dok su za volanom automobila. Slogan ovog projekta "Ne kucaj, da se ne bi zakucalo" predstavlja upravo poruku upozorenja vozačima o važnosti savjesne vožnje. Zajedno sa Ministarstvom saobraćaja i veza RS, Agencijom za bezbjednost saobraćaja RS, Auto-moto savezom RS, ova kampanja realizovana je tokom maja i juna.

For the second year, "**Mjesec prijateljstva**" (Month of Friendship) was celebrated together with fellow citizens in 10 cities in Bosnia and Herzegovina. As the project was successfully realized last year, on the occasion of the International Friendship Day, m:tel continued the practice to devote the month of August to celebrating friendship, getting together and having fun, by having organized a series of events in cities across the country under the slogan "Month of Friendship". Along with gatherings in the cities, on the official blog of m:tel company ([blog.m:tel.ba](http://blog.m:tel.ba)) it was created the application "Month of Friendship" on which the wishes were written for the loved ones, primarily family and friends, but also for anyone else. Upon the end of the month, m:tel has fulfilled the most humane, original and emotional wishes the friends wished for each other, which were received via the homonymous application on the corporate blog address - [blog.m:tel.ba](http://blog.m:tel.ba).

**Ne kucaj da se ne bi zakucalo (Arrive alive, don't text and drive)** is a campaign in which m:tel was pleased to participate as a partner. The campaign name was also a warning message which was jointly sent by the RS Ministry of Transport and Communications, the RS Traffic Safety Agency, the RS Automobile Association and m:tel.

The project goal was to raise awareness of the dangers the road users are exposed to, with the emphasis to those who use mobile phones while driving. The campaign slogan Arrive alive, don't text and drive represents exactly the warning message to drivers about the importance of conscientious driving. Together with the RS Ministry of Transport and Communications, the RS Traffic Safety Agency, the RS Automobile Association, the campaign was carried out during the month of June.



# HUMANOST



# HUMANITY

**Plavi telefon** je savjetodavna linija za djecu žrtve nasilja, prvenstveno namijenjena djeci koja se suočavaju sa nasiljem i eksploatacijom, ali i za pomoć pri svim problemima na koje tokom svog djetinjstva nailaze. Omogućivši besplatne pozive iz cijele BiH, iz svih fiksnih i mobilnih mreža, kompanija m:tel je još jednom dokazala riješenost da pomaže ranjivim grupama, a naročito onim najmlađim članovima društva. Plavi telefon je članica svjetske mreže linija za pomoć djeci Child Helpline International Foundation (CHI), a realizuje ga UG „Nova generacija“ iz Banjaluke.

**Dječiji edukativni centar „Svjetlice“** Banja Luka i ove godine je obilježio Međunarodni dan osoba sa Daunovim sindromom, a kompanija m:tel kao dugogodišnji prijatelj ovog centra, i u 2015. godini je pomogla u realizaciji održavanja manifestacije povodom ovog međunarodnog dana. Nakon deset godina postojanja ovog centra, u 2015. godini „Svjetlice“ su realizovale i veliki projekat osnivanja **Servisnog centra za djecu sa poteškoćama u razvoju**, a kompanija m:tel je novčanom donacijom pomogla otvaranje centra pod nazivom „Dajte nam šansu - Svjetlice“. U ovom centru, roditelji djece sa poteškoćama u razvoju, sada imaju priliku da ostave dijete na period do četiri sata dnevno, tokom čega su djeca pod stručnim nadzorom, uz odgovarajuće tretmane, individualne i grupe programe, te programe prilagođene za razvoj motorike. Pored toga, ovaj centar roditeljima pruža mogućnost konsultacija sa socijalnim radnikom, da saznaju svoja prava, te razgovora sa psihologom.

Kompanija m:tel je bila dio humane akcije Udruženja roditelja djece oboljele od malignih bolesti „Iskra“, kojima je pomogla kroz realizaciju izložbe **Umjetnost za humanost**, kako bi prikupili sredstva za oboljelu djecu. Izložena umjetnička djela, njih više od 50, koja su bila namijenjena

**Blue Phone** is a counseling phone line for children victims of violence, especially assigned for children who face violence and exploitation, as well as all problems they encounter during the childhood. Enabling free phone calls from all over Bosnia and Herzegovina in all fixed and mobile networks, m:tel has, once again, proven its commitment to helping vulnerable groups, especially the youngest members of society. The “Nova generacija” (New Generation) NGO from Banja Luka has realized the Blue Phone, which is a member of the global children helpline network - Child Helpline International Foundation (CHI).

This year once again **the children’s educational center “Svjetlice” Banja Luka** has marked the International Day of Persons with Down Syndrome and the m:tel Company, as a longtime friend of this center helped the event realization in 2015 on the occasion of this international day. After ten years of existence, in 2015 “Svjetlice” implemented a great project of establishing **the Service Center for Children with Development Disabilities**, and the m:tel Company donated funds for opening the center called “Give Us a Chance - Svjetlice”. In this Center, parents of children with development disabilities have the opportunity to leave a child for up to four hours a day, under professional supervision, with appropriate treatment, individual and group programs, and customized programs for development of motor skills. In addition, this Center provides parents with the possibility of consultations with social worker, in order to know their rights, as well as interviews with psychologist.

The m:tel Company has been a part of the humanitarian action of the “Iskra” Parents of Children Suffering from Malignant Diseases Association by helping the realization of the exhibition **Art for Humanity** in order to raise funds for ill children. More than 50 exhibited works of art, intended to be sold for these purposes, were do-

prodaji u ove svrhe, Udruženju su donirali profesori i studenti likovnih umjetnosti banjalučke Akademije, kao i slikari.

Učešćem u aukciji **U srcu prirode, humanost na djelu**, održanoj u Tesliću, m:tel je podržao humanu akciju za oboljele od rijetkih bolesti. Više od 60 umjetničkih djela akademskih umjetnika nastalih na 19. međunarodnom likovnom saborovanju prodana su na ovoj humanitarnoj aukciji, a otkupivši dva ulja na platnu, m:tel je učestvovao u prikupljanju sredstava za Savez oboljelih od rijetkih bolesti u RS kao organizatora ove aukcije.

Centar za edukaciju **Tvoja riječ**, obilježio je Međunarodni dan osoba sa autizmom, a kompanija m:tel je pružila prijateljsku podršku centru, kako bi učestvovala i u ovoj humanoj manifestaciji. Povodom Svjetskog dana osoba sa autizmom, Udruženje je organizovalo petodnevni projekat sa nizom aktivnosti, poput održavanja javne tribine „Otvorena vrata“, prezentacije o autizmu, kreativnih radionica, kutka za roditelje, dijagnostika - stručni tretmani u cilju rane intervencije, kao i veliki koncert pod nazivom „Autizam govori srcem“, koji je održan u Muzičkom paviljonu „Staklenac“ u Banjaluci, na dan obilježavanja Dana osoba sa autizmom.

U Banjaluci je krajem godine održano šesto donatorsko veče i humanitarni koncert pod nazivom **S ljubavlju hrabrim srcima**, čiji je prihod namijenjen djeci sa rijetkim genetskim oboljenjima. Kao i mnogo puta do sada, kompanija m:tel se i ove godine pridružila humanitarnoj akciji koja za cilj ima prikupljanje sredstava za pomoć našim najmlađim i najranjivijim. Pored ustupanja kratkog humanitarnog broja 1411 u svrhu prikupljanju sredstava, m:tel je donirao i novčana sredstva za ove namjene. Pored koncerta popularnih izvođača, organizovano je prikupljanje sredstava pozivima na humanitarne

ated to the Association by the professors and students of the Academy of Fine Arts in Banja Luka, as well as the painters.

