



ANNUAL REPORT

JANUARY 1ST – DECEMBER 31ST, 2019

SARAJEVO, JANUARY 2020

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1. BACKGROUND INFORMATION

Mozaik Foundation is a social enterprise that has developed 10-years strategy to booster social and economic development of Bosnia and Herzegovina. Our impact statement is a promise: “Between 2016 and 2026, Mozaik will lead the development of a breakthrough generation of entrepreneurial and innovative youth – a value-driven force that creates new social and economic value, creates new jobs and serves as role model to other youth.”

To measure its progress, Mozaik developed Impact Management Matrix with clear goals, objectives and KPIs to identify 50.000 young women and men, empower them through 5.000 social projects and invest in 500 social businesses and microbusinesses till 2026.

Our approach consists of three interrelated programs that reflect Mozaik’s mission – to identify, empower and invest in young social entrepreneurs, creators of good economy:

1. **lonac.pro** is a community for activism and entrepreneurship, representing an ecosystem of support, that was co-created with young women and men to provide meaningful opportunities for them to professionally learn and grow through exchange with peers and professionals, grants and investments.
2. **YouthBank** is participatory grantmaking program, where young women and men in non-formal groups develop and implement socially innovative projects and mobilize their communities around common good.
3. **Impact Incubator** provides long-term, tailor-made support for young social entrepreneurs, including mentorship, pre-seed investment to develop and test their minimum viable product as well as investment into their social businesses.

Mozaik’s strategy is supported by over 50 different sources of funding, including municipalities, private foundations, impact investors and development agencies. Until December 2019, 133 different stakeholders, municipalities, NGOs, incubators, investors, donors and individuals signed contracts or MoUs to offer support for young activists and entrepreneurs.

2. EXECUTIVE SUMMARY OF ACHIEVED RESULTS

During the reporting period, Mozaik continued to work on building an ecosystem for support that will enable every young person to fulfill her full professional potential, through creating and gathering various opportunities available in the country.

Membership in on/offline community lonac.pro increased significantly, from 8.454 to 20.975. Most importantly, number of members, age group 17-35, doubled, from 7.170 in January to 17.403 by the end of December. Total of 98.377 users visited www.lonac.pro (counted as unique IP addresses).

YouthBank announced 81 public calls to support social projects of non-formal groups. Total of 527 project ideas were submitted and from this number, 427 projects were supported in total amount of 988.474 BAM. Out of that sum, 69% is mobilized locally (28% from municipalities and 41% by young volunteers in their communities), while Mozaik secured remaining 31% from partners.

During the reporting period, 284 young woman and man applied to impact incubator with their social business and microbusinesses ideas. 31 business are registered, (nine ltd and 22 microbusinesses). Additionally, 15 microbusinesses are in the process of registration and over 20 ltd are in pre-seed phase.

Currently, 133 different stakeholders, municipalities, businesses, NGOs, individuals agreed to support young social entrepreneurs and activists through lonac.pro. Next to 42 municipalities that already had MoU signed with Mozaik, three more municipalities decided to join and support implementation of their youth strategies through Mozaik's programs.

New contracts for financial partnerships were signed with Rockefeller Brothers Fund, EFSE-Regional Entrepreneurship Academy, and Balkan Trust for Democracy to support our strategy in the next period. These funds will be matched by Swiss Government (SDC) that signed with us 4-year contract of co-funding in March 2019. They will co-fund 48% of our planned annual budgets.

In 2019, Mozaik became partner of Social Impact Award International and implemented SIA, the biggest competition for early stage impact ideas, for Bosnia and Herzegovina. As a partner of the Balkan Green Foundation, Mozaik organized national competition and sent three green businesses to Albania for regional competition. One of them, social business SolHeat, won award of 10.000 EUR.

Our partnership with US Deloitte's program for non-profits, D2i, successfully continued, focused on communication and marketing.

3. IMPLEMENTED ACTIVITIES – YOUTHBANK

YouthBank is fully participatory and transparent grantmaking program, that supports social cohesion by providing grants for non-formal volunteers' groups of active woman and man in rural and urban areas. This is where thousands of young women and men gain their first experiences in leadership, community resources mobilization, project management, fundraising, networking, finance and administration. Since 2008, YouthBank supported over 2.368 projects with participation of over 32.713 volunteers.

Interactive map of YouthBank projects: <https://www.lonac.pro/interaktivna-mapa-nasih-uspjeha>



YouthBank project activities around Bosnia and Herzegovina

YouthBank grantmaking process is fully integrated in on-line community lonac.pro. Every step of grantmaking process – application, selection, mentoring, monitoring, payments and reporting – is public. Each application is approved by the YouthBank Board (YBB) members, volunteers trained in grantmaking process. After YBB members approve the application, it goes to public voting, where community decides which projects will be supported.

