

“ AIRPORT CITY BELGRADE  
Awarded as THE BEST  
OFFICE DEVELOPMENT PROJECT  
of the year IN SOUTHEASTERN EUROPE “

# what's up?

Airport City Belgrade newsletter



avgust / 2010 / broj 7

City within a city

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



## Summer at ACB

Summer in Belgrade is usually equated with a slower tempo, a shorter drive to work, more spaces in the gardens and the feeling that the city has been deserted... This summer again there is some of that usual atmosphere, even though the works in the city ensure that crossing the bridges isn't much fun.

The atmosphere in our Avenue is summery-working: we still see familiar faces, people exchanging incidental information; the gardens are full during breaks, but you can tell it's the summer holiday period. The relaxing sound of the fountain is something that we have all learnt to appreciate, the flowers appear as though the damp summer suits them more than it does us, but what has particularly delighted me is that we have become a place where people who have no direct business at ACB occasionally drop by to enjoy the atmosphere of the Avenue.

Leto u Beogradu je obično vezano za sporiji tempo, kraću vožnju do posla, više mesta u baštama i osećaj da se grad ispraznio... Ovo leto ima ponešto od uobičajene atmosfere iako zbog radova u gradu prelazak mosta i nije neko uživanje.

U našoj Aveniji atmosfera je letnje-radna: srećemo i dalje poznata lica, ljudi izmenjuju usputne informacije, bašte su pune tokom pauze ali se vidi da je vreme letnjeg odmora. Opuštajući zvuk fontana je nešto što smo svi naučili da cenimo, cveću je izgleda vlažno leto prijalalo više nego nama ali ono što posebno raduje je što smo postali mesto gde i ljudi koji nemaju direktnog posla u ACB-u svrate ponekad da uživaju u atmosferi Avenije.



A few days ago, a colleague who had come to visit after a long time used their mobile telephone in mid-conversation just to record the atmosphere and "carry" it with them. I took that as proof positive that even those who know this place can be inspired by the summer atmosphere of ACB and can recharge their batteries in the midst of a hectic day. This issue of Whats up is consistent with the easy pace of summer.

However, we will broach some topics that occupied our attention in June.

In September we are planning more street events and new actions that will include more people and will provide an opportunity to perhaps get involved together in some useful actions in the wider community.

We wish you a pleasant summer holiday

Marina Delean  
Communication Advisor

Pre par dana me je obradovalo kada je kolega koji je došao u posetu posle dužeg vremena u pola razgovora upotrebio mobilni da zabeleži atmosferu i "ponese" je sa sobom. Shvatila sam to kao najbolji dokaz da čak i onima koji poznaju ovo mesto letnja atmosfera ACB-a može da bude inspiracija i da napuni baterije usred napornog dana.

Ovaj broj Whats up-a je u skladu s laganijim letnjim tempom. Ipak donosimo ponešto od tema koje su nam zaokupile pažnju u junu.

U septembru planiramo više uličnih događanja i nove akcije koje će uključiti više ljudi što će biti prilika da se možda i zajedno uključimo u neke od korisnih akcija u široj zajednici.

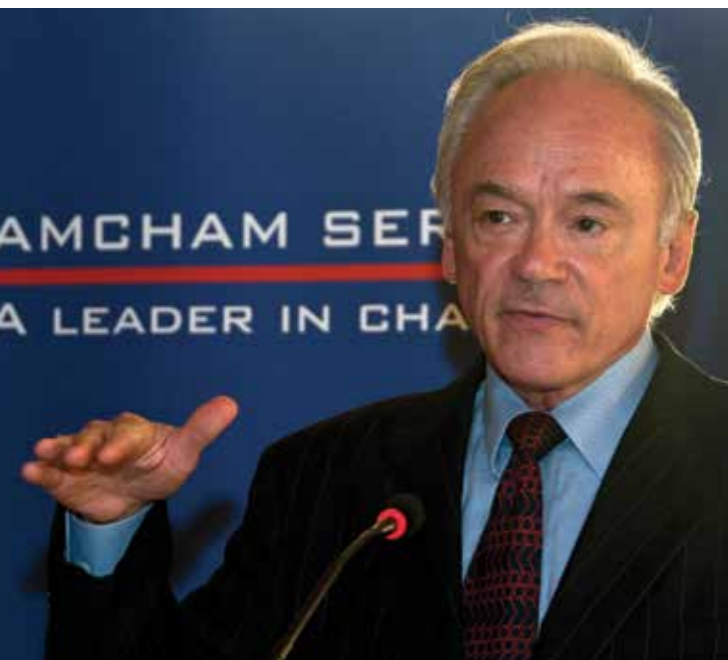
Želimo vam prijatan godišnji odmor

Marina Delean  
Communication Advisor

# Moral capital is trust

## Gary Edwards, president & co-founder of Ethos International, Inc.

Interview by Ljiljana Lukic



Gary Edwards, co-founder and president of the Ethos International Institute and the Ethics Research Centre in Washington, visited Belgrade thanks to the U.S. Speakers programme of the United States Embassy, as the central guest of the Week of Business Ethics, which was organised by the American Chamber of Commerce in Serbia (Am Cham).

order to help people. This kind of behaviour is characterised as "noblesse oblige" or is simply an act of generosity of an individual who does not feel an obligation, but merely sees an opportunity to do something good.

### The greatest global ethical problem

- That is corruption, but globally we have turned a new leaf. The Lockheed scandal was not just an expense and a great loss for the company, but the Japanese government also fell because of it. Anti-corruption laws are enforced, but such things still happen. Why? This is due to a lack of commitment among political leaders to enforce laws against corruption, but in such a way that we all accept it.

### The world is tired of corruption

-Those who deal with corruption are sick and tired, because corruption is an expense. In Indonesia I met representatives of a big pharmaceutical company who were very well paid, but they wanted to leave after a while because they could not stand the pressure of having to offer bribes to every doctor, civil servant or minister with whom they forged business contact. The whole world is tired of corruption and the public's tolerance of corruption is continually decreasing in all countries, while everybody has higher expectations of those who have dollars, pounds, yen or euros. They want to invest, but are seeking transparency and honesty in doing business; they want to see consistency in the application of ethics and seriousness among leaders in both the public and private sectors.