Participating in the auction called **In the Heart of Nature, Humanity in Action**, held in Teslić, m:tel supported humanitarian action for persons suffering from rare diseases. More than 60 artworks the academic artists created at the 19th International Fine Arts Gathering were sold through this humanitarian auction. By purchasing two oil paintings, m:tel participated in fundraising for the RS Alliance of Persons Suffering from Rare Diseases, the organizer of this auction.

The Center for Education **“Tvoja riječ”** (your word) marked the International Day of Persons with Autism and m:tel provided friendly support to the Center in order to participate in this humanitarian event. On the occasion of the World Day of Persons with Autism, the Society organized a five-day project with a series of activities, such as public forum “Open Door”, presentations on autism, creative workshops, parents’ corner, diagnostics - expert treatments for early intervention, as well as a concert called “Autism Speaks with Heart”, held on the Day of Persons with Autism in the “Staklenac” Music Hall in Banja Luka.

The sixth Fundraising Dinner and humanitarian concert called **With Love to Brave Hearts** was held in Banja Luka at the end of the year. The raised funds were designated to children with rare genetic diseases. As many times before, this year m:tel joined this humanitarian action whose aim was to raise funds to help our youngest and most vulnerable ones. Besides assigning a short humanitarian number 1411 for the fundraising purpose, m:tel has donated financial funds for these purposes. In addition to the concert of popular performers, by calling the humanitari-

telefone, putem kojih su građani mogli razgovarati sa brojnim ličnostima iz javnog života RS i regiona.

I ove godine, već tradicionalno, darovani su nikoljdanski paketići najmlađima u **Dječijem domu Rada Vranješević** i Zavodu za fizikalnu medicinu i rehabilitaciju **Dr Miroslav Zotović** u Banjaluci, kao i mališanima vrtića **Carica Milica - Sveti Evgenije** u Trebinju.

**Humanitarni telefon** je usluga kompanije m:tel koju od 2004. godine, u okviru svog društveno odgovornog poslovanja, pruža svima kojima je ona potrebna. Posredstvom kratkih humanitarnih brojeva, koje kompanija ustupa na korišćenje, tokom 2015. godine realizovana je 121 humanitarna akcija, putem kojih je prikupljeno blizu 700.000 konvertibilnih maraka.

Shvatajući društvenu odgovornost kao poslovni imperativ, kompanija m:tel vodi brigu i o **licima sa posebnim potrebama**. Ne samo darujući novčana sredstva i podržavajući brojne projekte za ova lica, nego i kreirajući posebne uslove komunikacije koji uključuju dodatne bonuse i olakšice. Pored socijalnog paketa u fiksnoj telefoniji, kreirani su posebni tarifni paketi za lica sa invaliditetom u mobilnoj telefoniji koji podrazumijevaju bonuse u vidu SMS-ova za lica sa oštećenim sluhom, bonuse u vidu minuta razgovora za lica sa oštećenim vidom, kao i paket za lica sa invaliditetom i oboljele. Takodje, m:tel je jedna od rijetkih kompanija u BiH koja zaposlene u prodaji obučava znakovnom jeziku, kako bi lica sa oštećenim sluhom mogla komunicirati u poslovnica kompanije. Na prodajnim mjestima m:tel-a u deset bh. gradova, osobe sa oštećenim sluhom mogu dobiti sve informacije koje su im potrebne, komunicirajući na znakovnom jeziku i bez pomoći trećih lica.

an telephone numbers for fundraising purposes, the people could talk to numerous personalities from the political and public life of the Republic of Srpska and the Region.

Traditionally, as well as this year, on the occasion of the St. Nicholas Day, m:tel gave the presents to the youngest ones from the **“Rada Vranješević” Children’s Home** and the **“Dr Miroslav Zotović” Institute for Physical Medicine and Rehabilitation** in Banja Luka, as well as to the children from the **“Carica Milica - Sveti Evgenije”** Kindergarten in Trebinje.

**Humanitarian telephone** is a service which m:tel provides, within its corporate social responsibility, to everyone in need since 2004. With assigning these short humanitarian numbers, 121 humanitarian activities were realized, having raised almost BAM 700,000 in 2015.

Considering social responsibility to be a business imperative, m:tel also takes care of **persons with special needs**; not only with donating funds and supporting numerous projects for these persons, but also with creating specific communication conditions, which include additional bonuses and incentives. Besides the social package in the fixed telephony, special tariff packages for persons with disabilities were created in the mobile telephony. These packages include SMS bonuses for the persons with impaired hearing, bonuses in minutes for the visually impaired persons, as well as the package for persons with disability and diseases. In Bosnia and Herzegovina, m:tel is one of the few companies which have trained the sale persons in the sign language, so the persons with the impaired hearing may communicate in the Company’s premises. At m:tel retail points in ten cities in Bosnia and Herzegovina, persons with impaired hearing can get all the information they need, communicating in the sign language and without third-party help.

# KULTURA, UMJETNOST I OBRAZOVANJE



Kao kompanija koja je tehnološki lider u svojoj oblasti poslovanja u BiH, m:tel nastoji pomoći tehnološkom unapređenju zajednice u kojoj posluje i kroz društveno odgovorne projekte i praksu. **Škole 2.0** je m:tel-ov projekat koji je pokrenut sa idejom da što više osnovnih škola u BiH dobije svoj školski sajt. Kao i drugi projekti ovoga tipa koje je osmislio i realizovao m:tel, i ovaj projekat je sinteza nekoliko specifičnih vrijednosti. S jedne strane, svim školama u BiH je data prilika da besplatno kreiraju i pokrenu svoj oficijelni sajt, dobiju stručnu pomoć u tom poslu, te besplatan hosting i domen na dvije godine, kao i vrijedne nagrade za one najbolje. S druge strane, dodatna vrijednost ovog projekta je što su u izradi sajtova učestvovali upravo učenici, koji su uz pomoć m:tel-a učili kako da svoju kreativnost pretvore u dugoročnu društvenu vrijednost koja će služiti njima, ali i njihovim nastavnicima i roditeljima, kao i cjelokupnoj zajednici. Rezultat ovog projekta je 60 izrađenih sajtova osnovnih škola, od kojih su oni najbolji i dodatno nagrađeni laptop uređajima.

Stipendiranje mladih talenata jedan je od principa koje m:tel poštuje i sprovodi u praksi već dugi niz godina. Konkurs za **m:stipendije**, šestu godinu zaredom, otvara mogućnost studentima elektrotehničkih i fakulteta informacionih tehnologija u BiH da sticanjem titule m:stipendista dobiju vrijednu podršku kompanije u iznosu od 300 KM mjesečno, ali i još vredniju praksu u trajanju od mjesec dana u kompaniji. U 2015. godini, 22 studenta završnih godina i absolventi elektrotehničkih fakulteta u Banjaluci, Istočnom Sarajevu i Sarajevu, kao i Fakulteta elektrotehnike u Tuzli, Fakulteta strojarstva i računarstva u Mostaru, te Fakulteta informacijskih tehnologija u Mostaru, postali su stipendisti m:tel-a, koji će do kraja prvog ciklusa studija dobijati podršku kompanije. Ovim projektom, želja m:tel-a je da mladima koji su

Being the company that is a technological leader in the industry in BiH, m:tel tries to help the technological development of the community in which it operates, through socially responsible projects and practice. **Schools 2.0** is the m:tel project launched with the idea of including as many schools as possible in creating their school websites. Similar to other projects of such type, created and realized by m:tel, this project is a synthesis of several specific values. On one side, all schools in Bosnia and Herzegovina are given a chance to create and start their official school web site, receive professional assistance, a free hosting and domain for the period of two years, as well as the valuable prizes for the best ones. On the other side, an additional value of the project is the fact that it involved the students who created the sites and, with the m:tel's help, learned how to translate their creativity into a long-term social value, to the benefit of not only themselves, but also their teachers, parents and broader community. The project resulted in 60 websites developed by the primary schools, out of which the best ones were additionally awarded with the laptops.