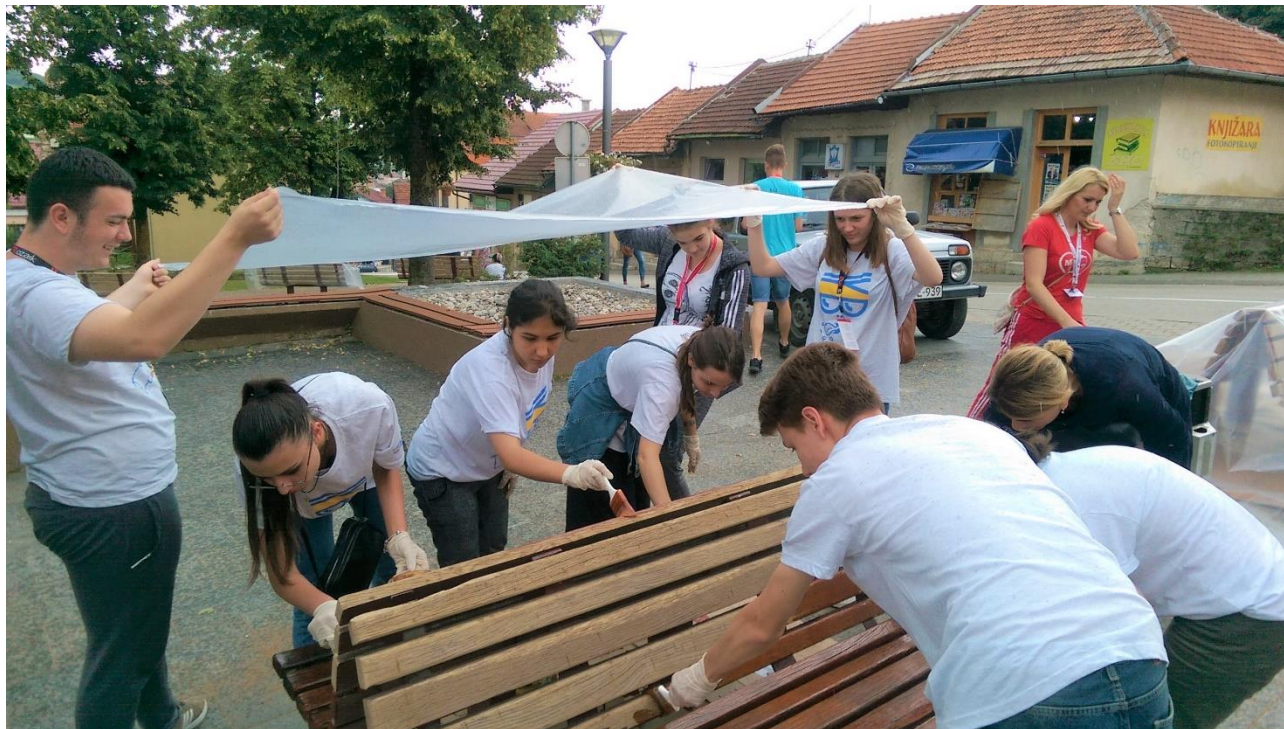
Open calls are inviting young women and men (17-35) to apply in non-formal groups (3-7 people) with their ideas on how to improve their communities. Calls are promoted both online and offline. Online calls were published on lonac.pro, municipal websites and different social networks. In order to reach even more young women and men, in 2019 YBB members held 127 presentations in urban and rural communities to present opportunities in lonac.pro and help groups develop their ideas. In total 2.152 participants attended these presentations (1.049 male and 1.103 female).

From January to December 2019, in partnership with 42 municipalities, Mozaik announced 81 public calls for YouthBank projects. Total of 1.680 (830 female and 850 male) young women and men applied with 527 projects. After mentoring and selection by YBB members and voting by

communities, 427 projects were approved for funding. Projects had between 50 (minimum) and 601 votes from communities.

Total value of supported projects was **988.474** BAM where Mozaik funded 31%, and 69% was mobilized locally, - 28% were given by municipalities and 41% were mobilized by young volunteers.

By December 31, total of 364 projects were finalized and reported. Data shows that 364 youth initiatives have been implemented by 7.197 volunteers. Those initiatives had 97.396 beneficiaries. Each project was monitored by YouthBank Board members, Mozaik's staff and local community.



Mrkonjić Grad, YouthBank project

Examples of YouthBank projects:

Project: Rusag Bosanski

YouthBank: Prijedor

Project description: Presenting the medieval heritage of Bosnia and Herzegovina

The members of "Knights team - Rusag" formed a formal group of young women and men developing project „[Rusag bosanski](#)“.

The project team organized a manifestation called „Children's Knights Days“ during „Cultural Summer of the City of Prijedor“ on June 29, 2019, hosting 300 kids in the park Pecani. The project goal was to create authentic clothing, 10 sets of clothing for eight men and two women, from medieval period to be used for the manifestation. The youngest participant had a chance to try 9 individual games that project team developed and tested 3 polygons, namely archery polygon, sponge sword polygon and obstacle course polygon. The toddlers and their parents participated showing big enthusiasm. The event received great media attention.

Results:

	Total	Gender		
		F	M	Other
Number of users	310	136	174	0
Number of volunteers	15	5	10	0
Volunteers" hours	175	25	150	0



Project Rusag bosanski in Prijedor"

Project: Science camp Baltazar

Youth Bank: Žepče

Project description: Encourage young women and men from micro region Žepče – Zavidovići to participate in quality free time, using new learning methods

The [project](#) team had five members who wanted to break the stereotypes about the natural sciences among children and young women and men. Project team organized the camp that lasted two weeks, from 23/6 – 5/7/2019. at the premises of the Don Bosco Catholic School Center in Žepče.

The participants were school students from grades 3-5 from the municipality and surrounding villages. The topics that the camp covered were electricity, waves, optics, body density, interdisciplinarity, and the science of everyday life.

The participants learned the parts of circuit, how to assemble the simplest circuit, what are the possible risks and how to act and respond in case of emergency. Also, during the camp they have learned about the formation and basic waves' features, what are the differences between longitudinal and transverse waves. Beside these topics, the participants have acquired knowledge in a field of optics and body density. Most importantly, they have learned how to relate chemistry and physics with other natural, technical, social and humanistic sciences.

Results:

	Total	Gender		
		F	M	Other
Number of users	70	37	33	0
Number of volunteers	6	5	1	0
Volunteers' hours	40	20	20	0



Science Camp "Baltazar" in Žepče

Project: Children's playground "Brežičani"

Youth Bank: Čelinac

Project description: Building playground for children from Brežičani community

The aim of this [project](#) was to build a playground that would serve as a place for socializing and playing for the youngest members of the community. The five members of project team aimed to set up various facilities for fun and play such as swings, slide, seesaws, benches. Immediately after the completion of the work, the results were visible as many children gathered on the playground on a regular basis.