### Investors' wish list

-Investors want profit, but if there isn't any then they want to recoup their investment and not pay for the luxurious lifestyles and expensive cars of those in power, nor see their buildings collapse because they were paying bribes instead of investing in high quality construction materials. The value of a code of ethics is practical, not theoretical. This is particularly the case in countries wishing to attract foreign investment, but also wanting to retain their best people. The best and brightest are always able to choose where to work, so why would they opt to work for a company known for corruption? The business sector does not want corruption, but rather respect of the ethical code. I witnessed the successful fight against corruption in Hong Kong. An independent anti-corruption commission was established by people from the business and government sectors and things began to change. Investigators, auditors and prosecutors were engaged to weed out corruption wherever they could. Businesses closed their doors to the committee, refusing to let them enter in fear of these terminators of corruption, but it was to no avail.

### The enigma of Bill Gates

- I can't say why Bill Gates has become so generous and such a contributor to many things, such as health care, education and more. He certainly has the kind of wealth with which he can do whatever he wants. And the public, not only in the U.S. but worldwide, have multiple benefits from his generosity and charity. We can only hope that his behaviour will act as an example for others who have also gained great wealth to invest in institutions and public interest activities, primarily in that which is important for life in the community and that would otherwise be left without financial support, in

### Ethical research centres

- My suggestion is that companies in Serbia get together via their associations and chambers of commerce to con-

sider what kind of organisation they need for ethical business. Maybe that's some non-governmental organisations, but directors and managers need to gather and say what they want, to define the long-term goals. When everybody sets a target together in the right direction, you will also reach the right model, which will be highly valuable for business in Serbia.

### Gari Edvards predsednik i suosnivač Ethos International Instituta

Gari Edvards (Gary Edwards) suosnivač i predsednik Međunarodnog instituta za etiku i Etičkog istraživačkog centra u Vašingtonu, boravio je u Beogradu zahvaljujući US Speakers programu ambasade Sjedinjenih Američkih Država kao centralni gost Nedelje poslovne etike koju je organizovala Američka privredna komora u Srbiji (Am Cham).

-Proveo sam poslednjih 30 godina radeći na poslovnoj etici. Počeli smo od male institucije, a sada smo stigli do globalne organizacije koja saraduje sa preko 200 korporacija pomažući im da nađu odgovor na pitanje: šta bi to kompanije trebalo da urade da bi zaslužile i zadržale poverenje javnosti. Etika pomaže da rešavamo moralne konflikte i da ostanemo na pravom putu. Poslovna etika je set principa koji se odnosi na moralne konflikte i preduzetnicima pomaže da se snađu i u takvim situacijama i pronađu pravo rešenje. Značaj etike dolazi do izražaja u slobodnom društvu. Sloboda nije besplatna već zahteva ulaganje moralnog kapitala. Sloboda se zaslužuje, a politička i ekonomska sloboda zasnivaju se na poverenju javnosti, smatra Edvards.

### Enigma Bil Gejts

-Ne mogu da kažem zbog čega je Bil Gejts postao tako darežljiv i pomagač mnogih stvari kao što je zdravstvena zaštita, obrazovanje i drugo. Svakako, on ima bogatstvo sa kojim može da radi šta god poželi. Šira zajednica, ne samo u SAD već i širom sveta, ima mnogostruke koristi od njegove velikodušnosti. Možemo samo da se nadamo da će njegov način ponašanja postati primer za druge ljude koji su takođe stekli veliko bogatstvo da ulažu u institucije i aktivnosti od javnog interesa, pre svega u ono što je važno za život zajednice, a što bi u suprotnom ostalo bez finansijske podrške i da na taj način pomognu ljudima. Ovakvo ponašanje karakteriše "nobles oblige" (obaveza plemstva) ili je prosto akt darežljivosti jedne osobe koja ne oseća obavezu već vidi mogućnost da učini ono što je dobro.

### Najveći globalni etički problem

-To je korupcija, ali globalno smo otkrili novi list. Afera Lokid nije bila samo trošak i veliki gubitak za kompaniju nego je i japanska vlada pala zbog toga. Zakoni protiv korupcije se izglasavaju, ali se takve stvari i dalje dešavaju. Zašto? Zbog nedovoljne rešenosti političkih vođa da se sprovede zakon protiv korupcije, ali tako da to svi prihvate.

### Svet je umoran od korupcije

-Oni koji se bave korupcijom umore se zato što je korupcija trošak. U Indoneziji sam sreo sam predstavnike jedne velike farmaceutske kompanije koji su bili veoma dobro plaćeni, ali su posle izvesnog vremena želeli da idu odatle jer nisu mogli da izdrže pritisak da moraju da ponude mito svakom lekaru, činovniku ili ministru sa kojim ostvaruju poslovni kontakt. Ceo svet se umorio od korupcije, a tolerantnost javnosti na korupciju sve je manja u svim zemljama, a sve su veća očekivanja onih koji imaju dolare, funte, jene, evre. Oni žele da investiraju, ali traže transparentnost i poštenje u poslovanju, žele da vide istrajnost u primeni etike i ozbiljnost vođa i u javnom i u privatnom sektoru.

### Spisak želja investitora

-Investitori žele profit, ali ako ga nema oni žele da povrate investiciju, a ne da plaćaju luksuzni život i skupe automobile onih na vlasti ili da se zgrade ruše zato što su umesto u kvalitetne materijale ulagali u mito. Vrednost etičkog kodeksa je praktična, a ne teorijska. Posebno u zemljama koje žele da privuku strane investicije, ali i da zadrže svoje najbolje građane. Najbolji i najpametniji uvek imaju izbor gde da rade, a zašto bi radili u kompaniji koja je poznata po korupciji? Biznis sektor ne želi korupciju nego da se poštuje etički kod. Bio sam svedok uspešne borbe protiv korupcije u Hong Kongu. Nezavisnu komisiju protiv korupcije osnovali su ljudi iz biznisa i vladinog sektora i stvari su počele da se menjaju. Angažovani su istražitelji,

revizori, tužioc koji su "plevili" korupciju gde god su stigli. Kompanije su zatvarale vrata pred komisijom, nisu htele da ih puste uplašene dolaskom ovih terminatora korupcije, ali uzalud.