Providing scholarships for young talents is one of the principles m:tel observes and practices for a long time. The sixth competition for the scholarship grants for university students - **"m:stipendije"**, gives the opportunity to the students of the Schools of Electrical Engineering and Information Technologies in Bosnia and Herzegovina to, with becoming the grant recipients ("m:stipendisti"), receive a valuable support by the Company in the amount of BAM 300 monthly, and even more valuable practice - a month of professional training in the Company. In 2015, the m:tel scholarship grant recipients are 22 students of the final years and undergraduates of the Schools of Electrical Engineering in Banja Luka, Istočno Sarajevo and

svojim talentom, znanjem, ali i trudom zaslužili podršku, pruži šansu i uslove za postizanje još boljih rezultata, kao i da im otvori nove puteve prema budućnosti.

Kako bi svojim aktivnostima obuhvatio sve oblasti društveno odgovornog poslovanja, m:tel takođe njeguje praksu realizovanja velikih projekata iz oblasti kulture, odnosno umjetnosti. Jedan od takvih projekata realizovan u 2015. godini jeste foto konkurs **Uhvati komunikaciju**. Zajedno sa kompanijom Canon, m:tel je organizovao i otvorio konkurs za najbolju fotografiju koja predstavlja viziju moderne komunikacije posmatrane kroz objektiv. Od 30 izabranih fotografija pristiglih na ovaj konkurs organizovana je i sedmodnevna izložba, a najbolje su nagrađene vrijednim Canon uređajima.

Tradicionalno prijateljstvo i dobra saradnja sa **Narodnim pozorištem RS**, nastavljeno je i ove godine, podrškom održavanju 18. **Teatar festa „Petar Kočić“**, ali i pozorišne sezone 2015/2016. Kompanija m:tel je dugogodišnji i dokazani prijatelj ove institucije kulture, ali i događaja poput Teatar festa, koji svake godine u Banjaluku donosi poseban duh jednog od najljepših umjetničkih izraza - čaroliju teatra. Pored redovnog programa ovog festivala, pratećim programom obuhvaćene su promocije knjiga, kao i projekcije filmova i održavanje tribina i okruglih stolova.

**Dječije pozorište** u Banjaluci, takođe je dugogodišnji prijatelj kompanije m:tel. I ove godine kompanija je podržala **Snješkovo**, kulturno-zabavnu i edukativnu manifestaciju za djecu i odrasle, koja se već drugu godinu odvija u Muzeju pozorišnih lutaka Dječijeg pozorišta Republike Srpske u mjesecu decembru. Posjetioci ove čarobne bajke su svakodnevno, u trajanju od 10 dana, imali priliku da uživaju u raznolikim sadržajima na temu „Čudesni svijet životinja iz

Sarajevo, as well as in Tuzla, the School of Mechanical Engineering and Computing in Mostar and the School of Information Technologies in Mostar, who will be receiving the allowance from the Company until the end of the first study cycle. With this project, m:tel wishes to offer the young people who, due to their talent, knowledge and effort, deserve support, the opportunity and conditions for achieving even better results and to open new paths to the future for them.

With the aim to encompass all aspects of the corporate social responsibility into its activities, m:tel also maintains the practice of realizing significant projects in the field of culture and art. One of such projects, realized in 2015, was the photography contest entitled **“Uhvati komunikaciju”** (snap the communication). Together with the Canon Company, m:tel organized and opened the contest for best photography that represents a vision of modern communication seen through the lens. Thirty photographs that arrived in the contest were also shown at the seven-day exhibition and the best ones were awarded with valuable Canon devices.

Traditional friendship and cooperation with the National Theater of the Republic of Srpska in Banja Luka has continued this year with supporting the 18th **“Petar Kočić” Teatar fest**, as well as the theater season 2015/2016. The m:tel Company is a longtime and proven friend of this cultural institution, but also of the events like Teatar fest, which brings a special spirit of one of the most beautiful artistic expressions - magic of theater, into Banja Luka. Along with the regular festival program, the additional program included books promotions, as well as film projections, panels and round tables.

The **Children’s Theater** in Banja Luka is also a long-lasting friend of the m:tel Company. This



ledenih predjela“, a ove godine Snješkovo je imalo i posebnu čar jer je Dječije pozorište Republike Srpske 30. decembra obilježilo 60 godina rada. Kompanija m:tel je i ovoga puta pomogla realizaciju ove zimske bajke, koja je kao i prethodne godine bila humanitarnog karaktera. Svi prilozi koji su prikupljeni tokom trajanja Snješkova, dodijeljeni su u humanitarne svrhe.

**Prva baletska škola** otvorena je u Banjaluci, a kao pokrovitelj, m:tel je zajedno sa školom nizom manifestacija obilježio i **Međunarodni dan plesa**. Ova škola prva je ove vrste u Republici Srpskoj, a tokom školovanja koje traje četiri godine, djevojčice i dječaci imaju priliku da se usavršavaju u klasičnoj baletskoj formi. Ova škola je saglasnost za rad i nastavni plan i program dobila od Ministarstva prosvjete i kulture Republike Srpske, a nastavu izvode baletski pedagozi sa iskustvom, predvođeni primabalerinom i vanrednim profesorom na Akademiji umetnosti u Novom Sadu Dijanom Kozarski. Školova-

year the Company supported **“Snješkovo”** - cultural, fun and educational event for children and adults, held in the Museum of Puppets of the Republic of Srpska Children’s Theater, during the month of December. The visitors of this beautiful fairy tale had the pleasure of enjoying various contents related to the topic **“Magical World of Animals from Polar Areas”** for ten days. This year, **“Snješkovo”** was particularly magical, since the Republic of Srpska Children’s Theater celebrated its sixtieth anniversary on 30 December. The m:tel Company has supported the realization of this winter tale which, as well as in the previous year, had a humanitarian character. All donations raised during the **“Snješkovo”** event were donated for humanitarian purposes.

**Prva baletska škola** (the First Ballet School) was opened in Banja Luka and, as the auspice, m:tel celebrated **International Dance Day** with the School through a series of events. This

nje traje četiri godine, a učenici po završetku školovanja dobijaju svjedočanstvo o završenoj osnovnoj baletskoj školi.

m:tel je 2015. godine organizovao i održavanje multimedijalnog spektakla **m:tel Noć reklamoždera** u Banjaluci. Više hiljada posjetilaca imalo je priliku da uživa u najboljim svjetskim reklamama, cjelovečernjem koncertu Massima Savića, ali i brojnim poklonima i iznenađenjima. Za sve ljubitelje kreativnosti i reklama, kao i za one koji su željeli da budu dio ovakvog spektakla, organizovano je veče u kojem su mogli vidjeti najoriginalnije ideje i reklame prikupljene iz cijelog svijeta.

Kompanija m:tel je pružila podršku i održavanje nju **Sajma za djecu i porodicu** koji je održan u Banjaluci, u sportskoj dvorani "Borik". Ova manifestacija održava se po drugi put u Banjaluci, promovišući porodične vrijednosti, brigu o djeci, roditeljstvo, kreativnost i sportski duh. Ovom prilikom m:tel je organizovao i različite zanimljive sadržaje za najmlađe: Open bazen s lopticama, face painting studio, Sony Play Station kutak, te LEGO robot, osmišljen tako da ima interakciju s korisnicima i pravi pokrete koji su mu zadati.

**Đurđevdanski festival** je manifestacija kojoj m:tel već tradicionalno pruža podršku, ovoga puta kao pokrovitelj revijalnog djela programa u kome su nastupili članovi ovogodišnjeg festivalskog žirija: Sergej Pajić, prošlogodišnji pobjednik, Leontina Vukomanović, Minja Subota i Tijana Dapčević. U takmičarskom dijelu festivala ove godine se takmičilo 19 mališana iz Moldavije, Rusije, Mađarske, Bugarske, Srbije, Crne Gore, Hrvatske i Bosne i Hercegovine.