Results:

	Total	Gender		
		F	M	Other
Number of users	50	25	25	0
Number of volunteers	17	0	17	0
Volunteer's hours	98	0	98	0



Playground in Brežičani, Čelinac

YouthBank Ceremonies in Municipalities

After the projects are approved by YBB Members and voted by the community, total of 74 ceremonies were organized in 33 municipalities to sign the contract. Every ceremony is organized in the municipal building, with presence of Mayor and/or municipal representative and YBB members from that municipality.

In the reporting period, 427 contracts were signed with 1.680 members of non-formal groups. Local media covered every event and municipality and Mozaik promoted it online.



Non-formal group and YBB members in Bihać

List of Ceremonies in 33 municipalities

YouthBank	No. of projects	Dates of ceremony	Blogs and photos
Bihać	8	23.04.	https://www.lonac.pro/zapanjujuci-prvijenac-1
Bileća	6	24.04; 12.06.	https://www.lonac.pro/u-opstini-bileca-uprlicena-ceremonija-potpisivanja-ugovora---24-04-2019 https://www.lonac.pro/u-opstini-bileca-uprlicena-ceremonija-potpisivanja-ugovora-i-monitoring-odobrenih-projekata-prvog-poziwa---12-06-2019
Bos.Krupa	21	13.06; 31.07.	https://www.lonac.pro/bosanska-krupa-najuspjesnija-omladinska-banka-u-2019-godini
Bos. Petrovac	12	24.04.; 02.10.	https://www.lonac.pro/ceremonija-potpisivanja-ugovora-u-bosanskom-petrovcu-24-04-2019 https://www.lonac.pro/ceremonija-potpisivanja-ugovora-prijedor-i-bosanski-petrovac
Bugojno	8	18.04; 29.07	https://www.lonac.pro/ceremonija-potpisivanja-ugovora---omladinska-banka-bugojno https://www.lonac.pro/ceremonija-potpisivanja-ugovora-bugojno
Cazin	10	23.04; 10.06.	https://www.lonac.pro/ceremonija-potpisivanja-ugovora-i-dodjele-cekova-u-ob-cazin-23-04-2019-godine https://www.lonac.pro/ceremonija-potpisivanja-ugovora-i-dodjele-cekova-u-cazinu-10-06-2019
Čelinac	7	19.04; 01.08.	https://www.lonac.pro/ceremonija-potpisivanja-ugovora-i-dodjele-cekova-u-celincu-19-04-2019-godine https://www.lonac.pro/ideja-kojom-mladi-u-celincu-zele-probuditi-socijalnu-svijest-svojih-sugradana
Doboj	5	25.04; 18.06; 01.08.; 27.09.	https://www.lonac.pro/ceremonija-potpisivanja-ugovora-u-doboju---25-04-2019 https://www.lonac.pro/ceremonija-potpisivanja-ugovora-i-dodjele-cekova-u-doboju-drugi-poziv---18-06-2019 https://www.lonac.pro/ceremonija-potpisivanja-ugovora-doboj https://www.lonac.pro/potpisivanje-memoranduma-doboj-istok-ceremonija-potpisivanja-ugovora-tesani-usora-doboj
Doboj Jug	10	26.04; 12.06	https://www.lonac.pro/ceremonija-potpisivanja-ugovora-u-doboj-jugu---26-04-2019 https://www.lonac.pro/ceremonija-potpisivanja-ugovora-i-dodjele-cekova-u-opcini-doboj-jug-12-06-2019
Donji Vakuf	9	18.04; 07.06; 29.07; 30.09.	https://www.lonac.pro/ceremonija-potpisivanja-ugovora-u-donjem-vakufu-18-04-2019-1 https://www.lonac.pro/ceremonija-potpisivanja-ugovora-i-dodjele-cekova-u-opcini-donji-vakuf-07-06-2019 https://www.lonac.pro/ceremonija-potpisivanja-ugovora-donji-vakuf https://www.lonac.pro/ceremonija-potpisivanja-ugovora-jezero-i-donji-vakuf
Drvar	8	24.04; 31.07	https://www.lonac.pro/ceremonija-potpisivanja-ugovora-u-drvaru-24-04-2019 https://www.lonac.pro/mladi-drvara-bogatiji-za-cetiri-nova-projekta
Istočna Ilidža	5	25.04; 18.06	https://www.lonac.pro/ceremonija-potpisivanja-ugovora-i-dodjele-cekova-u-opstini-istocna-ilidza---25-04-2019 https://www.lonac.pro/ceremonija-potpisivanja-ugovora-i-dodjele-cekova-u-opstini-istocna-ilidza---18-06-2019
Goražde	9	24.04.	https://www.lonac.pro/ceremonija-potpisivanja-ugovora-i-dodjele-cekova-u-gorazdu---24-04-2019
Jezero	5	18.04.; 30.09.	https://www.lonac.pro/ceremonija-potpisivanja-ugovora-u-jezeru-18-04-2019 https://www.lonac.pro/ceremonija-potpisivanja-ugovora-jezero-i-donji-vakuf
Kladanj	8	18.04; 26.07; 07.10.	https://www.lonac.pro/ceremonija-potpisivanja-ugovora-i-dodjele-cekova-u-kladnju---18-04-2019 https://www.lonac.pro/ceremonija-potpisivanja-ugovora-i-dodjele-cekova-u-kladnju---26-07-2019 https://www.lonac.pro/potpisan-jos-jedan-ugovor-za-projekat-u-kladnju
Konjic	8	19.04; 10.06	https://www.lonac.pro/u-konjicu-odrzana-ceremonija-potpisivanja-ugovora-7bclid=IwAR2me9NJ37o8NVTeI9G-n4UXJxKRQ2I8t6I7aZIDW7kBXSTvuhcF7s53eYc https://www.lonac.pro/ceremonija-potpisivanja-ugovora-i-dodjele-cekova-u-konjicu---10-06-2019
