

IZVJEŠTAJ  
O DRUŠTVENOJ  
ODGOVORNOSTI  
ZA  
**2016.**  
GODINU

SOCIAL  
RESPONSIBILITY  
REPORT  
2016

m:tel

*imate prijatelje!*





# Izvještaj o društvenoj odgovornosti za 2016. godinu

## Social Responsibility Report 2016

Preuzmite Layar aplikaciju sa Play store-a ili Apple store-a da biste aktivirali augmented reality sadržaje. Skeniranjem svake strane sa m:AR oznakom otvorićete nove multimedijalne sadržaje.

Preuzmite Layar aplikaciju



Augmented reality oznaka



# 01



## Nagrade i priznanja

### Nagrade za društveno odgovorno poslovanje u 2016. godini:

- **Priznanje za doprinos razvoju korporativne društvene odgovornosti**, za 2015. godinu, koju dodjeljuje Privredna komora Republike Srpske.
- **Priznanje za doprinos unapređenju bezbjednosti saobraćaja** i radu Agencije za bezbjednost saobraćaja i Ministarstva saobraćaja i veza Republike Srpske, dodijeljeno za partnerstvo u kampanji "Budi pametniji od telefona", koja je za cilj imala da ukaže na opasnosti korišćenja telefona tokom vožnje.
- **Priznanje „Kapetan Miša Anastasijević“**, povelja za najboljeg prijatelja i partnera, koje je dodijeljeno najistaknutijim privrednim subjektima, ličnostima i obrazovnim ustanovama iz Republike Srpske.
- **Biznis Partner 2016**, regionalna nagrada za ostvarene dobre poslovne rezultate, uz vođenje računa o širim društvenim interesima, kao snažan oslonac razvoju lokalne zajednice i doprinos boljem kvalitetu života.
- **Plaketa Elektrotehničkog fakulteta u Istočnom Sarajevu**, kao znak uspješne i dugogodišnje saradnje sa ovim fakultetom, podršci koju pruža ovoj ustanovi i njenim studentima.

## Awards and Certificates

### Recognitions for corporate social responsibility in 2016:

- **Recognition for contributing to development of the corporate social responsibility** for 2015, awarded by the Chamber of Commerce of the Republic of Srpska.
- **Recognition for contributing to improvement of the traffic safety** and work of the Agency for Traffic Safety and Ministry of Transportation and Communications of the Republic of Srpska, awarded for partnership in the campaign "Be smarter than your smartphone" aimed at raising awareness of dangers of using the phone while driving.
- **Recognition "Kapetan Misa Anastasijevic"**, for best friend and partner, awarded to the distinguished commercial companies, persons and educational institutions in the Republic of Srpska.
- **Business Partner 2016**, regional award for achieved good business results, by observing broader social interests, as a strong support to the local community development and contribution to better quality of life.
- **Plaque of the School of Electrical Engineering in Istočno Sarajevo**, as recognition of a long-lasting cooperation and support m:tel offered to this institution and its students.



## 02



## Humanost

„Kad imate malo dijete uvijek se brinete. Sa zebnjom ga ispraćate dok ide da se igra sa drugom djecom. Ali, srećom, izgradili su igralište i sad sam mirnija. Sigurnije je, ima više djece... Lijepo je znati da neko još brine o njima. Da je neko tu da ih sigurno isprati kroz djetinjstvo.”

Milena Maksimović, Prnjavor

Jednu humanu želju m:tel je pretvorio u stvarnost, tim više jer je njen kreator human čovjek velikog srca. U trećoj godini zaredom, m:tel i Samsung su pozvali sve kreativce da osmisle najoriginalniju proslavu novogodišnje noći, od kojih je jedna i ostvarena. Na adresu m:tel-a stiglo je više od 60 neobičnih ideja iz cijele BiH, ali se izdvojila jedna, skromna i plemenita, priča Davora Kaljevića iz Sokoca, koji je poželio pomoći štice-

ma **Zavoda za zaštitu ženske djece i omladine iz Višegrada**. Pored nezaboravne novogodišnje večeri, fantastičnog vatrometa, predstave, paketića i velike jelke u prostorijama Zavoda, kompanije m:tel i Samsung su odlučile da i na druge načine pomognu ovoj ustanovi i učine da šticecima život u ovom domu bude što je moguće lakši. Nabavljen je namještaj neophodan za nesmetano funkcionisanje ove ustanove, a m:tel je obezbijedio i

druge prijeko potrebne stvari koje su, po riječima ljudi iz Zavoda, neophodne kako bi se šticecima Zavoda omogućilo da na što lakšu način podnesu zdravstvene probleme sa kojima se suočavaju svakog dana. Takođe, m:tel je nagradio, upravo zbog njegove humanosti i empatije, i kreatora ove želje, poslavši tako poruku svima da je uvijek spreman nagraditi dobro.

## Humanity

“Having a little child always means worrying. You worry sending your baby off to play with other children. But now, we have a playground, and I am much more relaxed. It is safer, there are more children playing there... It is good to know there is somebody who also takes care of them. Somebody is there to follow them through the childhood.”

Milena Maksimović, Prnjavor

One humane wish, made by a humanitarian with a big heart, was turned into reality by m:tel. The third consecutive year of m:tel and Samsung's invitations to creative people to present their ideas of the most creative New Year's Eve celebration, resulted in realization of one of them. Over 60 remarkable ideas from all over Bosnia and Herzegovina arrived at the m:tel address, but one of them stood out - modest and noble, the

story by Davor Kaljevic from Sokolac, who wished to help the residents of the **Visegrad Institute for Protection of Girls and Young Women**. Along with providing an unforgettable New Year's Eve, fantastic fireworks and play, presents and tall Christmas tree in the Institute hall, m:tel and Samsung have decided to help the Institute and make life for its residents more comfortable. They have provided the furniture required for an

unimpeded functioning of this institution, and m:tel also provided other necessary things that, according to the Institute employees, are required for the residents to cope with the health problems they face every day. Also, m:tel has awarded the creator of this idea, for his very humanity and empathy, thus sending the message that it is always ready to award a good deed.



Nakon što je godinu ranije pokrenuo projekat **Dobro djelo**, m:tel je u 2016. godini poklonio dječije igralište opštini Prnjavor, iz koje je došao najveći broj prijavljenih dobrih djela. Riječ je o projektu koji je kompanija m:tel pokrenula u cilju da pojedinci, udruženja ili organizacije prijave dobro djelo u svom gradu ili opštini, i to putem zvaničnog sajta akcije [www.dobrodjelo.com](http://www.dobrodjelo.com), nakon čega je lokalnu zajednicu sa najviše dobrih djela m:tel nagradio dječijim igralištem, a opština Prnjavor je bila najuspješnija u ovom poduhvatu.

I ove godine, m:tel je mjesec avgust posvetio prijateljstvu. **Mjesec prijateljstva**, naziv je kampanje koja već treću godinu zaredom ima za cilj podsjetiti na činjenicu koliko je prijateljstvo važno. U skladu sa korporativnim sloganom, m:tel je i ovoga puta odlučio ispuniti najljepše želje posvećene prijateljima. Ovoga puta, to su bile želje koje su obradovale Udruženje samohranih roditelja „Ponos“, za prikupljanje školskog pribora za mališane iz porodica kojima je pomoć najpotrebnija, želja jedne majke koja je poželjela da svoju kćerku, talentovanu plivačicu i dobitnicu brojnih sportskih priznanja, usreći sportskom opremom koju nije u mogućnosti da joj priušti, te trinaestogodišnjakinje koja je poželjela sa svojim nerazdvojnim prijateljicama iz škole na ekskurziju otputovati sa četiri ista kofera. Ove godine, na temu prijateljstva organizovano je i foto-takmičenje na Instagramu, a najbolje su i nagrađene.

U 2016. godini nastavljena je saradnja sa udruženjem „Nova generacija“ i podrška radu **Plavog telefona**, besplatne savjetodavne linije za djecu. U sklopu udruženja djeluju Prihvatna stanica za djecu zatečenu u skitnji i prosjačenju, Dnevni centar, savjetodavna linija Plavi telefon, kao i psihološko savjetovalište. Najpoznatija usluga jeste upravo Plavi telefon (080050305), linija koju zovu djeca i mladi, ali sve češće i roditelji, kojima su potrebni savjet i podrška kako bi prevazišli probleme na koje nailaze. Pozivi su anonimni, a zahvaljujući m:tel-u i besplatni, za sve mališane iz Bosne i Hercegovine, bez obzira na mrežu iz koje se poziv ostvaruje.

Jedinstvena inkluzivna modna revija osoba sa invaliditetom **Prepoznaj ženu u meni**, održana je u Banjaluci u novembru

mjesecu 2016. godine, i to kao specifičan i višeznačan doprinos obilježavanju 3. decembra, Međunarodnog dana lica sa invaliditetom. Modnu pistu koja se ovoga puta našla u Muzeju savremene umjetnosti, uljepšalo je 26 žena koje su nosile raznolike modne kreacije, a svojim šarmom i ljepotom očarale posjetioce ovog nesvakidašnjeg događaja. Zajedničkim nastupom, dame koje su i osobe s invaliditetom i one bez invaliditeta, ovom revijom posale su poruku kojom podsjećaju na položaj žena sa invaliditetom i njihovu uključenost u društvene tokove. Ovom događaju, kao i ovoj višestruko ranjivoj društvenoj grupi, podršku je dala i kompanija m:tel, poslušni tako poruku koja je ujedno i bila cilj ovog događaja, a to je upravo poruka o potrebi promjene percepcije o osobama sa invaliditetom u našem društvu.



Having launched the **Good Deed Project** the year before, in 2016, m:tel donated children's playground to the Prnjavor Municipality, which has reported the greatest number of good deeds. This is the Project the m:tel company commenced with the aim of having the individuals, associations and organizations report a good deed in their city or municipality to [www.dobrodjelo.com](http://www.dobrodjelo.com) - the official website of this action. Thus m:tel awarded the local community with greatest number of good deeds - the Prnjavor Municipality, and gave them the children's playground.

This year, the month of August was, again, dedicated to friendship. The Campaign entitled **Month of Friendship** for the third time aims at reminding the people of high importance of friendship. Following the corporate slogan, m:tel has decided to fulfill most beautiful wishes dedicated to friends. This time, the wishes have come true for "Ponos" (Pride) - the association of single parents, for purchasing the school materials for the children from the families in need, for a mother who wanted sports equipment she could not afford for her daughter - talented swimming champion, and for a thirteen-year old girl whose wish was to have four identical suitcases for school excursion with her best friends. This year, there was also organized a topic photo competition on the Instagram entitled: Friendship, and the best photos were awarded.

