



# REPORT

ON CORPORATE SOCIAL RESPONSIBILITY



2011



ANNUAL REPORT ON  
CORPORATE SOCIAL RESPONSIBILITY OF  
ELECTRIC POWER INDUSTRY OF SERBIA



2011.



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## EPS Prosperity is Also Prosperity of Serbia

Only strong and successful energy company that operates in accordance with social principles and market rules can contribute to prosperity of the community in which it operates. Being aware of the fact, we, at Electric Power Industry of Serbia, put all our know-how and energy into what we believe brings advancement to our company. We also believe that the performance of the company, such as EPS, certainly contributes to the improvement of the whole community.

We would like Electric Power Industry of Serbia to be a competitive player in the regional market that will inspire and drive other industries in Serbia. In order to achieve that goal, we perform overhauls, rehabilitations and upgrading of our generation capacities and as a result we achieve higher rate of energy efficiency and better environmental protection. Coal is dominant energy resource in Serbia. We have to use it rationally not only because the quantities of coal are limited but also because the use of coal has considerable impact on environment. Insisting on energy

efficiency, coal quality control, implementation of environmental protection projects where EPS is without any doubt the leader in Serbia as we invest heavily in that field, is a direct function of socially responsible operation of the company.

Part of our efforts is reflected in application of state-of-the-art technologies in existing power plants and in the capacities we are going to build with our strategic partners. We have been generating electricity from renewable sources for more than a century. Today one third of our generation comes from hydro power plants and we are hoping to increase it. We are revitalising HPP “Djerdap 1” and “Bajina Basta”, we have started cooperation with Italian partners in the construction of the new hydro capacities on the river Ibar. We are planning to build HPP on the river Drina in cooperation with partners; we are purchasing green energy generated in Serbia at incentivized tariffs... We have plans to build wind farms, to install solar panels that will offer solar energy to our customers.

This is the proof that Electric Power Industry of Serbia is dedicated to considerably increase the generation of green energy in the forthcoming period.

We have initiated activities to improve distribution and increase efficiency of that part of EPS by applying more advanced metering, improve control of distribution grid and reduce electricity losses. This effort will directly contribute to the efficiency of the company and will indirectly result in the reduction of harmful environmental impact.

We are especially proud of recruiting 157 young professionals that have rejuvenated our company.

We have been putting continuous efforts in improving and upgrading our core business



A handwritten signature in black ink, appearing to read 'D. Marković'.

Dragomir Marković,  
General Manager

– electricity generation and secure supply of customers, we are taking care of environmental protection and are getting ready for the market competition and by undertaking reform processes in the company we assist Serbia in the EU accession.

These and other activities show every day that we are socially responsible company.



## Partnership with the Community

Electric Power Industry of Serbia can be successful and strong only if we build good partnership relations with the community in which we operate. We are aware that that investing in the community is an indirect investment into the company.

We are facing a huge number of requests to solve problems in all walks of life. The needs of society such as ours, that is in transition, are huge while the means are insufficient. However Electric Power Industry of Serbia, as a public utility and socially responsible company, has been providing significant financial support to health, cultural, educational and scientific institutions, religious communities and national sports associations in Serbia for many years. We also participate in various humanitarian campaigns.

We wish and are willing to assist in accordance with our capabilities. We have allocated funds for such purposes and all the activities are carried out according to Decision on Criteria and Method of Use of Donations that we adopted in accordance with the law. In this way we make systematic decisions related to ways of assisting the community. Documents describing the method of use of such funds are available to the public. We have demonstrated transparency many times when we submitted the list of all beneficiaries to any interested party.

All subsidiaries within Electric Power Industry of Serbia – *TPP "Nikola Tesla", MB "Kolubara", TPP-OCM "Kostolac", HPP Drinsko Limske, HPP "Đerdap", CHP Panonske, Elektrodistribucija Beograd, Elektrovojevodina, Elektrosrbija, Jugoistok* and *Centar* – are the agents of development in their region. EPS subsidiaries are also major donors in their communities. Their donations helped make the life in these communities richer, happier and better.

Following our mission , we are dedicated to performing good deeds, investing in the common cause, to improve the welfare of the community and to act responsibly towards the community and environment in which we operate. We support science, education, health care, culture, religious communities and institutions, we take care of developing mass and national sports in Serbia...We take part in humanitarian campaigns on various occasions, especially when individuals need aid for medical treatment.

We invest in training of employees, their safety and protection at work, we take care of their health. Young, new, educated people full of energy to help growth and development of the company join EPS with tremendous enthusiasm.



*Aca Marković*

Aca Marković, D.Sc.  
Chairman of the Management Board



## For Better Future

There is no life without the sun, air and water. There is also no life without electricity. Our product is entwined by invisible threads into everyday life of all of us. Sometimes even lives depend, without any doubt, on us, our product and our operations. Being aware of that responsibility, we have been practically on continuous duties every day, every hour, every minute and every second... for years, decades. Secure supply of our customers and improved quality of our services are one of the priorities of the company.

Two thirds of electricity comes from the gift given to us by nature – from coal. One third is green electricity which is generated from water.

All that energy comes from nature meaning that electricity generation has a huge impact on environment. Being aware of our responsibility, we are making significant investment in a number of environmental protection projects. That is why we are the leaders in the field.

From the very beginning Electric Power Industry of Serbia has been operating as a socially responsible company. In this report we shall illustrate our commitment on concrete examples and shall present some of the largest and most important donations of Electric Power Industry of Serbia.

This publication aims at promotion of socially responsible operations of Electric Power Industry of Serbia and a public presentation of expenditures of the money we collect from our customers that is from the community in which we live and operate.

Every year on 6 October, on the occasion of anniversary of Electric Power Industry of Serbia, our company donates considerable funds to those who need them most. In 2010 the funds were donated to Institute for Neonatology of Belgrade for procurement of incubators, Institute for Psychophysiological Disturbances and Speech Pathology "Dr Cvetko Brajović" of

Belgrade, for improvement of living conditions in department within this institution and Elementary School "Sveti Sava" in Žitorađe near Vladičin Han for the reconstruction of the school building that was burned down in fire.

This report covers the socially responsible operation of EPS from 6 October, 2010 to 6 October, 2011. We would like to present our company on the Day of Electric Power Industry of Serbia as an active partner of the community that takes care of people and provides aid whenever it is possible.

Whatever we do, we do it for better future of all of us.