Kostajnica	6	23.04.	https://www.lonac.pro/ceremonija-potpisivanja-ugovora-u-kostajnici-23-04-2019
Kotor Varoš	6	19.04.	https://www.lonac.pro/ceremonija-potpisivanja-ugovora-i-dodjele-cekova-u-ob-kotor-varos-19-04-2019-godine
Laktaši	5	19.04; 11.06; 01.08.; 27.09.	https://www.lonac.pro/ceremonija-potpisivanja-ugovora-i-dodjele-cekova-u-laktasima-19-04-2019-godine https://www.lonac.pro/ceremonija-potpisivanja-ugovora-i-dodjele-cekova-u-opstini-laktasi-11-06-2019 https://www.lonac.pro/sportska-infrastruktura-kao-prioritet-mladih-u-laktasima https://www.lonac.pro/ceremonija-potpisivanja-ugovora-laktasi
Lopare	8	22.04.	https://www.lonac.pro/ceremonija-potpisivanja-ugovora-u-loparema---22-04-2019
Modriča	16	12.06; 01.08; 01.10.	https://www.lonac.pro/ceremonija-potpisivanja-ugovora-i-dodjele-cekova-u-opstini-modrica-12-06-2019 https://www.lonac.pro/ucinimo-igralista-sigurnijim-mjestom-za-igru-u-modrici https://www.lonac.pro/ceremonija-potpisivanja-ugovora-modrica-zivinice-i-ugljevnik
Mrkonjić Grad	11	08.05; 19.06.	https://www.lonac.pro/u-opstini-mrkonjic-grad-potpisani-ugovori https://www.lonac.pro/omladinska-banka-mrkonjic-grad-slavi-103-odobrena-projekta
Novi Grad	18	13.06; 31.07	https://www.lonac.pro/ceremonija-potpisivanja-ugovora-u-novom-gradu---13-06-2019-godine https://www.lonac.pro/kvalitetnija-nastava-u-novom-gradu
Novo Goražde	5	24.04; 13.06; 31.07	https://www.lonac.pro/u-opstini-novo-gorazde-uprlicena-ceremonija-potpisivanja-ugovora-i-dodjele-cekova---13-04-2019 https://www.lonac.pro/omladinska-banka-novo-gorazde-podrzala-jos-jedan-projekat-mladih---31-07-2019
Odžak	13	25.04.	https://www.lonac.pro/ceremonija-potpisivanja-ugovora-i-dodjele-cekova-u-odzaku-25-04-2019-godine
Petrovo	5	07.05; 18.06	https://www.lonac.pro/ceremonija-potpisivanja-ugovora-petrovo https://www.lonac.pro/ceremonija-potpisivanja-ugovora---petrovo-18-06-2019
Prijedor	10	23.04; 10.06.; 02.10.	https://www.lonac.pro/ceremonija-potpisivanja-ugovora-i-dodjele-cekova-u-prijedoru-22-04-2019-godine https://www.lonac.pro/ceremonija-potpisivanja-ugovora-i-dodjele-cekova-u-gradu-prijedor-10-06-2019 https://www.lonac.pro/ceremonija-potpisivanja-ugovora-prijedor-i-bosanski-petrovac
Šipovo	12	18.04.	https://www.lonac.pro/ceremonija-potpisivanja-ugovora-u-sipovu-18-04-2019
Tešanj	11	26.04; 02.08; 27.09.	https://www.lonac.pro/ceremonija-potpisivanja-ugovora-i-dodjele-cekova-u-tesnju-26-04-2019-godine https://www.lonac.pro/sport-za-sve-donosi-pozitivne-promjene-djeci-i-mladima-u-tesnju https://www.lonac.pro/potpisivanje-memoranduma-doboj-istok-ceremonija-potpisivanja-ugovora-tesani-usora-doboj
Ugljevik	6	22.04.; 01.10.	https://www.lonac.pro/ceremonija-potpisivanja-ugovora-u-ugljeviku---22-04-2019 https://www.lonac.pro/ceremonija-potpisivanja-ugovora-modrica-zivinice-i-ugljevnik
Usora	10	25.04; 12.06; 27.09.	https://www.lonac.pro/ceremonija-potpisivanja-ugovora-i-dodjele-cekova-u-usori-25-04-2019-godine https://www.lonac.pro/ceremonija-potpisivanja-ugovora-i-dodjele-cekova-u-opcini-usora-12-06-2019 https://www.lonac.pro/potpisivanje-memoranduma-doboj-istok-ceremonija-potpisivanja-ugovora-tesani-usora-doboj
Žepče	11	23.04.	https://www.lonac.pro/ceremonija-potpisivanja-ugovora-zepece
Živinice	11	22.04; 01.08.; 01.10.	https://www.lonac.pro/ceremonija-potpisivanja-ugovora-u-zivinicama---22-04-2019 https://www.lonac.pro/humanost-na-djelu-u-zivinicama https://www.lonac.pro/ceremonija-potpisivanja-ugovora-modrica-zivinice-i-ugljevnik
Projects accross BiH (national campaigns)	68	18.07; 22.07.; 30.09.	https://www.lonac.pro/potpisivanje-ugovora-i-dodjele-cekova--bih-kampanja-18-07-2019 https://www.lonac.pro/ceremoniji-potpisivanja-ugovora-i-dodjele-cekova-banja-luka

Education of the YouthBank board members

Ongoing support and education for YBB members and project groups was given by phone, emails and through lonac.pro. Precise guidelines on a) how to fill application; b) how to vote; c) how to prepare report; 5) how to manage grants are posted at lonac.pro and additional support is offered by peers and Mozaik's staff.

