EMPOWERMENT OF WOMEN ENTREPRENEURS IN RURAL AREAS IN BiH

with an emphasis on preserving the environment and health through the principles of sustainability and the circular economy in accordance with the EU Green Agreement 2050.

Green Council with the support of the TuWas Foundation
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1. INTRODUCTION

The requirements of women across the Western Balkans are diverse, and the activities and responsibilities for addressing these needs must be accompanied by adequate resources. Women, especially those in rural areas, are in dire need for help that would make their lives easier and better. Adjusting budgets to gender-based needs gives women the tools to express their needs, influence the local budgeting process, and hold their governments accountable for actions that can improve their lives.

Bosnia and Herzegovina urgently need to create special “support systems” to address gender inequalities, especially in the agricultural sector, where women’s participation is often low, as women are expected to be housewives and rarely own land, while men are sole breadwinners. The share of women in the rural labour force could be higher among lower-income women. The reasons for this may be fewer opportunities to work in agriculture due to the loss of land, reduction of assets and mechanization of agriculture. The current situation in BiH is that women are underrepresented in economic and social policy decisions, and women’s employment rates are very low.

The priority recommendation for climate change mitigation in the BiH region is to ensure human health, safety and quality of life. The links between the economy and the environment are multiple: the environment provides the economy with resources and acts as a “filter” for harmful emissions and waste. On one hand natural resources are key inputs for production in many sectors, while on the other hand production and consumption also lead to pollution and other pressures on the environment.

Lack of access to bank loans, poor health care, an average level of education that satisfies only the middle level of employment (there has been a reduction in labour force participation by more than 30 percent in this category), climate change and economic crises have further jeopardized strengthening of women’s capacity.
2. ABOUT THE PROJECT

The challenges related to well-being and empowerment of women in rural parts of BiH are great. However, if we follow the development trends, the possibilities are numerous. An increasing number of women are becoming entrepreneurs and opening small businesses. Development in this sector can significantly help rural women, as well as their active role towards policy makers and other stakeholders, to ensure that women themselves strengthen the role of rural women, as well as the independence and empowerment of women in rural communities.

Women’s entrepreneurship plays a significant role in the development of the national economy. However, although they represent half of the population, women are still not equally present at a higher level of government, neither in BiH nor globally. The results of the Global Monitoring of Entrepreneurship showed that women entrepreneurs are not adequately empowered and supported mainly due to cultural and social attitudes and access to resources and opportunities. There is a need to involve them, especially in remote and rural areas, in line with the training, support and encouragement of women entrepreneurs.

2.1. Activities carried out throughout the project:

**MAPPING** – Improve understanding of the current state of women’s economic and social participation, the project team mapped existing activities and defined three sectors of significant interest. The data collected influenced the design of the trainings and identified topics for mentoring and further networking.

**TRAININGS** - 6 tailor-made trainings were held with the participation of over 70 women from rural areas, with a focus on the following topics: climate change, environmental protection, circular economy, health, nutrition, organic food, sustainable production, entrepreneurship, business planning, value chains, branding, design and networking.

**MENTORING** - As a tool for strengthening women’s entrepreneurship in BiH, mentor support is a good solution. Through the project, we identified important topics and mentors who were able to give specific advice and support in constant contact with the participants. Tailor-made mentoring enabled the presentation of good practices, provided answers to all legal questions regarding registration and incentives, provided the exchange of information on the importance of good planning. Also, participants had the opportunity to exchange information on the importance of design, branding, market demands, the new demands of the green circular economy and the necessary
networking. Mentoring topics followed the topics of climate change training, environmental protection, circular economy, health, nutrition, organic food, sustainable production, entrepreneurship, business planning, value chains, branding, design and networking.

**NETWORKING** - achieved the goal of empowering women both individually and through associations, helped to remove imposed barriers. By sharing experiences and networking, women discussed gender modesty (characteristic of rural women), a tendency to underestimate their value and strength, and a reluctance to use their relationships as a means to career advancement. Concrete support is provided through the existing BIZBOOK network.

**ADVOCACY** - has improved understanding of the current state of economic and social participation women through well-designed guidelines to support the future platform in BiH and the region, as well as bottom-up advocacy policies to promote a change in societal attitudes that will contribute to capacity building and encourage women entrepreneurs in BiH and the region. The closing conference was designed as an important step in the communication of women attendees with women in politics.

Our partners in the project are: REDAH, Association Apel Sanski Most, CISP BiH, Association “Woman-Woman” Kladanj and JP Karaula Kladanj.

**Women’s entrepreneurship plays a significant role in the development of the national economy. However, although they represent half of the population, women are still not equally present at a higher level of government, neither in BiH nor globally.**
3. GREEN POLICIES, CIRCULAR ECONOMY AND RURAL DEVELOPMENT IN THE SERVICE OF WOMEN’S ENTREPRENEURSHIP

The EU Green Agreement is an ambitious plan for EU countries to actively work on a transition over a period of 30 years (until 2050) that would ensure complete decarbonisation, fossil fuel emissions, and comprehensive implementation of the postulates of the circular economy with a focus on planet Earth health. Speaking of our country, the European Commission (EC) has published a working document “Guide to the implementation of the EU Green Agenda for the Western Balkans”, which describes in more detail the actions related to the Green Agenda for the Western Balkans. This document contains a communication, economic and investment plan for the Western Balkans adopted by the European Commission on 6 October, 2020. All countries of the Western Balkans are on November 10, 2020, in the city of Sofia signed this document and committed themselves to fulfilling the defined measures.

The guide presents and describes in detail the five pillars of the Green Agenda:

- Climate change, including decarbonisation, energy and mobility,
- Circular economy, especially dealing with waste, recycling, sustainable production and sustainable use of resources,
- Biodiversity, with the aim of protecting and restoring the natural wealth of the region,
- Combating air, water and soil pollution,
- Sustainable food systems and rural areas.

The strategic goal is to achieve climate neutrality by 2050. That requires comprehensive changes in the way we live today, which is why the Commission is proposing to reduce greenhouse gas emissions by 55% by 2030 and 100% by 2050. This very ambitious plan for the next 10 and 30 years, respectively, will provide a balanced European path to achieving an even more ambitious but very precise goal of climate neutrality by 2050.

Half of total greenhouse gas emissions come from extraction and processing of resources. It is not possible to achieve the goal of climate neutrality without the implementation of a circular economy. The circular economy model where values and resources are maintained in the economy for as long as possible minimizes the waste generation, reduces pressures on natural resources, while encouraging sustainable growth and job creation, which is a crucial model that will contribute the decarbonizing of the economy. In order to achieve circularity, measures need to be taken to address the entire
product life cycle, its design and production, its consumption, repair, reuse, recycling and return of resources to the economy. Preventing generating waste is key, but once waste is generated, it needs to be turned into high-quality resources.

The “field to table” strategy is at the centre of the European Green Plan. It comprehensively responds to the challenges of sustainable food systems and confirms inseparable interconnectedness between healthy people, healthy societies and a healthy planet.

The COVID-19 disease pandemic highlighted the importance of a strong and resilient food system that can function in all circumstances and provide citizens with access to a secure food supply at affordable prices. It alerted us as well to the interconnectedness of health, ecosystems, the supply chain, consumption patterns and planetary constraints.

Preventing generating waste is key, but once waste is generated, it needs to be turned into high-quality resources.

The EU Green Agreement is an opportunity for all of us, and through our project “Empowering Women in Rural Areas” we have even more direct work with women entrepreneurs, where we realized how many local communities in rural areas have the opportunity, need and obligation to be part of the green transition.