For Cleaner Air,  
Water and Land

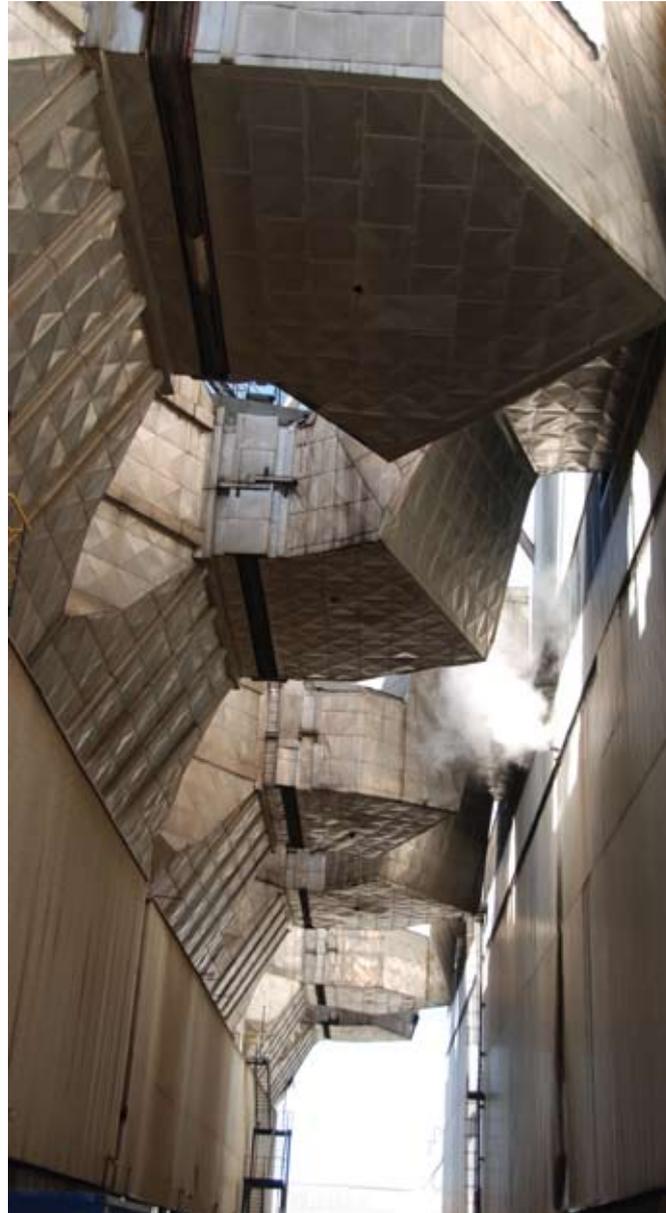




Environmental protection is one of the priorities of Electric Power Industry of Serbia. With a series of projects EPS showed respect for European norms in the field of environmental protection such as: construction of electrostatic precipitators, modernization of dumps, desulphurization projects, construction of new Ash Transport Systems, the beginning of construction of small and big hydro power plants for generation of energy from renewable resources (independently or in cooperation with foreign partners) and many other no less important projects.

We shall invest more than EUR 800 million in the environmental protection by 2015. More than 400 million of this amount has already been, as they say, put into operation: it is invested in the activities that are ongoing or in the preparation of projects whose implementation is about to start.

This is why we are leaders in the environmental protection.

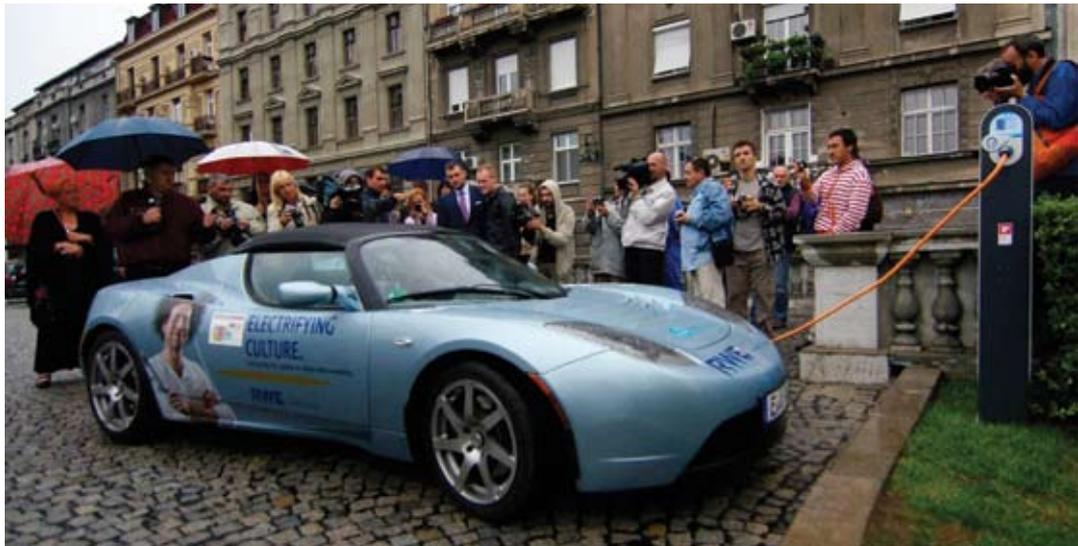


## Tesla's Car of the Future

JP "Elektroprivreda Srbije" and *Elektrodistribucija Beograd* helped to present the first electric car to the people from Belgrade - "Tesla roadstar". The well known German energy company RWE owns electric car and organizes its European tour. This car has sports car performances, but it does not

use petrol and does not emit harmful gases. Belgrade was one of the stops on the way of this car from Essen, company headquarters, to Istanbul.

Competent team of EDB placed the power cord, laid the foundations, installed and connected a special device for car charging.



# Employee Care







Education of employees and their career development is one of the strategic goals of Electric Power Industry of Serbia. Employees are the most valuable part of the company and therefore EPS pays special attention to the planned and organized development of their professional knowledge and skills.

Employees can be trained in different ways: from continuing education and acquiring a higher level of education, to participation in relevant professional conferences in the country and abroad, study trips, participation in the projects of related companies...

Regular medical check-ups, paid sick leave and rehabilitation of sick workers, supporting health care facilities that care about the health of employees also show socially responsible behaviour of the company.

## You are the One We Need

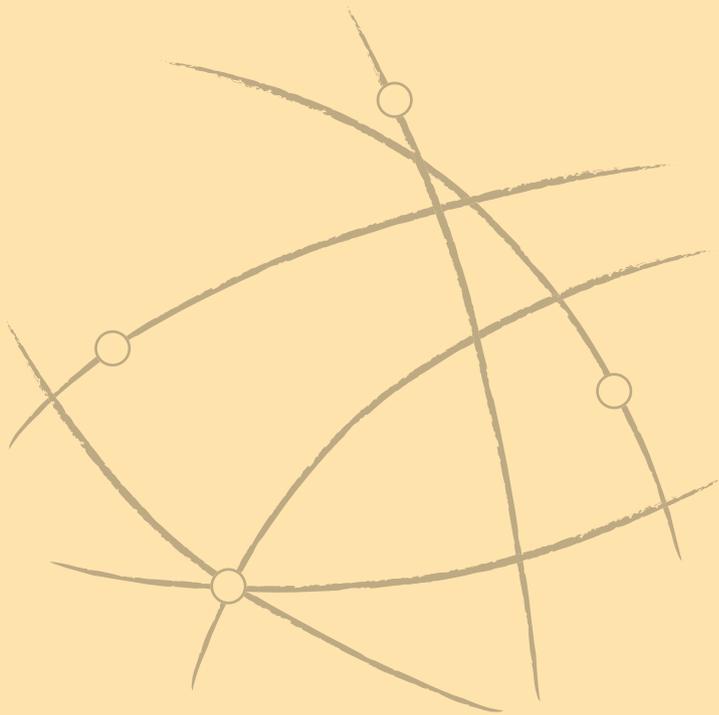
More than 6,000 candidates applied for the vacancy announcement "You are the one we need" that EPS published last year. Among them, 157 young people were chosen, who, through tests, in addition to high GPA and regular years of studying, also expressed a sense for teamwork, fast response in stressful situations and readiness to face the difficult tasks. After completing internship and passing the internship exam, they all stayed in EPS.



*The job is challenging, very interesting, dynamic, with constant communication with the branches of the company. Everyone is friendly. They accepted me and have a lot of understanding for a young man, for whom this is the first job.*

Ognjen Lazović,  
intern in Sales Department "Elektrovojvodina"

# Towards the New Knowledge







Development of Electric Power Industry of Serbia is largely determined by the development of national science. Therefore, PE EPS, with its subsidiaries, supports the development and promotion of scientific and technological researches. Participates and assists in preparing and organizing professional meetings, conferences, symposiums. Thus, subsidiary *HPP "Đerdap"* supported professional meeting "Water 2011", *Jugoistok* participated in organizing Serbian-Greek Symposium at the Faculty of Mechanical Engineering in Niš, EPS and *Elektrosrbija* were the main sponsors of VI consulting on electricity distribution grids CIREC, Serbia 2010, while *MB "Kolubara"* hosted several symposiums on mining.