Beginning of this year cycle was the initial training for new YBB members, organized from 22nd to 24th February 2019 in Sarajevo. Selected board members from 33 municipalities - 171 young women and men (86 Male/85 Female) - gathered in Sarajevo to learn from 10 experienced YBB members about this grantmaking process. In addition, Mozaik's staff organized workshops on marketing, building online communities, social justice, business development and finances.



YBB Members training in Sarajevo

To further build capacities of the YBB members, Mozaik organized three more trainings in the reporting period aiming to increase the skills of the board members in development of business ideas and social justice. 45 board members participated in trainings (22 male and 23 female).

From September 6-9, 2019, another training was organized in Sarajevo "YouthBank 5 in 1". Participants were 14 YBB members, 6 males and 8 females and they were learning about community building, finances, projects' and microbusiness' mentorship process.

4. IMPLEMENTED ACTIVITIES – IMPACT INCUBATOR

In order to support social entrepreneurs throughout the country, Mozaik established online Impact Incubator that supports young entrepreneurs in two-phases process – pre seed incubation to develop and test their minimum viable products and seed incubation to register and run their social business.

Incubation process

Incubation process is implemented on three interrelated levels:

- 1) four internal mentors (business development, marketing, legal) supported by other Mozaik's staff, experts on finance, human resources, strategic and operational planning, business development provide on-going mentoring on all elements of business canvas.
- 2) 37 external mentors (sales, digital marketing, financial management, bookkeeping, technology processes, HACCAP and other certification, export, import, etc.) are providing consultancy services covering specific needs of businesses. These services are paid upon delivery of applicable solution.
- 3) Hundreds of pro-bono consultants from private sector are answering real-life entrepreneurs' questions in lonac.pro, creating knowledge hub that later can be used by other entrepreneurs with same/similar challenges.

From January to December 2019, 213 young women and men applied to impact incubator with their social business ideas. Pre-seed investment was given to 34 entrepreneurs and 9 businesses are register. Additionally, 71 applications were received for microbusinesses, 32 microbusinesses signed the contract for registration and 22 are registered.

Events in Incubator

Several events are integrated into incubation process to support young entrepreneurs and promote successes they make in pre-seed or seed incubation process.

Trainings

We gathered all newly established businesses for additional training on finance, legislation, time/office management.

Every business received Office 365 and additional information on how to use lonac.pro for consultancy they will need in their everyday functioning.

The first training was organized on February 25 & 26, 2019 with the topic: finances, sales (direct and international), work with external mentors and legal-administrative work and responsibilities of managers in businesses.



Demo day 1 - June 11, 2019

Demo day 1 is an event where teams of young women and men who applied to incubator and developed minimum viable product present their progress and pitch for pre-seed support to test in on the market. Those among them, who prove to be ready to face the market challenges, receive investment of up to 2.500 and mentors' support. 16 teams participated and all received investment for the prototype.



Demo Day 1 in Sarajevo

List of approved businesses:

NO	Name of business	City	Type of Business
1	The Gentlemen	Široki Brijeg	Solar rooms
2	Lada Pomada	Sarajevo	Face cream
3	Heureka	Bihać	Windmills
4	Sezame	Tešanj	Door production
5	F.E.S.T	Petrovac	Smart sockets
6	Near Me	Sarajevo	Connecting with people near you - application
7	Mašta	Sarajevo	Play room
8	Beek	Gračanica	Honey production
9	NIK	Prnjavor	Recycling service
10	Servis Autoelektronike	Sarajevo	Autoelectronics
11	ZMAJČICE	Sarajevo	Baby carriers
12	Enkode	Sarajevo	Web development and design of material
13	S-Quad	Doboj	Electric car
14	E-vrtlar	Sarajevo	Application for gardening service
15	EnviroGreen	Cazin	Gardening services
16	Skoolio	Banja Luka	Learning application

Ten teams were awarded to participate in Social Impact Award program. SIA, founded in 2009, runs education and incubation programs in more than 15 countries in Europe, Africa and Asia to support early-stage social entrepreneurs in developing and implementing innovative business solutions to tackle the most important societal challenges of our times. From 2019, SIA is implemented by Mozaik Foundation and has become integral part of online community lonac.pro.

Demo day 2 – April 24-25, 2019

Demo day 2 is a promotional event where we present teams that were successful in testing their minimum viable products on market and registered their social business. For this phase, they may receive investment of up to 17.500€ for registration and first year functioning.

In April we organized Demo Day 2 to promote teams that were approved in December 2018. Seven teams presented their social businesses plans in Sarajevo:

1. Premium Agentura, Sarajevo, Cleaning services
2. Lahor, Mostar, Laundry services
3. Holomedia, Čapljina, Marketing media
1. Jubox, Sarajevo, Employment agency for students
4. Student Time, Tuzla, Employment agency for students
5. Kesa, Vogošća, Production of recycled material products
6. Euro Seed, Brčko, Production of plum seed oil



Investments

Social Businesses

In the reporting period Mozaik invested in five teams:

1. Teta pričalica d.o.o. from Vogošća, Educational center for preschool and school children.
1. Pirea d.o.o. from Sarajevo; Computer diagnostics services.
2. Ventes d.o.o. from Tuzla; Import company.
3. Solheat from Živinice; Production of solar heating device.
4. Vortex d.o.o. from Tešanj. Dry fruits and nuts packaging and reselling.

These five businesses joined Mozaik's portfolio of social businesses. <https://www.lonac.pro/drustveni-biznisi-mozaikovog-impakt-inkubatora>. Another five teams are still in the registration process and 21 teams received investment for validation of their business model.

Mozaik initiated additional investments by other investors or donors. Three social business from incubator (Euroseed, Kesa and SolHeat) participated at regional competition for green ideas, organizes by the Balkan Green Foundation and SolHeat, social business focused on clean energy, received 10.000 EUR for eco-responsible business.