### Etički istraživački centri

- Predlažem da se kompanije u Srbiji okupe preko svojih asocijacija i privrednih komora i razmisle kakva im je organizacija potrebna za etičko poslovanje. Možda je to neka nevladina organizacija ili slično, ali bi svakako direktori i menadžeri trebalo da se okupe i kažu šta žele, da definišu dugoročne ciljeve. Kada se usmerite svi zajedno u pravom smeru doći ćete sigurno i do pravog modela, a to bi bilo od velike vrednosti za biznis u Srbiji.

# Youth Entrepreneurship

## With great pleasure ACB supported Junior Achievement High school pupils from Arilje compete in youth entrepreneurship alongside the best student companies in Europe

Press release from USAID  
Student Company Junior Vision, from the St. Achilles Secondary School in Arilje, represented Serbia in a competition to become Europe's best school pupils' company, which took place in the Italian city of Cagliari in late July. The competition brought together the best school pupil companies from 38 European countries, under the auspices of the programme of organisation Junior Achievement.



Junior Vision secured its place at the European finals through victory at the National competition of student companies, which included the country's top 20 companies of the 100 such companies active in Serbia. The success of the secondary school pupils from Arilje is even more significant when we consider that some 4,000 pupils from across Europe competed to gain the 38 spots up for grabs at the event in Italy.

Junior Vision is engaged in the production of ecological holders for rubbish bags and tissues for the disposal of chewing gum. To date the company has signed contracts with two local councils that are supplied with holders, while the firm's tissues have found their way to many bars and restaurants in and around Arilje. The company invests part of its profits into a non-profit organisation that helps the local care home for children with special needs.

USAID, the American Agency for International Development, is a long-time supporter of Junior Achievement, while other sponsors of student entrepreneurship contributing to the company's trip to the competition in Italy and opportunity to compete for the European award included: company Nectar, one of the country's biggest producers of natural fruit juices, and Airport City Belgrade, the first business park in Serbia. Additional funds were also provided by Serbia's Environment and Spatial Planning Ministry.

Junior Achievement programmes represent an innovative step in Serbia. More than 4,700 students participated in the last year alone. Through programmes, such as competitions of student companies, these youngsters gain the opportunity to acquire fundamental knowledge about leading enterprises and entrepreneurship, as well as irreplaceable experience that will enable them to easily navigate the market following the completion of their studies.

With a view to the fact that the current unemployment rate among Serbia's young people, aged 15 to 30, stands at 40% (equivalent to two in every five young people being jobless), Junior Achievement programmes were designed to provide the kinds of skills and knowledge necessary to successfully and more easily navigate the job market. The programmes are carried out with the long-term support of USAID and open doors to the world of entrepreneurship for

### Junior Achievement competition

The jury had a very tough task deciding the best school pupil entrepreneurship project. Ideas, products, presentations, business plans...everything differed greatly: some were surprisingly professional, others highly creative; some individual presentations were contemporary and worthy of A+ grades, while others offered fresh ideas and the potential of youthful enthusiasm that cannot be included in evaluation criteria... It was hard to decide "whose empire to defer to". All in all, we spent an exceptionally beautiful and fulfilling day socialising with young men and young ladies for whom we sincerely believe that there will be a plume of entrepreneurship in their local areas and that they have learnt a lot during this interesting and, above all, useful programme that we supported primarily because of its long-term value: educating young people at the start of their careers in the basics of business thinking.

young people, enabling them to become a key factor in the economic development of Serbia.

### Srednjoškolski iz Arilja na takmičenju iz omladinskog preduzetništva uz najbolje učeničke kompanije iz Evrope

Press release from USAID  
Beograd, 16. jul 2010. godine: Učenička kompanija "Junior Vision" iz srednje škole "Sveti Ahilej" u Arilju, predstavljajući Srbiju na takmičenju za najbolju studentsku kompaniju Evrope, koje se održava krajem jula u italijanskom gradu Kaljari. Takmičenje će okupiti najbolje učeničke kompanije iz 38 evropskih zemalja u okviru programa organizacije "Dostignuća mladih".

Do mesta na evropskom finalu "Junior Vision" je došao pobedom na Nacionalnom takmičenju učeničkih kompanija na kojem je učestvovalo 20 najboljih kompanija, od ukupno 100 koliko ih je aktivno u Srbiji. Uspeh ariljskih srednjoškolaca je još značajniji ako se zna da se za 38 mesta na takmičenju u Italiji borilo preko 4.000 učeničkih kompanija iz cele Evrope.

### Junior Achievement konkurs

Žiri je imao jako težak zadatak da odluči koji je najbolji projekat učeničkog preduzetništva. Ideje, proizvodi, prezentacije, biznis planovi...sve je bilo toliko različito: neki iznenadjujuće profesionalni, drugi izuzetno kreativni, pojedine prezentacije uradjene su modernio i za 5+, a druge s svežim idejama i potencijalom mladačkom entuzijazma koji nije moguće staviti u kriterijum ocenjivanja... Bilo je teško odlučiti "kom se prikloniti carstvu". Sve u svemu proveli smo jedan izuzetno lep i ispunjavajući dan u druženju s mladima i devojkama za koje iskreno verujemo da će biti perjanice preduzetništva u svojim lokalnim sredinama i da su mnogo naučili tokom ovog zanimljivog i nadasve korisnog programa koji smo podržali prvenstveno zbog njegove dugoročne vrednosti: edukacije mladih na početku karijere u osnovama poslovnog razmišljanja.



Kompanija "Junior Vision" se bavi proizvodnjom ekoloških držača za kese za otpad kao i maramica za odlaganje žvakaćih guma. Do sada su potpisali ugovore sa dve lokalne samouprave kojima isporučuju držače, a njihove maramice su našle put do mnogih ugostiteljskih objekata u Arilju i okolini. Deo svog profita kompanija ulaže u neprofitnu organizaciju koja pomaže lokalni dom za decu sa posebnim potrebama.