Electric Power Industry of Serbia has also helped a number of important researches, publishing of dozens of books and publications...

The goal of scientific and professional meetings is to present to the experts the experiences of the leading Global and European experts in the field of energy, to highlight the necessity of modern technologies implementation in production, as well as to highlight the importance of high standards implementation in environmental protection. Assistance in research and publication testifies to the commitment of EPS to encourage new discoveries and to make scientific and technical knowledge more accessible to the whole society.

## Harbingers of the New World

Nine students from several faculties of the University of Belgrade, formed „Strawberry Energy“ team, constructed the first public solar mobile charger - „Strawberry tree“. At the competition „Sustainable Development Week“ which was organized by the European Commission in Brussels in April 2011, among 309 projects in the competition, the project of these young people from Serbia won.

Solar mobile charger, which works by converting solar energy into electrical energy, was set up in front of the European Parliament during the competition and the citizens of Brussels were able to charge their mobile phones from the charger that runs on solar power.

The participation of the young team from Serbia in this competition and the presentation of the project in Brussels helped, among others, PE EPS, TPP „Nikola Tesla“ and TPP-OCM Kostolac.

*From the moment we found out about this project, we knew it would be a great success, because one can always recognize these positive and innovative ideas. Electric Power Industry of Serbia shall continue helping talents and I hope that in the future we will have more opportunities to work with these talented people.“*

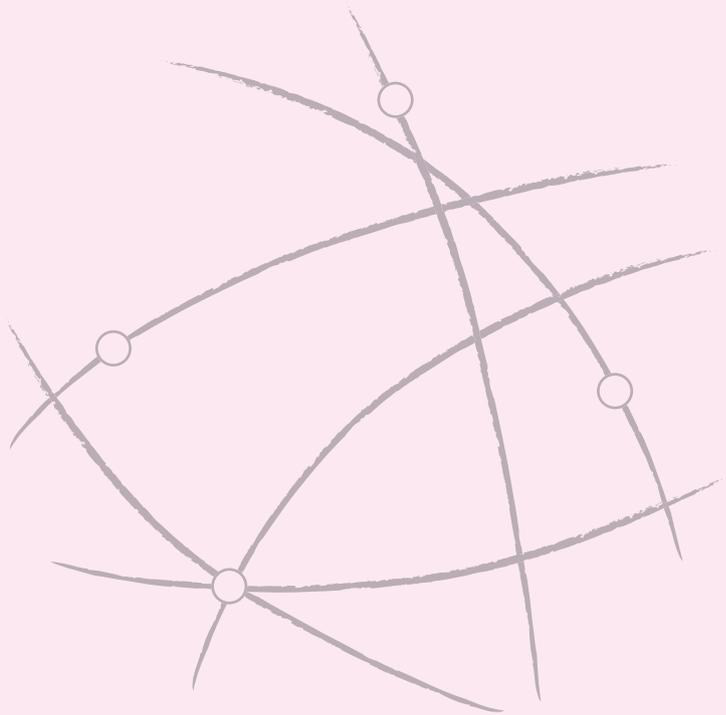
**Dragomir Marković,**  
EPS General Manager

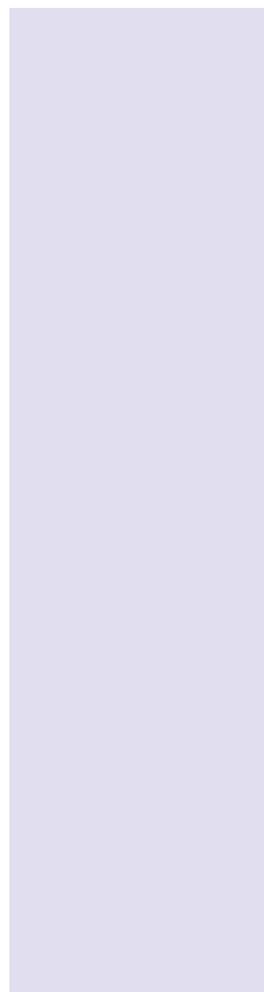
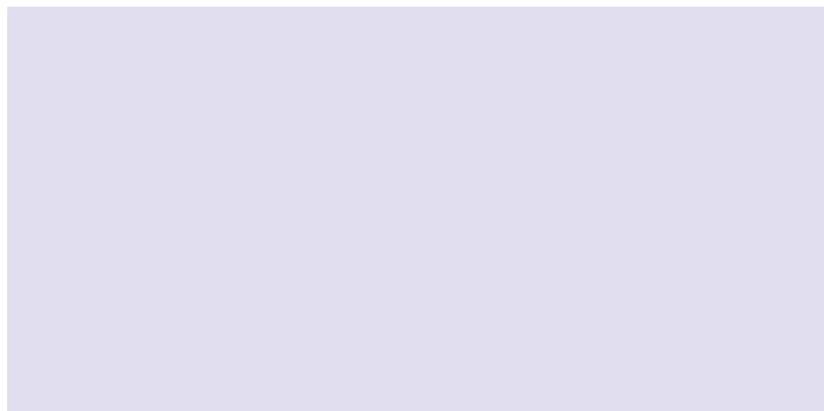
*It is great honour that Electric Power Industry of Serbia, when we needed it the most, recognized the importance of our work and helped us in fulfilling ideas. We justified expectations of EPS with our success in Brussels.*

**Uroš Uljarević,**  
member of „Strawberry Energy“ team



By Investing into  
Education We Invest  
into Advancement  
of an Individual







All EPS subsidiaries helped educational institutions located in the region where they operate. Reconstruction and rehabilitation of school buildings, equipping schools with teaching aids, celebrating school anniversaries, enabling students to take part in various competitions are just some of the activities of our company and its subsidiaries.

*Centar* equipped Prva kragujevačka gimnazija with teaching aids and awarded high school pupils who won first prizes in national competitions; *Drinsko-Limske HPPs* helped the reconstruction and rehabilitation of the building of primary school "Stevan Joksimović" in Rogačica near Bajina Bašta; *TPP-OCM Kostolac* participated in marking the anniversary of Secondary School of Economics and Trading and primary school "Sveti Sava" in Požarevac; *HPP "Đerdap"* enabled the participation in competitions at all levels for primary and secondary schools pupils; *TPP "Nikola Tesla"* for the tenth year in a row rewards the most successful pupils of primary and secondary schools from their community, as well as successful children of its employees.

## Equation with Five Medals

Electric Power Industry of Serbia and its subsidiary "Đerdap" enabled the participation of team from Serbia at the 52nd International Mathematical Olympiad in Amsterdam. Students from 105 countries participated in the Olympics. According to already established tradition, mathematicians from Serbia came back with five medals.

*Our contestants achieved very good results: Teodor von Burg won gold medal, Igor Spasojević and Stevan Gajović won silver medals and Rade Špegar won bronze medal. Filip Živanović was praised. Thank you for your help and we are looking forward to successful cooperation in the future.*

Prof. Zoran Kadelburg, PhD,  
The President of Mathematical Society of Serbia



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## Growing up without Violence



Electric Power Industry of Serbia and its 11 subsidiaries are the biggest corporate sponsors of Unicef “School Without Violence” program. All subsidiaries “adopted” one primary school from the region where they operate and enabled them to implement the “School Without Violence” program in 2008. Eight subsidiaries (*Elektrodistribucija Beograd, Panonske elektrane, Centar,*

*HPPs Drinsko-Limske, HPP “Đerdap”, MB “Kolubara”, TPP “Nikola Tesla” and Elektrovojvodina*) accepted to support the implementation of the program with their donations this year as well. Overall, EPS group has so far donated implementation of the “School Without Violence” program in 19 primary schools in Serbia.