Nineteen years old entrepreneur Salko Užičanin

Demo day 1 (II round) – September 28, 2019

Demo day 1 (II round in 2019), was held on September 28th in Sarajevo. 29 teams presented their social business idea. Eight teams were already in the prototype phase, so they presented their work progress.



Director of "Teta pričalica", social business, Lidija Sejdinović, presenting her entrepreneurial experience during Demo Day 1



Presentation of "Eureka", social business prototype, during Demo day 1

Social businesses presented during the Demo Day 1

No.	NAME OF BUSSINESS	PLACE	SHORT DESCRIPTION
1	KUĆNA NJEGA	Brčko	Home Care
2	PLAN IT	Bijeljina	Event planning
3	BREASTFEEDING POINT	Sarajevo	Breastfeeding place for moms
4	FIND ME	Sarajevo	Gps jewelry for patients, children and pets App for parking
5	SMART PARKING	Sarajevo	
6	GIS SOLUTIONS	Sarajevo	Creation of interactive maps, complex databases, digitization of various geospatial and other contents
7	RUKOM	Sarajevo	Handmade bags
8	AGENCIJA ZA LEKTURU I KOREKTURU	Sarajevo	Proofreading agency
9	TRANSPORTNA AGENCIJA	Sarajevo	Transport agency
10	A&M COMPANY	Sarajevo	Cleaning services
11	DREAM DESIGN	Sarajevo	Marketing agency
12	GUMAZON DOO	Banja Luka	Online tire sales
13	PURPLE ORANGE	Sarajevo	Event planning
14	ART TERAPIJA	Sarajevo	Art therapy
15	TESLA HELICOPTERS	Banja Luka	Lim motor with arc stator
16	ENVIROGREEN	Cazin	Infrastructure, green space maintenance and landscaping
17	SUPER DUGME	Vogošća	Product that changes the existing sundresses and the automatic grinding of the car body
18	AKTIVNI KOLAGEN	Sarajevo	Active collagen
19	BEEK	Gračanica	honey
20	SQUAD	Tešanj	Electric car
21	F.E.S.T	Banja Luka	Smart door
22	ZEMLJA ČUDA	Sarajevo	Children's playroom
23	HEUREKA	Bihać	Solar turbines
24	YUMMY	Bihać	Chips production
25	ENCODE.BA	Sarajevo	Web developing
26	QUEEN OF THE ROADS	Modriča	Transport agency
27	JEEP & QUAD SAFARI GORANCI-	Mostar	Jeep & quad safari
28	MEDENA ČAROLIJA	Sarajevo	Pastry cook
29	FIERCE EYEWEAR	Olovo	Glasses

Microbusinesses

In the reporting period 71 applications were received for microbusinesses. Total of 37 signed the contract and from this number 22 registered their microbusinesses.

BUSINESS NAME	PLACE	SHORT DESCRIPTION
Ugostiteljska radnja Beg	Bihać	Fast food services
Pravna pomoć	Bosanski Petrovac	Legal services
Pajo servers	Cazin	IT and hosting services
Agronom	Kladanj	Eco production of fruit and vegetables
Promenade silver	Konjic	Sale of souvenirs, jewelry and perfumes
Aronija – plod budućnosti	Mrkonjić Grad	Production of aronia's products
Podizanje pčelinjaka	Odžak	Production and sale of bee products
Amygdala	Prijedor	Digital advertising, market research and web design
Berbernica	Prijedor	Barber shop
Carpe Diem	Tešanj	Coffee shop
Frizerski salon	Tešanj	Hairdressing services
Farma za organsku proizvodnju kokošijih jaja	Tešanj	Farm for organic egg production
387.ba Online marketing	Tešanj	Marketing services
Frizerski salon	Šipovo	Hairdressing services
Manikir i pedikir	Bugojno	Manicure and pedicure services
HTZ oprema	Bugojno	Production and processing of protective work suits
Frizerski salon Elma	Cazin	Hairdressing services
Queen Ov roads	Modriča	Organization of tourist trips
Web shop	Modriča	Online sale of electronics, cell phones, computers
Wellnes studio "Hollistic"	Bosanska Krupa	Wellness and beauty services
Ugostiteljski šećera	Bosanska Krupa	Catering sugar packaging
Uzgoj plantažnog voća i sadnica kruške	Drvar	Growing of fruit trees and seedlings
A/01.13 Uzgoj povrća	Kladanj	Vegetables cultivation
Bosnia Tribe turističke usluge	Konjic	Tourist services
Protector bags	Laktaši	Custom made backpacks, suitcases and men's bags made of textile materials.
Logovita	Usora	Speech Therapy and Audiology
KA Solution	Doboj	Network services and services and sale of computers, computer equipment and mobile phones.
Indigo	Novi Grad Sarajevo	Smart bookstore
Interijeri Lukman	Cazin	Restoration of old furniture, lacquering and Manufacture of panel furniture made of mediapan, chipboard and wood.
Biro za usluge	Zenica	Assistance to citizens in administrative affairs, petitions, appeals, requests, certification and alike services.
Zdrava ishrana duži život	Busovača	Production of meat, chicken and turkey, and domestic chicken eggs, various types of goat and cow raw

Eko farma Vitez	Vitez	organic farming of large and small livestock and some poultry as well as agri-food products
Mini farm	Jajce	Production and processing of milk as well as meat that is healthy from domestic farming
Beeswax krpice za hranu	Stari Grad Sarajevo	Beeswax cloths keep food fresh and reusable.
Frizerski salon	Vlasenica	Hairedssing services
Krojačka radnja Muri – TEX	Tešanj	Tailoring and sewing textile garments for women and men and home textiles
AUTO COLOR	Doboj Jug	Auto-lacquer and vehicle inspection and repair, detailed vehicle cleaning from interior to exterior corrections

Examples of Microbusinesses:

„A bit different barber shop”, Prijedor

An interesting entrepreneurial story comes from Prijedor, from 29 years old Danijel Miljević. He is a hairstylist by profession. Throughout the ten years of work in this profession he has acquired great skills and knowledge as well as big love for his profession. His idea started developing as soon as Danijel saw Call for Proposal for Microbusinesses in Youth Bank Prijedor. The initial idea was to create a special place in the city that everyone would be happy to stop by.



