



# GIVING BACK TO THE COMMUNITY.

Miloš Paunović, CSR Specialist

Nordeus

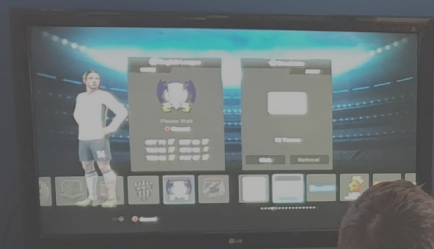
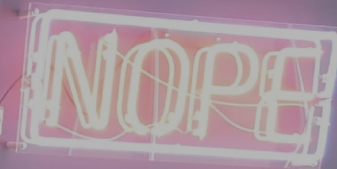
A large group of people, mostly men, are gathered on a rooftop terrace. They are all wearing red and white vertically striped soccer jerseys. Many of the jerseys have names and numbers on the back, such as "MARKOVIC 11", "PANTIC 11", "SKORIC 11", "MILADINOVIC 11", "ANDREJEVIC 11", "BEGIC 11", "ORBOVIC 11", "LEWIS 11", "TOJAKOVIC 11", "PANTIC 11", "MILADINOVIC 11", "ANDREJEVIC 11", "BEGIC 11", "ORBOVIC 11", "LEWIS 11", "TOJAKOVIC 11". They are all cheering with their arms raised, some holding up their phones to take pictures. The terrace has a wooden deck, some lounge furniture, and a glass railing. In the background, there are green plants and a building with a glass facade.

**YOUR BUSINESS CAN'T  
GROW IF THE  
COMMUNITY IS NOT  
GROWING.**





**YOU NEED YOUR  
BRAND TO STAND OUT.**



**YOUR PLAYERS  
WILL ASK YOU TO.**





**YOU NEED TO ENGAGE  
YOUR PEOPLE.**



A row of dark glass beer bottles is shown, each with a different label. From left to right, the visible labels include a colorful abstract design, a red label with the word 'TOMATO' in white, a grey label with 'Darkness is Art', a blue label with 'GEN BEER', a black label with the 'UEFA CHAMPIONS LEAGUE' logo and two yellow stars, and a label with a blue robot face. A black rectangular box with white text is centered over the bottles. A small red vertical bar is on the left side of the image.

**YOU WILL ALWAYS NEED  
AWESOME CONTENT.**

# BATTLE FOR MATERNITY WARDS.

We donated over **1 million euros** to fund the reconstruction of **15** maternity wards which cover **30%** of all newborns across Serbia.

**BITKA ZA BEBE**  
AKCIJA ZA DONACIJU  
OPREME PORODILIŠTIMA

**BORBA SE NASTAVLJA!**  
SMS DONACIJA ZA PORODILIŠTA NA BROJ 3100.  
CENA PORUKE JE 100 DINARA ZA KORISNIKE SVIH MREŽA U SRBIJI.

KUPOVINOM PROIZVODA KOJI IMAJU NEKU OD PRIKAZANIH  
MARKICA NA SEBI, ULAZITE U KRUG LJUDI KOJI SU DALI  
SVOJ NESEBIČAN DOPRINOS I POMOGLI AKCIJU  
"BITKA ZA BEBE" KOJA ZA CILJ IMA POMAGANJE PORODILIŠTA  
ŠIROM SRBIJE, UKLJUČUJUĆI I VAŠ GRAD, ILI VAŠE MESTO.  
HVALA VAM!

**GIGATECI**

# ABOUT WHO WE ARE.



## FOUNDATION

2010



## GAMES

Top Eleven  
Golden Boot  
Heroic: Magic Duel



## CREW

170 People,  
22 Nationalities



## HQ

Belgrade, Serbia



NORDEUS





# SERBIA\*

POPULATION: 7 MILLION

GDP: 119 BILLION \$ (78TH)

