

Belgrade, 27th May 2016

New children's playground opened in New Belgrade

The Public Utility Company “Zelenilo Beograd” has, with the support of Wiener Städtische Insurance, finished works on the complete rehabilitation of green areas at 141 Mihajla Pupina Boulevard in the municipality of New Belgrade. In this way, residents of block 30 got another modern children’s playground. The total rehabilitated area covers over 1,150 m².

At the children’s playground, there is a rubber red and green mat, which makes the whole area dynamic and interesting. This mat is resistant to UV radiation, weather conditions, and safe for the environment, because it is made of a material whose production, transport, and fitting does not pollute the environment. The children’s playground is surrounded by a metal fence in the part next to the internal road, so that users can play more safely, and all children’s recreational equipment are in accordance with applicable standards. This playground has nine benches with backrests and three wire rubbish bins, with the lawn around the playground re-sowed while preserving the existing vegetation. A concrete path has also been laid, which divides this playground into two units.

The value of the project is approximately 3,000,000 dinars, which was donated by the Wiener Städtische Insurance Company.

“Ever since the start of our business in Serbia, we have been set, as one of our strategic priorities, to be supportive of the local community through our corporate social responsibility projects. Furthermore, as a result of our efforts, we had been awarded with the Günter Geyer reward by the Vienna Insurance Group, of which we are a part. This award depicts our commitment to corporate social responsibility projects even more knowing that we won a second place in the competition consisting of 25 countries, for which we received 30.000 euros to reinvest in such projects. Almost half of this sum was used to renovate the children’s playground in the municipality of New Belgrade; we then put up an additional amount of our own funds making the playground’s renovation worth around 3.000.000 RSD. The rest of the funds have been successfully invested in other socially responsible projects. It was our wish that this donation provides our children with a nicer and safer place to play”, said Svetlana Smiljanić, member of the Executive Board of Wiener Städtische Insurance, to the media.

The opening ceremony of the children’s playground was attended by the Mayor of Belgrade, Siniša Mali, and Director of the Public Utility Company “Zelenilo Beograd”, Slobodan Stanojević.

ŽIVOT BEZ BRIGE

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