Američka agencija za međunarodni razvoj dugoročno podržava "Dostignuća mladih", a odlazak na takmičenje u Italiju i priliku da se takmiče za evropsko priznanje za učeničko preduzetništvo svojim sponzorstvom omogućile su: kompanija Nectar, jedan od najvećih proizvođača prirodnih voćnih sokova i Airport City Belgrade, prvi biznis park u Srbiji. Dodatna sredstva obezbedilo je i Ministarstvo za očuvanje životne sredine i prostorno planiranje.



Programi organizacije "Dostignuća mladih" predstavljaju novinu u Srbiji. Samo u toku prošle godine kroz programe poput takmičenja učeničkih kompanija prošlo je više od 4.700 učenika, koji su tako imali priliku da steknu osnovna znanja o vođenju preduzeća, preduzetništvu kao i nezamjenjivo iskustvo koje će im omogućiti lakše snalaženje u na tržištu rada po okončanju obrazovanja.

Imajući u vidu da trenutna stopa nezaposlenosti mladih ljudi od 15 do 30 godina u Srbiji iznosi 40% (što znači da je dvoje na svakih pet mladih ljudi nezaposleno) programi organizacije "Dostignuća mladih" koncipirani su tako da pružaju one veštine i znanja neophodne za lakše i uspešnije snalaženje na tržištu rada. Programi se odvijaju uz dugoročnu podršku Američke agencije za međunarodni razvoj i otvaraju vrata sveta preduzetništva mladim ljudima kako bi postali jedan od ključnih faktora ekonomskog razvoja Srbije.

# When I say I'm saving the planet, I mean...

Maja Stefanović, creative leader of the 'Recycle & Save the Planet' project, in which ACB is also included

Eco Patrols are among the most active elements in the context of the 'Recycle and Save the Planet' programme. The programme was launched around a year ago with the idea of us primarily educating those working in nursery schools, who would then learn how to communicate those ideas to children, their parents, families and society at large. Eco patrols exist in all of our nursery schools and bring together children and preschool group teachers. Each nursery formulates its own plan, in addition to the joint plan, with its own specific objectives that include the local community, businesses, parents and neighbours. Every Eco Patrol has its own declaration and registration forms - notebooks that are used by people who want to support a specific programme and this way of thinking, because when we say Eco Patrol we are primarily talking about consideration.

This is in fact the product of a preliminary concept that should allow people who see something happening around them that is useful, good and nice to say: wait, I'll also help with that; I want to think differently. This year we hoped that the wider community and businesses would recognise their interest in this kind of thinking.

## Airport City

is the first company that supported the entire programme 'Recycle and Save the Planet' through an auction of children's artwork last December and now through the promotion of Eco Patrols in its courtyard. An Eco Patrol from one nursery "adopts" a piece of land, which is how we adopted a piece of Airport City. Airport City is the first business entity outside of our institution that has become part of the Eco Patrol.

Eco Patrol has its own green and black papers, which are positive and negative marks awarded according to certain general standards and criteria fostered as much as the creativity of staff and children is encouraged in every nursery school to produce and demonstrate their specificity. As well as caring for the cleanliness of yards, Eco Patrol is also concerned with the materials used in working with children and is currently insisting on the recycling of various types of paper, waste or packaging through the building of educational materials and exhibits that demonstrate the use of clay as a material and a connection to nature. Apart from familiarising themselves with the preliminary concept, visitors to the Airport City Eco Patrol promotion were also able to see all the artworks created in nursery schools from recycled materials and clay, displayed on exhibition stands.

## Big little people

The essence of Eco Patrol includes the concept of sustainable development. Translated into the context of what is important for us: how these kids of ours that we are now nurturing and protecting grow up. And that will certainly be as people who, when walking through a park and noticing that something is out of place and spoiling the image, will approach to fix it. And that will be our great success.

One must work carefully with children, according to special methodology, and in this context professional staff and educators are extremely important. They have the duty and responsibility to implement Eco Patrols through all areas of work: cognitive development, art education, drama and performances.

At ACB we presented the play "From the Big Bang to the star car", which received a special award for innovation in scenery and movement at the Festić review in Podgorica. When preschool children are concerned, this kind of play puts forward that which is most difficult to get out of a child of this age - the essence of his being: expression through movement and mime. That performance precisely fosters this: children, through movement and mime, gesture and light, lead the people who watch them through the story of the origins of the world and man's impact on the natural environment.

## I feel what others are doing

This play has a sequel called "The Four Seasons", which we are preparing for autumn. When you include children in such a project, then their way of thinking changes. At ACB there were a lot of parents participating in the programme, but also others who came to support their children's friends. The element of sustainable development

## > PLANS to continue moving people and things

**For tomorrow and the day after:**  
We collected some funds from the auction at ACB. In the coming period we have agreed to use these funds to carry out a mini preliminary project for a little park or oasis of friendship - we don't have a more specific name. The first nursery school to receive its own oasis will be the Biser (Pearl) Nursery, next door neighbours of our 'city in the city'. There will be planted plants purchased using this money, and the people who donated those funds will be invited to choose the plants or actually plant them. This will be a permanent activity. A special team will deal with the programme's development and we also have support from Airport City - in terms of contacts and all other help. The idea: nursery schools have large schoolyards and never enough parks. The programme: Courtyard of our Home has the aim of transforming our yards into parks and children's playgrounds. By creating greenery, planting trees and building fountains we can open our yards up to our neighbours, pensioners, other children and parents. This is now happening during summer afternoons. In the second part of the yard the idea is to place children's playgrounds for children from preschool age to age 12. Significant funds are required for this, which we will also collect through auctions, co-operation with businesses and institutions. These ideas would be carried out continuously throughout the year, outside of our regular programmes.