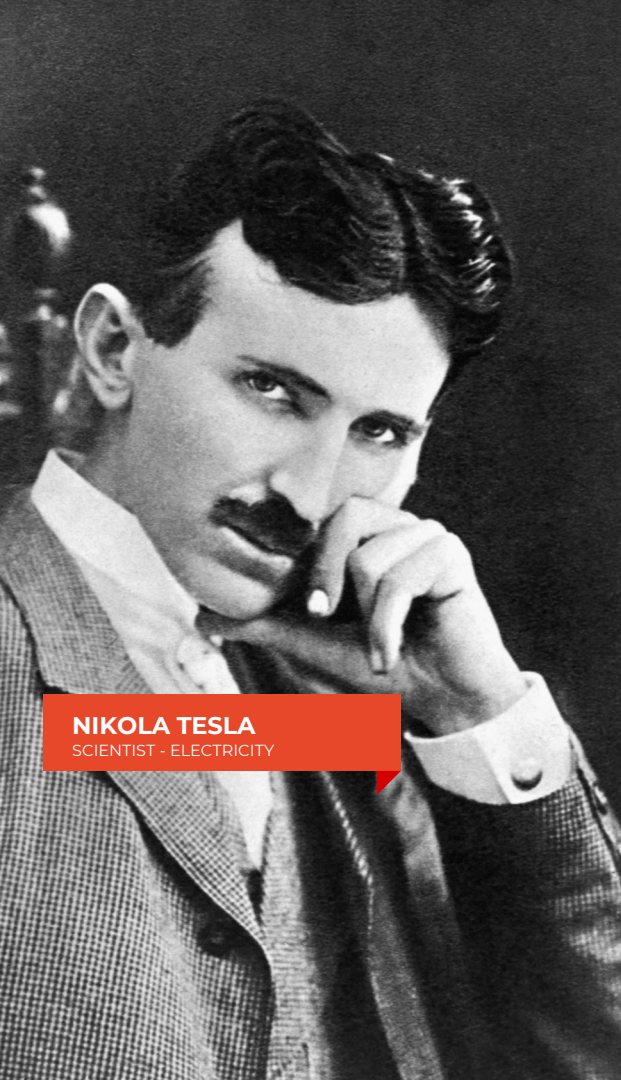
CAPITAL: BELGRADE

\* Siberia is  
here and it's  
very cold