Program of United Nations Foundation for children (UNICEF) - “School Without Violence” has been implemented in Serbia since 2005. It is being implemented in 196 schools all over Serbia at the moment. This program includes more than 135, 600 pupils and more than 12, 500 adults from 64 places in Serbia. According to the UNICEF survey, from the sample of about 27,000 pupils and 3,500 adults, about 65 percent of pupils were at least once and 24 percent were repeatedly exposed to some form of violent behavior, during only three months. Beside that, this frequency of violent behaviour determined EPS to help the fight against violent behaviour.



*Electric power industry of Serbia is a very important corporate partner to UNICEF Serbia, and is the biggest corporate donor to the programme "School without Violence".*

*Electric power industry of Serbia through its 11 economic associations has enabled 19 primary schools to implement "School without Violence" programme.*

*In 2008, the economic associations of Electric power industry of Serbia supported 11 schools that are located within the regions where they operate. Additional support by the economic associations has been ensured for the production of a parenting manual "What happened in school today".*

*This year, Electric power industry of Serbia and 8 of its economic associations invested in an additional 8 schools that started the programme School without Violence.*

*Electric power industry of Serbia has and continues to demonstrate commitment to the improvement of conditions for children within the communities where its business associations operate.*

**Lesley Miller, Deputy Representative UNICEF Serbia**

## Eco-Camp „Tara 2011“

Organized by Nature Conservation Movement of Serbia and under sponsorship of the Ministry of Agriculture, Trade, Forestry and Water Management, Eco-camp “Tara 2011” was held for the fourth time thanks to the donation of EPS subsidiaries. This year, same as in 2010, Eco-camp was helped by: PE EPS, *TPP-OCM Kostolac*, *HPP “Đerdap”*, *TPP “Nikola Tesla”*, *Elektrovodina*, *MB “Kolubara”* and *Drinsko-Limske HPPs*. Thanks to this help, about fifty primary school pupils from Serbia, who have shown great success in biology and in the activities in the field of environmental protection, participated in the environmental event held this year at Tara.

During the seven-day stay at Tara, students were able to “discover” different and rare species of trees and herbs, they visited nature reserve “Crveni potok”, Drvengrad, Šarganska osmica, Rača Monastery and Hydro Power Plant “Bajina Bašta”.

The camp is organized to enable primary school pupils to learn through spending time together as much as possible about nature and conservation of rare species of trees and other plants.

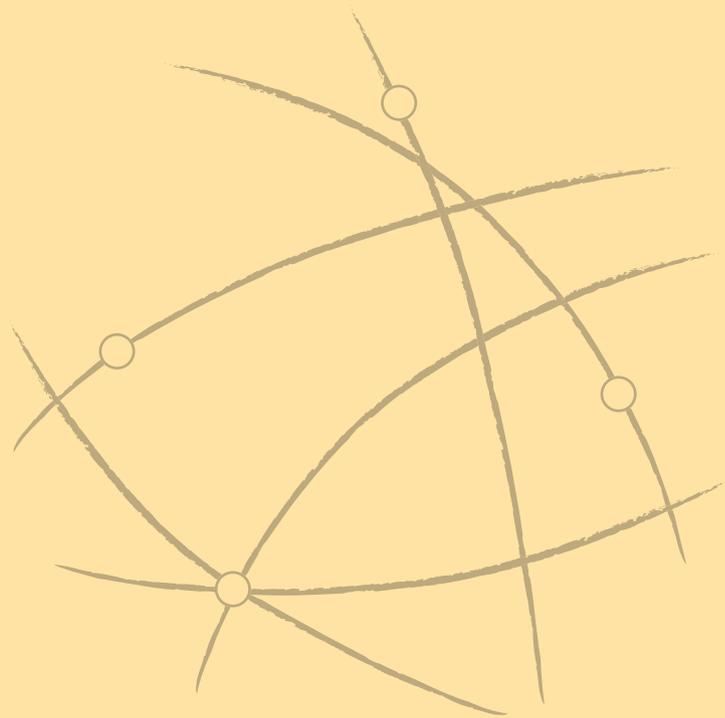


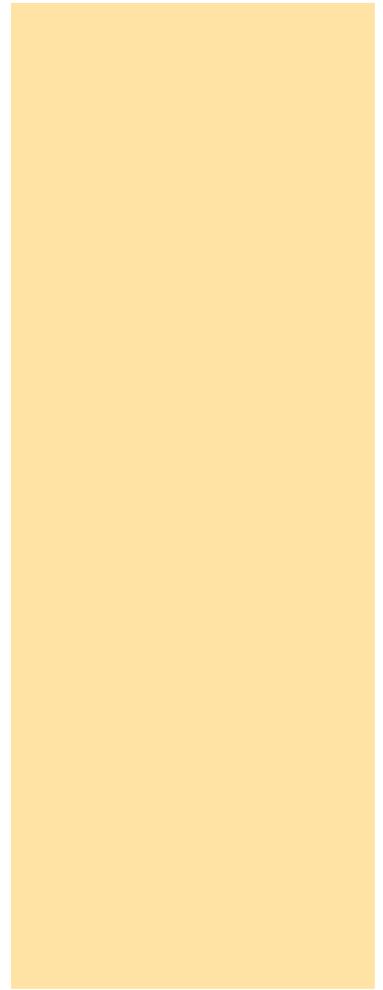


*I will always remember, with a smile on my face, those beautiful days spent in the nature with new friends. I would be the happiest if as many as possible young people would be interested into ecology and would join the Nature Conservation Movement. Today me, tomorrow you at Eco-Camp Tara. Together we can learn to live in harmony with the nature and to make our environment a better, healthier and more beautiful place to live. I know we will succeed!*

Vera Ristivojević from Bajina Bašta, Eco-Camp „Tara 2011“ participant,  
abstract from the essay on the topic: “Today me, tomorrow you at Eco-Camp Tara”

# The Protection of Cultural and Scientific Heritage







## Care for Museums, Witnesses of Time

Electric Power Industry of Serbia has been helping Nikola Tesla Museum for several years. In addition to exhibition dedicated to the life and work of the great Serbian scientist, much of the museum space and exhibits “talk” about electricity and magnetism as well. The most interesting section is the one in which there are authentic documents and working models of Tesla’s inventions. Archival material from the legacy of Nikola Tesla was entered in UNESCO’s “Memory of the World” register.

Electric Power Industry of Serbia has once again helped the Museum of Science and Technology - an institution which houses objects of great importance for the technological culture of our country. *Elektrodistribucija Beograd* consigned its building at Dorćol, which can fully meet the concept of modern technical museum, to this museum several years ago. Electric Power Industry of Serbia financially supported the reconstruction of the part of the museum space because the substantial resources were needed to make it possible.



*Museum of Science and Technology collects, researches and protects technical cultural property. All collections were formed thanks to gifts and donations. In the section of Electric Power Industry there are objects which employees and former employees of Electric Power Industry of Serbia, as well as the people who love technical culture gave to us. We manage to maintain and enrich this section thanks to the donations of Electric Power Industry of Serbia. Thus, the excellent cooperation of the Museum of Science and Technology and Electric Power Industry of Serbia became an example of a strong link between culture and economy.*

**Sonja Zimonić,**  
Museum of Science and Technology



## Art Colony “Love and Understanding”

The painters from Mexico, Hungary, Russia, Bulgaria, Croatia, Bosnia and Herzegovina, FRY Macedonia, Montenegro and Serbia participated in the Art Colony, that is supported by TPP- OCM Kostolac and that is held for the third time. This year the Colony was a part of a large number of events held on the occasion of 140 years of mining in Serbia.