In 2016, we have continued our cooperation with the "Nova generacija" (New Generation) association and support to the activities of **Plavi telefon** (Blue Phone), free counseling line for children. Within the Association, for children found in vagrancy and begging, there is also Reception Station, Day Care Center, "Plavi telefon" counseling line, as well as

psychological counseling center. "Plavi telefon" (080050305) is the most popular service, called by youngsters and children, but also the parents who need advice and support to overcome the problems they encounter. The calls are anonymous and, thanks to m:tel, free of charge, for all young people from Bosnia and Herzegovina, regardless of the network where the call originates.

The unique inclusive fashion show of persons with disabilities ("**See a Woman in Me**") was held in Banja Luka in November 2016, as a specific and multi-significant contribution to observing the International Day of Persons with Disabilities, 3rd December. Twenty-six women have walked the runway, placed in the Museum of Contemporary Art, wearing various fashion designs, enchanting the audience of this extraordinary event with their charm and beauty. In their joint presentation, the ladies with and without disabilities, have sent the message from this fashion show to remind the people of the women with disabilities position and their inclusion in the social life. The m:tel company supported this event, as well as this multi-vulnerable social group, thus having sent the message, which was the actual aim of the event - the message about the need to change our society's perception of the persons with disabilities.

Upon the European Commission initiative, the world has been observing the **Safer Internet Day** in February. In 2016, this Day was celebrated on 9th February, under the slogan "Play your part for a better internet", with the aim of raising awareness on the possibility of children abuse by means of information and communication technologies. The students had the opportunity to show their knowledge on the Internet safety, in an interactive online quiz, with participation of over five thousand secondary school students throughout Bosnia and Herzegovina. In line with its corporate responsibility and pursuant to the strategy of taking permanent care of children, m:tel supported the celebration of this Day in Bosnia and Herzegovina.



Na inicijativu Evropske komisije, već niz godina u svijetu se, u februaru mjesecu, obilježava **Dan sigurnijeg interneta**. U 2016. godini, ovaj dan je obilježen 9. februara pod sloganom „Daj svoj doprinos za bolji internet“, s ciljem podizanja svijesti o mogućnosti zloupotreba djece i mladih putem informacionih i komunikacionih tehnologija. Učenici su na taj dan imali priliku pokazati svoje znanje o sigurnosti na internetu, u interaktivnom onlajn edukativnom kvizu u kojem je učestvovalo više od pet hiljada osnovnoškolaca iz cijele Bosne i Hercegovine. U skladu sa svojom društvenom odgovornošću i u skladu sa strategijom konstantne brige o djeci, m:tel je podržao obilježavanje ovog dana u BiH.

Ove godine Bijeljina je dobila novi **Dnevni centar za djecu i omladinu sa smetnjama u psihofizičkom razvoju**, koji je izgrađen u sklopu novog objekta Centra za socijalni rad u ovom gradu. Kako bi korisnicima ove ustanove obezbijedio što bolje uslove boravka, Centar za socijalni rad je organizovao i donatorsko veče za prikupljanje sredstava, ali i pozvao sve

ostale zainteresovane da doniraju sredstva za neophodno unutrašnje i vanjsko uređenje objekta. Kompanija m:tel konstantno pruža podršku inicijativama koje se tiču poboljšanja uslova za život ranjivih grupa, te je tako i ovoga puta donirala sredstva za opremanje centra u Bijeljini, koji će biti od velikog značaja i za roditelje djece sa smetnjama u razvoju, jer će zahvaljujući Centru, imati mogućnost da svoju djecu na određen broj sati ostave na bezbjedno mjesto, gdje će im biti pružena stručna i profesionalna pomoć.

U 2016. godini se u Bosni i Hercegovini prvi put obilježila Međunarodna sedmica podizanja svijesti o disleksiji, od 3. do 9. oktobra. **Međunarodni dan disleksije** za cilj ima razvijanje svijesti šire zajednice o problemima sa kojima se suočavaju disleksične osobe. Kompanija m:tel se pridružila ovoj kampanji, te simbolično, na Međunarodni dan disleksije postavila profilne slike permutovanog m:tel logotipa, upravo onako kako bi ga vidjele osobe s disleksijom. Na društvenim mrežama m:tel-a, na web portalu, inter-

nom portalu, te blogu kompanije bilo je moguće pronaći jedinstvene vizuale kreirane za ovu priliku, koji nose poruku da je disleksija različitost, a ne bolest.

Povodom **Nikoljdana**, predstavnici kompanije m:tel tradicionalno su i ove godine uručili **paketiće** šticienicima Doma za djecu i omladinu bez roditeljskog staranja "Rada Vranješević", djeci koja borave u Zavodu za fizikalnu medicinu "Dr Miroslav Zotović" u Banjaluci, ali i najmlađima u predškolskoj ustanovi "Sveta Evgenija, carica Milica" u Trebinju.

**Humanitarni telefon** je usluga koju od 2004. godine, u okviru svog društveno odgovornog poslovanja, m:tel pruža svima kojima je ona potrebna. Posredstvom kratkih humanitarnih brojeva, koje kompanija besplatno ustupa na korišćenje, tokom 2016. godine, u ukupno 120 realizovanih akcija, prikupljeno je više od 1.100.000 KM. I ove godine, za humanitarnu akciju pod pokroviteljstvom Vlade RS „S ljubavlju hrabrim srcima“, na uslugu je dodijeljen kratki broj 1411, putem kojeg je prikupljeno blizu 70.000 KM.

This year, a new **Day Care Center for Children and Youngsters Challenged in Psycho-physical Development** was opened in Bijeljina within the new Social Welfare Center building. In order to provide better conditions for the users of the Day Care Center, the Social Welfare Center has organized donor evening to raise funds, and also invited all other interested parties to donate the funds required for interior and exterior works on the object. The m:tel company offers permanent support to the initiatives related to improvement of the vulnerable categories' quality of life, thus this time it also donated the funds for furnishing the Day Care Center in Bijeljina. This will also be very important for the parents of the children with development problems, since it is the opportunity to leave their children in a safe place for a couple of hours, and be sure they will receive professional assistance and help.

In 2016, Bosnia and Herzegovina observed, for the first time, International Week of Dyslexia Awareness, from 3rd to 9th October. **International Dyslexia Day** aims at raising broader community's awareness of the problems encountered by the people with dyslexia. The m:tel company joined the campaign and, symbolically, on the International Dyslexia Day, placed profile photos of scrambled m:tel logo, the way dyslexic people would see it. On the m:tel social networks, web portal, internal portal and the Company blog, there have been placed unique visuals, created for this particular occasion, carrying the message that dyslexia is a diversity rather than a disease.

On the occasion of the **Saint Nicholas Day**, m:tel company representatives traditionally presented the **gifts** to the residents of the "Rada Vranješević" Children's Home and the "Dr Miroslav Zotović" Institute for Physical Medicine

in Banja Luka, as well as to the youngest ones - children from the "Sveta Evgenija, carica Milica" preschool in Trebinje.

Within its business operations, pursued with corporate social responsibility, m:tel has been providing the **Humanitarian Telephone** service since 2004, to everyone who needs it. By means of short humanitarian telephone numbers the Company allows for free use, in 120 humanitarian actions, over 1.100.000 BAM has been raised in the course of 2016. This year, a humanitarian action "With Love to Brave Hearts", under the RS Government auspices, has raised almost 70.000 BAM by means of a short number 1411, allocated by m:tel.



„Kada radite sa takvom djecom vidite kakve sve probleme oni imaju, ali vremenom počinjete uviđati i kakav potencijal oni kriju u sebi. Oni ne prave razlike između ljudi i svoju ljubav daju bezuslovno. I zato je bitno da je uz njih neko ko im ljubav uzvraća.“

Željka Perišić,  
Dječiji edukativni  
centar "Svjetlice"



“When you work with children like these, you see all kinds of problems they have. Yet, in due time, you start seeing the potential they carry inside. They do not make differences among people, they just give their unconditional love. Thus it is important for them to have somebody to give the love back to them.”

Željka Perišić,  
Children's Educational  
Center "Svjetlice"



## 03



## Kultura i obrazovanje

„Oduvijek sam imao veliku žeđ za znanjem. Uvijek sam imao gomilu pitanja. Zašto ovo, zašto ono... Jednostavno sam sve želio da znam. Srećom, tu je bio neko ko je vjerovao u mene čak i onda kada sam nisam. Neko ko zna da je moje znanje ulaganje u budućnost.”

Stefan Končar, ETF Banja Luka, m:stipendista

U šestoj generaciji **stipendista** m:tel-a našla su se 22 studenta elektrotehničkih fakulteta u Banjaluci, Sarajevu i Istočnom Sarajevu, kao i Fakulteta elektrotehnike u Tuzli, te Fakulteta strojarstva i računarstva i Fakulteta informacijskih tehnologija u Mostaru. Titula m:stipendiste im je, kao i prethodnim generacijama, obezbijedila mjesečni iznos od 300 KM, ali i šansu da u kompaniji provedu mjesec dana na

stručnoj praksi. Ono na šta je kompanija naročito ponosna kada je riječ o mladim talentima koji su se našli u redovima m:stipendista jeste i činjenica da za njihov izbor nije uzet u obzir samo prosjek ocjena koji su tokom studija ostvarili, nego i promovisanje vrijednosti koje m:tel naročito ističe i nagrađuje, a to su učešće u humanitarnim akcijama, promovisanje i njegovanje pozitivnih vrijednosti

poput umjetnosti, kulture i sporta. Programi stipendiranja, posmatrani u širem okviru, predstavljaju poseban vid saradnje između visokih škola i velikih kompanija, a omogućuju aktivnu povezanost sistema obrazovanja i poslovnog sektora, kao zaloga za razvoj što kvalitetnijeg budućeg stručnog kadra.

## Culture and Education

“I have always had a great thirst for knowledge. I have always had many questions. Why this... why that... I just wanted to know everything. Luckily, there was someone who believed in me even when I lost my faith - somebody who knew my knowledge made an investment into the future.”

Stefan Končar, ETF Banja Luka, m:tel scholarship grant recipients

In the sixth generation of the m:tel **scholarship grant recipients** (“m:stipendisti”), there are 22 students of the Schools of Electrical Engineering in Banja Luka, Sarajevo and Istočno Sarajevo, as well as in Tuzla, the School of Mechanical Engineering and Computing and the School of Information Technologies in Mostar. The m:stipendista title provides the monthly amount of 300 BAM for a student, but also the chance to spend

a month of professional training in the Company. The Company is particularly proud of the young talents among the grant recipients, since the selection has not been performed solely on the basis of the average result during the studies, but also on the promotion of the values particularly observed and awarded by m:tel - participation in the humanitarian actions, promotion and fostering of the positive values - arts, culture and sports.

Scholarship programs, in the broader sense, represent a special form of cooperation between universities and large companies and enable an active connection between the education system and business sector, being the warranty of development of a highly professional human resources in the future.