## For autumn:

From September we are focusing on primary schools. We will bring a local action plan for the Municipality of Novi Beograd, as it is a shame that the work we do in nursery schools does not continue in primary schools. From September nursery teachers will organise various workshops for children and parents, while we will also organise clubs for parents, grandparents and neighbours; interactive programmes. Eco Patrols, as a way of thinking and an idea, must be conveyed and used to produce new ideas. From September we will have a new active role that will move things and people.

has one important characteristic: there is no progress without empathy towards to what other people do that we do not directly participate in. And in everything we do we foster just such a relationship, which then becomes a habit. Airport City is an example of good relations towards the natural environment in which it lives. That is precisely why we gifted Airport City the largest gift of Eco Patrol: a ceramic clock showing in 5 to 12. Its task is to remind us that this is the last hour for us to save our beautiful planet.

## Kad kažem čuvam planetu mislim...

Maja Stefanović kreativni vođa projekta "Recikliraj i sačuvaj planetu" čiji je deo i ACB

Eko patrole su jedan od najaktivnijih sadržaja u okviru programa "Recikliraj i sačuvaj planetu". Program je

pokrenut pre oko godinu dana sa idejom da edukujemo pre svega zaposlene u vrtićima koji bi onda naučili kako da to prenesu na decu, njihove roditelje, porodice i društvenu sredinu. Eko patrole postoje u svim vrtićima Novog Beograda i okupljaju decu i vaspitače predškolskih grupa. Svaki vrtić pravi svoj plan i pored zajedničkih, ima i svoje specifične ciljeve u koje uključuje i lokalnu zajednicu, poslovne subjekte, roditelje i komšije. Svaka Eko patrola ima svoju deklaraciju i upisnicu - knjigu u koju se upisuju ljudi koji žele da podrže konkretan program i ovakav način razmišljanja, jer kad kažemo eko patrola govorimo pre svega o načinu razmišljanja.

Ovo jeste proizvod jednog idejnog koncepta koji treba da omogući ljudima da kada vide da se oko njih dešava nešto korisno, dobro i lepo kažu: čekaj i ja ću tu da pomognem, hoću drugačije da razmišljam. Ove godine želeli smo da šira društvena zajednica i poslovni subjekti prepoznaju svoj interes u ovakvom načinu razmišljanja.

## Airport City

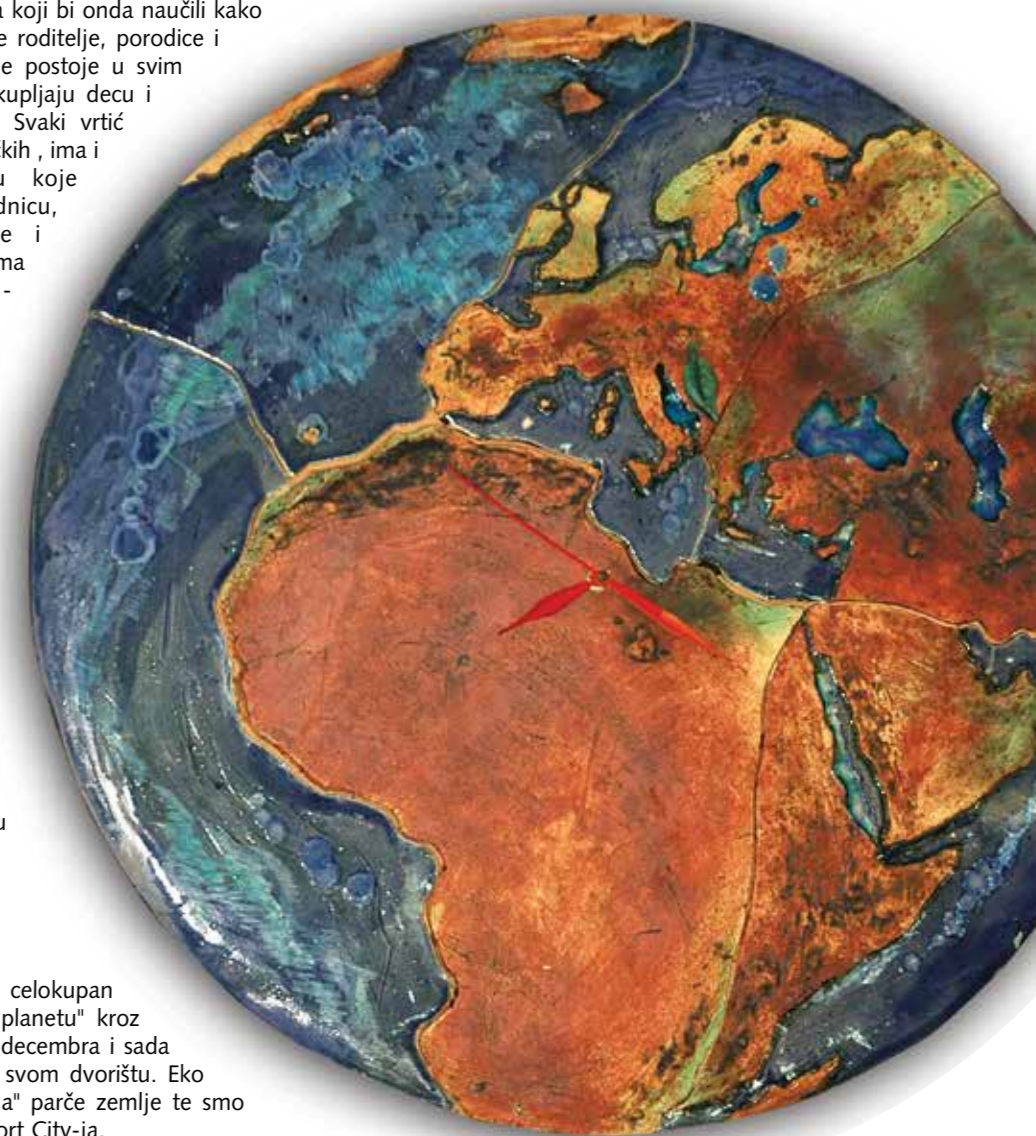
je prva kuća koja je podržala celokupan program "Recikliraj i sačuvaj planetu" kroz aukciju dečjih radova prošlog decembra i sada kroz promociju eko patrola u svom dvorištu. Eko patrola iz jednog vrtića "usvaja" parče zemlje te smo tako i mi usvojili komadić Airport City-ja. Airport City je prvi poslovni subjekt van naše ustanove koji je postao deo Eko patrola. Eko patrola ima svoj zeleni i crni list, pozitivno i negativno ordenje koje se dodeljuje po određenim opštim standardima i kriterijumima koji se neguju onoliko koliko se podstiče i kreativnost zaposlenih i dece u svakom od obdaništa da iznedre i iskažu i svoje specifičnosti. Eko patrola brine osim o čistoći dvorišta i o materijalima koji se koriste u radu sa decom i ono na čemu u ovom momentu insistiraju je reciklaža raznog papira, otpada ili ambalaze kroz građenje didaktičkih sredstava ili eksponata do korišćenja gline kao materijala i veze sa prirodom. Pored idejnog koncepta na promociji Eko patrola u Airport City-ju mogli ste da vidite šta se sve pravi u vrtićima od recikliranih materijala i gline.