Sustainability is an old philosophy lived by our ancestors. They carefully selected materials and resources from their environment, recycled, repaired and reused everything they could, did not waste and carefully chose non-toxic ways of preserving food. When we read
the Green Agreement, we can recognize a lot from the lifestyle of our ancestors who did not have special names for their lifestyle, which was sustainable and in harmony with nature. They were aware that nature provides a lot, but also that it is not eternal and that it should be known and preserved. Women in rural areas have a memory that is precisely tied to tradition and sustainability. They respect nature and our team did not need much effort to work with them to get results that showed that their entrepreneurial activities will be in line with the requirements of the circular economy.

**In practice, this means that you need to check your ideas for entrepreneurship in accordance with the following parameters:**

1. First of all, it is important that your product or service makes the most of local resources,
2. To completely eliminate the use of toxic materials and pesticides,
3. The energy you use comes from natural renewable sources,
4. To minimize the distance from the source of materials and production and reduce transportation costs,
5. That your packaging complies with the requirements of recycling or reuse,
6. That your packaging is made of natural, biodegradable and non-toxic materials,
7. To identify others in your environment who may be part of a production or sales chain who have similar interests or may be partners,
8. To maximally strive for optimization, energy saving and self-sustainability in your business,
9. That your activity has a minimal impact on environmental pollution or harmful effects on health,
10. That your business respects the philosophy of circular economy and product life cycle,
11. The health of Planet Earth and its inhabitant should be your number one priority in everything you do and in accordance with it.

All of the above will help you to have socially responsible entrepreneurship in accordance with the latest requirements of green policies, to minimize the negative impact on the environment and to support decarbonisation and reduce pollution. In addition, you will have a different brand and be recognizable in the market, you will support the development of the local economy and waste disposal at the local level. Most importantly, you will be part of a network of employers that is responsible for future generations and nature. Women can and should be drivers of change in Bosnia and Herzegovina.

**Written by: Dr. Sanela Klarić**
4. Heath

Health development is not only desirable, but is also the most important priority of most societies. However, our health systems face difficult and complex challenges, in part coming from new challenges, such as an aging population, the growing prevalence of chronic diseases, and the intensive use of expensive but vital health technologies.

Organic agriculture is a multifunctional model that, among other things, contributes to the achievement of economic, social and environmental health goals. In BiH, organic agriculture is recognized as a very promising tool for development. As a hilly and mountainous country with a largely unpolluted environment, available labour, small mixed farms, Bosnia and Herzegovina is considered very suitable for the development of organic food production and can be part of the overall effort for rapid and sustainable development. The quality of food has been questionable for a long time because conventional producers want to increase the amount of production by intensive processing, application of mineral fertilizers, chemical control of weeds and pests. Organic production, on the other hand, prohibits the use of pesticides and the genetic manipulation of cultivated plants. New world trends in agriculture are followed by Bosnia and Herzegovina, which with 1.5 million hectares of arable land can become a significant exporter of organic food. Of that, 70% falls on the hilly-mountainous area. In this area, with clean watercourses and unpolluted air, the land is mostly uncontaminated, which is a great advantage for establishing sustainable organic agricultural production.

There are 47 organic producers registered in BiH, of which 37 have a certificate for exporting products to the EU market. Agricultural producers in Bosnia and Herzegovina have recognized the potential of organic food production, so it is constantly growing, and exports to European markets are growing, where much more developed awareness of healthy food consumption and purchasing power of the population is much higher.

It is important to work on improving agricultural production, connecting producers and distributors, advisors and all those interested in the development of organic production and related activities. In addition, membership and cooperation with similar associations in the country and abroad, cooperation with consumer organizations in order to promote organic agriculture, as well as preparation and implementation of projects related to organic agriculture, i.e., representing interests in institutions that decide on agricultural policy at BiH, entities, cantons and municipalities.
In addition to natural resources suitable for the development of organic agriculture, the fact is that the economic sustainability of organic production depends on the development of the market for organic products. The market for organic products in BiH is poorly developed, primarily due to insufficiently developed awareness of the advantages of the organic production system, but we should not ignore the low-income power of most consumers. On the other hand, market development should focus on products with greater market potential such as fruits, vegetables, dairy products, then value-added products and “traditional products”. Traditional products represent an important potential for the organic products market as their production can be more easily adapted to organic production standards.

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Today, there are a large number of private and national organic standards developed in different countries and there is no one directly applicable globally. Large countries and major importers of organic products have legally regulated the market for organic products so that the products in order to be exported must be certified in accordance with the current regulations in the target market. Therefore, it is important that the manufacturer knows the regulations of the country which they have plans to export to.
Agricultural production must, of course, be developed in such a way that life quality will be imperative in the future as well. Organic production is an agricultural practice that is, above all, environmentally friendly. The importance of respecting the natural balance through the link between agriculture and the environment was emphasized. Organic agriculture is a kind of response to the negative consequences of excessive and uncontrolled use of chemicals in agriculture and genetically modified organisms on the environment and human health. It is believed that practicing organic farming can provide climate change mitigation through soil carbon sequestration. Also, organic agriculture plays an important role in combating ecosystem degradation, conserving biodiversity, contributing to sustainable development and caring for animal and plant welfare. Thus, through the application of organic farming practices, the negative impact on the environment is reduced, and thus it also affects global climate change, which is becoming an increasing problem and the preservation of health.

Organic food, which does not use pesticides, is usually much more expensive than conventional food. However, the quality of vegetables grown in this way is much better, because only organic stimulants and means are used for its production. In addition to excluding the use of artificial means, organic agriculture relies on a number of practices and principles aimed at reducing the negative impact on the environment with the most natural functioning of the agricultural system. The aim is to establish a sustainable system through the responsible use of natural resources, the promotion of biological diversity and the maintenance and improvement of the health of land, water, plants and animals. This is the goal of all of us and especially women entrepreneurs in rural areas.

Written by: Amela Ivković O Reilly
5. OPENING TRADES AND CONSEQUENCES

Previous steps

As a future entrepreneur, it is advisable to take the appropriate preliminary steps before deciding whether to choose a craft or a company (legal entity) as a form of future business. Of course, your decision will depend on the circumstances under which you operate, your needs and capabilities, so it is necessary to consider in detail as many parameters as possible before making a final decision in which direction you will develop further. These parameters can include: resources, capacity, customer volume, sales opportunities, revenue, expenditure, but also any other that you think may be affecting your business. As part of the decision-making process, it is advisable to seek advice on what are the legal prerequisites for business registration for crafts and/or companies, which can give you the competent municipal service, accountant, competent chambers, court, competent registers, lawyers.

Conditions for opening a business

In a trade that is performed as the main occupation, the owner is also an employee and performs his activity full-time. The owner can hire other people as needed. Crafts as a supplementary occupation can be performed exclusively by independent work, for a maximum of 20 hours per week. In order to register a trade as a supplementary occupation, it is necessary that the owner is already employed or retired. Crafts as an additional occupation are performed exclusively through an employee who must be employed by the owner of the additional trade. The trade can also be performed as a seasonal trade for a maximum of six months within one calendar year, during which time the craftsman establishes the status of an insured person. Seasonal trades are entered in the register. Crafts are also considered to be the performance of domestic handicrafts, i.e., the activity of making and finishing items in which handicrafts and household services predominate. This trade is performed independently or with the help of members of the joint household. Two or more natural persons may perform a trade together if they meet the general legal requirements, and that at least one person also meets the special requirements. Mutual relations and responsibilities of these people are regulated by a written contract which regulates obligatory relations. Joint performance of trades ceases when the number of founders is reduced to one and in that case, re-registration can be performed in independent performance of trades.

Craft registration procedure

The most common recommendation for performing various activities that fall under domestic activities is the registration of trades, which is an independent and permanent perfor-
mance of permitted and registered economic and other activities in the main, additional or additional occupation for the purpose of achieving profit from production, trade or services. The procedure of opening a craft is initiated by a written request to the municipal body responsible for the field of crafts, in whose territory the seat of the craft will be. All the necessary forms for registration of trades are available in the municipal authority and are free of charge. The seat of the trade is the place (address) where the workshop or business premises are located. In case of relocation, the seat of the craft may be changed by reporting the change to the municipal body responsible for the field of crafts.