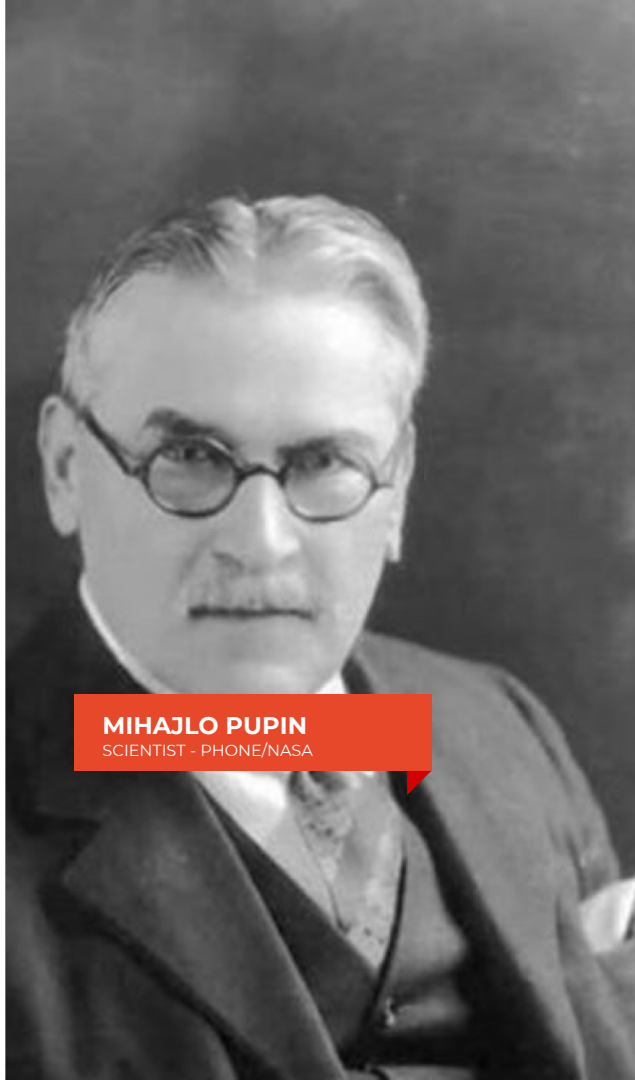


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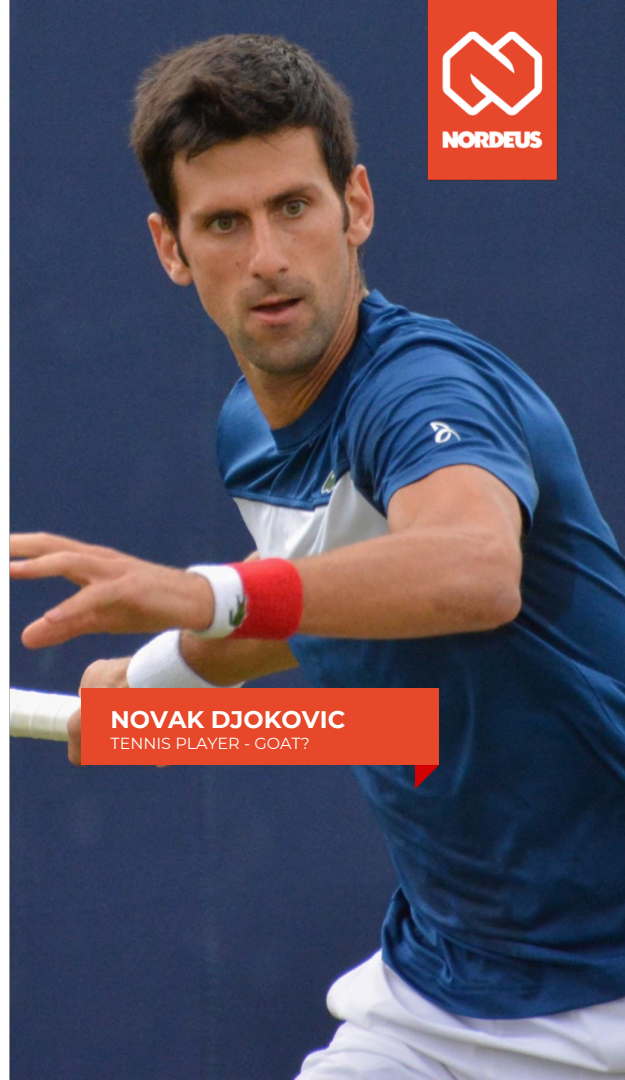