## Veliki mali ljudi

Eko patrola u osnovi sadrži i koncept održivog razvoja. Prevedeno na kontekst onoga što je nama važno: kako će porasti ovi naši mališani koje sada negujemo i čuvamo. A to će sigurno biti ljudi koji će kada prolaze parkom i primete da nešto ne stoji na svom mestu i kviri sliku prići da to poprave. I to će biti naš veliki uspeh. Sa decom se mora raditi pažljivo, po posebnim metodici i tu su izuzetno važni stručni saradnici i vaspitači. Oni imaju zadatak i obavezu da Eko patrolu provuku kroz sve oblasti rada: kognitivni razvoj, likovno vaspitanje, predstave i performanse. U ACB-u smo prikazali predstavu "Od velikog praska do zvezdanog kola" koja je na smotri Festić u Podgorici dobiла specijalnu nagradu za inovaciju za scenu i pokret. Kada su predškolska deca u pitanju ovakva predstava stavlja u prvi plan ono što je najteže izvući iz deteta ovog uzrasta, a što je suština njegovog bića: izraz kroz pokret i kroz mimiku. Taj performans upravo to neguje: deca kroz pokret i mimiku, gest i svetlo vode ljude koji ih gledaju kroz priču o nastanku sveta i utičaju čoveka na životnu sredinu.

## Osećam šta rade drugi

Ova predstava ima i nastavak koji se zove "Četiri godišnja doba" koji pripremamo za jesen. Kada uključite decu u jedan takav projekat njihov način razmišljanja se menja. U ACB-u je bilo dosta roditelja učesnika programa, ali i drugih koji su došli da podrže drugare svoje dece. Element održivog razvoja ima jednu značajnu karakteristiku: nema napretka bez empatije u odnosu na ono što drugi ljudi rade, a u čemu ja direktno ne učestvujem. I mi u svemu što radimo negujemo upravo takav odnos koji postaje navika. Airport City je primer dobrog odnosa prema prirodnoj



Ovaj sat je poklon dečije Eko patrola Airport City-u

## > PLANOVI da se i dalje pokreću ljudi i stvari

### Za sutra i prekosutra:

Sakupili smo određena sredstva od aukcije u ACB-u. U narednom periodu dogovorili smo se da od tih sredstva uradimo mini idejni projekat parkića ili oazu prijateljstva. Nemamo još konkretan naziv, a prvi vrtić koji će dobiti svoju oazu biće vrtić "Biser", prvi komšija našeg "grada u gradu". Tu će biti posađene biljke kupljene od tog novca, a biće pozvani da ih izaberu ili posade ljudi koji su ta sredstva donirali. To će biti permanentna akcija. Razvijanjem programa baviće se specijalni timovi, a imamo i podršku u Airport City-ju smislu kontakata i svake druge pomoći.

Ideja: vrtići imaju velika dvorišta i nikad dosta parkova. Program: Dvorište naše kuće ima za cilj da naša dvorišta postanu parkovi i igrališta za decu. Da ih ozelenjavanjem, pošumljavanjem i postavljanjem fontana otvorimo i za naše komšije, penzionere, drugu decu i roditelje. Potrebna su značajna sredstva koja ćemo takođe prikupljati kroz aukcije, saradnju sa poslovnim subjektima i institucijama. Ove ideje permanentno bi se realizovale tokom cele godine, mimo naših redovnih programa.

### Za jesen:

Od septembra usmeravamo aktivnosti i prema osnovnim školama. Donećemo lokalni plan akcije za opštinu Novi Beograd jer je šteta da ono što radimo u vrtiću nema svoj nastavak u osnovnim školama. Vaspitači će organizovati različite radionice za decu i roditelje, a organizovaćemo i Klubove za roditelje, babe i dede komšije-interaktivne programe. Eko patrola kao način razmišljanja mora da se prenosi i da rađa nove ideje. Nadamo se da ćemo od septembra biti u novoj aktivnoj ulozi onoga koji pokreće stvari i ljude.

sredini u kojoj se živi. Zato smo upravo ACB-u poklonili najveći deo Eko patrola: sat izrađen od keramike na kome je 5 do 12. On ima zadatak da podseća da je poslednji čas da uradimo nešto za našu lepu planetu.

# Styled to perfection



Josipa admits that most of Lusso's retail and hospitality sales are carried out through catalogues, but the showrooms do offer access to these strictly exclusive designs that can represent serious, if not major, investments. And, of course, Josipa is sure that the location is the right one: "this is a representative space and it's very important that such representative spaces exhibit things that are certainly representatively luxurious".

## Novi dolasci Dizajnirano do perfekcije

Svako ko je u poslednje vreme prošetao ACB avenijom primetio je prispeće prodajnog mesta za Nameštaj & Dizajn Lusso, sa svoja tri veličanstvena salona u kojima je predstavljen krem modernog dizajna "u prirodnom ambijentu".

Ovaj luksuzni kućni nameštaj zvanično je obeležio svoj dolazak koktelom 10. juna uveče "prestavljajući predmete najfinije italijanske unutrašnje dekoracije".

Prijem na otvorenom je reflektovao kompozicije koji su bile unutra, iza stakla: otmene, ekskluzivne i velike. Dugačke noge i crveni tepisi; pršuta i italijanski sir koji se seče po želji; gudački kvartet lepih dama koje izvode divnu muziku i originalno predstavljanje ili možda izvođenje umetničke predstave, koje je najbolje iskoristilo položaj ACB i oživeo projekte iza zatamnjenog stakla.