The application for registration entails the payment of certain fees, about which you can get information from the competent municipal service. After issuing a permit to perform a trade, you need to make stamp, obtain a certificate of classification according to the classification of activities of the competent statistical office, a certificate of tax registration, and open a transaction account in the bank.

In Republika Srpska, you can register as a self-employed person with the competent municipal service. Once you have received a decision on the registration of entrepreneurs, there are also a number of steps that need to be taken, related to making a stamp, and apply as a taxpayer and / or taxpayer in the tax administration, and open a bank account. The last step in the business registration process is fiscalisation (Fiscalisation refers to fiscal law, which aims to prevent retailer fraud).

Specifically, fiscalisation begins immediately after the owner registers with the tax administration. Taxable persons are all trades except: independent agricultural producer in case he sells his own agricultural products on market stalls and family farms, traditional guild trades, taxi activity performed by a registered natural person with his own vehicle, craftsmen who pay income tax as a lump sum, and sole traders.

Advantages of trades in relation to legal entities

The advantage of a trade in relation to legal entities is in lower costs and a simpler registration procedure than the one required for the establishment of a legal entity. The process of registering a trade takes less time and as a future craftswoman you can do it yourself, while the registration of a legal entity takes a little longer and often includes the services of a lawyer or notary. A significant advantage of trades are certainly less complex business
books, which are kept on the principle of simple bookkeeping, which means that you can keep them independently, and if you use the services of an accountant, these services are cheaper than keeping books of legal entities. A very important advantage also applies to the method of paying taxes, and especially value added tax (VAT). Namely, the largest number of craftsmen pay income tax, whereby only those receipts that are actually collected from customers are taxed, and equally only those amounts that are paid to suppliers are recognized as expenses.

**Consequences of opening a business**

As a craftswoman, you are responsible with personal property, i.e., the craft is legally tied to your name. The trade entails regular financial expenses that are significantly lower than the liabilities to which legal entities/companies are subject. A flat-rate income tax is paid each month. After the opening of the business, there are obligations to pay contributions in certain percentages on the basis determined by the government. If you have employees, there are also obligations towards employees, starting from the conclusion of the employment contract to the payment of salaries and contributions. As a craftsman, you are not in the VAT system, which does not mean that you cannot become one, if you judge that it is better for you because of the tax refund that is then passed on to the end customer. You automatically enter the VAT system if you have an annual turnover of more than 50,000 KM. It is advisable to regulate your business with appropriate contracts, especially with suppliers. In this regard, you may need appropriate professional help that should not be avoided but should be seen as preventing the unintended consequences of timely failures.

Written by: Elma Veledar Arifagić
Do you have a great idea, have a great product and would like to sell it?

It is not enough to have an ingenious product. To bring it to market, you need to form it, design it and package it so that its “clothing” matches its character, is recognizable, attractive and easy to remember, so that your customer can easily recognize the product they are trying for the first time. All this will enable your graphic design, whether it is a book, a play, a beer, coffee, chocolate, a company, a bank or a party. Graphic design is an important tool that gives your product a face and identity, which makes visual communication with others meaningful, meaningful, concise and adequate. It helps to make your appearance recognizable in public, to have a personality and a clear visual identity that clients will easily recognize and remember, which will make it socially desirable. Good design is not only one that attracts customers, it respects environmental standards, does not make unnecessary costs, allows adequate storage using appropriate materials, does not make excess waste, considers cultural heritage, local characteristics, allowing the product to express itself in its best light.

The appearance of the product and originality is just as important as its quality. Including promotional materials and the visual identity of the company. If the product does not intrigue with its appearance and if it does not attract anyone, even if it is the best in the world, no one will buy it. That's why graphic design is there to give your ideas a look and shape. And that's why you shouldn't skimp on the design because a good design will set your product apart from others. A well-designed product or company logo speaks of professionalism, the existence of a plan, the visual “literacy” and credibility of the owner, the commitment and attention to detail, that it is a quality that considers all aspects of the business. What the customer sees first, the customer remembers the product (in addition to quality and social desirability). Presentation is the key to market success.

written by: milomirka mila malanek
BRANDING AND PROMOTION

What is branding and how can it help you conquer the market?

Do you have an idea, a product, a service, a craft? Are you starting a business? Whether it is a large investment and a company that will have a hundred employees from the very beginning or a small business with one employee, branding is an extremely important item. The word “brand” is certainly one of those terms that you constantly hear, but most are not sure what the word actually means and represents. Namely, the brand is the way users, clients, customers perceive companies, organizations or individuals. Simply put, a brand is what your customer thinks, feels when they hear your name (company name, product, service).

What is branding?

Branding is a marketing practice via which a company creates a name, symbol or design that is easily recognizable and typical only for that company, product, service. This process helps your company, product, service to identify and differentiate itself from others that already exist. Branding is extremely important because, not only does it leave an unforgettable impression on consumers, but it also allows your clients, customers, consumers to know what to expect.

The challenge

Already have an idea, product, craft or registered company and are you going into a “competition” with a million others, who think the same or similar? Why are you so special? When you answer this question, you will be well on your way. This is where branding comes into play. Make that particularity stand out, make people hear about you, about your product, craft, service, business. What makes it different, what makes it stand out, what makes it special and why it should be chosen by a potential buyer or user. To get started, you need to start with a strategy that includes the product/service, the target group of the market, the way of placement, promotion and advertising.

Example:

Small craft, cafe - confectionery “Talks & Giggles”. How did a 30-square-meter restaurant, in an unenviable location in the capital of BiH, come to the famous Vogue and Independent?! Precisely with the story, uniqueness and prominence in the sea
of similar ones. The ambience and arrangement of the space was created, which is unique and different, modern and attractive for photography, the so-called “Instagram place”. The main product / treat of this cafe are American pancakes, but not any, different from the ones seen so far. The market in Sarajevo primarily did not have this delicacy in many bars, and few, if they had them, served them classic, American, a little maple syrup and butter. Talks & Giggles is the first to introduce innovation in flavours, but also in serving. Nutella in combination with fruit is a great combination to eat, but also a great scene set up for taking pictures. Today we live in a time where food should not only be delicious but also photogenic because in most cases it will end up on Instagram and other social networking. Your product must look good, be authentic, different from others, beautifully packaged, because the visual effect is a hugely important link in promotion and marketing.

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**Target group**

The target group is one of the key segments of the strategy. Who are you talking to? Who are your customers, clients, clients? For example; In Talks & Giggles, women mostly come to enjoy the menu, ambience and interior. Due to the Instagram setting and serving, teenage and urban, fashion girls and women are coming. Do research, who would need your products, services, interesting. By analysing and answering these questions, you will reach your target audience that you are addressing.

**Visual identity**

Visual identity includes name, logo, slogan, website as well as marketing propaganda.
Promotion

Depending on the identified target audience you are addressing, you choose the media you will use for the promotion. E.g. If it's women and men who are 40+, you definitely choose Facebook and traditional media. If it's younger women and men under 40, you choose Instagram and the most popular web portals and magazines, and if it's teen and younger audiences, you choose TikTok.

According to all research, digital communication media have taken precedence in advertising, so they are an ideal choice for all types of campaigns and advertising.

Let us return to the above example of Talks & Giggles. Thanks to Instagram as the chosen form of promotion, products and services have reached the right addresses, to their target group and thus attracted them to come and try the offer. So, we came to the achieved goal and a successful project.

In this example we see that if the market is researched, the appropriate target group is selected and the promotion is done on the right medium, branding has succeeded. Everyone knows about your product, service, craft, company, you have built a “name”, you have built a brand.