U 2015. godini, m:tel je podržao održavanje još jednog festivala i to Dječjeg festivala **Na jedrima glazbe**, koji je održan u Ljubuškom,

School is the first one in the Republic of Srpska and, during the four years of schooling, girls and boys have the opportunity to master the classic ballet form. This School obtained the approval and the Curriculum from the Republic of Srpska Ministry of Education and Culture, and the classes are taught by the ballet pedagogues, led by the prima ballerina and associate professor at the Academy of Arts in Novi Sad, Dijana Kozarski. The school lasts four years and, upon the completion, the students will receive the Certificates on completed elementary ballet school.

In 2015, m:tel organized a multimedia spectacle - **m:tel Night of AdEaters** in Banja Luka. Several thousand visitors had the opportunity to enjoy the best world ads, evening concert of Massimo Savić, and numerous presents and surprises. This evening was organized for all those creativity and ads lovers who wanted to be a part of the spectacle and see the most original ideas and advertisements from all over the world.

The Company offered its support to the **"Sajam za djecu i porodicu"** (Children and Family Fair) held in the "Borik" Sports Hall, Banja Luka. This is the second time the Fair is held in Banja Luka, promoting family values, children care, parenthood, creativity and sport spirit. On this occasion, m:tel has organized various interesting events for the youngest ones - Open pool with balls, face painting studio, Sony Play Station corner, LEGO robot which performs in interaction with the users and makes the requested moves.

**"Đurđevdanski festival"** (children's music festival), is the manifestation traditionally supported by m:tel, this time as the auspice of the non-competitive program, the performers of which were this year's festival jury members,

kao nastavak društveno odgovorne prakse da podržava mlade talente i dječije stvaralaštvo. Na festivalu su se predstavili učenici ljubuških osnovnih škola, koji su svoje mjesto na festivalskoj bini osigurali kroz nekoliko zahtjevnih audicija.

Festival **Matirajmo predrasude**, čiji je cilj promocija multikulturalnosti, saradnje i boljeg razumijevanja među različitim društvenim grupama, kao i popularizacija šaha kao sportske discipline, m:tel je pomogao nagradivši pobjednike takmičenja. Škola šaha 'Skakač' iz Banjaluke je u saradnji sa Ambasadom Njemačke u BiH, uspješno organizovala ovaj prvi šahovski festival prijateljstva. Na festivalu je učestvovalo oko 100 takmičara iz zemlje i regiona, a oni koji su se pokazali kao najbolji u ovom sportu, pored pehara i medalja na poklon od kompanije m:tel dobili su pametne telefone i USB stikove sa neograničenim mobilnim internetom.

Akademija umjetnosti Univerziteta u Banjaluci već tradicionalno, po 16. put, ove godine je organizovala kulturnu manifestaciju **Dani Vlade S. Miloševića**. U realizaciji programskih aktivnosti učestvovali su studenti i profesori Univerziteta, te mnogobrojni istaknuti umjetnici iz zemlje i inostranstva. Kao dugogodišnji prijatelj ove manifestacije, kompanija m:tel je i ovoga puta podržala „Dane Vlade S. Miloševića“, potvrđujući svoje opredjeljenje da posluje društveno odgovorno. U okviru manifestacije održani su koncerti, večeri horske umjetnosti, te veče posvećeno „Tradiciji na sceni“, koje je održano u Dječjem pozorištu Republike Srbije.

Pomogavši realizaciju aktivnosti povodom Dana grada Banjaluka, m:tel je podržao održavanje spektakla Državnog plesnog ansambla **Ruski kozaci** iz Moskve, koji su svojim nastupom otvorili manifestaciju povodom obilježja-

Sergej Pajić - last year's winner, Leontina Vukomanović, Minja Subota and Tijana Dapčević. In the competitive part, the participants were the 19 children from Moldova, Russia, Hungary, Bulgaria, Serbia, Montenegro, Croatia, Bosnia and Herzegovina.

In 2015, m:tel also supported another children's festival **„Na jedrima glazbe“ (Sails of Music)**, held in Ljubuški, within the socially responsible practice to support young talents and children's creativity. The Festival introduced students from the elementary schools in Ljubuški, who had to pass several demanding auditions to reach the Festival scene.

The Festival entitled **"Matirajmo predrasude"** (Checkmate the Bias) the aim of which is to promote multicultural cooperation and better understanding among different social groups, as well as to popularize chess as a sport discipline, was supported by m:tel who also awarded the winners. The "Bishop" Chess School from Banja Luka, in cooperation with the German Embassy in Bosnia and Herzegovina, successfully organized this first chess festival of friendship. There were around 100 participants from the country and Region and, along with the medals and recognitions, m:tel awarded the best ones in this sport with smart phones and USB sticks with unlimited mobile internet.

The Academy of Arts of the University of Banja Luka, traditionally, for the sixteenth time, organized a cultural manifestation of **"Dani Vlade S. Miloševića"**. The program activities were realized by the students and professors of the University as well as by number of distinguished national and international artists. As a long-lasting friend of the Dani Vlade S. Miloševića Manifestation, m:tel has supported this year's event and re-affirmed its dedication to the corporate social responsibility. Within



vanja 70 godina od oslobođenja Banjaluke u Drugom svjetskom ratu.

Pruživši podršku održavanju smotre dramskih amatera sa prostora bivše Jugoslavije **Festival festivala**, m:tel je obradovao ljubitelje teatarske umjetnosti u gradu na Trebišnjici. Nastala kao nastavak nekadašnjeg Festivala dramskih amatera Jugoslavije, ova kulturna manifestacija se tradicionalno održava u Trebinju i okuplja amaterska dramska ostvarenja sa prostora bivše Jugoslavije. Na festivalu ove godine učestvovala su pozorišna ostvarenja iz BiH, Crne Gore, Srbije, Makedonije i Hrvatske.

Važnost manifestacije povodom obilježavanja **Noći muzeja**, kompanija m:tel je prepoznala i uključila se u organizaciju i ovog događaja, zajedno sa Muzejom savremene umjetnosti RS u Banjaluci. U Muzeju je povodom obilježavanja

the event, there were held concerts, choir evenings, and the evening dedicated to the “Tradition on the Scene” held in the Children’ Theater of the Republic of Srpska.

Having helped the realization of activities on the occasion of the City of Banja Luka Day, m:tel supported the spectacle held by the National Dance Ensemble of **Russian Kazaks** from Moscow, who opened the celebration of the seventieth anniversary of liberation of Banja Luka in the World War II.

Having supported the **“Festival of the Festivals”**, festival of drama amateurs from the ex-Yugoslavia territory, m:tel has brought joy to the theater art lovers in the city on the river Trebišnjica. This cultural manifestation originates from the former Festival of Drama Amateurs of Yugoslavia, and is traditionally held in Trebinje, gathering amateur drama performances from the ex-Yugoslavia territory. This

Noći muzeja otvorena izložba pod nazivom “Prigušena egzistencija-savremena umjetnička scena Srbije”, realizovana u saradnji sa Muzejom savremene umetnosti Vojvodine iz Novog Sada. Izložbom je ujedno najavljena evropska muzejska manifestacija “Noć muzeja”. Kompanija m:tel je ove godine obezbijedila centralni vizuelni događaj tokom trajanja Noći muzeja pod nazivom „Laboratorija svjetla”. Radi se interaktivnom projektu digitalnog video-mapinga koji je projektovan na fasadi Muzeja, a realizovan je sa ciljem podrške savremenoj umjetničkoj sceni, kao i razvoja dizajna i animacije, sa akcentom na najnovijoj multimedijalnoj produkciji. Projekat video-mapinga bila je odlična prilika da se predstave radovi savremenih vizuelnih umjetnika iz Banjaluke i cijele Republike Srpske.

m:tel je i u 2015. godini nastavio da učvršćuje prijateljstvo sa onima sa kojima je ostvarivao blisku saradnju godinama unazad, poput **Elektrotehničkog fakulteta** u Banjaluci, čije najbolje studente je i ove godine nagradio. Svake godine ovaj fakultet bira najuspješnije studente u okviru proslave Dana fakulteta, a najbolji studenti generacije 2014/2015. godine, kao i studenti koji su postigli zavidne uspjehe na takmičenjima u znanju, i ove godine su nagrađeni i posebno pohvaljeni. Na svečanosti je kompaniji m:tel uručena Zahvalnica za izvanredan doprinos u razvoju Elektrotehničkog fakulteta Univerziteta u Banjoj Luci. Obrazovanje mladih stručnjaka ulaganje je u budućnost kojoj kompanija m:tel želi da da svoj puni doprinos, nagrađujući i podstičući ove mlade ljude da unapređuju i šire svoja znanja i umijeća.