**NIKOLA TESLA**  
SCIENTIST - ELECTRICITY

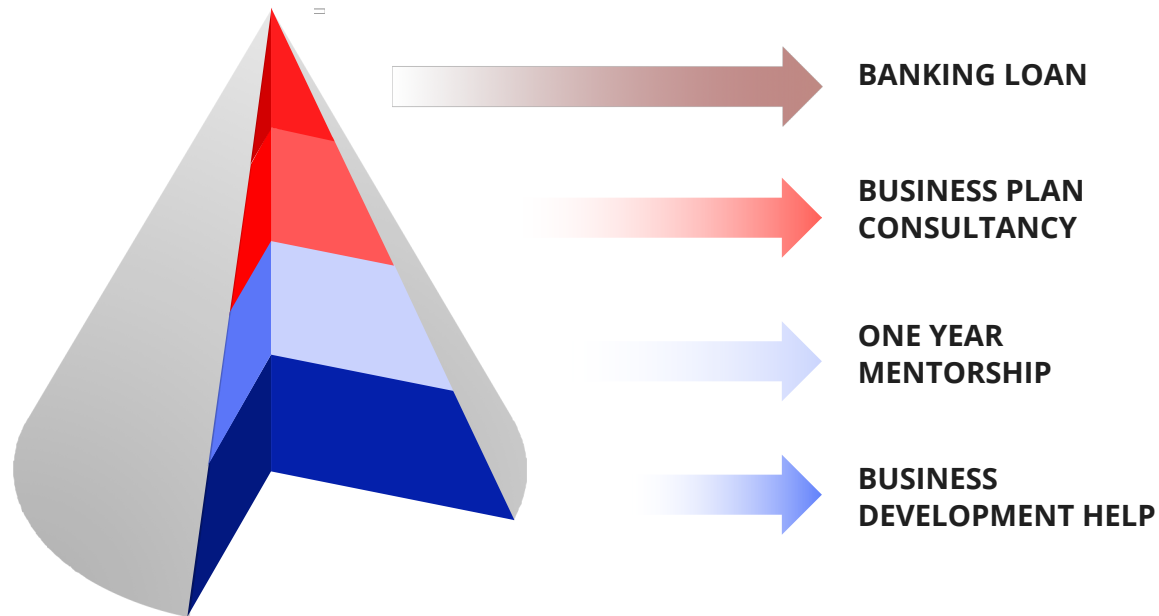


**MIHAJLO PUPIN**  
SCIENTIST - PHONE/NASA





**NOVAK DJOKOVIC**  
TENNIS PLAYER - GOAT?

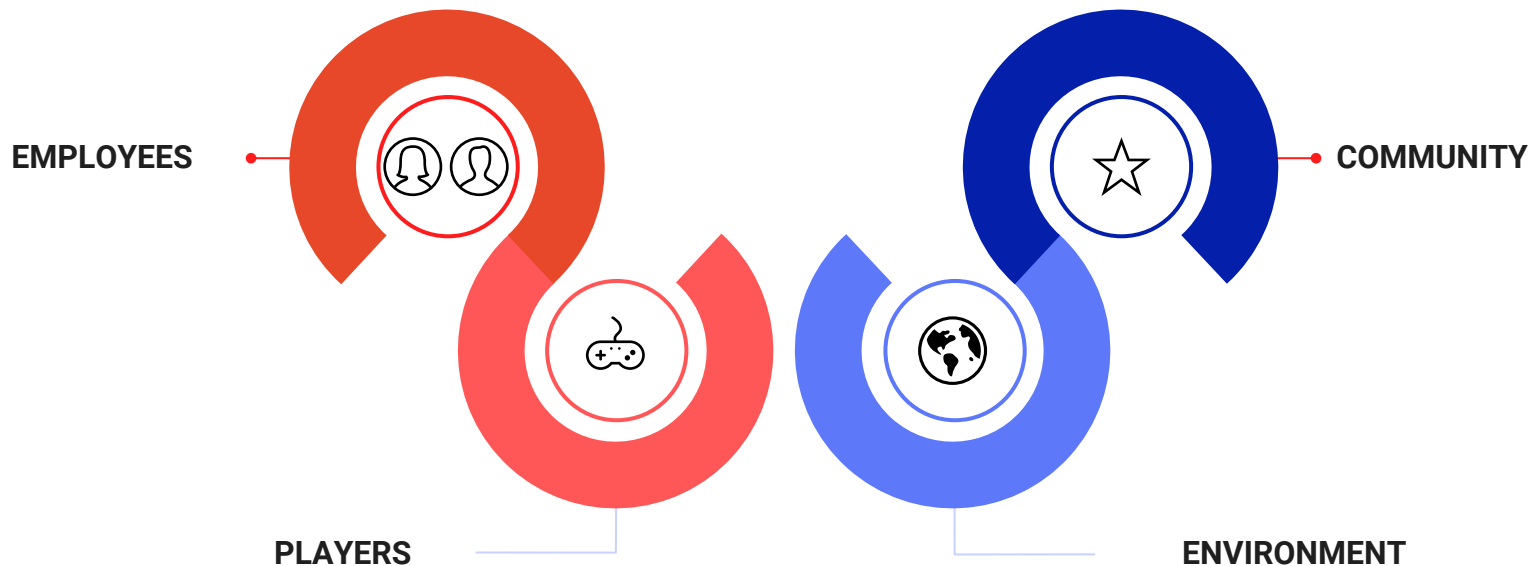
# GENERIC BANKING SLIDE.





	BATTLE FOR MATERNITY WARDS	BANK LOAN EXAMPLE
Are they both giving back?	✓	✓
In what ways were company involved?		
How were people engaged?	COMMUNICATION	EXPERTISE
What was the impact to the business?	VERY LONG TERM	PIPELINE FOR FUTURE CUSTOMERS
What about external communication?	WHY BABIES?	OF COURSE, ENTREPRENEURS
		PART OF THE BIGGER STRATEGY!