Written by: Fatima Pajo
BUSINESS NETWORKING – AN EFFECTIVE WAY OF POSITIONING IN THE MARKET

Business networking involves making connections not only with potential customers or business partners, but also with other individuals who might refer customers to you or mention your name in some positive way to people they know. However, networking can be daunting for business owners and small businesses as it requires time, energy and a certain amount of extroversion, especially when it comes to a personal encounter. If you overcome your initial fears, you will build a collegial network of people who will help you make business decisions, enable you to meet new trends in your business, promote your business and thus help you expand your reach in the market.

How important is networking for businesses and small businesses? If you ask the owner of a micro company that has been on the market for a couple of years, how it reaches most of its customers, she will probably point out some form of word-of-mouth marketing - recommendations. When Bizbook.ba conducted a survey of its users on this topic a few years ago, most respondents stated that the marketing methods they used to increase sales were active networking (68.8%) and recommendations (54.3%).

Clearly, if you don’t take the time to meet and interact with others in your area, you’ll probably miss valuable opportunities to find new partnerships, referrals, and even clients.

Of course, business networking is not just about building relationships. Meetings and interactions with other entrepreneurs from various industries also allow you to continue your education. While you may not have time to attend a seminar or certification course, going for coffee with a new person from the business world helps you keep up to date with new information and practices from your business.

Networking doesn’t have to be difficult. If you know what you want to achieve and know your business well, you can find a networking approach that suits you.

To make your networking effective, use these eleven guidelines to build relationships that will help you in business.

1. Define the goals you want to achieve through networking

Business owners and small businesses are sometimes disappointed with the results of networking because they unknowingly link networking and marketing. Networking can eventually lead to sales, but expecting some particular networking event to create a new business is the same as expecting a wedding at the end of a coffee meeting.
What are some realistic networking goals?

**Goal # 1: Your business needs to become visible to others**
Letting people know what you are doing and what you are doing is the first step in networking. You can let people know what you’re doing without being too promotional, and you can introduce yourself to potential customers without trying to sell. Your website, Facebook or Instagram profile, and Bizbook business presentation are enough to allow people to check out your business and learn more about your products. Here you must pay special attention to the presentation of your products and / or services, because it is one of the channels through which you will interest the other party to contact you to submit an offer or proposal for cooperation.

**Goal # 2: Learn more about your business and industry**
Networking with other business owners or companies is a great way to find out what works and what doesn’t, and what’s the next big thing in your niche or region, and what the needs of the market you’re working in now are. This should be a permanent part of your networking as it gives you clear “first hand” guidelines on how to position yourself in the market and ensure the growth of your company.

**Goal # 3: Build relationships**
This is a big goal. Whether you’re building relationships with potential and current customers, meeting suppliers, start-ups or those already in the marketplace, collaborating with business support associations, the real goal of networking is to build relationships with people who share some of the same professional interests and goals. others could help in success.
2. Find your networking style

Does meeting new people give you encouragement and energy? You are an ideal candidate for personal networking.
Do you feel exhausted after a big meeting or event? You will probably excel in group networking.
These are generalizations, of course, and you don’t have to stick to just one approach. However, if you have just started networking, the process is easier if you are comfortable. You can always “branch out” later as your skills and self-confidence grow.

Here are some of your options:

#Digital networking

Group networking capabilities may be the best thing about social media. Business groups on Facebook and LinkedIn give you access to people from your business, and local business groups on Facebook can help you stay up to date with events you would like to attend in person. In order to adequately present yourself to the target group of customers and business partners, your company’s profile must contain all relevant information.

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You can also create your own groups on these platforms or Viber to stay in touch with your colleagues and share ideas, information and contacts with each other. If you follow some established professionals from the business sphere on social networks, comments and answers can be a great place to connect with others in your area. Make sure your social profiles contain a link to your website for people who want to learn more about your business, products and / or services.

One of the domestic networking tools at the national level is the business platform Bizbook.ba, which allows you to present your business, products and services to the business community and the domestic market through your company’s profile, communicate directly with your network members, and have the option to create your own web shop. Bizbook offers a unique approach to the market, as companies register on this
business platform solely to find new business partners, suppliers and customers. You can also post a demand for some raw materials, a marketing agency or simply look for a business partner on your profile. The options that this platform offers you, builds your position in the market, and additionally allows you to follow what your competition is doing, all for the purpose of developing your business.

**Online applications for digital business networking:**

**BIZBOOK** – www.bizbook.ba  
**LINKEDIN** – www.linkedin.com  
**FACEBOOK** (poslovne grupe) – www.facebook.com

**#Local organizations and events**

Although almost any activity or event can serve as an opportunity to expand into the desired market, small business owners should be sure to attend local business events. For example, the Chamber of Commerce or Crafts of your city or canton, as well as the Development Agency, through its annual activities, organize gatherings of people from various industries through B2B meetings. Even if you are not ready for a face-to-face meeting, sign up for their newsletter to gain insight into how active they are and who is all involved in these events.

**# Follow those who help develop entrepreneurship**

Business networking is not just about creating trusting relationships and friendships with other business people. A key part of efficient networking and market expansion are relations with various governmental and non-governmental organizations that support entrepreneurship by connecting entrepreneurs through projects, trainings and fairs, helping them to reach new clients, business partners and actively work on the promotion of domestic company.

**Explore:**

Foundation 787 - Foundation 787 - https://fondacija787.ba/  
Nahla Centre for Education and Research - https://nahla.ba/  
The first BiH portal for enterprising women - www.poduzetna.ba  
Association of Business Women of BiH - https://upzbih.ba/  
Running a business and “conquering” the market in the right way requires commitment and a partial change of habits. Below I bring you a couple of tips whose application will surely bring you better results when doing business networking and
expanding to the market.

1. Be sociable in your free time

Just because you don’t have time doesn’t mean it’s time to stop networking. If you want to expand your reach, try to talk to people at a gathering or foreign language class. You can even establish business connections at your child's parent-teacher meeting and sporting events. After all, parents are usually looking for something they could talk about other than what’s going on the football field!

2. Know your value

It is not enough to provide your customers with a great product or service. If you can’t explain what you do, then you can’t hope to convey that information at networking events. Whether your goal is getting recommendations or simply coming to new contacts to send a collaboration offer to, you should take the time to define sentences that convey what you do, who you do it for, and why customers should choose you over the competition.

3. Find those who start a conversation easily

If you want to overcome the initial embarrassment and leave a good first impression, consider starting a conversation with a compliment. For example, you can tell a person sitting next to you at a meeting of the association you belong to that you like their shoes or dress. Also, asking questions gives contacts a chance to talk about themselves. Ask them how they got into the area or what they think about a recent event that has affected your business or industry (price increase, the challenge of finding adequate packaging, etc.)

4. Bring a friend

Sometimes it is easier to start a conversation with strangers if you have a familiar face next to you. If you have a friend or co-worker who also wants to expand their business network, consider going to professional events for two. Try to connect with other attendees, instead of sitting in a corner and talking all the time.

5. Overcome insecurities

If you are naturally shy, success in networking can be a challenge. Fortunately, there are some strategies for overcoming uncertainty and making connections. First, think
about how to start a conversation before a networking event, so you don't have to come up with ideas on the spot. Second, feel free to take a break if you are overloaded. Go to the toilet, take a walk or have a coffee. You can return to the room refreshed and ready to meet new people.

**OF COURSE, BEING SUCCESSFUL IN NETWORKING IS MORE THAN WHAT YOU DO. IT'S ALSO ABOUT WHAT NOT TO DO. HERE ARE SOME TACTICS YOU SHOULD AVOID IF YOU WANT TO STRENGTHEN BUSINESS RELATIONSHIPS.**

1. **Don't be negative**
   
   When looking for new business partners or clients, avoid talking negatively about the companies you have worked with. By no means do you want potential associates to think that you would say bad things about them if given the chance.