Dodjela novinarske nagrade **Srdan Aleksić**, održana je i ove godine u Doboju, na Međunarodni dan mira, gdje su proglašeni najbolji radovi i dodijeljene novinarske nagrade. Kompanija m:tel podržava dodjelu ove nagrade od

year’s festival presented theater performances from Bosnia and Herzegovina, Montenegro, Serbia, Macedonia and Croatia.

The m:tel Company recognized the importance of the manifestation celebrating the **Night of the Museums** and participated in the organization of this event, together with the RS Museum of Contemporary Art in Banja Luka. On this occasion, an exhibition was open in the Museum, entitled “Silenced Existence - Contemporary Art Scene of Serbia” realized in cooperation with the Vojvodina Museum of Contemporary Art from Novi Sad. The exhibition also announced the European museum manifestation - “Night of the Museums”. The m:tel Company provided the central visual event in the Night of the Museums, entitled “Laboratory of Light”. It is the interactive project of digital video-mapping projected on the Museum façade, which was realized with the aim of supporting contemporary art scene as well as the development of design and animation, with the focus on the latest multimedia production. The video-mapping project was an excellent opportunity for presenting the works of the contemporary visual artists from Banja Luka and the whole Republic Srpske.

In 2015, m:tel has continued to strengthen the friendship and close, long-lasting cooperation with the **School of Electrical Engineering** in Banja Luka, whose best students were awarded this year as well. Each year, on the occasion of the School Day celebration, this School elects the most successful students and the best students in the 2014/2015 generation, as well as the students who achieved extraordinary results in the knowledge competitions, are awarded and presented with special recognitions. At the celebration, m:tel was presented the Letter of Thanks for extraordinary contribution to the work of the School of Electrical Engineering of the Banja Luka University. Education of young

njenog utemeljenja, što je nastavljeno i ovoga puta, dodjelom pametnih telefona za autore koji su osvojili prva tri mjesta na ovom konkursu. Novinarska nagrada „Srđan Aleksić“ dodjeljuje se već petu godinu za profesionalno i kontinuirano izvještavanje o marginalizovanim i ranjivim grupama u bh. društvu i za razvoj društveno odgovornog novinarstva. Do sada je novinarsku nagradu „Srđan Aleksić“ dobilo 19 novinara/ki ili medija iz BiH. Nagradu je dodijelila Mreža za izgradnju mira BiH.

Kompanija m:tel je ponovno pružila podršku državnom takmičenju u preduzetničkim vještinama srednjoškolaca **Poslovni izazov**. U okviru takmičenja, ove godine 100 srednjoškolaca iz 48 bh. škola učestvovalo je u izazovu, boreći se za nagrade, ali i učešće u regionalnom takmičenju koje je održano u Crnoj Gori. Mladi su tokom dvodnevog druženja imali zadatak da riješe poslovni zadatak na temu iz polja ekologije, odnosno recikliranja. Ideja „Poslovnog izazova“ jeste da učenici razvijaju svijest o biznisu i preduzetništvu, kao i da usvoje vještine rješavanja problema, timskog rada, analitičkog razmišljanja, vještine prezentovanja, te da unapređuju vlastito samopouzdanje.

Višegodišnja saradnja sa Udruženjem za međunarodnu razmjenu studenata **IAESTE**, omogućila je i ove godine dolazak stranih studenata na praksu u kompaniju m:tel. Kompanija već godinama uspješno saraduje sa ovim udruženjem, s ciljem omogućavanja dolaska stranih studenata na praksu, ali i omogućavanja studentima iz Republike Srpske da, po sistemu reciprociteta, imaju mogućnost odlaska na stručno usavršavanje u inostranstvo. U 2015. godini u m:tel-u su na praksi bili studenti iz Poljske, Španije i Njemačke, gdje su uz pomoć iskusnih mentora imali priliku da se upoznaju sa praktičnom primjenom znanja u oblasti informacionih tehnologija i telekomunikacija. Takođe,

professionals is an investment in the future, to which m:tel wishes to fully contribute, awarding and encouraging these young people to improve and broaden their knowledge and skills.

Presentation of the annual journalist award **“Srđan Aleksić”** was held also this year on the International Peace Day in Doboj, where the best journalistic works were proclaimed and prizes awarded. The m:tel Company has supported this Award since its founding year, awarding smartphones to the top three authors in the competition. The journalist award **“Srđan Aleksić”** has been presented for the fifth year for the professional and continuous reporting on marginalized groups in Bosnia and Herzegovina and for development of socially responsible journalism. So far the journalist award **“Srđan Aleksić”** was presented to 19 journalists or media in Bosnia and Herzegovina. It was awarded by the BiH Peace Building Network.

The m:tel Company has, once again, supported the high school students national competition in entrepreneurship skills, entitled **“Business Challenge”**. This year 100 high school students from 48 BH schools took part in the challenge, competing for prizes as well as for participation in the Regional competition, which was held in Montenegro. During the two-day gathering, the students' task was to solve a business problem in the area of ecology - recycling. The idea of **“Business Challenge”** is to make the students develop awareness on business and entrepreneurship, as well as adopt problem solving skills, team work, analytical thinking, presenting skills and improve own self-confidence.

A long-lasting cooperation with the International Association for the Exchange of Students - **IAESTE** enabled the arrival of foreign students to professional training in the m:tel Company. The Company successfully cooperates with this

studenti su na ovaj način stekli i neprocjenjivo iskustvo upoznavanja ljudi, tradicije i kulture zemlje u koju dolaze.

Na stogodišnjicu rođenja Branka Ćopića, u Osnovnoj školi **Branko Ćopić** u Hašanima otvorena je biblioteka, u čijem je renoviranju i opremanju učestvovala i kompanija m:tel. Škola, u kojoj je ovaj poznati pisac napisao svoja prva slova, pored renoviranja, dobila je i namještaj, te savremene uređaje i računare, a u narednom periodu biće obnovljen i knjižni fond ove biblioteke. Stogodišnjica rođenja velikog pisca obilježena je nizom manifestacija održanih tokom čitave godine.

Učešćem u podršci organizacije konferencija - okupljanjem IT stručnjaka **MSCommunity BiH**, kao i Međunarodnoj konferenciji o ekonomskom razvoju i preduzetništvu u zemljama u tranziciji **REDETE 2015**, m:tel je pružio podršku razvoju znanja. Takođe, kompanija je bila i učesnik jednog od najznačajnijih IT okupljanja u BiH - Pete konferencije informacionih tehnologija **King Partner Day 2015**, u Tesliću.

Nakon prestanka prikazivanja televizijske verzije kviza znanja **Kvizolog**, m:tel je odlučio da kreira dvije nove verzije - desktop igricu, kao i verziju ovog kviza koja se može igrati putem Android aplikacija na smartfonu.