Lusso, domaća srpska firma koja se bavi isključivo prodajom italijanskog nameštaja (sa jedinom izuzetkom Hästens, proizvođača kreveta za švedsku kraljevsku porodicu i Kenzo, kuće japanskog dizajnera Takada Kenzo sa centralom u Parizu), nudi obilje vrhunskih italijanskih brendova.

Predmeti su pripremljeni za izlaganje, sa salonima podeljenim u individualne prostore predstavljajući određenu sobu ili enterijer. Kako Josipa Radoković objašnjava, ovo uopšte nije običan način izlaganja. "Ovde se radi o rekonstruisanju ambijenta i atmosfere, tako da, kada uđete u jedan od prostora koji je organizovan kao spavaća soba, vi se zaista i osećate kao da ste u spavaćoj sobi. U ovome nam takođe pomažu naši snabdevači koji nam daju uputstva o tome kako treba rasporediti nameštaj ili čak kakvo cveće treba staviti u Armani vaznu."

Josipa priznaje da se većina Lusso maloprodaje i hotelijerske prodaje vrši putem kataloga, ali saloni zaista nude pristup ovim strogo ekskluzivnom dizajnu koji može da predstavlja jednu od ozbiljnih ako ne i glavnu investiciju. I, naravno, Josipa je sigurna da je lokacija prava: "Ovo je reprezentativni prostor i vrlo je važno da se na tako reprezentativnom mestu izlažu stvari koje su pouzdano reprezentativne i raskošne."



Marija Jovanović,

## Worldwide Clinical Trials

**Summer in the city:** At this time of year there are the splavs (floating raft venues), like Sound or Freestyler, for those who like a more 'urban' style Šurbanije fazon. Then there are the so-called 'narodni (folk) splavs', which aren't bad for those who like that kind of music, and all the splavs behind the Hotel Yugoslavia.

During the day those looking to escape the heat can go to Ada Ciganlija (Sava Lake island resort), which is super. There you can go to the lakeside cafes if you don't like to swim and stay into the evening. However, I like the city centre, Stari Grad (the old town), places like Dorćol: not just Strahinjica bana, but some of the interesting café bars in Upper Dorćol or even the wine bars of Vračar or around Vuk's Monument - cafes that might not be right in the very centre, but are interesting nonetheless.

**Corporate holidays:** we take our summer holiday leave individually. Usually most of the staff members take their summer breaks during part of July or throughout August.

Marija Jovanović,

## Worldwide Clinical Trials

**Leto u gradu:** U ovo doba godine, eto splavova (plutajući splav sastajališta), kao Sound ili Freestyler, za one koji vole urbaniji fazon. Onda postoje oni "narodni splavovi", koji nisu loši za one koji vole tu vrstu muzike, i svi splavovi iza hotela Jugoslavija.

U toku dana, oni koji žele da pobegnu od vrućine mogu da odu na Adu Ciganliju (Savsko jezero, ostrvsko letovanje), koja je super. Tamo možete otići u neki kafić na obali ukoliko ne voliš da plivaš, i da ostanete do večeri. Međutim ja volim centar grada, Stari Grad, mesta kao Dorćol: ne samo Strahinjica bana, već neki interesantne kafe barove u gornjem Dorćolu ili čak neke vinske barove na Vračaru ili oko Vukovog spomenika - kafići koji ne moraju da budu baš u centru, ali su ipak interesantni.

**Zajednički godišnji odmor:** mi koristimo naše godišnje odmore pojedinačno. Uglavnom većina zaposlenih uzima letnji odmor delom jula meseca ili u toku avgusta.



Verica Radivojević, Droga Kolinska

**Summer in the city:** At this time of year there are the splavs Summer in the city: Enjoying summer in the city during the day means Ada Ciganlija, Košutnjak Forest, strolling Kalemegdan Fortress and Park; sitting on the terraces and decks of the splavs on the rivers during the day is the most beautiful and elating place: watching the city and the rivers, or even swimming... It's safe to swim in the rivers at places where it's designated and properly supervised, but of course people don't always abide by the rules and sometimes they venture onto wild beaches, where they drink too much and all sorts of things can go wrong.

**Corporate holidays:** our business is organised in such a way that there's no need to take a collective holiday. Somebody

# Summer in the city

It's another blazing summer in the city and though most of us will probably escape the baking concrete for a few weeks by the sea at some point during the summer, on the whole we will be left sweltering in boiling Belgrade, seeking alternatives to a day perched in front of the air conditioning unit.

Još jedno vrelo leto u gradu, mada će većina verovatno pobeći sa vrelog betona i provesti nekoliko nedelja pored mora u nekom delu leta, sve u svemu, mi ćemo biti ostavljeni da umiremo od vrućine u proključalom Beogradu, tražeći alternative kako provesti dan smeštajući se ispred klima uređaja.

We asked the folk strolling the ACB Avenue what they would recommend for a summer's day in the city and how they're companies are organising the inevitable staff shortages of summer.

Upitali smo ljude koji su se šetali ACB avenijom šta bi oni preporučili za letnje dane u gradu i kako su njihove firme organizovane kod neizbežnog nedostatka osoblja u toku leta.

always has to be working and we all have to cover each other's duties through the summer holiday period. It's a difficult time at work because the business runs at the same tempo as normal even in high summer.

## Verica Radivojević, Droga Kolinska

**Leto u gradu:** Uživanje u letu u gradu danju, znači Ada Ciganlija, šuma u Košutnjaku, šetnja Kalemegdanom, tvrđava i park; sedenje na terasama i palubama splavova na rekama, u toku dana je najlepše i najuzbudljivije mesto: posmatranje grada i reka ili čak plivanje... Bezbedno je plivanje na mestima koja su označena i nadgledana, ali naravno ljudi ne poštuju uvek pravila ili ponekad rizikuju na divljim plažama, gde suviše piju i gde mnoge stvari mogu da krenu po zlu.