*I am very pleased with the participation of painters and their work in the Colony, because they have left a great number of works. Also, I can express great satisfaction that the subsidiary TPP-OCM Kostolac supported this painters' gathering and showed great understanding for the particular type of communication between people - by painting and colour.*

**Snežana Milošević,**  
Art Colony Manager

## Theatre Festivals

Electric Power Industry of Serbia also supported theatre festivals “Days of Zoran Radmilović” in Zaječar and “Fortress Theatre” in Smederevo, and the organization of the festival “Glumačke svečanosti Milivoja Živanovića” in Požarevac which was supported together with the subsidiary *TPP-OCM Kostolac*.

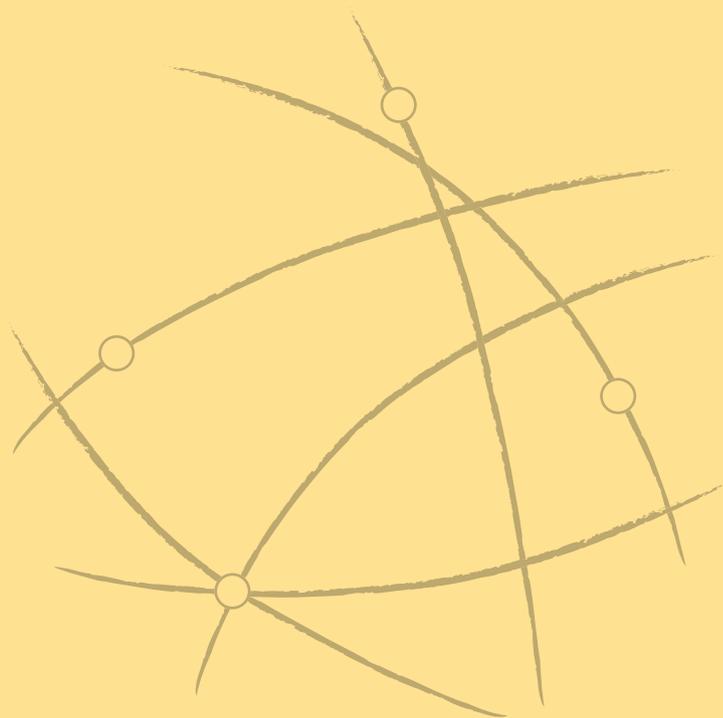


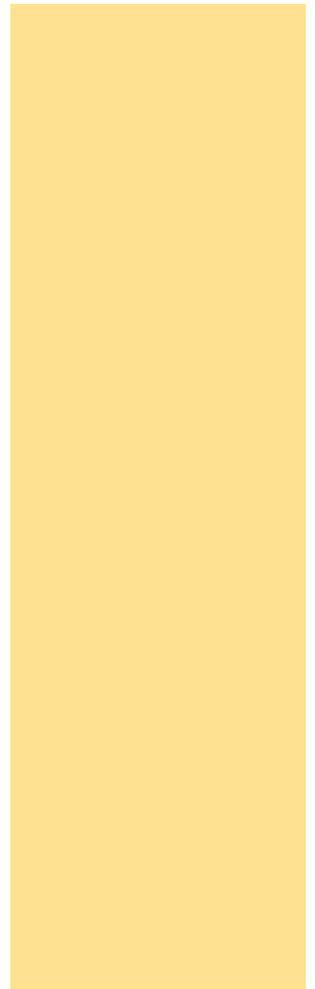
*Electric Power Industry of Serbia is a friend of our culture. It is a donor that believes that we cannot live without culture. People in this company know what are our cultural needs, they do not need to be asked and they do not need explanation related to the significance of a project.*

*There is a mutual trust between culture, cultural institutions and those of us who work in cultural affairs and Electric Power Industry of Serbia. Therefore we are very grateful to Electric Power Industry of Serbia.*

Vida Ognjenović,  
Secretary of the Council of the Festival “Fortress Theatre”

# Healthy Individual – Healthy Country







Healthy community and healthy individual are the most important for a country. This is why Electric Power Industry of Serbia and its subsidiaries particularly help many health care institutions.

Electric Power Industry of Serbia helped the Institute for Eye Diseases “Prof. Dr Đorđe Nešić” in Belgrade, to buy new light microscope, essential in the diagnostics of eye tumors. *HPP Drinsko-Limske* provided the Chamber of Commerce in Užice with an ambulance. *TPP-OCM Kostolac* gave the funds for landscaping around the newly built solar plants within Hospital in Požarevac, and an ambulance for the local health center. *Jugoistok* helped the Association of Multiple Sclerosis Patients from the district of Niš, *Elektrovojvodina* enabled the procurement of anaesthetic machine at the Insitite of Oncology in Belgrade and defibrillator at the Institute of Cardiovascular Diseases in Sremska Kamenica. By their donations, all subsidiaries enabled adequate medical treatment for many people, supply of medicines, health tools and other necessary means to improve their health.



## Incubators for Healthy Babies

Electric Power Industry of Serbia gave three incubators to the Institute for Neonatology in Belgrade. This donation was allocated to mark the anniversary of Electric Power Industry of Serbia.

The incubators were bought by TPP "Nikola Tesla" and MB "Kolubara".

*Institute for Neonatology would like to thank Electric Power Industry of Serbia for recognizing our efforts to renew the equipment and enable our young patients with the most complex health problems, not only to survive but also that their quality of life becomes better. There are 98 incubators altogether at the Institute (three are not in use). 35 of these are older than 25 years, 15 are between 15 and 25 years old, 28 incubators were procured five to ten years ago and 20 are less than five years old. These data clearly indicate what troubles us, and once again we would like to thank EPS for the donation.*

**Dr Branislava Dedović Bjelajac,**  
Institute for Neonatology, Belgrade

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## Helping People with Special Needs

On EPS anniversary, Electric Power Industry of Serbia gave a donation to the Institute of Psychophysiological Disorders and Speech Pathology "Prof. Dr. Cvetko Brajović" in Belgrade, which enabled equipping the department of this institute with furniture adjusted to patients' needs.

TPP "Nikola Tesla" has a long-term cooperation with the Center for Accomodating and Day Care of Children with Special Needs in the Develop-

ment in Obrenovac. Common donor relationship turned into permanent meetings of *TENT* employees and the children who live in the Center, which are organized several times a year, on various occasions in the subsidiary or in the Center.



## For Better Quality of Life of Blind Persons

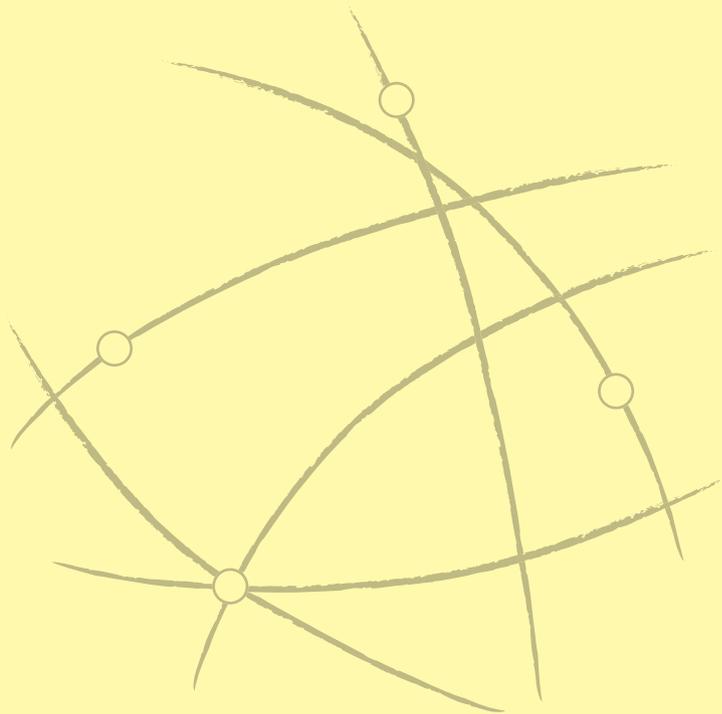
Thanks to the donation of Electric Power Industry of Serbia, Blind People's Association of Serbia procured 10 specially designed devices for the blind - DAISY players/recorders- which were, as soon as they arrived from abroad, delivered to those who need them and who deserve them because of their results in education. EPS has been helping Blind People's Association of Serbia to procure the necessary equipment for its members for two years.