Kompanija m:tel je i ove godine zajednici u kojoj posluje poklonila niz **muzičkih događaja**, poput velikih festivala, kao i koncerata popularnih muzičkih zvijezda iz regiona. Pijateljstva koja traju godinama, potvrda su društvene odgovornosti kompanije m:tel, a upravo takvo je prijateljstvo sa festivalom **Jelen Demofest**. Festival se 2015. godine održao osmi put po redu na banjalučkoj tvrđavi Kastel, i u tri festivalske večeri ugostio je demo bendove iz regiona, ali i svjetski poznata muzička imena u revijalnom dijelu. Pružajući podršku mladim neafirmisanim

Association for years, with the aim to provide the professional training for the foreign students here and offer the students from the Republic of Srpska a possibility to perform their professional training abroad, according to the system of reciprocity. In 2015, m:tel hosted students from Poland, Spain and Germany who, with the experienced mentors' help, had the opportunity to learn about practical application of knowledge in the field of information technology and telecommunications. In such way, students also gained invaluable experience about local people, tradition and culture of the country they came to.

On the occasion of the **Branko Ćopić's** birth centenary, a library was open in the Branko Ćopić Elementary School in Hašani, the reconstruction and equipping of which also involved the m:tel Company's participation. Besides the reconstruction, the School, where this famous writer wrote his first letters, also received furniture, modern equipment and computers, and, in the future, the literature funds of the library will be renewed as well. The birth centenary of the great writer was celebrated with a series of events throughout the year.

Participating in organization of the conferences - IT experts gathering **“MSCommunity BiH”**, as well as the International Conference on the Economic Development and Entrepreneurship in Transition Countries **“REDETE 2015”**, m:tel gave its support to knowledge development. The company was also a participant in one of the most significant IT gatherings in Bosnia and Herzegovina - the fifth Conference on Information Technologies **“King Partner Day 2015”**, held in Teslić.

After the TV quiz **“Kvizolog”** stopped running, m:tel has decided to create two new versions - a desktop game and the version of the quiz



nim bendovima, njihovoj kreativnosti i energiji, m:tel aktivno učestvuje u građenju festivala evropskog ranga i tako ove prostore stavlja na posebno mjesto na evropskoj muzičkoj mapi. Ove godine, posjetioци su mogli da uživaju uz najbolje demo bendove, ali svakako i u zvijezdama revijalnog dijela kao što su Gentleman, Triggerfinger, Eagles of Death Metal, TBF i Who See.

Na banjalučkom Kastelu održan je četvrti po redu **Fresh Wave festival**, koji je ove godine bio posvećen samo elektronskoj muzici. Kompanija m:tel je podržala održavanje i ovog muzičkog spektakla, kako bi i svojim prijateljima, ljubiteljima ovog muzičkog pravca, omogućio vrhunski doživljaj u svim festivalskim danima.

Ove godine, zajedno sa svojim prijateljima širom BiH, kompanija m:tel je uživala u muzičkim spektaklima popularnih izvođača poput Željka Joksimovića, Kikija Lesendrića i „Pilota“, Biljane Krstić i grupe „Bistrik“, te „Miligrama“ i Harisa Džinovića, a podržali smo i održavanje muzičkog programa na proslavi Nove godine na centralnom gradskom trgu u Banjaluci.

which can be played on the Android smartphone application.

This year, m:tel offered also a series of **music events** to the community, such as major festivals and concerts of popular music stars from the Region. Friendships that last for years are confirmation of social responsibility of m:tel and the very example is the friendship with the **“Jelen Demofest”** festival. In 2015 the Festival was held for the eighth time at the Banja Luka Kastel fortress, and, in three festival nights, it hosted demo bands from the Region, as well as world-famous music names in the non-competitive part. Supporting young unknown bands, their creativity and energy, m:tel has been actively involved in development of the festival on the European level thus placing this city on a special place at the European music map. This year visitors were able to enjoy the best demo bands, as well as the stars of the non-competitive part such as Gentleman, Triggerfinger, Eagles of Death Metal, TBF and Who See.

The fourth **“Fresh Wave Festival”** was held at the Banja Luka Kastel fortress, having been dedicated only to the electronic music this year. The m:tel Company has supported the organization of this music spectacle in order to provide a superb experience to its friends, fans of this musical genre, during all festival days.

Along with its friends throughout Bosnia and Herzegovina, this year the m:tel Company has enjoyed music spectacles of popular artists like Željko Joksimović, Kiki Lesendrić and “Piloti”, Biljana Krstić with the group “Bistrik”, “Miligram” and Haris Džinović. We have also supported organization of the music program for the New Years’ Eve celebration on the Central Square in Banja Luka.



# EKOLOGIJA



# ECOLOGY

Kao i svake godine, i u 2015. godini na planu zaštite životne sredine i ljudi najviše pažnje posvećivano je radu baznih stanica i elektromagnetnom zračenju koje sa njih emituje antenski sistem. U tom cilju, u 2015. godini m:tel je saradivao sa svim republičkim i državnim organima zaduženim za praćenje i izvršavanje obaveza na planu zaštite životne sredine i ljudi, a najviše sa Ministarstvom zdravlja i socijalne zaštite RS, Republičkom upravom za inspekcijske poslove RS (Zdravstveno-sanitarnom inspekcijom) i Institutom za javno zdravstvo RS.

U toku 2015. godine izrađeno je 120 izvještaja sistematskog ispitivanja nivoa nejonizujućeg zračenja električnog polja sa baznih stanica mobilne telefonije i urađeno 350 mjerenja nivoa elektromagnetnog zračenja na lokacijama baznih stanica širom Bosne i Hercegovine. Republička uprava za inspekcijske poslove, Zdravstveno-komunalna inspekcija, u kontinuitetu je nadgledala rad baznih stanica m:tel mobilne telefonije, a izvršene su inspekcijske kontrole na 12 lokacija baznih stanica na području Republike Srpske.

Ove godine, m:tel je u skladu sa ugovorom o prenosu obaveza upravljanja i zbrinjavanja otpadnom električnom i elektronskom opremom redovno izvršavao svoje obaveze koje proističu iz navedenog ugovora, čime direktno utiče na zaštitu životne sredine.

U cilju zaštite životne sredine u 2015. godini m:tel je kontinuirano sprovodio internu i eksternu kampanju za uštedu papira, odnosno korišćenje elektronskih računa umjesto papirnih. Takođe, nastavljene su i aktivnosti koje se tiču pravilnog odlaganja zastarjele i pokvarene elektronske opreme.

In regard with the environment and people protection in 2015, as in previous years, the greatest attention was paid to the base stations operations and electromagnetic radiation that emits from antenna system. To this aim, in 2015 m:tel has cooperated with all Republic and state bodies in charge for monitoring and enforcement of obligations in the field of environmental protection and people, mostly with the RS Ministry of Health and Social Welfare, the RS Republic Administration for Inspection Affairs of (Health-Sanitary Inspection) and the RS Institute for Public Health.

During 2015, there were 120 reports made on systematic testing of electric field non-ionizing radiation level on the mobile telephony base stations, and 350 measurements of electromagnetic radiation level were conducted at base stations throughout Bosnia and Herzegovina. The Republic Administration for Inspection Affairs of the Republic of Srpska, Health-Sanitary Inspection, continuously monitored operations of the m:tel mobile telephony base stations and inspections were carried out on 12 base stations on the Republic of Srpska territory.

Pursuant to the Contract on assignment of the obligation of waste electric and electronic equipment management and disposal, m:tel has been continuously performing its obligations arising from the above contract thus directly influencing to the environment protection.

In order to protect the environment, in 2015 m:tel has been continuously conducting internal and external campaign for rational use of paper, that is for using electronic bills instead of the printed ones. Activities regarding the proper disposal of obsolete and defective electronic equipment were also continued.