Banjaluka je u oktobru mjesecu 2016. godine bila mjesto okupljanja bh. blogera koji su učestvovali na konkursu **m:bloger** kompanije m:tel. Cilj konkursa bila je promocija moderne kulture pisanja, kao i popularnog fenomena interaktivnog „vođenja dnevnika“, odnosno blogovanja. Od pristiglih 60 prijava autora, najboljim od njih proglašena je Ljiljana Šipragić iz Banjaluke, sa svojim blogom 'Lovily', drugo mjesto osvojio je Robert Dacešin, čiji se blog 'Rio priče sa putovanja', bavi temama u vezi sa putovanjima, a treće mjesto pripalo je mladom blogeru iz Tuzle, Mateju Divkoviću i njegovom blogu 'The young fashionista'. Ovi autori su nagrađeni vrijednim novčanim nagradama i jednogodišnjom saradnjom sa m:tel-om. Za sve prijavljene autore organizovano je i predavanje jednog od najpoznatijih blogera u regionu, Dragana Varagića.

**Donacija 40 računara** Gimnaziji u Banjaluci, nastavak je priče o podršci mladim ljudima u njihovom procesu obrazovanja. Kompanija m:tel je ovom donacijom dala svoj doprinos razvoju kvaliteta nastave u najstarijoj banjalučkoj srednjoj školi. Učenici banjalučke Gimnazije su se prošle godine okitili zlatnom medaljom na Međunarodnom festivalu inovacija, gdje su predstavili i svoju mobilnu aplikaciju, što je dobar primjer rezultata koji se u ovoj oblasti mogu ostvariti ulaganjem u mlade talente.

Povodom obilježavanja 160 godina od rođenja Nikole Tesle, kompanija m:tel je omogućila održavanje jedinstvenog multimedijalnog umjetničkog spektakla pod nazivom **Teslin vremeplov**, u Banjaluci. Na fasadi Kulturnog centra Banski dvor, tri večeri uzastopno, smjenjivale su se inspirativne rečenice i impresivne slike iz života naučnika čija su dostignuća promijenila planetu. Zahvaljujući podršci Telekoma Srbija, ovaj multimedijalni prikaz Teslinog života je već oduševio građane najvećih centara u Srbiji i Crnoj Gori, nakon čega su i posjetioci na platou ispred Kulturnog centra Banski dvor imali priliku odgledati Teslino kazivanje, uživajući u slici i zvuku kroz najsavremeniju digitalnu 4D projekciju. Projekciju su pratili i brojni internet korisnici putem livestreaming-a na facebook stranici kompanije m:tel.

S ciljem kreiranja sigurnijeg okruženja u saobraćaju i brige o ljudskim životima i ove godine je kreirana edukativna kampanja pod nazivom **Budi pametniji od telefona! Ne koristi telefon dok voziš**. U organizaciji Ministarstva saobraćaja i veza RS, Agencije za bezbjednost saobraćaja RS, Auto-moto saveza RS i kompanije m:tel, kao strateškog partnera, realizovana je kampanja za podizanje svijesti o opasnostima koje prijete učesnicima u saobraćaju, naročito onima koji koriste mobilni telefon tokom vožnje.

Uspješna saradnja Muzeja Savremene umjetnosti RS i kompanije m:tel je nastavljena i ove godine, kada je ponovno realizovana **Noć muzeja**. Ovu manifestaciju koja stavlja Banjaluku na mapu zajedno sa mnogobrojnim evropskim metropolama, m:tel je i ovoga puta podržao, i time dao doprinos promovisanju pravih vrijednosti kroz kulturu i umjetnost.

Banjalučka filmska kuhinja biće bogatija za novo dugometražno djelo, jer je u 2016. godini počelo snimanje filma, odnosno serije od šest epizoda pod nazivom **Meso**. Pored Nikole Pejakovića, koji tumači jednu od nosećih uloga, u filmu se pojavljuju i druga poznata glumačka imena Srbije i Republike Srpske, a značaj filma koji će obogatiti ovdašnju umjetničku scenu, m:tel je prepoznao, te podržao ovaj veliki projekat.

Nosioci kulturne scene grada Banjaluka su svakako pozorišta s kojima m:tel nje-guje, već tradicionalno, dobru saradnju. „Ovdje i sada“ bio je slogan 19. po redu **Teatar festa**, koji je u Narodnom pozorištu Republike Srpske u Banjaluci, održan u maju mjesecu 2016. godine. Kompanija m:tel je već tradicionalno prijatelj kako ovom pozorištu i cijeloj pozorišnoj sezoni, tako i festivalu koji u grad na Vrbasu donosi najbolje predstave iz zemlje i regiona. Ovogodišnji Teatar fest, u prisustvu brojnih zvaničnika i gostiju festivala, otvoren je premijernim izvođenjem predstave „Podvala“, kuće domaćina, Narodnog pozorišta RS.

Pored Narodnog pozorišta Republike Srpske, ove sezone je intenzivirana saradnja kompanije i **Gradskog pozorišta Jazavac**. „Jazavac“ je 2016. godine obilježio deceniju svog postojanja, a tokom godina svog rada uspjeli su realizovati i festival mladog glumca „Zaplet“, te

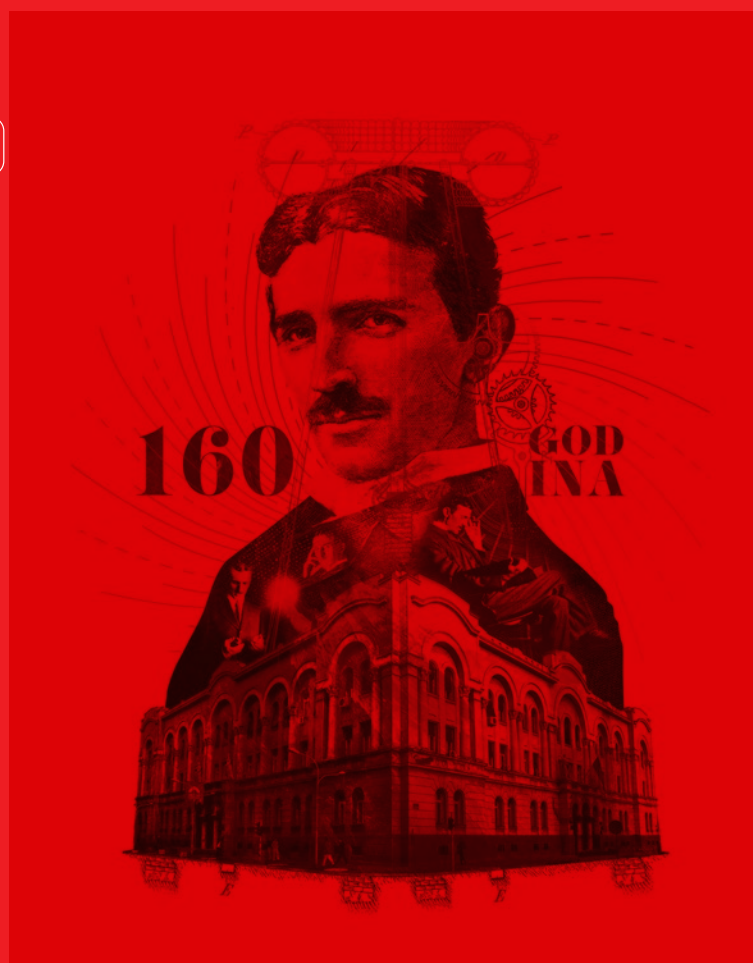
osnovati školu glume „Studio Jazavac“. Višegodišnje prijateljstvo pozorišta „Jazavac“ sa m:tel-om potvrđeno je i ove sezone, kao i nesebična podrška koju ova kompanija tradicionalno pruža pozorišnoj umjetnosti, a iz koje proističu mnoge kulturne manifestacije poput ovog festivala.

Kulturno-zabavna i edukativna manifestacija za djecu i odrasle **Snješkovo** je realizovana i 2016. godine, u Dječijem pozorištu Republike Srpske u Banjaluci. Najmlađi posjetioci ove čarobne bajke su svakodnevno, od 18. do 30. decembra, imali priliku da uživaju u raznolikim sadržajima, a m:tel je i ovoga puta pomogao realizaciju ovog kulturnog događaja. Manifestacija je bila humanitarnog karaktera kao i prethodnih godine, a svi prilozi koji su prikupljeni tokom trajanja „Snješkova“, iskorišteni su za pomoć djeci oboljeloj od malignih bolesti.

U velikoj dvorani Hrvatskoga doma Hercega Stjepana Kosače u Mostaru, u oktobru mjesecu 2016. godine odigrana je **hit komedija Indigo**, a mostarska publika je imala priliku da na daskama ovog doma vidi poznate beogradske glumce Danicu Maksimović, Mariju Vicković i Branislava Lečića. Predstava „Indigo“ je našla svoj put i do Mostara, zahvaljujući, između ostalog, i sponzorima koji su to omogućili. Kompanija m:tel je podrškom i ovom dešavanju u Mostaru, još jednom dokazala svoju odgovornost prema društvu i zajednici u kojoj posluje.

U okviru manifestacije **Dani Vlade S. Miloševića**, m:tel je obezbijedio održavanje dva veoma interesantna koncerta u Banjaluci. Ova manifestacija se tradicionalno održava, po 17. put, u organizaciji Akademije umjetnosti Univerziteta u Banjaluci, a podrška njenoj realizaciji znači doprinos promociji muzike kao umjetnosti, ali i kao nauke, te očuvanju kulturne muzičke baštine ovih prostora.

Kompanija m:tel pokrovitelj je **Prve baletske škole**, jedinstvene ustanove ove vrste u Republici Srpskoj, koja je počela sa radom u školskoj 2014/15. godini, a koja je za maj mjesec 2016. godine pripremila niz plesnih dešavanja, poput javnih časova u Banskome dvoru u Banjaluci, te Baletskog performansa „Balet je sa nama“ u Narodnom pozorištu RS.



In October 2016, Banja Luka was the venue for gathering of the BH bloggers who participated at the **“m:bloger”** competition organized by the m:tel company. The aim of the competition was promotion of modern writing culture as well as of a popular phenomenon - interactive “diary” i.e. blog. Out of 60 authors, the best one was declared Ljiljana Šipragić from Banja Luka and her blog “Lovily”, the second place was taken by Robert Dacesin with his blog “RIO price sa putovanja” - travel-related topics, and the third one was a young blogger from Tuzla, Matej Divkovic with his blog “The Young Fashionista”. These authors were awarded money prizes and one-year cooperation with m:tel. All authors/participants had the opportunity to attend the lecture given by one of the most popular bloggers in the region - Dragan Varagic.

**Donation of 40 computers** to the Grammar School in Banja Luka represents the continuation of the story of support to young people in the process of their education. The m:tel company has given its contribution to improvement of the teaching process quality in the oldest Banja Luka secondary school. Last year, the students from the Grammar School won a gold medal on the International Innovation Festival, where they also presented their mobile application, which showed a good example how great results may be achieved in this sphere by investing in young talents.