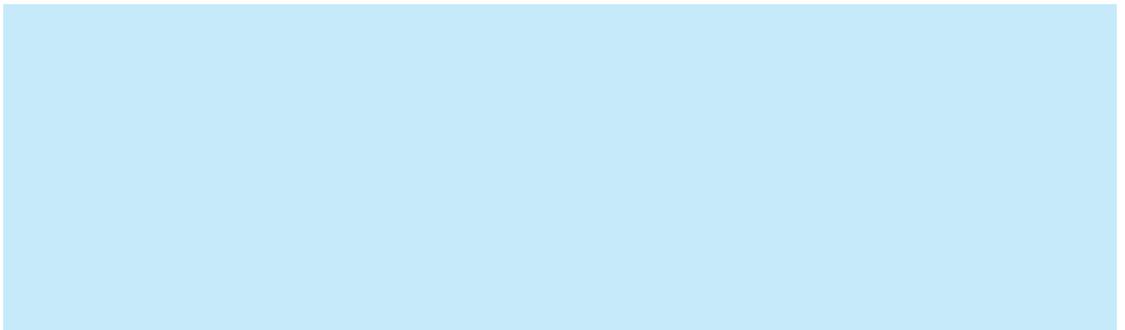
*The Commission of the Steering Committee of Blind People's Association of Serbia considered the requests of 60 pupils and students and decided to give ten devices to the pupils with top grades and regular students from eight cities: Belgrade, Novi Sad, Pančevo, Vranje, Inđija, Veliko Gradište, Šid i Ivanjica. It was not easy for us, because all of those who submitted requests are excellent pupils and students. We hope that in the following period we shall provide funds so that all of them could get these special devices which significantly help them in learning.*

**Jelena Stojanović,**  
Blind People's Association of Serbia



# The Light for Spiritual Values





Electric Power Industry of Serbia, with its subsidiaries, is one of the largest, if not the largest, donor of religious organizations and institutions. Whether it was about to help printing of an important book, reconstruct something destroyed or build something new, EPS was always helpful. And not always only by cash donation. We worked on the projects, fixed the grid, installations... The preservation of religious and cultural heritage, spiritual and national values are the objectives to which achievement Electric Power Industry of Serbia is very dedicated.

PE Electric Power Industry of Serbia distinguishes the donations for the Patriarchate of Peć and Monastery of Hilandar as the most important.

Almost all subsidiaries helped religious institutions from their surroundings. *Centar* enabled the completion of the churches in the village Trnjani and Eparchy of Braničevo; *Elektrovovodina* helped the construction and reconstruction of a number of religious institutions across Vojvodina, *MB "Kolubara"* helped the construction of a church in Barzilovica; *TPP-OCM Kostolac* helped churches of Sveti Maksim Ispovednik in Kostolac and Velikomučenik Trifun in Kličevac as well as parish homes in Ostrovo and Kličevac, as well as the vakuf home of the Islamic Community in Kostolac. For many years *MB "Kolubara"* and *TPP-OCM Kostolac* give large amounts of coal to monasteries and churches, for the purpose of heating.

## Modern Patrons

Last year in Studenica, one of the oldest monuments of culture and spirituality of Serbian people, a mini hydro power plant was built.

The rehabilitation of power plant of the monastery, which operated from 1959 to 1971, when it was decommissioned, with the capacity of about 90 kW, started in 2004 and was completed in 2011. Thanks to, among others, EPS and HPP "Đerdap", the hydro power plant of the monastery is put into operation again. The Holy Bishop Synod of the Serbian Orthodox Church gave the subsidiary "Hidroelektrana Đerdap" the St Sava Medal of the Second Order, for the exceptional dedication in the construction of this mini hydro power plant.

The operation of hydro power plant shall not disturb the life in the river, because the fishpass is left, so the trouts, with which the river is full, will move freely upstream and downstream. Experts say that this power plant meets the highest environmental criteria.



На предлог  
Патријарха Српске Православне Цркве  
Госпођина СРП30070.МД





*The Serbian Orthodox Church is very grateful to Electric Power Industry of Serbia for all the good it has done for our Church and our sanctums.*

*Electric Power Industry of Serbia has done great good deeds from their field for our many sanctums. To name just a few: Chilandarion, Studenica, Žiča, Patriarchate of Peć.*

*Not only did we receive help in the form of electrification of our sanctums and electricity, but there were also significant contributions to the restoration of many churches. Lately, we get coal for heating from Electric Power Industry, therefore this is one of the forms of valuable help for our Church and monasteries.*

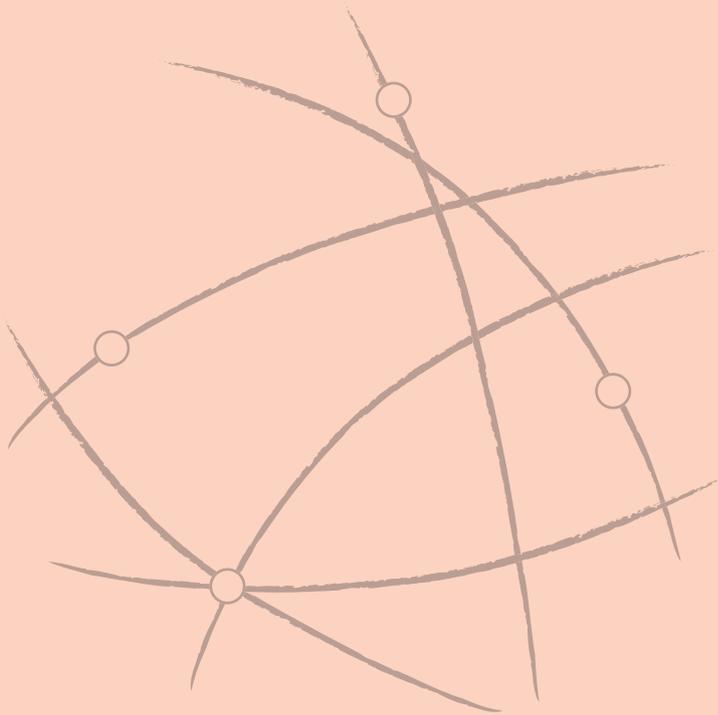
*I have the opportunity to thank the Electric Power Industry of Serbia on behalf of the whole Church and in my own name for all it has done and to express my strong desire for the development of this sector of economy in Serbia. I believe it has the potential, because, thank God, we are quite rich in water. This gives us an opportunity to use these possibilities for the benefit of both Electric Power Industry of Serbia and the entire nation.*

*I would like to thank all who were of opinion that it was necessary to help the Church! The Church shall always be grateful. To all who operate in this sector of economy I wish a lot of success and progress in their work.*

**Patriarch Irenaeus**



# Right to Decent Life





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To be humane means to help those who are unable to meet their basic needs. As one of the largest companies in Serbia, EPS has an obligation to do everything to help that life of our every citizen is decent.