Young entrepreneur Danijel Miljević

His idea was to decorate his barber shop in the old-fashioned style – old barber shops as presented in old movies. Much attention and effort has been made to provide the best service to his customers.



As soon as his funds from Youth Bank were approved, he ordered a specialized chair – which represents the most expensive part of the barber's shop furniture.

After getting a work permit from the City administration, the creation of a stamp and the opening of a bank account have followed. Danijel emphasized that it did not take him too long to collect all documents required for business registration as he had constant support from YouthBanks and the municipality.

Danijel's dedication and love for this job can be seen on his [Instagram profile](#).

Trainings

After the investment, we gathered all newly established businesses for additional training on finance, legislation, time/office management. Every business received Office 365 and additional information on how to use lonac.pro for consultancy they will need in their everyday functioning.

The first training was organized on July 16, 2019 with the following topics: Finances, Work with External Mentors and Legal/Administrative Work and Responsibilities of managers in businesses. The second training was organized on July 24, 2019 with the topic Sales System Development.

All trainings were delivered by Mozaik's employees and additional opportunities for one-to-one consultancies and Q&A in lonac were developed.

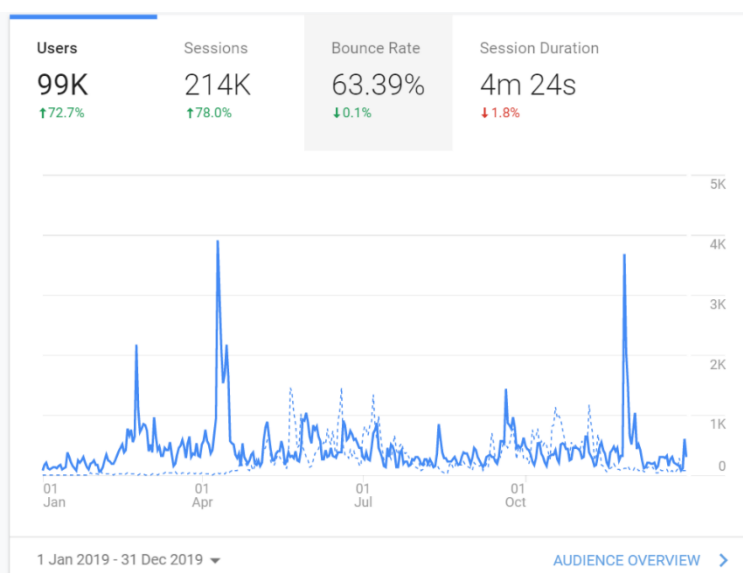
5. IMPLEMENTED ACTIVITIES – LONAC.PRO

Lonac.pro is a fast growing go-to place for young people interested in entrepreneurship and activism in the Western Balkans. During our beta testing period we've proven that lonac can serve Mozaik Foundation as a main acquisition machine as it is built to: 1) scale word of mouth, 2) capitalize on the organic traffic and 3) convert occasional visitors into more educated individuals on the topics we care about. All activities of YouthBank are integrated in lonac, and Impact Incubator is providing support to business through this platform. In 2020, Impact Incubator will integrate all of its activities in lonac too.

As of January 2019, lonac.pro had 8.454 registered members. In the period January to December, lonac membership grew to 20.975 doubling the number of members from our target group. Namely, from 7.170 in January number of people from 17-35 jumped to 17.403 in December.

In the same period 513 blogs and articles covering activism and entrepreneur content were published in lonac.pro by its members.

98.377 unique visitors landed on www.lonac.pro page and made over 214.000 visits to the community. Average time member spends on the platform during single visit is 4 minutes and 24 seconds.



Majority of visitors to the community are coming through Facebook as a channel and by typing the exact web address lonac.pro into their browsers. Third way of finding the page is through search results, here google being by far preferred search engine of our community visitors and members.

By using lonac Mozaik managed to 1) widen the pool of young people that has access to, 2) got to learn them better 3) deepen the trust and relations with them and 4) foster peer to peer connections and engagement. These 4 things put us in a position to easier identify young women and men that one day will stand for role model generation in Bosnia and Herzegovina then before.

In lonac.pro, online community, young person has access to most of the activist and entrepreneurial opportunities in country and diaspora. Young women and men are constantly

engaged in the process of co-creation of the online community and the lonac.pro ecosystem. The key message we shared with them is that they are never alone in lonac.pro because they receive joint and continuous support, involving people, funding, companies and organizations, on their path to success. Lonac.pro is regularly used for advertisement of jobs in country, all Mozaik's job opportunities and calls for internships.

Online campaigns are inviting young people to become interns, first by presenting themselves to lonac.pro community, write about skills they have and answering relevant question concerning their specific internship were presented in lonac.pro.

In the reporting period two new people were hired for community building, one in Serbia and one in BiH, covering BiH and Montenegro. They focused on engagement of users on the platform, but also cooperate with software developer team. Team of community managers develop user experience, co-create content of lonac.pro promote activities on social media, have direct communication with members, evaluate data analytics, categorize content, connect existing resources in lonac.pro with questions from users.