On the occasion of 160th anniversary of Nikola Tesla's birth, the m:tel company organized a unique multimedia artistic spectacle entitled **“Teslin vremeplov”** (Tesla's Time Machine) in Banja Luka. On the Banski Dvor façade, for three evenings, there were shown inspirational quotes and impressive pictures/photographs from the life of this scientist whose inventions changed the planet. Thanks to the Telekom Srbija support, this multimedia presentation of Tesla's life had already fascinated the citizens of the largest cities in Serbia and Montenegro, as well as the people in Banja Luka who had the opportunity to see Tesla's story, having enjoyed video and sound in the latest digital 4D projection. The projection was also followed by numerous internet users by means of live streaming on the m:tel Facebook page.

With the aim of **improving the traffic safety** and care about people's lives, it was launched the campaign entitled **“Be smarter than your smartphone! Don't use the phone while driving!”** In the organization of the Ministry of Transportation and Communications of the Republic of Srpska, the RS Agency for Traffic Safety, RS Automobile Association and m:tel as a strategic partner, this campaign was realized to raise awareness on dangers for the participants in the road traffic, particularly those who use the phone while driving.

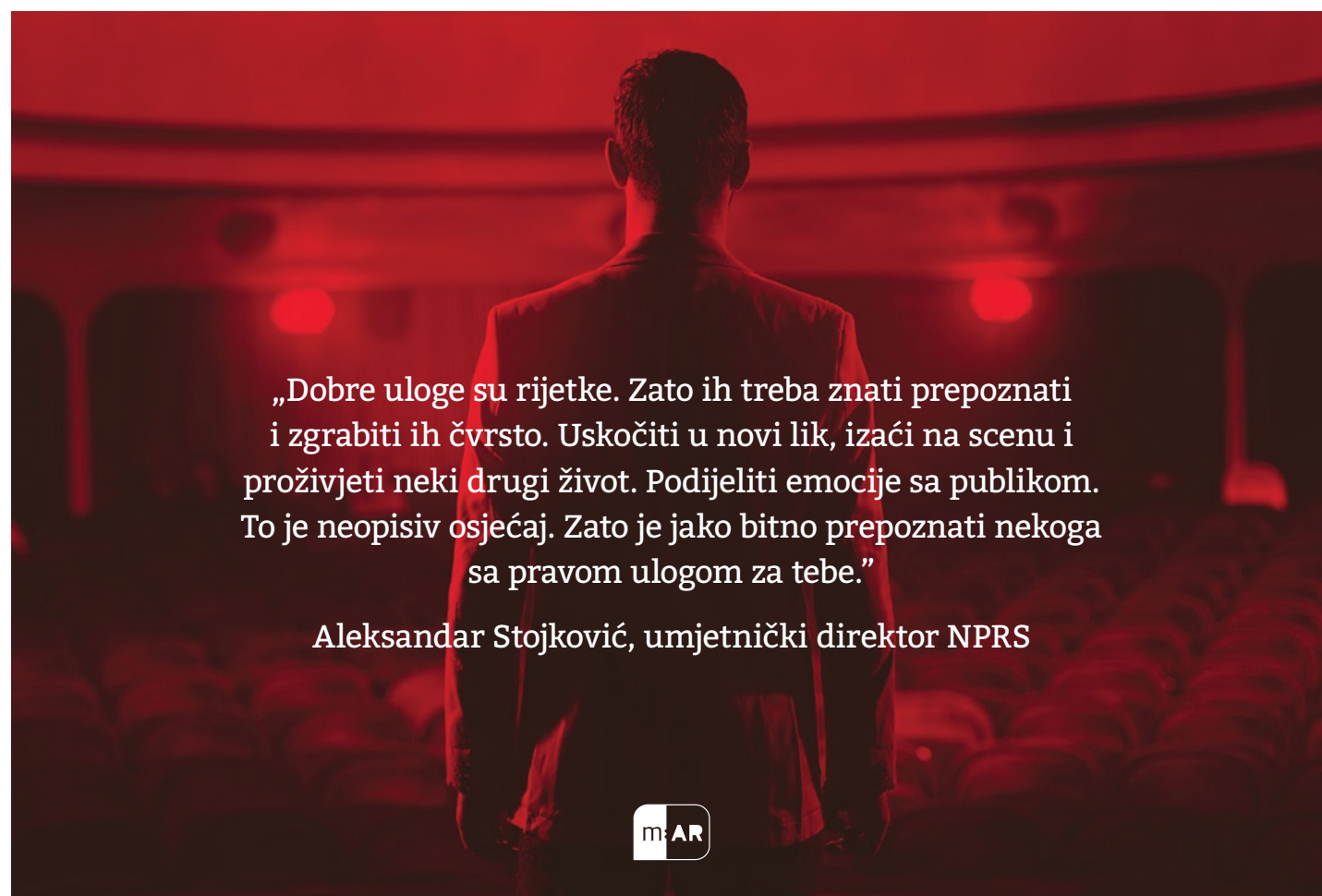
Successful cooperation between the RS Museum of Contemporary Art and the m:tel company has continued in realization of the **Night of Museums**. The m:tel company has supported this manifestation which places Banja Luka on the map together with numerous European cities, thus giving its contribution to promoting the true values through culture and art.

The Banja Luka film kitchen will be enriched with new feature-length creation, entitled **Meso** (Meat), in the form of film and six episodes, the filming of which has begun in 2016. Along with Nikola Pejakovic, one of the leading actors, other well-known names from Serbia and Republic of Srpska also play in the film. The m:tel company has recognized the importance of the film which will enrich the local cultural scene, and supported the project.

The leaders in the cultural scene of the City of Banja Luka are theaters, the cooperation with which the m:tel company has been fostering for years. “Here and Now” was the slogan of the 19th **Teatar fest**, held in the National Theater in Banja Luka in May 2016. The m:tel company is, traditionally, a friend of this theater and entire theater season, as well as of the Festival which brings the best plays from the country and the region to Banja Luka. This year's “Teatar fest” was opened by the host theater premiere of the play “Podvala” (Prank) in the presence of numerous guests of the Festival and large audience.

Along with the Republic of Srpska National Theater, this season the cooperation between the m:tel company and the **“Jazavac” City Theater** was intensified. Jazavac celebrated the tenth anniversary in 2016, and, in the course of this decade, they have managed to establish the “Zaplet” - Young Actor's Festival and launched a drama school entitled “Studio Jazavac”. Years of friendship with Jazavac theater and the m:tel company have been re-confirmed this season, as well as an unselfish support the Company traditionally offers to the theater art, which is the origin of many culture manifestations like this Festival.





„Dobre uloge su rijetke. Zato ih treba znati prepoznati i zgrabiti ih čvrsto. Uskočiti u novi lik, izaći na scenu i proživjeti neki drugi život. Podijeliti emocije sa publikom. To je neopisiv osjećaj. Zato je jako bitno prepoznati nekoga sa pravom ulogom za tebe.”

Aleksandar Stojković, umjetnički direktor NPRS

Banjalučka publika je imala priliku uživati u spektaklu **Labudovo jezero**, Ruskog državnog baleta na ledu iz Sankt Peterburga. Gracioznost klizača, maštovita kostimografija i scenografija, specijalni efekti, vještine svjetskih umjetnika plesa na ledu uz bezvremensku muziku Petra Iljiča Čajkovskog, omogućili su Banjalučanima uživanje u prvoklasnom umjetničkom događaju. Podršku izvođenju ansambla Ruskog državnog baleta, koji je izveo spektakularnu baletsku predstavu na ledu, pružila je i kompanija m:tel.

Svečanost povodom **Dana Elektrotehničkog fakulteta u Banjaluci**, u prisustvu visokih zvanica, ove godine održana je u novembru mjesecu, a tom prilikom proglašeni su najbolji studenti generacije 2015/2016. godine, dodijeljene diplome svršenim studentima ovog fakulteta u protekloj godini, te magistrima, kao i zahvalnice prijateljima ovog fakulteta. Kompanija m:tel, kao dugogodišnji prijatelj ove obrazovne ustanove, u 2016. godini je realizovao projekat renoviranja računarske sistem sale, za koju je donirao računarsku i mrežnu opremu, te pružio pomoć kod instaliranja u ljudskim i materijalnim resursima.

Promocija diplomiranih inženjera elektrotehnike i magistara elektrotehnike **Elektrotehničkog fakulteta Istočno Sarajevo** održana je 1. jula, kada su dodijeljene i nagrade najboljim studentima u prošloj školskoj godini, kao i nagrade najuspješnijim takmičarima na „Elektrijadi 2016“. Dekan Elektrotehničkog fakulteta Zoran Ljuboje, uručio je plaketu Fakulteta kompaniji m:tel, kao znak uspješne i dugotrajne saradnje ove kompanije i ETF-a u Istočnom Sarajevu.

U m:tel-u su i ove godine na praksi boravili **strani studenti**. U saradnji sa Udruženjem za međunarodnu razmjenu studenata IAESTE koja traje već punih 14 godina, m:tel omogućava dolazak stranih studenata na praksu, ali i odlazak studenata iz naše zemlje na stručno usavršavanje u inostranstvo. Studenti koji dođu u našu zemlju, imaju priliku ne samo da usavrše svoje stručno znanje, nego i da upoznaju tradiciju i kulturu zemlje, te steknu nova prijateljstva. Koliko je ovaj vid razmjene studenata značajna podrška mladim ljudima, najbolje govore pozitivna iskustva trojice studenata koji su boravili u BiH i svoju praksu obavili u kompaniji m:tel.

Kompanija m:tel je u maju mjesecu 2016. godine, u banjalučkom Muzičkom paviljonu parka „Petar Kočić“, otvorila izložbu fotografija pod nazivom **Grad prijateljstva**. Javnosti su bile predstavljene najbolje fotografije pristigle na istoimenu Instagram konkurs, koji je za cilj imao predstavljanje prirodnih ljepota, arhitekture i atmosfere gradova širom BiH, ali i prijateljstva kao njihovog sastavnog dijela. U okviru ove originalne kampanje pristiglo je više od 1.500 fotografija.

Niz projekata posvećenih podršci talentima u svim oblastima umjetničkog izražaja, m:tel je odlučio nastaviti još jednom saradnjom, putem konkursa **Ljudi s olovkama**, koji je pokrenuo online magazin „Lola“, kako bi pružio šansu svim talentima za pisanje da svoju kreativnost podijele sa čitaocima ovog magazina. Poziv za sve autore biće otvoren godinu dana i važi za svaki mjesec ispočetka, počevši od oktobra 2016. Zahvaljujući kompaniji m:tel, konkurs podrazumijeva i mjesečne nagrade za najčitanije tekstone.

“Good roles are rarely found. Thus they need to be recognized and grasped firmly. To dive into a new character, to enter the stage, to live some other life - it is an indescribable feeling. Therefore, it is very important to recognize the one who has the right role for you.”