EPS allocated most of its donation,s in the past two years, to help people affected by major natural disasters - first an earthquake in Kraljevo, in November 2010, and then even more devastating earthquake in Japan, in March 2011. Of course, our company and all our subsidiaries are always ready to help those who lack the basic means of subsistence.

*Drinsko-Limske Hydro Power Plants* helped the Blind People Association in Bajina Bašta and Prijepolje to procure supplies for their smooth operation. Besides, this subsidiary also provided the books for one primary school in Kosovo and Metohija. *MB "Kolubara"* and *TPP-OCM Kostolac* donated, as they used to do it, considerable amounts of coal for heating many hospitals, schools, institutions for people with special needs, disabled people associations and veterans...

*Elektrosrbija* helped to build a facility where children and adults with special needs would live in Trstenik, participated in organizing "Games Without Frontiers" for the children with special needs "Little Big People", and helped the Blind People Association in Kraljevo to improve daily work conditions.

## When Needed EPS is There



No one in Serbia remained indifferent after the powerful earthquake in Kraljevo and disaster in Japan. Devastating earthquake and tsunami wiped out whole cities and villages in the Northeastern Japan. On the other hand, a large number of population, living in the earthquake affected areas in

central Serbia, was left homeless. EPS made an effort so that they do not feel abandoned. We were among the first who came to help.

As a socially responsible company, Electric Power Industry of Serbia responded quickly and generously. Although our electric energy capacities were just being prepared for the work in the winter conditions, EPS helped residents of Kraljevo by its donation, to fix the damage and enable normal life as soon as possible before winter arrival.

The employees of *Elektrosrbija* also responded immediately and, with great effort, in difficult conditions, managed to provide electricity supply again in the shortest possible period. Due to the earthquake, about 24,000 consumers were left without electricity, and the following morning there were only about a hundred. For days and months after that, *Elektrosrbija* worked assiduously for all inhabitants of these regions to help them fix the consequences of earthquake.

*On behalf of all citizens of Kraljevo, I would like to thank Electric Power Industry of Serbia on the largest individual help so far. In a situation when Kraljevo is experiencing its most difficult moments in recent history, each piece of building material is precious to us, and not to mention something such as this contribution of EPS. I would invite other companies to join humane gesture of EPS.*

**Ljubiša Simović,**  
Mayor of Kraljevo

## School of Friendship

“School of Friendship” is a project of the humanitarian organization “Naša Srbija”, that is organized for eleven years. The goal is to provide psychosocial support to the children whose parents were killed, kidnapped or went missing during the previous wars in our region, and especially to the children from Kosovo and Metohija. In the outstanding surroundings of Tara, in a

friendly environment, with rich and entertaining program, socializing, play and creativity, children gain new knowledge and skills in the fields of ecology, ethnology, painting, sculpture, music and acting. This year as well, Electric Power Industry of Serbia and *Elektrosrbija* supported “School of Friendship” and thus enabled these kids to put back smiles on their faces.



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## Improvement of the Life Quality of Gypsies in Serbia

The Decade 2005-2015 for Inclusion of the Gypsies is an international initiative, the first of this kind, by which the governments of the countries of Central and Southeastern Europe pledged to work on the improvement of the social-economic status of the Gypsies and their integration into all social relations within the region. *TPP-OCM Kostolac* supported this initiative, in order to speed up the process of Gypsies' status improvement in Serbia, particularly in the region of Braničevo.



With the donation of *TPP-OCM Kostolac* and the Embassy of Japan, in cooperation with the association "Gypsy" from Požarevac and local government, Education Center for the Gypsies was established, where preparatory classes for two groups of 40 preschoolers are held. Preschoolers can improve the knowledge of Serbian language so they can more easily become a part of regular education system. The classes for adults and children without completed primary and secondary school, as well as workshops, seminars and computer skill courses are held in the Center.

*So far there was no institution in one place where the Gypsies from the region of Braničevo could find some support and signpost to improve their already difficult life status. By its programs, Education Center for the Gypsies will help the Gypsies get the necessary education that will enable them to live dignified life.*

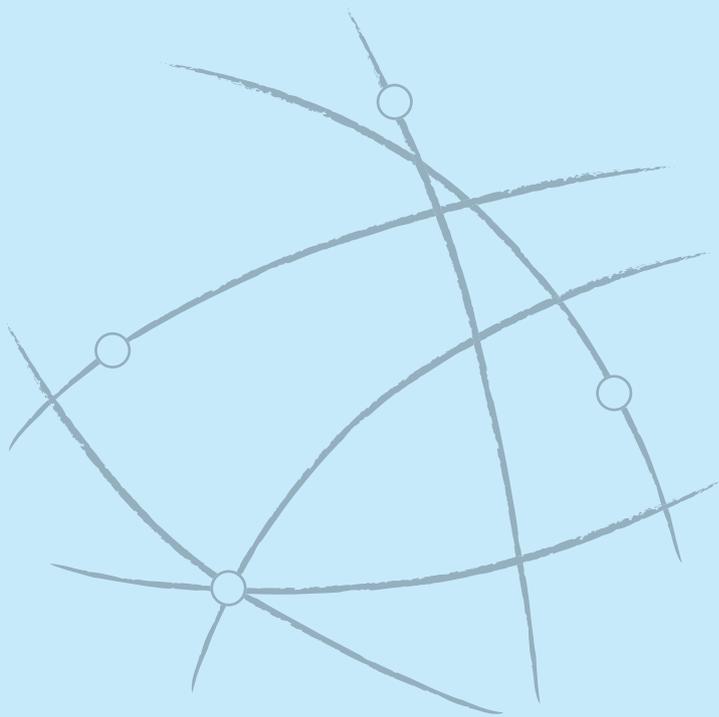
Saša Tomić,  
Secretary of the Association of the Gypsies  
in the region of Braničevo

