



Supernatural, Udruga Građana

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Communication on engagement 2015/2016

Statement by the chief executive or equivalent expressing continued support for the UN Global Compact and renewing the participant's ongoing commitment to the initiative

Supernatural CSO has been part of the UN Global Compact network Serbia as active participant of Environmental Working Group since 2010. Supernatural CSO is committed and fully support ten principles of UN Global Compact covering environment, human rights, labor and anti-corruption.

Supernatural is an environmental and social entrepreneurship CSO based in Belgrade. As one of the leading CSOs in environmental protection in Serbia, Supernatural is a member of United Nations Global Compact, Slow food, Danube Competence center and partner of WWF, Friends of the Earth, DC Environmental Network, Europarc federation, Ministry of environment Republic of Serbia, City of Belgrade, and other renowned institutions.

In the last ten years Supernatural CSO developed three main projects: Supernatural Park- transformation of 12ha former waste dump into park on the Danube riverbanks; Supernatural Goods- an environmental and social entrepreneurship project and Supernatural Festival- the biggest environmental event in Serbia promoting environmental protection, education and culture.

Our vision is creation of community that deeply understands and feels the environment, which will lead to a society and lifestyle in harmony with Mother Earth. Our mission is to become a leading CSO in environmental protection and sustainable development in Serbia and region.

Our core values are environment, environmental education and culture. We believe that combining these three values we will achieve true sustainability.

Our team is people from various backgrounds and international experience. Environmentalists, biologists, scientists, business managers, architects, film makers, event producers, sports professionals...

Supernatural CSO will continue its commitment and support to the UN Global Compact and its principles through all future activities and projects.

On behalf of Supernatural CSO

Srdjan Stankovic

Director and Founder



Belgrade, 25 July 2016



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A description of the practical actions that the organization has taken to support the UN Global Compact principles and to engage with the initiative

Supernatural CSO actively supports the UN Global Compact initiative and principles through all activities and projects that CSO has been taken.

Supernatural Park: in 2011 we signed a 15 year contract with Municipality of Palilula, to manage and revitalize ecosystem of Ada Huja. Ada Huja was once one of the most devastated areas in Belgrade, with large impact to the environment and public health, according to the 2009 Study from Secretariat of environmental protection of Belgrade. CSO Supernatural transformed 12 ha of devastated area into park with over 300 newly planted trees, 2,000 plants, gardens, a classroom for education purposes, a glass house for plants, a wind generator and solar panels for clean energy, green house and a bird watching tower. This project has been voted as one of 25 best projects in Europe by AEIDL (www.aeidel.eu) in 2014. The project has been realized in cooperation with local Municipality, City Secretariat of environment, Ministry of Environment, Republic water directorate, Nature protection agency of Serbia, as government stakeholders on one side, and support from business sector - Telenor, Molson Coors, Coca-Cola, and Embassies of United States and Netherlands. The project also had support from members of academic community and experts in the area of landscape and environment, as well as sufficient media coverage, and celebrity endorsement activities.

In 2015, ninth Supernatural festival took place at the Supernatural park, gathered 53 green organization participants and 10000 people in order to promote the new green sight of the Belgrade and rise awareness on the importance of the continuing of the process of Ada Huja ecosystem revitalization.

As an activism platform, Supernatural festival was organized with the aim to get general public involved in decision making of City Government for the rehabilitation of Ada Huja river branch. With team of volunteers from Faculty of Biology, signing of petition for Ada Huja river branch was organized and 1482 citizen's signatures were submitted to Municipality of Palilula. As a result, Municipality of Palilula took step forward and realized the technical document for cleanup of the river branch of Ada Huja.

In early spring, together with Telenor Serbia the planting event was organized. The new form of park, Flower of Life was planted with 500 plants united Telenor employees, Supernatural volunteers and many celebrities who endorsed the cause and the event.