Aleksandar Stojković,  
Art Director NPRS

Cultural, fun and educational event for children and adults “**Snjeskovo**” was realized in the Republic of Srpska Children’s Theater in Banja Luka in 2016 as well. The youngest visitors of this magic fairy tale had the opportunity to enjoy in various contents daily from 18 until 30 December, and once again m:tel supported the realization of this winter fairy tale. As in previous years the event had a humanitarian character and all donations rose during the “Snjeskovo” were donated for children suffering from malignant diseases.

The **hit comedy “Indigo”** was played in the grand hall of the Croatian House of Herceg Stjepan Kosaca in Mostar in October 2016, and Mostar’s audience had the opportunity to see the well-known Belgrade actors Danica Maksimovic, Marija Vickovic and Branislav Lecic on this House stage. The play “Indigo” found its way to Mostar, owing, among other things, to the sponsors who made it possible. Supporting this event in Mostar the m:tel company proved once again its responsibility towards society and the community in which it operates.

Within the manifestation “**Dani Vlade S. Milosevica**” (Days of Vlado S. Milosevic) the m:tel Company provided the organization of two very interesting concerts in Banja Luka. Traditionally, for the 17th

time, this manifestation was organized by the Academy of Arts of the University of Banja Luka and support to its realization meant promotion of music as art as well as science and preservation of cultural heritage of this region.

The m:tel company is a sponsor of **Prva baletska škola** (the First Ballet School), a unique institution of a kind in the Republic of Srpska which started with its work in school 2014/25 year. It set up a series of dancing events, such as open classes in Banski dvor Banja Luka and the ballet performance “Ballet is with us” in the RS National Theater.

The audience in Banja Luka had the opportunity to enjoy in the **Swan Lake** by Pyotr Ilyich Tchaikovsky, spectacle performed on ice by the Russian State Ballet from St. Petersburg. Gracefulness of skaters, imaginative costumes and set design, special effects, skills of international artists dancing on the ice with the timeless music of Pyotr Ilyich Tchaikovsky, granted Banja Luka citizens joy of the first-class artistic event. The m:tel company supported this show of the Russian State Ballet Ensemble, which performed a spectacular ballet play on ice.

The ceremony on the occasion of **Electrical Engineering School Day in Banja Luka** was held this year in November in the presence of high officials. On that occasion the best students of the generation 2015/2016 were declared, diplomas awarded to graduates and masters from this School in the past year, as well as letters of thanks to the School friends. In 2016, the m:tel company, a long-lasting friend of this educational institution, implemented the project of computer system room renovation, for which it donated computer and network equipment, and provided assistance in human and materials resources during the installation.

The graduation of bachelors and masters of electrical engineering of the **Electrical Engineering School Istocno Sarajevo** was held on July 1, when the best students in the last school year

were awarded, as well as the most successful contestants on “Elektrijada 2016”. Zoran Ljuboje, Dean of the Electrical Engineering School awarded the School plaque to the m:tel company, as a sign of successful and long-term cooperation between this company and the Electrical Engineering School in Istocno Sarajevo.

Once again this year **foreign students** were on professional training in m:tel. In 14-year long cooperation with the International Association for the Exchange of Students - IAESTE, m:tel enables the arrival of foreign students to professional training as well as professional training of our students abroad. Students who come to our country have the opportunity not only to improve their professional knowledge but to learn about tradition and culture of the country and acquire new friendships. The importance of students’ exchange for young people is best illustrated by the positive experiences of three students who stayed in Bosnia and Herzegovina and had their professional training in the m:tel company.

The m:tel company opened an exhibition of photographs **City of Friendship** in the Petar Kocic Park Music Pavilio in Banja Luka in May 2016. The public were presented the best photographs from the Instagram contest with the same title. The contest aim was to present beauty of nature, architecture and atmosphere of cities across the country, as well as friendship as their integral part. Over 1,500 photos were received during this authentic campaign.

The m:tel decided to expand a series of projects dedicated to support of talents in all areas of artistic expression with another cooperation. This new cooperation was the project, competition called **People with Pens**, launched by the online magazine “Lola”, in order to provide opportunities for all talented writers writing to share their creativity with readers of this magazine. The competition will be open for one year and applies for each month all over again, starting from October 2016. Thanks to the m:tel company the competition provides monthly awards for the most read texts.



## 04



## Muzika

„Sjećam se kad sam dobio prvu gitaru. Niko od mene nije bio srećniji. Svirao sam po čitav dan, nervirao starce... Najveći san mi je bio da sviram pred gomilom ljudi. Da osjetim tu energiju mase. To mi nikad ne bi uspjelo bez nekoga ko dijeli sa mnom taj san. Bez pomoći prijatelja nikada ne bi mogao da radim ovo što sad radim... Živim svoj san.”

Mihael Prosen, Nord (pobjednici osmog Demofesta)

U Tuzli je, u martu 2016. godine, u Bosanskom kulturnom centru Tuzla i ateljeu "Ismet Mujezinović", održan prvi bh. **Piano fest** pod nazivom "Tattille". Održavanje ove manifestacije pomogla je i kompanija m:tel, koja je prepoznala značaj festival za razvoj umjetničkog stvaralaštva u BiH. "Tattille" je festival klasične muzike sa akcentom na kla-

virsku muziku, klavirsku pedagogiju i metodiku rada u nastavi.

Međunarodno pijanističko takmičenje **Banjalučki bijenale 2016** održano je od 19. do 22. maja u Kulturnom centru Banski dvor u Banjaluci. Ovo takmičenje se održava već petu godinu zaredom i okuplja talentovane mlade pijaniste i

pijanistkinje iz zemalja bivše Jugoslavije, ali i regije. Organizator i domaćin takmičenja je Muzička škola „Vlado Milošević“, a ono je nastalo kao odraz želje za promovisanjem pravih vrijednosti, te razmjenom znanja i kreativne energije umjetnika i umjetnica. Kompanija m:tel je pomogla održavanje i ove kulturne manifestacije.

## Music

“I remember the time when I got my first guitar. There was nobody happier than me. I used to play all day long, having annoyed my parents... My greatest dream was to play in front of a huge crowd. Feel that energy of the mass. I would have never succeeded if somebody hadn't shared my dream. Without the help of my friends, I would never be able to do what I do... I am living my dream now.”

Mihael Prosen, Nord (winners of the eighth Demofest)

The first BH **Piano Fest** called "Tattille" was held in the Bosnian Cultural Center Tuzla and the "Ismet Mujezinovic" studio in March 2016 in Tuzla. The realization of this event was supported by the m:tel company, which recognized the importance of the festival for the development of artistic creativity in Bosnia and Herzegovina. "Tattille" is the festival of classical music with emphasis on piano

music, piano pedagogy and teaching methodology.

The International Piano Competition **Banja Luka Biennial 2016** was held from 19 to 22 May at the Cultural Centre Banski dvor in Banja Luka. This competition is being held for the fifth year in a row and gathers talented young pianists

from the countries of the former Yugoslavia as well as the region. The Music School "Vlado Milosevic" organizer and host of the competition created it as a reflection of the desire to promote the true values as well as the exchange of knowledge and creative energy of artists. The m:tel company helped realization of this cultural event as well.



Već tradicionalno, m:tel je prijatelj **Đurđevdanskog festivala**, te je i ove godine pružio podršku festivalu, kao i mladim i talentovanim ljudima koji su tom prilikom nastupili. U takmičarskom dijelu festivala, svoje pjevačko umjeće pokazalo je devetnaestoro mališana i đurđevdanskih zvijezdica iz Bosne i Hercegovine, Srbije, Crne Gore, Hrvatske, Slovenije, Italije i Rusije.

U okviru evropske turneje, poznati australijski heavy metal bend **AC/DC** posjetio je i Austriju, a koncert u Beču održan je 19. maja 2016. godine. Za 100 fanova ovog rock benda kompanija m:tel je obezbijedila prevoz do Beča, kao i karte za ovaj spektakl na „Ernst Happel“ stadionu.

Početak ljeta u Banjaluci najavljen je dobrim zvukom, muzičkim događajima popularnih bendova iz zemlje i inostranstva. Kompanija m:tel je i ovoga puta bila tu da podrži ova muzička dešavanja, „**Rock večer**“ na Vodonom parku „Aquana“, te „**Kastel Rock fest 2016**“, na tvrđavi Kastel.

**Demofest** se ponovo izdvojio kao muzički događaj godine u Banjaluci, ali i regionu, a m:tel je i 2016. godine pružio podršku održavanju ovog velikog popularnog festivala demo bendova. U saradnji sa Demofestom, m:tel je nagradio novinare koji izvještavaju o kulturi i umjetnosti, čime doprinose informisanju javnosti o značaju ovih tema za cjelokupno društvo. U oktobru mjesecu otvorena je i izložba posvećena Demofestu “10 godina vrhunske muzike”, u banjalučkom Kulturnom centru Banski dvor, povodom obilježavanja decenije najvećeg festivala demo bendova u jugoistočnoj Evropi. Riječ je bila o izložbi fotografija, koncertnih plakata, majica i ostalih memorabilija Demofesta, a još jedan povod za svojevrsno desetogodišnje putovanje je i nominacija festivala za prestižnu evropsku nagradu UK Festival Awards. Tokom svih ovih godina, na adresu Demofesta je stiglo preko 3.500 prijava demo bendova, nastupilo je više od 300 grupa, a sviralo oko 1.400 muzičara iz 13 zemalja.

Na tvrđavi Kastel u Banjaluci, održana je još jedna centralna manifestacija Internacionalnog festivala kulture - **Dukafest 2016**, u okviru kojeg su se učesnici takmičili za nagrade za najbolje predstavljanje, stil i autentičnost u izvođenju. Ovaj festival je član Svjetske asocijacije folkloru pri organizaciji Unesco i do sada je ugostio više od 80 ansambala iz 43 zemlje svijeta, a ove godine održan je u tri grada - Banjaluka, Modriča i Gradiška, uz nesebičnu podršku m:tel-a.

U sklopu velike regionalne Electro magnetic turneje, na Gradskom stadionu u Banjaluci održan je veliki audio i vizuelni spektakl benda **Miligram**. Koncert je bio održan uz podršku kompanije m:tel, a ta svojevrsna muzička bajka, upotpunjena je još neviđenim audio i vizuelnim rekvizitima, svjetlosnim efektima i još mnogo drugih novina kada je riječ o koncertnom performansu.

Jedan od posjećenijih festivala u BiH je onaj koji se u 2016. godini već treću godinu održavao na Tjentištu - **OK fest**. Na ovom festivalu tokom tri dana nastupili su popularni bendovi, a kompanija m:tel, kao prijatelj festivala, odlučila je da pruži podršku organizatorima ovog festa, te na taj način da svoj doprinos u očuvanju i promociji naše kulturno istorijske baštine, festivalske kulture i ali i turističkih potencijala naše zemlje. Za lakšu i nesmetanu komunikaciju tokom trajanja festivala m:tel je obezbijedio 2.000 startnih paketa za posjetioce OK kampa, kao i lounge zonu gdje su kamperi imali priliku da napune svoje mobilne telefone.