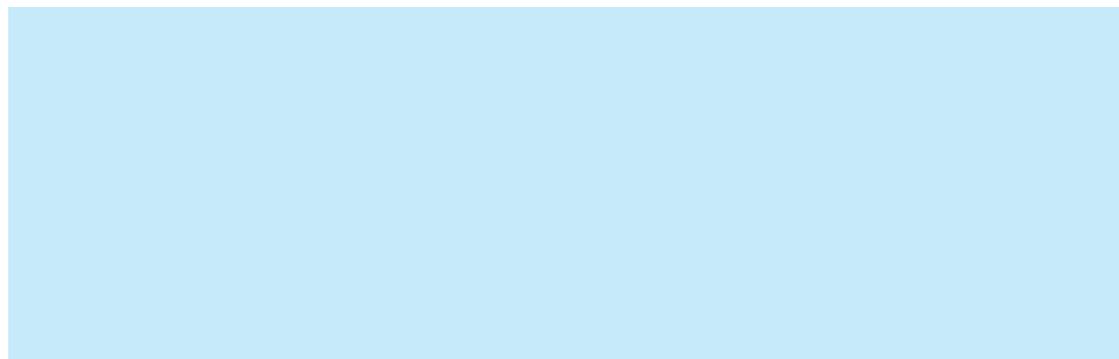
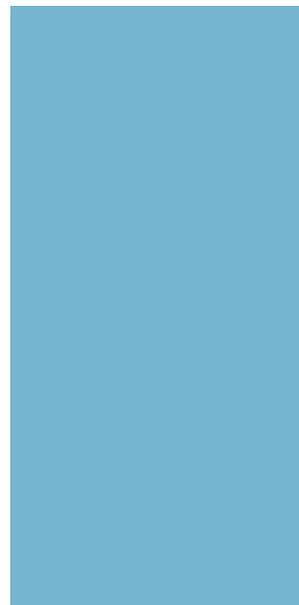
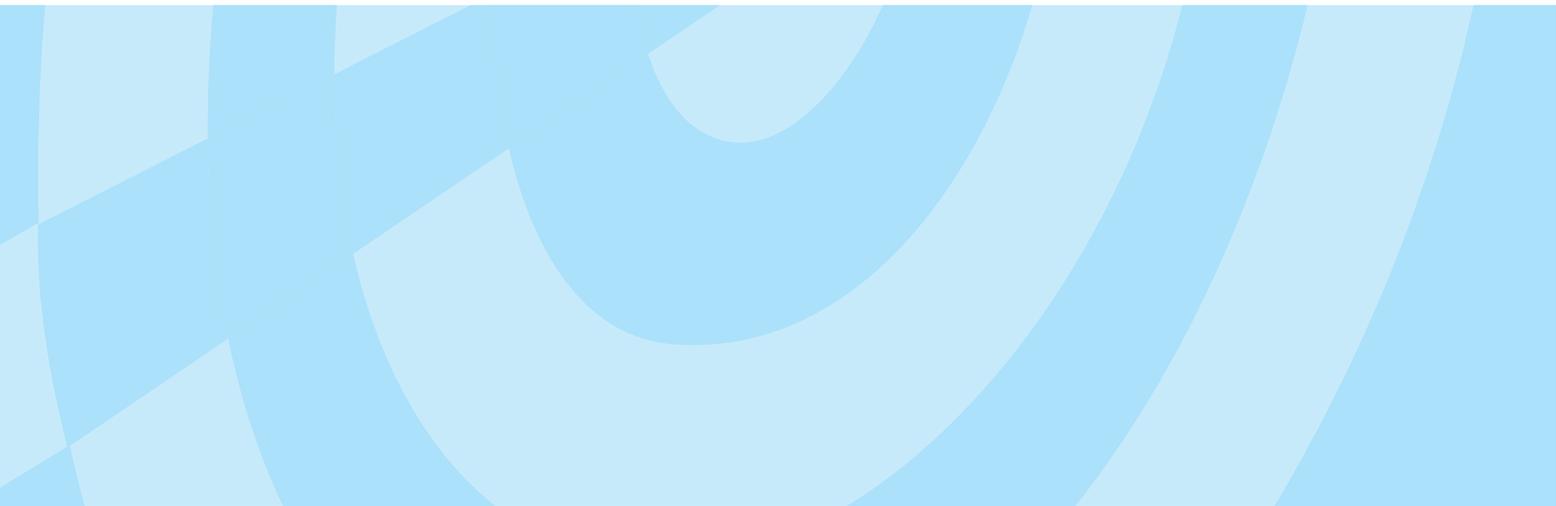
## For Happy New Years

For three years in a row, Electric Power Industry of Serbia helps that vulnerable categories of citizens also receive the New Year and Christmas gifts. Seven homes for children and youth, in Sombor, Užice, Banja Koviljača, Niš, Vranje, Negotin and Subotica, as well as the Centre for Protection of People with Special Needs "Putokaz" in Belgrade and the Union of War Veterans and Invalids of Serbia, received help from EPS, and their residents spent the Christmas and New Year's holidays in a much nicer atmosphere.



For Healthy Life  
and New Sports Victories







Electric Power Industry of Serbia has always given a great support to all our top sportsmen. Last year we were with our national basketball, football, volleyball, handball, water polo, swimming and kayaking associations, and we give great support to the Olympic Committee of Serbia, as well as to the Athletic Association of Belgrade. All our subsidiaries help local sport development and support sports organizations in their communities.

*HPP "Đerdap"* supported the participation of the Karate Club "Kladovo" members in the European Championship in the Netherlands; *Drinsko-Limske hydro power plants* helped the football club "Perućac" and the clubs in the municipality of Nova Varoš; *TPP-OCM Kostolac* helped the football club "Mladi Radnik" from Požarevac and participated in organization of a series of sports activities at the local level. *MB "Kolubara"* traditionally helps local sports clubs, so it gave a donation to the Sports Association of the municipality Lazarevac, as well as a number of sport clubs from the territory of the municipalities Lajkovac and Ub. *Centar* supported the basketball club "Radnički KG". *Elektrosrbija* allocated the financial help for local volleyball and basketball teams, and it will help the preparations of sportsmen with disabilities for the 2012 Paralympic Games, to be held in London.

*Traditionally, Electric Power Industry of Serbia is the partner of the Olympic Committee of Serbia. We are grateful for that. I believe that other companies shall follow the example of EPS and recognize what the employees of Electric Power Industry of Serbia determined as their own and general interest - the support of Serbian sport in many different ways, which is often the best ambassador of our country.*

*The 2012 Summer Olympic Games are to be held in London. I believe that we shall celebrate victories and medals of our sportsmen together with our partners, including EPS, which as a socially responsible company, has a significant place.*

Vlade Divac,  
President of the Olympic Committee of Serbia



*I would like to thank all companies which support the Volleyball Association of Serbia for providing the best trainings and competitions for us who play for the national team, so that all of us can make people happy by winning the medals in world and European competitions. Electric Power Industry of Serbia, which has been supporting this sport for 14 years, is one of our most loyal partners.*

*The credits for our European gold medal, which we won in 2011, belong to EPS and other sponsors and companies which gave donations to our Association.*

Ivan Miljković,  
Captain of Serbian volleyball national team



*We, the players of the champion national water polo team of Serbia, are proud that one large company, such as Electric Power Industry of Serbia, has been a part of our team for long time, that it believes in us and gives us support in achieving the greatest results. I would like to thank you for everything you have done for Serbian water polo, and we shall continue to give our best to be your partner with the most trophies won.*

**Slobodan Soro,**  
Water polo player



*The Basketball Association of Serbia has had a successful cooperation with Electric Power Industry of Serbia for many years. We believe that cooperation is to mutual satisfaction. We wish business success to our partner, hoping that our cooperation will be continued in the following years.*

**Dejan Bodiroga,**  
Vice President of the Basketball Association of Serbia





*On behalf of the Handball Association of Serbia and handball national teams, I would like to thank all the companies in Serbia which support sport, especially those that support us - the handball players. One of them is Electric Power Industry of Serbia, which realized the significance of sport in our country and assessed that professional sport, in this case handball, is an excellent investment.*

*The cooperation with EPS has always been of high quality, meaningful and hopefully, successful to the mutual satisfaction. I believe that in the future, we shall, in all competitions, show that we deserve the trust you entrusted us so far and that we shall continue to have the honour to wear your company logo on the national team jersey.*

**Savo Mešter,**  
Handball player





Published by: **PE Electric Power Industry of Serbia  
Public Relations Sector  
2 Carice Milice St., Belgrade, Serbia  
www.eps.rs, eps@eps.rs**

For the publisher: **Dragomir Markovic, General Manager**

Design: **Svetlana Petrovic**

Printed by: **Čugura print, Belgrade**

Circulation: **500**

Belgrade: **2011**

CIP - Каталогизacija у публикацији  
Народна библиотека Србије, Београд

621.31(497.11)

ANNUAL report on corporate social  
responsibility of Electric Power Industry of  
Serbia / for the publisher Dragomir Markovic.  
- 2011- . - Belgrade (2 Carice Milice St.)  
: PE Electric Power Industry of Serbia, 2011-  
(Belgrade : Čugura print). - 21 cm

Godišnje. - Ima izdanje na drugom jeziku:  
Годишњи извештај о друштвено одговорном  
пословању Електропривреде Србије = ISSN  
2217-6853  
ISSN 2217-6861 = Annual report on corporate  
social responsibility of Electric Power  
Industry of Serbia  
COBISS.SR-ID 186415116