# GIVING BACK STRATEGY.



# CHALLENGES OF THE COMMUNITY.



**LOW LEVEL OF  
DIGITALISATION**



**OUTDATED  
EDUCATION**



**UNDERDEVELOPED  
GAMING ECOSYSTEM**



# DIGITAL SERBIA INITIATIVE.

INITIATIVE CREATED BY **26** LIKE  
MINDED COMPANIES WITH THE GOAL  
TO DIGITALLY TRANSFORM SERBIA



EDUCATION



LEGAL  
FRAMEWORK



STARTUP  
ECOSYSTEM



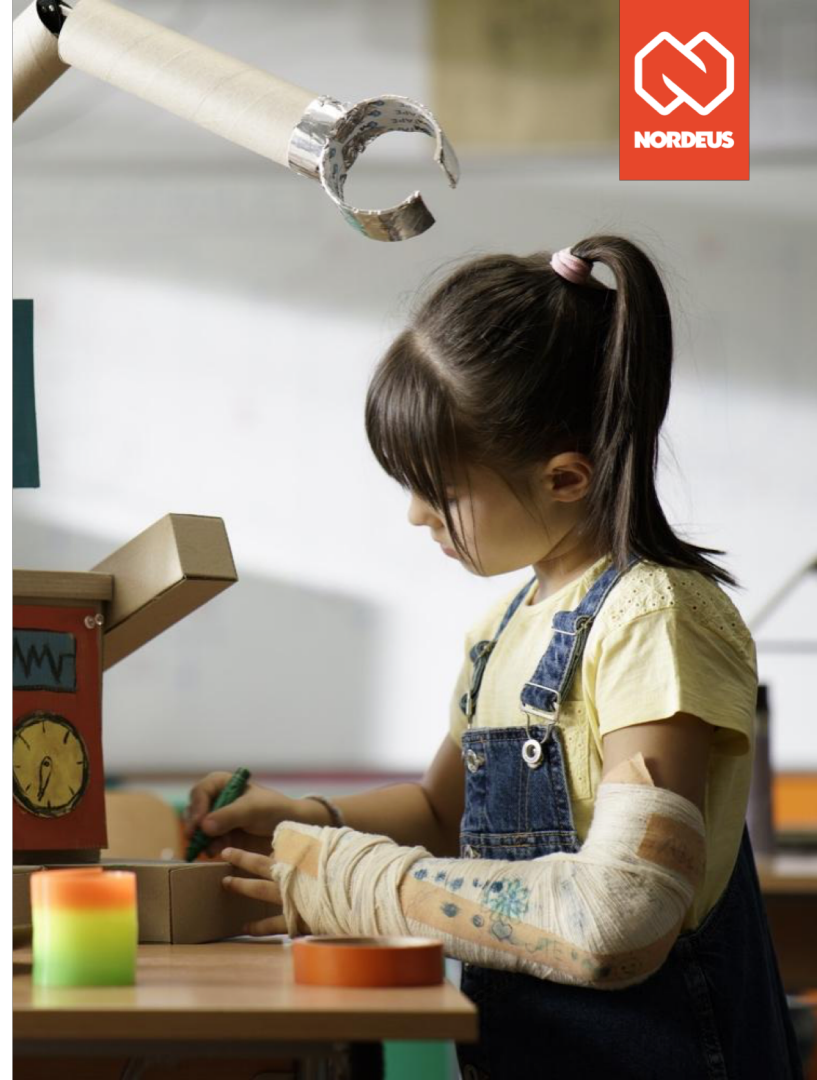
PUBLIC  
DIALOGUE



GAME DEVELOPERS CONFERENCE  
#GDC19

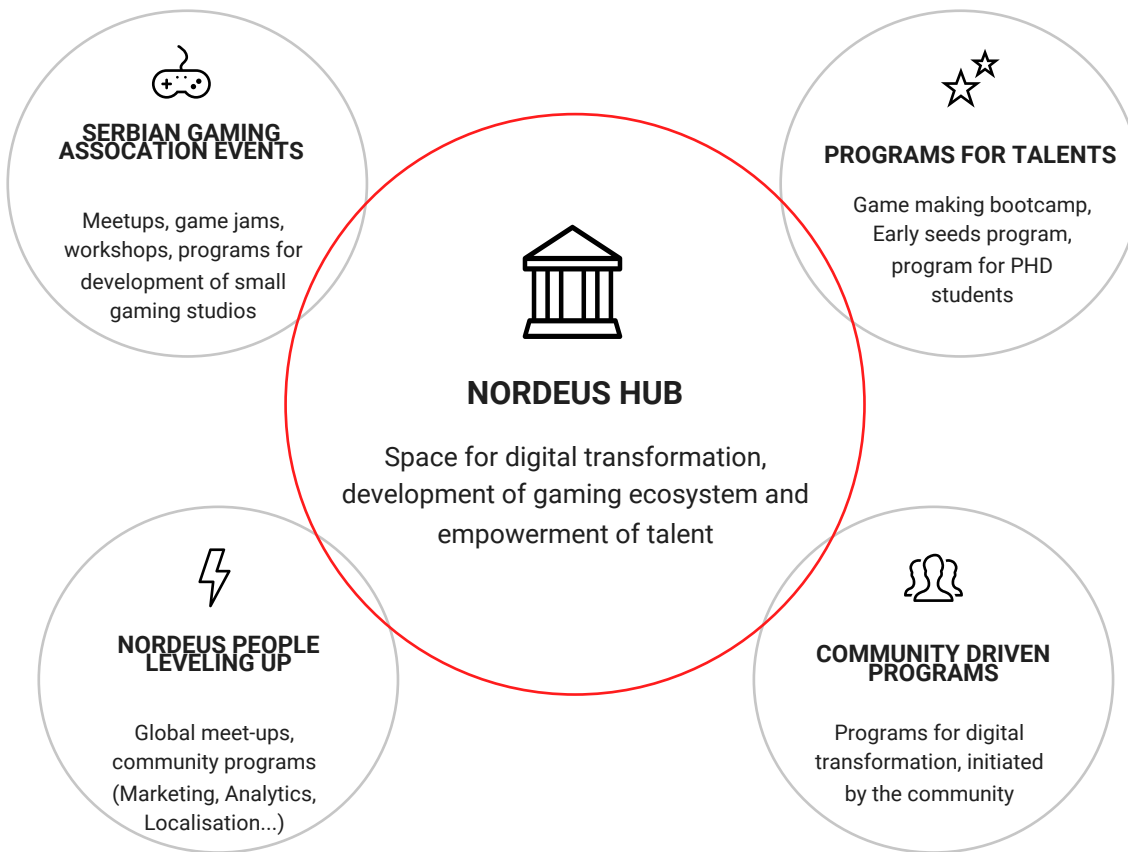


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# GAME CHANGER TOUR.

A life changing experience at Nordeus HQ - aimed at changing the mindset of high schoolers toward the digital world and gaming.



## HALF - DAY EXPERIENCE

Half day tour at Nordeus HQ



## IT CLASSES FOR STUDENTS

Experience focused toward IT students  
at 42 grammar schools



## COMBINATION OF DIGITAL AND ANALOGUE

The tour will be a combination of  
showcasing digital tools, and talks by  
our people

# GAME MAKING BOOTCAMP.

Bootcamp created with the goal to introduce the game making process and industry to talent across different disciplines.



## 6 DAY BOOTCAMP

Short and intensive program



## TAILOR MADE CURRICULUM

Curriculum will be tailor made for different discipline.



## PIPELINE FOR OTHER PROGRAMS

Program for wide outreach to talent, which will serve as a pipeline for other programs.