Bijeljina je krajem jula mjeseca 2016. godine bila domaćin muzičke manifestacije **Bijeljina Summer Fest**, koja je održana prvi put u ovom gradu. Kako bi pomogla stvaranju što pozitivnije atmosfere ovoga ljeta u gradovima širom BiH, kompanija m:tel je podržala i ovaj muzički događaj. Organizatori vjeruju da će „Summer Fest“ postati tradicionalni festival u ovom gradu, te da će Bijeljina i narednim godinama na pravi način ugostiti sve ljubitelje dobrog provoda i popularne muzike.



Traditionally, m:tel was a friend of **Djurđevdanski festival** (children’s music festival) and gave support to the festival as well as young and talented performers this year again. In the competitive part of the festival, nineteen children and Djurdjevdan stars from Bosnia and Herzegovina, Serbia, Montenegro, Croatia, Slovenia, Italy and Russia presented their singing skills.

Within the European tour, the famous Australian heavy metal band **AC/DC** visited Austria, and a concert was held in Vienna on 19 May 2016. The m:tel company provided for 100 fans of this rock band both with transport to Vienna and tickets for this spectacle at the “Ernst Happel” stadium.

The beginning of summer in Banja Luka was announced with good sound, music events of popular bands from country and abroad. The m:tel company was there again to support these musical events, such as “**Rock Night**” at the Water Park “Aquana” and “**Kastel Rock Fest 2016**” at the Kastel fortress.

**Demofest** singled out once again as the music event of the year in Banja Luka, and the region as well, and m:tel again provided support to this great, popular festival of demo bands. In cooperation with Demofest, m:tel awarded journalists who reported on culture and art, thus contributing to informing the public about the importance of these issues for the whole society. In October an exhibition dedicated to Demofest called “10 years of cutting-edge music” was opened in the Cultural Centre Banski Dvor in Banja Luka, in order to mark a decade of the biggest demo bands festival in the southeast Europe. It was an exhibition of photographs, concert posters, t-shirts and other Demofest memorabilia and the festival nomination for the prestigious European award “UK Festival Awards” was another occasion for a ten-year journey in time. During all these years Demofest received over 3,500 demo bands applications, more than 300 groups performed, and about 1,400 musicians from 13 countries played.

Another central event of the International Cultural Festival - **Dukafest 2016** was held at the Kastel fortress in Banja Luka, in which participants competed in best presentation, style and authenticity in performance. This festival is a member of the World Association of Folklore within UNESCO and, so far, has hosted more than 80 ensembles from 43 countries of the world. This year it was held in three cities: Banja Luka, Modrica and Gradiska, with the generous support of m:tel.

Within the large regional Electro Magnetic Tour, a great audio and visual spectacle of the **Miligram** band was held at the city stadium in Banja Luka. The concert was held with the support of m:tel, and this kind of musical fairy tale was complemented with the unprecedented audio and visual props, lighting effects and many other novelties in concert performance.

One of the most visited festivals in Bosnia and Herzegovina was the festival, held for the third year on Tjentište in 2016 - **OK Fest**. Popular bands performed in this festival during three days, and the m:tel company, as a friend of the festival, decided to support the organizers of the fest, and thus contribute to the preservation and promotion of our cultural and historical heritage, festival culture and tourism potentials of our country. For easy and smooth communication during the festival, m:tel provided 2,000 pre-paid packages for visitors of the OK camp, as well as a lounge area where campers had the opportunity to recharge their mobile phones.

At the end of July 2016 Bijeljina hosted the music event **Bijeljina Summer Fest**, which was held for the first time in this city. In order to create a more positive atmosphere in the cities throughout Bosnia and Herzegovina this summer, the m:tel company supported this musical event. The organizers believe that the “Summer Fest” will become a traditional festival in this city, and that in the oncoming years, Bijeljina will properly host all fans of good entertainment and popular music.



## 05



## Sport

„Maraton je zahtjevna disciplina. Traži puno odricanja, napora, volje. Često si na granici izdržljivosti, često ti treba podsticaj. Takvi smo mi ljudi. Sve je lakše kad smo zajedno, kada imaš nekog uz sebe. Nekog ko će te uvijek dočekati na cilju.“

Amur Bašić, maratonac

U Banjaluci, u Banskom dvoru, 21. decembra 2016. godine, održana je 62. svečana ceremonija završne manifestacije **Izbor najboljih sportista Republike Srpske** u organizaciji dnevnih novina „Glas Srpske“. m:tel, kao društveno odgovorna kompanija, već tradicionalno podržava ovu manifestaciju. Svjesni značaja sporta za sve društvene segmente, m:tel podržava i mnoštvo sportskih takmičenja,

svjetskih i evropskih prvenstava, te rad mnoštva sportskih udruženja i klubova iz cijele Bosne i Hercegovine. Ova manifestacije je, kao i prethodnih godina, okupila veliki broj sportskih radnika iz Republike Srpske i Srbije, predstavnike institucija RS, predstavnike privrednih subjekata, te mnogobrojne ličnosti iz javnog života.

**Svjetsko prvenstvo u kajaku i kanuu na divljim vodama** za seniore „Banja Luka - Vrbas 2016“ održano je uz prijateljsku podršku kompanije m:tel, a u organizaciji Kajak kanu kluba „Vrbas m:tel“. Pored sportskog dijela takmičenja, ovogodišnje ICF Svjetsko prvenstvo u kajaku i kanuu na divljim vodama, obilježio je i bogat muzički program.

## Sport

“Marathon is a demanding athletic discipline. It requires a lot of sacrifice, effort, strong will. You are often at the edge of endurance, you often need encouragement. That is what people are like. Everything is easier when we are together, when you have somebody by your side - somebody who will always wait for you at the finish line.”

Amur Bašić, marathoner

The 62nd closing ceremony of the event **the Selection of the Best Athletes in the Republic of Srpska** in the organization of daily newspaper “Glas Srpske” was held in Banski dvor Banja Luka on 21 December 2016. As a socially responsible company, m:tel, traditionally, supported this event. Conscious of the importance of sport for all social segments, m:tel supports numerous

sport competitions, world and European championships, as well as the work of numerous sport associations and clubs from all over Bosnia and Herzegovina. This event, as in previous years, gathered a large number of sport officials from the Republic of Srpska and Serbia, representatives of the RS institutions and business companies as well as numerous public figures.

**World Senior Championship in Kayak and Canoe on Wild Waters** “Banja Luka - Vrbas 2016” was held with the friendly support of m:tel, in the organization of the Kayak Canoe Club “Vrbas m:tel”. In addition to the sports part of the competition, this year’s ICF World Championship in Kayak and Canoe on Wild Waters was marked by the rich musical program.



I ovoga septembra, Banjaluka je bila domaćin poznatog teniskog takmičenja **ATP Challenger turnir „Banjaluka 2016“**. Ljubitelji ovog popularnog sporta i ove godine uživali su u vrhunskim mečevima u gradu na Vrbasu, zahvaljujući upravo ovom takmičenju, koje je ove godine, po 15. put, održano na terenima „TK Mladost“. Ovaj turnir je proteklih godina, zahvaljujući prenosu putem interneta, praćen u preko 100 zemalja svijeta, što jasno govori o njegovom kvalitetu. I ovoga puta m:tel je omogućio i live streaming za vrhunsko uživanje u sportskim nadmetanjima na terenima, za sve one koji nisu u mogućnosti da prisustvuju mečevima. Takođe, ponovo je nagradio najsrećnije gledaoce finala.

Jedan od najvažnijih sportskih događaja u Republici Srpskoj je upravo organizacija **11. turnira „MTEL OPEN 2016“** iz kalendara Tenis Evrope za juniore/ke do 12 godina, koje m:tel godinama unazad podržava.

Ljubitelji tenisa u Prijedoru su takođe imali mogućnost da uživaju u ovom popularnom sportu, zahvaljujući Teniskom klubu „Dr Mladen Stojanović“, koji je i u

2016. godini organizovao turnire u svim kategorijama **Takmičarskog kalendara** ITF, ETA, TS BiH i TS RS. Kompanija m:tel, već tradicionalno podržava ovaj klub i sportske teniske događaje koje organizuje.

**Deveti međunarodni plivački miting** „Banjaluka Open 2016“ održan je 10. i 12. juna, a realizovan je u organizaciji Plivačkog kluba „Olymp“. Kompanija m:tel tradicionalno pruža podršku ovoj manifestaciji, te je tako bilo i ove godine. Ovogodišnji promoter mitinga bio je srpski olimpijac Čaba Siladi.

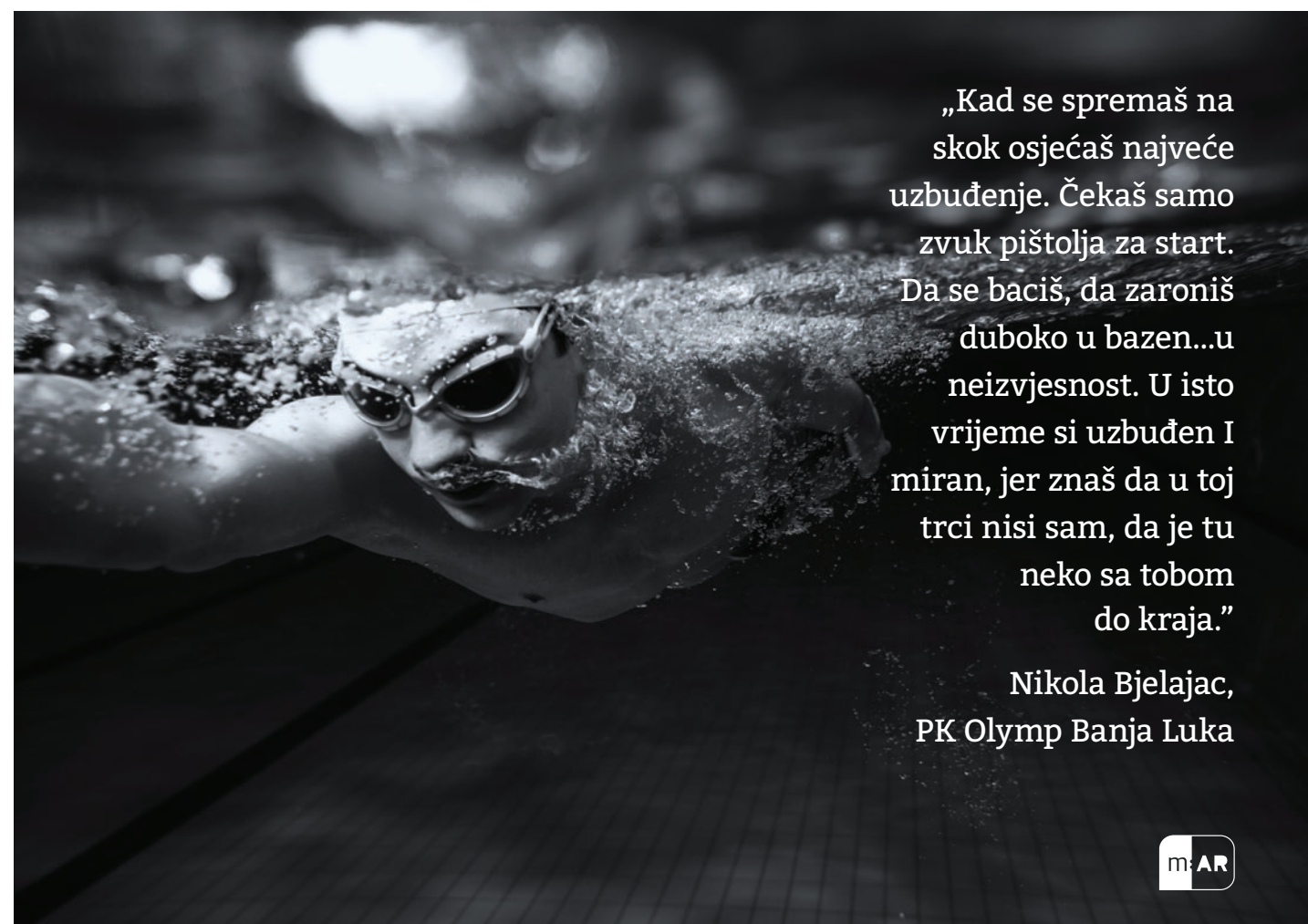
**Drugi banjalučki m:tel polumaraton** održan je 8. maja, a okupio je više od pet hiljada učesnika. Kompanija m:tel je podržala organizaciju ovog događaja, te nastavila dobru praksu podrške sportskim manifestacijama i manifestacijama koje promovišu zdrav život i prave društvene vrijednosti.