Examples of content created in lonac.pro

- Platform was extensively used by interns who wrote about their internship experience: <https://www.lonac.pro/put-ka-uspjehu-kroz-fondaciju-mozaik>
- Young people writing about YouthBanks and projects: <https://www.lonac.pro/mi-smo-lijepi-mladi-i-pametni---part-2-1>
- Our partners had a chance to use platform for transparent and accurate jobs postings - examples: [Klas](#) and [Mreža za izgradnju mira](#))
- Writing stories about collaboration of YB members from BiH with youth from Georgia and Abkhazia: <https://www.lonac.pro/ccc-what-is-that>

Snippets of peer to peer and expert support to young women in lonac

- Naida Pandžić of social business „KESA“ got 10 responses on how to improve brochure and packaging of her products: <https://www.lonac.pro/biram-da-recikliram-1>
- Lidija Sejdinović from Vogošća got community feedback on new logo design for her “Teta Pričalica” social business: <https://www.lonac.pro/q/kakvo-je-vase-misljenje-o-navedenim-logo-dizajnima-i-koji-je-najbolji>

Stories about experience of entrepreneurs in lonac.pro

Important content in lonac.pro are stories from young people about their experience as entrepreneurs.

- Story from Konjic “Srebrenarnica Promenada” <https://www.lonac.pro/nasa-mozaik-prica-promenada-silver-1>
- Story from Travnik “Agronom - Ukrasne biljke” <https://www.lonac.pro/nek-je-mikro-biznis-ali-je-moj-biznis---ukrasne-biljke>

Examples of presenting lonac.pro to eco system partners

- Presentation of lonac.pro to Hastor Fondation scholars <https://www.lonac.pro/ulazak-u-dobri-svijet-fondacije-hastor>

Launching the lonac.pro – regional community for entrepreneurship and activism

On December 18, in the front of 150 participants, [we launched lonac.pro community](#) publicly, as moving out from the BETA phase. Launching was organized in Startup Studio in Sarajevo and had three interrelated topics on the agenda:

- a) Presentation of success stories that were supported by the ecosystem

Šejla Aganović, activist and Lidija Sejdinović, social entrepreneur presented their stories with emphasize on different stakeholders that made their success possible. Many stakeholders were promoted, and their collective impact was reflected in these two stories.

- b) MoUs were signed with 30 new stakeholders who want to support young entrepreneurs and activists

The number of stakeholders who want to provide consultancy, mentorship, grants, investments, and other support to young people grew to 89 after this ceremony.

- c) Promotion of successful YB projects and supported social businesses

The intention of Mozaik is to build new role models and lonac will promote them further, so that every young person can find a peer to look after and pursue her dreams.



Photo with new stakeholders in Lonac, and Swiss and Swedish Ambassadors.

Opening physical spaces in Banja Luka and Sarajevo

In order to increase our pipeline for Impact Incubator and provide additional support for entrepreneurs and activists, we decided to open several physical spaces – first one in Banja Luka in partnership with ICBL and second one in Sarajevo, in partnership with CFI and PMI. Both spaces are in the city centers and provided with support of city of Banja Luka and city of Sarajevo.

The space in Banja Luka was opened in April 19, and space in Sarajevo on October 18, 2019.



Mayor of Banja Luka, Igor Radojičić and Director of ICBL, Drago Gverić

Mayor of Center Municipality, Nedžad Ajnadžić and Director of BBI, Amer Bukvić

PARTNERSHIPS AND NETWORKS

Mozaik is management committee and governing council member of the [European Foundation Centre](#) in Brussels, the biggest association of private foundations. We are also chairing Grantmakers East Forum, smaller interest group of EFC, focused on CEE. In May we participated at Annual Grantmaking Assembly in Paris to present our strategy and learn other experiences.

With the regional SIGN network (South East European Indigenous Grantmakers Network), we are implementing EU funded regional project focused on building philanthropic infrastructure in Western Balkans region, what directly supports our philanthropy development in YouthBank program.

We have signed MoUs with the Institute for Youth Development Kult, Hastor Foundation, RIS company, drogerie markt (dm), Federal Employment Agency, Caritas, Spark and INTERA, Incubators from Mostar, Lipnica Incubator from Tuzla, etc. to jointly work on building an ecosystem of support for young women and men in the country.

Within our partnership with ACT group from Croatia, Smart Kolektiv from Serbia and Brodoto from Croatia/Serbia we will host the third IMPACT conference in March 2020 in Sarajevo.

Besides 33 signed MoUs with municipalities, we negotiated nine more contracts that will be signed during autumn.

After establishing closer cooperation between Mozaik and Federal Employment Agency, Axis received financial support to cover the costs for benefits, taxes and training for 14 newly employed people. Another social business, Lady of Tales from Vogošća, received additional financial support through program "Opportunity for All".

Together with Federal Ministry of Employment, we are in process of developing plan for additional financial support for start-ups in Federation BiH. If successful, the same plan we will present to Ministry in Republika Srpska.



Zoran Puljić, director of Mozaik Foundation presenting at the EBRD Annual meeting

6. CHALLENGES, RISKS AND MITIGATION STRATEGIES

Challenge: Long negotiation over visibility rules and procedures with SDC, due to specifics of co-funding the strategy that resulted in lesser visibility of our actions at local and national level.

Mitigation strategy: better understanding of various needs and procedures for visibility among 50 involved partners.

Challenge: Needs for additional funds for social businesses in the first year of their growth

Mitigation strategy: Establishing closer collaboration with similar funds in country, including Impact Foundation, collaborate with government agencies and municipalities in getting additional support for employing people within social businesses and getting additional funds for startups, opening discussions with commercial banks in country on making available specific loans for startups in the first year of development.

Challenge: Low level of quality bookkeeping services in local communities for social businesses.

Mitigation strategy: Establishing bookkeeping service as a social business that is available specifically for small social businesses.

7. PLAN FOR THE 2020

In 2020, Mozaik has to achieve the following results:

- a) Increase membership in lonac for at least 7.000 (5.000 young people)
- b) Support at least 450 small projects through YB
- c) Invest in at least 80 small and micro social businesses.