# INDIE GAME INCUBATOR.

Incubator program for small gaming studios from Serbia, aimed at helping them to arrive at soft launch phase, and with the aim to be ready for early investment.



## 6 MONTH INCUBATION



## INFRASTRUCTURE

Game teams will have Nordeus hub resources at their disposal



## GAMING INDUSTRY EVENTS

Program will be combined with SGA and others events (i.e. investor pitching).



## MENTORS AND WORKSHOPS

Each team will have their own mentor, and experts at their disposal. Special workshops will be developed for the cohort.

# WAR CHILD FOOTBALL CLUB.

We supported War Child UK as they launched the War Child Football Club, an initiative set up to improve the lives of young people who live in areas of conflict.

We launched the special edition War Child FC kits and emblem in our club shop in Top Eleven.





# HOW CAN YOU GET HERE?

1. Start with something you care about!
2. Understand the problem of your community.
3. Ask yourself - how can I use my expertise to help?
4. And create a holistic strategy to tackle it.





Remember, with great power comes  
great responsibility!

**UNCLE BEN**

SPIDERMAN'S UNCLE



## MILOŠ PAUNOVIĆ



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[www.linkedin.com/in/milospaunovic/](https://www.linkedin.com/in/milospaunovic/)

**Space for wrap up and discussion  
after the session:**

Room: Overlook 2014  
Time: 12:15 pm - 1 pm