**Frend košarkaška liga** je takmičenje koje okuplja oko 250 mladih košarkaša iz banjalučke regije. Takmičenje za djecu uzrasta od 11 do 14 godina trajalo je sedam dana, a u okviru njega je bilo

odigrano 25 utakmica. Upravo zato što fokus Frend košarkaške lige nije na nadmetanju, već na širenju sportskog duha među najmlađima i razvijanju njihove ljubavi prema košarci, kao jednom od najpopularnijih sportova, m:tel je podržao ovu sportsku manifestaciju.

Biciklistički klub BSK iz Banjaluke je u aprilu mjesecu organizovao jubilarnu **Desetu međunarodnu biciklističku trku „Beograd-Banjaluka“**. Kompanija m:tel je sa velikim zadovoljstvom ponovo podržala i ovaj sportski događaj.

**Turnir u uličnoj košarci** „Fiba 3x3“ čiji je organizator sportska organizacija „Basket bam“, odigran je na platou ispred Narodnog pozorišta RS i to u kategorijama pionira, kadeta, juniora i seniora. Turnir u uličnoj košarci, kao i prethodne godine, pored sportskog imao i edukativni karakter. U saradnji sa organizacijama iz BiH koje se bave prevencijom ovisnosti, turnir promovirao zdrav i trezven život. U skladu sa svojom strategijom društvene odgovornosti m:tel je i ove godine podržao takmičenje koje se nalazi u zvaničnom kalendaru FIBA Evropa tura.



„Kad se spremaš na skok osjećaš najveće uzbuđenje. Čekaš samo zvuk pištolja za start. Da se baciš, da zaroniš duboko u bazen...u neizvjesnost. U isto vrijeme si uzbuđen i miran, jer znaš da u toj trci nisi sam, da je tu neko sa tobom do kraja.“

Nikola Bjelajac,  
PK Olymp Banja Luka



Last September Banja Luka hosted again the famous tennis competition **ATP Challenger Tour „Banjaluka 2016“**. Thanks to this competition fans of this popular sport enjoyed in excellent matches on the tournament, which was, for the 15th time, held on the TK Mladost courts. In the recent years, thanks to the Internet broadcast, this tournament was watched in over 100 countries worldwide, which speaks volumes about its quality. This time, as well, m:tel provided live streaming for the ultimate enjoyment in sport competitions on the courts, for all those who were unable to attend the matches. Moreover, it rewarded the luckiest spectators of the finals.

One of the most important sport events in the Republic of Srpska was the organization of the 11th tournament **“MTEL OPEN 2016”** from the calendar of Tennis Europe for Juniors up to 12 year, which m:tel has been supporting for years.

Tennis fans in Prijedor had also the opportunity to enjoy in this popular sport, owing to the Tennis Club “Dr Mladen Stojanovic” which organized tournaments in all categories of the Competition Calendar of ITF, ETA TS BH and TS RS in 2016. The m:tel company has traditionally supported this club and its sport tennis events.

**The Ninth International Swimming Rally** “Banja Luka Open 2016” was held on June 10 and 12 and realized in organization of the Swimming Club “Olymp”. The m:tel company has traditionally supported this event and so it was this year. This year’s rally promoter was the Serbian Olympian Čaba Siladi.

**The Second m:tel Half-Marathon City Race Banjaluka** was held on 8th May and gathered over five thousands participants. The m:tel company supported the organization of this event, thus continuing the good practice of supporting sport events and events which promote healthy life and true social values.

**Frend basketball league** is a competition that gathers about 250 young basketball players from the Banja Luka region. The competition for children aged 11 to 14 years lasted seven days, and 25 games were played wherein. Exactly for the fact that the focus of Frend basketball league is not on competition, but on spreading sport spirit among the youngest and developing their devotion to basketball, as one of the most popular sports, m:tel supported this sport event.

The Cycling Club BSK from Banja Luka organized in April the jubilee **Tenth International Cycling Race “Belgrade - Banjaluka”**. Once again, the m:tel company supported this sport event with great pleasure.

**The Street Basketball Tournament “FIBA 3x3”**, organized by the sports organization “Basket bam”, was played on the plateau in front of the RS National Theatre for pioneers, cadets, juniors and seniors categories. The Street Basketball Tournament, as in the previous year, had an educational in addition to sport character. In cooperation with organizations from BH dealing with addiction prevention, tournament promotes healthy and staid life. In line with its strategy of social responsibility m:tel supported also this year a competition that is in the official calendar of FIBA Europe Tour.

Banja Luka, being the city of sport, is proven by the fact that the International Judo Camp **Days of Judo Sport Banja Luka 2016** was held in this city. The organizer of this camp was the Judo Club “Zvijezda” (Star) from Banja Luka, the most successful judo club in the Krajina region, whose members were national and state champions in all age categories, as well as the Balkan medalist. The International Judo Camp brought together the judo elite from the country and region. The m:tel company supported the organization of this sport event, and thus the promotion of sport and positive values, especially the education of young people which this club has been promoting for years as a preventive action to all negative phenomena of modern society.

“When you’re ready to dive, you feel the greatest excitement. You just wait for the starter gun. And you dive, dive deep into the pool ... into uncertainty. You are both excited and calm, knowing you’re not alone in that race, knowing somebody is there, with you, right to the finish.”

Nikola Bjelajac,  
PK Olymp Banja Luka



Da je Banjaluka grad sporta, govori i činjenica da se u tom gradu održavao i Međunarodni džudo kamp **Dani džudo sporta Banja Luka 2016**. Organizator ovog kampa je Džudo klub „Zvijezda“ iz Banjaluke, najuspješniji džudo klub krajinske regije, koji u svojim redovima ima šampione republike i države u svim starosnim kategorijama, kao i osvajače balkanskih medalja. Međunarodni džudo kamp je okupio elitu džudo sporta iz zemlje i regiona. Kompanija m:tel je podržala održavanje ove sportske manifestacije, te na taj način i promociju sporta i pozitivnih vrijednosti, a naročito edukaciju mladih koje ovaj klub već godinama promovira kao način preventivnog djelovanja na sve negativne pojave savremenog društva.

Povodom Međunarodnog dana osoba sa invaliditetom koji se obilježava 3. decembra, Odbojkaški klub invalida "Banja Luka" organizovao je **XV Međunarodni turnir u sjedećoj odbojci "BANJA LUKA OPEN"**. Kompanija m:tel je pružila podršku održavanju ovog turnira, koji je održan u Sportskoj dvorani „Obilicevo“ u Banjaluci, a u kojem je učestvovalo ukupno šest ekipa i to iz BiH, Srbije, Slovenije, Hrvatske i Mađarske.

U Banjaluci su 2016. godine održani dani fitnesa i to u okviru nekoliko različitih manifestacija. **Fitness dan pod nazivom „Banjaluka trenira“**, okupio je nekoliko stotina ljubitelja fitnesa, a posjetioci su imali priliku da se takmiče u različitim fitness disciplinama, a najuspješniji su dobili m:tel poklone. Projekat **Fitnessom do zdravlja** je i ove godine održan u parku Mladen Stojanović, i trajao je 45 dana. **Fitness ljeto** je manifestacija koja je trajala mjesec dana, a ona je imala za cilj da popularizuje fitness kao sport i zdrav način života, te pruži priliku rekreativcima da spoje fitness i prirodu u organizovanom obliku, uz podršku profesionalaca. Projekat "Fitnessom do zdravlja" nastao je kao potreba da se popularizuje fitness kao sport i zdrav način života, te da se ljudima pruži prilika da spoje fitness i prirodu u organizovanom obliku uz podršku profesionalaca.

U decembru mjesecu, u Banjaluci su se okupili kik-bokseri iz Srbije, Crne Gore, Slovenije, Njemačke, Švedske, te Bosne i Hercegovine, kako bi na reviji humanitarnog karaktera, koja je bila održana u sportskoj dvorani „Obilicevo“, pokazali svoj sportski i humani duh. Kik boks klub „Sveti Georgije“ iz Banjaluke organizovao je **Spartan Night Fight**, kako bi pomogao Savezu žena oboljelih od raka dojke „Iskra“, a u ovoj humanoj misiji im se pridružio i KBK Draženko Ninić iz Banjaluke. Ovaj spoj sportskog i humanitarnog događaja prepoznala je i kompanija m:tel, koja tradicionalno podržava sport, ali je i već dokazani prijatelj aktivnosti koje imaju humani karakter, kao dio svoje misije u okviru društveno odgovornog poslovanja.

**Osmi internacionalni fudbalski kamp Crvene zvezde „Jahorina 2016“**, sedmodnevna je škola fudbala koju vode treneri Omladinske škole "Crvene zvezde", a podržava kompanija m:tel. Ove godine kamp je okupio 63 mlada fudbalera, uzrasta od devet do 17 godina, koji su imali priliku da provjere svoja znanja i vještine i, eventualno, zaigraju u prvom timu beogradske "Crvene zvezde". U okviru organizacije kampa predstavljen je i album "Nebo se otvorilo - istorija Crvene Zvezde u sličicama 1945-2016", te je promovisan turistički potencijal Jahorine.