2. **Don't be selfish**
   
   Whether you are talking at an event at the Chamber of Commerce or going to an informative meeting, it is important to remember that networking is about giving and taking. If you're always a person looking for services, a business relationship is likely to last. If you go to business meetings exclusively to offer your services and / or products, without giving the other party the opportunity to offer you the same, it will very quickly be heard that you are not cooperative, which excludes you from the space of serious business cooperation.

3. **Don't be afraid to ask for what you want**
   
   We all need help in business development. If you want your networking results to be successful, you need to be bold enough to ask for help. Before you sign up for your next meeting or business event, make sure you clearly present to yourself what you are looking for. Then, when someone asks you how they can help you, tell him / her the truth.

   Business networking is an integral part of market positioning. Take the time to analyse which networking methods work best for you, and dedicate yourself to an adequate presentation of your company and meeting people who will provide you with business opportunities and growth.

   Written by: Erna Šošević
NAŠE PODUZETNICE

Nakon provedenih obuka, mentorstva i drugih vidova stalne komunikacije kroz projekat, a da bi se jasnije stekla slika i obezbedio dobar primjer iz prakse svim ostalim polaznicama, odabrali smo tri žene kojima smo dodatno pomogli oko dizajna i pripreme finalnog proizvoda za tržište. Odarane žene su morale ostvariti uslove da su već registrovane te da imaju drugačiji/innovativniji proizvod. U nastavku ćete upoznati tri sjajne žene, tri sjajne ideje, tri sjajna gotova proizvoda i potencijal. Također, na ovaj način drugim našim polaznicama ali i svim sjajnim ženama koje žive u ruralnim sredinama predstavljamo primjere kako dobra ideja u kombinaciji sa korištenjem lokalnih prirodnih resursa na održiv način, može da se ostvari kroz uspješno poduzetništvo.
I am one of the few lucky ones to whom God has given the perfect place to live where I can fulfil my childhood dreams. My childhood dream of having the scent of daffodils bottled came true in 2011. Crucial to its realization was my mother's weeping voice at a time when I was surrounded by my children, our goats and spring idyll, feeling happiness that was almost touchable. Mom’s weeping voice interrupted that idyll. Crying because her children are leaving home to work abroad to become financially stable. It was like a thunder in the head- I thought my kids will have to leave and everything around me has potential to be used as a product. This is how my search began, which was financially supported by my brother Milan. He bought small distillation boilers to see what and how we can create a product. Narcissus could not go into boilers but he could in enfleurag. The image I found of enfleurage on the Facebook network was a starting point and turned my life into the world of natural perfumery. Years of learning through courses and workshops followed, which brought me knowledge and even greater motivation. Meeting wonderful people who are willing to help had further empowered me. The result of all activities is starting a family business in nature. Launch of the DaBio picnic area. Places to relax, education about herbs, traditional food, enjoying nature and a place where my family finds a livelihood.

My childhood dream was to be able to smell daffodils all year long. While I was a child, I used to play creating a perfume shop. It was a shop where bouquets of flowers and aromatic herbs of different compositions had the status of a perfume and their own name. It was a secret I kept while looking after my little herd of goats. If I tried to tell anyone they would immediately consider me crazy. The dream came true in 2011. I managed
to catch the scent of daffodils in the bottle. And then I was declared insane. To such an extent that my children at school were bullied by throwing daffodils at them. The kids begged me to give up. A picture on Facebook where a daffodil in an enfleurage (Enfleurage definition is - a process of extracting perfumes by exposing absorbents to the exhalations of flowers) package opened the door to natural perfumery for me. As I received steam distillation boilers from my brother for the purpose of researching our plants, we found a way to use them and thus enable young people to stay. For years, I have dedicated myself to learning and a new goal was not to tell anything to anybody bout my new dream. The greatest joy and encouragement are the people I have met and from whom I am learning. This project was very important for me to understand for the first time the importance of teamwork. Through this project I am much closer to the goal of showing the value of our plants to the whole world. To create something what everyone said was impossible into possible. Through this project I learned to believe in myself. One big thank you to all coaches and mentors. They helped me to understand that it is worth loving what we do and that even the rural area is not a space forgotten and a huge reason not to fail in achieving our goals.

With the support of the project, a product of natural perfume created from a combination of essential oils extracted from local plants in Bosnia and Herzegovina was selected. The perfume is of unique origin. It contains the base from each distillation throughout the year. As distillations were made, the following perfumes were formed: sage, lavender, immortelle, sweet wormwood, Douglas fir, pine, fir, fennel, mint, wild carrot, bitter wormwood, laurel, yarrow, chamomile, silica, lemon mint.
The floral part is the narcissus enfleurag, the top of the colloper hydrolyte.
The perfume is combined with a rare fixative: a tincture of goat hair.
I’m sure you’ll enjoy it!
Our unique perfume conveys the scent of Bosnia and Herzegovina. Changing our fragrant concept, we have the feeling that we are going from place to place, that is, with this perfume we travel through our whole Bosnia and Herzegovina.

Aleksandra Nina Knežević on co-operation with Nada Saric and on experience on the project:
I’ve been in graphic design for years, I’ve shaped various forms of visual identities, from logos, brochures, book covers, illustrations, monographs, packaging for products... and from this experience I realized that it is very important to meet the client one-on-one, see his products, feel the process of creation, recognize the energy behind everything he does... I think it’s the basis for the work that follows and the key to good design. Understanding the work, client’s wishes, misunderstandings, processes of work, these are all
very important elements so that I can transfer that energy to visual language, image. I must admit, it is very felt in the final design when the designer communicates with the client and feels the process of creation, the way of thinking, because it is the creative who ultimately closes the chain of creation of one product. The designer and his work are actually a perfect connection between the manufacturer and the customer. Therefore, the designer should keep in mind both sides, to feel the product as best as possible and through the appropriate visual language try to communicate with the customer. If both sides are satisfied and connected through visual identity, then we have a successful product! Many books I’ve been doing for years, (the cover of the book is also one form of recycling), I think the most successful are those where I could talk to the author, hear his desires, thoughts, expectations...
This does not mean that I wanted to honour the idea of the client, it is more a process of understanding and entering into some deeper understandings, which are more at a subtle level. Going to Nada Saric, to the beautiful Herzegovinian ancestors, to the fields of daffodils, was an inspiring, fairy-tale experience for me! That’s where I saw the Patchouli plant for the first time in my life! Imagine Patchouli in Herzegovina, why not! Found out that plant is from the mint family, which I love very much...
Lying in a field of daffodils and feel their simple but strong, smell... It was all very important to understand Nada’s story, and then I pass it on to visual language!
Timka Salihović

My motto is: love nature and she will selflessly reciprocate only the best!!!
In a family with an immobile father, we were forced to live only on what we produce. After many years, I became convinced that it was not an accident but a blessing. I loved nature so much that everyone asked me why you work so hard when you can buy everything? My answers have encouraged many to change and just turn to nature. I am proud of my products and in the eyes of others they are something special. My complete being has merged with nature and I enjoy life immensely. I love my jars, my stove, the saddle and everything I have to do about it. It may be hard to understand, but once clarified most fall in love.

LETS KEEP NATURE ALIVE AS THE MOST IMPORTANT ASSET WE OWN

This project primarily gave me back my self-confidence and faith in the future, then it gave me “life force”, the knowledge that there are people who care about building our better tomorrow together. Through this project, I revived my dreams and gained strength for the future with the belief that nothing is impossible! I feel satisfied and empowered!
With the support of the project, the quince cheese product was selected, which captivates with its appearance, taste and smell and reminds of pleasure and hedonism. Quince is characterized by its aroma and taste, sung in songs, synonymous with health, and in this new creation, it is show off in its rich taste and aroma.
Miomirka Mila Malank about the cooperation with Timka Salihović and about the experience on the project:

It was a great pleasure and honour for me to participate in this project by creating a logo for the Quince brand and packaging paper. The production of natural origin-based products with simple techniques with a lot of love and knowledge acquired over generations, was a real inspiration for the design. In the realization of the project, we had intention that quince products are wrapped in multilayer paper of a characteristic pattern whose graphics I drew from natural shapes and colours, simplified pieces of quince and quince leaves and other vegetal forms. This would allow for packaging of different weights, with colour variations for multiple product types.