**Zajednički godišnji odmor:** Naš posao je tako organizovan da nema potrebe da uzimamo kolektivne odmore. Neko uvek mora da radi i svi moramo da pokrивamo obaveze svakog od nas u toku godišnjih odmora. To je teško vreme, pošto posao teče istim tempom kao i uvek, čak i u sred leta.



Marko Puraz, Skills Training Centre

**Summer in the city:** I recommend people head for Ada Ciganlija, the splavs or Summer Bitef. I think it's better, and definitely healthier, in the shade than in the sun. So, avoid the sun if possible and nowadays we all know how to protect ourselves if we do decide to sit in the sun.

**Corporate holidays:** in our company we don't have a set period for us all to go on holiday, but we can't overlap one another. There is perhaps a bit less work generally during high summer, but because there's always somebody missing on holiday the workload ends up being more or less the same for all of us.

## Marko Puraz, Skills Training Center

**Leto u gradu:** Ja preporučujem da se ljudi usmere prema Adi Ciganliji, splavovima ili letnjem Bitef-u. Mislim da je bolje i definitivno zdravije biti u senci nego na suncu. Tako, izbegavajte sunce ukoliko je to moguće a, ukoliko ipak odlučimo da sedimo na suncu, danas svi znamo kako da se zaštitimo.

**Zajednički godišnji odmor:** U našoj firmi nemamo određeni period za korišćenje godišnjih odmora, ali ne smemo da se preklapamo. Verovatno ima manje posla u sred leta, ali pošto uvek neko nedostaje u vreme godišnjih odmora, obim posla se realizuje, sa manje više istim obavezama svih nas.



Dejan Milić, Multicon Engineering

**Summer in the city:** well, it's best to go to the seaside in my opinion, but if you are in the city then it's best to stay local and perhaps go to a park during the day, then into the city in the evening for some fun.

**Corporate holidays:** at our firm there isn't a formal 'collective' holiday period, but the recommendation is that we take our holidays in August. If need be, you can reach agreement with the management about going a bit earlier or later in the summer. The workload is a bit lighter in August, considering that most of the other companies that we work with also take their summer holidays by the seaside during August.

## Dejan Milić, Multicon Engineering

**Leto u gradu:** Pa, najbolje je ići na more, po mome mišljenju, ali ukoliko ste u gradu, najbolje je ostati u komšiluku ili eventualno otići do parka u toku dana, a onda noću do grada da se malo zabavite.

**Zajednički godišnji odmor:** U našoj firmi ne postoji zvanični "kolektivni" odmor, ali je preporuka da uzmemo svoje godišnje odmore u avgustu. Ukoliko je potrebno, može se dogovoriti sa upravom da odeš na odmor malo ranije ili kasnije u toku leta. Obim posla je malo manji u avgustu, imajući u vidu da većina ostalih firmi sa kojima radimo takođe koristi godišnji odmor u avgusta, na moru.



Katarina Ciglić, Cosmopolitan

**Summer in the city:** Ada Ciganlija is certainly not a bad choice at all during a hot summer in the city and it has interesting options. I like to swim there and haven't had any problems. They say that at Ada there are some small transparent animals that prove the water is clean. However, if you don't

want to swim you can play, for example, speedminton, which is like quick badminton, up in the Zvezdara or Košutnjak forests. Up there you can even play at night under lights and enjoy a nice barbeque.

**Corporate holiday:** I already took my holidays and went to Italy and Paris. We work throughout the summer and don't have a collective period, but the staff members interchange and compromise on their holiday dates to ensure there's always someone in the editorial office.

## Katarina Ciglić, Cosmopolitan

**Leto u gradu:** Ada Ciganlija sigurno nije loš izbor za vrele letnje dane u gradu i ona ima interesantne opcije. Volim tamo da plivam i nisam imala nikakvih problema. Kažu da na Adi postoje male providne životinje koje potvrđuju da je voda čista. Međutim ukoliko ne želiš da plivaš, možeš da igraš speedminton, koji je kao brzi badminton u Zvezdarskoj ili šumi u Košutnjaku. Tamo možeš da igraš čak i noću pod svetlom i da uživaš u roštilju.

**Zajednički godišnji odmor:** Već sam bila na odmoru, bila sam u Italiji i Parizu. Mi radimo tokom celog leta i nemamo kolektivni odmor, već se zaposleni dogovaraju o vremenu za odmore, da bi obezbedili da uvek nekog bude u redakciji.

Mark Pullen

*The people we spoke to on the ACB Avenue almost all placed Ada Ciganlija high on their list of summer in the city options, and it's no wonder: Sava Lake and its river island have a lot to offer - from bathing, drinking and dining, to rock climbing, water sports, beach volleyball, golf, football, nude posing and much more. The two major drawbacks to a day at Ada during summer are the traffic jams and the mosquitoes. When it comes to avoiding the congested roads back into town after a day at Ada, we recommend you leave your car on the New Belgrade side of the River Sava and take a ferry across on foot. When it comes to avoiding the mosquitoes, we recommend you leave before the sun sets or take along plenty of insect repellent.*

*Ljudi sa kojima smo razgovarali na ACB aveniji su skoro svi stavili Adu Ciganliju na vrh svoje liste, kada je ono što nudi grad u pitanju i nije ni čudo: Savsko jezero i njeno ostrvo imaju mnogo toga da ponude - od sunčanja, pića i jela, do planinarenja, sportova na vodi, odbojke na pesku, golfa, fudbala, nagog poziranja i mnogo toga. Dve glavne mane dana provedenog na Adi leti su, gužva u saobraćaju i komarci. Što se tiče izbegavanja prepunih puteva, pri povratku u grad, posle dana provedenog na Adi, preporučujemo vam da kola ostavite na obali reke. Save sa novobeogradske strane i predete ferijem preko. Što se tiče izbegavanja komaraca, preporučujemo vam da odete pre zalaska sunca ili da sa sobom ponese dosta sredstava koja odbijaju insekte.*

# City within a city



We grew to **The place** where business, fun and care for others walk hand in hand!



## committed to excellence

Pleasant working environment is more than just an aesthetic

addition – its proven to be an important ingredient of

improving efficiency at work.

Airport City Belgrade has created a **superior concept**.

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

*what's up?*



**Airport City Belgrade**

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