Kompanija m:tel podržava rad **Odbojkaškog kluba „Borac“**, koji se takmiči u Premijer ligi Bosne i Hercegovine, što je, ujedno, najviši rang ovog takmičenja. OK „Borac“ je u ovo prestižno društvo prvi put ušao 2014. godine i trenutno je stabilan prvoligaš. Prije toga, klub se takmičio u ligi Republike Srpske, gdje je bio prvak, a ovo je treća godina zaredom kako klub uspješno nastupa u društvu najboljih bh. klubova.

Polovinom jula, uz prijateljsku podršku kompanije m:tel, uspješna **planinarska ekipa** sastavljena od planinara iz Banjaluke, Prijedora, Gradiške i Požarevca popela se na najviši vrh Evrope - Elbrus visok 5.642 metra.



On the occasion of the International Day of Persons with Disabilities which is celebrated on December 3, the Volleyball Club of Disabled "Banja Luka" organized the **XV International Sitting Volleyball Tournament "BANJA LUKA OPEN"**. The m:tel company supported this tournament. It was held in the sport hall "Obilicevo" in Banja Luka and six teams from Bosnia and Herzegovina, Serbia, Slovenia, Croatia and Hungary participated.

Fitness Days were held in Banja Luka in 2016 through several different events. **Fitness Day entitled "Banjaluka is Training"** gathered hundreds of fitness enthusiasts, and visitors had the opportunity to compete in a variety of fitness disciplines, and the most successful ones got m:tel gifts. Project **"Be Healthy with Fitness"** was this year also held in the Mladen Stojanovic Park, and lasted 45 days. **"Fitness Summer"** was an event that lasted a month, and its aim was to popularize fitness as a sport and a healthy lifestyle, and provide an opportunity for amateurs to combine fitness and nature in an organized form, with the support of professionals. Project "Be Healthy with Fitness" was created as a need to popularize fitness as a sport and a healthy lifestyle, and to provide people with an opportunity to combine fitness and nature in an organized form with the support of professionals.

On the occasion of the humanitarian show which was held in the sport hall "Obilicevo" in Banja Luka in December, kick-boxers from Serbia, Montenegro, Slovenia, Germany, Sweden, and Bosnia and Herzegovina gathered, in order to demonstrate its sport and humane spirit. The Kick-Boxing Club "Sveti Georgije" (St. George) from Banja Luka organized a **Spartan Fight Night**, in order to help the Union of Women Suffering from Breast Cancer, "Iskra" (Spark). A

kick-boxer from Banja Luka, Drazenko Ninic, supported this humane mission. This blend of sport and humanitarian event was recognized by the m:tel company, which traditionally supports sport, but it has already proven to be a friend of humane activities that have character, as part of its mission in the corporate social responsibility.

**The Eighth Crvena Zvezda International Football Camp "Jahorina 2016"** is a seven-day football school led by the trainers of the Crvena Zvezda Youth School and supported by the m:tel company. This camp gathered 63 young football players, aged nine to 17, who had an opportunity to test their knowledge and skills and potentially play in the first team of Belgrade Crvena Zvezda ("Red Star"). Accompanying events in the camp organization were a presentation of the album "The Sky has Opened - History of Crvena Zvezda in Thumbnails 1945 - 2016" and promotion of Jahorina tourism potential.

The m:tel company supports the work of **Volleyball Club "Borac"** which competes in the Premier League of Bosnia and Herzegovina, being also the highest ranking of such competition. The Volleyball Club "Borac" entered into this prestigious companionship for the first time in 2014 and currently is a stable first-league club. Previously, the club competed in the league of the Republic of Srpska, being its champion, and this is the third year in a row that the team successfully plays along with the best BH clubs.

In mid-July, with the friendly support of m:tel, a successful **mountaineering team** consisted of mountain climbers from Banja Luka, Prijedor, Gradiska and Požarevac climbed the highest peak of Europe - 5,642 meters high Elbrus.



# 06



## Ekologija

U skladu sa praksom odgovornog odnosa prema okruženju, kompanija m:tel poseban akcenat stavlja na poštovanje zakona, ali i specifičnih aktivnosti iz domena zaštite životne sredine i ljudi.

Kao i svake godine, i u 2016. godini na planu zaštite životne sredine i ljudi najviše pažnje posvećivano je radu baznih stanica i elektromagnetnom zračenju koje sa njih emituje antenski sistem. S tim ciljem, u 2016. godini m:tel je saradivao sa svim republičkim i državnim organima zaduženim za praćenje i izvršavanje obaveza na planu zaštite životne sredine i ljudi.

U toku 2016. godine izrađeno je 138 izveštaja sistematskog ispitivanja nivoa nejonizujućeg zračenja električnog polja sa baznih stanica mobilne telefonije i 320 mjerenja nivoa elektromagnetnog zračenja na lokacijama baznih stanica širom Bosne i Hercegovine.

Kao i prethodnih godina, tako i 2016. godine m:tel je u skladu sa ugovorom o prenosu obaveza upravljanja i zbrinjavanja otpadnom električnom i elektronskom opremom redovno izvršavao svoje obaveze prema firmi ZEOS eko-sistem, koja je operater sistema ovlašten od strane Fonda za zaštitu okoliša FBiH. Obaveze ovlaštenog operatera sistema je da otpad od električnih i elektronskih proizvoda koji se plasira na tržište Federacije BiH putem m:tel prodajnih mjesta ili na drugi način, prikuplja i reciklira. Na ovaj način direktno se pozitivno utiče na zaštitu životne sredine na području FBiH.

S ciljem zaštite životne sredine u 2016. godini m:tel je kontinuirano sprovodio internu i eksternu kampanju za uštedu papira, odnosno korišćenje elektronskih računa umjesto papirnih. Kampanjom za uslugu „Račun na mail“, m:tel je pokrenuo kako bi i na ovaj način ukazao na potrebu veće brige o prirodi i smanjenju potrošnje papira.

Takođe, nastavljene su i aktivnosti koje se tiču pravilnog odlaganja zastarjele i pokvarene elektronske opreme, te starih telefona. Pored redovnih aktivnosti na odlaganju opreme, m:tel je u prošloj godini pokrenuo i kampanju „Čista ladica, čista priroda“, kojom je korisnike pozvao da svoje stare telefone recikliraju, te im za njihov prijateljski gest prema prirodi daruje potpuno novi telefon.

Na svim objektima kompanije m:tel gdje postoje kotlovska postrojenja mjerena je količina čađi koja se putem dimnjaka izbacuje u vazduh, kao i mjerenje buke koju proizvode sistemi klime na pojedinim objektima kompanije.

## Ecology

In accordance with the practice of a responsible attitude towards the environment, the m:tel company puts special emphasis on adherence to the law, as well as specific activities in the field of environment and people protection.

In regard with the environment and people protection in 2016, 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 2016 m:tel has cooperated with all Republic and state bodies in charge for monitoring and enforcement of obligations in the field of environment and people protection.

During 2016, there were 138 reports made on systematic testing of electric field non-ionizing radiation level on the mobile telephony base stations, and 320 measurements of electromagnetic radiation level were conducted at base stations throughout Bosnia and Herzegovina.

Pursuant to the Contract on assignment of the obligation of waste electric and electronic equipment management and disposal, during 2016, as in previous years, m:tel has been continuously performing its obligations toward the company "ZEOS eko-sistem", the system operator authorized by the Fund for Environment Protection of BH Federation. Obligations of the authorized system operator encompass collecting and recycling the waste electric and electronic products which was placed on the market of the BH Federation through our retail or otherwise. Thus, the direct positive effect is made on the environment protection in the territory of BH Federation.

In order to protect the environment, in 2016 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. m:tel launched the campaign for the service "A Bill in the Inbox" pointing

thus to the need for greater care of nature and reducing the paper consumption.

Activities regarding the proper disposal of obsolete and defective electronic equipment as well as old phones were also continued. Last year, in addition to the regular activities of the equipment disposal, m:tel launched the campaign "Clean Drawer, Clean Nature", which appealed on customers to recycle their old phones, and m:tel gave a brand new phone in return for their friendly gesture towards nature.

The amount of soot ejected through the chimney into the air was measured on all m:tel facilities where boiler rooms were located, as well as measuring of the noise produced by the cooling systems on some company facilities.



# 07



## Zaposleni

Kompanija m:tel konstantno brine i o unapređenju radnih uslova za zaposlene, što je jedan od bitnih segmenata društveno odgovornog poslovanja, u internom smislu.

Godina 2016. u m:tel-u protekla je u organizovanju niza aktivnosti u cilju efikasnije saradnje zaposlenih i bolje interne komunikaciju. Najznačajnija aktivnost u vezi sa ovako definisanim ciljem je pokretanje promjene organizacione kulture i promocije usvojenih korporativnih vrijednosti kompanije. Putem niza team building aktivnosti menadžmenta i zaposlenih kompanije, naznačena je važnost izvrsnosti u internoj saradnji.

Podrška razvoju zaposlenih, kao i unapređenje zadovoljstva i motivacije nastavljeno je u 2016. godini kroz edukaciju i stručna usavršavanja zaposlenih.

Posebna pažnja posvećena je internim obukama koje kroz razmjenu i prenos znanja ostvaruju izuzetno značajnu poveznicu kojom se zaposleni dodatno integrišu i unapređuju efikasnost sistema u cjelini.

Osim redovnog ulaganja u zaštitu zdravlja zaposlenih putem godišnjih sistematskih pregleda, na snazi su brojni programi unapređenja materijalne i socijalne zaštite svakog zaposlenog.

Putem Aktiva dobrovoljnih davalaca krvi, zaposleni promovišu humanost na ličnom primjeru, što kompanija m:tel podržava i nastoji da pomogne dugi niz godina.

## Employees

**The m:tel company has been constantly concerned about improving working conditions for employees, one of the important segments of corporate social responsibility, in the internal sense.**

The m:tel spent the year 2016 in organizing a series of activities aimed at efficient cooperation between employees and better internal communication. The most important activity in connection with such defined objective was launching the change of organizational culture and promotion of the adopted corporate values. The importance of excellence in internal cooperation was emphasized through a series of team building activities for management and employees.

Supporting development of employees as well as improving satisfaction and motivation has been continued in 2016 through employees' education and professional trainings. Special attention was paid to internal trainings which, through

knowledge transfer and exchange, made a very significant connection for employees' further integration and improvement of the system efficiency as a whole.

Numerous programs for improvement of the material and social protection of each employee are carried out in addition to the regular investment in the employees' health through annual medical check-ups.

Moreover, employees promote humanity as a role model through a Voluntary Blood Donors' Active, which has been supported and helped by the m:tel company for years.