# SPORT



# SPORT

Tradicionalno dobra saradnja sa sportskim klubovima nastavljena je i ove godine - **Fudbalskim, rukometnim i odbojkaškim klubom Borac, te Košarkaškim klubom Igokea. Ove godine pružena je podrška i Fudbalskom klubu Rekreativo** Banja Luka, a putem sponsorstva i manifestacije Ulična košarka Banja Luka, te događaja **Fitnessom do zdravlja**, kao i **Turnira prijateljstva** u Bijeljini i **Ulične košarke Drvar 2015.**

Neke od najvećih sportskih događaja ove sezone m:tel je podržao, te pratio i promovisao sve aktivnosti u vezi s njima. Nastavljeno je prijateljstvo sa **Rafting klubom Kanjon** Banjaluka, kao podrška **Evropskom prvenstvu u raftingu Banjaluka-Vrbas, Evropskom prvenstvu za seniore u kajaku i kanuu na divljim vodama Banjaluka - Vrbas, te Međunarodnoj regati u kajaku i kanuu na mirnim vodama i Međunarodnom plivačkom mitingu Banja Luka Open 2015. Vaterpolo klubu Banjaluka i Plivačkom klubu Olymp Banjaluka**, m:tel je dugogodišnji prijatelj, što je potvrđeno i ove godine.

Saradnja sa **Teniskim savezom RS i Teniskim klubom Mladost**, nastavila se i u 2015. godini. Podršku ovom sportu m:tel je pružio nastavkom prijateljstva sa **ATP Challenger tour Banjaluka 2015, Turnirom M:TEL OPEN** iz kalendara Tenis Evrope za juniore/ke do 12 godina, te **Drugim profesionalnim teniskim turnirom** iz serije Futures „Banjaluka Ladies Open 2015“.

**m:tel City Race Banjaluka 2015**, polumaraton je koji je održan prvi put, kao i Međunarodna biciklistička trka Beograd-Banjaluka. Kompanija m:tel je bila dio i ovih sportskih manifestacija.

Good cooperation with sport clubs continued traditionally this year - **football, handball and volleyball club Borac and the Basketball Club Igokea.** This year, support was given also to the **Football Club "Rekreativo"** Banja Luka and through sponsorship and events **Street Basketball Banja Luka** and event **Be Healthy with Fitness** as well as **Friendship Tournament** in Bijeljina and **Street Basketball 2015** in Drvar.

This season m:tel has supported some of the biggest sport events as well as followed and promoted all related activities. Friendship with the **Rafting Club Kanjon** Banja Luka was continued as well as support of the **European Rafting Championship Banja Luka - Vrbas, European Senior Championship in Kayak and Canoe on Wild Waters Banja Luka - Vrbas, the International Regatta in Kayak and Canoe on the Still Waters and the International Swimming Rally Banja Luka Open 2015.** The m:tel Company has been a longtime friend of the **Water Polo Club Banja Luka** and **Swimming Club Olimp Banja Luka** and proved it again this year.

Cooperation with **the Republic of Srpska Tennis Federation** and the **"Mladost" Tennis Club** has continued in 2015. The m:tel Company has supported this sport by continuing friendship with **ATP Challenger Tour Banjaluka 2015, M:TEL OPEN** Tournament from the calendar of Tenis Evrope for Juniors up to 12 years and **the Second Professional Tennis Tournament** of the Futures Series - "Banjaluka Ladies Open 2015".

The m:tel Company was also a part of other sport events: the Half-Marathon **m:tel City Race Banjaluka 2015** which was organized for the first time and the **International Cycling Race Belgrade - Banja Luka.**

Kako bi još jednom potvrdio namjeru da podrži prave vrijednosti, naročito kada su u pitanju mladi, m:tel je ove godine ponovo podržao kampove, one čiji je prijatelji godinama unazad, poput **Košarkaškog kampa Dejan Bodiroga**. Trebinje je i ovoga ljeta bilo mjesto okupljanja mladih košarkaša, u okviru ovog svjetski poznatog kampa, koji je 2015. godine proslavio desetu godišnjicu svog postojanja i uspješnog rada. Kompanija m:tel je dugogodišnji je prijatelj ovog kampa za mlade, čime nastoji pomoći promociju pravih vrijednosti i razvijanje sportskog duha među mladima. U prethodnoj deceniji, kroz ovaj kamp je prošlo više od 3.000 djece uzrasta od 12 do 18 godina, iz 32 zemlje svijeta, a po ocjenama relevantnih ličnosti iz svijeta sporta, ljetni kamp „Dejan Bodiroga“ je najorganizovaniji događaj ovakvog karaktera na prostoru ovog dijela Evrope, pa i šire. Pored vrhunske sportske obuke, cilj ovog kampa je i okupiti vršnjake iz različitih zemalja i kultura, te im omogućiti jedinstveno iskustvo druženja i sklapanja međusobnih prijateljstava, koja su od neprocjenjivog značaja za njihov budući život i razvoj zdravog sportskog duha.

Pored starih, m:tel je u 2015. godini gradio i nova prijateljstva, te podržao nove sportske događaje poput **Internacionalnog fudbalskog kampa Crvene zvezde Jahorina 2015**. Riječ je o sedmodnevnoj školi fudbala koju vode treneri Omladinske škole Crvene zvezde. Kompanija m:tel je prepoznala priliku da pruži podršku ovom projektu, kako bi mladi sportisti imali što bolje uslove za učenje i rad sa trenerima najtrofejnijeg fudbalskog kluba na Balkanu. Učesnici ovog sedmodnevnog kampa bili su mladi iz preko 20 država cijelog svijeta.

In order to confirm its intention to support true values, especially when it comes to young people, this year m:tel has again supported camps whose friend it has been for years, such as **the Basketball Camp Dejan Bodiroga**. This summer Trebinje was a gathering place of young players within this world famous camp, which celebrated the tenth anniversary of its existence and successful work. The m:tel company has been a longtime friend of this youth camp, striving to help promotion of true values and development of sport spirit among the youth. In the past decade, more than 3,000 children aged 12 to 18 years from 32 countries were in this camp. According to the relevant persons from the world of sport, the Summer Camp “Dejan Bodiroga” is the best organized event of this kind in this part of Europe, and even beyond. Besides the top-class sport training, the camp’s goal is to gather peers from different countries and cultures and offer a unique experience of socializing and making new friends, which is priceless for their future life and development of a healthy sport spirit.

Along with the existing friends, m:tel has made new ones in 2015 and supported new sports events such is the **“Crvena zvezda International Football Camp Jahorina 2015”**. It is a seven-day football school led by the trainers of the Crvena zvezda Youth School. The m:tel Company recognized the opportunity to support this project and enable young players to learn and train in the best environment, under the trainers of the most successful football club on the Balkans. Young players from more than 20 countries of the world attended this seven-day camp.



*Internal corporate social responsibility*

# ZAPOSLENI



*Internal corporate Social Responsibility*

# EMPLOYEES

Motivisanje zaposlenih i razvijanje timskog duha, konstantna je aktivnost u domenu internog društveno odgovornog poslovanja. Investiranjem u zdravlje zaposlenih, edukaciju, podršku njihovim porodicama u specifičnim situacijama, psihološko i pravno savjetovanje, te prilika da iniciraju ideje i za njih budu nagrađeni putem internog projekta „Podijeli ideju“, vidovi su motivisanja zaposlenih u pravcu što većeg zadovoljstva i osjećaja pripadnosti kompaniji. Svakako, nagrađivanje zaposlenih se vrši i kroz godišnje novčane nagrade generalnog direktora, kao priznanje za naročit trud i zalaganje.