The logo was created as a formally simplified combination of half of the original raw material and the final product that can be stored for a longer period. The colour is a combination of the original colour of quince and the final product of cooked quince. And finally, the declaration and logo should be applied to the changing strips.
Emina Horozović

I have decided to start making hand-made woollen socks because I am the third generation on my mother’s family side, which in the time after the Second World War began with the organized production of woollen socks, rugs, dry sheepskin, wooden spoons and dishes, and a number of other handicrafts from the areas of the municipality of Sanski Most. At that time, their distribution was organized in the area of Zagreb as a place for wholesale, and at the early start of the development process of tourism in the former Yugoslavia, distribution on the Adriatic coast during the tourist season.

With the disintegration of Yugoslavia, the situation changed completely, the Republics became states for themselves, and the knitting ladies found themselves displaced in different parts of the world due to the war. I was the owner of the business for less than 2 years until the beginning of the war.

I restarted with the activity in 2013 as a registered craftsman but the catastrophic floods that hit Sanski Most completely destroyed the stock of materials, adversely affecting my mental health, and I managed to keep the craft active until 2018. with shorter interruptions. For administrative reasons, I am shut down the trade in 2018 so that I can go through the process of disability assessment, and after the completion of this process, with the help of the Employment Bureau, as a 100% disabled person, I started the same trade again last year. Raw sheep wool is a major environmental problem because there is no organized purchase of the same as prior to the war. As a 100% disabled person in my job, I am not alone, I have 2 external associates who help
me. Our current capacity is 800 pieces of socks per year and increased production is possible with the engagement of a larger number of external associates. The new approach to this product in terms of branding gives a chance to the people who are on the margins of society to feel include and supplement their home budget. I believe in my success.

To me, going back to the old craft is everything in life. Socks and wool are something that warms people's body and soul. If, despite my disability, I manage to bring this job to the level that can provide the financial support to my family, I will be the happiest person in the world. And this is possible by finding a market abroad and selling socks all year round, not just during the winter. For me personally, everything I do is a renewal of my family's tradition, which dates back more than 50 years.

I am grateful to the project “Empowerment of Women in Rural Areas” for choosing our Association “Apel” as one of their project partners, and as for me it gave me much needed assistance in design and branding, and way to connect with the market. Now it's up to me to succeed.

With the support of the project, we selected knitted wool socks craft that reminds us of our tradition, but in the new design they also pay great tribute to the natural material of sheep wool that is special for its proven health care properties.
POSITIVE EXAMPLES OF WOMEN’S ENTREPRENEURSHIP IN BOSNIA AND HERZEGOVINA

in this section as an addition to our entrepreneurs who have grown into successful small-scale businesses with the support of our project and examples of new business ideas, we present some examples of successful women who have found their inspiration in natural resources and health. Their representation of success will further inspire and motivate future entrepreneurs in rural areas.

**Samra Hodžić – Wool-line**

After finishing my studies abroad, the moment came when I had to decide on which way to go next. I had the opportunity and great desire to continue studying abroad, while on the other hand, life in my homeland and a family business awaited me, in which I recognized huge potential. Sheep’s wool is an unused resource, neglected in BH and so valued in the EU and the rest of the world. I felt I could contribute, I was very bold and full of new ideas and ambitions, and I gradually started to realize the set goals.

I got the maximum support from my family. After several years of hard work and commitment, we see the results of the solid foundations we laid back then, one of which is a recently opened firm in Germany. Our motive is to first of all educate people from BH and the region about the many positive characteristics of wool, to show them how wool as a raw material, which is part of us and our tradition, can make many healthy and useful products for sleeping and building. In addition to business success, our goal is to create healthy habits and raise awareness of the benefits of the natural environment in the home.

Every day our story grows, but everything requires a lot of patience, faith, motivation and desire.
The story of the Ladybug was launched in 2015. Out of the need to do good to ourselves, to our families and the wider community. And so, the first pieces of cloth diapers were made from recycled, old clothes. With the desire and persistence to provide for our interested customers, who have been growing day by day, the best possible experience of using cotton products, various pieces of our range have multiplied and improved. Currently, our range consists of two product lines: Product line for women (different sizes of cloth pads, menstrual panties, insole bags, cosmetic pads, breastfeeding pads), and product line for babies and children (cloth diapers, waterproof diaper protection, nappy panties, bibs, waterproof pads for changing babies, diaper bags).

Our mission is to produce a textile range of above product line in which we replace disposable products and by doing so we protect Planet Earth and we are socially responsible at the same time. We put special emphasis on the production process itself, which should be harmonious and done with the love and satisfaction of those who are actively involved in the business. Since we are part of women's entrepreneurship, and that our team consists of women, we respect the multiple roles of women in society, and especially the role of woman in the family and her time dedicated to the family. So, even though we are talking about the textile industry, i.e., the production plant, we manage to have flexible or shorter working hours, terms of annual vacations according to individual needs, different vacations due to different family obligations, etc.

Each of our products, in addition to physical aesthetics and professionalism, is also characterized by fantastic functionality. Our favourite is the feedback from our users: “They really absorb! Nothing ‘leaked’”, “They saved me from previous irritations and inflammations ...”, which are a confirmation of the correctness of what we do and the desire to continue even more and stronger.
Stanislava Borovac

My name is Stanislava Borovac and I come from Čapljina, the village of Trebižat, on the river with same name. I am a tourist guide and interpreter of cultural heritage with a special emphasis on adventure and outdoor activities. There is not a single sentence that I could use as a quote for my life motto because my motto is actually a mix of life values that led me to tourism as a profession. I decided to start my own business the moment I stopped being productive strictly within the working day from 8am to 4pm. Starting my own business I gave myself flexibility and freedom in a certain way and I discovered my ambitions so I used the time of the pandemic to create a business platform.
Final conclusion

When we wrote the application for the project, we were aware how important it was to work with women in rural areas in order to strengthen their capacity for entrepreneurship. Based on our previous work and experiences we knew that there will be perfect understanding when we talked about environmental protection, sustainable use of local resources, health and nature, and for them to join us with their entrepreneurial ideas. Development of methodology that combines training, one-on-one mentoring and networking was great way to show them how and why.

What we have learned through two years of project implementation is way much more than expected. We have learned that women in Bosnia and Herzegovina represent a huge potential and wealth of our country that is almost never used. BiH women are open to new knowledge, their families are loving central point of their lives, they are very innovative in creating abundance from few resources from their surroundings. These women understand nature and want to learn more about sustainability, health, recycling and entrepreneurship. They have dreams and ready to take risks, to learn and adapt and ready to create networks.

The project was recognized by our fantastic mentors and our well know and experienced designers joined us on a volunteer basis.

At this time of the COVID-19 pandemic our participants gave us the motivation and strength to come together and work until we reach our set goals. The size of the project is a small reflection of amazing wealth we accumulated in terms of knowledge and new connections meeting these amazing gifted women in different parts of our beautiful country.

This handbook is composed of sincere recommendations and personal experiences that together form a creative business platform for all the future entrepreneurial ideas. Do not stop dreaming, know what you want, deal with fear, recognize risks, always think of originality and sustainability, recognize local resources, invest in design and branding, do not be afraid to connect, recognize your path and share your experiences with others. We are here for the support! Because you deserve it! Because you can do it!

