



WINnovators MULTIPLIER EVENT IN SERBIA

- Multiplier - main event / Part 1 – 19/4/2024 Belgrade
- Multiplier event / Part 2 – 24/4/2024 Faculty of Technical Sciences (FTN) Cacak, University of Kragujevac
- Multiplier event / Part 3 – 25/4/2024 Belgrade Banking Academy (BBA Faculty) Belgrade

The series of Multiplier events was held in Serbia from April 19 to April 25, 2024. To ensure that as many interested participants as possible receive information and have the opportunity to hear and participate in the discussion about the WINnovators project, we decided to present the Multiplier in a series of three events in two cities. In addition to the main event, two more events were held, resulting in about 100 participants in total.

The main event was held in Belgrade on April 19 and included partners from ABW and BADEN, as well as representatives of CSOs, rural and marginalized groups, young women attending courses, among them entrepreneurs and future entrepreneurs, students, well-established entrepreneurs, teachers, and other stakeholders. The second part of the Multiplier was held in Cacak, at the Faculty of Technical Sciences, where on April 24, Marija Blagojević (BADEN) presented the project activities and results to the students. The third part took place as part of a course on digital marketing at the Belgrade Banking Academy, intended for female students, where Sonja Radenkovic (BADEN) presented the WINnovators project.

At the Multiplier event on April 19, the results of the WINnovators project were presented. Dragana Panajotovic from ABW moderated the event and gave a short introduction and presentation of the project. Project activities and results were presented by Vladan Devedzic (BADEN), Marija Blagojevic (BADEN), and Sonja Radenkovic (BADEN), while Tatjana Mamula Nikolic, ABW member and associate professor at the Faculty of Management of Metropolitan University, and Olivera Popovic, vice president of ABW, spoke about mentoring and e-mentoring. In a video message, Malina Stanojevic, president of the women's association Sacuvajmo selo (Save the Village) from Priboj, spoke about the importance of online training and support for women from rural areas. Adrijana Mancic, a future entrepreneur from Pirot, together with a student and PhD candidate Nadja Cirovic, presented their joint work and results. Adrijana also talked about the subsidies she received thanks to WINnovators. Zdravka Simic from Smederevska Palanka, another successful young woman entrepreneur, also spoke via video message. After the event, a cocktail and networking were held.

In addition to social media, the event was also covered by the media. News about the Multiplier event on April 19 was published on two news portals, EUpravo Zato and Pirotske Vesti. Links are attached.

Project **WINNOVATORS**

“Boosting young women entrepreneurial spirit and skills to become the Women INNOVATORS of the future”



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