Kao i prethodnih godina, i u 2015. godini nastavljeno je sa praksom ulaganja u zaštitu zdravlja zaposlenih putem godišnjih sistematskih pregleda, kao i organizovanja programa materijalne i socijalne zaštite zaposlenih, te realizacija edukacija i stručnih usavršavanja, team building seminara i treninga. Ove godine organizovano je 16 in-house obuka za zaposlene, sa 1.145 polaznika. Interne obuke slušalo je 700 polaznika, u okviru pet elektronskih obuka (LMS) učestvovalo je 2.268 zaposlenih. Organizovane su i 44 obuke za rad na sistemima, a prošlo ih je 265 polaznika.

U kompaniji m:tel djeluje i Aktiv dobrovoljnih davalaca krvi, čije aktivnosti na promociji humanosti kompanija bezrezervno podržava.

Motivating employees and developing team spirit are constant activities in the area of internal corporate social responsibility. Investing in employees' health, education, support to their families in specific situations, psychological and legal counseling, as well as opportunity to initiate ideas and be rewarded for them within an internal project "Share the Idea" are all aspects of motivating the employees for greater satisfaction and sense of belonging to the company. However, the employees are also rewarded with annual financial awards by CEO, as recognition for their special effort and commitment.

In 2015, as in previous years, the practice of investing in employees' health through annual check-ups continued as well as the organization of the material and social employees' protection programs and implementation of education and professional trainings, team buildings and other trainings. This year, 16 in-house trainings were organized for 1,145 employees. Internal trainings were attended by 700 participants and 2,268 participants attended five electronic trainings (LMS). There were 44 trainings organized for 265 employees who work on telecommunication systems.

Within the m:tel Company there is also a Voluntary Blood Donors' Active, whose activities to promote humanity the Company unreservedly supports.

# AKCIONARI



# SHAREHOLDERS

Kompanija m:tel u potpunosti poštuje prava i ravnopravnost akcionara sa kojima njeguje kvalitetan i kontinuiran odnos.

Transparentno poslovanje, jasno razrađene procedure za rad organa koji donose važne odluke, izbjegavanje sukoba interesa, efikasna unutrašnja kontrola i efikasan sistem odgovornosti, sve su to međunarodni standardi odnosa prema akcionarima, koji se svakodnevno i u potpunosti poštuju u kompaniji.

Kvalitetna komunikacija je jedan od osnovnih zahtjeva na kojima se gradi dobar odnos sa akcionarima. Kompanija m:tel akcionare redovno i pravovremeno informiše o poslovanju, finansijskim izvještajima i drugim značajnim događajima u vezi sa poslovanjem kompanije putem internet stranice Banjalučke berze. Sve informacije bitne za akcionare kompanija objavljuje i na svojoj internet stranici [www.m:tel.ba](http://www.m:tel.ba) u sekciji „Investitori“, a putem konferencija za štampu se akcionari, investitori i svi drugi zainteresovani, informišu o budućim planovima razvoja i poslovanja kompanije. Komunikacija između kompanije i akcionara odvija se i putem e-mail adrese [akcionar@m:tel.ba](mailto:akcionar@m:tel.ba).

Skupštine akcionara se redovno održavaju, a akcionari se blagovremeno i redovno pozivaju da prisustvuju skupštinama, da ostvaruju svoje pravo na glasanje, da biraju i budu birani za članove Upravnog odbora i Odbora za reviziju, da se kroz kvartalne, polugodišnje i godišnje finansijske izvještaje i druge zakonom propisane izvještaje o radu upoznaju sa rezultatima poslovanja i sa radom organa kompanije, da učestvuju u raspodjeli dobiti, odnosno da ostvaruju pravo na dividendu po principu da svakoj akciji pripada isti nominalni iznos. U 2015. godini, m:tel je isplaćivao i dividendu i privremenu dividendu svojim akcionarima, što

The m:tel Company fully respects the rights and equality of shareholders, fostering a quality and continuous relationship with them thus confirming its orientation towards a socially responsible company.

Transparent operations, clearly defined procedures for the work of the bodies that make important decisions, avoiding conflicts of interest, efficient internal control and efficient accountability system, all of these are international standards of relations towards the shareholders, daily and fully observed by the m:tel Company.

Quality communication is one of the basic requirements for building a good relationship with the shareholders. The m:tel Company regularly and timely informs the shareholders about business operations, financial statements and other significant events related to the Company's business operations through the Banja Luka Stock Exchange website. The Company also publishes all information relevant to the shareholders on its website [www.mtel.ba](http://www.mtel.ba) in the "Investors" section and, on the press conferences, the shareholders, investors and all other interested parties are informed about the Company's future development plans and business operations. The Company and the shareholders communicate by means of the e-mail address [akcionar@mtel.ba](mailto:akcionar@mtel.ba)

The Shareholders Assembly sessions are held regularly, and shareholders are timely and regularly invited to attend the General Assembly, exercise their right to vote, elect and be elected the members of the Board of Directors and Auditing Board, get acquainted with the business results and the company's bodies work through quartile, semi-annual and annual financial reports and other statutory work reports, as well as to participate in the profit



distribution or exercise the right to receive dividend on the principle - the same face value to each share.

In 2015, m:tel has paid the shareholders the dividend and interim dividend, which makes this Company unique and special, both in terms of payment regularity and the paid dividend and interim dividend amounts, relative to the joint stock companies whose shares are listed on the list B official exchange market for the Republic of Srpska.

In 2015, all statutory bodies of the Company performed the activities within their competence, pursuant to the law and statutory provisions and Rules of Procedure.

The m:tel Company fully implements its own Code of Conduct and Corporate Management, which thoroughly determines the mechanisms of the company's bodies functioning and protection of interests in mutual relationships of various Company stakeholders.

ovu kompaniju čini jedinstvenom i posebnom, kako prema redovnosti isplate tako i prema iznosima isplaćene dividende i privremene dividende, u odnosu na akcionarska društva čije su akcije uvrštene na službeno berzansko tržište liste B za području Republike Srpske.

Svi statutarni organi kompanije su u 2015. godini obavljali poslove iz svoje nadležnosti u skladu sa Zakonom i statutarnim odredbama i poslovnica o radu statutarnih organa.

Kompanija m:tel u potpunosti primjenjuje sopstveni Kodeks ponašanja i korporativnog upravljanja, kojim su detaljnije utvrđeni mehanizmi funkcionisanja organa kompanije i zaštite interesa u međusobnim odnosima različitih nosilaca interesa u kompaniji.

m:tel poštuje i u praksi stalno unapređuje principe i standarde korporativnog upravljanja, primjenjujući, pored zakonskih propisa i internih akata kompanije, međunarodno prihvaćena načela i iskustva najboljih praksi korporativnog upravljanja, a što će ova kompanija činiti i u narednom periodu.

Korporativno upravljanje će i dalje predstavljati važan segment tržišnog poslovanja u kompaniji, nosioci funkcija upravljanja i odlučivanja će još više unaprijediti dobru praksu korporativnog upravljanja, a m:tel poslovati društveno odgovorno uz puno uvažavanje interesa i položaja drugih nosilaca interesa prema kompaniji.

Usvojeni standardi poslovanja, svakodnevnog rada i komunikacije sa svim zainteresovanim stranama su stalna potvrda da je kompanija m:tel u potpunosti opravdala i potvrdila svoj slogan - imate prijatelje!

The m:tel Company adheres to and constantly improves the corporate management principles and standards in practice applying, along with the legal regulations and Company's internal acts, internationally accepted principles and best practices of corporate management, which the Company will continue to do in the future.

Corporate management will continue to be an important segment of the Company's market operations, holders of the managerial functions and decision-making process will further enhance good corporate management practices, and m:tel will run socially responsible operations, taking the interests and positions of the other Company stakeholders into full consideration.

Adopted standards of business operations, day-to-day operations and communication with all interested parties represent a constant proof that the Company has fully justified and reaffirmed its slogan: you've got friends!