We are very grateful to all partners on this project, and the financial support of the TuWas Foundation.
SANELA KLARIĆ was born on August 28, 1970 in Sarajevo. She graduated from the Second Sarajevo Gymnasium and the Faculty of Architecture in 1998. She worked for the OSCE, as a consultant on British government projects in the justice and rural development sectors, European Union civil society networking projects and civil sector support in the Western Balkans and Turkey. She is an associate of the consulting company Catalys from Great Britain, a member of the supervisory board of the regional initiative “Green New Deal” Heinrich-Böll Foundation, a member of the organizing committee of the Sarajevo Green Design Festival, and a member of the Association of Architects of BiH. She is the President of the Association of Landscape Architects in BiH, and the founder and advisor of the Green Building Council, which brings together experts from various sectors such as architecture, economics, rural development, education, nutrition, environment and European integration in order to design and implement sustainable projects that bring prosperity to Bosnia and Herzegovina. She is the Vice President of the Board of the FBiH Chamber of Engineers. She is an expert on European integration issues in the sectors of sustainable development, circular economy, rural development, environment, energy efficiency as well as natural materials and healthy sustainable architecture, as well as sports architecture and infrastructure. It has moderated a large number of public gatherings and designed and conducted a large number of trainings for institutions as well as for the non-governmental sector and political entities.

She holds a Master’s degree (2008) and a PhD (2014) from the Faculty of Architecture of the University of Sarajevo, with the support of a professor from the Technical University of Vienna, on sustainable architecture and natural materials as potential for balanced and sustainable socio-economic development of Bosnia and Herzegovina. She has published a number of scientific papers and participated and lectured at a large number of conferences. She is one of the first lecturers at the first TED University event in Sarajevo, chosen by her students. Her architectural projects radiate nature and health.

She currently works as an Associate Professor at Burch International University in the Department of Architecture on subjects of individual housing design, sustainable architecture, energy efficient architecture and sustainable sports facilities and sports infrastructure as well as on natural materials and green cities. It works closely with universities and research centre in Europe and the world. She is also a member of the
House of Representatives of the FBiH Parliament in the 2019-2022 term. Since 2021, she has been a member of the Global Political Alliance for the Green New Deal in the world. She incorporated her passion for the sustainable development of Bosnia and Herzegovina through the use of natural materials in the book “Sustainable Housing”, her doctoral dissertation, various projects and all other research she has conducted. All this with the aim of promoting the great development potential of Bosnia and Herzegovina through the use of its own natural resources, but approaching interdisciplinary through the integration of architecture, housing, rural development, environmental protection, climate change, economy, employment and other areas.

The greatest value in her life is her family.

**AMELA IVKOVIĆ O’REILLY**

Born on April 28, 1977 in Sarajevo where she graduated from medical school and 2 years of medical studies continuing in Graz, Austria, and in Dublin and London, she completed her studies in nutrition all with the aim of building a functional approach to human health where every patient is universal. She is currently pursuing a master’s degree at Middlesex University in London.

She is a member of the Association of Nutritionists of Ireland, the Association of Nutritionists of Great Britain and the Royal Medical Association of Great Britain. She collaborates with various experts in the field of integrative medicine. She has worked at clinics in Dublin, London and Spain. In addition to working in her private practice in Sarajevo, she has worked at the local and corporate level on projects for the leading European company DM. She collaborated on a UNDP (United Nations Development Program) project to promote local, organic food. She worked for the Sarajevo Football Club on creating a healthy eating platform for their football academy as well as their first team. She has collaborated with the Heart for Children with Cancer Association and the Iskra Association from Banja Luka on projects to strengthen children’s immunity and support parents of kids with cancer.

She was Jamie Oliver Food Ambassador for Bosnia and Herzegovina. She was one of the leaders in the ‘Liders Tribe’ project, Softhouse Consulting, in promoting good leadership practice through experience in her own practice working with clients and organizations. She represented Bosnia and Herzegovina in the ‘Food for Tomorrow’ project of the Swedish Cultural Institute. She was part of the Vienna Insurance Project ‘In a Healthy School, Healthy Children’ which won the Gold Award for Social Awareness in a competition of 52 countries.
She is part of the team of the Green Council, and has worked with them on projects to educate children about healthy living and the project of developing organic agriculture in collaboration with the Heinrich Böll Foundation. She worked with Swiss Caritas (CACH) on a project to promote healthy children’s nutrition (with a focus on local, seasonal vegetables and fruits) and education on healthy living through nutrition in two primary schools in Sarajevo. She is currently working on a project to empower women in rural areas in collaboration with the Women in Europe Foundation.

She is an expert associate of a large number of governmental and non-governmental organizations, local and international schools, where she focuses on strengthening awareness and knowledge about the importance of a healthy diet and the production of quality food. She works on Corporate Wellness projects for companies of various profiles.

Health and cooking are her life passion, which she also transmits through her YouTube channel – Amelina kuhinja (Amela’s kitchen), with a goal to educate people about healthy eating with emphasis on the importance of local and seasonal food.

She regularly lectures on various topics for local schools and organizations. She is a regular guest on various TV and radio stations on the topic of health and nutrition. She writes about an integrative and functional approach to health for several local and regional portals and newspapers.

**Mentors**

**ELMA VELEDAR ARIFAGIĆ** is a lawyer with a degree from the Faculty of Law, University of Sarajevo and is a candidate for a master’s degree in comparative law and history of law. During her studies, she also focused on business law working for the German financial consulting company LFS Consulting Systems GmbH, and over time she gained valuable experience in advising clients of small and medium-sized companies from various industries. After graduation, she began her career in a law office in Sarajevo, where she focused on legal advice in civil, commercial and labour law. She later continued to work as a legal adviser in the Office of the Agent of Bosnia and Herzegovina before the European Court of Human Rights in Strasbourg for seven years, where she gained experience in relation to the standards of the European Court of Human Rights and the European Convention on Human Rights.

After that, Elma continued her career as a lawyer and is a partner in the law office with five other lawyers and associates. During 17 years of experience, Elma continuously provides legal services to numerous domestic and international companies, starting with manufacturing companies, through companies that provide IT and other services, financial organizations, and representative offices and associations, on all legal issues that arise during their daily work, and also represents clients before courts and other competent bodies in proceedings for resolving and protecting their rights. In addition, Elma is an external associate of the AIE Centre for Human Rights in London, within which she participates in the development of legal publications and education as a mod-
erator or lecturer. Elma is also a certified educator of online education organized by the Council of Europe in connection with the protection of human rights. In addition, she has acted as a co-author or author of several articles in domestic legal bulletins that provide information relevant to all lawyers in Bosnia and Herzegovina. She is fluent in German and English.

**FATIMA PAJO**, professor of Bosnian language and literature. Her first work experiences started on radio station. She has worked as an editor and host of information, entertainment and sports programs on several Sarajevo radio stations, including the most popular to RSG and Antena Sarajevo. After that, she worked for a software as a brand manager and worked on branding of the company for the local market, media relations and promoting the company’s work and activities on digital channels. The next step was to design and start her own business, the entire creative concept, coffee shop “Talks & Giggles”, which in a very short time became the most popular place to take a photo and eat something sweet in the capital of BiH. In addition to this project, she worked as a creative consultant for another similar project in the luxury marina of Porto Montenegro, called Ma Cherie. Since 2019, she has worked for the marketing agency Branded as a PR and Digital Account on creating and implementing digital and PR strategies for various clients, hotels, FMCG clients, the largest shopping centres in BiH (BCC Tuzla, BCC Sarajevo, Alta SC), Vapiano, Huawei BiH, etc. She is currently working in the same capacity for the largest marketing agency in Sarajevo, Via Media.