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Supernatural festival: established in 2007, as a celebration of International Planet Day in Serbia. Since 2012, festival has been organized in Supernatural Park on Ada Huja, as an event which promotes Ada Huja as a new green area. As a largest green event in Serbia, Supernatural festival every year gathers over 10,000 people, environmental NGO's, experts, academic institutions, authentic and organic food producers, artists, celebrities. This platform was used for several advocacy campaigns with following results: 2009 – 2t of packaging waste collected and recycled. In return containers for separation donated to Košutnjak park; 2012, promotion of sustainable transport and energy efficiency, 20% of visitors to Supernatural festival came by bicycle; 2013 – 6t of used clothes collected and donated to Red Cross, which represents 50% of annual need for Belgrade.

In 2015, Supernatural festival celebrated the International Planet Day on 26 April. Music, sculpture exhibition, green community program and green workshops for kids gathered families and young people who had the opportunity to get new knowledges, be informed about green ideas, initiatives and projects in Serbia, had fun and enjoy a day in the Nature.

Tenth anniversary of the Supernatural festival in 2016 was marked as a picnic style event, as it was in the first year. Over 7000 visitors could enter for free and apart of good music, they enjoyed organic greenmarket and wellness program. Tenth Supernatural festival promoted love to humans and nature, promoted healthy active lifestyle. On the occasion of the Supernatural festival, Slow Food Convivium Serbia was formed as a part of Slow Food Convivium Assosiation.

Supernatural goods: in order to tackle the sustainability of CSO, in 2014 Supernatural launched an environmental entrepreneurship project. This project was based on production and sales of Supernatural tea in partnership with Delhaize Serbia, the biggest retail food chain in Serbia. In 2014, we invested the profits in pilot education program Earth Keepers for 12 university students. This pilot program was developed in cooperation with Delhaize as part of their CSR platform. After successful trial period, cooperation agreement was renewed and expended with another product Supernatural Honey. The products are currently sold in 38 Maxi shops and the profits have been invested in sustainability of CSO and our environmental projects. In 2016, Supernatural teas and honey has been sold in 100 supermarkets in Belgrade. In 2015, with Strauss Adriatic coffee producer we launched Supernatural coffee. All profit have been invested in Supernatural projects.

Supernatural shop&bar: as a part of our sustainability strategy in late December 2015 we opened Supernatural shop and bar, the unique environmental friendly venue in the city center where one can try or buy Supernatural goods. This venue promotes the values and mission



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of the Supernatural CSO, aiming to become the meeting place for young people and experts to exchange the ideas and experiences.

Supernatural, apart from these three main projects has been successful in other projects. Soul Food Serbia a film of which we are authors and producers, for National Tourism Organization of Serbia, has been awarded 11 times internationally as world best touristic film, and has been seen by over 3 million viewers online. In 2015, we produced another touristic film, Danube in Serbia- 588 impressions which so far has been awarded with 2 international awards.

We closely cooperate with business sector and have developed public parks for Telenor, have been creative force behind Coca-Cola international Danube Day projects, have organized numerous educational seminars with world leading experts.

Measurement of outcomes

Supernatural park: 12 ha of land was revitalized which has been visited by 50.000 people. Over 100 media reports were published, reporting about these green project. Business partners, Embassies, Governmental institutions and local authorities supported project through donations and sponsorships. Project "Supernatural park-from waste dump to park" was voted as one of the 25 best projects in Europe 2014.

Supernatural festival: 10 years of the biggest environmental event in Serbia funded through donations and sponsorships from private sector, embassies and local community funds. Almost 150.000 people participated, over 800 media reports published about the events, 4 advocacy campaigns realized with concrete results.

Supernatural goods: 4 products are launched and sold in Healthy Food stores, Delhaize supermarkets and in Supernatural shop&bar.

Supernatural film production: we have realized 2 touristic films for National Tourism Organization of Serbia which has been awarded 13 times international so far.