**ERNA ŠOŠEVić** was born in 1984 in Sarajevo. By vocation she is a lawyer, and by her own choice she is an entrepreneur, founder and executive director of the first digital networking platform for the private sector Bizbook.ba and one of the women pioneers of the technological start-up scene in Bosnia and Herzegovina. After 11 years of work experience in the real sector, it is launching Bizbook, a tool that introduces digital economic transformation in Bosnia and Herzegovina and won the title of the best BiH start-up for 2018, as well as a regional award for achievements in
digitalization of companies in 2019. received the “Strength of Excellence” award in the category of entrepreneurship from the Association of Women Entrepreneurs of Bosnia and Herzegovina. Her company was the first to digitize three fairs in Bosnia and Herzegovina, and Bizbook also received an investment for development from the Government of Switzerland through the Market Makers project.

She is the first entrepreneur from Bosnia and Herzegovina to give a speech in Brussels at the European Political Summit in December 2017 on the position of women in the BH start-up scene, and in 2018 in Zurich she was the representative of Bosnia and Herzegovina with Bizbook at the annual event Swiss Contact, as the founder of a tech start-up in a country whose product / innovation has been confirmed on the market.

Bizbook business platform allows micro, small and medium-sized companies to create an online presence in a secure and controlled B2B environment by creating a profile of their company, publishing offers, demands and products and / or services and communicating directly with all network members.

Bizbook is an extended arm of the sales sector, but also of the procurement sector, which in one place were given the opportunity to receive three offers from companies that can respond to their request in a very short time. This opportunity has proved interesting to large companies, which is why they are joining the Bizbook network. The goal of Bizbook is to connect and thus strengthen as many Bosnian companies as possible, by encouraging mutual cooperation and emphasizing that the competitiveness of Bosnia and Herzegovina depends on the competitiveness of all its branches of the economy.

Bizbook.ba currently brings together over 1000 solvent BH companies from various industries of goods and services. They work every day on profiling and lobbying domestic companies, “feeling” the market, because they believe that the sale of one package of mutually uncompetitive products can contribute to a better presentation of our economy to the countries of the region, than the sale of products of only one manufacturer. Erna believes that it is important to create an effective online community of all BH companies and offer them the opportunity to work with new markets.

She is a speaker at many local and regional and European conferences on start-ups and
entrepreneurship, a mentor and advisor for the start-ups, a judge at start-up competitions and an advocate for greater involvement of women in entrepreneurship.

**Designers**

**MIOMIRKA MILA MALANEK** graphic designer, member of the PD Parliament of the Federation of BiH. She graduated in Graphic Design at the Academy of Fine Arts in Sarajevo in 1985. Worked at the Institute for Founding Design, the Agency for Market Communications OSSA (Oslobodenje Sarajevo).

She pursued study research at the Instituto des Artes Plastics, Jalapa - Veracruz Mexico. As a freelance artist - graphic designer, she worked in Sarajevo, Belgrade RS, Kakinada, Prague CZ and Braunschweig DE. She was periodically employed in the media as a graphic and cultural editor.

Her activities include all areas of graphic design and graphic production, technical editing of newspapers and magazines, writing in the field of information and culture, journalism and editing, as well as the work of artistic director and manager, project coordinator and organizational work. She has collaborated with various civil society organizations in the field of culture, human rights and gender equality, and among her many commercial clients in the field of graphic design are cultural institutions, museums, galleries, festivals, government agencies, media, colleges and schools, corporations, large and small companies, political parties, sports associations, etc.

She worked as the Secretary General of the Association of Fine Artists of Applied Arts and Designers of BiH ULUPUBIH, of which she has been a member since 1985, in the fields of administration, organization, project coordination, public relations and graphic design. She is a co-worker of numerous projects, such as the International Call for Proposals Sarajevo100 and the project “I Write to You in Bosančica”, under the auspices of UNDP, UNICEF and UNESCO. She created a series of fonts with Bosnian characters that are used in scientific transcriptions of medieval charters. She is a member of both UPIDIV and NUNS.

She implemented numerous exhibitions and art settings. She was a member of the jury in a number of international projects, e.g., Poster for Tomorrow International Poster Competition. She has won several awards, e.g., the first prize for the visual identity of the Sarajevo Candidacy project for the European Capital of Culture 2014 and the ULUPUBIH Collegium Artisticum 2017 Award.

She was elected to the House of Representatives of the Federation Parliament in 2018 on behalf of political party - Naša Stranka. She is the President of the Commission for Human Rights and Freedom and a member of the Commission for Gender Equality.
ALEKSANDRA NINA KNEŽEVIĆ is a graduated graphic designer. Her works are characterized by a pure and modern idea, they simply communicate in an international visual language, and they are presented through playful typography and illustration. She has received numerous international recognitions and awards for her work, and her works have been published in many journals specializing in art and design (Communication Arts, Luezers Archive, Print, Typo, Font magazine). In 2010, she was named one of the 200 Best Illustrators in the World (Luerzer's Archive: 200 Best Illustrators Worldwide 09-10). In the period 2006-2010, she was the president of the Association of Fine Artists of Applied Arts and Designers of BiH (ULUPUBiH). She works as a freelance designer and book cover illustrator for many publishing houses throughout BiH. For her project, Sarajevo Dingbats she received the annual Collegium Artisticum (Grand Prix) in 2014, which is awarded by all three professional associations in Bosnia and Herzegovina. She is currently pursuing a master's degree at the Academy of Fine Arts in Sarajevo.

AMNA MAHIĆ BAJROVIĆ, a graduate graphic designer, began her rich career in 1990 as a gold jewellery designer in Sarajevo. From 1995 to 2005, she worked in the United States on the most responsible positions in creative companies collaborating on campaigns and design for non-profit, small businesses, large corporations, or government. She returned to BiH in 2005, where she continued her career as a creative director with an enviable list of clients from BiH and the world. The most important campaigns are from 1996. for the Arts Council Non-profit, North Carolina USA, and from 1997. campaign and poster for the winner of the Nobel Prize “War and landmines not”. Awards: 2000 TANK London in cooperation with Jonus Ademović, 2015 Collegium Artisticum Award for the total brand Hotel Opal, 2016. Collegium Artisticum Award for the total brand Hotel Pino, 2018. Collegium Artisticum Award for the total Hotel Grand brand.
IMRANA KAPETANOVIĆ is a photographer from Sarajevo. She owns the Photographic Studio TNT, and on a volunteer basis is the president of the Association “Foton”. She was involved in a lot of educational projects throughout Bosnia and Herzegovina. It is oriented towards documentary photography and socially engaged photography. She is the author of the photographic project “People of Sarajevo”. Since 2003, when her interest in photography began, she held 24 solo photography exhibitions, and participated in over 170 collective photography exhibitions in Bosnia and Herzegovina, Austria, Croatia, Serbia, Montenegro, Macedonia, Kosovo, Albania, Slovenia, Andorra, Qatar, China, France, the Netherlands, Turkey, Germany, Ireland and the United States. She is also a participant in regional photographic projects. She won multiple photo awards. She is a member of the Association of Fine Artists of Applied Arts in Bosnia and Herzegovina (ULUPUBiH) and the Association for Artistic Photography in Bosnia and Herzegovina (AUFBiH).
LEJNA ĆELEBićić was born at the end of 1995 in Sarajevo, where she grew up. She has a formal education in the field of political science, with a focus on international relations and diplomacy. She continues her studies in the field of mass communications and public relations, and is in the process of obtaining a master’s degree at the University of Sarajevo.

As a very young woman, she discovered her passion for activism and active citizenship, and in the hope of improving the future for herself and future generations, she decided to dedicate her career to institutions and organizations that have a positive impact on the world, community and individuals. On the other hand, she is very skilled in event management, likes to work in a dynamic environment and is not afraid of challenging situations. She has many years of experience in project implementation, and a number of successfully implemented projects in the framework of non-formal education of young people, environmental protection and the environment, as well as in the music industry.

As part of the Green Council, she is in charge of project administration and finance, as well as a leading person for PR projects and event organization.
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